2026 NLN EDUCATION SUMMIT

exhibitor prospectus

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SEPTEMBER 23-25 | WASHINGTON, DC

Are you ready to shine a spotlight on your company's groundbreaking solutions and services? The National League for Nursing presents the **2026 NLN Education Summit: *Beyond the Storm: Reshaping Resilience & Recovery***, the largest and best-attended professional education, exhibit, and networking opportunity for nurse educators, faculty, and leaders.

As an exhibitor, you have the unique opportunity to showcase your company's offerings to an audience eager for the latest advancements, strategies, and technologies that will shape the future of nursing. Don't miss out on this unparalleled opportunity to elevate your brand, expand your network, and make a lasting impact on the world of nursing education.

SHOWCASE YOUR COMPANY!

Immerse yourself in an unique networking opportunity at the NLN Education Summit, where over 1,200 influential nurse educators and key decision-makers will meet. Among them are esteemed deans, directors, faculty members, and dedicated staff shaping the future of nursing education.

With representation from over 600 diverse organizations, ranging from community-based programs to large institutions, this conference offers a dynamic platform to connect with a broad spectrum of industry stakeholders. Join us and engage with the nation's leading minds in nursing education to propel your organization to new heights of success!

Choose your visibility: Through one-of-a-kind offerings, the latest industry information, popular events, in-demand certification programs, a powerful federal advocacy agenda, and info-packed print and email communications, the NLN gives industry leaders the tools they need to succeed in their business, which provides sponsors with targeted marketing solutions to drive their business throughout the year.

The NLN Education Summit prospectus provides marketing and advertising options for this year's event. Keep reading to learn all the different ways to position and create brand recognition for your organization.

ADVERTISING OPPORTUNITIES

PRINT ADS

Guide to Exhibits (Exhibitor Directory provided to each attendee)

Back cover $4,500
Inside back cover $3,500
Full-page color ad $2,000

Digital

Conference App Banner Ad (600 x 110 pixels) $500
Summit Website Banner Ad (250 x 250 pixels) $500

***Save $100 when you purchase one of each banner ad ***

PUBLIC EXHIBIT SCHEDULE

(exact times subject to change based on program schedule)

Wednesday, September 23
NLN Education Summit Opening Reception | 6:00 - 8:00 P.M.

Thursday, September 24
7:00 - 8:00 A.M. | 10:00 - 11:00 A.M. | 12:00 - 2:00 P.M.

Friday, September 25
7:30 - 8:30 A.M. | 9:45 - 10:30 A.M. | 12:30 - 2:30 P.M.

Exhibitor Set-Up Hours
Wednesday, September 23 | 8:00 A.M. - 4:00 P.M.

Exhibitor Breakdown Hours
Friday, September 25 | 2:30 - 4:30 P.M.

EXHIBIT BOOTH REGISTRATION FEES

Booth Sizes** In-Line (DxW)	Nonprofit	For Profit
Single 10' x 10'	$2,250	$3,250
Double 10' x 20'	$3,750	$5,250
Triple 10' x 30'	$5,250	$7,250
Island** 20' x 20' minimum	$7,750	$10,750

**Note: the Columbia Ballroom contains columns throughout. Some booths may be positioned against columns. Please note column locations on the floor plan. Due to ceiling height restrictions, hanging signs/banners cannot be accommodated for 2026.

THE MORE YOU KNOW

EXHIBITOR INCENTIVES

- 9+ hours of exclusive exhibit time concurrent with meal breaks
- Attendee Opening Reception, meals, and coffee breaks hosted in exhibit hall
- Four free exhibit hall passes for booth staff and guests (passes are for the exhibit hall only. **Does not include meals, which may be purchased separately**)
- Inclusion in the conference app exhibitor directory
- Inclusion in the printed exhibitor directory (*must register by June 26, 2026*)
- Pre- and post-conference attendee email list (terms and conditions apply)

EXHIBITOR SERVICES

The following services are included in the booth fee:

- 8-foot-high black back drape (for in-line booths)
- 3-foot-high black side dividers (for interior in-line booths)
- One wastebasket
- Daily cleaning of exhibit hall aisles
- Listing in the exhibit hall directory and mobile app

Please note: exhibit booth registration fees DO NOT include any furnishings (e.g. custom carpet, tables, chairs, etc.) The ballroom for the 2026 exhibit hall is carpeted.

FREEMAN is the exclusive show decorator for the 2026 Summit.

FACILITY

Washington Hilton
Columbia Ballroom (Terrace Level)
1919 Connecticut Ave., NW
Washington DC, 20009
PH: 202-483-3000

EXHIBIT & CONFERENCE MANAGEMENT

To access the online registration form, please visit **Summit.NLN.org**.

