

CELEBRATING



SINI 2021

30th Summer Institute in
Nursing Informatics



Virtual & Interactive

Real-World Evidence and the Changing Landscape of Health Informatics

Preconference: July 14, 2021 • Conference: July 15 - 16, 2021

Sponsor and Exhibitor Opportunities

An internationally recognized opportunity to learn from and network with leaders in the field of health care and nursing informatics.

SINI participants represent an array of professions and institutions:

- Federal agencies
- Academic medical centers and community hospitals
- Universities
- Health information technology (HIT) vendors and consultants
- Senior-level nursing informaticians seeking effective information technologies and influencing decisions on HIT products and services
- Chief information officers, chief nursing officers, and health care executives

SPONSORSHIP OPPORTUNITIES

Sponsors support the overall mission of SINI and receive special recognition, including their organization logo, website, and company information on the SINI website and in the virtual conference software.

Conference Sponsor

All sponsorships include program advertising, free registration for the entire conference, promotional materials, and recognition during the virtual event. Any sponsor at the \$1,500 level and up includes a virtual booth.

SINI Gold Sponsor: \$10,000

SINI Silver Sponsor: \$5,000

SINI Bronze Sponsor: \$2,500

Preconference Sponsor: \$2,000

Spotlight on Innovation: \$1,500

Host a presentation of your organization's products, services or emerging trends in HIT to clinical and informatics health care professionals in a virtual setting.

Spotlight on Innovation events will be held Friday, July 16, 2021. Sessions are virtual and participants have the option to attend.

Opportunities include:

- **New Product Showcase:** Present new and improved versions of your products.
- **Vendor-Specific Applications:** Teach participants how to use one of your products or services.
- **Non-Vendor-Specific Education:** Teach about a topic related to HIT in which your company/institution has a vested interest or expertise or is a stakeholder for example trends in HIT, policy development, or sponsored research.
- Vendors can offer incentive for participants visiting their demo, such as gift cards or giveaways.

SINI will:

- Market and promote your company and presentation through emails, the SINI webpage, program announcements, and conference flyers.
- Provide a virtual room to allow participants to attend a live, interactive demonstration.
- Provide one free registration to the entire SINI conference.

OTHER SPONSORSHIP OPPORTUNITIES

Support popular features of SINI by sponsoring our premier events.

\$1,500 Choose from the following:

- Keynote Speaker
- Distinguished Lecturer

\$750 Choose from the following:

- Networking Events
- SINI Scholarship

\$500 Choose from the following:

- People's Choice Award, Outstanding Presentation Award, Outstanding Poster Award

\$250

- Virtual promotional materials

EXHIBITING OPPORTUNITIES

Exhibitors will have two options: a **virtual booth** that is designed by the exhibitor with links to the organization's webpage or a **live virtual booth** that includes the virtual booth but has the option for live discussions with the participants.

Exhibitors will also be listed on the SINI website with an active link to the organization's website. Also included is a comprehensive list of participants' registration information (name, title, organization, mailing address, and contact email). A free registration for SINI is included.

Exhibitor Booth Rates

Virtual Booth: \$350

Live Virtual Booth: \$500

APPLICATION TO SPONSOR AND EXHIBIT

PLEASE SUBMIT APPLICATION NO LATER THAN APRIL 23, 2021.

SPONSORS: Click here for online registration and payment: <https://cf.umaryland.edu/checkout/son/sini2021/>

EXHIBITORS: Click here for online registration and payment: nursing.umaryland.edu/sini

(Completed applications may also be emailed to pe.nursing@umaryland.edu)

Name of Organization _____

Contact Person _____

Address _____ City _____ State _____ ZIP _____

Telephone _____ Fax _____

Email _____

SPONSORS

- SINI Gold Sponsor \$10,000
- SINI Silver Sponsor \$5,000
- SINI Bronze Sponsor \$2,500
- Preconference Sponsor \$2,000
- Spotlight on Innovation \$1,500
- Keynote or Distinguished Lecture \$1,500

- Networking Events \$750
- SINI Scholarship \$750
- Poster Session \$500
- Outstanding Presentation Award \$500
- People's Choice Award \$500
- Virtual Promotional Materials \$250

EXHIBITORS

- Virtual Booth \$350
- Live Virtual Booth \$500

Total for Sponsorship: \$ _____ **Total for Exhibiting: \$** _____

PAYMENT

IMPORTANT NOTE: Sponsorship funds for SINI are charitable contributions and are payable to and administered by the University of Maryland Baltimore Foundation.

Select your method of payment:

- Visa MasterCard American Express Check (for sponsors only)

Account Number _____ Exp. Date _____

Authorized Signature _____

NOTE: PLEASE MAKE SEPARATE PAYMENT FOR SPONSORSHIP AND EXHIBITING FEES.

SPONSORS: Submit online payment at <https://cf.umaryland.edu/checkout/son/sini2021/> or send check, payable to **UMB Foundation #2785**, to:
 UMB Foundation
 220 N. Arch St., 13th Floor
 Baltimore, MD 21201

EXHIBITORS: Submit online payment only at nursing.umaryland.edu/sini

For questions regarding SINI 2021 sponsorships and exhibiting opportunities, please contact sonia.smith@umaryland.edu