



VIRTUAL CONFERENCE

# SPONSORSHIP PROSPECTUS

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Relias' annual conference, Impact Nation, brings industry insights, captivating content, and interactive sessions year after year. Join us to increase visibility and connect with your ideal audience.

INSPIRE. LEARN. CONNECT.



# IMPACT NATION 2022: WHAT TO EXPECT

## **VIRTUAL AND FREE**

Increases access to relevant, authoritative information and continuing support of organizational leaders and front-line heroes by bringing the event to your audience without the cost of admission.

## **THOUSANDS ATTEND**

2021 was the second ever virtual conference with over 5,000 registrants and a more than 50% attendance rate. 2022 attendees will enjoy a variety of sessions featuring everything from up-to-date industry insights and captivating content to workshops led by some of our industry's brightest leaders and a lot more.

## **DIVERSITY + INCLUSION TRACK**

One of the most popular and important session tracks of Impact Nation 2021 is back. Topics will include how to develop inclusive environments for clients, patients, and employees, as well as understanding the impact of implicit bias and cultural competency.

## **MARKET-DRIVEN REPORTS**

Throughout 2022, Relias will be releasing multiple industry-specific reports and hosting related sessions at Impact Nation specially curated to help healthcare professionals identify proven strategies for continuing their mission.

# IMPACT NATION **BY THE NUMBERS**

## 2021 ATTENDEE EXPERIENCE

**97%**

of attendees are likely to attend Impact Nation in the future.

**85%**

of attendees said they were very satisfied with Impact Nation.

**85%**

of attendees attended Impact Nation both days.

**9x**

more people attended our virtual event compared with our 2019 in-person conference.