For questions, contact **registration@meetingplanners.com**

SECURE YOUR SPOT

The NLN Education Summit is your gateway to shaping the future of learning, and we want **YOU** to be at the forefront of this transformation!

Our conference is a dynamic gathering of the brightest minds, innovators, and influencers in nursing education, all gathered to share ideas, collaborate on solutions, and propel the industry forward. This isn't just another conference…it's a movement!

With our tailored marketing support, enhanced visibility opportunities, and personalized exhibitor experience, we're committed to helping ensure that your investment yields maximum returns.

But don't just take our word for it. Join us and experience the energy and excitement for yourself!

So, are you ready to revolutionize nursing education? If your answer is **YES**, then save the date and secure your spot as an exhibitor at the NLN Education Summit **TODAY**! The future of nursing education awaits – and it starts with you!

See you at the Summit!

RAISE
your organization's profile

GENERATE
business opportunities with current and prospective customers

SHOWCASE
current products and services

LAUNCH
new products and services

JOIN
networking opportunities with industry leaders

ESTABLISH
your organization as a strong supporter of nursing education

SPONSORSHIP OPPORTUNITIES

Sponsorship Levels	Choose One Option	Benefits Overview
Platinum $30,000	Opening Reception NLN Chair's Closing Gala	Banner ad on summit website Banner ad on conference app Logo included on select printed materials Logo included on summit website Listed as sponsor on signage Logo on NLN Foundation Thank You Wall** Full page ad in printed exhibitor directory Full page ad in printed convocation program Logo included on select summit e-blasts Complimentary conference registrations (4) Complimentary double exhibit booth*
Diamond $20,000	Conference Mobile App Pocket Program Guide Lanyards	Banner ad on summit website Banner ad on conference app Logo included on select printed materials Logo included on summit website Logo on NLN Foundation Thank You Wall** Full page ad in printed exhibitor directory Logo included on select summit e-blasts Complimentary conference registrations (2) Complimentary single exhibit booth*
Gold $15,000	Thursday Breakfast Thursday Lunch Friday Breakfast Friday Lunch	Banner ad on Summit website Logo included on select printed materials Logo included on Summit website Listed as sponsor on function signage Logo on NLN Foundation Thank You Wall** Full-page printed ad in Exhibitor Directory Logo included on select Summit e-blasts
Silver $10,000	Keynote Address National Faculty Meeting Honors Convocation	Logo included on select printed materials Logo included on Summit website Listed as sponsor on function signage Logo on NLN Foundation Thank You Wall** Acknowledged at the start of sponsored session

SPONSORSHIP OPPORTUNITIES

Sponsorship Levels	Choose One Option	Benefits Overview
Bronze $5,000	➤ Annual Business Meeting ➤ Thursday Coffee Break ➤ Friday Coffee Break	Logo included on select printed materials Logo included on Summit website Listed as sponsor on function signage Logo on NLN Foundation Thank You Wall**
Summit Champion $2,500	➤ Non-Exclusive Option Unlimited Sponsors	Logo included on Summit website Listed on select signage

*Exhibit space only (pending availability). Does not include furnishings/custom carpet.

**The NLN Foundation for Nursing Education will receive a percentage of the sponsorship payment.

^All benefits are provided at no cost as a sponsor courtesy and hold no cash value. If any such benefit is not utilized for any reason, it is non-transferable, non-exchangeable, and cannot be redeemed for cash, credit, or any other consideration.

Requesting Hotel Meeting Space: Access to hotel meeting space for private functions (e.g., receptions, focus groups) is limited to conference sponsors (separate hotel fees will apply for room rental, F&B, AV, etc.). Scheduled functions cannot conflict with Summit programming. NLN will not approve meeting space requests from non-sponsors received by the Washington Hilton.

ADVERTISING SPECS

Ad Type	Specs	File Submission Deadline
Ad in Guide to Exhibits (Print)	The full page size is 8.5″ x 11″. All ads should be supplied as a PDF file using cmyk colors (process colors). Full page ads should be 7.5″ wide x 10″ high. The full page ad can bleed. If the ad bleeds, it should have 1/8″ all around the size is 8.75″ x 11.25.″ Be sure nothing is too close to the edge.	July 10
Ad in Convocation Program (print)	Page size is 5.5 w x 8.5 high The format of the booklet has a 1/2″ border, so the ad should be 4.5 x 7, **or** 5 5/8″ x 8 5/8″ with a bleed (nothing important should be near the edges).	July 10
Ad in Summit Conference App (Digital)	Each ad should be 600 x 110 pixels (PNG)	September 4
Ad on Summit Website (Digital)	Each ad should be 250 x 250 pixels (PNG or JPEG)	September 4

2026 NLN SUMMIT EXHIBITION TERMS AND CONDITIONS

The NLN reserves the right to accept or refuse a booth application from any exhibitor, and, once the exhibit is on the floor, to require its modification or removal, whenever the NLN considers such an exhibit to be detrimental to the NLN's business, professional, or ethical interests; if the displayed products do not meet the professional standards of the NLN; or the exhibit does not comply with the rules and regulations for exhibiting at the Education Summit.

