TNP
Texas Nurse Practitioners

ANNUAL CONFERENCE 2027

Kalahari Resort | Round Rock
September 9-12, 2027



Sponsorship, Exhibitor & Advertising Prospectus









Showcase Your Company at the Premier Conference for Texas Nurse Practitioners

Connect with hundreds of nurse practitioners from across Texas! This highly anticipated event draws over 800 NPs from diverse practice settings who care for patients across all stages of life. Attendees also include enthusiastic NP students from top Texas universities.

The Kalahari Resort at Round Rock is a favorite among NPs and their families. With outstanding meeting facilities, beautiful surroundings, and a range of activities, past attendees overwhelmingly expressed their desire to return.

Our Annual Conference consistently earns top ratings! Attendees come to gain valuable insights from leading experts while earning essential CE credits. The exhibit hall buzzes with energy, serving as the central hub for networking, discovery, and engagement.

We're here to help you find the best sponsorship opportunity for your company. With options to fit every goal and budget, we take pride in collaborating with our sponsors and exhibitors. Please contact our Community Engagement Manager, Connie Rentz, at connie@texasnp.org for guidance.

At a Glance

Theme:	What's New and What's Next in NP Practice
Date:	September 9-12, 2027
Place:	**Kalahari Resort, Round Rock**, TX
Expected Attendance:	800+ Attendees | 88% Nurse Practitioners | 12% Students
Application Deadline:	July 30, 2027. Click here to secure the opportunity to exhibit and sponsor. Instead of creating a login account, please select 'Guest' during registration.

Our exclusive sponsorships offer impactful opportunities to engage with NPs.

2027 Sponsorship Packages

Platinum Sponsor ($25,000)

Premium Product theater spots
(Choose one: Friday Lunch or Saturday Lunch)

Package includes:

- One Product Theater presentation (Includes a 15-minute set-up, plus a 45-minute non-CE presentation). Choose from the breakfast and lunch options below.
- "Thank You" recognition in the Conference Program and on Conference Signage
- Full-page color ad in the conference program
- Listing in our post-event Sponsor Directory on the TNP website
- Lead retrieval system
  (Optional: Available by request)

Breakfast Product Theater

$16,000 each, up to 200 attendees

Options: Thursday, Friday, Saturday, or Sunday
(2 available each day) Begins at 7:45 am each day

Lunch Product Theater

$16,000 each, up to 200 attendees, Thursday, Friday, or Saturday

(2 available each day)

Begins at 12:30 pm on Thursday and Friday / 11:45 am on Saturday

Onsite A/V Details

The following will be available for each Product Theater presentation: Podium with a static mic, WiFi, laptop, projection screen, and projector. If additional presentation items are needed for a presentation, sponsors will make arrangements directly with the AV company under contract for the event. Contact connie@texasnp.org for the AV Pricing Sheet and Order Form.

Gold Sponsor ($20,000)

All other product theater spots
(Choose one: Thursday Breakfast, Thursday Lunch, Friday Breakfast, Saturday Breakfast, Sunday Breakfast)

Package includes:

- Sponsorship recognition signage at the appreciation event
- Half-page color ad in conference program
- "Thank You" recognition in the Conference Program and on Conference Signage
- Listing in our post-event Sponsor Directory on the TNP website

Silver Sponsor ($7,500)

Member Event

Package Includes:

- Half-page color ad in conference program
- "Thank You" recognition in the Conference Program and on Conference Signage
- Listing in our post-event Sponsor Directory on the TNP website

Bronze Sponsor ($5,000)

Dinner - 2 dinners available: Friday, Saturday 50 attendees

(Sponsor arranges and pays the hotel directly for food and beverage + AV as needed)
Break Snacks - 3 available: Thursday, Friday, Saturday

Package Includes:

- Half-page color ad in conference program
- "Thank You" recognition in the Conference Program and on Conference Signage
- Listing in our post-event Sponsor Directory on the TNP website

Copper Sponsor ($3,500)

Break Beverages

4 available: Thursday, Friday, Saturday, Sunday

Package Includes:

- "Thank You" recognition in the Conference Program and on Conference Signage
- Listing in our post-event Sponsor Directory on the TNP website

Get in on the best exhibitor opportunity of the year!