**5,400**

REGISTRATIONS

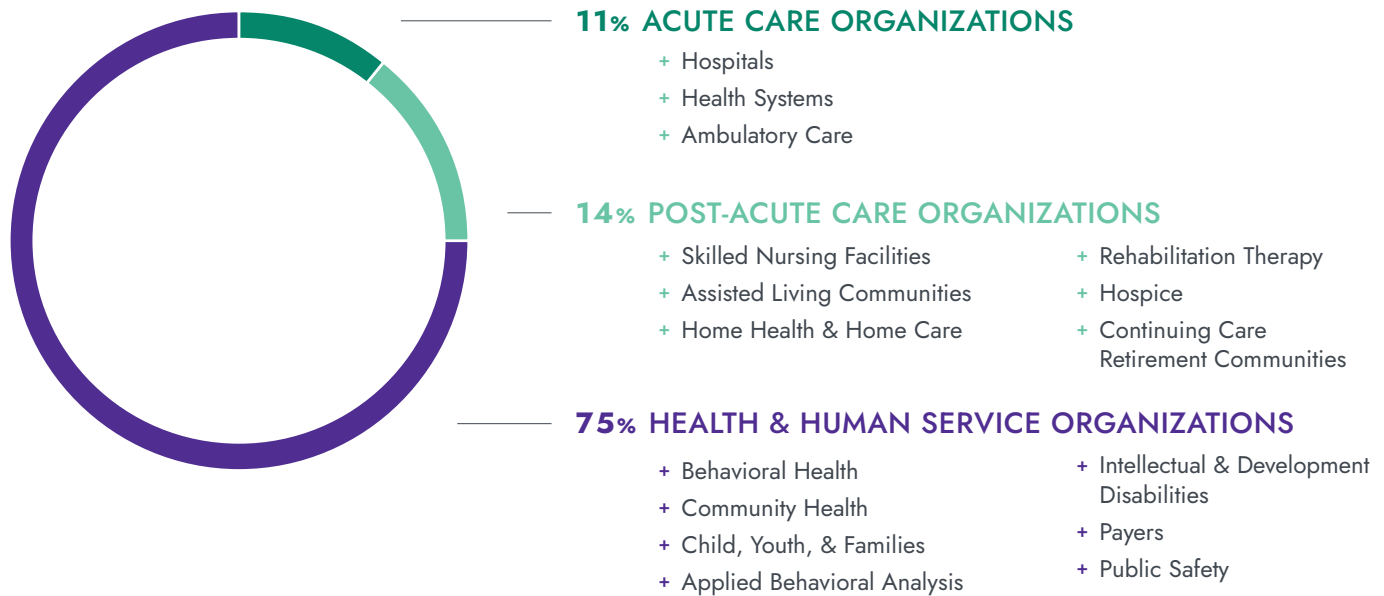
**2,900**

ATTENDEES

**2,776**

UNIQUE ORGANIZATIONS  
IN ATTENDANCE

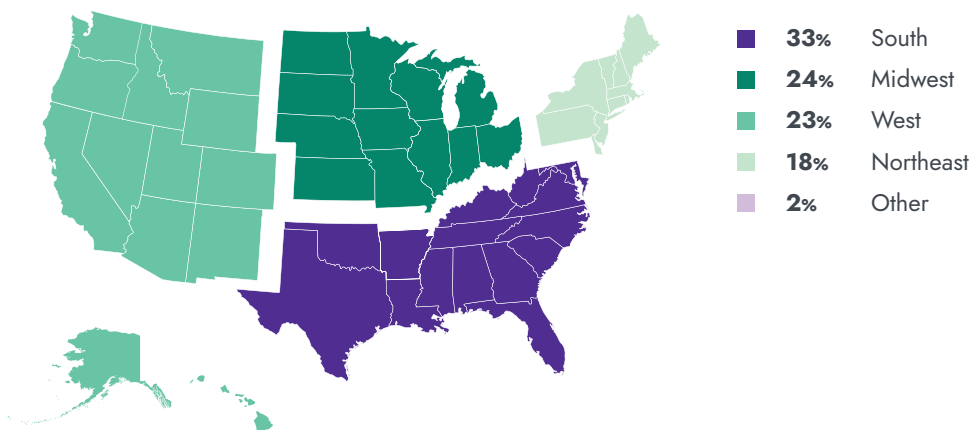
## 2021 ATTENDEES BY ORGANIZATION



## 2021 ATTENDEES BY JOB TITLE



## 2021 ATTENDEES BY REGION



## THE IMPACT NATION EXPERIENCE EARNS RAVE REVIEWS FROM ATTENDEES

"I have always enjoyed the conferences and tried to attend them each year, but this was 'special' in so many ways. I learned more than just about the training platform of Relias, and this learning will impact not only our agency and people supported, but our community. To the planners, I simply say, Thank you!"

### **SHIRLEY BROOKS**

Director, The Jessamine Place

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"I enjoyed the virtual conference because it allowed me to share and receive ideas with other like-minded peers in the moment."

### **WILLIAM INGRAM**

Training Coordinator at Nexus-Gerard Family Healing

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"This online event captured the perception of being at an actual conference center perfectly. I had not seen this with other virtual conferences and appreciate the tremendous effort that was put forth to achieve this. Very nice job to the designers and planners."

### **PAT LANDRY**

Director of QA & Training at Gulf Coast Social Services

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"It was a very unique experience. Honestly, the platform was wonderful. I would not have been able to afford to attend otherwise!"

### **CAROLYN PITCAIRN**

Professional Development at Catholic Charities of Cleveland

## A PROVEN VIRTUAL CONFERENCE PLATFORM

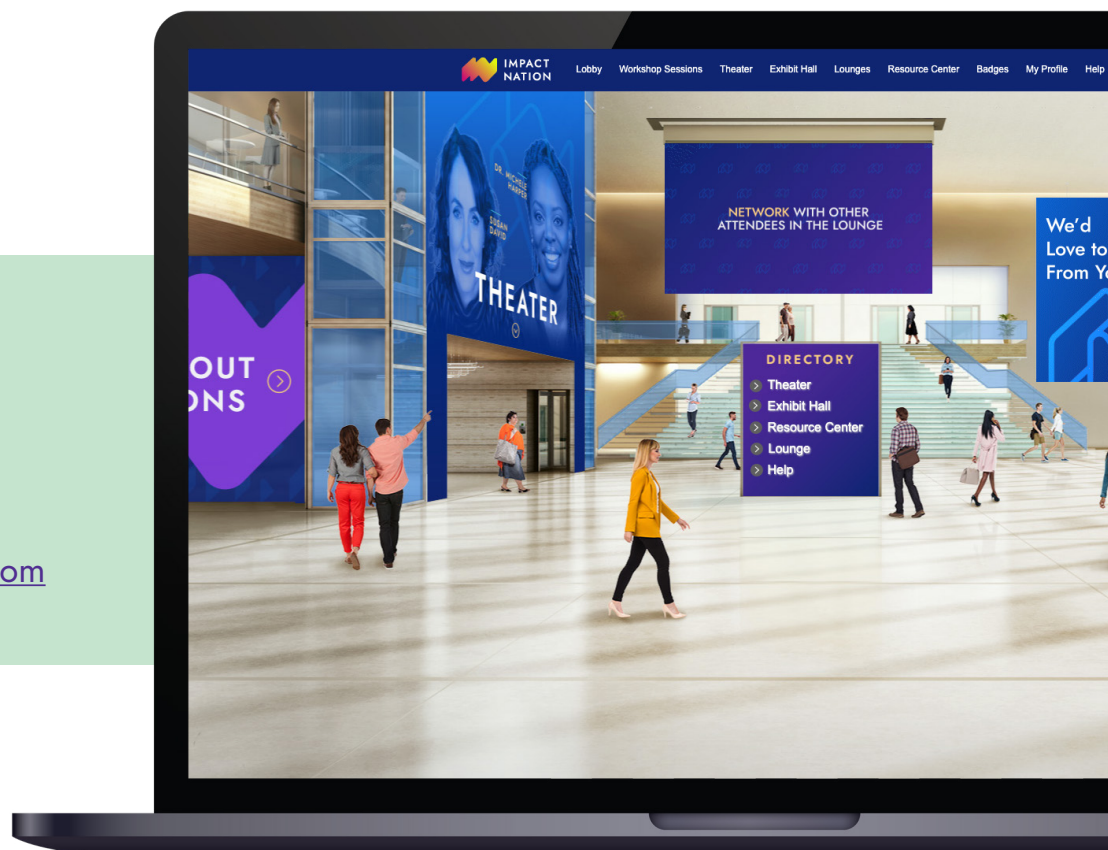
Impact Nation's virtual platform continues to provide a remarkable opportunity given the ongoing circumstances brought by the COVID-19 pandemic. Much of the Impact Nation audience is still unable to attend conferences in person due to the pressing responsibilities of their roles, as well as complications due to travel restrictions. Our free and online format provides greater opportunity for more people to reap the myriad benefits Impact Nation has to offer.

