

RHEUMATOLOGY  
NURSES SOCIETY

# 2020 PROS PECT US



*The Rheumatology Nurses Society (RNS) is a nonprofit professional nursing and advanced practice provider (APP) organization representing registered nurses (RNs), nurse practitioners (NPs), physician assistants (PAs), and other healthcare professionals who are engaged in clinical practice, education, research, and advocacy for the care of patients with rheumatic diseases.*



# RNS ORGANIZATIONAL SUMMARY

The Rheumatology Nurses Society (RNS) is a nonprofit professional nursing and advanced practice provider (APP) organization representing registered nurses (RNs), nurse practitioners (NPs), physician assistants (PAs), and other healthcare professionals who are engaged in clinical practice, education, research, and advocacy for the care of patients with rheumatic diseases. The RNS is one of the largest producers of evidence-based accredited education in rheumatology for RNs and APPs.

The RNS is recognized as having an extensive audience reach in rheumatology through growing social media strategies, direct mail and email database development, and an expanding membership. It is the educational philosophy of the RNS to make the majority of its educational activities—including publications, recorded live dinner programs, printed content, and online enduring content—available for

free to the broader rheumatology population of healthcare providers.

Through the efforts of RNS' leadership, rheumatology nursing was recognized by the American Nurses Association (ANA) as a nursing specialty in 2012. Following this recognition, the RNS and the ANA co-published the first edition of the Scope and Standards of Practice for Rheumatology Nursing in 2013 to better define the role of the profession. The second edition was approved by the ANA in August 2018 and published in 2019.

In September 2018, the RNS received Accreditation with Distinction from the American Nurses Credentialing Center (ANCC) as an accredited provider of nursing continuing professional development.



**QUALITY  
EDUCATION**



**INFORMED  
PRACTICE**



**EVIDENTIAL  
RESEARCH**



**CARING  
ADVOCACY**



**GLOBAL  
VISIBILITY**



## WHAT ATTENDEES ARE SAYING

*"I am guilty of saying I'm 'just a nurse' and forget the hard work, training, and dedication I've put in to have the title of 'RN' behind my name. Thank you for helping us RNs, LVNs, NPs, and PAs remember our value and for giving us recognition."*

*"I've learned so much during this conference that pertains to what I do daily and has acquired useful knowledge I will take with me to providers I work for. This year and all of them are so well organized. Thank you! You are all appreciated!"*

## RNS EVENTS ARE THE PREMIER RHEUMATOLOGY EDUCATION EVENTS FOR HEALTHCARE PROFESSIONALS!

- Access to the leading healthcare professionals in rheumatology. Our membership and attendees consist of RNs, APPs—which include NPs and PAs—and more!
- Unopposed and dedicated exhibitor hours including some meals and breaks in the exhibit area
- Valuable feedback on products or services from expert healthcare professionals
- Opportunity to develop trust and rapport with prospective customers
- Your company information shared with all event attendees via the journal publication and highly utilized event mobile app—Sponsorship opportunities available
- Opportunity to expand your reach with sponsorship and participant communications

## BECOME AN RNS CORPORATE MEMBER AND RECEIVE ADDITIONAL BENEFITS AND DISCOUNTS AT RNS EVENTS INCLUDING:

- Private meeting with the RNS Board of Directors at the Annual Conference
- Opportunity for conference calls with the RNS Board of Directors (*available to Gold / Diamond / Platinum*)
- Recognition of Corporate Membership in the Annual Conference and Forum Journals
- Recognition of Corporate Membership on signage at the Annual Conference and Forum
- First right of refusal on all Annual Conference and Forum sponsorships including product theaters
- Up to 15% discount on Annual Conference and Forum sponsorship opportunities including product theaters (*available to Diamond-10% / Platinum-15%*)
- Complimentary Annual Conference registrations
- Complimentary one-time Annual Conference attendee mailing list use (*available to Diamond / Platinum*)
- One complimentary insert for the Annual Conference attendee bag (*available to Diamond / Platinum*)

*For complete details and list of benefits please reference the 2020 Corporate Membership Levels, page 20.*



**The Rheumatology Nurses Society (RNS)** is a nonprofit professional nursing and advanced practice provider (APP) organization representing registered nurses (RNs), nurse practitioners (NPs), physician assistants (PAs), and other healthcare professionals who are engaged in clinical practice, education, research, and advocacy for the care of patients with rheumatic diseases. The RNS provides the resources and educational tools for RNs and APPs to stay current in complex medical conditions and rapidly evolving research gives our professionals a significant responsibility to apply keen assessment skills, critical thinking pathways, and take a multidisciplinary approach—all which the RNS provides the resources for. The RNS continually evolves and develops, bringing all members and healthcare professionals new resources and tools to better provide treatment and education for their patients.

### PRACTICE SETTINGS REPRESENTED

- Academic Center
- Academic Hospital Based Practice
- Group Multi-Specialty Practice
- Group Rheumatology Practice
- Health Advocacy
- Home Health Care
- Hospital Based Practice
- Medical Affairs
- Medical Specialty Clinic
- Outpatient Infusion Center
- Pediatric Rheumatology Clinic
- Pharmaceutical Industry
- Private Practice
- Research Facility
- Telehealth and Telemedicine

### FUNCTION AREAS REPRESENTED

- Administration
- Advocacy
- HCP Education
- Operations
- Patient Care
- Patient Education
- Research

### POSITIONS REPRESENTED

- Academic Clinical Nurse
- Assistant Director
- Clinical Manager
- Clinical Nurse Educator
- Clinical Nurse
- Clinical Research Coordinator
- Clinical Science Manager
- Clinical Trial Nurse
- Director / Manager
- Educator
- Infusion Nurse
- Infusion Nurse Manager
- Medical Assistant
- Nurse Ambassador
- Nurse Coordinator
- Nurse Educator
- Nurse Manager
- Nurse Practitioner
- Patient Assistant Program Analyst
- Pediatric Nurse
- Physician Assistant
- Practice Manager
- Research Manager
- Research Nurse
- Staff Nurse
- Triage Nurse

# ATTENDEE SUMMARY

## WHAT ATTENDEES ARE SAYING

*"This is my first RNS meeting. This has been the best experience. I have learned so much info to take back home to my office. This is a wonderful meeting and I hope to get to attend next year."*

