



WHAT'S NEEDED

Welcome to WOCNext® 2024 Exhibit & Sponsorship Opportunities

Conference: June 9-12, 2024
Exhibits: June 9-11, 2024

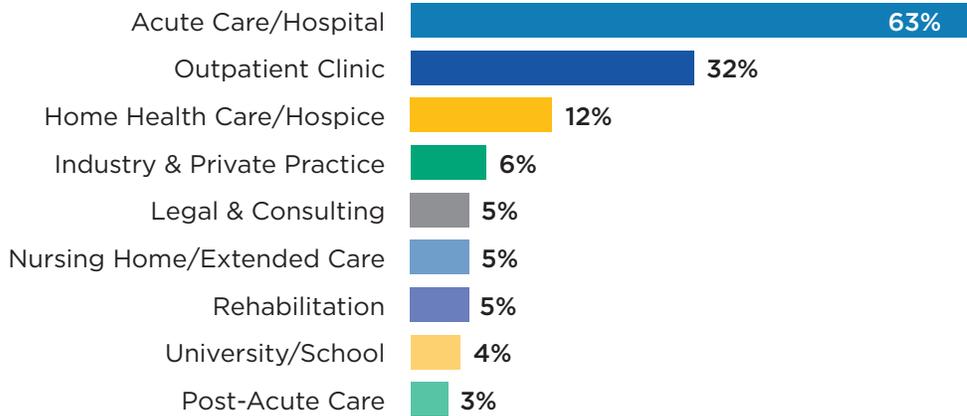
To secure your space and or sponsorship, contact us at wocnsales@wearemci.com or 410-316-9854

WOCNext® is the ONLY educational event of the year hosted by healthcare professionals for healthcare professionals that delivers what's new, what's needed, and what's next in wound, ostomy, continence, foot, and nail care.

Join us as we connect our community of exhibitors with 2,000 nurses and other healthcare professionals dedicated to providing expert care to patients with wound, ostomy, and continence care needs.

