



Sponsorship & Exhibitor Prospectus
2026 Oley Conference | July 10th-13th
Madison, Wisconsin

Oley 2026: Infusing Hope Exhibitor Prospectus

About Oley.....	3
About Oley Conference.....	3
Why Exhibiting Matters.....	4
• Statistics	
• Reasons to Exhibit	
Exhibit Space Rental Includes.....	5
Exhibit Space Rental Does Not Include.....	5
Booth Availability.....	5
Marriot Madison West Floor Plan.....	6
Conference Sponsorship Opportunities.....	7
1. Flagship Conference Visibility.....	7
2. Core Presence: Exhibit Hall & Direct Engagement.....	8
a. Important Expo Information.....	8
3. Educational Opportunities.....	9
4. High-Visibility Branding Touchpoints.....	10
5. Event & Experience Sponsorships.....	12
6. Family-Focused Experiences.....	13
7. Food & Beverage Touchpoints.....	13
8. Mission-Driven Impact Opportunities.....	14
9. Research & Engagement Opportunities.....	14
Important Dates and Deadlines.....	15
Payment Information	15
Industry Sponsored Pricing	16
Industry Registration Fees	16
Ready to Join Us?.....	16

About The Oley Foundation

The Oley Foundation is a nonprofit organization dedicated to improving the quality of life for individuals who rely on home intravenous nutrition and tube feeding. Oley provides education, advocacy, and community support to patients and caregivers navigating complex nutrition support therapies. Through evidence-based resources, peer connections, and collaboration with clinicians and industry partners, Oley works to ensure that individuals on nutrition support have the knowledge, confidence, and support needed to live fuller, healthier lives.



About the Oley Conference

The Oley Annual Conference is the largest gathering in the United States focused exclusively on the home nutrition support community. The conference brings together patients, caregivers, clinicians, researchers, and industry partners for several days of education, connection, and shared learning. Through general sessions, breakout education, and the Experience Expo, the conference creates a unique environment where lived experience and clinical expertise intersect — fostering collaboration, innovation, and practical solutions that directly impact the lives of those on nutrition support.

Why Exhibiting Matters

494 TOTAL ATTENDEES IN 2025
WITH A RECORD-BREAKING 646 REGISTERED

53%

Patients/Caregivers

47%

Clinicians'/HCP's/Industry Rep

58%

First Time Attendees

Reasons To Exhibit Include

- Six unopposed hours of exhibit time to showcase your products and innovation, drive brand awareness and network with patients, caregivers, and industry experts.
- Exclusive opportunity for exhibit space available to current Oley annual corporate partners prior to offering to non-partners.
- Develop relationships with new prospects and strengthen ties with existing patients, HCPs and industry leaders in the nutrition support space.
- Differentiate your company from your competition.
- Build brand awareness of your company's products and services
- Heighten your credibility through close association with Oley, the largest organization devoted to improving the quality of life for patients on nutrition support.
- Keep track of contacts using unique attendee QR codes, which will scan and gather attendee information for those who opt in.
- Programming prioritizes Experience Expo participation, with dedicated Expo time and digital scavenger hunt to drive traffic to your booth



EXHIBIT SPACE RENTAL INCLUDES

- Draped aluminum supports, 8' high in back and 3' high on two sides.
- Fully carpeted exhibit hall and booth space.
- One 6' table and 2 chairs with linens.
- Listing on the exhibitor page on the conference microsite.
- Listing on the exhibitor section of the Oley 2026 mobile app.
- A virtual booth experience that complements your on-site presence and extends attendee engagement digitally.
- Two complimentary industry/professional registrations per 10'x 8' booth rental.
- Interactive scavenger hunt using attendee QR codes for attendees to win prizes.
- The opportunity to network and connect with the industry's top leaders and professionals.



