



## GAPNA STRATEGIC PARTNERSHIPS

***GAPNA is a dynamic and emerging professional organization representing the interests of advanced practice nurses who care for older adults. We are the only advanced practice nursing organization that focuses on older adults, the fastest growing segment of the population.***

### **Platinum Strategic Partner – Cost \$25,000 (Will also include all of the benefits of the Strategic Partner Program listed below)**

Includes support of GAPNA Online Library - The need for online education is more in demand than ever so nurses can address their CNE needs. Additionally all attendees at GAPNA Annual Conferences (Virtual or Live) will access the online library to download handouts and complete evaluations to obtain CNE credits.

The GAPNA online library (<https://library.gapna.org/gapna>) is critical to GAPNA educational efforts. GAPNA will send emails promoting your Platinum Strategic Partnership to the membership and support of GAPNA educational efforts.

### **Gold Strategic Partner – Cost \$10,000 (Will also include all of the benefits of the Strategic Partner Program listed below)**

Includes a 12 month Website banner ad and a 12 month eAlert banner ad\*.

*\*Banner Specs will be provided upon confirmation of your support.*

### **Strategic Partner – Cost \$5,000**

Benefits of Strategic Partner Program Include:

- Sponsorship of one issue of the *GAPNA Newsletter*. Your logo (linking or non linking) will be prominently placed and recognized in our online publication sent to all members.
- Special Recognition in our bimonthly GAPNA eAlert mailings.
- Logo recognition in other publications produced during the year such as the Pharmacology and Annual Conference Program Books
- Complimentary GAPNA Leadership (BOD, Chapter Presidents) Mailing List, for a one time use only (email addresses not included). Mailing piece must be approved by GAPNA.
- Complimentary Membership Mailing List, for a one time use only (email addresses not included). Mailing piece must be approved by GAPNA.
- Recognition and listing on the GAPNA Website – [gapna.org](http://gapna.org)
  - Your corporate logo will appear on our site.
  - Option link to your website.
  - Description of your company's products/services (200 word maximum)
- Special Recognition of your company at the **GAPNA Annual Conference**
  - Acknowledgement of Strategic Partners, during opening ceremony
  - Strategic Partner Floor Decal in front of booth.
  - Recognition of Strategic Partners on signage at the Annual Conference.
  - Strategic Partner ribbons for the name badges of your booth representatives.

# GAPNA STRATEGIC PARTNERSHIPS



- Complimentary subscription to *Geriatric Nursing*, the GAPNA official journal.
- First option to participate in special GAPNA projects and programs as they are developed.

If you have any questions about the GAPNA Strategic Partner Program or would like to discuss your involvement in more detail, please contact Jack Edelman, Director of Marketing, at either 856-256-2313 or [jack.edelman@ajj.com](mailto:jack.edelman@ajj.com) or Heidi Perret, Marketing Coordinator, at either 856-256-2375 or [heidi.perret@ajj.com](mailto:heidi.perret@ajj.com).

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When you participate as a GAPNA Strategic Partner, we will include a detailed listing and descriptive write-up on the Website: **gapna.org**. Please complete this worksheet and send it back to us if you would like your listing expanded beyond just your address and contact information.

**Descriptive Write-Up** – Write about your company, products, and services. You may include brand names, product categories, services, etc. A maximum of 200 words is permitted. Please provide write-ups via e-mail.

\_\_\_\_\_ We will be e-mailing the write-up to [heidi.perret@ajj.com](mailto:heidi.perret@ajj.com)

\_\_\_\_\_ We will not be including a 200-word descriptive write-up for the Website.

**Logo** – GAPNA will include your corporate logo on our Website, **www.gapna.org**, and in a Power Point presentation during the Annual Conference. Please provide both a high resolution (300 dpi) .jpg and .eps file of your four color logo.

\_\_\_\_\_ We will supply a new logo (.jpg and .eps file).

\_\_\_\_\_ We will not be including a corporate logo on GAPNA's Web site.

Please email your write up and logo to [Heidi.perret@ajj.com](mailto:Heidi.perret@ajj.com), along with completed Strategic Partner application. Heidi Perret: phone: 856-256-2375/fax: 856-589-7463.

