Association/Membership Profile

The National Association of Orthopaedic Nurses (NAON) is a nonprofit, volunteer-run organization that exists to enhance the lives and careers of orthopaedic nurses. Formed in 1980, NAON was designed to promote the highest standards of nursing practice by educating its practitioners, promoting research and encouraging effective communication between orthopaedic nurses and other groups with similar interests. NAON membership consists of more than 6,000 RNs, LPNs, LVNs, student nurses and associate members from across the country and around the world who share an interest in musculoskeletal healthcare.

**NAON members have the direct purchasing power and influence you need to strengthen your sales. NAON members are who you want to target, work where you want your company showcased, and have what you need to take your sales to the next level.**

**Questions**

Sponsorship, Vendor Programs, and Marketing Opportunities
Jennifer Shupe
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Exhibits
Anne Wilson
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Educational Grants
Deb Kroll
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For more information, please visit us at www.orthonurse.org.

**Decision-Making Power:**

- **73%** of members have more than 10 years of experience – making them the trusted orthopaedic nursing professionals you want to reach.
- **32%** of members work in a managerial role – giving them direct influence on what their facility purchases.
- **70%** of attendees at the NAON 33rd Annual Congress were more likely to do business with a Vendor they met onsite.

**TOP MEMBER POSITIONS**

- Staff Nurse (Future Leaders!)
- Head Nurse/Supervisor
- Instruction/Educator (Influencers!)
- Admin/Director
- Clinical Nurse Specialist

**Location, Location, Location:**

Get your name in front of the people who use your products and services!

- **82%** of members work as nurses in hospitals
- **56%** of members report their facilities spending behavior as over $500,000 annually

**Congress Attendee Practice Settings**

- **Hospital**
- **Physician Office**
- **Outpatient Clinic**
- **Educational Institution**
- **Industry/Corporation**
- **Other**

- **82%**
- **9%**
- **2%**
- **2%**
- **0.8%**
- **4%**

**Global Reach:**

- **22,000+** Database Contacts in **61** Countries
- **6,000+** Members in **17** Countries

330 N Wabash Ave, Suite 2000
Chicago, IL 60611
Exhibit

Connect Face-to-face with Decision-makers Who Have Purchasing Power

Held in May each year, the NAON Annual Congress brings together over 1,200 of the best and brightest in the profession (36% of which are first time participants!), all seeking solutions to provide the best patient care - you can’t afford to miss out on exhibiting and making a lasting first impression on NAON Annual Congress attendees! Save both time and money - NAON Congress participants make the decisions and recommendations concerning purchasing equipment and services for their facilities. Ramp up your 2014 sales and get a jump-start on 2015 by exhibiting with NAON. Exhibiting at Congress provides high-quality visibility among orthopaedic nursing professionals who buy, use, and treat patients with your products.

- Special booth packages available to provide you with everything you need to engage with attendees!
- Drive traffic to your booth with a Continuing Nursing Education program during exhibit hall hours.
- Booth packages include promotional benefits to our entire membership throughout the year.

EXHIBIT

Educate Your Target Audience about Your Product or Service

NAON is the premier organization for orthopaedic nursing professionals from around the world who share an interest in musculoskeletal healthcare. Orthopaedic nurses are trusted advisors for patient care - help orthopaedic nurses provide the best information and care patients are looking for. Our members are the ones working with your products and services every day, and the more they know about your company, the more they will recommend your products and services. There is no better way to get your name in front of so many orthopaedic nursing professionals!

Website Advertising – place an ad on the NAON website, orthonurse.org, and have your message seen by over 8,000 unique visitors a month!

NAON News is the official member newsletter of the association, and is distributed electronically to NAON’s 6,000 members each month. Current and past issues are archived on the Web site for future reference. This is a great opportunity to raise your profile with NAON members by sponsoring an issue!

Orthopaedic Nursing is an international journal providing continuing education for orthopaedic nurses, and focuses on a wide variety of clinical settings. It provides departmental sections on current events, organizational activities, research, product and drug information, and literature findings.

Website Advertising

Go the Extra Mile – Connect with NAON Members All Year Long

Industry partnerships help advance NAON’s mission and enhance the programs offered to members. Additionally, corporate support underscores your leadership and commitment to the orthopaedic nursing community. NAON recognizes partners throughout the year and during the Annual Congress. Please make the important decision to invest in orthopaedic nursing and connect with our audience through presentations, webinars, books, CDs and other important resources. Partner with NAON to provide the best resources for patient care.

Partnering with NAON...

- Puts you front and center at the largest healthcare meeting on orthopaedic nursing
- Gives you direct access to over 6,000 highly engaged members from around the world
- Provides you with diverse, interactive opportunities to build relationships and brand awareness

CONTACT US TODAY TO FIND OUT WHAT PRODUCTS AND PRESENTATIONS ARE COMING UP THAT FIT WITH YOUR MARKETING GOALS.

Already have an idea? Let us know what you are looking for, and we will work to make your idea a reality!
If you have products and/or services in any of the following categories, you should be marketing to orthopaedic nurses!

- Ambulatory devices
- Arthroscopy equipment and products
- Bone substitute materials
- Casting and splinting precuts
- Compression wrap equipment
- Computer plus hand-held equipment and software for reference
- Drug administration devices – PCAs, localized pain pump, epidurals
- Deep vein thrombosis
- Educational materials/products, resource textbooks and research information (for patients or nurses)
- Electrical bone growth stimulators
- Fixation devices
- Fluid management
- Foot injuries including shoes and foot supplies
- Hand injury equipment and splints
- Limb preservation
- Operating room supplies
- Orthopaedic implants, devices and surgical instruments
- Osteogenic grafting equipment and technology
- Osteoporosis management
- Pain management
- Pharmaceuticals – opioids, NSAIDS, anti-thrombolytics, antibiotics
- Post-surgical and rehabilitation equipment
- Pressure relieving support
- Recruitment of orthopaedic nurses
- Safe patient handling/transfer equipment
- Sports medicine products
- Total joint replacement products
- Trauma products
- Wound dressings
- X-ray imaging devices