The overwhelming success of Impact Nation over the last two years proved that healthcare professionals are as hungry as ever to hear from industry experts speak to the issues that matter to them. This conference offers unparalleled opportunity to get first-hand perspectives on what's happening now — and how best to prepare for what's next.

Don't miss out on this unique opportunity to get in front of thousands of informed healthcare professionals ready to connect.

READY  
TO SPONSOR?

Email us at  
[impactnation@events.relias.com](mailto:impactnation@events.relias.com)





## SPONSORSHIP OPPORTUNITIES

With an emphasis on staff training and development, Impact Nation empowers healthcare leaders and educators with the latest information and best practices. They immerse themselves in the online experience to improve the performance of their care teams, reduce risk, and improve outcomes.

Our sponsorship opportunities have been adjusted to fit the virtual event environment we will be offering for Impact Nation. To make this the best experience possible for your organization, with lasting results, we've shaped offerings that will give you sustained visibility and create connections during the event.

### EXHIBITING SPONSOR **\$3,500**

#### **CUSTOM VIRTUAL BOOTH**

- + Company listing on exhibit floor
- + Dedicated booth development support
- + Booth may include: videos, product brochures, webinar links, ability to host private meetings, and more
- + Live chat during dedicated exhibit hours
- + Rotating logo during breaks
- + Gamification to drive booth traffic

#### **ACCESS TO ROBUST POST-EVENT ANALYTICS THAT INCLUDE:**

- + Unique attendee information
- + Communication and engagement activity
- + Content views
- + And more

#### **NEW THIS YEAR**

#### **EXHIBIT BOOTH VIDEO CHAT ADD-ON OPTION**

Schedule 30-minute timeframes to video chat with booth visitors in the virtual environment.

**\$1,200**  
per 30-minute window

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

**\$750**

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### **VIRTUAL PLATFORM PUSH NOTIFICATIONS**

*(Limit of six)*

Exclusive notification at a specified time to all registered Impact Nation attendees during the conference

**\$500**

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### **PREMIER AD SPACE IN EXHIBIT HALL**

*(Limit of four)*

Place your logo or digital ad front and center in the exhibit hall.

**\$250**

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### **LOBBY LOGO PLACEMENT**

*(Limit of four)*

Place your logo in the event lobby space.

**\$100**

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### **VIRTUAL TOTE BAG INSERT**

*(\$100 per piece)*

Place your company collateral in all event attendee's virtual tote bags.





# SPONSORSHIP AGREEMENT

This Sponsorship Agreement is entered into by Sponsor name designated on 2022 Sponsorship Form ("Sponsor"), and Relias Learning, LLC ("Company"), effective as of signature date on form ("Effective Date"), for purposes of the Agreement.

## PAYMENT

Sponsor shall offer Company contribution in the total amount designated on 2022 Sponsorship Form for the benefits as detailed in the 2022 Sponsorship Form. Payment of all fees shall be due thirty (30) days after the invoice date.