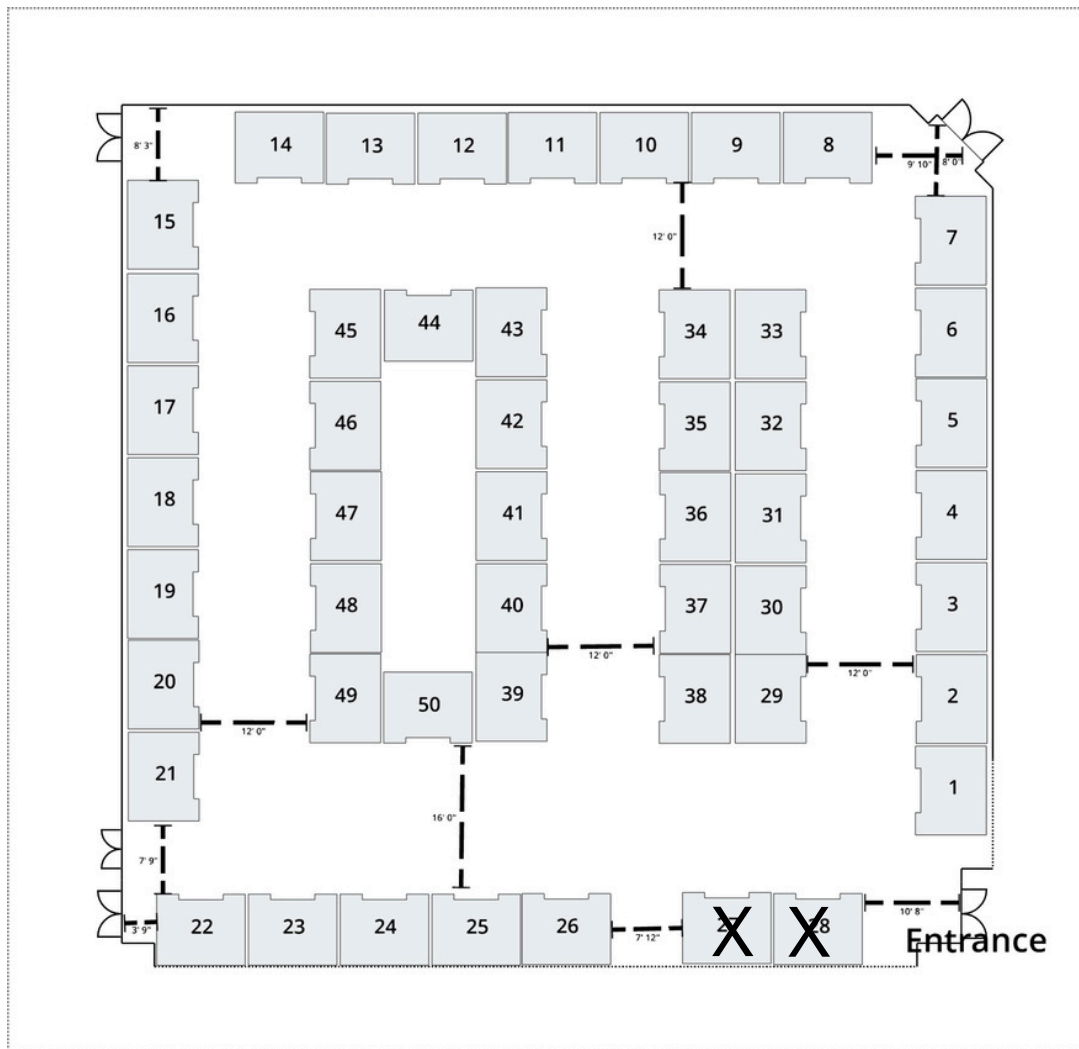
EXHIBIT SPACE RENTAL DOES NOT INCLUDE

- Additional furniture - Booth will include one 6' table and 2 chairs – additional furniture available for a cost, email Tracey Giambertone at partners@oley.org with any questions.
- Internet access and technology needs are available through the hotel's chosen third-party vendor.
- Exhibitor signage
- Utilities (electricity, internet, phone, gas, water or drain)
- Freight and material handling (both inbound and outbound)
- Storage of crates and empties
- Lead retrieval platform and devices (no special equipment is needed to capture QR codes, most current android or apple devices will allow you to scan the QR code yourself)
- Labor and other services needed for your exhibit space

BOOTH AVAILABILITY

Once the full capacity of the Exhibit Hall is reached, a waiting list will be maintained. Applications will not be accepted after April 30, 2026.

