



NOV. 13-15, 2025

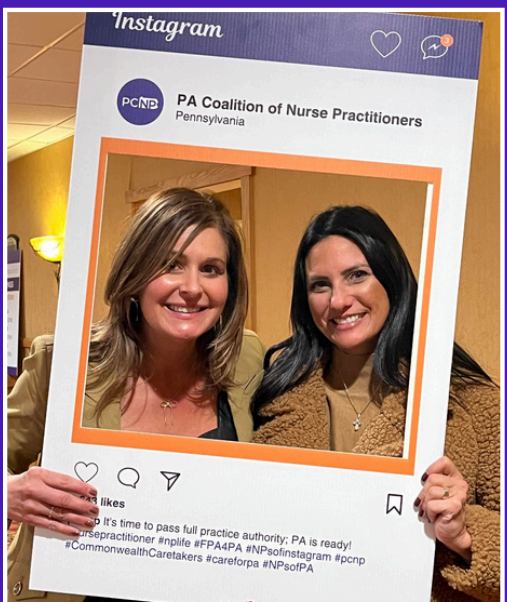
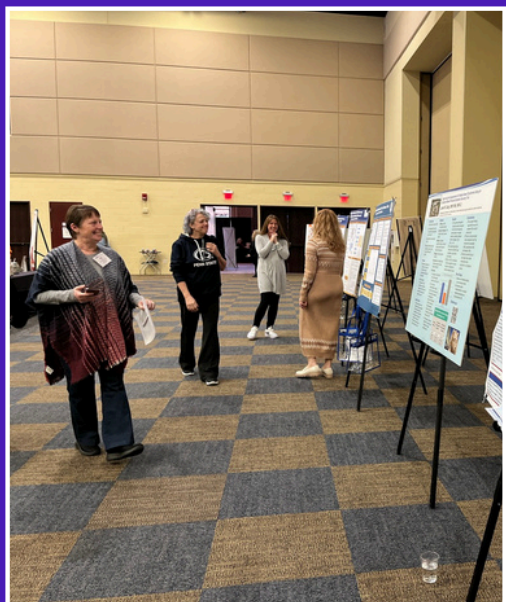


KALAHARI
CONVENTION CENTER
POCONO MANOR, PA

PCNP
PENNSYLVANIA COALITION
OF NURSE PRACTITIONERS

PCNP 2025 ANNUAL CONFERENCE

Exhibitor Prospectus



ABOUT US & WHY YOU SHOULD EXHIBIT

About the Pennsylvania Coalition of Nurse Practitioners

Pennsylvania Coalition of Nurse Practitioners (PCNP) is the state organization that promotes and protects the practice of over 20,000 Certified Registered Nurse Practitioners (CRNPs) in Pennsylvania. PCNP has 17 regions across the Commonwealth!

About the Attendees

Our members are excellent providers of healthcare representing all healthcare areas:

Family | Adult/Geriatrics | Acute Care | Neonatal | Pediatric | Psychiatric/Mental Health | Women's Health

What Do Attendees and Past Exhibitors Say?

- 98% Exhibits provide useful education for me.
- 96% I like the reception with the exhibitors.
- 95% Exhibitors were informative and helpful.

[Check Out Our Past Exhibitors List!](#)

PCNP Annual Conference

PCNP holds an annual conference with over 300 attendees targeted at providing NPs in Pennsylvania with quality educational and networking opportunities to enhance their careers and grow professionally.

This year's event takes place at the Kalahari Convention Center in Pocono Manor, PA. PCNP proudly offers the largest nurse practitioner educational conference in the state and is dedicated to providing a dynamic event for attendees and exhibitors alike.

Why Exhibit?

You will have the opportunity to gain visibility and exposure with the Nurse Practitioners that attend our conferences annually. PCNP strives to provide its membership with the most important and useful vendors at each of our annual conferences.



