

# 50<sup>th</sup> MNRS ANNUAL RESEARCH CONFERENCE

March 30<sup>th</sup> - April 2<sup>nd</sup>, 2026

## RESEARCH CONFERENCE PROSPECTUS



# ABOUT MNRS

## Our Mission

The mission of the Midwest Nursing Research Society is to generate knowledge, translate evidence into practice, and enhance careers through collaborative engagement, implementation, and dissemination among diverse scholars.

## Our Vision

The vision of the Midwest Nursing Research Society is to be the premier society that advances science, fosters leadership, and drives dissemination to improve health equity for all people.

**This is more than a sponsorship – it's a legacy opportunity to connect with leaders in nursing science and be part of MNRS history. Enjoy photos throughout the prospectus from conference overs the last 50 years.**

## Why Sponsor?

- Visibility before, during, and after the conference.
- Direct access to decision-makers, innovators, and future leaders.
- Recognition as a 50th Anniversary Partner with commemorative branding across marketing channels.

**98% WORTH THE INVESTMENT**

2025 conference goers reported it was worth the time they invested to attend.

## Demographic Information

MNRS attendees include all areas of nursing science and practice:

- Top-Level Nurse Executives
- Nursing Researchers & Scientists
- Deans and Administrators
- Faculty
- Practicing Nurses
- Students
- Community Partners

2026



# MNRS 2025 CONFERENCE NUMBERS

96%

2025 conference goers reported it was worth the time they invested to attend

**WORTH THE INVESTMENT**

**382** Students & Competitive Poster Presenters

**90** Deans & Administrators

**65** DNP

**5** EdD

**45** Enrolled in a DNP Program

**166** Enrolled in a PhD Program

**141** Not Specified

**424** PhD

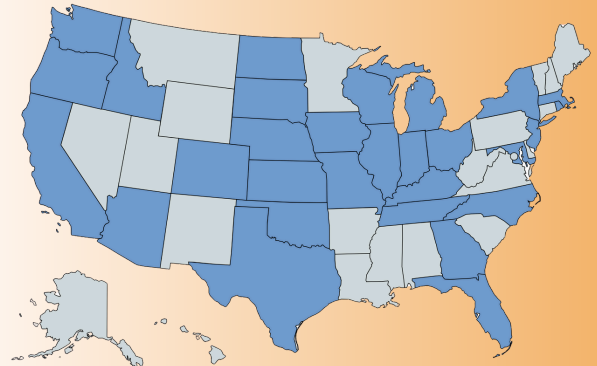
**848 attendees**  
The total number of attendees of the 2025 Conference.

**37** Scientific Sessions

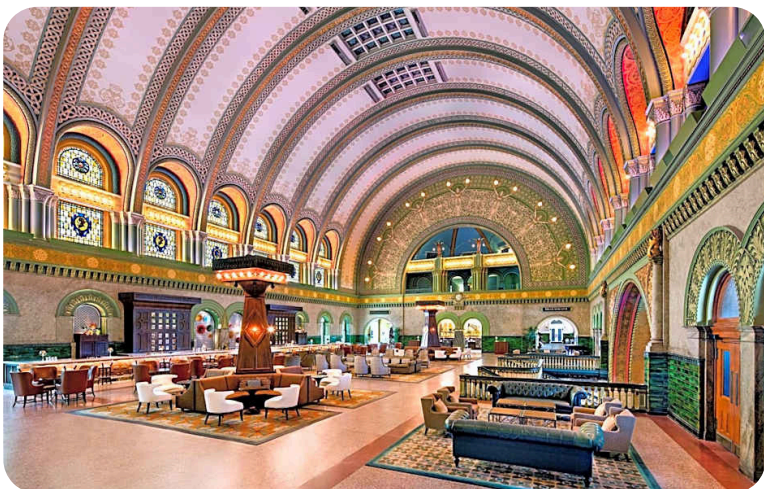
**30** States Represented

**848 IN ATTENDANCE:**

- United States 837
- United Kingdom 1
- South Korea 4
- Jordan 3
- Canada 3



## MNRS 2026 CONFERENCE HOTEL



**Union Station Hotel**

1820 Market Street  
Saint Louis, MO 63103

**The hotel cutoff date is  
February 26, 2026**







# EXHIBITOR INFORMATION

## EXHIBITOR BENEFITS IN 2026

- Exhibitor Passport w/ prizes
  - 2026-2027 MNRS Dues
  - 2027 MNRS Conference Registration