Mailing List  
**8,253**

Facebook  
**20,117**

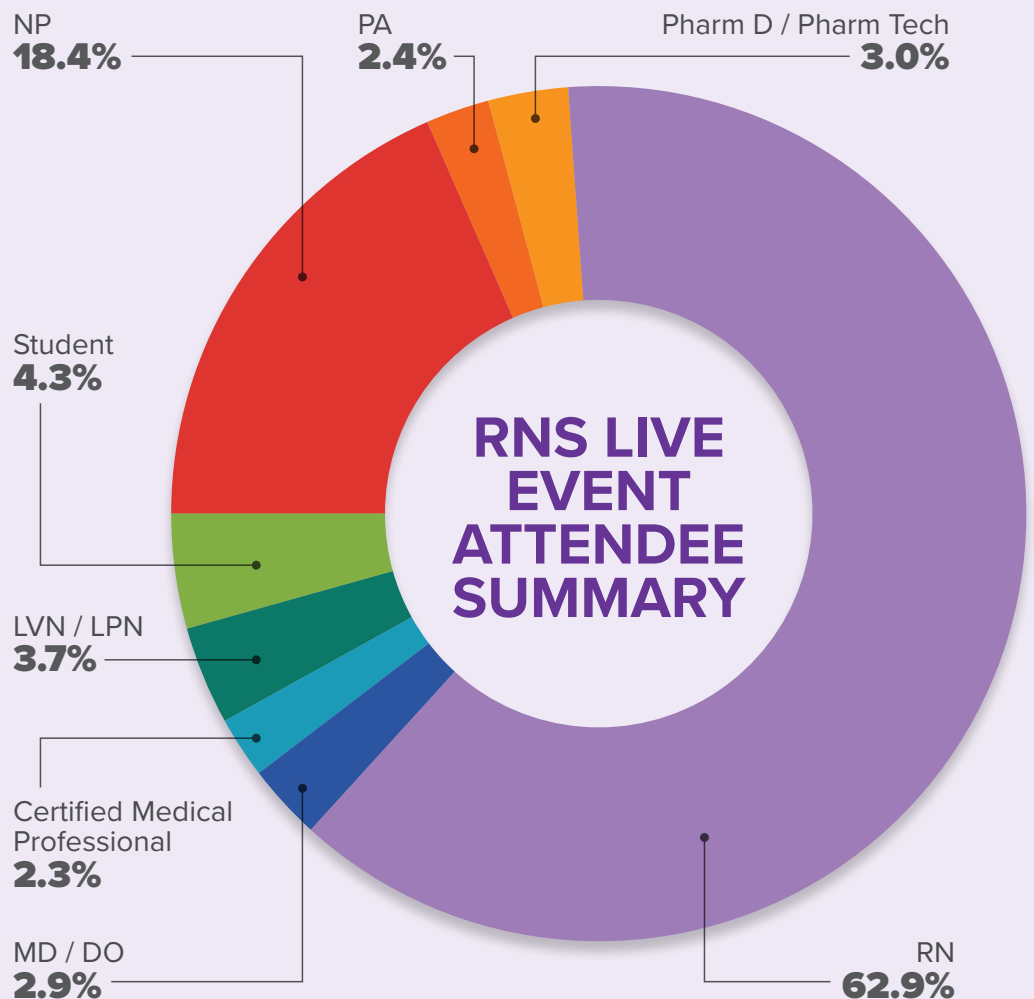
Email  
**7,284**

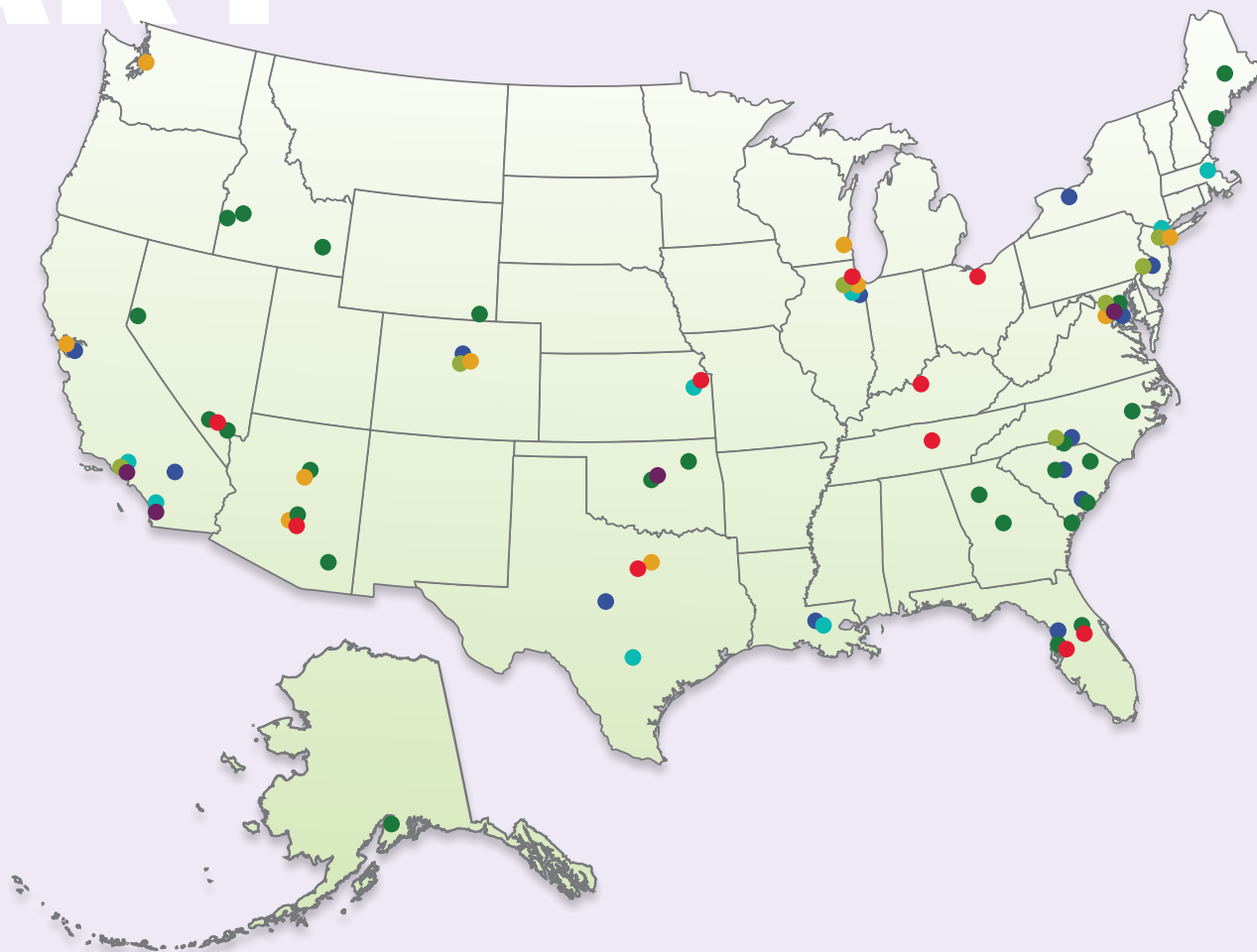
## RNS COMMUNICATION REACH

Instagram  
**785**

Twitter  
**3,519**

LinkedIn  
**693**





## ● RNS CONFERENCES

**2008:** Orlando, FL  
**2009:** Las Vegas, NV  
**2010:** Chicago, IL  
**2011:** Kansas City, KS  
**2012:** Tampa, FL

