



40 YEARS OF BRINGING
RESEARCHERS TOGETHER
1986-2026

SPONSORSHIP AND EXHIBITOR PROSPECTUS

AUSTIN, TX

February 18-20, 2026

40
YEARS

SPONSORSHIP PROSPECTUS

AUSTIN, TX | FEBRUARY 18-20, 2026



Charleen McNeill, PhD, MSN, RN
President, SNRS

It is my distinct honor to invite you to join us as a sponsor of the 40th Annual Southern Nursing Research Society (SNRS) Conference, which will take place in February 2026 in beautiful Austin, TX. This conference represents a landmark moment for our society—celebrating four decades of advancing the science of nursing, elevating the voices of nurse scholars, and improving health outcomes across the diverse communities we serve throughout the Southern region.

The SNRS Annual Conference is the signature event for our society and a vital gathering place for nurse researchers, educators, clinicians, and students. In 2025, we welcomed nearly 500 attendees to our annual meeting in Memphis, Tennessee. The energy, collaboration, and scholarly exchange that occurred there continues to inspire our preparations for 2026. We are building on that momentum with a vision for an even more dynamic and inclusive conference experience that celebrates our legacy and charts an ambitious path forward.

Our theme for the 2026 conference “Committed to Nursing Science” reflects the bold spirit of our membership and our collective commitment to transforming health through research, innovation, and implementation. SNRS continues to play a pivotal role in cultivating the next generation of nurse scientists and supporting research that addresses pressing healthcare challenges—from differences in health outcomes and mental health to health systems innovation and community resilience.



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Your sponsorship makes this work possible.

Every dollar we receive through sponsorship directly supports the infrastructure needed to host an exceptional conference. More importantly, your partnership fuels the long-term mission of SNRS: funding competitive research grants, awarding scholarships, creating mentoring pipelines, and supporting emerging investigators at critical stages in their careers. These investments have a measurable impact—not only within academia, but in the policies, practices, and health outcomes that define our healthcare landscape.

Becoming an SNRS sponsor also provides your organization with access to a highly engaged, diverse, and influential audience. Conference attendees include faculty from leading nursing schools, healthcare executives, policy advocates, PhD and DNP students, and clinical leaders who are shaping the direction of healthcare. Sponsorship offers you the opportunity to showcase your organization's values, services, and products in a setting that prioritizes evidence-based impact, academic rigor, and interdisciplinary collaboration.

Our 2026 prospectus includes a range of sponsorship opportunities designed to meet your organization's strategic objectives. Whether you are looking to host a networking session, sponsor a plenary speaker, underwrite an award, or exhibit to hundreds of attendees, we will work with you to ensure your presence is recognized, appreciated, and aligned with your mission. Customized packages and in-kind support opportunities are also available.

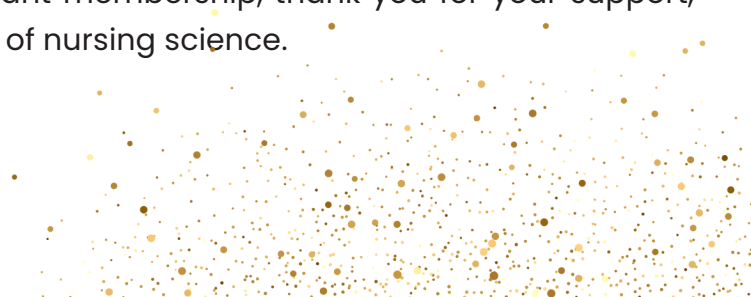
The SNRS 40th Annual Conference is more than a milestone—it is a reaffirmation of the importance of nursing science in today's complex healthcare environment. As our society continues to grow and evolve, we are proud to offer this conference as a space where innovation, mentorship, and meaningful partnerships flourish.

I invite you to review this prospectus and consider how your organization can help shape the next era of nursing research. Together, we can elevate discovery, promote equity, and build healthier communities.

On behalf of the SNRS Board of Directors and our vibrant membership, thank you for your support, your vision, and your shared commitment to the future of nursing science.

A handwritten signature in dark blue ink, reading 'C. McNeill'.

Charleen McNeill, PhD, MSN, RN
President, SNRS



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The SNRS Annual Conference is the focal point for those engaged in nursing research in the southern region of the United States. By bringing professionals and students together in an open exchange of information, the conference provides the highest standard in professional communication.