FLOOR PLAN



Oley reserves the right to rearrange the floor plan as needed to provide the best expo experience. The Oley Foundation may also adapt the floor plan to comply with the hotel's regulations. Exhibitors will be notified via email if their booth numbers change due to any of the above circumstances.



2026 Oley Conference Sponsorship Opportunities

Infusing Hope: What You Get for Your Investment

1. Flagship Conference Visibility

Best for organizations seeking maximum exposure and leadership positioning (details subject to change)

Conference Title Sponsor

\$300,000 | 1 available

As the Conference Title Sponsor, your organization is recognized as a leading supporter of the entire event, with visibility that spans the full attendee experience.

What You Get

- Prominent branding throughout the conference venue and select communications
- Recognition during both opening and closing conference remarks
- Enhanced exhibitor presence to reinforce your leadership role
- Association with Oley's mission to advance education and care in home nutrition

Why Sponsors Choose This:

This opportunity positions your organization as a trusted leader and visible champion of the home nutrition community.

ROI Snapshot:

- Visibility: Seen across nearly every attendee touchpoint
- Brand Positioning: Signals leadership and long-term commitment
- Audience Reach: Patients, caregivers, clinicians, and industry

For more information or to discuss how this sponsorship can best support your organization's goals, please reach out to partners@oley.org. We welcome a conversation to explore options and ensure the opportunity aligns with your objectives and Oley's mission.

2. Core Presence: Exhibit Hall & Direct Engagement

Best for organizations focused on relationship-building and product awareness (details subject to change)

Exhibit Booth Space

\$3,250 per 10' x 8' booth

Corner upgrade: \$200

(Price increases to \$3,500 after April 30 | Limited availability)

*If you are a non-profit or medical center and interested in exhibiting, please reach out to Tracey Giambertone at partners@oley.org for details.

Exhibit booths place your organization at the center of attendee interaction during dedicated Expo hours designed to drive traffic and engagement.

What You Get

- Pipe and drape booth with table, chairs, linens, and carpeting
- Two complimentary conference registrations per booth
- Six unopposed hours of exhibit time - plus virtual booth
- Inclusion in the conference website and mobile app
- Participation in the digital scavenger hunt to increase booth traffic

Why Sponsors Choose This:

This is the most direct way to meet patients, caregivers, clinicians, and industry professionals in one place.

ROI Snapshot:

- Engagement: Face-to-face conversations during unopposed Expo hours
- Lead Potential: QR-based opt-in attendee interactions
- Longevity: Visibility before, during, and after the conference

Suggested Pairings:

- Registration Bag Flyer (pre-Expo awareness)
- Coffee Service (drives booth traffic)
- Lead Capture App (reach out for details)

IMPORTANT EXPO INFORMATION	
Jul 10, 2026	Conference opens/ Booth setup 12:00PM - 5:00PM
Jul 11, 2026	Expo hours: 12:00 PM - 3:15 PM
Jul 12, 2026	Expo hours: 12:30 PM - 3:15 PM
Jul 12, 2026	Booth takedown: 3:15 PM - 5:00 PM

3. Educational Opportunities

Best for organizations seeking credibility and alignment with learning (details subject to change)

Sponsored Sessions: Non-Concurrent

\$12,500

July 11–13 | 7:00–8:30 AM | 3 available

The non-concurrent sessions provide a dedicated, time slot to engage attendees in an educational setting.