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## Conference Attendee Profile

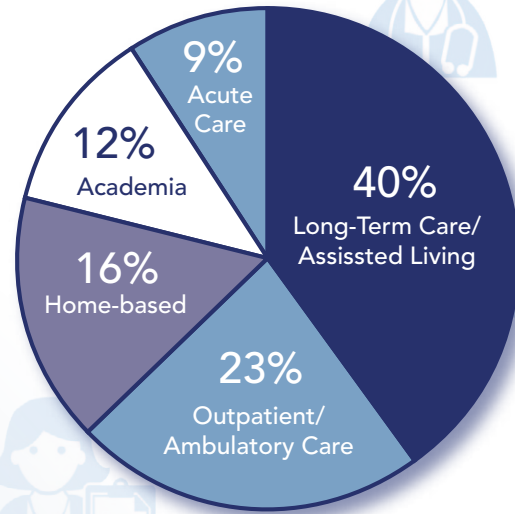
**GAPNA** is the premiere organization for all advanced practice nurses who work with older adults. Our APRNs are active in a variety of settings across the continuum including primary, acute, post-acute and long-term care. GAPNA is the trusted leader for advanced practice nurses seeking continuing education in gerontological care as well as networking and peer support from experienced clinicians.

members **81%**



19% non members

### Attendees by Discipline:



### Why support GAPNA ???

More than **57%** of the advanced practice providers in attendance were first time attendees

**99%** of attendees reported they **share their conference experiences** with their colleagues

**89%** of attendees reported they **obtain useful information** from exhibiting companies

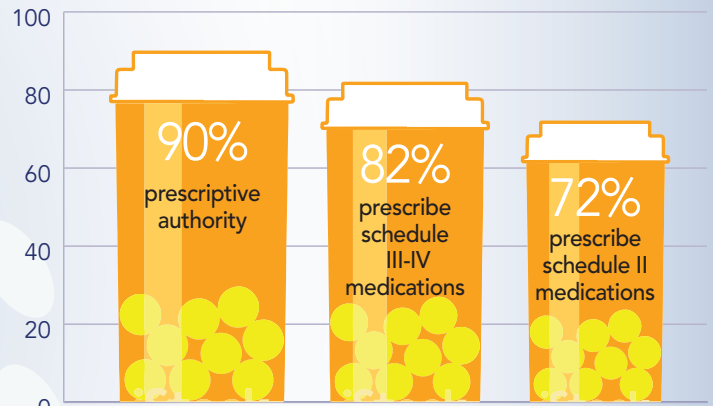
**98%** of attendees surveyed said they found the conference to be **a valuable experience**

**95%** of attendees found the **Industry Supported Product Theaters** a valuable addition to the program

**86%** of attendees found the **exhibit hall to be valuable**

**75%** of attendees indicated they **have a role in influencing purchasing decisions** with their companies/practice

### Prescriptive Authority:



### Years of practice in Gerontology:

10+ Years = **49%**  
5-10 years = **21%**  
1-5 years = **30%**





## GAPNA STRATEGIC PARTNER APPLICATION

Yes, we would like to join GAPNA's Strategic Partner Program; our payment is enclosed:

**Platinum Strategic Partner/\$25,000**     **Gold Strategic Partner /\$10,000**     **Strategic Partner/\$5,000**

Please complete this form and return it to GAPNA with your payment.

### Company Information:

Company Name: \_\_\_\_\_

*(Please type name as it is to appear on all correspondence, and promotional materials.*

*Use upper and lower case letters as required.)*

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Company Telephone: \_\_\_\_\_

Corporate E-mail: \_\_\_\_\_

Corporate Website: \_\_\_\_\_

### Representative Information:

Official Representative: \_\_\_\_\_ Title: \_\_\_\_\_

Your Telephone: \_\_\_\_\_

Your E-mail Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Individuals to receive complimentary subscriptions (in addition to designated representative):

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Please complete both pages of this application and return it with your payment to:

(GAPNA's Tax Identification Number is 93-0832304)

GAPNA

Box 56, Pitman, NJ 08071-0056

Fax 856-589-7463

Heidi Perret, Marketing Coordinator, [Heidi.perret@ajj.com](mailto:Heidi.perret@ajj.com) / p: 856-256-2375 / f: 856-589-7463