

NASN 2026



STRONGER TOGETHER

EXHIBITOR PROSPECTUS

Las Vegas, Nevada | Caesars Palace | June 29 - July 2, 2026



*National
Association of
School Nurses*

ABOUT NASN

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ABOUT NASN AND OUR LEADERSHIP

The **National Association of School Nurses (NASN)** is a 501(c)(3) non-profit specialty nursing organization dedicated to advancing the practice of school nursing and optimizing student health and learning. Established in 1968 and incorporated in 1977, NASN exclusively represents school nurses, serving a membership of more than **19,000 professionals** across **49 affiliates**, including overseas.



NASN's **vision** is that *all students are healthy, safe, and ready to learn*. Its **mission** is to *optimize student health and learning by advancing the practice of school nursing*. The organization's **core values** include *Student Well-being; Diversity, Equity, and Inclusion; Ethics; Excellence; Innovation; Integrity; Leadership; and Scholarship*.

The **NASN Annual Conference** is the premier national event for school health professionals—those on the front lines of student wellness and safety. Attendees represent the nation's leading voices in school health, influencing purchasing, policy, and best practices in schools across the United States.

www.nasn.org/NASN2026

CONFERENCE AT A GLANCE

Sunday, June 28 (Pre-Conference)

- Freeman Exhibit Hall Setup
- Preconference Sessions
- Board of Directors Meeting
- Leadership Summit
- Affiliate Night Out

Monday, June 29

- Exhibitor Registration and Setup
- Morning Opening
- Opening Ceremonies - Annual Meeting & Awards
- Breakout Sessions
- NASN Welcome Reception

Tuesday, June 30

- Exhibitor Registration and Setup
- Morning Opening
- General Session
- Breakout Sessions
- Exhibits
- Product Theaters

Wednesday, July 1

- Morning Opening
- General Session
- Exhibits
- Product Theaters
- Passport Raffle Drawing
- Exhibitor Tear-Down
- Breakout Sessions

Thursday, July 2

- Morning Opening
- General Sessions
- Conference Closing

WHO YOU'LL MEET AT NASN2026

A nationwide community of school health professionals shaping student wellness and safety.



95%+
Licensed nurses
(RNs, BSNs, NPs)



70%+
Influence purchasing
or program adoption



50 States
Nationwide representation



1,000+
In-person attendees



Roles & Experience

- School Nurse
- Nurse Supervisor
- Health Services Coordinator
- District Health Administrator
- Nurse Practitioner
- Educator/Faculty

Most have 5–25+ years of experience and serve in mid- to senior-level positions.

Organization Types & Reach

- Public K–12 schools
- Private & charter schools
- School districts
- Health departments

Attendees represent all 50 states, with strong state and district-level participation.

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ENGAGE WITH SCHOOL HEALTH LEADERS

NASN attendees are mid- to senior-level professionals who oversee student wellness and health compliance for districts and schools nationwide. They are actively seeking:

- Evidence-based tools and technology for managing chronic conditions and student records
- Professional development and leadership resources to enhance school health programs
- Products and solutions that improve efficiency, safety, and student outcomes

APPLY EARLY...

- Booth space assigned based upon receipt of application and payment, sponsorship level, and advertising spend.
- Exhibit space expected to sell out this year.
- Refreshments served in the exhibit area.
- Dedicated exhibit hours with no competing educational sessions!

Prices will increase after January 31.

WHAT VENDORS SAY:

“Nurses were engaged in learning and happy to be back in person, both for education sessions & to visit exhibits.”

“Booth was definitely always busy!”

“Traffic exceeded expectations.”

“Great exposure and networking to a target consumer.”

“Great return on our investment and a very well run conference for exhibitors.”

EXHIBITOR SPECIFICATIONS

EXHIBIT LOCATION:

Augustus Ballroom in Caesars Palace

SPACE ASSIGNMENT

Exhibit space will be assigned based upon receipt of application and payment, sponsorship level, and advertising spend.

TERMS

The total space rental fee must accompany the exhibit space application or it will not be considered.

EXHIBIT PACKAGE INCLUDES:

- An 8' high back wall and 3' high side drape
- A 7" x 44" one-line identification sign
- One 6' draped table
- Two sidechairs
- One wastebasket
- Aisle cleaning before the show opens and each evening
- Complimentary listing in the NASN2026 app, if submitted by April 18
- Perimeter security (during exhibit off hours)
- Two complimentary exhibitor badges for each 10' x 10' booth space purchased (additional badges will incur a **\$250 fee**)

PLEASE NOTE Exhibitor badges provide access to the exhibit hall and do not include access to educational sessions scheduled outside of exhibit hall hours. Exhibitors wanting access to educational sessions will register as an attendee and pay a registration fee.