At the Annual Conference, sponsors and exhibitors can:

- Meet with and recruit potential nursing faculty and clinicians in one central location.
- Provide information on open positions, benefits, and corporate culture at your university or institution.
- Promote your nursing programs and research opportunities.
- Take advantage of traffic builders, including advertising in the SNRS conference mobile app.
- Network with colleagues and other professionals in the southern region.
- Include your brochure and/or job listings in the attendee's registration packets.

SUBMIT YOUR APPLICATION

WHY SPONSOR AND EXHIBIT?



Connect with over 500 nursing professionals, educators and researchers.



Our sponsorship packages are designed to ensure maximum exposure and visibility during the conference.



The nation's foremost nursing research experts will cover the latest industry developments.



Multiple networking opportunities with leaders in the nursing research field.

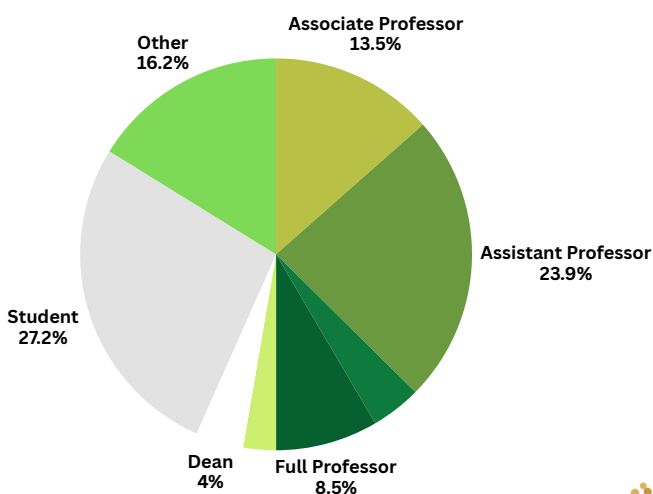
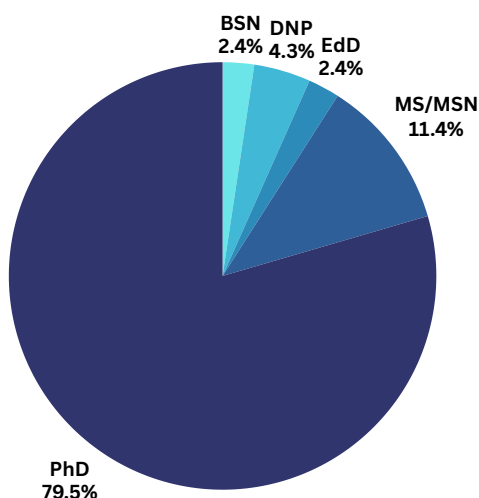
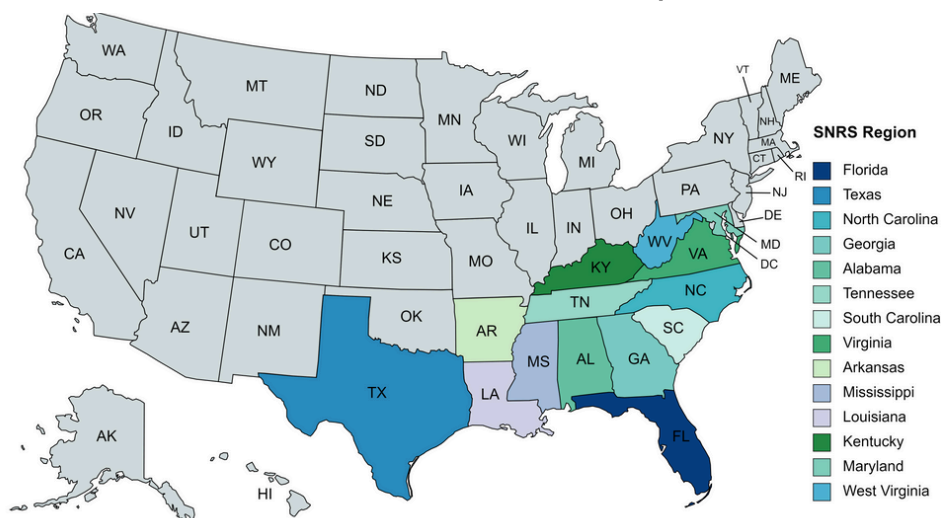
BENEFITS OF SPONSORING & EXHIBITING

MEET OUR AUDIENCE

We are excited to invite you to partner with SNRS and support nursing research in the southern region by sponsoring or exhibiting at the Annual Conference. This brochure outlines the many opportunities you have to reach this important market, including exhibits, sponsorships, advertising, and media distribution.

