



aaacn American Academy of
Ambulatory Care Nursing
Shaping Care Where Life Happens

2025 CORPORATE SUPPORT, EXHIBITS, & ADVERTISING PROSPECTUS

Connecting you to Leaders in Ambulatory Care Nursing

Importance of Ambulatory Care Nursing

Ambulatory care nursing is increasingly vital in healthcare due to the shift towards outpatient services and preventive care. With advancements in medical technology and treatment protocols, many procedures and consultations that once required hospitalization can now be effectively managed in outpatient settings. This transition is driven by the need to reduce healthcare costs and enhance patient convenience and satisfaction. Ambulatory care nurses play a crucial role in managing chronic conditions, providing patient education, and ensuring continuity of care. Their expertise in assessment, care coordination, and patient advocacy is essential in a landscape where more complex care is being delivered outside of traditional hospital environments. As healthcare systems strive to improve accessibility and efficiency, the demand for skilled ambulatory care nurses continues to grow.

About AAACN

The American Academy of Ambulatory Care Nursing (AAACN) is the only association for practicing nurses and nursing leaders specialized in serving people in community and outpatient care settings. We support them by providing programs that advance holistic and evidence-based patient care and advocate for their essential role in the future of health care. Our mission is *Shaping Care Where Life Happens* with a long-term vision to foster a healthier world through nursing excellence, leadership, and innovation, revolutionizing healthcare.

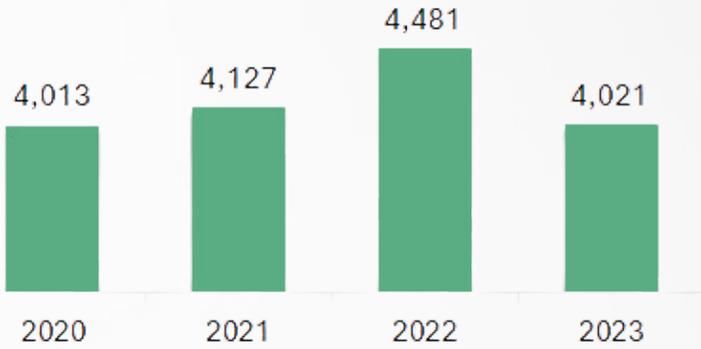
Why AAACN?

Ambulatory care nurses are at the forefront of patient care in outpatient settings, making purchasing decisions and influencing the adoption of new products and technologies. By partnering with the AAACN, companies can enhance their brand visibility among these key healthcare professionals, fostering trust and credibility. Additionally, sponsorship demonstrates a commitment to supporting the professional development of ambulatory care nurses, aligning companies with the values of continuous improvement and patient-centered care. This strategic alliance can lead to increased market penetration, brand loyalty, and the potential for valuable feedback from front line users of healthcare products and services.

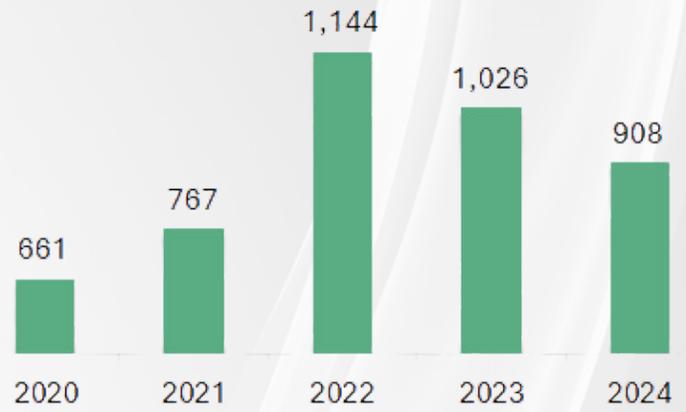
METRICS & DEMOGRAPHICS



Membership



Conference Attendance



41%

Identify as an Administrator, Director, Manager, or Supervisor

44%

Practice in outpatient clinics

45%

Bachelor's Degree in Nursing

40%

Master's Degree in Nursing

4%

Doctor of Nursing Practice

2%

PhD in Nursing

Top clinical care areas: Primary Care, Telehealth Ambulatory/Surgery, Multi-specialty Clinic