Exhibit Schedules

Thursday, September 9
Exhibitor Registration & Set-up
12:00 pm – 4:30 pm
Exhibit Hall Hours 5:00 pm - 7:00 pm

Friday, September 10
Exhibit Hall Hours
8:00 am – 4:45 pm

Saturday, September 11
Exhibit Hall Hours
8:00 am – 12:45 pm

Teardown
12:45 pm - 1:45 pm *(NO early teardown! Tearing down before 12:45 pm may impact exhibitor's future invitations to exhibit.)*

Good to Know

Exhibitor approval: Exhibitor approval for the TNP Annual Conference is not automatic. Once approved, you will receive a confirmation email from Connie Rentz, including payment details.

Prohibited: Exhibitors promoting TENS units, LED skincare devices, cosmetic products, handheld massagers, or using aggressive sales tactics are strictly prohibited. If any exhibitor from these categories is found on the exhibit floor, they will be immediately removed without fee refund.

Merchandise: A limited number of booths will be available for vendors offering products that cater to attendees' personal interests, such as jewelry, handbags, lotions, perfumes, and similar items. All merchandise exhibitors must submit product descriptions and may be asked to provide photos for approval before being accepted as exhibitors. Additionally, all products must be FDA-approved.

Corporate Booth A - $4,000
- Two 6ft tables
- Four chairs
- Four exhibitor badges

Corporate Booth B: $2,500
- One 6ft table
- Two chairs
- Two exhibitor badges

Non-Profit or Government: $1,200
- One 6ft table
- Two chairs
- Two exhibitor badges

Small Business: $850 (5 or fewer full-time employees)
- One 6ft table
- Two chairs
- Two exhibitor badges

All exhibitors receive:
- Trash can at your booth
- Listed in the exhibitor directory (on TNP's website)
- Access to opted-in attendee mailing list

Please review the full rules and regulations list on page 6.

REMINDER! Sponsorship and Exhibitor applications are due by July 30, 2027.

***Click here** to secure the opportunity to exhibit and sponsor. Instead of creating a login account, please select 'Guest' during registration.*

Industry Scientific Poster Presentations (Non-CE)

Present your company's research findings in an industry poster presentation at TNP's Annual Conference. Each presenting company MUST be an exhibitor at TNP's 2027 Annual Conference to be eligible to present a poster.

Poster Presentation Information:
- Poster presentations: Thursday, September 9, 5:00 pm - 7:00 pm.
- Non-refundable application fee $200
- July 30: Deadline to apply with payment and poster abstract
- Click here for more information on poster abstract rules and to submit your application and abstract.

Advertising & a la carte promotional opportunities



The following advertising and promotional opportunities have been carefully chosen for their popularity, offering companies enhanced visibility during the conference and, in many cases, long after it concludes.

Featured Logo Opportunities

Attendee tote bags (one available)	$5,000
Attendee nametag lanyards (one available)	$3,000

Conference Bag Inserts $1,200

(800 1-page flyers provided by sponsor).
Only unfolded, single-sheet flyers (double-sided permitted) will be accepted. All other materials will be rejected without refund.

Conference Program Advertising (All Full color)

- Back Inside Cover Ad (Full Page) $1,500
- Full Page Ad $1,000
- Half Page Ad $750

TNP Foundation Walk Event T-Shirt Sponsorship $400

At every TNP Annual Conference, the TNP Foundation, our association's charitable arm, hosts a fundraiser to support NP student scholarships. Each walk-a-thon participant will receive a special edition t-shirt featuring sponsor logos on the back. By becoming a t-shirt sponsor, your logo will be prominently displayed. You'll also receive a ticket to participate in the walk-a-thon, offering a unique opportunity to network with attendees.

