


The logo for the American Association of Legal Nurse Consultants (AALNC) features the letters 'A A L N C' in a white, serif font. A stylized, light blue wave graphic flows through the letters, starting under the first 'A', passing under the 'L', and ending under the 'C'.

A A L N C

AMERICAN ASSOCIATION OF
LEGAL NURSE CONSULTANTS

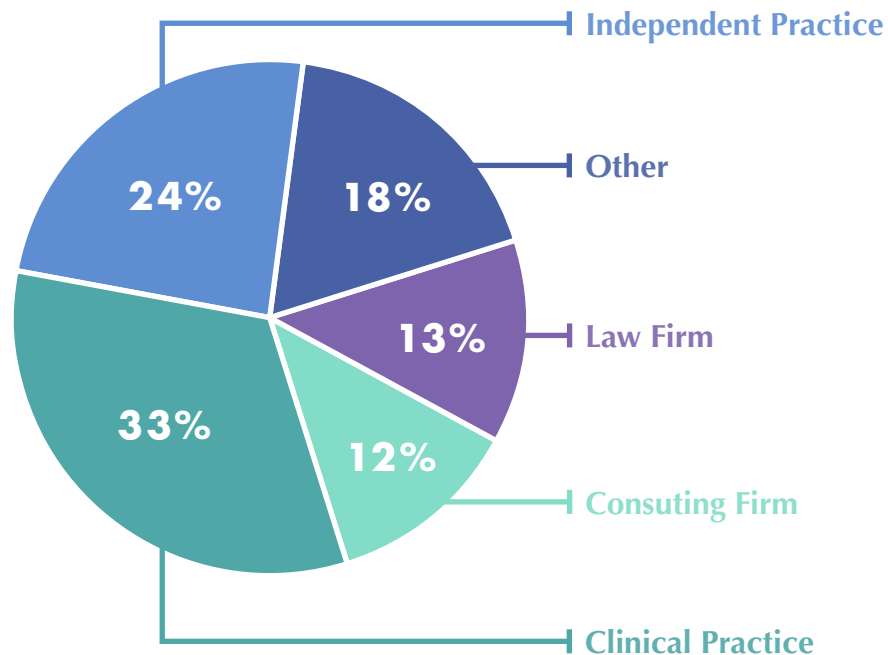
Partnership Prospectus

 **CONTACT US** to learn more about the marketing goals your company can achieve through partnership with AALNC.

What is AALNC?

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 AN 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.



87% of respondents in AALNC's 2019 member needs survey consider AALNC their professional home.

AALNC Annual Forum Attendees

The AALNC Annual Forum brings together over 200 legal nurses for two days of education and networking. Through participation in educational sessions, and in conversations with peers and vendor partners, attendees learn how to enhance their skills and careers.

64% return each year

42% practicing more than 10 years

89% play a role in business purchase decisions

71% satisfied with partner interactions

94% of attendees are members

“Attending the AALNC Annual Forum this year was by far the most valuable investment I have ever made in my nursing career.”

– AALNC Annual Forum 2019 Attendee

The **AALNC Annual Forum 2020** will take place **April 24-25**, with the Pre-Forum on April 23, Embassy Suites by Hilton Denver Downtown Convention Center in **Denver, Colorado**.



Year-Round & Annual Forum Partnership Opportunities

Platinum Partnership (1 Left!) – \$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
- One (1) email blast to AALNC membership

Gold Partnership – \$3,000

- One (1) email blast to AALNC membership
- 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

Welcome reception sponsor	\$3,000*
Partner appreciation reception sponsor	\$3,000*
Networking event sponsor	\$3,000*
Table top exhibit	\$1,100
Pre or Post AALNC Annual Forum Mailer	\$500**
Pre or Post AALNC Annual Forum Email or Blog Post	\$500**

Brand Recognition

Hotel room door drop (2 available)	\$1,750
Conference notebooks	\$1,750
Conference bags	\$1,750
Break sponsor (3 available)	\$1,000
Mobile app	\$750
Registration Bag Insert <i>(\$250 for current partners**)</i>	\$350
Custom branding opportunities	Various Prices

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

Year Round Advertising Opportunities

What You Can Advertise

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.

How You Can Advertise

Once you have identified the type of sponsored content that you'd like to advertise, explore where you can place your content:



Product demonstration or educational webinar



Membership email blast



Advertisement on AALNC website



Membership mailing list rental



Company spotlight in monthly membership email update



Advertisement in JLNC



Full-page of sponsored content in JLNC

I find the AALNC forums a great opportunity to network with other LNCs from the novice to seasoned levels. There is a great opportunity to talk with sponsors/partners for helpful services and information and the educational topics are interesting and/or helpful to my practice. I strongly encourage participation of other LNCs to choose this valuable experience.

– AALNC Annual Forum 2019 Attendee

AALNC Partner Application

Company Information

Company Name

Contact

Contact Email

Company Address

City/State/Prov./Postal Code

Phone

Fax

Signature

By selecting this box, you are confirming your electronic signature on this contact.

Partnership Opportunities

Please check the opportunities your company is interested in and return this application to sales@aalnc.org. Upon receipt of your contract, a member of the AALNC Team will follow-up with your invoice. Sponsorships are available on a first-come, first-serve basis. Sponsors can also discuss customized packages; please contact the AALNC Sales Team at (312) 673-4960 or sales@aalnc.org for more information.

AALNC Annual Forum Partnerships

AALNC Board Member Diner \$3,500*

Networking Event \$3,000*

Partner Appreciation Reception \$3,000*

Welcome Reception \$3,000*

Conference Bags \$1,750

Hotel Room Door Drop \$1,750

Conference Notebooks \$1,500

Table Top \$1,100

Break Sponsor \$1,000

Mobile App \$750

Pre or Post AALNC Annual Forum Mailer \$500**

Pre or Post AALNC Annual Forum Email or Blog Post \$500**

Registration Bag Insert \$350 (\$250 for current partners**)

Passport to Prizes \$150

**Includes table-top exhibit, 5-minute speaking opportunity during selected event, onsite registration, web and mobile app recognition*

***Must be an Annual Forum Sponsor or Year-Round Partner*

AALNC Year-Round Partnerships

Platinum Partnership \$4,500

Gold Partnership \$3,000

Silver Partnership \$2,000

AALNC Advertising

Product Demonstration or Educational Webinar \$1,500

Full-Page of Sponsored Content in *Journal of Legal Nurse Consulting (JLNC)* \$1,500

Membership Email Blast \$1,000

Company Spotlight in Monthly Email Update \$500

Advertisement on AALNC Website \$500+

Advertisement in *Journal of Legal Nurse Consulting (JLNC)* \$230+

Ad Type (Rotating Banner, Full-Page, etc.):

\$

Total Investment

Cancellation Policy: 50% refund if written cancellation is sent prior to January 1st in the year that the event is held. After this date, there are no refunds. Upon receipt of signed contract, an AALNC representative will follow-up with an invoice. Payment is due in full 30 days after receipt of invoice. If full payment is not received by this date, AALNC has the right to release your marketing and sponsorship opportunities. AALNC will approve all artwork and messaging.