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 (AALNC) is a not for profit membership organization of nearly 2,000 professionals 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. AALNC exists to inspire and empower nurses to achieve their full potential as legal nurse consultants.

PRACTICE SETTINGS OF AALNC MEMBERS

- Independent Practice: 43%
- Law Firm: 12%
- Consulting Firm: 14%
- Clinical Practice: 8%
- Other: 23%

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.

85% of respondents in AALNC's 2020 member needs survey consider AALNC their professional home.

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AALNC Partnership Packages

**All-star – $15,000 (Exclusive)**

- Annual Forum Table Top
- 45 Min Breakfast Symposia at Annual Forum
- Pre Show Annual Forum Attendee List (Includes Opt In Emails)
- Post Show Annual Forum Attendee List (Includes Opt In Emails)
- Sponsor recognition on AALNC Website
- Sponsor recognition on AALNC Annual Forum Website
- Sponsor recognition on Annual Forum Email Communications promoting event
- Monthly Homepage Banner Ad on AALNC Website
- Full Page Ad in JLNC Publication (4)
- Article inclusion in JLNC Publication (4)
- Thought Leadership HUB Article (6 per calendar year)
- Email Blast to AALNC Membership – sent by AALNC. (Quarterly)
- Facebook Live (2-20 minutes)
- Dedicated 30 minute session with AALNC Leadership (Date TBD)
- Sponsor Recorded Commercial to be hosted on AALNC YouTube Channel

**Champion – $10,000 (2 Available)**

- Annual Forum Table Top
- 30 Minute Speaking opportunity at Annual Forum
- Pre Show Annual Forum Attendee List (Includes Opt In Emails)
- Post Show Annual Forum Attendee List
- Sponsor recognition on AALNC Website
- Sponsor recognition on AALNC Annual Forum Website
- Sponsor recognition on Annual Forum Email Communications promoting event
- Monthly Homepage Banner Ad on AALNC Website
- Full Page Ad in JLNC Publication (4)
- Thought Leadership HUB Article (4 per calendar year)
- Email Blast to AALNC Membership – sent by AALNC. (Quarterly)
- Facebook Live (1-20 minutes)
- Dedicated 30 minute session with AALNC Leadership (Date TBD)
- Sponsor Recorded Commercial to be hosted on AALNC YouTube Channel

Please note that all content submitted is subject to approval by AALNC.

*Email open and click-through-rates will be shared with sponsor.
AALNC Partnership Packages

**Spokesperson – $7,500 (3 Available)**

- Annual Forum Table Top
- Pre Show Annual Forum Attendee List
- Post Show Annual Forum Attendee List
- Sponsor recognition on AALNC Website
- Sponsor recognition on AALNC Annual Forum Website
- Sponsor recognition on Annual Forum Email Communications promoting event
- Half Page Ad in JLNC Publication (4)
- Thought Leadership HUB Article (1 per calendar year)
- Email Blast to AALNC Membership – sent by AALNC. (1 per calendar year)
- Facebook Live (1-20 minutes)
- Dedicated 30 minute session with AALNC Leadership (Date TBD)

**Advocate – $5,000 (5 Available)**

- Annual Forum Table Top
- 30 Minute Speaking opportunity at Annual Forum
- Pre Show Annual Forum Attendee List
- Post Show Annual Forum Attendee List
- Sponsor recognition on AALNC Website
- Sponsor recognition on AALNC Annual Forum Website
- Sponsor recognition on Annual Forum Email Communications promoting event
- Half Page Ad in JLNC Publication (4)
- Thought Leadership HUB Article (1 per calendar year)
- Email Blast to AALNC Membership – sent by AALNC. (2 per calendar year)
- Facebook Live (1-10 minutes)

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*Email open and click-through-rates will be shared with sponsor.*
AALNC Partnership Packages

**Friend – $3,500**

- Annual Forum Table Top
- Post Show Annual Forum Attendee List
- Sponsor recognition on AALNC Website
- Sponsor recognition on AALNC Annual Forum Website
- Sponsor recognition on Annual Forum Email Communications promoting event
- Quarter Page Ad in JLNC Publication (4)
- Thought Leadership HUB Article (1 per calendar year)
- Email Blast to AALNC Membership – sent by AALNC. (1 per calendar year)

**Supporter – $2,000**

- Annual Forum Table Top
- Post Show Annual Forum Attendee List
- Sponsor recognition on AALNC Website
- Sponsor recognition on AALNC Annual Forum Website
- Sponsor recognition on Annual Forum Email Communications promoting event
- Logo Recognition

**AALNC Annual Forum Exhibitor – $1,500**

- Annual Forum Table Top

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Traditional AALNC Annual Forum Attendees

The AALNC Annual Forum historically 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