" I really like how organized TNP's annual conference is and how many great sessions there are"

– 2026 Annual Conference Attendee

Deadlines and Application Details

Application deadline & submission: Sponsorship and Exhibitor applications must be submitted online and are due by July 30, 2027. All applications must be accompanied by full payment to be processed. Apply online today.

Cancellation: Cancellation refund requests must be emailed to TNP at connie@texasnp.org by July 30, 2027. The company must confirm TNP's receipt of the request and ensure an email confirmation is received. Refunds, minus a 25% processing fee, will be granted for requests submitted by the deadline. No refunds for cancellations after July 30, 2027.

Conference registration: Any sponsor or exhibitor who wishes to attend the Annual Conference CE sessions must register as a conference attendee (i.e., registration is not waived).

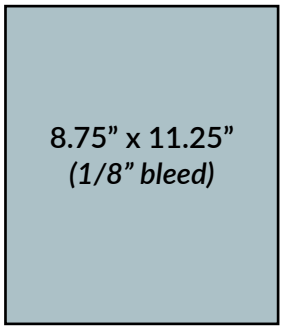


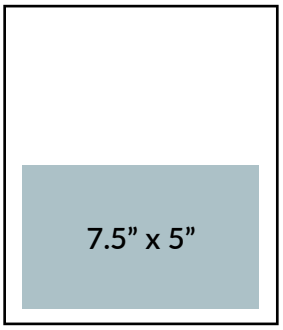
Annual Conference Program Advertising Specs

All ads must be emailed to connie@texasnp.org by July 30 in PDF format at a resolution of 300 dpi and CMYK (full color). See below for ad size and layout. Ads must comply with size specifications.

Placement	Size (width x height)	Cost
Full Pg, Inside Back Cover (CMYK)	8.75" x 11.25" *(1/8" bleed)*	$1,500
Full Pg, Interior Ads (CMYK)	7.5"x10"	$1,000
Half Page, Interior Ads (CMYK)	7.5" x 5"	$750

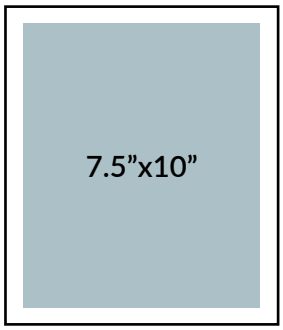
Inside Front/ Back Cover Ads:
Full page, 1/8" bleed
Full color (CMYK)





Half-page Ads:
1/2 page, no bleed
Full color (CMYK)

Interior Ads:
Full page, no bleed
Full color (CMYK)



2027 TNP Annual Conference Sponsor & Exhibitor Rules and Regulations

1. LOCATION AND DATES: The 2027 Texas Nurse Practitioners Annual Conference will be held 9-12, 2027 at Kalahari Resort in Round Rock, TX.

2. SPACE CONTRACTS: Contracts are awarded, and displays are assigned on a first-come, first-served basis. To apply for a display, complete and return the application with full payment by August 10, 2027.

3. CANCELLATION: Full refunds less a 25% processing fee will be granted for canceled contracts if the cancellation is requested in writing and postmarked on or before July 30, 2027. No refunds will be granted for display space or advertising canceled after July 30, 2027. TNP shall have full right to consider this contract terminated and to retain as liquidated damages all monies paid and to lease that Exhibitor's space to another Exhibitor. TNP reserves the right to decline or prohibit any display that, in their judgment, does not fit the character of the conference. This reservation is all-inclusive as to persons, things, printed matter, products, and conduct.

4. SPACE ASSIGNMENT: Spaces will be assigned in the order contracts are received by TNP. In all cases, efforts will be made to assign space in compliance with the applicants' choices; however, no guarantee is made by TNP that Exhibitors specifications will be met. TNP will provide display space to the Exhibitor as indicated on the official floor plan, insofar as possible, but reserves the right to make any changes in the interest of any Exhibitor or TNP.