Good to Know

Exhibitor Approval: Approval for exhibitors at the PCNP Annual Conference is not guaranteed. You will receive a confirmation email from Helena Karlinski if there are any questions related to your registration.

Prohibited Items: Exhibitors that promote TENS units, LED skincare devices, cosmetic products, handheld massagers, or employ aggressive sales tactics are strictly forbidden. Any exhibitor from these categories found on the exhibit floor will be removed immediately, with no refund of fees.

Merchandise: A limited number of booths will be allocated for vendors offering products that appeal to attendees' personal interests, such as jewelry, handbags, lotions, perfumes, and similar items. All merchandise exhibitors must provide product descriptions and may be required to submit photos for approval prior to being accepted as exhibitors. Furthermore, all products must be FDA-approved.

SCHEDULE & OTHER DETAILS TO KNOW

Exhibit Hall Hours

The exhibits are open to attendees during the times outlined here. Vendors must have representatives present at their table for the dedicated hours. Tables are not required to be staffed outside of dedicated hours; however, please be aware that the exhibits will be open to traffic during the exhibitor hours.

Exhibitor Set Up

Thursday, Nov. 13: 12:00 -4:00 p.m.

Exhibitor Tear Down

Saturday, Nov. 15: 11:00 a.m-1:00 p.m.

Exhibitor Deadlines

ASAP: Secure your spot for the PCNP Annual Conference.

June 22, 2025: Register for inclusion in the pre-conference brochure.

June-October: Make your hotel reservation at Kalahari.

One Month Out: Exhibitor kit mailed to company main contact.



Dedicated Exhibit Hall Hours

Thursday, Nov. 13

4:00 p.m. - 6:00 p.m.
Reception with Exhibitors

Friday, Nov. 14

7:00 a.m. - 8:00 a.m.
Continental Breakfast

9:15 a.m. - 10:15 a.m.
1:45 p.m. - 2:15 p.m.
Breaks

Saturday, Nov. 15

7:00 a.m. - 8:00 a.m.
Continental Breakfast

10:15 a.m. - 11:00 a.m.
Break

Onsite A/V Information



Each Product Theater presentation will have the following equipment available: a podium with a fixed microphone, WiFi access, a laptop, a projection screen, and a projector.

Should sponsors require any extra presentation materials, they will need to coordinate directly with the AV company contracted for the event. An AV order form will be included in the exhibitor kit.

SPONSORSHIP INFORMATION

PCNP provides sponsorship and exhibiting options for all budgets, with varying levels of exposure.

All sponsors and exhibitors receive a table, chairs, access to conference meals, and an attendee list. **Table space is not included for the Benefactor level.**

Sponsor level participants get two free attending representative registrations and a complimentary Trail Map Stop. Additional fees include \$350 for double exhibit space and \$250 for extra representatives.

PLATINUM SPONSOR

\$5,000 Regular Sponsorship

Lunch Product Theater: \$6,000 (Includes Cost of Food/AV)

Dinner Product Theater: \$5,000 PLUS Cost of Food/AV

13 total opportunities

BENEFITS RECEIVED:

- Company logo on signage and conference materials
- Two uses of PCNP membership mailing list
- One year of free advertising on PCNP website
- Verbal acknowledgment before keynote/general sessions (*keynote/general session sponsors only*)
- Splash screen with company logo in conference app (*conference app sponsor only*)
- Link to chosen URL in PCNP app navigation

SELECT A SPONSORSHIP OPTION:

- Unrestricted educational grant to support a keynote speaker of PCNP's choosing
- Unrestricted educational grant to support a general session speaker of PCNP's choosing
- Conference mobile app
- **Product Theater Dinner – Thursday Following Reception (5 Opportunities)**
- **Product Theater Lunch – Friday (5 Opportunities)**

****Opportunity to host a Product Theater during your sponsored time at the price listed above.**

GOLD SPONSOR

\$3,500

7 total opportunities

BENEFITS RECEIVED:

- Company logo on signage and conference materials
- Dedicated event signage for sponsor acknowledgment
- Table tents recognizing sponsor near food area
- One-time use of PCNP membership mailing list

SELECT A SPONSORSHIP OPTION:

- Networking Reception – Thursday (6 Opportunities) ****Upgrade available to an in-booth mini product theater.**
- Luncheon – Saturday

****No extra cost for mini-PT; indicate interest during registration.**

SPONSORSHIP INFORMATION

SILVER SPONSOR

\$2,500

6 total opportunities

BENEFITS RECEIVED:

- Table tents acknowledging sponsor around food area
- Company logo on signage and conference materials
- One-time use of PCNP membership mailing list

SELECT A SPONSORSHIP OPTION:

- Morning Break – Thursday
- Afternoon Break – Thursday
- Morning Break – Friday
- Afternoon Break – Friday
- Morning Break – Saturday
- Afternoon Break – Saturday



BENEFACTOR

\$1,000

BENEFITS RECEIVED:

- One attending representative registration
- Company logo on signage and conference materials

This level does not include table space.

RESEARCHER

MEMBERS - \$100/NON-MEMBERS - \$250

BENEFITS RECEIVED:

- One table/chair at the conference

Researchers must [apply via the PCNP website](#). Upon approval, applicants will receive a discount code to register their table. *Conference registration and travel/lodging are not covered by PCNP.*

POPULAR

EXHIBITOR

\$1,750

45 total opportunities

BENEFITS RECEIVED:

- One attending representative registration
- Company name on signage and conference materials
- "PCNP Exhibitor" logo on conference app exhibitor listing



ADD-ON SPONSORSHIP OPPORTUNITIES

PCNP has multiple sponsorship opportunities to increase your exposure and to create a fun and exciting experience for attendees. Use these add-on sponsorship opportunities to increase exposure!

Sponsored Conference Blast* - \$200 *(10 emails available; three emails allowed per company)*

Sponsorship includes company logo and link to company's website at the bottom of a PCNP conference branded email. **All logos must be submitted at the time of application submission.*

Welcome Banner - \$400

Create a visual impact by sponsoring the PCNP 2025 Conference Welcome Banner. This banner will include a welcome message and direct attendees to your booth. The banner will be displayed in a prominent location throughout the duration of the conference. Sponsorship includes PCNP logo and company logo on themed banner to welcome attendees at the conference.

Caricature Artist - \$1,500/2 hrs.

Hire a cartoon caricature artist to become your table magnet! Let us hook your guest so you may spend time talking to them at your table while they are being drawn. It's the perfect moment. They are sitting down, they are relaxed, and you have them for about 10-15 minutes. Soon a crowd is gathering and a big line forms and you must call for backup. Give your guest something to take home: their very own caricature, with your logo on the paper.

Headshot Booth - \$1,500/3 hrs.

Be the center of attention for three hours on Friday as attendees flock to you to sit with our hired photographer for a professional headshot. Sponsorship includes cost of the photographer, signage and a photo stand by your booth.

Conference Notebook - \$2,500

Notebooks for attendees with your logo will be included in registration materials – a great opportunity for name recognition.

Meet Your Match - \$2,500

(Includes cost of buttons and gift cards)

Sponsor this fun activity to get attendees connecting and drive them directly to your booth. Each attendee will receive a numbered button in their registration packets to wear during the conference. Attendees must "meet their match" by finding an attendee with their corresponding number. Once they meet their match, both attendees will visit your booth to collect a \$5 gift card to use in the hotel space. Sponsor receives marketing recognition, their logo incorporated into the button artwork, one app push notification and signage at booth.

Conference Signage - \$2,000

Sponsors receive their logo on every sign and directional used for PCNP 2025 that is not designated for sponsored events or sessions – a great opportunity for exposure throughout the meeting!