**2013:** Nashville, TN  
**2014:** Louisville, KY  
**2015:** Orlando, FL  
**2016:** Cleveland, OH  
**2017:** Orlando, FL

**2018:** Fort Worth, TX  
**2019:** Orlando, FL  
**2020:** Scottsdale, AZ

## ● RNS FORUM SERIES

**2018:** San Diego, CA  
**2018:** Washington, D.C.  
**2019:** Manhattan Beach, CA  
**2019:** Oklahoma City, OK

**2019:** Washington, D.C.  
**2020:** Manhattan Beach, CA

## ● 2018 DINNER SERIES (RA)

Dallas, TX  
 Washington, DC  
 Manhattan, NY  
 Milwaukee, WI

Chicago, IL  
 Seattle, WA  
 San Francisco, CA  
 Sedona, AZ

Phoenix, AZ  
 Denver, CO

## ● 2018 DINNER SERIES (SLE)

Chicago, IL  
 Philadelphia, PA  
 Charlotte, NC  
 Washington, DC

New York, NY  
 Denver, CO  
 Manhattan Beach, CA

## ● 2019 DINNER SERIES (WORKFORCE)

Anchorage, AK  
 Atlanta, GA  
 Bangor, ME  
 Boise, ID

Charleston, SC  
 Charlotte, NC  
 Cheyenne, WY  
 Columbia, SC

Flagstaff, AZ  
 Florence, SC  
 Greenville, NC  
 Henderson, NV

Las Vegas, NV  
 Macon, GA  
 Nampa, ID  
 Oklahoma City, OK

Orlando, FL  
 Phoenix, AZ  
 Pocatello, ID  
 Portland, ME

Reno, NV  
 Savannah, GA  
 Tampa, FL  
 Tucson, AZ

Tulsa, OK  
 Washington, DC

## ● 2019-20 DINNER SERIES (PsA)

Pasadena, CA  
 San Diego, CA  
 Kansas City, MS  
 San Antonio, TX  
 Baton Rouge, LA

Chicago, IL  
 New York, NY  
 Boston, MA

## ● RNS CHAPTERS (as of Q3 2019)

Baton Rouge, LA  
 Central Texas  
 Charleston, SC  
 Charlotte, SC  
 Chicago, IL

Columbia, SC  
 Columbus, OH  
 Denver, CO  
 Manhattan/TriState, NY  
 North Denver, CO

NJ/Philly, PA  
 Rochester/Upstate, NY  
 South Carolina  
 Silicon Valley (Bay Area), CA

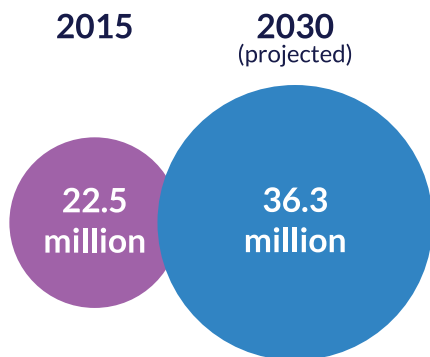
Southern California  
 Tarpon Springs, FL

# RNS WORKFORCE INITIATIVE

The 2019 strategic plan of the RNS included addressing the rheumatology workforce shortage. The RNS assumed the role of building awareness of the specialty of rheumatology to both students and non-rheumatology healthcare professionals (HCP) focused on RNs, NPs, and PAs. In the first 6 months of an 18 month series of accredited dinner programs, more than 575 non-rheumatology HCPs have engaged with the RNS to learn more about career opportunities in rheumatology. The RNS is continuing the awareness campaigns to lead to recruitment and placement strategies through the launch of RheumMatch™, social media campaigns, BreakRheum™ conversations, and supporting education to equip new HCPs for a successful career in rheumatology. For more information on how to partner with the RNS on these initiatives, see page 21.

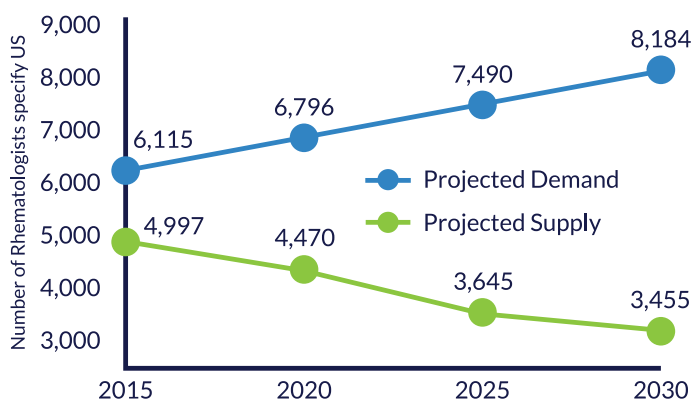
## THE SCOPE OF THE PROBLEM

### The Prevalence of Rheumatic Diseases\* in the U.S. is Increasing<sup>1</sup>

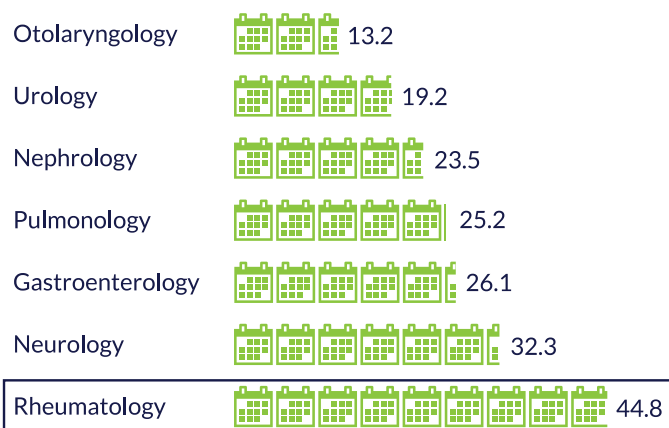


\*Rheumatoid Arthritis, Spondyloarthropathies, Systemic lupus erythematosus, Clinical osteoarthritis, Gout, Fibromyalgia

