About WOCNext

WOCNext is an educational event for WOC nurses and other healthcare professionals dedicated to providing expert care to patients with wound, ostomy and incontinence needs.

The educational content at WOCNext revolves around the dissemination of the latest research and evidence-based knowledge of innovative techniques, applications, technologies, and treatments related to wound, ostomy, and continence care issues to positively impact patient outcomes. We're dedicated to generating awareness of issues influencing patients, families, and care providers across the healthcare continuum. Attendees return to WOCNext each year for diverse knowledge and insights into how to best identify, care for, and overcome some of the most challenging issues facing their patient populations.

About the WOCN® Society

Founded in 1968, the Wound, Ostomy and Continence Nurses Society™ (WOCN®) is a professional, international nursing society of more than 5,200 health care professionals who are experts in the care of patients with wound, ostomy and incontinence.

Our Mission

The WOCN Society is a professional community dedicated to advancing the practice and delivery of expert healthcare to individuals with wound, ostomy, and continence care needs.

We support our members' practice through advocacy, education, and research.

Our Vision

Be the trusted global authority and leader in WOC care.
WHO ATTENDS

From conversations with fellow colleagues, face-to-face and virtual time with exhibitors, and interactions with speakers, poster presenters, and leaders in the field of WOC care—WOCNext is the premier platform for WOC nurses to make their voices heard and increase interactions with like-minded healthcare professionals that foster a greater, more integrated sense of community dedicated to improved patient care and outcomes.

1,200+
PROFESSIONALS
from nearly
20 DIFFERENT COUNTRIES

What Attendees Are Saying About WOCNext

"THE EXHIBIT HALL WAS BOTH OVERWHELMING AND IMPRESSIVE. SOMETHING FOR EVERYONE. I FELT LIKE A KID IN A CANDY STORE!"

"THIS CONFERENCE WAS A DELIGHTFUL REJUVENATION TO MY PRACTICE!"

"I LEFT WOCNEXT VERY MOTIVATED TO TAKE MY PRACTICE TO THE NEXT LEVEL!"

PRACTICE SETTINGS*

<table>
<thead>
<tr>
<th>Practice Setting</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acute Care</td>
<td>61%</td>
</tr>
<tr>
<td>Outpatient Care</td>
<td>28%</td>
</tr>
<tr>
<td>Home Care</td>
<td>12%</td>
</tr>
<tr>
<td>Educators</td>
<td>10%</td>
</tr>
</tbody>
</table>

POPULATIONS SERVED**

<table>
<thead>
<tr>
<th>Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pediatric</td>
<td>30%</td>
</tr>
<tr>
<td>Adult</td>
<td>91%</td>
</tr>
<tr>
<td>Geriatric</td>
<td>71%</td>
</tr>
</tbody>
</table>

*Some attendees practice in multiple care settings. Total is > 100%.

**Some attendees serve multiple populations. Total is > 100%.
Who Exhibits at WOCNext?

APPAREL AND LIFESTYLE
Companies offering nursing apparel, healthcare related products or lifestyle products that support healthcare professionals and their patient populations.

PUBLICATIONS
Publishers of educational resources for professional development, journals and books related to the fields of wound, ostomy, continence, foot and nail care.

INDUSTRY
Manufacturers and distributors of medical devices, equipment, pharmaceuticals, supplies, technologies and nursing solutions relevant to the field of wound, ostomy, continence, foot and nail care.

STAFFING
Agencies providing healthcare management and staffing solutions relevant to the nursing community.

To attract more business, contact Chris Brown at cbrown@wocn.org or 856.642.4401 today!

“AS A NEW COMPANY IT WAS MOST SATISFYING HAVING ATTENDEES DISCOVER US AS A COMPANY AND HAVE GREAT CONVERSATIONS AROUND HOW OUR PRODUCTS FIT INTO THE MARKETPLACE.”

- JOSEPH BOCKUS, PRESIDENT/GM
FRONTIER THERAPEUTICS

Benefits of Exhibiting

SALES AND NEW LEAD OPPORTUNITIES WITH A CAPTIVE AUDIENCE
85% of all WOCNext attendees evaluate, recommend and/or initiate the purchase of WOC patient care equipment and supplies. Attendees value their time at WOCNext and use the event as an opportunity to gain advanced knowledge of the latest industry trends and product developments.