## EXHIBITOR GUIDE IN THE PROGRAM BOOK

- Your Organization's Name listed as a live link of your choice
- Booth Location

## QR CODE

- Specialized link to your marketing info

## THE 10X10 BOOTH EXHIBIT FEE INCLUDES:

- One (1) 10x10 exhibit space
- One (1) complimentary conference registration
- Up to three (3) additional exhibitor passes may be purchased for **\$185 each**
- Back wall and 3' side walls pipe drape depending on location
- One (1) skirted table and two (2) chairs
- ID Signage
- Exhibitor Guide listing in the Online Program Book
- Recognition/link on the MNRS website

## EXHIBIT SPACE FEES

*Assignments are made on a first-come, first-served basis. Space selection is available upon receipt of payment.*

**Non-Profit**  
**10x10 – \$1,600**

**For-Profit**  
**10x10 – \$2,500**



## ENHANCED EXHIBITOR LISTING – \$750

Stand out before the conference even begins. Your booth and organization will be spotlighted in one (1) exclusive attendee email ("Daily Details" or "Know Before You Go"), ensuring participants know exactly where to find you.

*\*All content and links are reviewed for quality and relevance.*

## 2026 EXHIBIT HOURS

*(Exhibit hours are subject to change)*

### Exhibitor Move-In

Monday, March 30  
(2:00 PM – 5:00 PM)

### Exhibitor Move-Out

Wednesday, April 1  
(5:00 PM – 7:00 PM)

### Exhibitor Hours

Tuesday, March 31  
(7:00 AM – 7:30 PM)  
Wednesday, April 1  
(7:00 AM – 5:00 PM)

**\*CLICK HERE TO VISIT EXPOGENIE  
AND GRAB YOUR SPOT  
ON THE FLOOR PLAN!**



# WELCOME TO THE MNRS HUB

## OPPORTUNITIES AT THE HUB

### WELCOME TO THE HUB!

**The MNRS Hub is the central spot for the 2026 MNRS Annual Conference. Located at the heart of all the action!**

The Hub is home to:

- MNRS Executive Office Staff
- Registration Desk
- Exhibitor Tables
- Posters
- Meal Seating
- Raffle
- Food and Beverage at MNRS-Provided Meals and Breaks



### Welcome Station & Badge Lanyard - \$7,750 (1 available)

Be front and center at the heart of the conference! As the exclusive Welcome Station & Lanyard Sponsor, your organization will receive:

- Dedicated welcome station with your signage placed by registration for maximum exposure.
- Option to have your own volunteers greet attendees as they arrive.
- Your logo featured on every attendee badge lanyard, ensuring your brand is seen all day, every day.
- Logo on conference signage
- Mention in the "Know Before you Go" and "Daily Details" emails
- Complimentary exhibitor booth
- 1 dedicated conference email blast

### Orientation Sponsor - \$1,000 (1 available)

Welcome new attendees and make a lasting first impression!

As the Orientation Sponsor, your organization will receive:

- Prominent signage at both orientation sessions and the opportunity for a brief personal introduction/welcome.
- A dedicated ad slide displayed on the screen during the sessions.
- Recognition as the Orientation Sponsor in all orientation-related emails and in the official conference schedule.



# SPONSORS AND ADVERTISERS OPPORTUNITIES

The following advertising opportunities are available for the 50th Annual Research Conference. Ad specifications will be available in ExpoGenie.

MNRS reaches more than **6,500+ people** in its conference marketing.  
Share your organization with MNRS participants!

## CONFERENCE ONLINE PROGRAM BOOK

The conference online program book includes your ad with one (1) live link to your institution's website or social media account.

**The deadline for submitting your ad is February 1, 2026.**

- Inside Front – \$1,400 (1 available)
- Full Page – \$1,300
- Half Page – \$1,000

*\*All advertisements are in full color.*



## REGISTRATION DESK HANDOUT - \$3,500 (1 available)

MNRS will hand out your material to up to 900 MNRS Annual Conference attendees when they check in.

In addition, you will receive a personalized shout-out in the pre-conference "Know Before You Go" email to all registered attendees encouraging them to stop by the front desk for an exclusive gift.

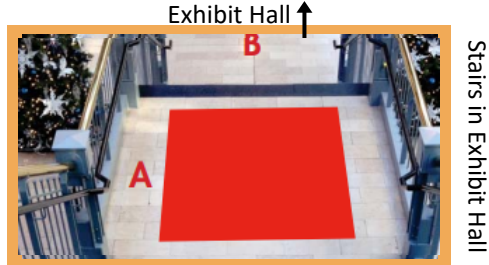
# SPONSORS AND ADVERTISERS OPPORTUNITIES

## BRANDING OPPORTUNITIES

See your logo and ad of your choosing in the most populated spaces at the conference!