5. Relocation of Exhibits and Floor Plan Revisions: TNP reserves the exclusive right to revise the exhibit hall floor plans and relocate any assigned exhibitors as necessary for the betterment of the event, as determined solely by TNP. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and will be subject to relocation.

6. SUBLETTING SPACE: No Exhibitor may assign, sublet, or apportion his or her space in whole or part, nor exhibit any products or services other than those manufactured or handled in the normal course of his or her business. All activity must be confined to the limits of the exhibit display area.

7. INSTALLATION AND DISMANTLING: All exhibit installations must be completed between the hours of 12:00 pm and 5:00 pm on Thursday, September 9, 2027. Any space not claimed and occupied or for which no special arrangements have been made by 5:00 pm, Thursday, September 9, 2027, may be resold or reassigned by TNP without any obligation on the part of TNP for any refunds whatsoever. Dismantling of displays must not begin until after the exhibit hall closes at 12:45 pm on Saturday, September 11, 2027.. All exhibits must be removed and the building vacated by 2:00 pm Saturday, September 11, 2027. No installing, dismantling, rearranging, repairing, servicing, removing, or supplementing of exhibits will be permitted during the viewing hours without the permission of TNP. Exhibitors are required to participate during all show hours each day as listed in the Exhibitor Prospectus.

8. EXHIBITORS' ADMISSION AND IDENTIFICATION: Exhibitors must check-in/ register upon arrival at the exhibitor registration desk and must wear identification badges at all times, which will be furnished by TNP. Exhibitors will be admitted to the Exhibit Hall one hour before public opening each day of the conference.

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2027 TNP Annual Conference
Sponsor & Exhibitor Rules and Regulations (continued)

9. SALE OF MERCHANDISE: Exhibitors may sell products on the exhibit floor during regular exhibit hours, provided that (1) the product relates directly to the field of education and (2) the vending Exhibitor holds TNP harmless from every claim of any kind that may arise from the sale of such products, including without limitation, any consumer suit, complaint, or demand; any product liability suit; or any other claim, demand, or suit, whether in a court of law or equity or in an administrative forum. TNP reserves the right in their sole discretion, to prohibit or discontinue sales for any reason at any time. Exhibitors are responsible for any and all permits required by law or local ordinance. An Exhibitor without a Texas location needs a Use Tax permit. There is no fee for a Use Tax permit. In the event that an exhibitor engages in on-location transactions, the exhibitor will be responsible for complying with all federal, state, and local laws that may pertain to such sales. All exhibitors must be registered with Texas Comptroller's Office. In addition, exhibitors must have a Texas Sales per mit or proof of tax-exempt status in order to exhibit at the Conference. Contact the Comptroller's Office (512.463.3731 or www.cpa.state.tx.us) for information regarding exhibiting in Texas and Texas sales permits. Each exhibitor is responsible for making this contact.

10. NOISE, SOUND, AND COMBUSTIBLES: Use of the display area shall not interfere with other exhibitors. Musical instruments, radios, sound-motion picture equipment, record players, noise-creating devices, or amplifying systems shall be operated only at a level that will not interfere with other Exhibitors or add unduly to general acoustical inconvenience, and their operation must conform to TNP requirements. Flammable fluids, substances or material, the use of which is in violation of city, county, or state laws or regulations, may not be used in any booth.

11. INSURANCE: The Exhibitor, its independent contractor, and its agents of every kind agree to obtain and furnish a certificate of insurance to TNP for the following insurance coverage during the dates of the TNP Conference (including move-in and move-out days). It is further agreed that loss of, or damage to, person or property within the space allocated to the Exhibitor, from fire, theft, pilferage, or otherwise shall be at the sole risk of the Exhibitor.