GREATER FACE-TO-FACE MARKETING OPPORTUNITIES
Nothing strengthens brand loyalty like meeting face-to-face with current and prospective customers. WOCNext provides the opportunity for an exclusive 10 hours of one-on-one time between exhibitors and attendees, making it the perfect venue to reach your target audiences.

ENVIRONMENTAL SCAN OF THE COMPETITION
With up to 150 exhibiting companies, WOCNext is a great opportunity for exhibitors to learn from their competition while increasing their knowledge regarding the latest industry trends, news, product developments and research.

SHOWCASE NEW PRODUCTS AND SERVICES
Launching a new product or service at WOCNext is the perfect way for exhibitors to engage directly with target audiences and maximize their exposure to create an increased brand awareness.

CREATE LASTING RELATIONSHIPS WITH ATTENDEES
WOCNext attendees engage with exhibitors before, during and after the event through MyWOCN, a free e-community networking platform available online and via the official WOCNext 2020 MyWOCN event app.

LEARN FROM THE EXPERTS AND AMPLIFY YOUR EVENT EXPERIENCE
The WOCN Society provides exhibitors with online educational webinars leading up to WOCNext 2020. If you’re looking to take your exhibitor experience to the next level, you won’t want to miss this exclusive education! Each of our webinars is hosted by industry experts and is meant to help you gain the insights, tools and education you need to get the most out of your exhibiting experience. Throughout each webinar, we’ll explore trends, techniques and successful strategies to help you sharpen your marketing messages, create an inviting in-booth atmosphere, make the most out of the event for you and your booth staff and more!
Become an Exhibitor

Booth Pricing

**PRICE PER 10’X10’ USD**
- Corporate Member: $2,895
- Non-Member: $3,325
- Non-Profit Association: $500

**Additional Costs Associated with Location/Booth Type**
- Corner: $100 additional
- Island: $400 additional

**Tentative Exhibit Hall Schedule**

**SUNDAY, JUNE 7, 2020**
- 4:15-6:15 PM: Opening Reception for Attendees and Exhibitors

**MONDAY, JUNE 8, 2020**
- 11:15 AM – 12:15 PM: Attendee and Exhibitor Appointments
- 12:15 PM – 3:15 PM: Lunch/Hall Open
- 3:30 PM – 4:15 PM: WOCNext Exhibitors Feedback Meeting

**TUESDAY, JUNE 9, 2020**
- 11:15 AM – 12:15 PM: Attendee and Exhibitor Appointments
- 12:15 PM – 3:15 PM: Lunch/Hall Open
- 1:45 PM: Poster Awards Ceremony

To secure your space, contact Chris Brown at cbrown@wocn.org or 856.642.4401 today!

**Exhibit Hall TRAFFIC DRIVERS**

**INNOVATION HUB**

*Limited Opportunity*
Showcase your product or service in the Innovation Hub, a space in the Exhibit Hall designed to create a conversational environment between your company and WOCNext attendees. Use this space to host a conversation, product launch or educational presentation. All sessions will be non-CE and must be approved by the WOCN Society staff.

**HEADSHOT LOUNGE**

*Exclusive Opportunity*
Take advantage of this brand immersion opportunity while giving attendees professional headshot photos, perfect for their social media accounts and resumes. Each guest will spend approximately 15 minutes in the space, allowing for their photo opportunity and lead collection before they exit. The space will be customized and branded for you.

**HOTEL DOOR HANGER**

*Limited Opportunity*
Use this one-of-a-kind promotion to extend your branding outside of the Exhibit Hall. Reach attendees in their hotel space and drive traffic to your booth.

**EXHIBIT HALL FOOTPRINTS**

*Limited Opportunity*
Brand Exhibit Hall pathways with specially designed footprint stickers that direct attendees to your booth.

**SOCIAL MEDIA PACKAGES**

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.

To secure one or more of these opportunities, or to collaborate to customize an opportunity that fits your needs, contact Brooke Passy at bpassy@wocn.org or 856.380.6815.
Custom Support Packages

Wellness

HYDRATION STATIONS
Show your commitment to sustainability while providing attendees with an opportunity to stay hydrated throughout the event. Personalize this exclusive package with reusable water bottles and signage expressing the impact on both the attendees and the environment.

RECHARGE LOUNGE
Help attendees take a break and power up in this dedicated area in the Exhibit Hall. Support includes furnishings, charging units and massage therapists to provide back massages to attendees. Take advantage of waiting time in the space to deliver your message and interact with the attendees.