"Year after year, the AALNC Annual Forum serves as a tremendous opportunity for me to gain knowledge in topic areas relevant to my practice as an LNC.
– Past AALNC Annual Forum Attendee"
AALNC A La Carte Annual Forum Sponsorship Opportunities

**Marketing/Advertising**
- Tweet
- Registration Drop
- Pre-Show Attendee List With Opt In Email
- Post-Show Attendee List With Opt In Email
- Pre-Event eBlast
- Post-Event eBlast

**Branding**
- Hosted Meeting Room
- Search for Solutions (Passport to Prizes)
- Sponsored Break
- Beverage Break
- Sponsored Track
- Hand Sanitizer – Individual
- First-Time Attendee Reception
- Conference WiFi
- Conference Tote
- Conference Lanyards
- Registration Sponsor
- Welcome Reception

**Speaking**
- Virtual Platform
- Breakfast Bites
- Lunch and Learn
- Keynote Speaker

**CONTACT US** to learn more about the marketing goals your company can achieve through partnership with AALNC.
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, sent by AALNC on behalf of partner
- Advertisement on [AALNC website](#) and/or *The Briefing*, the new content hub
- Member engagement opportunities
- Company spotlight in monthly Member News eNewsletter
- Advertisement in the *Journal of Legal Nurse Consulting*
- Sponsored thought leadership article in the *Journal of Legal Nurse Consulting*

The content was stimulating and led to valuable insight and discussion. Thank you to all for such professional, informative sessions and for creating such an encouraging environment over Zoom. This was by far the most professional and effective Zoom meeting I have had the privilege to attend. What a great representation of AALNC leadership and professionalism.

– Past AALNC LNC Jumpstart Attendee

CONTACT US to learn more about the marketing goals your company can achieve through partnership with AALNC.
### Year Round Advertising Opportunities

<table>
<thead>
<tr>
<th>JLNC Full Page Ad*</th>
<th>$500</th>
</tr>
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<tbody>
<tr>
<td>JLNC Half Page Ad*</td>
<td>$250</td>
</tr>
<tr>
<td>JLNC Sponsored Content ½ Page with Ad*</td>
<td>$1,000</td>
</tr>
<tr>
<td>Vendor Webinar</td>
<td>$1,300</td>
</tr>
<tr>
<td>AALNC Membership Email Blast</td>
<td>$1,000</td>
</tr>
<tr>
<td>AALNC Social Media Post</td>
<td>$300</td>
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<tr>
<td>AALNC Facebook Live – 20 Min</td>
<td>$2,000</td>
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<tr>
<td>AALNC Career Center Banner Ad – Rotating</td>
<td>$750 (3 months)</td>
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<tr>
<td>AALNC Homepage Banner Ad – Rotating</td>
<td>$1,000 (3 months)</td>
</tr>
<tr>
<td>AALNC The Briefing Homepage Primary Banner (Department Page)</td>
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<tr>
<td>AALNC The Briefing – Secondary Banner</td>
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<tr>
<td>AALNC The Briefing Banner Ad – Sub Pages</td>
<td>$500</td>
</tr>
<tr>
<td>AALNC The Briefing Sponsored Content</td>
<td>$1,000 (inclusive of banner ad on sub page)</td>
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### JLNC Topics and Deadlines*

<table>
<thead>
<tr>
<th>Semester</th>
<th>Topic</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>Spring 2022</td>
<td>COVID Updates—One Year Later</td>
<td>January 19</td>
</tr>
<tr>
<td>Summer 2022</td>
<td>Strokes</td>
<td>April 18</td>
</tr>
<tr>
<td>Fall 2022</td>
<td>Labor and Delivery/Peripartum</td>
<td>July 19</td>
</tr>
<tr>
<td>Winter 2022</td>
<td>TBD</td>
<td>October 18</td>
</tr>
</tbody>
</table>

*Details inside!
Ready to Become an AALNC Partner?

How to contract: Here are your next steps.

1. AALNC’s sponsorship and exhibit contract is now digital! Please click here for the online form.

2. Once your contract is completed and digitally signed, click “submit contract.”

3. That’s it! Our team will be in touch with next steps.

Looking for a customized offering or package?

Contact AALNC’s Sales Manager, Kris King, at kking@aalnc.org or (312) 673-5505 to discuss other partnership offerings.

Cancellation Policy: New for this year, sponsors and exhibitors will have to review and agree to the Rules and Regulations, including the updated 2022 AALNC Cancellation Policy prior to submitting a contract. Cancellation is not permitted for Year Round Partnerships. Annual Forum related cancellations must be submitted via email prior to January 31, 2022 with AALNC retaining 50% of the contracted fee. No refunds or cancellations will be accepted after January 31, 2022.