



Invitation to Sponsor

Welcome.

We're so excited about our future collaboration with you!

Dear Colleagues,

Founded in 2012 by six NICU Parent Leaders, NPN began as an effort to forge connections. Connections among grassroots NICU Parent Support Organizations, connections between these organizations and Maternal-Infant Health providers, and connections with key industry stakeholders. Since that time our membership has grown to over 40 organization members and professional affiliates throughout the US and three countries. Parents with NICU experience are leading each member organization making us the **ONLY professional association for NICU Parent Leaders in the United States.**

Only at NPN's exclusive virtual events, will you have the opportunity to engage with a group of NICU parents who are entirely devoted to improving support, education, and resources to families with an infant in the NICU. Provider associations, hospital administrations, and advocacy groups embrace our perspective and influence because of our first-hand knowledge regarding the unique needs and challenges faced by NICU parents.

Our events are not the typical conference experience where exhibitors have limited access to all attendees. We encourage all of our sponsors to not only attend but to also participate in ALL event sessions, group discussions, and networking activities. Each year, our sponsors walk away in awe of having uncovered this engaging and inspiring community of NICU Parent Leaders. The potential opportunities to collaborate are endless, and we invite you to experience all that NPN Live! Events have to offer.

Kind Regards,



Keira Sorrells
Founder & Executive Director



Let's Connect



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@NICUPARENTNETWORK

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Our Members



Our network encourages a spirit of collaboration where every stakeholder in maternal infant health has a voice and a respected seat at the table. We welcome everyone with an interest in Maternal-Infant Health and improving outcomes for NICU families.



NPN Live!

What: A unique opportunity for NICU Parent Leaders and Maternal-Infant Health Stakeholders to connect with peers, advance leadership skills, and improve support for NICU families everywhere.

We offer groundbreaking content, thought-provoking conversations, and connections to top NICU Parent Leaders and Industry Executives in the world.

When: Hosted twice per year: (1) Spring - highlights a hot topic relevant to NICU families; (2) Fall - experience a multi-day event exploring multiple topics of interest to NICU Support.



INDUSTRY 1:1

An exclusive, FREE event for NPN members to meet one-on-one with Industry Collective & Supporters

Industry 1:1

What: NPN Live Presents Industry 1:1 - an invitation-only opportunity for NICU Parent Network members to meet one-on-one with Industry representatives during a scheduled online event hosted by NICU Parent Network.

Each meeting will last 20 minutes and will present the opportunity for Industry and individual NPN Member Organizations to share their company/organization initiatives, current projects, objectives, and goals.

Your Captive Audience

As the ONLY professional association for NICU Parent Leaders in the US, the NPN provides a platform for NICU Parent Leaders to come together as a collective voice representing the needs and best interests of NICU families. Our members are NICU Parent Leaders working in highly influential positions in local, regional, national, and international capacities. Their work focuses on improving access to and the quality of education, resources, and support for families along the continuum of care from high risk pregnancy to life after the NICU.

Top 3 Reasons to Participate

- 1** **NPN is the ONLY way** to reach influential Professional NICU Parent Leaders as a group, with members across the US and 3 countries.
- 2** Gain insight into what NICU parents and their infants want and **need to thrive**. Our members know better than anyone else, they have lived through the NICU.
- 3** Our network is personal by design. We believe our Industry Collective Participants are **integral to the health and wellbeing** of NICU families.

NPN's Purpose



REPRESENT

Best Interests of Families

The NPN represents the needs and best interests of NICU families in all facets of healthcare policy, care guidelines, advocacy, education, and family support.



EDUCATE

Emerging and Established NICU Parent Leaders

The NPN provides a platform to bring the collective voice of NICU families to the forefront.



ELEVATE

Our Collective Voice

The NPN provides a platform to bring the collective voice of NICU families to the forefront

VIRTUAL EVENTS	INDUSTRY COLLECTIVE	ELEVATE \$5000	COLLABORATE \$2500	INSPIRE \$1000
Sponsor Experience				
Social media recognition during event promo period (Facebook, Twitter, Instagram)	up to 4	1	1	1
Include 1 branded item in VIP attendee swag box (subject to NPN approval) - quantity of 50	X			
Company logo on VIP attendee swag box	Large	Medium		
Opportunity to provide item in digital swag bag (ex: discount code, e-book, product trial, etc)	X	X	X	X
Event Marketing				
Virtual Expo Booth: Includes: Logo, Company tag line, Company Mission, 1 You Tube Video Link to video by your company (subject to NPN approval); button option to link to your website or for lead generation; link to your Company Twitter feed, option to provide a coupon code to attendees who visit your booth	Large	Medium	Small	
Complimentary Tickets for each virtual event (add'l tickets \$150)	up to 4	1	1	1
NPN Live! Deliver an event welcome message and live Q&A with attendees & NPN executive director. (up to 30 minutes)	X			
Sponsored pre-event educational session (up to 45 minutes)	X			
Acknowledgment of support during event	X	X	X	X
Sponsor banner on event page	Large	Medium	Small	Small
Hyperlinked sponsor banner on NPN website event splash page	Large	Medium	Small	
Opportunity for scheduled Live video stream in Expo booth	X	X		
Event Networking				
Access to attendees during all sessions chat feature	X	X	X	X
Access to attendees via direct messenger feature	X	X		
1 :1 Networking with VIP attendees	X	X	X	
Post-Event Networking				
Post Event analytics related to visits to Expo booth	X	X		
Post Event report with acknowledgment of support	X	X	X	X



Are You Ready to Participate?

BECOME A SPONSOR
(click here)

Click the link above or visit:
bit.ly/NPNVirtualEventSponsor

Have Questions?
email: keira@nicuparentnetwork.org
phone: 601.345.1772



CONNECT

Connect with Professional NICU Parent Leaders who believe collaborative efforts make a meaningful impact on Maternal Infant Health.



COLLABORATE

Discover innovative ways of working alongside NPN and individual support organizations across the country and around the world.



PARTICIPATE

Your input is valuable! We invite you to actively engage with our membership.