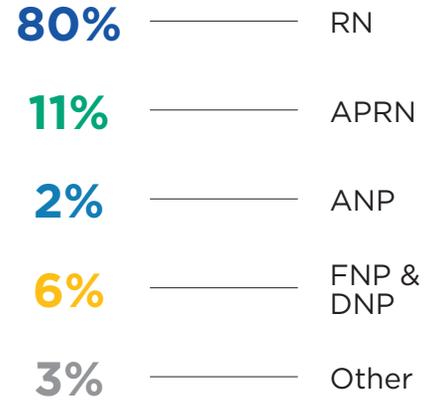
Attendee Type Role Function

Multiple Responses Allowed



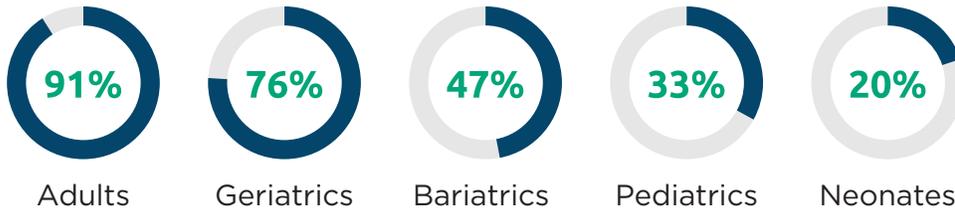
Attendee License Type

Multiple Responses Allowed



Attendee Patient Population

Multiple Responses Allowed

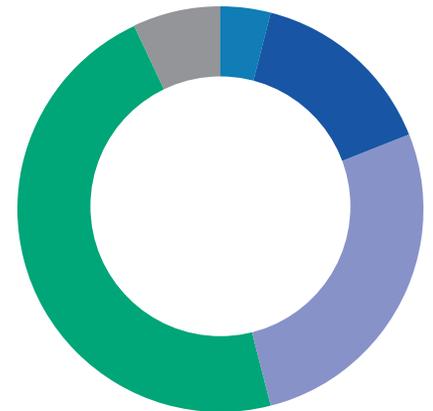


Attendee Primary Area of Practice

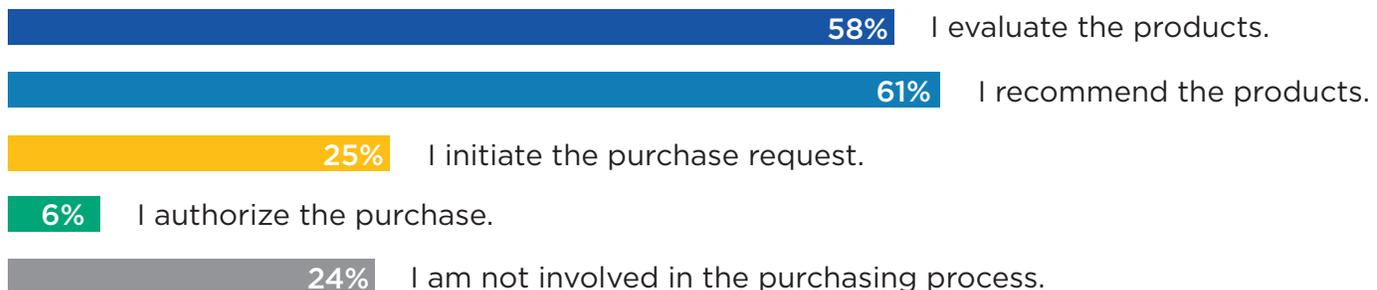
Multiple Responses Allowed



How long have you been a WOC nurse?



Purchasing Influence



2024 WOCNext Sponsorship Opportunities



Turnkey Packages

WOCNext is excited to launch comprehensive, turnkey packages for supporters, which includes booth space and additional sponsorship opportunities!

Gold - 2 available \$40,000

- 20x30 booth
- (1) Full Page ad in program
- Logo enhancement - On the floor plan
- Leaderboard Advertisement in WOCNext News
- Included in Sponsor Signage at conference
- 8x10 Floor Sticker
- Participant in traffic driver activity
- Welcome Networking Reception Sponsor
- Tote Bag Insert
- Logo on aisle signs
- 2 Full Conference Passes

Silver - 3 available \$30,000

- 20x20 booth
- (1) Full Page ad in program
- Logo enhancement - On the floor plan
- Rectangle Advertisement in WOCNext News
- Bar/Snack sponsor at Exhibit Hall Opening Reception
- Included in Sponsor Signage at conference
- Participant in traffic driver activity
- Tote Bag Insert
- 1 Full Conference Pass

Bronze - 5 available \$20,000

- 10x20 booth
- (1) Full Page ad in program
- Spotlight advertisement in WOCNext News
- Included in Sponsor Signage at conference
- Participant in traffic driver activity
- Set of branded park benches placed in main aisle of conference
- Tote Bag Insert

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A La Carte Items

Symposia \$40,000 - \$55,000

(CE & Non-CE | All Symposia will be live-streamed)

Supporting a symposium will give you access to a group of quality attendees and showcase your organization as a thought leader within the WOCNext community. These opportunities are turnkey opportunity. The Symposia will also be recorded and available on demand for all attendees to view post the event.

SOLD

Demo Hub \$25,000 per day

(Exclusive buy out for event is available)

Showcase hands on demonstrations of your product within this new space on the exhibit floor. You are encouraged to engage with the audience in this space and have them participate in the demos. This area will be highly visible on the show floor and will attract many attendees. The Demo hub will be open for demo's all day during exhibit hall hours of the day signed for.

New for 2024!

Event Tote Bag \$25,000

Brand the event tote bag with your company logo alongside the event logo. Cost includes bags, artwork and shipping. This opportunity also includes two complimentary tote bag inserts to be stuffed in the bag. All inserts must be pre-approved by show management and shipped to the WOCNext pre-assembly vendor by the required date.

SOLD

Mobile App & Wi-Fi \$25,000

Support the event app and have your company's brand at the attendee's fingertips. Every single time they open the app your branding will appear on the app splash page; the supporter will have their own menu listing to direct attendees to the URL of their choice and will also get exclusive branding options within the app.

SOLD

Registration \$16,500

Your logo will be hyperlinked and included in all registration confirmation emails that WOCNext attendees receive. Your company branding will also be displayed onsite in the WOCNext registration area.

New for 2024!

Focus Group \$10,000

(limited inventory)

A focus group generally consists of 10 to 20 attendees who are asked their opinions in a group interview. Participants should fit your target market. Focus group interviews are very informal, and you should have a facilitator or list of questions to help direct the discussion. We encourage an open-ended flow of conversation

Hotel Room Key \$10,000

Have your branding be seen by all the attendees staying at the official event hotels. Digital proof of hotel room key must be submitted to WOCNext staff for approval. Pricing includes production and distribution of branded hotel room keys to all attendees.