Stage Sponsor - \$2,000

Becoming a Stage Sponsor at PCNP 2025 allows your brand to gain significant visibility. Your logo will be prominently displayed on the podium placards in each session room (excludes the General Session) so that attendees see your brand throughout the event. This sponsorship is perfect for companies looking to enhance their brand presence and association with innovation and leadership in their industry.

ADD-ON SPONSORSHIP OPPORTUNITIES

More Options...

Photobooth - \$1,500

Add a fun element to our Thursday Welcome Reception! Your logo will appear with the PCNP logo on a custom border on all photos taken at the photo booth. Attendees can print and share photos on social media, expanding your company's visibility and creating a one-of-a-kind memento from the conference.

Name Badges - \$1,200

Your company logo will be featured on the front of the name badges worn by attendees throughout the duration of the conference.

Lanyards - \$1,500

(Includes the cost of 400 lanyards)

Your company logo will be featured on highly visible lanyards for attendees. Lanyards will hold name badges that all attendees will wear throughout the duration of the conference.

SOLD OUT

Charging Station – Contact the office for details

Nobody leaves home without a mobile device. This station will surely be sought out throughout the day! Sponsorship includes signage as well as the station.

Step Competition - \$1,500

Encourage attendees to get up and get moving! The step competition will be a fun way to get attendees moving about the conference space throughout the whole event. Prizes (provided by PCNP) will be awarded for most steps each day and most cumulative over the three days. Upgrade the experience by offering participants a health-related giveaway co-branded with sponsor and PCNP logos when they stop to record their steps.

Your Idea – Contact the office for details

Do you have an idea for a fun or educational sponsorship opportunity at the PCNP Annual Conference? The PCNP Office wants to know! If you are interested in creating your own sponsorship opportunity, please contact the PCNP Office to discuss these details.

EXHIBITOR RULES, REGULATIONS, AND GENERAL INFO

Please read the important information below as it relates to several important aspects of the PCNP Annual Conference.

Indemnification

The exhibitor agrees to indemnify and hold harmless the PCNP, its officers, directors, agents and employees from any and all claims of liability of third parties arising out of or related to the acts of omissions of the exhibitor in connection with the exhibitor's participation in the 2025 PCNP Annual Conference.

The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the PCNP, Kalahari Resorts & Convention Center and its employees and agents harmless against all claims, losses and damages to persons or property, or caused by exhibitor's installations, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of Kalahari Resorts & Convention Center, its employees and agents.

Exhibiting Limitations

The PCNP reserves the right to stop or remove from the conference any exhibitor, or its representative, performing an act or practice when in the opinion of conference management is objectionable or detracts from the dignity of the conference or is unethical to the business purpose of the conference. Conference management reserves the right to refuse admittance of exhibits or materials to the conference until all dues and fees are paid in full. No exhibitor shall hold any social event to which buyers are invited or entice buyers off the conference floor during official conference hours.

The PCNP reserves the right to place reasonable limitations on the number of booths or tables to be rented by any exhibiting company. The PCNP staff strives to provide a broad spectrum of products and services.

Booth Policy

Exhibit personnel may not enter, photograph or video another exhibitor's booth without obtaining permission. This is out of respect for the rights of other vendors to conduct business during the exhibit hours without interference or improper intervention. The PCNP, its representatives and its staff shall have free access to any exhibit at all times in the performance of their assigned duties. It is against PCNP's policy to "share" booth space. Each company that desires to conduct business at the PCNP Annual Conference must be an exhibitor or sponsor at the conference.

Companies whose products are used in conjunction with each other are prohibited from exhibiting in the same booth.

Companies are permitted to locate their booths next to each other on the Exhibit Hall floor, if they desire. PCNP staff members are able to assist in ensuring your booths are placed on the floor plan to your best advantage during your booth draw time. Any company found to be in violation of this policy will be asked to remove all identifying information for the company that did not purchase a booth. This can include literature, signage, shirts with logos, etc. Companies that are not exhibiting at the conference cannot be represented at the conference in any manner.

