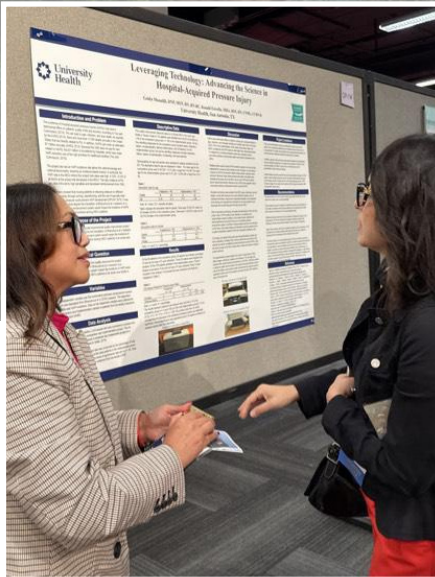


TEXAS NURSES
2026
ANNUAL
CONFERENCE

ASSOCIATION



June 10-12, 2026
Gaylord Texan Resort &
Convention Center
Grapevine, Texas

**Sponsorship
Opportunities**



Empowering Texas Nurses to advance the profession

The Texas Nurses Association serves as the voice of nurses in Texas.

During its yearly conference, attendees representing all facets of the nursing profession, from the bedside to the boardroom, come together for education and engagement.

More than 600 nurses are expected to attend the 2026 conference in Grapevine, Texas.

We offer a variety of sponsorship packages to meet your needs.



SPONSOR/EXHIBITOR PACKAGES

TITANIUM SPONSOR PACKAGE – MOBILE CONFERENCE APP: \$12,000 (1 AVAILABLE)

Mobile app available to all attendees and sponsors/exhibitors

An up-to 60-second video promoting your company to be played during the conference

Sponsor banner shown throughout mobile and web apps

Sponsorship acknowledgements on the conference mobile app

Logo and sponsorship acknowledgement on conference grand entrance way

Two social media posts – one announcing sponsorship, and post thank you conference

Verbal sponsorship acknowledgement during the conference

PLUS Exhibitor Package and premium booth location

PLATINUM SPONSOR PACKAGE – OPENING RECEPTION SPONSOR: \$10,000 (2 AVAILABLE)

Sponsorship of opening reception on Wednesday evening – including signage and verbal acknowledgement during the conference

Two social media posts – one announcing sponsorship, and post thank you conference

Logo and sponsorship acknowledgement on conference grand entrance way

Logo and acknowledgement in at least one weekly member e-newsletter (TNA CheckUp)

Verbal sponsorship acknowledgement during the conference

Logo in mobile app

PLUS Exhibitor Package

An up-to 60 second video promoting your company to be played during the conference

GOLD SPONSOR PACKAGE: \$8,000 (3 AVAILABLE)

Recognition Signage

Logo and acknowledgement in at least one weekly member e-newsletter (TNA CheckUp)

Verbal sponsorship acknowledgement during the conference

Logo in mobile app

Company logo and linked website on the TNA website

Company logo on conference attendee bag, notepads, OR headshot station

Prominent branding on conference signage, print, and online

PLUS Exhibitor Package

SPONSOR/EXHIBITOR PACKAGES

SILVER SPONSOR PACKAGE – LUNCH SPONSOR: \$6,000 (2 AVAILABLE)

Single-day lunch sponsorship

Recognition Signage

Verbal sponsorship acknowledgement during the conference

Company logo and linked website on the TNA website

Prominent branding on conference signage, print, and online

Logo and acknowledgement in at least one weekly member e-newsletter (TNA CheckUp)

Logo in mobile app

PLUS Exhibitor Package

EXHIBITOR PACKAGE (60 AVAILABLE): \$3,000

10' x 8' booth in the exhibit area – 6'X 30" draped table and 2 chairs

Two (2) exhibitor passes

Company listing in the conference app

Recognition signage at the conference

Company logo on the conference section of the TNA website – updated bi-weekly

Link to exhibitor listing in each weekly member e-newsletter (TNA CheckUp) starting 30 days prior to the conference

Mobile app company listing and product category listing.