EXHIBIT BOOTH FEES

10' x 10'	\$2,860
10' x 20'	\$5,060
20' x 20' Island	\$13,200
10' x 10' Non-Profit	\$2,000

Questions? Contact us. NASN@naylor.com

IMPORTANT DATES & TIMES

All event times are listed in local Las Vegas time.

EXHIBIT DATES AND HOURS

Monday, June 29, 5:15 PM – 8:15 PM

Tuesday, June 30, 12:45 PM – 5:00 PM

Wednesday, July 1, 9:45 AM – 1:45 PM

Exhibit hours are unopposed with no competing educational sessions.

EXHIBIT REGISTRATION & SETUP

Monday, June 29, 8:00 AM – 3:00 PM

All booths must be set up by 3:00 PM for official booth inspection. If needing more time to set up, please contact Debbie DesRoches at debbie.desroches@naylor.com

EXHIBITOR MOVE-OUT

Wednesday, July 1, 1:45 PM – 5:00 PM

Exhibit booths must remain staffed until 1:45 PM, and dismantling is not permitted before the official closing time.

Non-compliance may affect your booth location or future exhibition opportunities at NASN Annual Conferences.

PREMIER CONFERENCE SPONSOR - \$12,500

The Annual Conference Sponsor package is a recognition and positioning package in connection with the Annual Conference. The package includes visibility and awareness benefits as well as key access opportunities to all event attendees.

Specific benefits include:

- Promotional rights as an Official NASN Conference Sponsor
- Exhibit booth– 10'x10'
- Conference Visibility: Onsite signage and other recognition sponsor services
- Designated NASN/Naylor account executive to facilitate relationship
- One meeting/call to review Conference marketing objectives
- Annual Conference Sponsors can customize their benefits at the Annual Conference through a **choice of 1 of the below sponsored components:**
 - Exclusive Sponsorship of Mobile App (1)
 - Exhibit Promotion Package (16)
 - Attendee Headshots (1)
 - Room Drop
 - Exclusive Networking Sponsorship

Other Access:

- Annual Conference registrations: 2 meeting registrations for Conference Sponsor
- Annual Conference Sponsor “thank-you” signage (band of logos/appropriate to level) in high-traffic/VIP locations of events
- Logo with link on Conference webpage on NASN website/event home page: 3 months pre and post event (appropriate to level)

All conference events & service initiatives are developed/hosted by NASN. Sponsors are recognized as supporters of the programs/experiences.

www.nasn.org/NASN2026



**Please see sponsorship choice descriptions on the Conference Item Sponsorship Descriptions page*

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CONFERENCE SUPPORTER - \$6,000

The Annual Conference Supporter package is a recognition and positioning package in connection with the Annual Conference. The package includes visibility and awareness benefits as well as key access opportunities to all event attendees.

Specific benefits include:

- Promotional rights as an Official NASN Conference Supporter
- Exhibit booth – 10'x10'
- Conference Visibility: On-site signage and other recognition sponsor services
- Annual Conference Supporters can customize their benefits at the Annual Conference through a **choice of 1 of the below components:**
 - Exhibitor Passport
 - Flyer
 - Floor Decal

Other Benefits

- Annual Conference registrations: 1 meeting registration for Annual Conference Supporter
- Annual Conference Supporter “thank-you” signage (band of logos/appropriate to level) in high-traffic/VIP locations of events
- Logo with link on Conference webpage on NASN website/event home page: 3 months pre and post event (appropriate to level)
- General NASN Support

All conference events & service initiatives are developed/hosted by NASN. Sponsors are recognized as supporters of the programs/experiences.

** Please see sponsorship choice descriptions on the Conference Item Sponsorship Descriptions page*

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CONFERENCE ITEM SPONSORSHIP DESCRIPTIONS

You may only select one of these sponsorships as part of your 2026 Annual Conference package listed on the previous page.

SPONSOR PACKAGE TIER OPTIONS	
Exclusive Sponsorship of Mobile App	Includes the splash screen when you log in for the first time (3.5 seconds, not clickable); main screen sticky banner (bottom of main screen only - clickable); and sponsored push notifications (one each day). NASN will be encouraging all attendees to use the mobile app.
Exhibitor Promotion Package	Reach attendees prior to, on-site, and after the conference and promote your booth and any specials or giveaways you have planned. Package includes exhibitor passport, floor cling, and pre-registration list. Limited to 16 sponsors!
Attendee Headshots	Attendees have been asking for Headshots! We will extend your booth space with an additional 10'x10' space where attendees can have their headshots taken. Attendees will be scheduling times for their headshots during exhibit hours.
Room Drop	Your message will be delivered outside of all attendee rooms staying at the Ceseers Palace Las Vegas. Great way to promote traffic to your booth or product theater.
Exclusive Networking Sponsorship	More details coming soon

SUPPORTER PACKAGE TIER OPTIONS	
Exhibit Passport	Booth driver where attendees visit your booth to have their passport stamped and to be entered into the NASN Passport prize drawing. Limited to 16 sponsors and will sell out!
Flyer	A flyer lets you share key information and drive attendees to your booth, website, or promotion with ease.
Floor Decal	Guide attendees directly to your booth with a high-visibility floor decal placed in a prime traffic area. This eye-catching graphic puts your brand right at attendees' feet, increasing awareness and drawing steady foot traffic to your space. Includes production and placement.