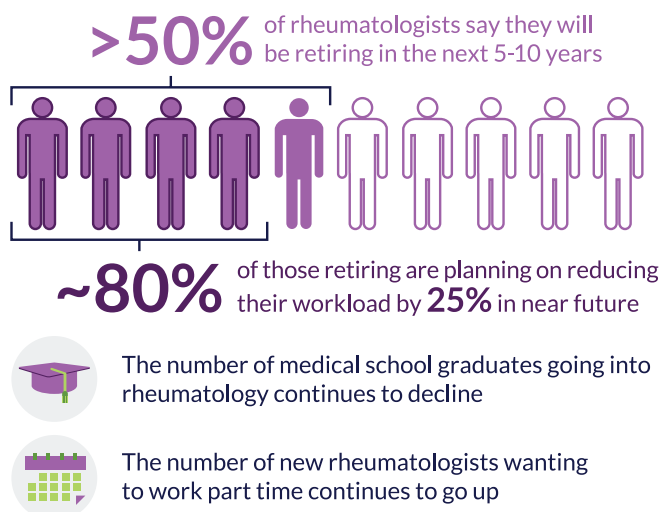
### There is a Widening Gap in the Number of Rheumatologists Needed vs. Their Supply<sup>1</sup>



### Average Wait Time for New Patient Appointments Can be More than 6 Weeks<sup>2</sup>



### What is Driving This Crisis?<sup>1</sup>





# SO, WHAT'S THE SOLUTION?

"NP/PAs have been identified as one means of augmenting the rheumatology workforce. Assuming successful recruitment and training efforts are in place, the sensitivity testing increased the number of NP/PAs available for rheumatology from the estimated 2% to 5% to a range of 10% to 30%."



American College of Rheumatology (ACR) workforce study



Jack Cush, MD  
Director of Rheumatology  
Baylor University Medical Center

"Not surprisingly, most (current rheumatologists) would like to see more fellows and young rheumatologists entering the market. But there are limitations on funding of (graduate medical education) for rheumatology, and the interest and recruitment efforts are not there. Expansion with NP/PA applicants still is a second option for many. Time to wake up and realize for most, this may be your only option."

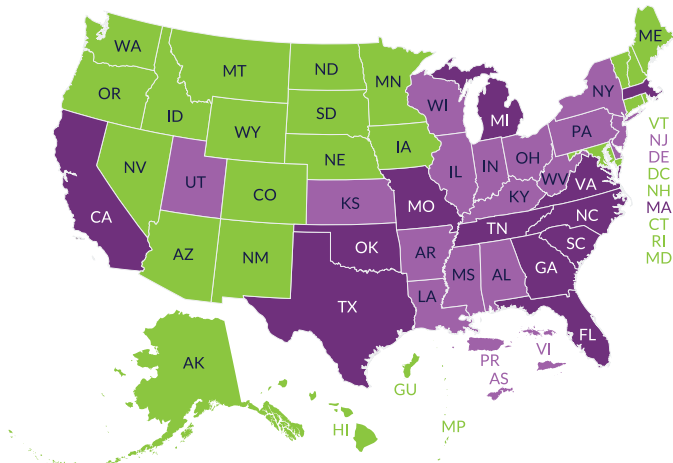
"Significant clinical research on nursing activities in rheumatoid arthritis has been published... showing that nurse-led care in the outpatient setting can achieve comparable or better results than physicians alone. The time is now to aggressively further investigate and implement the role of nurses in rheumatologic care."



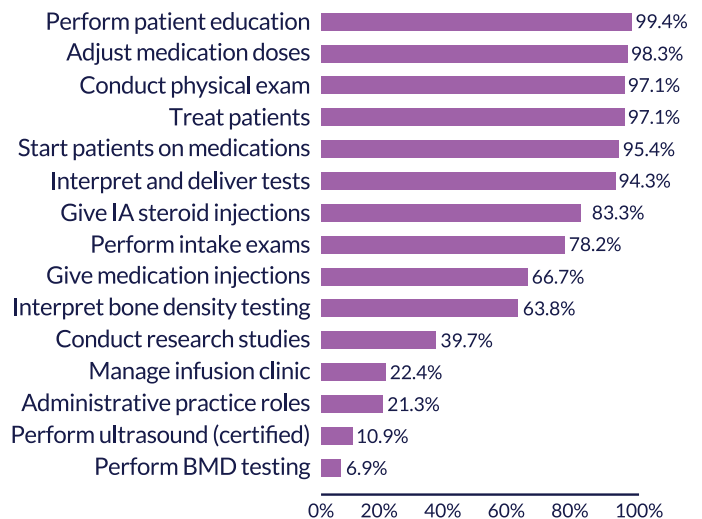
Terence Starz, MD  
Clinical Professor of Medicine  
University of Pittsburgh

## The Scope of the NP Practice is Expanding in Many States<sup>3</sup>

■ Full Practice ■ Reduced Practice ■ Restricted Practice



## What Do APPs Do in Rheumatology?<sup>4</sup>



## We Can Impact These Trends with a Few Steps

### Step 1



Develop better/more training opportunities for new NPs and PAs coming into rheumatology

### Step 2



Offer educational opportunities to introduce new NPs/PAs to the specialty of rheumatology

### Step 3



Provide rheumatology NPs/PAs/nurses with growth opportunities and a career pathway

### Step 4



Share our stories and our successes

## References

1. <https://www.rheumatology.org/portals/0/files/ACR-Workforce-Study-2015.pdf>
2. <https://www.athenahealth.com/insight/sites/insight/files/12.11%20The%20doctor%20will%20see%20you%20...%20sometime.pdf>
3. <https://storage.aanp.org/www/documents/state-leg-reg/stateregulatorymap.pdf>
4. Solomon DH et al. *Arthritis Care Res (Hoboken)*. 2014;66(7):1108-13

# MEETING LOCATIONS & EXHIBIT HALL DAYS:

Q1



## 2020 PACIFIC COAST RHEUMATOLOGY FORUM

**Friday, February 7, 2020 -  
Saturday, February 8, 2020**

westDrift Manhattan Beach  
1400 Parkview Ave, Manhattan Beach, CA 90266

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Q2



## 2020 ADVOCACY DAY

**Final date and venue TBD**

Washington, D.C.  
More details to come soon!