50th Annual Conference Exhibit & Sponsorship

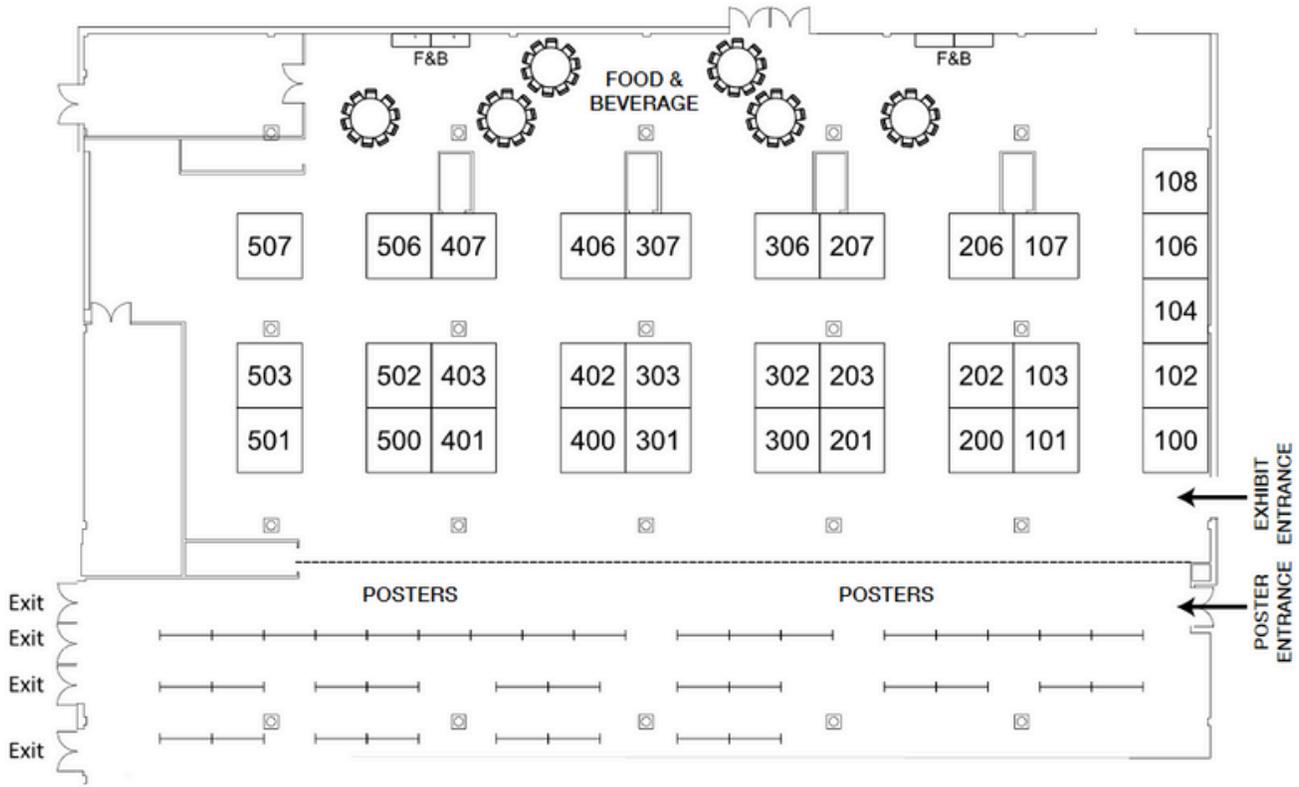
2025 will mark the 50th Annual Conference of AAACN, a milestone celebration marking five decades of dedication, innovation, and excellence in ambulatory care nursing. This year's conference promises to be an exceptional event, bringing together nursing professionals, healthcare leaders, and industry partners from across the country.

Sponsoring or exhibiting at the AAACN conference offers numerous strategic advantages for companies. It provides direct access to a concentrated audience of ambulatory care nurses, leaders, and decision-makers who are deeply involved in the outpatient care sector. This exposure is invaluable for networking, fostering relationships, and understanding the needs and challenges of this critical nursing specialty. The conference is also an ideal platform to showcase innovative products, services, and technologies tailored to improve patient outcomes and operational efficiencies in ambulatory care settings. By demonstrating solutions in a hands-on environment, companies can receive immediate feedback and generate leads. Additionally, participating in the conference enhances brand visibility and credibility within the healthcare community, positioning the company as a dedicated supporter of professional development and excellence in nursing. Overall, exhibiting at the AAACN conference is a strategic investment that can drive business growth and strengthen market presence in the ambulatory care sector.





Conference Exhibit Opportunities



10'x10' Booth \$3,000

- 5.25 hours of exclusive exhibit time
- One 10'x10' booth with 3 booth badges, 6' table and 2 chairs
- List of attendees (email not included)
- Complimentary coffee & refreshment breaks
- Booth signage with company name
- Virtual listing on the conference event page

Exhibit Hours:

- Wednesday, May 21: 5:30 - 7:30 pm
- Thursday, May 22: 7:00 - 8:00 am
- Thursday, May 22: 9:15 - 10:30 am
- Thursday, May 22: 3:30 - 4:30 pm

Listing on Website/APP Includes:

- Name & logo
- Description
- Contact information
- Website link



Conference Sponsorship Opportunities

Breakfast Symposium Price Varies

Opportunity to provide one-hour session to attendees during breakfast (non-CE).

Conference Tote Bag \$8,000

Provided to each registered attendee, the "official" tote bag contains important registration materials, show information, and much more. Your name and logo will be seen and recognized by all attendees (exclusive).

Lanyard/Badge Holder \$5,000

Opportunity to brand lanyards provided to all attendees (exclusive).

Pocket Guide Sponsor. \$3,000

This pocket-sized guide will be in each attendee's badge holder, contains the conference schedule, and is the attendee's go to for navigating the conference (exclusive).

