

2027 INDUSTRY SPONSORSHIP & EXHIBITOR OPPORTUNITIES



**41ST Annual SOHN
Spring Seminar**

Spring 2027 | Virtual

**SOHN 51ST Annual Congress
& Educational Symposium**

Fall 2027 | New Orleans

About SOHN

The Society of Otorhinolaryngology and Head-Neck Nurses (SOHN) was chartered with 47 nurses in 1976 and has grown to a membership of over 500 nurses. The membership consists of Registered Nurses (RNs), Advanced Practice Registered Nurses (APRNs), Licensed Practical Nurse (LPNs) and RN Students. SOHN is a dynamic organization that is responsive to the needs of the membership. As the only society for ENT Nurses and Advanced Practice Registered Nurses, SOHN fosters the professional growth of the ORL nurse through education, research, and networking opportunities. In fact, our organization is made is up of over 40% APRNs who regularly present at our educational events.

SOHN supports ORL and head-neck nursing professionals through a wide range of educational and professional development activities. Each year, SOHN hosts two major conferences: the **Virtual Spring Seminar** in the spring and **SOHN Congress** in the fall, both offering opportunities for continuing education and professional networking. The organization publishes the *ORL-Head and Neck Nursing journal*, keeping members current on clinical research and best practices in the field as well as the quarterly *Update Newsletter*. Additional education is available year round through the SOHN Online Learning Center and the *CORE Curriculum for Otorhinolaryngology and Head-Neck Nursing* textbook, a foundational resource for nurses in the specialty. Through the Ear, Nose and Throat Nursing Foundation (ENT-NF), SOHN also provides scholarships, research and evidence-based practice grants, poster awards, and lectureships presented at Congress, supporting both the growth of individual nurses and the advancement of the specialty as a whole.

200+
EXPECTED
ATTENDEES

4
DAYS OF
PROGRAMMING

500
MEMBERS
NATIONWIDE

Why Partner with SOHN?

- » **Targeted Audience:** SOHN connects sponsors with a highly engaged, specialized audience of RNs, APRNs, and PAs who drive purchasing and treatment decisions in ORL and head-neck care.
- » **Brand Visibility:** Showcase your brand across SOHN Congress, the Virtual Spring Seminar, the *ORL-Head and Neck Nursing journal*, *Update Newsletter*, all in front of a specialized nursing audience.
- » **ROI & Impact:** Maximize your marketing investment by reaching a targeted, high-influence audience of RNs, APRNs, and PAs across SOHN's conferences, journal, and education programs year round.
- » **Leadership Access:** Connect directly with the nursing leaders and decision-makers driving ORL and head-neck care forward.

Who Attends

- » Nurses / Advanced Practice Nurses
- » Academic educators & faculty
- » Graduate students & trainees
- » PAs
- » MDs

Sponsorship Packages

	Diamond \$10,500	Platinum \$8,000	Gold \$5,500	Silver \$4,000	Bronze \$2,500	Exhibitor \$2,000
EXHIBIT & RECOGNITION						
6' Table, 2 chairs, wastebasket*	✓	✓	✓	✓	✓	✓
Company logo on conference signage	✓	✓	✓	✓	✓	✓
Verbal recognition from podium	✓	✓	✓			
Staff badges included — <i>All Access</i> <i>Additional Registrations — \$250 each</i>	5	4	3	2	2	1
DIGITAL & MARKETING						
Ad in <i>SOHN-ORL Update</i> (SOHN Newsletter)	2 Full-Page Ads	1 Full-Page Ad	1 Quarter- Page Ad	2 Banner Ads	1 Banner Ad	
Advertisement in Meeting Program Brochure	Full-Page Ad	Half-Page Ad				
Company Logo on SOHN Website with Product Description	250 words	200 words	150 words	125 words	100 words	75 words
Social media recognition posts	✓	✓	✓	✓	✓	✓
Eblast to membership	2	1	1			
Pre & post-event attendee list	✓	✓	✓	✓	✓	✓
BOARD & LEADERSHIP						
30-min meeting with leadership	✓					

*electrical not included

*All offerings in this prospectus have been made available to all eligible companies;
any exclusive opportunity is noted as such.*

À La Carte Sponsorship Opportunities

Individual items available to all sponsors and exhibitors. Select one or combine multiple opportunities.

Opening Ceremony / Welcome Reception Sponsorship (Named Cocktail Hour))	\$8,000
Symposium Sponsor	\$TBD
Product Theatre - Breakfast	\$7,500
Product Theatre - Lunch	\$7,500
AM/PM Sponsored Break (3 available)	\$2,000
Hands-on Workshop	\$1,500

Photo Booth Sponsorship (Exclusive Sponsor)	\$2,500
Tote Bag (Exclusive Sponsor)	\$1,500
Charging Station Sponsorship (Exclusive Sponsor)	\$1,000
Branded Attendee Lanyards (Exclusive Sponsor)	\$1,000

Premier Champion Sponsor ENT-NF Walk T-shirt <i>Prominent one-color logo placement on the back of the official event t-shirt.</i> <i>Recognition on one social media post thanking all ENT-NF champions for their support.</i> <i>Recognition on conference website and signage at the event.</i> <i>Digital "ENT-NF Champion" badge to promote your participation.</i> <i>5 complementary t-shirts and ENT-NF walk entries</i>	\$500
Champion Sponsor ENT-NF Walk T-shirt <i>Prominent one-color logo placement on the back of the official event t-shirt (smaller).</i> <i>Recognition on conference website and signage at the event.</i> <i>Digital "ENT-NF Champion" badge to promote your participation.</i> <i>2 complementary t-shirts and ENT-NF walk entries</i>	\$250
Friend Sponsor ENT-NF Walk T-shirt <i>Prominent one-color logo placement on the back of the official event t-shirt (smaller).</i> <i>1 complementary t-shirt and ENT-NF walk entry</i>	\$100

Journal or Newsletter ad Full-page – per issue	\$1,500
Journal or Newsletter ad Half-page – per issue	\$750
Journal or Newsletter ad Horizontal ad – per issue	\$500

Membership Email Blast One (1) email blast	\$1,500
Membership Email Blast Two (2) email blasts	\$2,500
Membership Email Blast Three (3) email blasts	\$3,800

Web banner ad - One (1) month	\$1,500
Web banner ad - Two (2) months	\$2,750
Web banner ad - Three (3) months	\$3,750

Home Page Logo - Three (3) months	\$1,500
Home Page Logo - Six (6) months	\$2,750
Home Page Logo - Twelve (12) months	\$3,750

Secure Your Partnership

SOHN offers limited sponsorship availability on a first-come, first-served basis. We encourage early commitment to ensure preferred placement and maximum pre-conference visibility.



Contact Us

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