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Q3



## 2020 13TH ANNUAL RNS CONFERENCE

**Wednesday, August 5, 2020 -  
Saturday, August 8, 2020**

JW Marriott Scottsdale Camelback Inn Resort & Spa  
5402 East Lincoln Drive, Scottsdale, AZ 85253

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Q4



## RNS VIRTUAL SUMMIT

**Final date and location TBD**

More details to come soon!

## EXHIBITOR SPACE RENTAL FEES:

<b>10' x 10' Booth</b>	<b>\$2,100</b>
<b>10' x 20' Booth</b>	<b>\$3,995</b>
<b>Premium Booth Location</b> <i>(Annual Conference Only)</i> Add <b>\$250</b> per 10' x 10' space <i>Limited Availability</i>	
<b>10' x 10' Nonprofit Booth</b> <i>Only one booth can be purchased at this rate and is not eligible for premium booth upgrade</i>	<b>\$750</b>

## EXHIBITOR SPACE RENTAL FEE INCLUDES:

- 8' high pipe and drape back wall with 3' high draped side rails (except island booths)
- Company identification sign
- One 8' table with two chairs and a small wastebasket
- Listing on the official mobile app (if available)
- Listing within Annual Conference or Forum Journal including a company profile description and website link
- Full registration for 2 individuals per exhibit booth
- Access to all educational sessions
- Ability to obtain continuing education credits
- Discounted hotel room rates (limited quantities, while rooms are available)
- Opportunity to increase your exposure by becoming an RNS sponsor

**NOTE: exhibitor kits will not be available until 30 days prior to event**

## BE IN GREAT COMPANY

RNS Event exhibitors and sponsors are in great company with the leading organizations in rheumatology today!

A Fashion Hayvin, Inc.	Medac Pharma Inc
AARDA	Mediknox
AbbVie	Meijer Specialty Pharmacy
AI CARE LLC	Metro Medical
Alliance for Gout Awareness	MPP Infusion Centers
AMGEN	Myriad Autoimmune (Vectra)
Antares Pharma	National Infusion Center Association (NICA)
Arthritis Foundation	National Organization of Rheumatology Managers (NORM)
Association of Rheumatology Health Professionals (ARHP)	National Psoriasis Foundation
BrioRx	NIAMS
Bristol-Myers Squibb	Novartis (Ilaris)
CareMed	Novartis (Cosentyx Medical)
Celgene	Novartis (Cosentyx)
Crescendo Bioscience	Otto Trading Inc
CSRO	Pfizer
CVS Specialty	Pfizer Biosimilars
Dejavi innovations	R-Pharm US
Enzyvant	RDL Reference Labs
Exagen, Inc.	RxVantage
Feel Good, Inc.	Sandoz
Ferring Pharmaceuticals	Sanofi Genzyme and Regeneron
G.S Innovations	Silvergate Pharmaceuticals Inc
Genalyte, Inc.	Sobi
Genentech	Spondylitis Association of America
Gilead Sciences	UCB Pharma - Cimzia
GlaxoSmithKline	UCB Pharma - Wellness4U
Global Healthy Living Foundation	UTA Public College of Nursing
Healio Rheumatology	Walgreens Specialty Pharmacy
Hikma Specialty USA Inc	WeInfuse
Horizon Pharma	Zimmer Biomet
Horizon Therapeutics	Zyno Medical, LLC
International Foundation for Autoimmune & Autoinflammatory Arthritis	
Janssen Pharmaceutical	
Lilly USA, LLC	
Lupus Foundation of America	
Mallinckrodt Pharmaceuticals	

# SPONSORSHIP OPPORTUNITIES



## PRODUCT THEATER

Product theaters are turnkey, 90-minute marketing presentations about your company's products or services presented to the entire conference or forum. These sessions do not offer continuing education credit; rather, they give you the freedom to create a presentation centered on your company's products. *Sponsor must provide the speaker and cover speaker accommodations.*

EVENT	AVAILABLE	COST	DIAMOND RATE	PLATINUM RATE
Conference	5*	\$39,500	\$35,550	\$33,575
Forum	3*	\$25,000	\$22,500	\$21,250

### INCLUDES:

- All food cost is covered by the RNS. Sponsor is welcome to augment, with permission from the RNS, at their own expense
- Use of two lavalier microphones, one podium microphone, an LCD projector and screen, sound amplification and mixer system, a VGA switcher, slide advancer and the necessary electricity. Any additional AV is subject to sponsor's cost
- Crescent or lecture style seating in a dedicated room close to the main lecture hall
- 8½" x 11" or smaller insert allowed to be placed inside the Annual Conference or Forum attendee bag
- Sponsorship will be highlighted in RNS promotional email
- On-site signage in recognition of your sponsorship
- Recognition in: the Annual Conference or Forum Journal / Annual Conference or Forum slide rotations / the RNS Mobile App
- If available, lead retrieval device and licensing available for rent through exhibitor kit

*\*Quantity and availability of product theaters subject to change*



## PATIENT EXPERIENCE

The Patient Experience is a special 90-minute program designed to provide an educational interaction experience between a patient and one or more healthcare professionals. This session does not offer continuing education credit; rather, is designed to give you the freedom to create a presentation centered on your company's products or specific patient conditions within the context of patient interaction. *Sponsor must provide the speaker, patient information and cover all speaker and patient accommodations.*

EVENT	AVAILABLE	COST	DIAMOND RATE	PLATINUM RATE
Conference	1	\$39,500	\$35,550	\$33,575
Forum	—	—	—	—

### INCLUDES:

- All food cost is covered by the RNS. Sponsor is welcome to augment, with permission from the RNS, at their own expense
- Use of two lavalier microphones, one podium microphone, an LCD projector and screen, sound amplification and mixer system, a VGA switcher, slide advancer and the necessary electricity. Any additional AV is subject to sponsor's cost
- Crescent or lecture style seating in a dedicated room close to the main lecture hall
- 8½" x 11" or smaller insert allowed to be placed inside the Annual Conference attendee bag
- Promotional email highlighting sponsorship
- On-site signage in recognition of your sponsorship
- Recognition in: the Annual Conference Journal / Annual Conference slide rotations / the RNS Mobile App
- If available, lead retrieval device and licensing available for rent through exhibitor kit



Sponsor covers all cost associated with designing, printing, and shipping any required print items, including providing any final, art-ready files/images



## INDEPENDENT SATELLITE SYMPOSIUM (ISS)

The Independent Satellite Symposium is a standalone accredited educational platform offered at our Forum Series events that supporters like you make more enjoyable for our attendees. We have the opportunity to provide this educational resource as a result of companies that invest in the provision of high demand material that require a live audience and a specific topic of the viewers choosing. This 90-minute turnkey presentation focuses on a variety of disease states and medical services that have proven to be highly beneficial for the attendee. *Sponsor must provide the speaker and cover speaker accommodations.*