Hotel Key Cards \$3,000

Opportunity to brand all attendee hotel key cards.

Focus Groups \$3,000

AAACN will provide a meeting room and assist in inviting conference attendees to a one-hour focus group hosted by your company.

Charging Station Sponsor \$7,500

Conference attendees can relax and network while charging their devices.

Bag Inserts. \$1,500

Your 8.5" x 11" product/service literature piece or promotional item in each attendee conference tote bag.

Meter Board Ads. \$1,500

One meter board positioned in a high traffic area for all attendees to view. This is a great way to promote booth traffic, products, and services while building your company's brand awareness. Meter boards are approximately 3 feet wide and 8 feet tall.

ADVERTISING OPPORTUNITIES

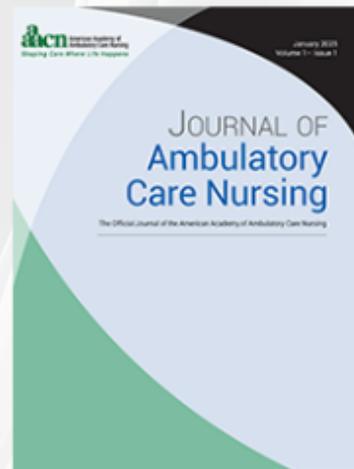


Journal of Ambulatory Care Nursing

The *Journal of Ambulatory Care Nursing*, AAACN's official journal, is a scholarly, peer-reviewed journal dedicated to advancing evidence-based ambulatory care nursing practice, clinical research, and professional development. The publication is distributed digitally to all members and external subscribers (approx. 4,400) four times a year.

Rates:

- Full page ad (inside front cover): \$3,500.
- Full page ad (run of book): \$3,000.
- Half page ad (run of book): \$2,000.



ViewPoint

ViewPoint is an additional AAACN publication that focuses on ambulatory care nursing best practices, issues, and trends, and is used to disseminate AAACN News. The publication is distributed digitally to all members (approx. 4,300) four times a year.

Rates:

- Full page ad (inside front cover): \$2,500.
- Full page ad (run of book): \$2,000
- Half page ad (run of book): \$1,000



eNewsletter

AAACN sends a monthly eNewsletter to all members, highlighting timely AAACN news and industry updates. Companies have the opportunity to feature a banner ad linked to a URL of your choice for \$1,500 per ad (limited to one ad per issue).

Dedicated Email Blast

AAACN will send a dedicated email blast to all members featuring your content and images for \$3,000 (limited to one per month). A minimum of four weeks' notice is required for circulation.

Membership Mailing List

Purchase the AAACN mailing addresses list for all members for \$2,500 (one-time use only).

AAACN Corporate Membership is valid from January 1st to December 31st and can be obtained by making a \$2,500 annual contribution. This membership entitles the member company to numerous valuable benefits and exclusive recognition.

Benefits of Corporate Membership include:

- Opportunity to send one dedicated email blast to the membership per year. Email distributed through AAACN (no emails provided).
- Two free Affiliate Memberships.
- Access to the online membership community to learn more about the issues and needs of members. Corporate members are prohibited from posting promotional messages.
- One complimentary ½ page color advertisement in the *Journal of Ambulatory Care Nursing*.
- One complimentary ½ page color advertisement in AAACN's peer-reviewed publication, *ViewPoint*.
- Special recognition in all 4 issues of *ViewPoint*.
- Special recognition in the monthly E-news.
- AAACN's Conference pre-registration list (1,000 names approx.): Sent in an excel format for one-time use (list will not include email addresses).
- Special recognition and listing on AAACN's Website, www.aaacn.org, including your corporate logo and link to your website.
- "AAACN Corporate Member" sign provided for display at your exhibit booth.

Becoming a corporate member of AAACN opens doors to unprecedented opportunities and resources within ambulatory care nursing. We look forward to welcoming your company into our growing network of industry leaders.

CONTACT INFORMATION



Thank you for your interest in engaging with over 4,000 nurse members of the American Academy of Ambulatory Care Nursing (AAACN) and our outreach of hundreds more ambulatory care decision makers.

This dynamic group of nurses purchases products primarily aimed at supporting outpatient care, managing chronic conditions, and ensuring patient safety and comfort. They also invest in workplace essentials that promote staff self-care, incorporate the latest technologies, and include a variety of necessary equipment.

AAACN invites you to connect with them to showcase your products and services with a booth and conference sponsorship opportunities at our annual Conference; ad placement in the *Journal of Ambulatory Care Nursing*, AAACN's official, scholarly, peer-reviewed journal or *ViewPoint*, AAACN's additional peer-reviewed publication.

If you have questions about AAACN or the opportunities listed in this prospectus, please feel free to reach out. I look forward to getting to know you.

Kind regards,

A handwritten signature in black ink that reads 'Donna Olthoff'.

Donna Olthoff
American Academy of Ambulatory Care Nursing
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