



SPONSOR & EXHIBITOR OPPORTUNITIES

October 21–23, 2026
MS Coast Coliseum & Convention Center
Biloxi, Mississippi

Dear Prospective Sponsor and Exhibitor:

I am honored to introduce myself as the new CEO | Executive Director of the Mississippi Nurses' Association (MNA). As we prepare for MNA's 115th Annual Convention, October 21-23, 2026, at the Mississippi Coast Coliseum & Convention Center in Biloxi, we invite you to help strengthen the convention experience by partnering with us as a sponsor or exhibitor.

Under MNA's new leadership, returning to an in-person convention is a recent and exciting step forward. Themed *Nurses Are the Difference*, this milestone event will bring together registered nurses, advanced practice registered nurses, nursing leaders, educators, healthcare organizations and future nurses from across Mississippi.

MNA is especially proud to partner with the Mississippi Association of Student Nurses, with approximately 900 nursing students anticipated to attend. Together, MNA and MASN are creating a win-win-win experience for attendees, participating organizations, and the future of nursing in Mississippi.

Sponsors and exhibitors will have valuable opportunities to increase visibility, showcase products and services, recruit future talent, and build relationships with nursing professionals and students. **Exhibitor engagement will take place on Thursday, October 22.**

Sponsorship levels and exhibitor opportunities are outlined on the following pages. We invite you to select the option that best supports your organization's goals and submit your registration to secure your preferred level as soon as possible, but no later than September 21, 2026.

We are grateful to the sponsors and exhibitors who have supported MNA over the years and look forward to continuing and strengthening those valued partnerships.

We look forward to welcoming you to Biloxi and partnering with you during this historic year.

In service,

CEO | Executive Director
Mississippi Nurses Association

MNA Member and MASN Consultant
Mississippi Association of Student Nurses

Director of Events and Marketing
Mississippi Nurses Association

President
Mississippi Association of Student Nurses



Sponsorships At-A-Glance

Sponsorship Level	SIGNATURE	EMERALD	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
Sponsorship Goal	One	One	Two	Four	Five	Multiple	Multiple
Cost	115th Anniversary Sponsor \$11,500	Difference Maker \$7,500	Company Logo Tote Bag or Company Logo Item \$6,000	Luncheon \$5,150 (Wed., Thurs. or Fri.) or APRN Breakfast: \$4,150	Joint Session, Convention Keepsake Items, CS Speaker Support \$3,000	Bronze Sponsors \$1,500	2026 Expo Exhibit Hall Booth \$900
Special Recognition in Virtual Convention Guide Including Link to Your Site	Full Page	Half Page	Half Page	Half Page	Quarter Page		
Special Presentation at One Keynote Event	5 Minute Presentation + Introduction of Opening Keynote Speaker	3 Minute Presentation + Introduction of Closing Keynote Speaker	3 Minute Presentation + Introduction of Plenary Speaker	2 Minute Presentation at Your Sponsored Event			
Exhibit Hall Co-Branding Opportunity	•						
Complimentary Convention Registration	5	4	3	2	1		
Complimentary Tickets and Recognition at Special Attendee Reception	5	4	3	2	1		
Logo on Sponsored Product or Conference Bag Insert	•	•	•	•	•		
Special Banner Signage at Daily Keynote Luncheons	•	•	•	•			
Exhibit Hall Special Sponsorship Placement (Front Entrance)	Front Entrance	Front Section	Front Section	Center Section	Center Section		
Special Recognition on MNA's Website	•	•	•	•	•		
Exclusive, Company Specific Social Media Exposure	•	•	•	•	•		
Statewide Media Exposure	•	•	•	•	•	•	
Company Name Displayed in Virtual Convention Guide	•	•	•	•	•	•	•
Inclusion in Electronic MS RN Newsletter Distributed to over 55,000 Mississippi Nurses	•	•	•	•	•	•	•



2026 EXPO DETAILS

EXHIBITOR BOOTH ASSIGNMENTS AND PAYMENT TERMS

Prime exhibit space is reserved for Sponsors. MNA assigns booths in the order the contracts are received. Full payment or deposit of \$400.00 must accompany the exhibitor contract to reserve booth space. FINAL PAYMENT IS DUE MONDAY, SEPTEMBER 21. Please note our cancellation policy below. Exhibitors MAY NOT assign, sublet or apportion the whole or any part of the space allotted to their company.

Exhibit booths are 10 feet wide by 9 feet deep and draped with a flameproof background cloth. Backdrops are 8 feet high with 3-foot side dividers. Each booth includes one company identification sign, two chairs, and one 8-foot draped table with a white top and pleated skirt on three sides. Backdrops are 8' high with 3' side dividers. Additional services may be ordered through the official decorator, Convention Display Services, Inc. at (601) 948-4228. Convention Display Services, Inc. will send exhibitors a packet regarding these services prior to the Expo.

BEST DECORATED BOOTH

Help us celebrate our 115th Convention by participating in our Best Decorated Booth Contest! We invite you to decorate your booth in a way that celebrates the impact nurses make every day. Whether you highlight influence, innovation, impact, leadership, advocacy, education, or the future of nursing, we encourage you to creatively incorporate this year's theme into your display. Best decorated booth will receive half off basic booth registration at the 2027 Annual Convention.

EXPO OFFICIAL DECORATOR

Convention Display Services, Inc. P.O. Box 13387, Jackson, MS 39236-3387, (601) 948-4228

CANCELLATION POLICY

Cancellations must be made in writing and sent to MNA. Any exhibitor who wishes to cancel or reduce space after submitting an exhibit registration and before October 1 will be charged 30% of the cost of the cancelled booth. Requests for cancellation of space received after October 1 will result in no refund unless all exhibit space has been sold and all cancelled space is resold. MNA reserves the right to refuse and/or cancel any exhibitor from attending its conference if it deems the exhibitor is inappropriate for the participants.