12. COPYRIGHT POLICY: The Copyright Laws require the payment of a user fee before any performance of copyrighted work (such as music or literature). Exhibitors are responsible for procuring permission to use any copyrighted work that is performed, broadcasted, displayed, or used in TNP publications, which is supplied to TNP by the Exhibitor. Each Exhibitor assumes full liability for any infringement of the Copyright Act committed by or on behalf of such Exhibitor and agrees to hold TNP and their employees and agents harmless and to assume all costs and damages for any direct or indirect liability TNP may incur by such infringement. For any infringement committed, each Exhibitor agrees to assume the duty to defend, including paying for all costs associated with the infringement defense, giving TNP right to control litigation and choice of counsel.

13. NON-LIABILITY: It is expressly understood and agreed by each and every contracting Exhibitor and his or her guests that neither TNP, nor its employees, nor its contractors shall be liable for loss or damage to the goods or properties of Exhibitors. All property of the Exhibitor is understood to remain under his or her custody and control in transit to, within, or in transit from the confines of the Exhibit Hall, subject to the Rules and Regulations of this conference. By signing the contract, Exhibitor releases and agrees to indemnify TNP, its managers, officers, members, sponsors, employees, and agents, and indemnify and save them harmless from any suit or claim for property damage or personal injury (including punitive damages) by whosoever sustained, including Exhibitor and its employees, servants, independent contractors, and agents of every kind or employees on or about the Exhibitor's space or arising out of Exhibitor's participation in the exhibition,

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2027 TNP Annual Conference
Sponsor & Exhibitor Rules and Regulations (continued)

expressly including such damage or injury resulting in any part from the negligence of one or more of the aforementioned indemnities. The performance of this contract by either party is excused if made impossible or illegal by acts of God, war, government regulation, disaster, civil disorder, curtailment of transportation facilities, power outage, or other emergency over which any party has no control. This agreement may be terminated for one or more of such reasons by written notice from one party to the other, but upon termination for any such reason, Exhibitor is not entitled to a refund or reimbursement. The Exhibitor does not have the right to request a refund because the facility fails to provide any service. (e.g., electricity goes out and attendees cannot see exhibit). Failure by the Exhibitor to comply with these rules and regulations as agreed by the parties or the breach of any representation, warranty, or guarantee by the Exhibitor shall render the Exhibitor liable for direct and consequential damages, expenses, allocations of overhead, etc., including but not limited to, reasonable attorney's fees. This agreement represents the complete understanding of the parties and may be amended, modified, or otherwise altered only pursuant to the mutual written agreement of the parties.

14. GENERAL: TNP reserves the right to make such additional conditions, rules, and regulations as TNP deems necessary to enhance the success of the TNP Conference. Failure of TNP to declare any violation of these rules immediately upon occurrence thereof, or delay in taking any action in connection therewith, shall not waive such violation. TNP shall have the right to declare any violation at any time and take such action as might be lawful or authorized hereunder, either in law or in equity. The receipt of any rent or payment by TNP, with or without knowledge of any breach or violation by TNP of any conditions, terms, or covenant, hereunder shall not be determined or considered as a waiver of any provision hereunder.

15. TNP NAME AND LOGO: Exhibitors must have approval from Texas Nurse Practitioners (TNP) to use the official TNP logo, TNP Conference logo and/or organization name: Texas Nurse Practitioners (TNP) in any way, e.g. promotional literature, giveaways, or on social media, without written approval from TNP.

16. Exhibitors shall be fully responsible to pay for any and all damages to property owned by the Kalahari Resort Round Rock, its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Texas Nurse Practitioners (TNP) and Kalahari Resort Round Rock, its owners, managers, officers, or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all loses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, Kalahari Resort Round Rock or any part thereof.

Venue for any legal proceeding concerning this contract shall be in Travis County, Austin, Texas.

About TNP

TNP is the premier Texas-based membership organization for nurse practitioners. We lead the way in advocating for issues that matter most to the profession, providing Texas-specific CEs at conferences and online, and being the go-to for networking and career development, including entry into practice resources.