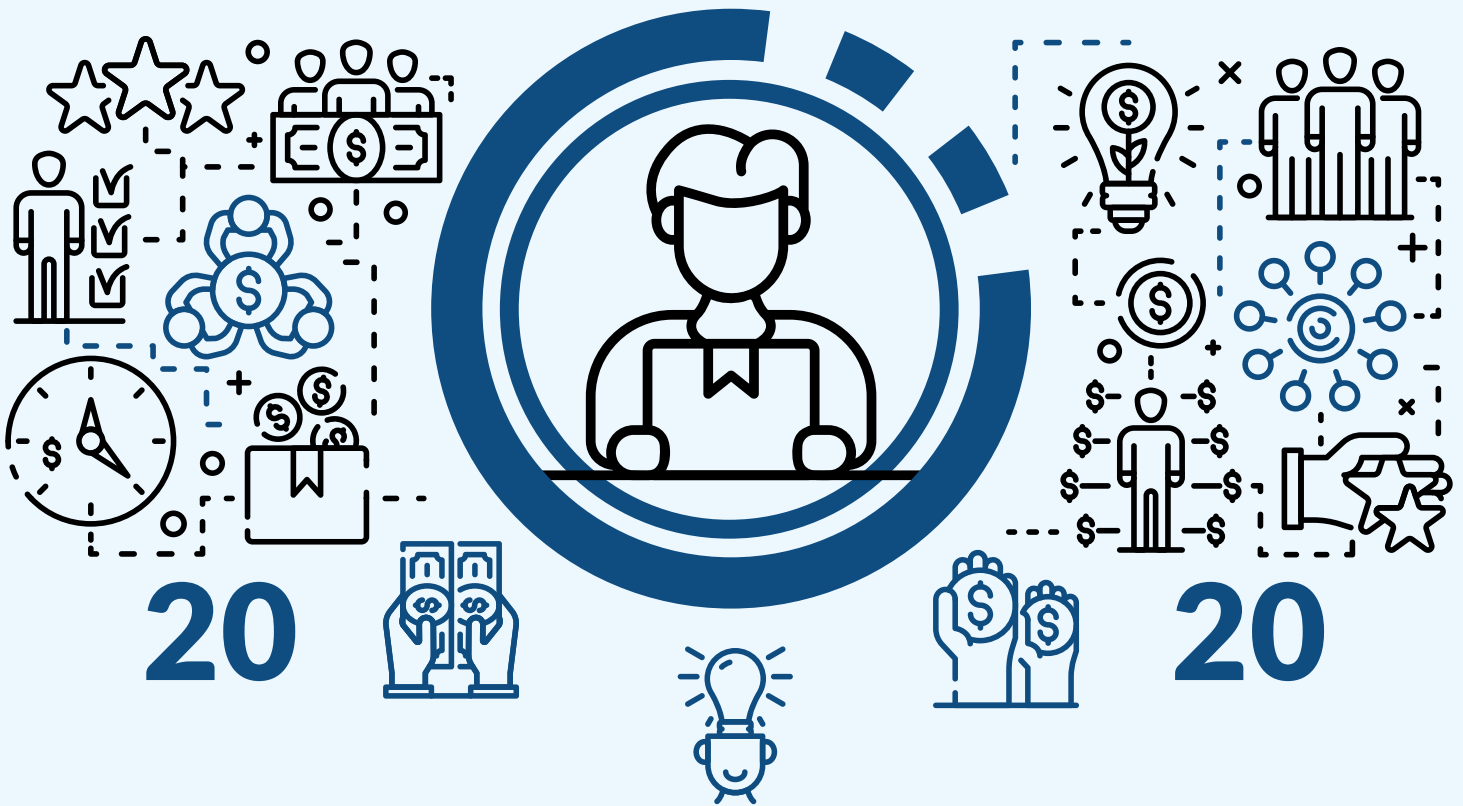




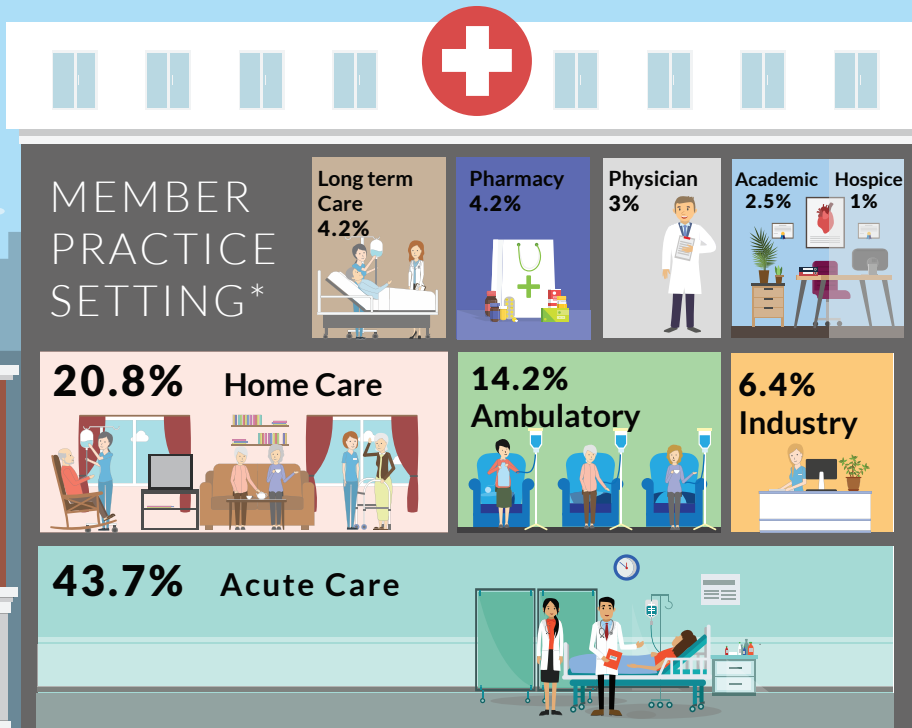
INFUSION NURSES SOCIETY
SETTING THE STANDARD FOR INFUSION CARE®



Sponsorship & Educational Support Opportunities

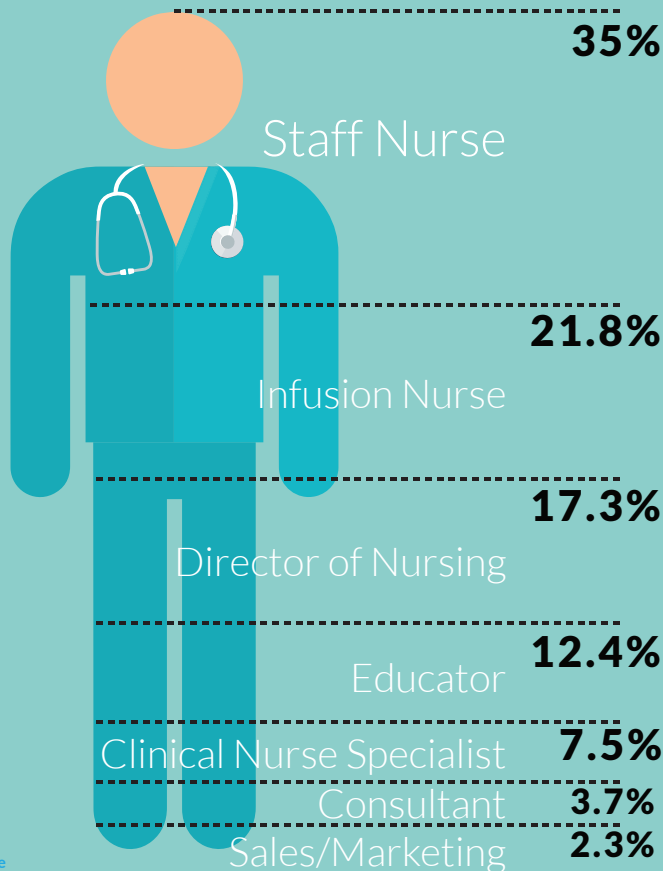
Simple, cost-effective ways to connect

MEMBERSHIP DEMOGRAPHICS



*%s based on the 2745 Active Members that were listed in demographics report

MEMBER POSITION*



*%s based on the 2563 Active Members that were listed in demographics report

MEMBER SPECIALTY:*

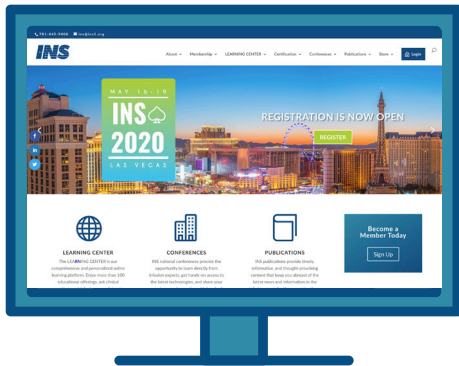


Infusion Therapy	60.5%
Oncology	10.1%
Education	7.5%
Medical/Surgical	4.8%
Pediatrics	4%
Administration	3.3%
Older Adult	2.8%
Critical Care	2.2%
Infection/Prevention	1.8%
Emergency	1.7%
Interventional	1.3%

SPONSORSHIP

Website Retargeting Program

INS has partnered with North America's largest B2B publisher, MultiView, to offer exclusive website retargeting advertising opportunities on www.ins1.org. *The INS Website Retargeting Program* helps you make the most of your ad spend by retargeting visitors to the INS website after they have clicked away from the site. This keeps your brand top-of-mind and ensures that you will consistently connect with visitors across their buying journey. For more information, review MultiView's retargeting information brochure or contact MultiView by phone at 972-402-7070 or email at salesinquiries@multiview.com or visit www.multiview.com/marketers/association-advertising



Website Banner Advertising – \$995 (1 month)

Place your banner on INS' homepage and catch the eye of infusion nurses from across the globe. Discounts are available based on the duration of your banner advertisement. Download the [Website Banner Advertising Agreement](#) to get started.

