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ANCC NATIONAL MAGNET CONFERENCE® MARKETING RULES

Includes trademark and logo usage – Effective January 1, 2012

The purpose of these rules is to provide clear, concise, enforceable standards for appropriate marketing activities. Sponsor and exhibitor companies whose marketing practices are found inappropriate may be prohibited from participating in the conference. All marketing materials including e-blasts and advertisements are required to have ANCC approval before distribution.

1. Sponsor and exhibitor companies may not use the ANCC logo.
2. Sponsor and exhibitor companies that are not Magnet® facilities may not use Magnet Recognition Program® logos. This includes marketing/advertising to promote their participation within the National Magnet Conference including banner ads, print ads, internet ads, e-mail blasts, and direct mail.
3. Magnet® facilities may use the Magnet Recognition Program® logos in accordance with logo usage guidelines published in the Magnet Recognition Program® Marketing Tool Kit.
<http://www.nursecredentialing.org/Magnet/ResourceCenters/MagnetMarketingKit.aspx>

Note for Healthcare Systems: If all healthcare organizations in your system are not Magnet recognized, please be certain that the logo is used only in reference to those which are so recognized. There must be no confusion to even a casual viewer/reader as to which organizations the logo applies to.

4. Sponsor and exhibitor companies may use the ANCC or Magnet Recognition trademarked names (as detailed in #5 below) in their marketing/advertising materials to promote participation within the National Magnet Conference. Sponsor and exhibitor companies may not use the ANCC/Magnet trademarked names intertwined or near their own logos.
5. Sponsor and exhibitor companies must refer to ANCC-trademarked names in the following formats in ad/marketing materials:

ANCC National Magnet Conference®
ANCC Magnet Recognition®
Magnet Recognition Program®
Magnet®

Please include the trademark disclaimer: *ANCC Magnet Recognition®*, *ANCC National Magnet Conference®*, *Institute for Credentialing Innovation®*, *Magnet®*, *Magnet Recognition Program®*, *The Magnet Prize®*, and *Pathway to Excellence® Program* are registered trademarks of the American Nurses Credentialing Center. *Journey to Magnet Excellence™* and *Pathway to Excellence in Long Term Care™* are trademarks of the American Nurses Credentialing Center.

All references to the program name must use the ® or TM symbol (superscript) in the first mention. This includes references in both headlines and regular text.

6. Sponsor and exhibitor companies cannot alter any ANCC trademark or logo in advertisements or marketing materials.
7. Sponsor and exhibitor companies may not use tag lines in ad/marketing materials which misrepresent its ability to assist attendees in their pursuit or retention of Magnet® recognition.

8. Endorsement may not be made by an organization or its representatives applying for Magnet[®] recognition or an organization that has lost Magnet[®] recognition.
9. Sponsor and exhibitor companies may not make false statements in their advertisement/marketing materials regarding Magnet[®] recognition's relationship to meeting federal or state regulatory requirements.
10. ANCC National Magnet Conference[®] program advertising is subject to ANCC approval. Email ads to denise.kishel@ana.org. Please see <http://www.anccmagnetconference.org/spon.cfm> for advertisement specifications.
11. Sponsor and exhibitor companies are not permitted to recruit attendees for open employment positions at an institution inside the exhibit hall during the conference.
12. Sponsor and exhibitor companies are neither endorsed or affiliated with ANCC or the Magnet Recognition Program[®] and are prohibited from implying an endorsement or affiliations within advertising/marketing materials.
13. Sponsor and exhibitor companies may not make prizes or giveaways conditional upon doing business with the Exhibitor.
14. When referring to Magnet recognition in copy, keep in mind these basic guidelines for description:
 - > The American Nurses Credentialing Center "grants" an organization Magnet "recognition", thereby giving that organization "status" as a Magnet recognized organization.
 - > ANCC uses the terms honored, received, achieved, and/or bestowed to describe the designation. Do not describe Magnet recognition as an "award."
 - > The name Magnet should always begin with a capital letter M.
 - > Do not use Magnet or Magnet recognized as a description or an action. It is the name of the program and should be used as such.
 - > Spell out the full program name, Magnet Recognition Program, as much as possible.