SOLD

Reusable Water Bottles \$10,000

Provide each attendee with a branded water bottle that can be used and reused throughout the event as well as taken home with them too. These will be handed out as part of the registration process. Pricing includes production and shipping costs.

SOLD

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Additional Sponsorship Opportunities

WOC n Roll Welcome Party \$10,000 *per element*

Excellent way to make a WOW impression with all attendees at the Welcome party! The 2024 party will be at a really fun venue and there are several different elements that can be sponsored at the party.

Bar **-SOLD** | Coffee & Donuts | Garage Area | Welcome Package

Exhibit Hall Footprints \$7,500

“Show Me The Way” - Create a visual route to your exhibit booth with footprint stickers. Pricing varies based on distance/size of printing quantity. Supporters create artwork for WOCN approval. Exclusive opportunity from the front entrance to your booth.



Lanyards \$7,500

Generate visibility as attendees travel throughout the conference wearing their lanyard with your company name/ logo co-branded with WOCNext



Innovation Hub Live \$7,500 | On-Demand \$4,000

limited inventory

Showcase your product or service with a 30-minute Non-CE presentation. These virtually produced sessions allow for your company to select experts from anywhere in the world to provide the live educational sessions to in-person and virtual attendees. Attendees can attend live either in-person in the Innovation Hub on the exhibit hall floor or via our virtual event platform. Your presentation could be an infomercial, panel discussion, research update, interactive and more - you choose! Live presentations are included as part of the event Program schedule and the presentation are recorded and placed on demand for all attendees to view post event.



Ribbon Wall \$7,500

Custom branded ribbon wall that can be placed in your booth to drive the traffic directly to you! Attendees always love to add fun ribbons to their badges.



WOCNext Building Branding Opportunities \$6,500 - \$18,000

Stand out in the general hallways of the event and have your brand and messaging visible for all attendees as they move throughout the building! Supporter must provide print-ready artwork and will need to be approved by show management. Options include window clings, staircase clings, and escalator runners.



Aisle Carpet Overlay \$5,000

Make an impression with your company branding on a carpet overlay as attendees enter the Exhibit Hall or walk the main aisles.



Branded Product Tote Bag Insert \$4,500

Limited Inventory

Have your branded product inserted in all the conference bags! Supporter is responsible for production and delivery of item. All branded products must be pre-approved by show management and shipped to the WOCNext pre-assembly vendor by the required date.

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Additional Sponsorship Opportunities

Park Bench \$4,000
 Have your brand visible on a set of park benches strategically placed throughout the main aisles. Each park bench set will include your messaging on two back-to-back park benches and (2) floor stickers!



Tote Bag Insert \$3,500
 Have your messaging and content inserted in all the conference bags! Supporter is responsible for production and delivery of literature. All inserts must be pre-approved by show management and shipped to the WOCNext pre-assembly vendor by the required date.

WOCNext BINGO \$2,500
Limited inventory
 All attendees will receive a BINGO board and will come to the Exhibit Hall excited to visit your booth to get a stamp/sticker on their BINGO sheet. All completed boards will be entered for a chance to win prizes. This is an excellent way to engage with the attendees and make your booth a destination on the exhibit floor.



Affiliate Meeting Space: Half Day | Full Day \$250-\$750
 (Corp. Member and Non-Member rates apply) All meetings planned independently of the conference are categorized as affiliate meetings. If you'd like to request meeting space for education, entertainment or other events during the conference please complete the online request form.



Additional Advertising Sponsorship Opportunities on the next page!

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MyConnect

Digital Advertising is one of the most efficient ways to shorten sale cycles, reduce costs and boost sales while promoting and selling your products to thousands of wound, ostomy, and continence (WOC) professionals. Here are your choices:

MyConnect - Sales Lead Generators

| BASIC PLUS TO PLATINUM PLUS PROMOTION OPTIONS | PRICE |
|---|--------------|
| <p>PLATINUM PROMOTION Upgrade your package to generate more attention. More e-messages: more appointment request messages; more gallery promotion (images, press releases, event specials); more promotional text, logo with your online profile. Varying deliverables bases on your package selection.</p> | \$99 - \$324 |
| <p>FEATURED EXHIBITOR Your Company Name is displayed at the top of the list of exhibitors.</p> | \$750 |
| <p>BANNER ADVERTISEMENT ON THE INTERACTIVE EXHIBIT / POSTER HALL MAP (205 x 60-pixel, random rotation, .jpg or .gif)</p> | \$750 |
| <p>COMPANY OR PRODUCT LOGO ON THE INTERACTIVE EXHIBIT / POSTER HALL MAP (250 x 120 pixel and 30KB, .gif, .jpg. or .png)</p> | \$500 |
| <p>FULL-MOTION VIDEO Full-motion video to include in your online profile promotion and attendee galleries. Formats supported include AVI, MOV, WMV, MP4, MPEG, and FLV. The maximum size for the video is 320 x 240 pixels and no larger than 75 MB</p> | \$350 each |

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Online Promotional Options

BASIC - Included with your booth purchase.

