



INTERNATIONAL
ASSOCIATION OF
**Forensic
Nurses**

2024 ADVERTISING AND SPONSORSHIP KIT



WHY PARTNER WITH IAFN?

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The **International Association of Forensic Nurses (IAFN)** is a professional education and membership association representing nearly 6,000 forensic nurses and allied professionals worldwide. The Association establishes and improves standards of forensic nursing practice by fostering growth and development of the specialty. We promote increased knowledge and skills among our members and professionals from other disciplines who are dedicated to disseminating evidence-based information about forensic nursing globally. We have a vision of a world where all patients have access to forensic nursing care. Our mission is to support forensic nurses globally.

IAFN 2023 OVERVIEW

MEMBERSHIP

- **6,000** members from 31 countries
- **249** global members



INTERNATIONAL
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Nurses**

EDUCATION

- **8,622** courses completed in the Online Learning Center
- **170** live webinars
- **5,265** archived webinars
- **2,696** courses (including but not limited to Adult or Pediatric SANE, Expert Witness, IPV Nurse Examiner Certificate Course, Pediatric Strangulation)
- **11** new webinars added to catalog

SANE-A® AND SANE-P® NURSING CERTIFICATIONS

- **897** nurses applied for either exam
- **536** nurses renewed certifications

CONFERENCE

- **926** attendees from
 - **11** countries
 - **45** states

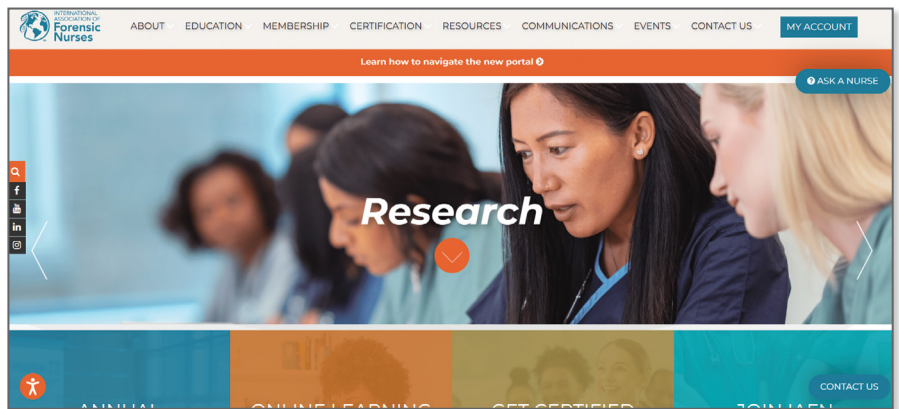


KEY U.S. PARTNERSHIPS

AEquitas: The Prosecutors' Resource on Violence Against Women, Battered Women's Justice Project to End Violence Against Women International, FORGE Forward, Futures Without Violence, Healing Justice, National Children's Alliance, National Sexual Violence Resource Center, Nursing Organizations Alliance, U.S. Department of Justice, Office for Victims of Crime, US Department of Justice, Office on Violence Against Women, U.S. Department of State, Victims Rights Law Center

IAFN WEBSITE

With over 511K views and 134K unique visitors per year, the IAFN website is a great way to promote your brand or product to forensic nurses, nurse educators, legal nurse consultants, nursing students and supporting organizations.



Ad due dates: Ad design should be submitted two weeks before scheduled run date.

