

# Industry Relations Council

Inclusion in the Industry Relations Council (IRC) of the Association of Pediatric Hematology/Oncology Nurses (APHON) is available to organizations and companies that support APHON's mission and goals. Participating organizations have their choice of two involvement levels - Premier and Associate — each with its own benefit structure and exclusive opportunities to engage with APHON's audience.

# Premier Level \$15,000



## Premier-Level IRC Benefits

### Year-Round Partnership Benefits: 2024

#### 👤 Event/In Person Impact:

- An invitation to the IRC meeting at APHON's Annual Conference
- Invitation to one APHON Board and Leadership Meet and Greet \*This may be in person or virtual\*
- Recognition as an IRC member at APHON's Annual Conference
- Reserved seating at APHON Business Meeting for acknowledgment at Annual Conference
- 4 full conference registrations for company representatives at APHON's Annual Conference
- A 1-hour meeting between company representatives and a select group of APHON board members and staff

#### 📣 Brand Impact:

- One time use of APHON's membership mailing list, executed through APHON's fulfillment house. Sponsor will not receive list, but will work through 3rd party mail house. Additional expenses (postage, shipping, etc) are sole responsibility of the sponsor
- Recognition as an IRC member on APHON's website, including a corporate logo and a link to company's website

#### ⊕ Added Impact:

- Two complimentary annual APHON memberships
- Use of the APHON IRC logo on your website and marketing materials
- A subscription to the *Journal of Pediatric Oncology Nursing (JOPON)*

In addition to the opportunities listed, Premier-Level IRC Members receive **ALL** of the following Custom Premier Level Benefits:

- ✓ Ability to promote a survey through APHON's community and newsletter
- ✓ An integrated content ad in one issue of APHON's monthly newsletter
- ✓ Display of a pop up banner/ meter board for ONE DAY (of your choosing) at registration area of APHON's Annual Conference. *Max of 3 per day*
- ✓ An e-blast sent to APHON members through APHON's email platform. *E-blasts not available in Q3*
- ✓ A minimum of 4 Social Media posts/thank yous throughout the course of 12 month contract
- ✓ Full Page ad in one issue of *JOPON*

# Associate Level \$7,000



## Associate-Level IRC Benefits

### Year-Round Partnership Benefits: 2024

#### Event/In Person Impact:

- An invitation to the IRC meeting at APHON's Annual Conference
- Recognition as an IRC member at APHON's Annual Conference
- Reserved seating at APHON Business Meeting for acknowledgment at Annual Conference
- 2 full conference registrations for company representatives at APHON's Annual Conference

#### Brand Impact:

- Recognition as an IRC member on APHON's website, including a corporate logo and a link to company's website

#### Added Impact:

- One complimentary annual APHON membership
- Use of the APHON IRC logo on your website and marketing materials
- A subscription to the *Journal of Pediatric Oncology Nursing (JOPON)*

In addition to the opportunities listed, Associate-Level IRC Members may **SELECT 4 OF THE FOLLOWING** Custom Associate Level Benefits:

- Ability to promote a survey through APHON's community and newsletter
- An integrated content ad in one issue of APHON's monthly newsletter
- Display of a pop up banner/meter board for ONE DAY (of your choosing) at registration area of APHON's Annual Conference. *Max of 3 per day*
- A minimum of 4 Social Media posts/thank yous throughout the course of 12 month contract
- Half Page ad in one issue of *JOPON*