



# 2026 PCNP EXHIBITOR PROSPECTUS



OCTOBER 15-17

BAYFRONT  
CONVENTION CENTER  
ERIE, PA

REGISTRATION:  
[REGISTER HERE](#)

# ABOUT PCNP



## 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!

## 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.

## 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 Bayfront Convention Center in Erie, 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.

## 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!](#)

### Good to Know

**Exhibitor Approval:** Approval for exhibitors at the PCNP Annual Conference is not guaranteed. You will receive a confirmation email from Charlotte Lee 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.

# EXHIBITOR SCHEDULE

## 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, which are listed below. 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, Oct. 15: 9:00 a.m. - 1:00 p.m.

### Exhibitor Tear Down

Friday, Oct. 16: 4:45 p.m. - 7:00 p.m.

## Dedicated Exhibit Hall Hours

Although the exhibits remains open for most of the day, below are the hours dedicated exclusively to allowing attendees the opportunity to visit the exhibits without any other concurrent programming:

### Thursday, Oct. 15

1:00 p.m. - 2:00 p.m.  
*Exhibit Hall Opens*

3:00 p.m. - 3:15 p.m.  
*Break*

4:15 p.m. - 6:15 p.m.  
*Reception with Exhibitors*

### Friday, Oct. 16

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

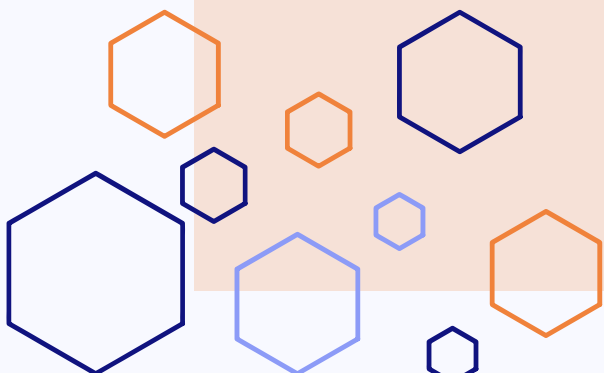
9:00 a.m. - 9:15 a.m.  
*Break*

10:15 a.m. - 10:30 a.m.  
*Break*

11:30 a.m. - 11:45 a.m.  
*Break*

12:45 a.m. - 1:45 p.m.  
*Lunch*

4:30 p.m. - 4:45 p.m.  
*Break*



# SPONSORSHIP PACKAGES

Our exclusive sponsorships offer impactful opportunities to engage with NPs.

*Each sponsorship includes one (1) covered table, two (2) chairs, and one (1) small trashcan.\**

## Platinum Sponsorship

**\$7,500 Regular Sponsorship**

**Dinner Product Theater : \$7,500 (Includes Cost**

**8 total opportunities**

### PACKAGE INCLUDES:

- Two attending representative registrations
- Complementary passport stop
- 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 (keynote sponsors only)
- Link to chosen URL in PCNP app navigation
- "PCNP Exhibitor" logo on conference app exhibitor listing

### SELECT A SPONSORSHIP OPTION:

- Unrestricted educational grant to support a keynote speaker of PCNP's choosing (2 Opportunities)
- Conference mobile app (1 Opportunity)
- Product Theater Dinner – Thursday Following Reception (6 Opportunities)

## Gold Sponsorship

**\$5,000**

**14 total opportunities**

### PACKAGE INCLUDES:

- Two attending representative registrations
- Complementary passport stop
- 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
- "PCNP Exhibitor" logo on conference app exhibitor listing

### SELECT A SPONSORSHIP OPTION:

- Networking Reception – Thursday (6 Opportunities)
- Breakfast Sponsor - Friday & Saturday
- Luncheon – Saturday (6 Opportunities)

### Onsite A/V Information

Each Product Theater presentation will have the following equipment available: a podium with a fixed microphone, WiFi access, a projection screen, and a projector. Laptop will need to be provided or rented by vendor.

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 PACKAGES

## Silver Sponsorship

\$3,500

12 total opportunities

### PACKAGE INCLUDES:

- Two attending representative registrations
- Complementary passport stop
- Table tents acknowledging sponsor around food area
- Company logo on signage and conference materials
- One-time use of PCNP membership mailing list
- "PCNP Exhibitor" logo on conference app exhibitor listing

### SELECT A SPONSORSHIP OPTION:

- Morning Snack Break – Thursday
- Afternoon Snack Break – Thursday
- Morning Snack Break – Friday
- Afternoon Snack Break – Friday
- Morning Snack Break – Saturday
- Afternoon Snack Break – Saturday
- All Day Beverage Sponsor - Thursday (2 Opportunities)
- All Day Beverage Sponsor - Friday (2 Opportunities)
- All Day Beverage Sponsor - Saturday (2 Opportunities)

## Bronze Sponsorship

\$2,000

45 total opportunities

### PACKAGE INCLUDES:

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

## Benefactor\*

\$1,000

### PACKAGE INCLUDES:

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

\*This level does not include table space.

**Register Now!**



# SPONSORSHIP ADD-ONS

## **Name Badges - \$1,500**

Become a highly visible conference sponsor by placing your logo on the front of every attendee name badge. Worn throughout the entire event, this sponsorship keeps your brand front and center during sessions, networking, and social events.

## **Conference Signage - \$2,000**

Put your brand everywhere attendees look. As the Conference Signage Sponsor, your logo will appear on directional and informational signs placed throughout the PCNP 2026 meeting space (excluding signs for separately sponsored events or sessions). This sponsorship ensures consistent brand visibility as attendees navigate the conference.