Staffing of Booths

As a courtesy to our attendees, all exhibits must be open on time and remain staffed each day during the dedicated hours. Exhibitors are only required to staff their booths during dedicated hours. Staffing is optional outside of dedicated hours – Kalahari Resorts & Convention Center urges exhibitor representatives to exercise precautions to discourage theft.

See schedule on page 7 for more information.

EXHIBITOR RULES, REGULATIONS, AND GENERAL INFO

Dismantling of Exhibits

Dismantling of booth space prior to the designated teardown time is prohibited. This will result in a fine of \$1,000 and possible loss of future PCNP exhibit participation. Arrangements can be made in the event that it is absolutely necessary, at the exhibiting company's expense.

Exhibitor Service Kits

The Exhibitor Service Kit contains conference information, important dates and order forms for all conference services.

Compliance with Local Ordinances

Licenses and permits required by local statute, ordinance or regulation (if any) are to be obtained and paid for by the exhibitor. Each exhibitor will be individually responsible for compliance with local health, fire and safety ordinances and regulations. All products or services exhibited must comply with all state and local regulations, and with all current FDA regulations for such products and services highlighted in the section "FDA Compliance."

PCNP has no further responsibility to notify the exhibitors that this compliance is required.

Damage to Hotel Property

Exhibitors will be held responsible for any damage done to the Kalahari Resorts & Convention Center by them, their employees or their agents. No nails, tacks or screws may be driven into the floor, wall or woodwork of the building.

Insurance

If you are using an Exhibitor Appointed Contractor [EAC] (an independent contractor hired by exhibiting companies to provide services that might include labor to build the booth, booth supervisors, booth designers, independent display companies, delivery personnel, technicians, manufacturing reps, etc.) for your booth, you are required to submit a Certificate of Insurance.

You are required to cover exhibit material against damage and loss and public liability insurance of at least \$1 million per occurrence and \$1 million per aggregate, against injury to the person and the property of others. Policies shall name PCNP as the additional insured. **Certificates of Insurance must be received by Oct. 3, 2025.**

Loss or Damage

All property of the exhibitor remains under the exhibitor's custody and control while in transit to and from Kalahari Resorts & Convention Center, during installation and removal, and while it is in the confines of Kalahari Resorts & Convention Center. Neither PCNP, Kalahari Resorts & Convention Center, nor any other of the officers, directors, agents or employees of any of the same are responsible for the safety of the exhibitor's property from theft, damage by fire, accident, vandalism or any other causes, and the exhibitor expressly waives and releases any claim or demand against any of them by reason of any damage to or loss of any property, except where the damage or loss is due to gross negligence or willful misconduct of the person or entities mentioned above, their agents or employees.

Company Description and Company Type

PCNP reserves the right to review and deny any companies based on the coalition's conflict of interests. Company descriptions are required upon registration, and all companies will be reviewed to ensure that they fall into the scope of companies allowed to exhibit at the PCNP Annual Conference.

EXHIBITOR RULES, REGULATIONS, AND GENERAL INFO

Cancellations and Non-Payment/Refunds

Any and all cancellations must be received in writing. PCNP reserves the right to resell any canceled space. Please see below for cancellation schedule:

- If space is canceled **before July 7, 2025**, conference management will retain or exhibitor will pay a \$500 cancellation fee.
- If space is canceled **between July 8, 2025, and Aug. 8, 2025**, conference management will retain or exhibitor will pay a \$800 cancellation fee.
- If space is canceled OR not paid in full **after Aug. 8, 2025**, conference management will retain or exhibitor will pay 100 percent of the total booth cost.