Dedicated exhibit hall hours.

Priority sign-up for the 2027 TNA Annual Conference.

The following are NOT included in the exhibit booth fee: carpet, furnishings, electricity, audiovisual equipment, shipping, drayage and individual booth security. The Exhibitor Services Kit will be emailed once available.

INDIVIDUAL SPONSOR PACKAGES

Price: \$10,000 Sponsorship - Opening Keynote

Company logo and linked website on the TNA website
Prominent branding on conference signage, print, and online
Verbal acknowledgement
Logo in mobile app

Price: \$3,000 Sponsorship – Lanyard (1 available)

Company logo on lanyard
Company logo and linked website on the TNA website
Prominent branding on conference signage, print, and online
Logo in mobile app

Price: \$3,000 Sponsorship – Hotel Keycard (1 available)

Company logo on hotel keycard during the conference
Company logo and linked website on the TNA website
Prominent branding on conference signage, print, and online
Logo in mobile app

Price: \$2,500 Sponsorship - Snack Break (2 available)

Company logo and linked website on the TNA website
Prominent branding on conference signage, print, and online
Logo in mobile app

Price: \$500 Sponsorship – Conference Bag Insert (multiple)

Marketing flyer provided by sponsor
Include your flyer in the 2026 attendee conference bag

TEXAS NURSES ASSOCIATION ANNUAL CONFERENCE SPONSOR/EXHIBITOR CONTRACT

June 10 - June 12, 2026

Complete this form to register. Return via email or standard mail.

Sponsoring/Exhibiting Organization Name as you would like it to appear in print:

Please submit a high resolution (300 dpi min) logo to Brooke Ngo (bngo@texasnurses.org) for signage, website, and program purposes, along with URL for linkage.)

Principal products/programs to be displayed _____

Primary Representative who will be on site: _____ Cell: _____

Telephone: _____ Email: _____

Address: _____ City: _____ St: _____ Zip: _____

Corporate Contact (if different): _____

Telephone: _____ Email: _____

Select your sponsorship or exhibit level:

Titanium

☐ \$12,000

Platinum

☐ \$10,000

Gold

☐ \$8,000

Silver

☐ \$6,000

Exhibitor Package

☐ \$3,000

Keynote Sponsor

☐ \$10,000

Lanyard Sponsor

☐ \$3,000

Hotel Keycard Sponsor

☐ \$3,000

Snack Break Sponsor Conference Bag Insert

☐ \$2,500

☐ \$500

☐ I have read and understand the Information & Regulations for Meeting Exhibitors or Sponsors

Signature _____

Date _____

☐ The check is in the mail! (TNA, 4807 Spicewood Springs Rd., Bldg 3, Suite 100, Austin, TX 78759)

☐ Please email me a link to pay by credit card e-mail address: _____

☐ Please invoice me

TNA reserves the right to accept or deny any exhibitor application in its sole discretion for any reason. By submitting an application to TNA for exhibitor space, you recognize and agree TNA has the sole authority to approve or deny your application.

Final deadline is April 30, 2026. Payment must be received within 30 days notification of your accepted contract. Deadline to be included in weekly Check Up is March 1, 2026 - this includes accepted contract and receipt of logo. Any space contracted after April 30, 2026 cannot be guaranteed acknowledgment on conference signage.

Questions? Contact: Brooke Ngo, 512.452.0645 x 133 or bngo@texasnurses.org

2026 TNA ANNUAL CONFERENCE - INFORMATION & REGULATIONS FOR SPONSORS AND EXHIBITORS

Conformance with these Regulations is understood to be part of the contract.

1. VENDOR APPLICATION: Vendors will be asked to apply for participation in the 2026 TNA Annual Conference. Applications must include a detailed description of the products or services vendor intends to sell at the conference. Product and services descriptions will be used to monitor potential conflicts of interest, overlapping offerings, and ensure compliance with the regulations for sponsors and exhibitors.