Exhibitors agree to display products or services in a tasteful, informative, and educational manner. The NLN, in its sole judgment, reserves the right to prohibit any exhibitor from displaying or advertising any products or services that are considered offensive or that violate NLN rules. Exhibitors who demonstrate aggressive sales tactics (i.e., yelling at attendees, standing in aisles and physically pulling attendees into their booth) will be removed from the hall and forfeit their registration fees.

Exhibitors further recognize and agree that NLN retains full power and authority to interpret and enforce all rules and regulations for the NLN Education Summit, including the authority to amend or adopt new rules and regulations that NLN considers necessary and proper for the event.
If an exhibitor is asked to leave the exhibit hall due to an infraction as noted above, it is agreed that no refund shall be made by the National League for Nursing and no demand for redress will be made by the exhibiting organization.

All exhibits must be freestanding and self-supporting and may not obstruct the view of, or interfere with, any adjacent booths (line-of-sight rule). No part of an exhibit or sign may be pasted, nailed, or otherwise affixed to walls, doors, etc. Exposed, unfinished sides of an exhibit booth must be draped. *The subletting or sharing of space is prohibited; two or more firms may not exhibit in a single space without prior approval from the NLN.*

An exhibitor kit containing literature and rates for all labor services, furniture rentals, electrical connections, internet, and other miscellaneous services is made available by the exhibit show decorator, Freeman, and is sent to all exhibitors after exhibit space assignment is confirmed and paid in full.

All furnishings, carpet, and special arrangements must be made through the exhibit show decorator. The following services are not included as part of the booth fee: tables, chairs, other furnishings, carpeting, drayage/shipping, set-up/break down labor.

The official service decorator provides freight handling services. Exhibit material, packages, and/or shipments cannot be received at the hotel unless deliveries are made on move-in days. Otherwise, deliveries will be returned to the shipper at the exhibiting company's expense. Please refer to the shipping instructions in the contractor's service kit.

Exhibit material left in the hall after the posted move-out time, or damaged exhibits left behind, will be removed by the official service contractor at the expense of the individual exhibiting company. Any materials remaining after the departure of the show decorator is considered abandoned.

By submitting a registration, the exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the NLN, the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims. The National League for Nursing does not endorse or promote any products or services related to an exhibit, and exhibitors cannot suggest otherwise without prior written approval from the NLN.

REGISTRATION & CANCELLATION

A booth and/or sponsorship reservation is not complete unless full payment has been received by the stated deadline. Credit card payments are due at the time of reservation. Check payments are due within 30 days of invoice receipt. All payments must be received by **August 27, 2026**.
If payment is not received by the deadline, exhibitor/sponsor may forfeit their reservation.

Written cancellations of **booth** space will be accepted through August 27, 2026, and refunds granted minus a $250 cancellation fee. ***Without exception, booth refunds will not be granted after August 27, 2026.***

Sponsorship reservations are not eligible for a refund at any time.

The NLN reserves the right to modify, cancel, or postpone any or all Summit activities. In the event the NLN is required to adapt the Summit program to a virtual format, the NLN will automatically transfer existing registrations to the new format and issue a refund for any difference in price. In the event the Summit must be cancelled in its entirety (both in-person and virtual), registration fees will be refunded in full. All other cancellations are subject to the policy as stated above.

Participation in the NLN Education Summit constitutes an agreement by the registrant/booth staff to allow the National League for Nursing to use and distribute the registrant's and or booth's photographic image on the NLN Web site, in promotional materials (e.g., e-mails), and in NLN periodicals and newsletters. Additionally, registering as an exhibitor or sponsor grants the NLN permission to use exhibitor/-sponsor's name and logo within both print and digital directories associated with the conference.
By submitting a booth registration, all exhibit staff agree to comply with health and safety measures as identified by the World Health Organization (WHO), Centers for Disease Control (CDC), NLN, and Washington Hilton to promote and maintain a safe conference experience. Specific requirements will be communicated prior to the start of the Summit.

If a potential state institution exhibitor is subject to any state laws that may be contrary to any of the 2026 Summit terms and conditions, the NLN will make good faith efforts to work with the state institution to seek a resolution that meets the needs of both parties.

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