

AALNC  
AMERICAN ASSOCIATION OF  
LEGAL NURSE CONSULTANTS

2018

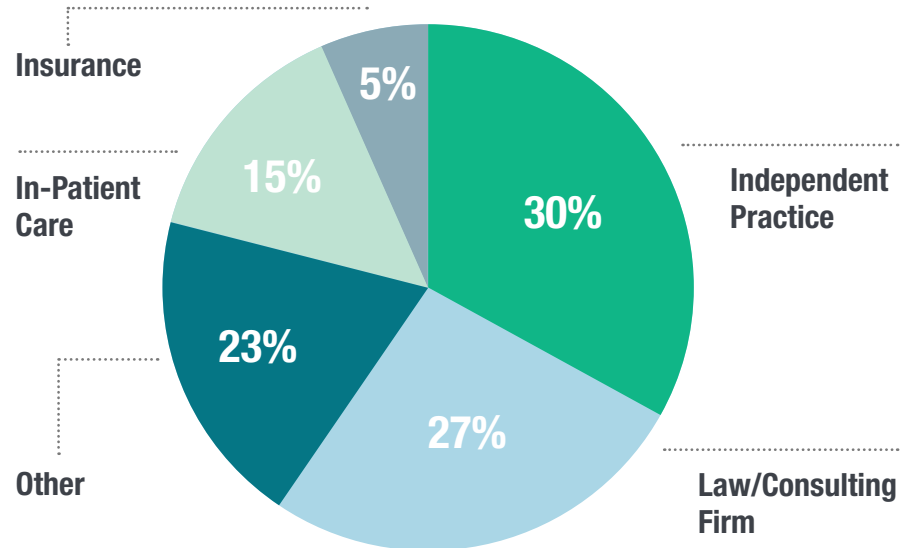


PARTNERSHIP PROSPECTUS

# WHAT IS AANLC?

The American Association of Legal Nurse Consultants is a not for profit membership organization dedicated to the professional enhancement and growth of registered nurses practicing in the specialty of legal nurse consulting. AALNC is the gold standard for professionals with an interest in the legal nurse consulting arena including novice and veteran LNCS, and is the premier resource for LNCs to earn the continuing education they need to maintain their credentials.

## Practice Settings of AALNC Members



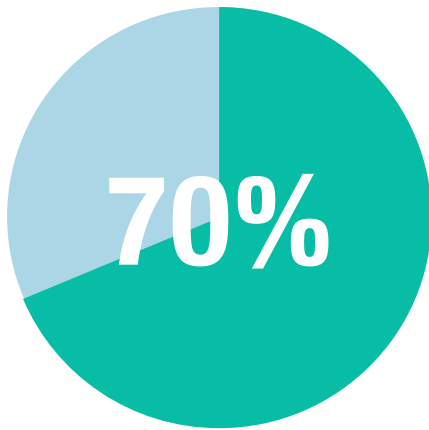
## WHAT IS A LNC?

Legal Nurse Consultants and Registered Nurses who serve as consultants and/or expert witnesses in medical-legal cases or claims. Some LNCs, but not all, maintain clinical nursing hours as well. LNCs apply their clinical knowledge and their analysis of healthcare records, medical literature, legal documents and other information to the evaluation of the medically-related issues in legal matters.

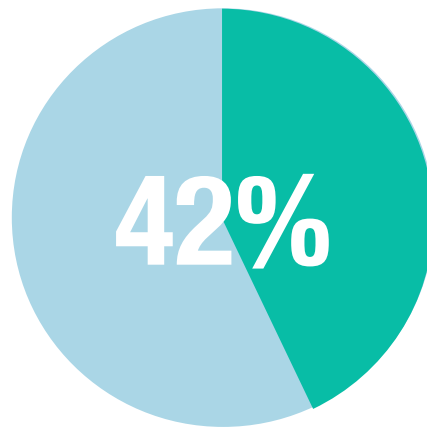
# AALNC ANNUAL FORUM ATTENDEES

The AALNC Annual Forum gathers the engaged legal nurse community as its attendee base. Attendees attend educational sessions to enhance their legal nurse consulting careers and skills.