2. EXCLUSIVITY AGREEMENTS: Vendors interested in the exclusive right to market a product or service at the 2026 TNA Annual Conference may request that right for an additional charge. The amount to be charged will depend on the breadth of the exclusivity granted. Exclusivity must be explicitly agreed to between vendor and TNA. If TNA grants the right to exclusive marketing for any vendor, all other vendors shall be notified of the agreement. However, exclusivity agreements will not be made between TNA and a vendor if other vendors have already contracted to market similar products or services. Meaning, exclusivity agreements will only be granted if they do not interfere with existing vendor agreements.

3. CONTRACT: Completed contracts must be received by the Texas Nurses Association no later than April 30, 2026.

4. PAYMENT: Payment for contracts approved by March 1, 2026, are due within 30 days of notification that the contract has been approved. Payments for contracts approved after March 1, 2026, are due within 15 days of notification that the contract has been approved.

5. SPACE ASSIGNMENT. Assignment of space will consider sponsorship level first, and exhibitors will be assigned in the general exhibit area as their contracts are received – care will be taken to not place any exhibitor or sponsor near a direct competitor. No exhibitor shall assign, sublet, or share the whole or any part of their assigned space without approval of the Texas Nurses Association.

6. SPACE ARRANGEMENT. Each exhibit space is 8'X10' with 3' side drapes and an 8' back drape. Each space contains one 6'X30" draped table, two chairs and a trash can. Additional furnishings may be rented from the official exhibition service. Electricity and internet may be secured from conference vendor. Pricing and order information will be shared upon the acceptance of a signed contract 90 days prior to the event. Exhibits should not be placed in such a manner as to interfere with other exhibitors. No tall sidewall panel shall project

further than 30" from the wall and no equipment of abnormal height shall be allowed. There shall be no obstruction in the aisles. Exhibits must present an attractive appearance. Exhibitors desiring a variation from the above must send plans and or photos to TNA for approval.

7. CANCELLATION AND REFUND POLICY. A liquidated damage charge of 30 percent of the exhibit fee will be assessed for all cancellations prior to April 30, 2026. No refunds will be issued after April 30, 2026.

8. EXHIBIT SET-UP. Wednesday, June 10, 2026, Move-in begins at 3:30 p.m. and must be completed by 5:30 p.m.

9. SECURITY. No security is being provided in the exhibit hall. Doors will be locked when the exhibits are not open.

10. EXHIBIT DATES AND HOURS.

Wednesday, June 10:

<i>Exhibitor Move-In</i>	3:30 p.m. – 5:30 p.m.
<i>Opening Reception</i>	5:30 p.m. – 7:00 p.m.

Thursday, June 11: 7:00 a.m. – 4:15 p.m.

Friday, June 12: 7:00 a.m. – 1:00 p.m.

11. DISMANTLING OF EXHIBIT. No packing of equipment, literature, other material or dismantling of exhibits will be permitted before 1:00 p.m. on Friday June 12 without notification of and approval from the exhibit manager. All exhibit materials must be packed and removed from the exhibit area by 5:00 p.m. on Friday June 12. The exhibitor is responsible for seeing that the exhibit is properly labeled boxes and bills of lading prepared for return shipment. The Texas Nurses Association assumes neither responsibility nor liability for any exhibit items.

12. PRESENTATION OF PRODUCTS & SERVICES. All demonstrations, sales, discussions, or other activities, such as the distribution of descriptive literature, must be confined to the exhibitor's own booth. If cash sales and order taking are undertaken, then Texas sales permit must be in evidence and correct sales tax collected. All methods and manners of sales shall be proper, and any exhibitor shall be subject to eviction without a refund if his sales procedure is objectionable.