HOME PAGE ADS

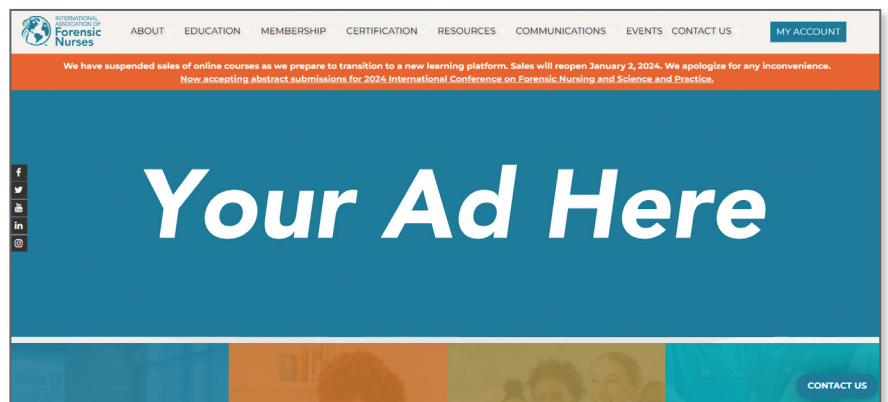
IAFN's homepage receives over 16K page views and over 2,800 clicks per month.

Main Scrolling Slides

Size: 1200x350 px

Note: A landing page link cannot be added to the scrolling slide banner.

- 1 month:** \$1200
- 3 months:** \$3240
- 6 months:** \$6120
- 12 months:** \$11,520

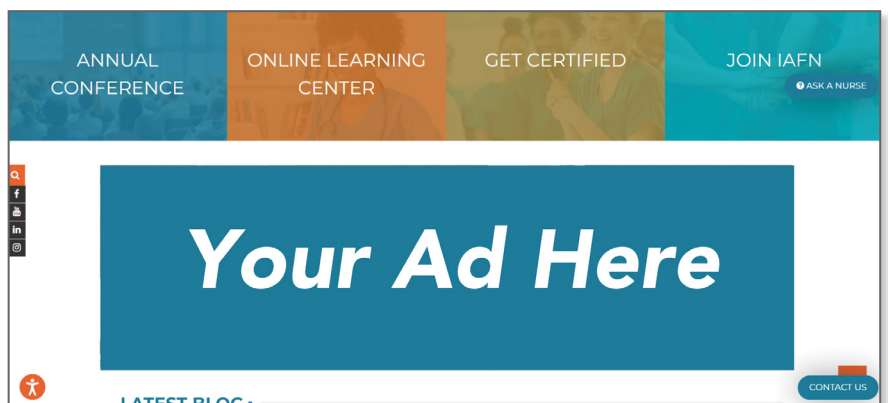


Below Scrolling Slide

Multiple advertisers will result in a scrolling slide.

Size: 1905x536 px

- 1 month:** \$2000
- 3 months:** \$5400
- 6 months:** \$10,200
- 12 months:** \$19,200



IAFN WEBSITE

FORENSIC NURSING PAGE

IAFN's Forensic Nursing Page receives over 4200 views and over 60 clicks per month.

Side Banner

Size: 250x600 px

The height of this banner can be adjustable to reach up to 1000 px.

- 1 month: \$250
- 3 months: \$675
- 6 months: \$1275
- 12 months: \$2400



Bottom Banner

Size: 1200x200 px

The width of this banner can be adjustable to reach up to 500 px.

- 1 month: \$200
- 3 months: \$540
- 6 months: \$1020
- 12 months: \$1920



SANE CERTIFICATION CENTRAL

IAFN's SANE Certification Central page receives over 4900 views and over 300 clicks per month.

Bottom Banner

Size: 1200x200

The width of this banner can be adjustable to reach up to 500 px.

- 1 month: \$300
- 3 months: \$810
- 6 months: \$1530
- 12 months: \$2880



ONLINE MEMBER COMMUNITY

The Online Member Community is the primary place where our 6000 members interact.