EVENT	AVAILABLE	COST	DIAMOND RATE	PLATINUM RATE
Conference	—	—	—	—
Forum	1	\$25,000	\$22,500	\$21,250

### INCLUDES:

- All food cost is covered by the RNS. Sponsor is welcome to augment, with permission from the RNS, at their own expense
- Use of two lavalier microphones, one podium microphone, an LCD projector and screen, sound amplification and mixer system, a VGA switcher, slide advancer and the necessary electricity. Any additional AV is subject to sponsor's cost
- Crescent or lecture style seating in a dedicated room close to the main lecture hall
- 8½" x 11" or smaller insert allowed to be placed inside the Forum attendee bag
- Promotional email highlighting sponsorship
- On-site signage in recognition of your sponsorship
- Recognition in: the RNS Forum Journal / RNS Forum slide rotations / the RNS Mobile App
- If available, lead retrieval device and licensing available for rent through exhibitor kit

## EVENT WI-FI

Everyone wants to read their email, post on their favorite social media channels, and check their flight status during the conference. Get everyone connected as the official RNS Wi-Fi sponsor.



EVENT	AVAILABLE	COST	DIAMOND RATE	PLATINUM RATE
Conference	1	\$10,000	\$9,000	\$8,500
Forum	1	\$7,500	\$6,750	\$6,375

### INCLUDES:

- On-site signage in recognition of your sponsorship
- Recognition in: the Annual Conference or Forum Journal / Annual Conference or Forum slide rotations / the RNS Mobile App

## MOBILE APP

The RNS event mobile app is our primary source of on-site communication and holds all necessary event information such as maps, session times, speaker information, and more. With well-placed ad space within the app, it is an excellent opportunity to direct attention and promote your company's brand throughout this event.



EVENT	AVAILABLE	COST	DIAMOND RATE	PLATINUM RATE
Conference	1	\$10,000	\$9,000	\$8,500
Forum	—	—	—	—
Banner Ads - package of 2	4	\$1,000	\$900	\$850

### INCLUDES:

- On-site signage in recognition of your sponsorship
- Logo on the RNS Mobile App splash screen
- Banner ad in the app recognizing your sponsorship
- Revolving banner ads - 2 ads will be exclusively for your company (additional ads available)
- Recognition in: the Annual Conference Journal / Annual Conference slide rotations

# SPONSORSHIP OPPORTUNITIES



## WELLNESS CAMPAIGN

Encourage RNS attendees to live fit and healthy by becoming the Wellness Sponsor. Inside each conference bag the attendee will receive a wellness item with your logo on it.

EVENT	AVAILABLE	COST	DIAMOND RATE	PLATINUM RATE
Conference	1	\$10,000	\$9,000	\$8,500
Forum	—	—	—	—

### INCLUDES:

- On-site signage in recognition of your sponsorship
- Recognition in: the Annual Conference Journal / Annual Conference slide rotations / the RNS Mobile App
- Social Media Campaign – Utilizing mutually agreed upon RNS/ sponsor content that supports the wellness of our attendees and those they care for through the RNS social media platforms
- Yoga Sessions – Recognized sponsor of the yoga sessions



## PRESIDENT'S DINNER

Each year we celebrate the accomplishments of the RNS with a themed President's Dinner. This is one of the highlights the attendees look forward to each year for the award ceremony, networking, food, and fun. This is an excellent opportunity for a highly visible show of appreciation and respect for all of our attendees.

EVENT	AVAILABLE	COST	DIAMOND RATE	PLATINUM RATE
Conference	1	\$10,000	\$9,000	\$8,500
Forum	—	—	—	—

### INCLUDES:

- On-site signage in recognition of your sponsorship
- Sponsorship will be highlighted in RNS promotional email
- Recognition in the Annual Conference Journal / Annual Conference slide rotations / the RNS Mobile App

Sponsor covers all cost associated with designing, printing, and shipping any required print items, including providing any final, art-ready files/images



## POOL PARTY RECEPTION (ANNUAL CONFERENCE)

Join your colleagues from across the nation and reflect on the last four days of evidence based education as you mingle at our pool party reception, happening at the end of the Annual Conference. The sponsoring company will have its logo front and center as well as recognition with additional signage and promotional materials during the event.

EVENT	AVAILABLE	COST	DIAMOND RATE	PLATINUM RATE
Conference	1	\$9,500	\$8,550	\$8,075
Forum	—	—	—	—

### INCLUDES:

- On-site signage in recognition of your sponsorship
- Sponsorship will be highlighted in RNS promotional email
- Recognition in: the RNS Forum Journal / RNS Forum slide rotations / the RNS Mobile App



## FAREWELL RECEPTION (FORUM)

Available at the end of the Forum, join your colleagues from across the region and reflect on the last two days of evidence based education as you mingle at our farewell reception. The sponsoring company will have its logo front and center as well as recognition with additional signage and promotional materials during the event.

EVENT	AVAILABLE	COST	DIAMOND RATE	PLATINUM RATE
Conference	—	—	—	—
Forum	1	\$7,500	\$6,750	\$6,375

### INCLUDES:

- On-site signage in recognition of your sponsorship
- Sponsorship will be highlighted in RNS promotional email
- Recognition in: the RNS Forum Journal / RNS Forum slide rotations / the RNS Mobile App

# SPONSORSHIP OPPORTUNITIES



## HOTEL KEY CARD

Be one of the first visual sponsorships incoming attendees see when they check into the hotel and receive the official RNS hotel room card with your name and logo.

EVENT	AVAILABLE	COST	DIAMOND RATE	PLATINUM RATE
Conference	1	\$9,500	\$8,550	\$8,075
Forum	1	\$5,000	\$4,500	\$4,250

### INCLUDES:

- On-site signage in recognition of your sponsorship
- Recognition in: the Annual Conference or Forum Journal / Annual Conference or Forum slide rotations / the RNS Mobile App
- Logo placement on physical product



## PAINT-A-PICTURE NETWORKING SOCIAL

This two-hour exclusive event has been a popular activity among the attendees. Sponsoring company is allowed to have sales representatives at the networking event with a table and product display.

EVENT	AVAILABLE	COST	DIAMOND RATE	PLATINUM RATE
Conference	1	\$7,500	\$6,750	\$6,375
Forum	—	—	—	—

### INCLUDES:

- On-site signage in recognition of your sponsorship
- Recognition in: the Annual Conference Journal / Annual Conference slide rotations / the RNS Mobile App
- Promotional email highlighting sponsorship



Sponsor covers all cost associated with designing, printing, and shipping any required print items, including providing any final, art-ready files/images



## REFRESHMENTS

Throughout the Annual Conference or Forum, attendees receive various breaks and are able to grab a cup of coffee, drinks, and a snack with your branding front and center.