All conference events & service initiatives are developed/hosted by NASN.
Sponsors are recognized as supporters of the programs/experiences.

INTEGRATED EVENT & MEDIA PACKAGES

Want to stand out at NASN2026 and stay top-of-mind with school health leaders all year long? Our Integrated Packages combine high-impact event presence with NASN's most effective digital media opportunities. These bundles allow you to maximize visibility on-site *and* extend your reach before and after the conference, creating continuous engagement across multiple channels.

PACKAGE ITEM	SIGNATURE IMPACT SPONSOR	ESSENTIAL PRESENCE SUPPORTER
Promotion Rights as Official Sponsor	✓	✓
10'x10' Exhibit Booth	✓	✓
Custom Sponsorship Choice	9 options from Sponsor Package Tier	5 options from Supporter Package Tier
Meeting Registrants	2	1
On-site Signage	✓	✓
Thank-You Signage	✓	✓
NASN Event Home Page Logo (3-month pre + 3-month post)	✓	✓
Weekly Digest Rectangles	✓	✓
NASN Sponsored Eblasts	2 Included	1 Included
NASN Website Advertising	Top Leaderboard (or best available)	Bottom Leaderboard (or best available)
Programmatic / Geofencing	100K Impressions	50K Impressions

Custom Integrated Packages

If you don't see the perfect fit, we'd be happy to work with you on a tailored solution that aligns with your goals and audience needs.

**All custom packages are reviewed by NASN. Naylor's team will collaborate with you to develop a strategic package that aligns with your objectives and investment level.*

For more information and pricing, please contact Debbie DesRoches
at debbie.desroches@naylor.com or (703) 927-9520

A LA CARTE ADVERTISING AND BRANDING

Enhance your reach by engaging with attendees at the in-person NASN2026 event.

Exclusive Sponsorship of Banner Ad	On Home Pages of NASN2026 Conference Websites (Marketing Website and Event Website) – Digital banner ad at the top of the home pages. \$5,000
Exclusive Sponsorship of Daily Conference Recap Email	Includes a banner ad and sponsor section at bottom of the email. Will be included on all daily emails (3 total In-person). \$3,000
Exclusive Conference Discussion Sponsorship	Clickable logo on all messages sent within the discussion platform. Delivered to attendee's email before, during, and after the in-person conference. \$2,500
Mailing List Rental	Registration lists, complete with mailing and email addresses, of all in-person NASN2026 attendees who have opted in to receive exhibitor and sponsor-related communications. Rental of the pre-registration list entitles exhibitors to a one-time mailing; rental of the pre-registration and the post-show list entitles exhibitors to two mailings (one pre-show and one post-show). Exhibitors must provide a sample of their pre-reg mailing for approval. \$500 for the Pre-Registration list \$900 for the Pre- and Post-Registration lists

To learn more about exhibitor and sponsorship opportunities at NASN2026, please contact Debbie DesRoches at debbie.desroches@naylor.com or (703) 927-9520



ADDITIONAL NASN SUPPORT OPPORTUNITIES

In addition to conference-specific exhibits and sponsorships, NASN offers several ways for organizations to support its work throughout the year. These opportunities are designed to align with specific organizational goals, budgets, and areas of interest while supporting NASN's mission to advance student health and the practice of school nursing.

Mission Strategic Sponsor

NASN offers Annual Sponsor opportunities. The Mission Strategic Sponsor is the highest level of sponsorship offered and consists of year-round benefits. The package includes exclusive member engagement, positioning, content collaboration and thought leadership opportunities, as well as prominent recognition and visibility at events, virtual activities and involvement via other communication channels.

Annual Strategic Sponsor

Sponsor benefits depend on the level, but may include:

- Sponsorship ties to specific areas/activities/events within NASN
- Recognition and collaboration of content on NASN website and via other channels

- Opportunities for member engagement
- Opportunities to position company as a thought leader
- Opportunities to co-create content
- Various ways to access and network with NASN stakeholders
- Year-round and/or event specific recognition and positioning
- Rights to promote and market the affiliation with NASN
- Opportunities for information dissemination
- Annual meeting sponsorship opportunities

NASN also offers:

- Grants/Donations - Support NASN-led initiatives and research aligned with student health and workforce priorities. (Contact Terry R - email only)
- Advertising -Reach NASN members through conference-related and digital advertising opportunities. (Contact Naylor)



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