HEALTHY SNACK BREAKS
Assist the attendees in taking care of themselves by supporting a healthy snack break in the afternoon. Partner with WOCNext to refuel attendees and help them get through the packed schedule while feeling satisfied and focused.

Collaboration

FOCUS GROUPS
Host a focus group at WOCNext 2020 and have access to our specialized attendee pool. Create a customized list of attendees based on your needs to get the right minds in the room and spend time talking to them. A limited number of Focus Groups are available.

AFFILIATE MEETING SPACE
Plan an event with our attendees! We can help provide space at the convention center or hotel for education, entertainment or more during WOCNext 2020 for a small rental fee.

Marketing

TOTE BAG INSERT
Looking for the perfect way to get in front of ALL attendees? Create buzz, advertise a new product and/or direct attendees to your booth with a printed piece stuffed into each event tote bag. Supporter is responsible for the design and printing of the piece. All inserts must be provided for approval and shipped to our pre-assembly vendor by the required date.

EMAIL BLASTS
Create a special message to all pre-registered attendees delivered prior to WOCNext 2020. Use this as a chance to connect and share your message before they even get to Cleveland. Or sign up for the combo pack and get 1 pre and 1 post event message within two weeks of the event for a special package price.

To secure one or more of these opportunities, or to collaborate to customize an opportunity that fits your needs, contact Brooke Passy at bpassy@wocn.org or 856.380.6815.
Digital Advertising

WOCNext News

Published every two weeks, starting October 10, 2019, on the 2nd and 4th Thursday of each month through the WOCNext event. Distributed to more than 9,000 individuals. The digital ad file (.jpg or .png) and payment is due one week prior to publication. Inquire about Pre-Event News and Post-Event News options. Rates are net, non-commissionable.

» Sample WOCNext News e-newsletter

<table>
<thead>
<tr>
<th>THREE CHOICES:</th>
</tr>
</thead>
</table>
| **1** Supporter Spotlight  
**100-word promotional text** and web link to promote your booth, incentives and special booth activities.  
Corporate Member: $1,375  
Non-Member: $1,775 |
| **2** Exclusive “Leaderboard” Advertisement  
600x100 pixel  
Corporate Member: $1,475  
Non-Member: $1,825 |
| **3** “Square” Advertisement  
125x125 pixel  
Corporate Member: $950  
Non-Member: $1,350 |

WOCNext Daily

Published each day of the WOCNext event, attendees use this digital publication to gain insights into daily events, education and networking opportunities while onsite. The digital ad file (.jpg or .png) and payment is due one week prior to publication. Rates are net, non-commissionable.

» Sample WOCNext Daily e-newsletter

<table>
<thead>
<tr>
<th>TWO CHOICES:</th>
</tr>
</thead>
</table>
| **1** “Square” Advertisement  
125x125 pixel  
Corporate Member: $950  
Non-Member: $1,300 |
| **2** Exclusive “Leaderboard” Advertisement  
600x100 pixel  
Corporate Member: $1,600  
Non-Member: $1,950 |

To secure your advertising space, contact Chris Brown at cbrown@wocn.org or 856.642.4401 today!

“THE ADS THAT WE RAN REALLY PAID OFF; OUR BOOTH WAS SWamped THROUGHOUT. WE’RE THRILLED WITH HOW THE EVENT WENT FOR US.”

- KEVIN KELLER, PHD, CEO  
OSTOFORM LIMITED
Print Advertising

Final Program Advertising

This spiral-bound printed promotion features session details and an exclusive exhibitor directory. Convention Center, Exhibit Hall and Poster Hall details and floor plans are also included.

Options include full or half pages, four color or black and white.

**PREFERRED POSITIONING, FRONT AND BACK COVER FOLDOUT, CENTER SPREAD, BELLY WRAP AND INSERTS AVAILABLE.**

**Contact Chris Brown for additional information and pricing!**

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**Full Page Advertisement**
Corporate Member: $2,200
Non-Member: $2,600

**Half-Page Advertisement**
Corporate Member: $1,300
Non-Member: $1,700

**One-Third Page Advertisement (Vertical)**
Corporate Member: $775
Non-Member: $1,175

**C2 (Inside Front Cover)**
Corporate Member: $3,500
Non-Member: $3,700

**C3 (Inside Back Cover)**
Corporate Member: $3,300
Non-Member: $3,700

**C4 (Back Cover)**
Corporate Member: $4,800
Non-Member: $5,200

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**4C FILE REQUIREMENTS:** CMYK only, Hi-resolution (300 dpi) .eps, .tif, or PDF files (containing full bleeds) accepted. Also, Native file, Adobe InDesign for Mac (with all related fonts and linked images embedded). Advertisements created in programs such as Word or Excel cannot be accepted. Advertising materials received in other formats will require resubmission.