BASIC PLUS to PLATINUM PLUS -Available for purchase.

| PROMOTIONAL LEVEL | BASIC | BASIC PLUS \$99 | PLATINUM \$149 | PLATINUM PLUS \$324 |
|---|------------------|--------------------|-------------------|------------------------|
| ATTENDEE DIRECT CONNECT Send emails directly to attendees you would like to connect with. | 150 | 250 | 425 | 525 |
| APPOINTMENT REQUESTS Send appointment requests to meet with attendees one-on-one at the event. | 75 | 75 | 210 | 210 |
| ONLINE PROFILE Add relevant company information. | 1,000 characters | 1,000 characters | 2,500 characters | 2,500 characters |
| PRODUCT CATEGORIES Select product categories that align with your company's products & services | 5 | 5 | 10 | 10 |
| PRODUCTS Display detailed product descriptions along with full color images. | 1 | 1 | 6 | 6 |
| PRESS RELEASES Highlight what's happening at your company. | 1 | 1 | 6 | 6 |
| EVENT SPECIALS Spotlight special discounts, giveaways & sweepstakes available in your booth. | 1 | 1 | 6 | 6 |
| BRANDS Let attendees and prospective buyers see your available brands. | 150 | 150 | 600 | 600 |
| COMPANY OR PRODUCT LOGO Display your logo within your Online Profile in MyConnect. | -- | -- | Included | Included |

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Additional Sponsorship Opportunities

Advertising

Email Blasts \$4,500-\$6,000

Create a special message to all pre-registered healthcare professionals and WOCNext event email subscribers delivered prior to WOCNext 2024. Send us your content in word format along with links and images. We will design/draft for your review prior to sending your message. Use this as a chance to connect and share your message before the event.

Pre & post show email bundle available.

WOCN Bundles Prices Vary

Get social to gain additional brand recognition and drive traffic to your booth. Promote your brand, products, or services on the news feeds of the Society's highly engaged social media audience via sponsored posts through the WOCN Society's social media channels.

| | Corporate Member Rates | Non-Member Rates |
|---|------------------------|------------------|
| Social Media Bundle: | \$1,200 | \$1,550 |
| <small>Corporate Members can boost their posts for \$100 per social media channel to turn an organic post into a paid ad.</small> | | |
| Facebook Bundle: | \$800 | \$850 |
| <small>Corporate Members can pay \$800 for two organic posts or \$1,000 for two boosted posts.</small> | | |

WOCNext News Daily Prices Vary

Published each day of the WOCNext event, attendees use this digital publication to gain insights into daily events, education, and networking opportunities while onsite. Single day advertising and exclusive event packages available.

| | Corporate Member Rates | Non-Member Rates |
|-----------------|------------------------|------------------|
| Leaderboard Ad: | \$1,250 | \$1,550 |
| Spotlight Ad: | \$1,100 | \$1,400 |

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Additional Sponsorship Opportunities

WOCNext News

Published every two weeks, on the 2nd and 4th Thursday of each month through the WOCNext 2024 event (October through June). Distribution: more than 8,000 healthcare professionals. Prices Vary

| | Corporate Member Rates | Non-Member Rates |
|-----------------|------------------------|------------------|
| Leaderboard Ad: | \$1,500 | \$1,950 |
| Rectangle Ad: | \$1,150 | \$1,450 |
| Spotlight Ad: | \$1,475 | \$1,775 |

WOCNext Final Program

| | Corporate Member Rates | Non-Member Rates |
|--------------------|------------------------|------------------|
| Back Cover | \$4,800 | \$4,800 |
| Front Inside Cover | \$3,900 | \$3,900 |
| Back Inside Cover | \$3,500 | \$3,500 |
| Full Page | \$2,800 | \$3,000 |
| Half Page | \$1,400 | \$1,800 |

**Secure your participation today.
Contact us to get started!**

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