## **Welcome Banner - \$400**

Make a strong first impression by sponsoring the PCNP 2026 Conference Welcome Banner. Your logo will appear alongside the conference theme and welcome message on a prominently displayed banner greeting attendees as they arrive. It's a great way to position your brand at the heart of the conference experience.

## **Lanyards - \$1,500**

*(Includes the cost of 400 lanyards)*

Keep your brand front and center throughout the conference. Your company logo will be featured on the lanyards worn by attendees to hold their name badges — an essential item used all day during sessions, networking, and events.

## **Conference Notebooks - \$2,500**

Put your brand in attendees' hands throughout the conference. Custom notebooks featuring your company logo will be included in registration packets, giving you lasting visibility as attendees take notes, plan their schedules, and reflect on sessions.

## **Stage Sponsor - \$2,000**

Take center stage with this high-visibility sponsorship. Your logo will be prominently displayed on podium placards in each concurrent session room (excluding the General Session room), giving your brand repeated exposure throughout the conference. This opportunity positions your company alongside the educational experience and thought leadership happening at PCNP 2026.

## **Meet Your Match - \$2,500**

*(Includes cost of buttons and gift cards)*

Drive traffic to your booth with this fun networking activity. Attendees receive numbered buttons in their registration packets and must find the person with the matching number. Once they meet their match, both participants visit your booth to receive a \$5 hotel gift card. Sponsorship includes marketing recognition, your logo incorporated into the button design, one conference app push notification, and booth signage.

## **Charging Station - \$3,000**

When devices run low, attendees will know exactly where to go. Sponsor the Conference Charging Station and provide a convenient place for attendees to power up their phones, tablets, and devices throughout the day. Your brand will be prominently displayed on each charging brick, giving you consistent visibility of your brand throughout the day.

## **Coffee Bar - \$1,000 + cost of mugs**

Become the sponsor of a popular conference staple with a branded coffee bar at your booth for one break. Serve attendees fresh coffee with custom mugs, flavored syrups, and specialty additions while they connect with your team. A perfect way to create a welcoming space and keep your brand in attendees' hands all day.

# SPONSORSHIP ADD-ONS

## Passport Stop\* - \$150

Increase booth traffic with this interactive opportunity. Your booth will be featured as a designated Passport Stop, highlighted by a branded floor slick. Attendees must visit each stop to complete their passport for a chance to win a prize, driving consistent engagement and visibility throughout the exhibit hall.

*\*Please note: Platinum, Gold, and Silver sponsorships receive a complimentary passport stop.*

## Step Competition - \$1,500

Get attendees moving while exploring the conference! Sponsor the PCNP Step Competition, where participants track their steps throughout the event. PCNP will award prizes for the most steps each day and the highest total over all three days. Sponsors may enhance the experience by offering a health-focused giveaway co-branded with PCNP when participants stop by to record their steps—bringing even more attendees to your booth.

## Push Notification – \$150

Send a dedicated push notification through the official conference app to reach every attendee instantly. This is a great opportunity to promote your booth, special offers, or giveaways, and drive real-time traffic to your brand. (Text only; images and emojis not supported.)

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

Be the booth everyone is talking about! Sponsor a professional Headshot Booth on Friday and attract a steady stream of attendees looking to refresh their professional photos. This sponsorship includes the photographer, signage, and a photo setup near your booth—creating a fun and valuable experience that draws attendees directly to you.

## Dedicated Wi-Fi – \$200

Provide attendees with fast, reliable Wi-Fi exclusively available through your booth. Your brand will be associated with keeping everyone connected, making this a high-visibility sponsorship that draws consistent traffic and appreciation from attendees.

## Selfie Station – \$800

Create a fun, shareable moment at your booth with a branded selfie station. This sponsorship includes themed backdrops, props, hats, and sunglasses so attendees can capture their conference experience while engaging with your brand. Perfect for generating buzz and social media exposure.

## Sponsored Conference Blast - \$300 (10 emails available; three emails allowed per company)

Get your brand directly in front of attendees by sponsoring a PCNP conference email. Your company logo and website link will appear at the bottom of a conference-branded email sent to all registered attendees—an easy way to boost visibility and drive traffic to your booth or offerings.

## Know Before You Go Sponsor - \$500

Be part of the final touchpoint before the conference begins. Your company logo and website link will appear at the bottom of the official Know Before You Go email sent to all attendees the week before the event. This highly anticipated message helps attendees prepare for the conference—making it a great moment to keep your brand top of mind.

## Your Idea – Contact the office for details

Have a creative sponsorship idea for the PCNP Annual Conference? We welcome new concepts that enhance the attendee experience. Contact the PCNP Office to discuss your idea.

# 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 2026 PCNP Annual Conference.

The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the PCNP, Bayfront 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 Bayfront 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 – Bayfront 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 Bayfront 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 Aug. 3, 2026.**

## Loss or Damage

All property of the exhibitor remains under the exhibitor's custody and control while in transit to and from Bayfront Convention Center, during installation and removal, and while it is in the confines of Bayfront Convention Center. Neither PCNP, Bayfront 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 June 7, 2026**, conference management will retain or exhibitor will pay a \$500 cancellation fee.
- If space is canceled **between June 8, 2026, and July 8, 2026**, conference management will retain or exhibitor will pay a \$800 cancellation fee.
- If space is canceled OR not paid in full **after July 8, 2026**, 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 **July 8, 2026**, 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 July 8, 2026**. Any company that registers **after July 8, 2026** 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 **Charlotte Lee** 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 2026 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](http://www.pacnp.org/store).

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