## LOGO AND MARKS

WHEREAS Sponsor hereby grants to Company a non-exclusive, revocable, worldwide, royalty-free, fully paid-up license to use Sponsor's name and logo, trademarks, and company descriptions (collectively referred to as "Sponsor Marks") in connection with the marketing of products and services provided by Sponsor. Company may use Sponsor Marks in any medium of advertising, promotional products or marketing materials distributed solely in connection with Relias Impact Nation (the "Event").

## REPS AND WARRANTIES

Sponsor represents and warrants that it is either the author or owner of all rights to the Sponsor Marks, and that the Sponsor Marks do not infringe on the rights of others, and that Sponsor has full power and authority to submit the content and to grant this license to Company. Sponsor agrees to indemnify and hold Company harmless against any claims by other parties alleging that Sponsor's granting of this license in any way infringes such parties' rights to any or all of the Sponsor Marks.

## INDEMNIFICATION AND LIMITATION OF LIABILITY

Neither Company or Relias nor any of its respective officers, agents, employees, facilities, representatives or assigns shall be liable for, and Sponsor hereby releases them from, any claims for damage, loss, harm, or injury to the person, property or business of the Sponsor and/or any of its visitors, officers, agents, employees or other representatives, resulting from theft, fire, earthquake, water, unavailability of the venue, insufficient participation, accident or any other reason in connection with the Event. Indirect, incidental, special, exemplary, or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. Company makes no representations or warranties regarding the number of persons who will attend the Event.

Sponsor shall indemnify and hold harmless Company, its related entities, Sponsors, agents, officers, directors, employees, attorneys, heirs, successors, and assigns from and against any and all claims, losses, damages, judgments, settlements, costs and expenses (including reasonable attorneys' fees and expenses), and liabilities of every kind incurred as a result of: (i) any act or omission by Sponsor or its officers, directors, employees, or agents; (ii) any use of Sponsor Marks or other information, products, or services provided by Sponsor; and/or (iii) the inaccuracy or breach of any of the covenants, representations and warranties made by Sponsor in this Agreement. This indemnity shall require the payment of costs and expenses by Sponsor as they occur. This section shall survive any termination or expiration of this Agreement.

## CANCELLATION

If Company cancels the Event prior to its scheduled date, Company shall issue a refund to Sponsor of all pre-paid fees made under this Agreement within 30 days' notice of said cancellation.

## GOVERNING LAW

This Agreement shall be governed by and construed in accordance with the laws of the State of Delaware, without giving effect to its principles of conflict of laws. Any dispute arising from or relating to the Agreement shall be litigated in the state or federal courts located in Wake County, North Carolina, to whose exclusive jurisdiction the parties hereby consent.

# 2022 SPONSORSHIP FORM



## PLEASE TYPE OR PRINT

Sponsor Name

Address

City State Zip

Phone Fax

Contact

Title

Email

Please note that your company name will appear, as specified, on all Impact Nation materials and signage.

All correspondence will be directed to the contact person indicated above.

## AUTHORIZATION AND ACCEPTANCE

The undersigned hereby agrees to sponsor the Relias Impact Nation conference at the level indicated on this form and accepts the terms of this sponsorship agreement.

Authorized Signature

Title

Date

Total Amount \$

## PLEASE CHOOSE YOUR LEVEL OF SPONSORSHIP

### Exhibiting Sponsor

**\$3,500**

#### Exhibit Booth Video Chat Add-on

Schedule 30-minute timeframes to video chat with booth visitors in the virtual environment.

**\$1,200 x** \_\_\_\_\_

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### Virtual Platform Push Notifications (Limit of 6)

Exclusive notification at a specified time to all registered Impact Nation attendees during the conference

**\$750**

### Premiere Ad Space in Exhibit Hall (Limit of 4)

Place your logo or digital ad front and center in the exhibit hall.

**\$500**

### Lobby Logo Placement (Limit of 4)

Place your logo in the event lobby space.

**\$250**

### Virtual Tote Bag Insert

Place your company collateral in all event attendee's virtual tote bags.

**\$100 x** \_\_\_\_\_

## CORRESPONDENCE & PAYMENT INFORMATION

Relias will email an invoice with the amount owed based on preferences indicated above.

Email completed registration form to:  
[impactnation@events.relias.com](mailto:impactnation@events.relias.com)



# READY TO START?

Send your completed form to  
[impactnation@events.relias.com](mailto:impactnation@events.relias.com)

INSPIRE. LEARN. CONNECT.