DEMOGRAPHICS

The SNRS Annual Conference typically has over 500 attendees which include faculty, deans from schools of nursing, graduate nursing students (PhD, DNP and MSN), clinical nurse specialists, nurse practitioners, and nurse researchers employed primarily in academic and patient care settings. See graphs below representing the states in the SNRS region ranked by number of members and members by credentials and titles.



SPONSORSHIP PACKAGES

DIAMOND LEVEL | \$10,000

- Recognition at the 40th Annual Conference (signage, verbal, and slides)
- Opportunity to submit a pre-recorded, 2-minute speech about your organization for the general session.
- Recognition on conference website
- Recognition on conference mobile app
- Digital ad in the conference mobile app
- Use of SNRS Sponsor level on all corporate signage
- Three (3) complimentary conference registrations
- One (1) complimentary exhibit booth
- 10% discount on full conference group registration (max of 10 registrations apply)
- Recognition as Sponsor for Opening Reception
- Exclusive Sponsor Spotlight on Social Media Platforms
- Full-Page, Color Ad in digital program

PLATINUM LEVEL | \$7,500

- Recognition at the 40th Annual Conference (signage, verbal and slides)
- Recognition on conference website
- Recognition on conference mobile app
- Use of SNRS Sponsor level on all corporate signage
- Two (2) complimentary conference registrations
- Half price exhibit booth
- 10% discount on full conference group registration (max of 5 registrations apply)
- Recognition as Sponsor for Opening Reception
- Exclusive Sponsor Spotlight on Social Media Platforms
- Half-Page, Color Ad in digital program





SPONSORSHIP PROSPECTUS

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SPONSORSHIP PACKAGES (CONT.)

GOLD LEVEL \$5,000

- Recognition as a sponsor on the 40th Annual Conference signage
- Choice of Exclusive Sponsorship:
 - Student Networking Breakfast
 - Speed Networking Session
 - Registration
 - Mobile App
- Recognition as Exclusive Sponsor at the event chosen above
- Recognition on conference website
- Logo in conference mobile app
- Use of SNRS Sponsor level on all corporate signage
- Conference Sponsor Recognition on Social Media Platforms
- Quarter Page, Color Ad in digital program

SILVER LEVEL \$2,500

- Recognition as a sponsor on the 40th Annual Conference signage
- Choice of Exclusive Sponsorship:
 - Afternoon Session Break (2 available)
 - Workshops
- Recognition as Exclusive Sponsor at the event chosen above
- Recognition on conference website
- Logo in conference mobile app
- Use of SNRS Sponsor level on all corporate signage
- Conference Sponsor Recognition on Social Media Platforms

BRONZE LEVEL \$1,500 STUDENT TRAVEL SCHOLARSHIP

- Recognition as a sponsor on the 40th Annual Conference signage
- Recognition as a sponsor of a student travel scholarship
- Recognition on conference website
- Logo in Conference mobile app
- Use of SNRS Sponsor level on all corporate signage
- Conference Sponsor Recognition on Social Media Platforms

FRIENDS OF SNRS \$1,000

- Recognition as a sponsor on the 40th Annual Conference signage
- Recognition on conference website
- Logo in Conference mobile app
- Use of SNRS Sponsor level on all corporate signage
- Conference Sponsor Recognition on Social Media Platforms

PROMOTIONAL OPPORTUNITIES

SPONSORED ITEMS

\$5,000

Conference Tote Bag

Flash Drives

\$4,000

Notebooks/Notepads

Water Bottles

\$3,000

Badge-Holder Lanyards

Hand Sanitizer

\$2,000

Opening Reception Beverage Napkins

***Additional items available upon request*

Sponsored Items Specifics:

- Your company logo branded on the sponsored item
- Price includes cost of production & shipping
- Items will be produced and shipped by SNRS
- Recognition on conference website
- Logo in conference mobile app

SUBMIT YOUR APPLICATION



ADVERTISING

New this year! Ads are available in our conference digital program. All ads are full color, must be in EPS, PNG, JPEG, TIFF or GIF format and submitted to info@snrs.org. The deadline to submit ad materials for the conference digital program is **February 2, 2026**.