- **Stairs in Exhibit Hall - \$2,400 (2 available)**

- A: 1st Landing: 120"W x 100"H
- B: Second Landing: 120"W x 100"H



Stairs in Exhibit Hall

- **Midway Glass 1- (4 available)**

- A: 123.75"W x 111"H **\$1800**
- B: 72"W x 17"H **\$500**
- C: 35.125"W x 87.125"H Left Door **\$900**
- D: 34.875"W x 87.125"H Right Door **\$900**

Midway Glass in Exhibit Hall



- **Midway Glass 2- \$3,800 (1 available)**

- 268.5"W x 111"h



Midway Glass 2 in Exhibit Hall

- **Midway Glass 3- (6 available)**

- A: 36.75"W x 109.5"H **\$900**
- B: 36.625"W x 109.5"H **\$900**
- C: 36.625"W x 109.5"H **\$900**
- D: 43.25"W x 111.5"H **\$900**
- E1: 34.75"W x 87.5"H **\$900**
- E2: 34.75"W x 87.5"H **\$900**

Midway Glass 3 in Exhibit Hall



- **Stairs Midway to Pegram - \$450 (8 available)**

- Each Step: 230"W x 5.75"H
- \*Stairs will be assigned in order of purchase.

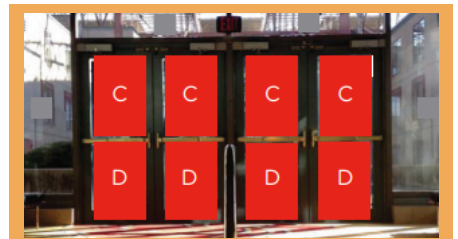


Stairs to Pegram

- **Atrium Doors - \$500 (8 available)**

- C: 24.75" x 37.5"
- D: 24.75" x 31"

Atrium Doors



Scientific Sessions this way ↓



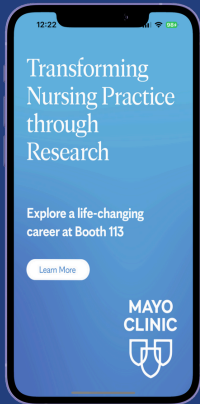
# SPONSORS AND ADVERTISERS OPPORTUNITIES

## LET'S GET DIGITAL

### WI-FI SPONSOR - \$5,500

Exclusive to one conference partner.

- Logo and custom Wi-fi password on the printed Wi-Fi info card at the conference registration desk.
- Custom full-page ad in the online program book.
- Your customized password on the Wi-Fi info walk-in slide in all rooms.
- Organization's name and custom Wi-Fi password listed in the conference "Daily Details" & "Know Before You Go" email blasts to all attendees.
- 1 dedicated conference email blast.



### CONFERENCE MOBILE APP - \$5,750

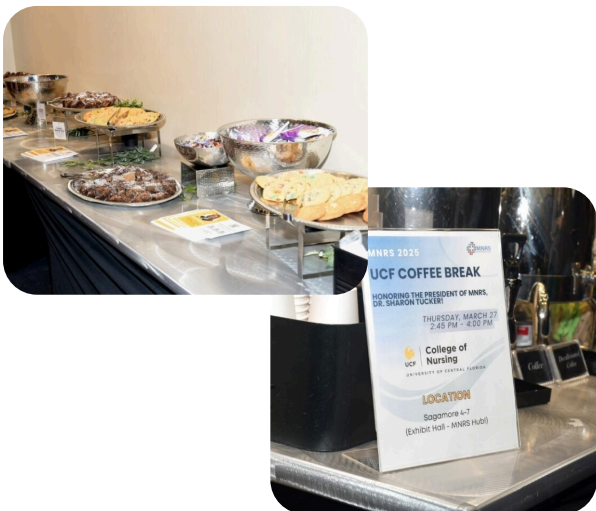
Sponsor the MNRS Mobile App, used by 98% of attendees the entire conference. The app is the most up-to-date schedule and source of information onsite.

- The app opens to your full-screen advertisement displayed before rolling to the menu of options.
- Organization's name listed in the conference "Daily Details" & "Know Before You Go" email blasts to all attendees.
- Custom half-page ad in the online program book.
- Two dedicated conference email blasts.

### POSTER SESSION/NETWORKING BREAK - \$2,500 (2 AVAILABLE)

Spark conversations and energize connections! As the sponsor of a coffee & snack break during poster sessions, you'll receive:

- Branded signage at the break stations.
- The option to provide your own custom branded items (e.g., cups, napkins, giveaways).
- High visibility as attendees mingle, network, and learn.
- Mention in the "Know Before you go" and "Daily Details" emails



### MEAL SPONSORSHIP - \$4,500 (4 AVAILABLE)

Put your brand at the table with every attendee!