What You Get:

- Exclusive breakfast session time*
- Standard AV, technology, and room setup
- Two complimentary industry registrations

Note: These sessions will not be recorded

*Food not included. Must be purchased by sponsor.

Why Sponsors Choose This:

A focused environment to share expertise and connect without competing sessions.

ROI Snapshot:

- Attention: No competing sessions
- Thought Leadership: Focused learning environment
- Connection: More intentional audience

Suggested Pairings:

- Exhibit Booth
- Wi-Fi Sponsor (keeps your brand visible all day)

Sponsored Sessions: Concurrent with Educational Breakouts

\$10,000

July 11–13 | 3 available

The concurrent sessions provide a dedicated time slot to engage attendees in an educational setting.

What You Get:

- Standard AV, technology, and room setup
- Two complimentary industry registrations

Note: These sessions will not be recorded

Why Sponsors Choose This:

A focused environment to share expertise and connect with attendees.

ROI Snapshot:

- Thought Leadership: Focused learning environment
- Connection: More intentional audience

Suggested Pairings:

- Exhibit Booth
- Wi-Fi Sponsor (keeps your brand visible all day)



4. High-Visibility Branding Touchpoints

Best for organizations seeking repeated exposure throughout the event (details subject to change)

Wi-Fi Sponsor

\$15,000 | 1 available

What You Get:

- Optional branded password
- Branding on Wi-Fi signage in key locations

Why Sponsors Choose This:

High-frequency exposure tied to an essential attendee service.

ROI Snapshot:

- High Use: Daily, repeated digital exposure
- Utility: Brand tied to convenience

Suggested Pairings:

- Sponsored Session
- Exhibit Booth

Registration Bag Sponsor

\$12,500 | 1 exclusive

Your logo appears on the bags carried by all attendees.

What You Get:

- Visibility during and after the conference
- Ongoing brand exposure beyond the event itself

ROI Snapshot:

- Longevity: Branding extends beyond the event
- Passive Reach: No staffing required

Suggested Pairings:

- Registration Bag Flyer
- Exhibit Booth

T-Shirt Sponsorship

\$12,500 | 1 available

Outfit conference attendees with your brand featured on the official Oley Conference t-shirt.

What You Get:

- Your logo featured on the official conference t-shirt
- Distribution to all conference attendees
- Ongoing brand visibility during and after the event

ROI Snapshot:

- Longevity: Branding extends far beyond the conference dates
- Frequency: Repeated impressions as shirts are worn during daily life
- Brand Affinity: Positive association with a wearable, useful item

Suggested Pairings:

- Registration Bag Sponsor (reinforces branding from check-in onward)
- Exhibit Booth Space (connects apparel visibility with in-person engagement)

Registration Bag Flyer

\$2,500 | Multiple opportunities available

What You Get:

- One sponsor-provided flyer included in official attendee bags
- Distribution to all conference attendees

Why Sponsors Choose This:

A simple, cost-effective way to extend brand messaging beyond the conference.

Badge Holder with Lanyard

\$12,500 | 1 exclusive

Your logo is worn by every attendee throughout the conference.

What You Get:

- Continuous, all-day brand visibility
- Exposure during sessions, networking, and social events

ROI Snapshot:

- Frequency: Repeated impressions across all events
- Recall: High brand recognition with minimal effort

Suggested Pairings:

- Exhibit Booth
- Sponsored Session

Various Signage Opportunities

Custom pricing | Multiple

What You Get:

- Directional or branded signage in high-traffic areas
- Customized placement based on goals and availability

ROI Snapshot:

- Visibility: Reinforces brand presence across the venue
- Navigation: Helps attendees while promoting your brand

Suggested Pairings:

- Exhibit Booth
- Conference Onsite Guide Advertisement

Conference Onsite Guide

Advertisement

\$10,000 | 1 exclusive

The onsite guide is provided to all attendees.