- One Month \$995
- Two Months \$1,990
- Three Months (savings of \$300) \$2,685
- Six Months (savings of \$800) \$5,170

Exclusive Email Blast – \$1,850

INS will distribute your exclusive, targeted message via email to approximately 6,500 members.

Setting up a broadcast email is simple:

- Complete the [Email Blast Agreement](#)
- Complete the [INS Content Submission Form](#) that will include all texts, graphics, and links
- INS will facilitate the design and layout
- INS will send you a copy for approval prior to deployment

INSider

INSider, our bimonthly membership newsletter, reaches thousands of infusion therapy professionals in a variety of practice settings. Each issue covers national INS membership activities, developing infusion news, and pertinent clinical issues. *INSider* is published in both print and digital formats. Download the [INSider Advertising Agreement](#) to reserve ad space.

Advertisement Costs

- Back Cover \$1,000
- Full Page \$800
- Half Page \$500



INS Newsfeed Advertising

INS Newsfeed is a fully automated service that aggregates news daily from INS exhibitors and other infusion therapy-related sources. Advertising opportunities are available to showcase your company. For more information about advertising, please contact Yossi Harel at yossi.harel@inloop.com

Membership Mailing List Rental - \$200/M

The INS list offers direct access to thousands of engaged industry professionals. For more information, list counts, or to place an order for your next direct mail campaign, contact INFOCUS Marketing at (800) 708-5478, sales@InfocusMarketing.com, or view list details online at www.infocusmarketing.com/datacard/ins. The mailing list includes physical mailing addresses only (no phone or email addresses are included). A sample piece from your mailing must accompany the request.



Podcasting Program

INS Infusion Room podcasts are a one-stop learning experience for infusion professionals who are looking for the latest infusion therapy information. They are searchable by topic and category and cover a wide range of subject matter. Initially designed to reside on the INS LEARNING CENTER, INS podcasts can now reach a much broader audience through platforms such as Libsyn, Apple Podcasts (iTunes), Spotify, and Google Podcasts.

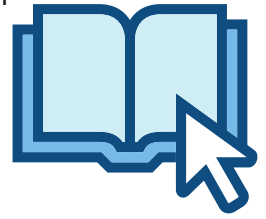


As the sponsor, you will receive recognition through a hyperlinked logo that will appear on the INS LEARNING CENTER and several other platforms. In addition, each podcast will begin with an

announcement highlighting your organizations' support. We also have the option to support a single podcast on a topic of your choice. For more information or to request a personalized proposal, contact Chris Hunt @ chris.hunt@ins1.org.

INS Digital Library

With the INS Digital Library, infusion solutions are only a click away. Designed to meet the “need-it-now” demands of today’s infusion professional, the INS Digital Library lets clinicians take control of how educational solutions are delivered to them. Several INS resources are currently available for sale from the digital library site including *Infusion Therapy Standards of Practice and Policies and Procedures for Infusion Therapy*. Sponsor recognition is given through a hyperlinked logo appearing on the INS Digital Library login page. For additional information or to request a personalized proposal, contact Chris Hunt @ chris.hunt@ins1.org.



CRNI® Academy

Becoming a Certified Registered Nurse Infusion (CRNI®) exemplifies a commitment to excellence. This prestigious credential warrants the recognition and respect of patients, peers, and employers as it is proof of dedication to the pursuit of lifelong learning and the delivery of quality infusion care.

At the heart of this credential is the nationally recognized and accredited CRNI® Exam. One of the major study tools used by many exam candidates is *CRNI® Academy* which combines information from several resources into one comprehensive, online study tool. It also includes sample exam questions, hundreds of “flashcards”, a personalized study plan, and intelligent gamification tools to help the candidate prepare for the CRNI® exam.

Sponsor recognition is given through a hyperlinked logo appearing on the CRNI® Academy home page. For additional information or to request a personalized proposal, contact Chris Hunt @ chris.hunt@ins1.org.

EDUCATIONAL SUPPORT



Webinar Programming

INS is committed to continuing nursing education. We believe it is one of the most effective ways to ensure that evidence-based information is presented and used in the clinical setting. In an effort to deliver critical information to as many clinicians as possible, INS developed the INS LEARNING CENTER as a central repository for all our learning assets, including webinars. Each webinar is presented in a live 60-minute format and then made available for 3 years on an on-demand basis.

Your organization can support a webinar and work with INS' education department to develop a program that meets the educational needs of our membership and constituents. For additional information or to request a personalized proposal, contact Chris Hunt @ chris.hunt@ins1.org.



Virtual Infusion Education

The impact that COVID-19 has had on educational programs has been dramatic. While face-to-face programs have come to a grinding halt, the need for the information provided in these programs has not. INS is well positioned to provide this information through our Virtual Infusion Education Program. Initially developed in 2016, it has provided learning opportunities for clinicians unable to attend a face-to-face meeting.

INS is now expanding this program with plans to offer multiple programs each year. Each program will be led by subject matter experts and be available for commercial support. For additional information or to request a personalized proposal, contact Chris Hunt @ chris.hunt@ins1.org.