EVENT	AVAILABLE	COST	DIAMOND RATE	PLATINUM RATE
Conference	8	\$5,000	\$4,500	\$4,250
Forum	5	\$3,500	\$3,150	\$2,975

### INCLUDES:

- On-site signage in recognition of your sponsorship
- Recognition in: the Annual Conference or Forum Journal / Annual Conference or Forum slide rotations / the RNS Mobile App
- Company logo on cocktail napkins to be available at every break



## SCHEDULE-AT-A-GLANCE

No one wants to miss out on a learning opportunity, networking event, or meal! Every RNS attendee will be given a Schedule-at-a-Glance to keep them in the know for what is happening at any given moment of the event. This is a prime opportunity for your company to be seen multiple times a day by all Annual Conference or Forum attendees.

EVENT	AVAILABLE	COST	DIAMOND RATE	PLATINUM RATE
Conference	1	\$5,000	\$4,500	\$4,250
Forum	1	\$3,500	\$3,150	\$2,975

### INCLUDES:

- On-site signage in recognition of your sponsorship
- Large on-site printed schedule including your sponsorship
- Recognition in: the Annual Conference or Forum Journal / Annual Conference or Forum slide rotations / the RNS Mobile App
- Logo placement on physical product

# SPONSORSHIP OPPORTUNITIES



## ATTENDEE NAME BADGES

Worn by attendees and exhibitors alike at the Annual Conference and Forum, the name badge is prominent marketing material for your company. If you are looking for a way to showcase your company for the duration of the event, the name badge is a great place to start!

EVENT	AVAILABLE	COST	DIAMOND RATE	PLATINUM RATE
Conference	1	\$5,000	\$4,500	\$4,250
Forum	1	\$3,500	\$3,150	\$2,975

### INCLUDES:

- On-site signage in recognition of your sponsorship
- Recognition in: the Annual Conference or Forum Journal / Annual Conference or Forum slide rotations / the RNS Mobile App
- Logo placement on physical product



## ATTENDEE PASSPORT

During registration, each attendee will receive a card called the Attendee Passport. By sponsoring this card your logo will be placed prominently on each printed card. Attendees will present this card to each exhibitor to attempt to win prizes.

EVENT	AVAILABLE	COST	DIAMOND RATE	PLATINUM RATE
Conference	1	\$3,000	\$2,700	\$2,550
Forum	1	\$2,000	\$1,800	\$1,700

### INCLUDES:

- On-site signage in recognition of your sponsorship
- Recognition in: the Annual Conference or Forum Journal / Annual Conference or Forum slide rotations / the RNS Mobile App
- Logo placement on physical product

Sponsor covers all cost associated with designing, printing, and shipping any required print items, including providing any final, art-ready files/images



## JOURNAL ADVERTISING

If you are looking for a way to display your company’s content in a vibrant setting, the conference journal is a perfect place to do so. The RNS distributes the journal to all attendees and exhibitors at both the Annual Conference and Forum. We offer a full page (8½” x 11”) and a half page (7¾” x 5”) ad space. Secure your sponsorship today.

EVENT	AVAILABLE	COST	DIAMOND RATE	PLATINUM RATE
Full Page Ad*	2	\$2,000	\$1,800	\$1,700
Half Page Ad*	4	\$1,300	\$1,170	\$1,105

\*NOTE: Full and Half Page Ad pricing is the same for Annual Conference and Forum Journals



## BAG INSERT

This sponsorship is for those companies that want their promotional material distributed to every attendee at the Annual Conference or Forum. Just think, no mailing costs! Give us your printed piece (up to 8½” x 11”) or small giveaway (subject to RNS approval) and we’ll insert it into every attendee’s official Annual Conference or Forum bag.

EVENT	AVAILABLE	COST	DIAMOND RATE	PLATINUM RATE
Conference	10	\$500	\$450	\$425
Forum	5	\$500	\$450	\$425



## 2020 CORPORATE MEMBERSHIP LEVELS

Member Benefits	Silver	Gold	Diamond	Platinum
Logo with a link to your website on the RNS website.	●	●	●	★
Electronic subscription to the RNS NewsRheum™ email newsletter and Rheumatology Nurse Practice™ publication. <sup>1</sup>	●	●	●	★
Logo placement on RNS NewsRheum™ email newsletters.	●	●	●	★
A private face-to-face meeting with the RNS Board of Directors. <sup>2,3</sup>	30 min	30 min	30 min	40 min
Preferred time request for the private face-to-face meeting with the RNS Board of Directors. <sup>3</sup> (order of consideration)	Fourth	Third	Second	First
Recognition of Corporate Membership on our website (RNSnurse.org), in the Annual Conference and Forum Journals, and on signage at the Annual Conference and Forum.	●	●	●	★
Right of refusal on all Annual Conference and Forum sponsorships including product theaters. <sup>3</sup> (order of consideration)	Fourth	Third	Second	First
Number of complimentary Annual Conference registrations. <sup>4</sup> (quantity of registrations)	1	2	3	4
Number of complimentary RNS Sustaining Memberships. (quantity of memberships)	1	2	3	4
Discount on Annual Conference and Forum exhibit booths. (excluding double booths)	10%	10%	10%	15%
Opportunity to schedule conference calls with the RNS Board of Directors. <sup>2</sup>		●	●	★
Discount on Annual Conference and Forum corporate sponsorship opportunities including product theaters. (discount percentage)			10%	15%
Complimentary one-time Annual Conference attendee mailing list use. <sup>6</sup>			●	★
Insertion of one complimentary item in the Annual Conference attendee bag. <sup>6</sup>			●	★
One complimentary ad placement in the RNS NewsRheum™ email based on availability. <sup>6</sup>				★
<b>Corporate Membership</b>	<b>\$20,000</b>	<b>\$35,000</b>	<b>\$45,000</b>	<b>\$55,000</b>

See RNS corporate membership notes on page 22.



# 2020 CORPORATE MEMBERSHIP LEVEL ADDITIONS

The following items are available to be included in the RNS Corporate Memberships for the listed additional cost. The Rheumatology Nurses Society will also consider requests for additional items that are not listed below. If new requests are approved, the approved additional item will be added to this list and be made available to all RNS Corporate Members.