Ad Sizing & Pricing

Full Page, Color Ad - 7.5"W x 10"H - \$1000

Half Page, Color Ad - 7"W x 5"H - \$500

Quarter Page, Color Ad - 3.5"W x 5"H - \$250

Push Notifications

We can also push your announcement out through the conference mobile app on any day of the conference. Invite attendees to your booth, provide a special opportunity from your school, etc. - \$150 per notification

[SUBMIT YOUR APPLICATION](#)



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EXHIBIT AT SNRS

The SNRS Expo will be located in the exhibit hall at Renaissance Austin Hotel. See below for times and dates for set up and tear down. If you have any questions, please email info@snrs.org

■ EARLY BIRD DEADLINE

The exhibitor early bird deadline is **December 15, 2025. We anticipate selling out.** Reserve your booth early, so your institution's information can be included in all the marketing materials! No refunds after January 12, 2026.

■ SET UP/DISMANTLE

Exhibitors will have access to the expo Wednesday, Feb. 19, from 12:00 pm – 3:00 pm for set up. All exhibits must be installed by 3:00 pm for the exhibit happening at 3:45 pm on Wednesday, Feb. 19. Exhibits will be dismantled Friday, Feb. 21, 9:00 am – 11:00 am. Packing or dismantling of exhibit booths may not begin before 9:00 am Friday, Feb. 21. If an organization dismantles early, it may jeopardize its eligibility to exhibit at future SNRS conferences. All space occupied by an exhibitor must be surrendered in the same condition as originally leased at the commencement of occupation.

■ CONFLICTING EVENT POLICY

No entertainment, social functions or meetings may be scheduled to conflict with the official SNRS Annual Conference program or specific exhibit hours.

SUBMIT YOUR APPLICATION

EXHIBIT HOURS

Wednesday, Feb. 19

Exhibitor Set Up 12:00-3:00 pm
Exhibits Open 3:45-4:45 pm

Thursday, Feb. 20

Exhibits are open 7:00-8:00 am, 9:15-10:15 am, 12:00-1:30 pm and 4:15-5:15 pm

Friday, Feb. 21

Exhibits Open 7:45-8:45 am
Dismantle 9:00-11:00 am

This schedule is preliminary and subject to change. Exhibitors will be notified of changes by email.

EXHIBIT SPACE

\$1,500 non-profit organization

\$1,800 for-profit organization

After December 15, 2025, fees increase \$150.

Includes:

- (1) 6-foot skirted table, (2) chairs, and (2) complimentary exhibit booth badges.
- Company listing on the conference app
- Additional exhibit booth passes available for \$175 per person. Limit 3 additional registrations per booth space. This pass does not include access to the conference. Regular registration rates apply.

EXHIBITOR RULES & REGULATIONS

■ PRIZE DRAWINGS

Exhibitors can offer prize drawings for all attendees visiting the SNRS Expo. Invite attendees to put their business cards in a bowl (you supply) at your booth. At a time of the exhibitor's choosing pick a business card out of the bowl and contact the winner. Simply indicate on the registration form that you will be hosting a give-away. This is an opportunity for you to support the SNRS Recruitment Expo and to encourage attendees to visit and leave their information at your booth.

■ ASSIGNMENT OF EXHIBIT SPACE

SNRS reserves the right to assign space as necessary in the best interest of the Annual Conference.

■ ELIGIBILITY FOR EXHIBITING

The Annual Conference is SNRS's premier conference. Its purpose is to enhance the professional development of its members. Accordingly, SNRS reserves the exclusive and total right to control all aspects of the conduct of the meeting and exhibits. SNRS specifically reserves the right to determine the acceptability of applications for exhibit space. Applications must meet all of the following criteria:

- The products or services to be exhibited are of professional or educational interest or benefit to the registrants and are directly related to nursing research.
- The applicant is determined by SNRS to be ethical and reputable, and the goods and services to be exhibited are reasonably believed by SNRS not to be harmful, ineffective, or illegal.
- The applicant agrees to comply with SNRS's rules and regulations governing exhibits.
- The application, fees, and any required documents are received prior to the established deadline.

Please note: To maintain uniformity and to prevent obstruction of the view of adjoining booths, displays must NOT be higher than 8' in the back and 4' high along dividers and aisles. No walls, partitions, decorations or any other obstructions may be erected which in any way interfere with the view of any other exhibit. Exhibitors desiring to use materials other than standard booth equipment or any signs, decorations, or arrangements of display materials conflicting in any way with these above regulations must submit a detailed sketch or a proposed layout by email at least 30 days prior to the opening of the exhibit, and must receive written approval & of the conference planner.