If the event is canceled because of reasons beyond the control of conference management, space fees or deposits already made will be returned to exhibitors on a pro rata basis, after all related event expenses incurred by conference management, through the date of cancellation, have been met and such refund shall be accepted by exhibitor in full settlement of all loss or damage suffered by exhibitor.

Space not paid in full by the deadline date of **Aug. 8, 2025**, will result in the space being released for non-payment. No exceptions will be made to this policy. Companies will be notified regularly of any outstanding balances. Deposits will not be returned, and no refunds will be issued **after Aug. 8, 2025**. Any company that registers **after Aug. 8, 2025** must remit full booth payment within one week of the registration date or booth space will not be guaranteed.

Show management has the absolute right to cancel the contract if exhibitor fails at any time to comply with any of the terms, provisions or conditions of the contract. Such cancellation shall be without liability on the part of the conference management, and in the event of cancellation, conference management shall retain all payments made by exhibitor for exhibit space. Conference management has the right to cancel the contract if exhibitor becomes insolvent.

Reservation of Right to Make Changes

Any matters not specifically covered herein are subject to decision by the PCNP Board and Chief Executive Officer. PCNP reserves the right to make such changes, amendments and additions to these rules as it considers advisable for the proper conduct of the exhibit, with the provision that all exhibitors will be advised of any changes.

Housing Alert

The PCNP Annual Conference is NOT affiliated with a housing company. Please be careful if approached by any company or service claiming to be an official housing provider for PCNP. PCNP offers the guaranteed lowest rate available. In the past, PCNP has been made aware of travel companies that are entirely fraudulent, misleading exhibitors and attendees with false information. Please note that you can ONLY book a room in the PCNP block by using the booking information on the PCNP Conference Webpage. If you are contacted by a housing company trying to sell hotel rooms for this conference, please contact PCNP Conference Management at **412-243-6149**.

Event Hosting

All stand-alone activities MUST be approved by the PCNP Office and PCNP Board of Directors. Please submit all stand-alone event requests to [Helena Karlinski](#) from the PCNP office. Do not book any events until approval has been received.

Any company found to be in violation of this policy will be subject to a \$1,500 fine and potential removal from PCNP 2025 exhibiting space. Companies in violation may not be allowed to exhibit at future PCNP Annual Conferences.

INTERESTED IN A YEAR-ROUND PARTNERSHIP WITH PCNP?

	GOLD LEVEL - \$6,000	SILVER LEVEL - \$3,000	
CONFERENCE	Complimentary Exhibit Space at the Annual Conference	✓	
	50% off Exhibit Space at the Annual Conference		✓
	Complimentary Ad in the Conference Brochure	✓	
	Recognition signage as a Corporate Affiliate	✓	✓
	Company provided inserts in attendee packets	✓	✓
	10-minute introduction and talk at PCNP Conference	✓	
MARKETING	Ad on the PCNP Corporate Sponsor page with direct link	✓	✓
	Ad in PCNP eNews	✓	
	Banner ad on homepage with direct link	✓	
	Ad in the PCNP Newsletter (2x per year)	✓	✓
OPPORTUNITIES	Webinars (non-bias/non-product specific) posted on website –pre-recorded (up to 4x year)	✓	
	Access to survey PCNP membership	✓	
	Educational Articles posted on the PCNP website (up to 12 per year)	✓	

Participate in the PCNP Corporate Affiliate Program

Companies, consultants, and organizations are now being offered the opportunity to reach Nurse Practitioners throughout the state of Pennsylvania by becoming a Corporate Affiliate with PCNP (Pennsylvania Coalition of Nurse Practitioners).

Currently, PCNP has over 1800 members and being a Corporate Affiliate means reaching those members. Tangible benefits to the Corporate Affiliate are based on the selected Affiliate level. *An Affiliate Supporter is not a legal Partner but a joining of ideas related to healthcare that will benefit both parties.*

Secure your Corporate Affiliate sponsorship at www.pacnp.org/store.

Contact the [PCNP Office](#) with any questions.