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## NATIONAL ADVOCACY SPONSORSHIP

### **\$50,000 ANNUALLY**

The Rheumatology Nurses Society (RNS) is intentionally continuing the mission of advocating around access to care issues, and reducing the administrative burden for both our patients, nurses, and advanced practice providers. Our dedicated advocacy committee is working on engaging issues on both a federal and state level and actively communicating through the quarterly advocacy newsletter and social channels. With your support, we can continue to provide our constituents with the tools they need to advocate for their patients and their families. Sponsorship includes a logo placement in quarterly Advocates in Action newsletter, recognition at Annual Conference, and Forum as National Advocacy Sponsor, recognition at RNS Advocacy events as well as a logo placement on the RNS Advocacy website. There is also an opportunity to schedule a 30-minute phone call with the RNS Advocacy Committee (Please note: Based on availability at minimum two Advocacy Committee members and one Executive Staff member).

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## NATIONAL WORKFORCE INITIATIVE SPONSORSHIP

### **\$50,000 ANNUALLY**

The Rheumatology Nurses Society (RNS) understands the need in the rheumatology workforce and are working to address the looming shortage and to provide the best and most desirable care possible to our patients. We are continuing to execute the mission to solve the issue of the workforce shortage by launching several approaches to both nursing and APP recruitment such as our Workforce Initiative webpage, BreakRheum™ conversations, social media awareness campaigns to enlighten the RNS membership and reach on workforce shortage issues, job shadowing days, introduction to rheumatology courses, assistance in job placement through the launch of RheumMatch™, and more. Sponsorship includes logo placement on the RNS Workforce website, one social media post each quarter (with logo placement) surrounding the workforce initiative, recognition at Annual Conference, and Forum as National Workforce Initiative Sponsor.

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## NATIONAL CHAPTER SPONSORSHIP

### **\$50,000 ANNUALLY**

The Rheumatology Nurses Society (RNS) offers the the RNS National Chapter Sponsorship opportunity to RNS Corporate Members. The RNS National Chapter Sponsorships include access to our existing chapters as well as new chapters that join within the year. Chapter members consist of registered nurses (RNs), nurse practitioners (NPs), physician assistants (PAs), and other healthcare professionals who are engaged in clinical practice, education, and research for the care of patients with rheumatic diseases. The benefits of becoming a National Chapter Sponsor include recognition on the RNS website as a National Chapter Sponsor, one live-streamed sponsored lunch or dinner program at the discretion of the chapter leader and agreed upon content and date, and National Chapter Sponsor recognition at the RNS Annual Conference and Forum.

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## NATIONAL PEDIATRIC SPONSORSHIP

### **\$25,000 ANNUALLY**

The Rheumatology Nurses Society (RNS) is excited to announce the RNS National Pediatric Sponsorship. This sponsorship allows the RNS to develop content specifically for pediatric providers and build a network of professionals where conversation and discussion are welcomed. This sponsorship includes recognition on the general RNS website and select public email newsletters, recognition on the Pediatric Rheumatology Virtual Chapter Portal, recognition at the RNS Annual Conference and Forum, recognition of sponsorship on three social media posts during the sponsorship year, one dedicated email blast of RNS approved content including press releases of new FDA approved therapies and indications to the RNS database. Access to exclusive Pediatric Rheumatology Sponsor opportunities including but not limited to pediatric meet and greet sponsorships at Annual Conference, pediatric RN and APP advisory board sponsorships, and pediatric virtual chapter webinar broadcast.

## RNS CORPORATE MEMBERSHIP NOTES:

- <sup>1</sup> Please provide RNS all key members email addresses for this benefit to be activated upon receiving Corporate Snapshot.
- <sup>2</sup> Based on availability. At minimum four board members and one executive staff person will be in attendance.
- <sup>3</sup> The RNS does not make any guarantees in selection outcomes but, in good faith, will follow this process. The order of consideration in selection processes is as follows: Platinum Corporate Members, Diamond Corporate Members, Gold Corporate Members, and then Silver Corporate Members. When multiple parties share the same Corporate Member level the longevity and overall relationship with RNS will be considered. When selection opportunities are presented to Corporate Members, the selection requests must be made by the deadline date provided to ensure consideration.
- <sup>4</sup> The RNS Annual Conference registrations that are part of the RNS Corporate Membership benefits are full attendee registrations with access to all educational sessions and activities.
- <sup>5</sup> Corporate Membership does not include the cost of exhibit booths at the RNS Annual Conference or Forum. Exhibit booth space is ordered separately.
- <sup>6</sup> Must be pre-approved by RNS.

## TERMS & CONDITIONS

The Rheumatology Nurses Society (RNS) has moved our Terms and Conditions to our online event platform in a digital format. Each RNS event will have updated Terms and Conditions including information pertaining specifically to that event in regards to sponsorships and will accompany the executed Letter of Agreements (LOAs).

# SEE YOU THERE!

Q1: \_\_\_\_\_

## 2020 PACIFIC COAST RHEUMATOLOGY FORUM

**February 7-8, 2020**

westDrift Manhattan Beach  
1400 Parkview Ave  
Manhattan Beach, CA 90266

Q2: \_\_\_\_\_

## 2020 ADVOCACY DAY

**Final date and venue TBD**

Washington, D.C.  
More details to come soon!

Q3: \_\_\_\_\_

## 2020 13TH ANNUAL RNS CONFERENCE

**August 5-8, 2020**

JW Marriott Scottsdale  
Camelback Inn Resort & Spa  
5402 East Lincoln Drive  
Scottsdale, AZ 85253

Q4: \_\_\_\_\_

## RNS VIRTUAL SUMMIT

**Final date and location TBD**

*More details to come soon!*



# RNS CORPORATE MEMBERS

The Rheumatology Nurses Society  
is thankful for our 2019 Corporate  
Members and Sponsors

## PLATINUM CORPORATE MEMBERS

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abbvie

AMGEN®



Bristol-Myers Squibb



GILEAD



HORIZON

Lilly



NOVARTIS



SANOFI GENZYME  
REGENERON

## DIAMOND CORPORATE MEMBERS

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Mallinckrodt  
Pharmaceuticals



Inspired by patients.  
Driven by science.

## GOLD CORPORATE MEMBER

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**SANDOZ** A Novartis  
Division

**Genentech**  
A Member of the Roche Group

**janssen**  
PHARMACEUTICAL COMPANIES  
OF Johnson & Johnson

**Vectra®**

## NATIONAL CHAPTER SPONSOR

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## NATIONAL ADVOCACY SPONSORS

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Bristol-Myers Squibb



SANOFI GENZYME  
REGENERON

## MEDIA SPONSOR

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**Healio**  
Rheumatology