What You Get:

- Logo on the front cover
- Full-page advertisement on the back cover

ROI Snapshot:

- Repetition: Seen multiple times per day
- Placement: Trusted reference material

Suggested Pairings:

- Exhibit Booth
- Signage Opportunities

Photo Booth

\$5,000 | 1 exclusive

A fun, high-visibility item that drives attendee engagement and extends brand exposure beyond the conference.

What You Get:

- Prominent logo placement on the photo backdrop
- Branded props (sponsor provided)

ROI Snapshot:

- Engagement: Attendees actively interact with your brand while capturing and sharing moments
- Visibility: Exposure during high-traffic conference event

5. Event & Experience Sponsorships

Best for organizations wanting visibility during memorable moments (details subject to change)

Fashion Show: “Wear Your Pump”

\$15,000 | Exclusive (open to co-sponsorship)

What You Get:

- Branding on event signage
- Recognition during announcements
- Inclusion in promotional materials

ROI Snapshot:

- Emotional Impact: Highly memorable experience
- Brand Warmth: Positive association with empowerment

Suggested Pairings:

- Conference Access Scholarship
- Social Event Sponsorships

Karaoke Night

\$10,000 | Exclusive (open to co-sponsorship)

What You Get:

- Prominent signage
- Verbal recognition during the event

ROI Snapshot:

- Memorability: Strong attendee recall
- Informal Engagement: Builds positive sentiment

Suggested Pairings:

- Ice Cream Social
- Coffee Service

Welcome Reception / Opening Ceremony

\$15,000 | 1 available

What You Get:

- Logo inclusion in event advertising
- Recognition by the event moderator
- On-site signage

ROI Snapshot:

- Emotion: First impressions matter
- Engagement: High attendance and energy

Suggested Pairings:

- Badge Holder with Lanyard
- Exhibit Booth

Ice Cream Social

\$6,500 | 1 available

What You Get:

- Logo placement on signage and promotions
- Visibility during a relaxed, high-attendance event

ROI Snapshot:

- Approachability: Casual, friendly engagement
- Visibility: Strong attendance

Suggested Pairings:

- Exhibit Booth
- Registration Bag Flyer

6. Family-Focused Experiences

Best for organizations seeking emotional connection and goodwill (details subject to change)

Jammin' Jammies (Kids Event)

\$7,500 | 1 exclusive

What You Get:

- Branding at the kids' pajama party
- Program recognition
- Event signage

ROI Snapshot:

- Goodwill: Strong emotional connection
- Trust: Family-centered brand perception

Suggested Pairings:

- Kidz Klub Activity
- Conference Access Scholarship

Kidz Klub Activity

\$3,500 | Multiple available

What You Get:

- Branding on signage and activity materials
- Recognition tied to family programming

ROI Snapshot:

- Differentiation: Shows care beyond products
- Connection: Family-focused engagement

Suggested Pairings:

- Jammin' Jammies
- Ice Cream Social

7. Food & Beverage Touchpoints

Best for casual, repeated exposure (details subject to change)

Hydration Station

Cost: \$5,500 | Availability: 1 opportunity

What You Get

- Logo placement on hydration station signage
- Recognition as a supporter of attendee wellness and sustainability

Coffee Service

\$3,000 | 8 half-day opportunities

What You Get:

- Branding at coffee stations
- Option for branded cups or napkins - provided by sponsor

ROI Snapshot:

- Frequency: Repeated exposure
- Approachability: Natural engagement

Nutrition Support Snack Station

\$4,000 | 8 half-day opportunities

What You Get:

- Branding at a specialty snack station
- Positive association with attendee comfort and care

ROI Snapshot:

- Relevance: Direct connection to attendee needs
- Memorability: Appreciated, unique touchpoint

8. Mission-Driven Impact Opportunities

Best for organizations motivated by access and community support (details subject to change)

Travel Grant Scholarship

\$1,500+ | Unlimited

What You Get:

- Recognition as a supporter of patient and family access
- Opportunity to sponsor registration, travel, or both

Why Sponsors Choose This:

Direct, tangible impact aligned with Oley's mission.