**B&W FILE REQUIREMENTS:** Hi-resolution .eps, .tif or .jpg graphics accepted. Grayscale scans should be at least 300 dpi. B/W Line Art scans must be 600 ppi or more. Resolutions of a higher ppi will reproduce with better quality.

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To secure your advertising space, contact Chris Brown at cbrown@wocn.org or 856.642.4401 today!
WHAT IS MYWOCN?
MyWOCN is a free, e-community networking platform which provides tools for exhibitors to attract prospects to their booths, products and services, increasing connections.

Exhibitors use MyWOCN to:
- Search the Attendee List
- Access Online Attendee Leads
- Send Emails to Attendees
- Schedule One-on-One Appointments with Attendees
- Feature Product Images, Videos, Press Releases and Show Specials

ENHANCED eBOOTH LISTING OPTIONS
BASIC (INCLUDED); SILVER LISTING ($99); PLATINUM LISTING ($149)

<table>
<thead>
<tr>
<th>ITEM</th>
<th>BASIC</th>
<th>SILVER</th>
<th>PLATINUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>EBOOTH PROFILE</td>
<td>1,000 characters</td>
<td>1,500 characters</td>
<td>2,500 characters</td>
</tr>
<tr>
<td>Add relevant company information.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRODUCT CATEGORIES</td>
<td>5</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>Select product categories that align with your company’s products and/or services.</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>PRODUCTS</td>
<td>1</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Display detailed product descriptions along with full color images.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRESS RELEASES</td>
<td>1</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Highlight what’s happening at your company.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EVENT SPECIALS</td>
<td>1</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Spotlight any special deals, discounts, giveaways and sweepstakes available in your booth.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATTENDEE DIRECT CONNECT</td>
<td>25</td>
<td>75</td>
<td>125</td>
</tr>
<tr>
<td>Send emails directly to attendees you would like to connect with.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>APPOINTMENT REQUESTS</td>
<td>10</td>
<td>30</td>
<td>60</td>
</tr>
<tr>
<td>Send appointment requests to meet with attendees one-on-one at the event.</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>BRANDS</td>
<td>150</td>
<td>200</td>
<td>600</td>
</tr>
<tr>
<td>Let attendees and prospective buyers see your available brands.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMPANY PRODUCT OR LOGO</td>
<td>-</td>
<td>-</td>
<td>✓</td>
</tr>
<tr>
<td>Display your logo on the event map and your eBooth profile.</td>
<td></td>
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</tbody>
</table>

ADDITIONAL MyWOCN ENHANCEMENTS

<table>
<thead>
<tr>
<th>ITEM</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEATURED EXHIBITOR</td>
<td>$750</td>
</tr>
<tr>
<td>Your Company Name is displayed at the top of the list of exhibitors</td>
<td></td>
</tr>
<tr>
<td>BANNER ADVERTISEMENT ON THE INTERACTIVE EXHIBIT / POSTER HALL MAP</td>
<td>$750</td>
</tr>
<tr>
<td>(205x60 pixel, random rotation, .jpg or .gif)</td>
<td></td>
</tr>
<tr>
<td>COMPANY OR PRODUCT LOGO ON THE INTERACTIVE EXHIBIT / POSTER HALL MAP</td>
<td>$500</td>
</tr>
<tr>
<td>(250x120 pixel and 30 KB, .gif, .jpg or .png)</td>
<td></td>
</tr>
<tr>
<td>100 ADDITIONAL E-MAIL MESSAGES TO PRE-REGISTERED ATTENDEES</td>
<td>$199</td>
</tr>
<tr>
<td>50 ADDITIONAL APPOINTMENTS</td>
<td>$125</td>
</tr>
<tr>
<td>FULL-MOTION VIDEO</td>
<td>$350 each</td>
</tr>
<tr>
<td>Full-motion video to include in your eBooth 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</td>
<td></td>
</tr>
</tbody>
</table>
Contact Us

Chris Brown
Director of Exhibits and Advertising
cbrown@wocn.org
856.642.4401

Brooke Passy, CMP
Meeting Manager
bpassy@wocn.org
856.380.6815