■ CANCELLATION POLICY

Cancellations received in writing between **December 15, 2025** and **January 11, 2026** will be subject to a 50% cancellation fee. There will be no refund for cancellations received after **January 12, 2026**. In the unlikely event of cancellation of the conference, SNRS is not responsible for any cost, damages or other expenses of any kind including, without limitation, transportation and/ or hotel costs incurred by registrant.

■ EXHIBIT SHIPPING INFORMATION

Exhibitors are responsible for any handling charges associated with their packages and it is recommended to use the decorator or a trackable service. The shipping address, dates and information will be located in your exhibitor kit sent directly to you from the SNRS decorator. SNRS, the decorator, its employees and agents are not responsible for the shipping of stored materials. The hotel will not accept any exhibit material shipments.

■ CARE OF EXHIBIT SPACE

The exhibitor must, at its own expense, maintain and keep the booth and exhibit in clean and good order in accordance with these rules and regulations and all other applicable rules and ordinances.

■ SUBLEASING

Subleasing of the exhibit space is NOT permitted, and two or more companies may not share a single leased space.

■ UTILITIES

Utilities (e.g., electrical, telephone, etc.) must be ordered directly from the designated vendors and are not included in the booth fee. Order forms will be emailed at a later date.

■ SECURITY

Each exhibiting company is responsible for safeguarding its goods, materials, equipment and exhibit booth at all times. General security service will be provided by SNRS for the exhibition period, but neither the security nor SNRS will be responsible for loss of or damage to and property.

EXHIBITOR RULES & REGULATIONS (CONT.)

■ FIRE REGULATIONS

All doors and openings must be kept clear. Exhibit signs, fire alarms and extinguishers must be visible at all times. Combustible decorations shall not be used. All packing containers, excelsior, wrapping paper, etc., are to be removed from the floor and must not be stored under tables or behind displays. All decorations must be able to stand a flameproof test.

■ TERMS

To reserve your exhibit space and/or sponsorship, payment in full is required at time of application. Payments by check should be made payable to SNRS and forwarded to SNRS, 673 Potomac Station Dr. #801, Leesburg, VA 20176.

■ HOTEL USE

SNRS reserves the right to control suite reservations at the hotel. No potential exhibitor will be allowed to access a hotel suite for the express purpose of circumventing the SNRS Exhibitors Marketplace and its attendant costs.

■ LIABILITY AND INSURANCE

Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save SNRS, Le Méridien-Sheraton Hotel, its owners, its operator, and each of their respective parent, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of SNRS, Le Méridien-Sheraton Hotel, and its employees and agents.

Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the contractual liability set forth in this Exhibit Agreement, in an amount not less than \$2,000,000 combined single limit for personal injury and property damage. SNRS, Le Méridien-Sheraton Hotel, its owner, its operator, shall be included in such policies as additional named insured's. In addition, exhibitor acknowledges that neither SNRS, Le Méridien-Sheraton Hotel, its owners, its operator, maintain insurance

covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance insuring any losses by exhibitor.

■ PRESS CONFERENCES

Press conferences by exhibitors on the exhibit floor during the exhibit hours are prohibited. All news conferences must be coordinated with the SNRS conference planner.

■ MEETINGS, ENTERTAINMENT AND SOCIAL FUNCTIONS

No entertainment, social functions or meetings may be scheduled to conflict with the official SNRS Annual Conference program or specific exhibit hours. Requests for use of function space at the facility must be made in writing to SNRS at info@snrs.org. Upon receipt of such a request for function space, SNRS will notify you if space is available. It is the responsibility of the exhibitor to finalize arrangements with the hotel.

■ INTERPRETATION AND ENFORCEMENT

These rules and regulations become a part of the contract between the exhibitor and SNRS. SNRS has full power of interpretation and enforcement of these rules and its decision is final. All matters in question not covered by these rules are subject to the decisions of SNRS and all decisions so made shall be binding on all parties affected by them as the original regulations. Exhibitors and their representatives who fail to observe these conditions, or contract or who, in the opinion of SNRS, conduct themselves unethically, may be dismissed from the exhibition without refund or other appeal.

■ CONSENT TO USE OF PHOTOGRAPHIC IMAGES

Registration and attendance at, or participation in the Southern Nursing Research Society (SNRS) Annual Conference constitutes an agreement by the registrants to allow SNRS to use and distribute the registrant's photographic image in (e.g., brochures, advertising) and electronic images on the SNRS website, in promotional material (e.g., emails), and in SNRS publications and newsletters.



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