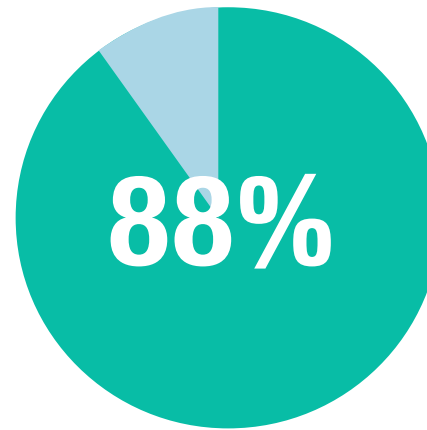
The AALNC Annual Forum 2018 will take place April 13-14 at the Hilton Clearwater Beach in Clearwater, Florida.



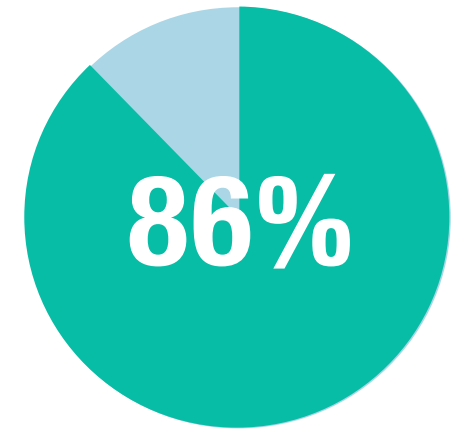
return each year



have been practicing legal nurse consulting for more than 12 years



are satisfied with the level of partner interactions at the conference



of attendees play a role in their business's purchase decisions

# YEAR-ROUND AND ANNUAL FORUM PARTNERSHIP OPPORTUNITIES

Show your support for continuing education and professional development for AALNC members by partnering to support the AALNC Annual Forum and year-round education efforts.



## Platinum Partnership (2 Available) - \$4,500

- 45-Minute Speaking opportunity during lunch or breakfast at AALNC Annual Forum
- 60-Minute Webinar
- Table top exhibit at AALNC Annual Forum
- Recognition as sponsor in AALNC mobile app and on website
- Homepage ad in banner rotation for 3 months



## Gold Partnership - \$3,000

- 60-Minute Webinar
- Table top exhibit at AALNC Annual Forum
- Recognition as sponsor in AALNC mobile app and on website
- Homepage ad in banner rotation for 3 months



## Silver Partnership - \$2,000

- Table top exhibit at AALNC Annual Forum
- Recognition as sponsor in AALNC mobile app and on website
- Homepage ad in banner rotation for 3 months



## Networking and Business Development

- AALNC Board Member Dinner Sponsor - \$3,500\*
- Networking Event Sponsor - \$3,000\*
- Welcome Reception Sponsor - \$3,000\*
- Partner Appreciation Reception Sponsor - \$3,000\*
- Table Top Exhibit - \$1,000

*\*Includes a 5-minute speaking opportunity during the selected event, a tabletop exhibit, onsite recognition, web and mobile app recognition*



## Brand Recognition

- Hotel Room Door Drop (2 Available) - \$1,750
- Conference Notebooks - \$1,500
- Conference Bags - \$1,250
- Break Sponsor (3 Available) - \$1,000
- Mobile Application - \$750
- Registration Bag Insert - \$350 (\$250 for exhibitors)
- Custom Branding Opportunities – Various Prices

# YEAR-ROUND ADVERTISING OPPORTUNITIES

## Sponsored Content Opportunities

We offer the opportunity to provide sponsored content that is educational to our readers, based on the following topics:



- **Clinical Issues**

- Clinical Issues entail the practice of nursing as a profession. Standards, guidelines, and principles for the professional management of medical conditions are the basis for LNCs to objectively evaluate patient care.



- **LNC Business Skills**

- LNC Business Skills are necessary to be a successful independent or in-house LNC. Topics include how to develop, market, and grow your business, as well as, communication and leadership skills for all LNCs.



- **LNC Practice**

- LNC Practice is a foundation for the skills required in the diverse LNC roles. An understanding of litigation cases and the legal system are core components for LNCs as they define and grow their practice.



## Advertising Opportunities

- Product Demonstration or Educational Webinar
- Membership Email Blast
- [Advertisement on AALNC website](#)
- Membership Mailing List Rental
- Company Spotlight in Monthly Membership Email Update
- Journal of Legal Nurse Consulting Email Sponsorship
- [Advertisement in Journal of Legal Nurse Consulting \(JLNC\)](#)
- Full-Page of Sponsored Content in JLNC