CONVENTION PROGRAM GUIDE - IMPORTANT DEADLINE

Each exhibiting company's name will appear in the convention program as long as the contract and deposit or full payment is received by MONDAY, SEPTEMBER 21.

2026 Expo Details, cont.

EXPO DOOR PRIZES

Exhibitors wishing to give prizes to convention attendees during the Expo should notify MNA staff between 7:30 a.m. and 9:00 a.m. on Thursday, October 22. Door prizes will be given away during the Expo beginning at approximately 11:00 a.m. Exhibitors wishing to give prizes to convention attendees during the APRN Nurses Fall Workshops should notify MNA staff between 1:00 p.m. and 3:00 p.m. on Thursday, October 22. These door prizes will be distributed on Friday, October 23 during the APRN Luncheon.

EXPO SECURITY & LIABILITY

The exhibit hall will be locked during off hours. However, each exhibitor must make provisions for safeguarding of his goods, materials, equipment, and display at all times. MNA and the Mississippi Coast Coliseum and Convention Center WILL NOT be responsible for the loss of any exhibit materials by or for any cause. Exhibitors should not place product(s) or other items of value in their booth until your company personnel are on-site. If any items of value are missing, please contact security immediately. In the event Convention Display Services, Inc. or MNA shall be held liable for any occurrence which might result from a particular exhibitor's action or failure to act in any matter whatsoever, the exhibitor shall reimburse Convention Display Services, Inc. and MNA and hold Convention Display Services, Inc. and MNA harmless from liability resulting there-in.

FIRE & SAFETY

All potentially flammable materials MUST be made flameproof before being placed in the exhibit area. All materials and installation are subject to fire and safety regulations enforced by the state and/or city fire authorities. Volatile or flammable fluids, substances, or materials of any nature prohibited by city fire regulations or insurance carriers are prohibited in any booth.

FORCE MAJEURE

It is mutually agreed that in the event MNA should find it necessary to cancel or postpone the 2026 MNA Annual Convention for any reason, acts of nature, war, terrorist acts or other circumstances beyond MNA's control, this agreement will be terminated immediately, and MNA shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and commitments already made.

MNA TAX ID NUMBER: 64-0321143



Mississippi Nurses' Association 115th Annual Convention

Sponsor & Exhibitor Opportunities

October 21-23, 2026

MS Coast Coliseum and Convention Center, Biloxi, MS

Single Expo Day – Thursday, October 22nd
RNs, APRNs, Nursing Students

Please enter information EXACTLY as it should appear on promotional materials. Contact Dana Walker at (601) 898-0670 or dwalker@msnurses.org for inquiries or visit MSNurses.org.

Company Name: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Email: _____

Company Website: _____

Phone Number: _____

Attendee Name(s): _____

A \$400 deposit must accompany the Exhibitor Contract, with the balance due no later than September 21, 2026. Contracts without a deposit will not be processed; therefore, space at the annual convention will not be officially held until payment and the completed form are received. Anticipated attendance is 250-300 registered nurses and advanced practice registered nurses and more than 900 nursing students. Booth fees include scheduled dedicated exhibit hall times and meals on the exhibit floor. Exhibit booths are 10 feet wide by 9 feet deep and draped with a flameproof background cloth. Backdrops are 8 feet high with 3-foot side dividers. Each booth includes one company identification sign, two chairs, and one 8-foot draped table with a white top and pleated skirt on three sides. Please see the Exhibitor Prospectus for additional details.

Payment ☐ Company Check ☐ Credit Card

Card Number: _____

Exp. Date: _____ Zip Code: _____ CVV: _____

Name on Card: _____

Cardholder Signature: _____

Payment Amount: \$ _____

Checks Payable To:
Mail Check with Contract To:

MS Nurses' Association
31 Woodgreen Place
Madison, MS 39110

Signature Sponsor:

☐ 115th Anniversary Sponsor \$11,500

Emerald Sponsor:

☐ Difference Maker Sponsor \$7,500

Platinum Sponsor:

☐ Company Logo Tote Bag \$6,000
☐ Company Logo Item \$6,000

Gold Sponsor:

☐ Wednesday Luncheon Sponsor \$5,150
☐ Thursday Luncheon Sponsor \$5,150
☐ Advanced Practice Luncheon Sponsor \$5,150
☐ Advanced Practice Breakfast Sponsor \$4,150

Silver Sponsor:

☐ MNA/MASN Joint Session \$3,000
☐ Company Logo on Lanyard (Keepsake) \$3,000
☐ Company Logo on Flashlight (Keepsake) \$3,000
☐ Company Logo on Lapel Pin (Keepsake) \$3,000
☐ Controlled Substance Speaker Sponsor \$3,000

Bronze Sponsor:

☐ Bronze Sponsor \$1,500

Exhibitor:

☐ 2026 Single Day Expo Exhibit Booth \$900

Non-Attending Sponsor:

☐ Conference Bag Inserts (non-attending companies) \$700

Sponsor Total	
Additional Lunches (Thursday) - \$25 each	
Deposit Fee Enclosed	
Balance Due by September 21, 2026	

Authorized Signature: _____ Date: _____

Note: All sponsor payments, including deposits and fees, are non-refundable after October 1, 2026.

Signature confirms agreement with all event rules, authorizes the indicated payment, and confirms the signer's authority to bind the company.