Awards Sponsorship

(Rising Star, Caregiver Extraordinaire, Unsung HEN Hero, Unsung HPN Hero)

Cost: \$3,000 per award

Availability: 4 opportunities

- What You Get
- Naming rights to one award
- Logo recognition during the live award presentation
- Opportunity to participate in presenting the award on stage

Why Sponsors Choose This:

Connect your brand with meaningful recognition of patients and caregivers.

9. Research & Engagement Opportunities

Direct Insights • Community-Centered Engagement (details subject to change)

On-Site Market Research Support & Recruitment

Availability: Limited | By inquiry to partners@oley.org.

Engage directly with experienced patients, caregivers, and clinicians through on-site market research and participant recruitment opportunities during the Oley Annual Conference. These opportunities provide a mission-aligned way to gather meaningful insights while respecting Oley's research participation guidelines.

What You Get

- Access to qualified, engaged conference attendees, including patients, caregivers, and clinicians
- Support aligned with Oley's research participation guidelines
- A mission-aligned pathway to conduct on-site market research and participant recruitment

Why Sponsors Choose This

- This opportunity provides direct, meaningful insight from the home nutrition support community within a trusted, values-driven environment.

ROI Snapshot

- Insight Quality: First-hand feedback from experienced patients, caregivers, and clinicians
- Relevance: Research conducted within a highly engaged, condition-specific audience
- Trust: Engagement facilitated through Oley's established community relationships

Suggested Pairings

- Sponsored Session (Unopposed Breakfast Session)
- Exhibit Booth Space
- Conference Onsite Guide Advertisement

Important Dates

DEADLINE/ EVENT	DEADLINE/ EVENT
Jan 19, 2026	Sponsorship item submission for first right of refusal (previous sponsors).
Jan 19, 2026	Sponsorship opportunities open to all.
Mar 31, 2026	Final submission for all sponsorship items.
Mar 31, 2026	Logo/artwork submission for sponsored items.
Apr 30, 2026	Final exhibitor booth space reservation.
Apr 30, 2026	Company description submission.
Apr 30, 2026	Scavenger hunt clue submission.
Apr 30, 2026	Exhibitor/industry registration.
Jun 9, 2026	Lead capture setup.
Jun 16, 2026	Room block pricing expires.

Payment Information

Credit card payments will not be charged immediately; upon approval exhibitors will receive an email with an invoice to submit payment. We are happy to accommodate payment by check or purchase order, and can work directly with your accounts payable team as needed. Oley has net 30 payment terms, and a 4% fee is added to all credit card payments. Any refunds on booth assignments will be processed and returned following the final acceptance of the exhibit application and booth space notification letter.

Industry Sponsored Pricing

Submit your payment by April 30, 2026, to lock in the price of \$3,250.

10x8 Booth

Payment made on or **before** April 30th

\$3,250

Payment received **after** April 30th

\$3,500

Industry Registration Fees

Registration Type	Early Rate by April 30, 2026		Late Rate after April 30, 2026	
	Partner	Non-Partner	Partner	Non-Partner
Professional / Industry	\$400	\$600	\$600	\$850
Student	\$200	\$300	\$200	\$300

Beginning this year, Oley will be charging a registration fee for patients and families for the conference to support its long-term sustainability. Financial assistance is available to ensure that cost is not a barrier for patients, families, and care partners.

Ready to join us?

Please complete this [form](#) (the link will be live Wednesday, January 12, 2026, at 11:00 AM ET for Oley corporate partners exclusively, and will open to all on January 19 at 11:00 AM ET).

Once your application is accepted, an invoice will be issued to your organization. We are happy to accommodate payment by check or purchase order, and can work directly with your accounts payable team as needed. All payments must be received prior to the conference. For questions or additional information, please contact partners@oley.org.