Top Banner

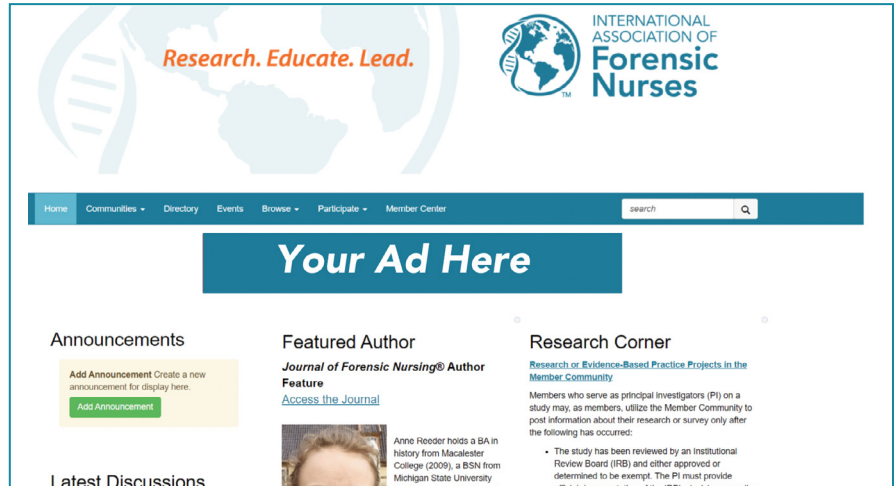
Size: 964x125 px

1 month: \$250

3 months: \$675

6 months: \$1275

12 months: \$2400



EMAIL

Forensic Nursing News (FNN)

Forensic Nursing News (FNN) is a weekly newsletter that is emailed to over 16,000 IAFN members and allied professionals worldwide. The content focuses on the latest news, trends in forensic nursing, special events, and research information.



SPONSORED CASE REVIEW

Become a sponsor for IAFN's new monthly educational case reviews for members and others. Each case review is presented twice during the month:

	Prices: x1	x2	x3
One-hour webinar:	\$3500	\$6000	\$8400

Increased discounts available for additional case reviews.

Remaining 2024 case review topics

May: Child torture

June: Elder abuse

July: Male sexual assault victim/anoscope

August: Adolescent acute sexual assault

September: Adult sexual assault patient with cognitive delay

October: Teen human trafficking

November: Adult stranger sexual assault

December: Strangulation/kidnapping

Note: Sponsor will receive recognition in promotions of the event and acknowledgement with logo in opening and closing presentation slides.

JOURNAL OF FORENSIC NURSING

The *Journal of Forensic Nursing* (JFN), the official journal of the International Association of Forensic Nurses, is a groundbreaking, quarterly publication that addresses health care issues that transcend health and legal systems by articulating nursing's response to violence. The journal features empirical studies, review and theoretical articles, methodological and concept papers, and case reports that address the provision of care to victims and perpetrators of violence, trauma, and abuse.

Topics include interpersonal violence (sexual assault, abuse, intimate partner violence); death investigation; legal and ethical issues; forensic mental health nursing; correctional nursing; and emergency and trauma nursing. Advertising options are print only. Rates are available [here](#).



IAFN CONFERENCE

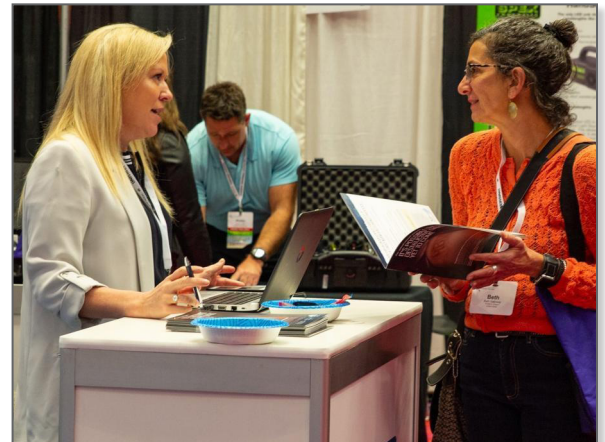
IAFN's *Annual International Conference on Forensic Nursing and Practice* attracts over 900 attendees to the live conference and over 400 attendees to the virtual conference. All conference sponsorships include a logo placement on the conference website and a post-conference mailing list of all attendees, excluding phone number, fax and emails.