Sponsor one of our three breakfasts or a lunch and enjoy:

- A dedicated sponsor table near the meal area where your team can connect directly with participants.
- Sponsor signage during the meal.
- Your decor of choice on meal tables.
- Recognition in "Know Before You Go" and "Daily Details" emails.
- Your logo featured on conference signage.
- Full page ad in the Program Book.

# SPONSORS AND ADVERTISERS OPPORTUNITIES

## AUTHORS' NOOK – \$1,500 (1 AVAILABLE)

### Introducing an “Authors' Nook” at the Annual Conference...

MNRS has many illustrious members who have published books. We want to honor them and give them the opportunity to showcase their work in our 3<sup>rd</sup> annual “Author’s Nook” which will be located near the Exhibit Hall where MNRS authors can showcase their work.



In addition to displaying a copy of the published works, authors will be offered the opportunity to sign up for an hour-long time slot where all MNRS attendees, not just members, will have the chance to meet them, discuss their work, and potentially order a copy of their work.

Sponsors receive:

- Signage in a prime location
- Recognition in all emails dedicated to the Author’s Nook
- Recognition in the half page advertisement for the Nook in the Program Book

## AWARD SPONSOR – \$2,000 (3 available)

MNRS Conference Partners may sponsor MNRS’s prestigious annual Awards Ceremony at the MNRS Annual Conference

Options: RIIG Awards, Student Poster Awards, or Honorific Awards

Your organization will receive the following benefits:

- Featured on the Awards Ceremony Advertisement Page in the online conference program book. Logo linked to a webpage of your choice.
- Your logo will be on the slide preceding the award winner’s name with “PRESENTED BY.”
- 2-minute welcome by a representative of your university at the beginning of the Awards Ceremony.
- Organization listed in the Awards Ceremony Invitation email to conference attendees with a link to the webpage of your choice.
- Organization listed in the post-conference Award Winners Announcement email with a link to the webpage of your choice.
- Logo recognition on conference signage.





# SPONSORS AND ADVERTISERS OPPORTUNITIES

## POCKET GUIDE- \$5,000 (1 AVAILABLE)

Put your brand in every attendee's hands! The Pocket Guide is a quick-reference tool that participants carry throughout the conference to navigate sessions, exhibitors, and key events. As the exclusive sponsor, you'll receive:

- Logo placement on the front cover of the guide.
- Acknowledgment inside the guide with a short sponsor message or ad.
- Your logo on conference signage.
- Mention in the "Know Before you Go" email.



## HISTORY POSTER BOARD- \$750 (10 AVAILABLE)

Honor the 50th Anniversary of MNRS by featuring your institution's story! Contribute a 4'x8' poster to the special History Room, located just off the main exhibit hall. Your poster will be displayed for the duration of the conference, showcasing your history of research excellence, leadership, and impact on nursing science.

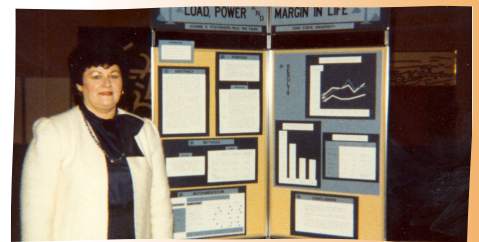
- Recognition in a one-of-a-kind retrospective celebrating MNRS's legacy.
- High-visibility placement near the main conference activity.
- Opportunity to highlight your institution's unique contributions to nursing research.
- 

## WELLNESS ROOM- \$5,000 (1 AVAILABLE)

Your brand, caring for every attendee

Offer attendees a calm retreat during the busy conference! The Wellness Room will be a designated quiet, restorative space where participants can recharge, relax, or meditate. As the exclusive sponsor, your organization will receive:

- Prominent signage at the entrance and inside the Wellness Room.
- Option to provide branded wellness items (water bottles, stress balls, journals, etc.).
- Recognition as the official Wellness Room Sponsor in the conference program book, emails, and on-site signage.
- One complimentary registration to the conference.





# THANK YOU

As we celebrate 50 years of innovation and collaboration, MNRS is honored to have your partnership. Your generous support helps us deliver a conference that not only commemorates our legacy, but also fuels the next generation of nursing research. Thank you for being an essential part of this historic year.



**CLICK HERE OR SCAN THE CODE ABOVE TO  
ACCESS THE SPONSORSHIP WEBSITE,  
EXOGENIE!**



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