13. EXHIBIT REPRESENTATIVES. Each exhibitor must provide a representative within their exhibit space during designated exhibit hours. All exhibitors must register

2026 TNA ANNUAL CONFERENCE - INFORMATION & REGULATIONS FOR SPONSORS AND EXHIBITORS

their representative(s) in advance. Exhibit representatives are limited to two. Additional representatives may participate at a cost of \$200 per person. Any additions or changes in registration made during the event must be certified by the exhibitor's authorized representative (booth manager or agent). Exhibitor badges may be picked up at the Exhibitor Registration area beginning at 3:30 p.m. on Wednesday, June 10, 2026. False certification of individuals as exhibitors' representatives, misuse of exhibitors' badges, or any other method or device used to assist unauthorized persons to gain admission to the conference will be cause for expelling the violator from the exhibit area without obligation on the part of TNA for refunding of any fees.

14. DISTRIBUTION OF SAMPLES AND SOUVENIRS. Distribution of samples and souvenirs is permissible in the exhibit area only, provided it is done in a dignified manner, does not create a nuisance and causes no interference with adjoining exhibits. No outside food or beverage is permitted.

15. PROTECTION OF PROPERTY. Nothing shall be pasted, tacked, nailed, screwed, or otherwise attached to columns, walls, floors or other parts of the building or furniture. Exhibitors violating this regulation are expressly bound, at their expense, to repair any damage to property that they may cause.

16. FIRE AND SAFETY. All flammable materials must be flameproof before being placed in the exhibit hall. All materials and installations are subject to fire and safety regulations in force by the state and City of Grapevine. Volatile or flammable fluids, substances or materials of any nature prohibited by the city fire regulations or insurance carriers are prohibited in any booth.

17. LIABILITY. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the Texas Nurses Association and the Gaylord Texan Resort & Convention Center and its owners, employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding such liability caused by the sole negligence of the Hotel, its owners, employees and agents. In addition, the exhibitor acknowledges that the Texas Nurses Association and the Gaylord Texan Resort & Convention Center do not maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor.

18. HOTEL RESERVATIONS. TNA has arranged a special rate of \$239 per night, plus applicable taxes and fees, at

the Gaylord Texan Resort & Convention Center. Reservations must be made on or before Tuesday, May 19, 2026.

19. IRREGULAR ACTIVITIES. (1) Noisemakers, side show antics and other undignified promotion methods and materials considered to be objectionable are expressly prohibited. (2) The consummation of a contract of sale or selling of products or exhibits for cash or charge without a Texas sales permit and collection of required sales tax is not permitted. (3) No exhibitor shall assign, sublet, or share the space allotted without the knowledge and consent of the Association. (4) Publicizing or maintaining any extraneous activities, inducements, demonstrations, or exhibits away from the exhibit area during the exhibit hours is not permissible. (5) Exhibitor activities must comply with the regulations of the Gaylord Texan Resort & Convention Center, the City Fire Codes, as well as those of the Association. (6) Registrants shall not be solicited in the aisles. (7) All presentations and demonstrations shall be confined to the exhibitors' booth unless special arrangements are made with the TNA exhibit manager. (8) No helium balloons are allowed in the exhibit areas.

20. FAILURE TO OBSERVE RULES. Violations of any of these regulations on the part of the exhibitor, his employees, or agents, shall at the option of the Association, forfeit the right to occupy space and such exhibitor will forfeit the Association all monies paid.

21. RULES ARE A PART OF THE CONTRACT. These rules and regulations are to be construed as a part of all space contracts. The management reserves the right to interpret them as well as make final decisions on all points which the rules and regulations do not cover.

22. FURNISHINGS, ELECTRICITY, INTERNET, SHIPPING: Contracted vendors will receive a vendor service kit from Superior Expo Services with information about renting additional furnishings and carpeting for their exhibit space. The kit will also include a link to order electricity and internet from the conference audio-visual company, as well as complete instructions for shipping to/from the hotel.

Texas Nurses Association Annual Conference
June 10 - 12, 2026
Gaylord Texan Resort & Convention Center
1501 Gaylord Trail
Grapevine, Texas 76051

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Austin, Texas 78759
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