Sponsorship opportunities for 2024 include:

EXHIBITOR BOOTHS

Standard Booth

- 8 ft x 10 ft booth w/ pipe and drape
- One skirted table, two chairs, and a wastebasket
- One standard identification sign
- One post-conference electronic copy attendee list (name, city, state, zip code, email) Interactive
- Conference website and mobile app
- Inclusion on interactive exhibit hall floor plan
- Up to three (3) one-page (PDF) Adverts to be included in the conference mobile app
- Two exhibitor registrations (includes continental breakfast only and access to exhibit hall); \$100 for each additional exhibitor registration



IAFN CONFERENCE

Premium Booth

- 8 ft x 20 ft booth w/ pipe and drape
- One skirted table, two chairs, and a wastebasket
- One standard identification sign
- One post-conference electronic copy attendee list (name, city, state, zip code, email) Interactive
- Conference website and mobile app
- Inclusion on interactive exhibit hall floor plan
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VISIBILITY SPONSORSHIPS

All visibility sponsorships are exclusive opportunities.

- **Tote giveaway:** Tote bags are distributed to every conference attendee upon entering the conference hallway.

Exclusive Opportunity

- **Lanyard and Badge:** Lanyards and badges are provided to every conference registrant.

Exclusive Opportunity

- **Therapy dogs:** With a partnership with Denver Pet Partners, therapy dogs will be available at the conference for a couple of hours a day so our attendees can have a space to pet some pups.

Exclusive Opportunity

- **Coffee Breaks:** Total of 5 coffee breaks will be available in the exhibit space.

2 Available



For more information about exhibitor booths and sponsorships, contact Brianna at bfontenot@forensicnurses.org

DIGITAL ADVERTISING

- **Conference website ad** (3 slots available)

Small Tile

Size: 600x400 px

Price: \$3500



IAFN CONFERENCE

Big Tile

Size: 1200x400 px

Price: \$4500

IAFN's conference website receives over 120,000 views and over 4900 clicks from the registration date till the live and the virtual conferences are over.

Note: The ad will be run for approximately 6 months.



• Know Before you go emails

A weekly email is sent to all attendees of the IAFN annual conference starting 6 weeks before the event.

Top Banner

Size: 1200x300

Prices: x1 x2 x3
\$275 \$495 \$700

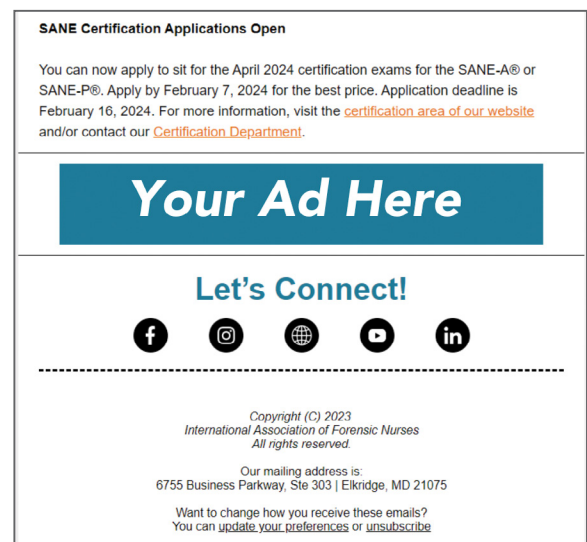
Increased discounts available for additional ad placements

Bottom Banner

Size: 1200x300

Prices: x1 x2 x3
\$205 \$370 \$525

Increased discounts available for additional ad placements



Note: Any products being advertised must align with IAFN's mission, values, and educational guidelines. Advertisements may not promote or advertise the results of a survey or research study.

Can't find what you're looking for? We would appreciate the opportunity to hear your ideas.
Contact us at mfoudoulia@forensicnurses.org

Thank you for supporting International Association of Forensic Nurses