

51ST MNRS

ANNUAL RESEARCH CONFERENCE

March 31st - April 3rd, 2027

RESEARCH CONFERENCE PROSPECTUS

Grand Rapids, Michigan

2027



ABOUT MNRS

Our Mission

The mission of the Midwest Nursing Research Society is to generate and translate nursing science to promote health for all.

Our Vision

The vision of the Midwest Nursing Research Society is to be the leading nursing research society shaping the future of innovative science, evidence-based practice, and influential leadership to advance health.

This is more than a sponsorship – it's a legacy opportunity to connect with leaders in nursing science and be part of MNRS history.

Why Sponsor?

- Visibility before, during, and after the conference.
- Direct access to decision-makers, innovators, and future leaders.

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

98% WORTH THE INVESTMENT

2026 conference goers reported it was worth the time they invested to attend.

2027

MNRS 2026 CONFERENCE NUMBERS

98%

2026 conference goers reported it was worth the time they invested to attend

WORTH THE INVESTMENT

428 Students & Competitive Poster Presenters

63 DNP

6 EdD

44 Enrolled in a DNP Program

189 Enrolled in a PhD Program

148 Not Specified

471 PhD

922 attendees

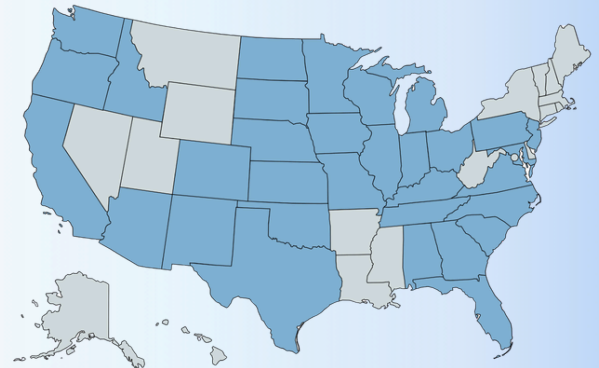
The total number of attendees of the 2026 Conference.

922 IN ATTENDANCE:

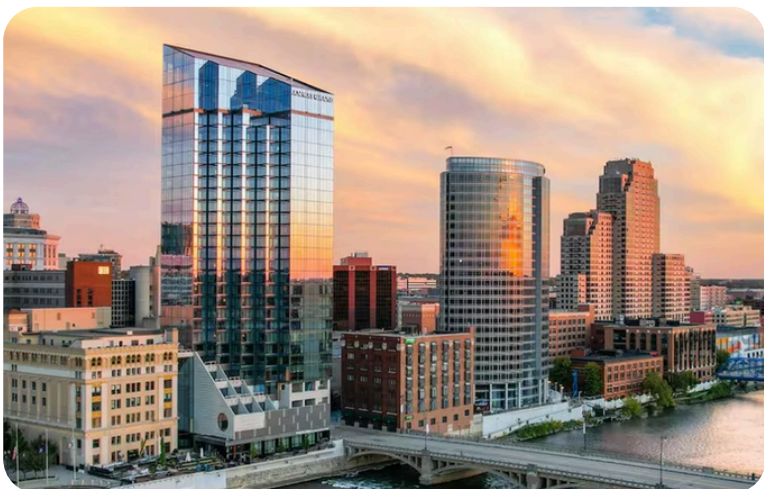
- United States 913
- Jordan 3
- South Korea 2
- Canada 2
- Brazil 1
- Thailand 1

42 Scientific Sessions

32 States Represented



MNRS 2027 CONFERENCE HOTEL



The Amway Grand Plaza Hotel

187 Monroe NW
Grand Rapids, Michigan 49503

**The hotel cutoff date is
February 26, 2027**



EXHIBITOR INFORMATION

EXHIBITOR BENEFITS IN 2027

- Exhibitor Passport w/ prizes
 - 2027-2028 MNRS Dues
 - 2028 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.*

2027 EXHIBIT HOURS

(Exhibit hours are subject to change)

Exhibitor Move-In

Wednesday, March 31
(2:00 PM – 5:00 PM)

Exhibitor Move-Out

Friday, April 2
(5:00 PM – 7:00 PM)

Exhibitor Hours

Thursday, April 1
(7:00 AM – 7:30 PM)
Friday, April 2
(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 2027 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:

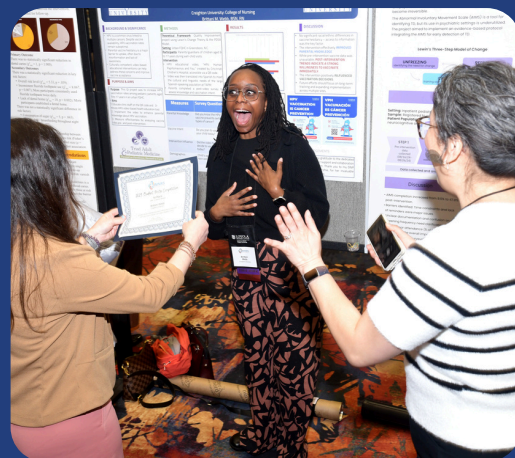
- Dedicated welcome station with your signage placed by registration for maximum exposure.
- Option to have your own volunteers greet attendees as they arrive.
- Your logo featured on every attendee badge lanyard, ensuring your brand is seen all day, every day.
- Logo on conference signage
- Mention 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.
- An opportunity to speak to all first-time attendees.



SPONSORS AND ADVERTISERS OPPORTUNITIES

The following advertising opportunities are available for the 51st 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, 2027.

- 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!

Center Concourse Skywalk Door - \$500 (4 available)

- CC-13: 25.5"W x 34.5"H
- CC-14: 25.5"W x 35.5"H
- CC-15: 25.5 in"W x 35.5"H
- CC-16: 25.5"W x 34.5"H



Center Concourse
Skywalk Door

Skywalk Interior "Rib" Signs - \$500 (10 available)

- SW-2: 73.5 in x 37.5 in



Skywalk Interior
"Rib" Signs

Carpet Graphic - \$1,000 (1 available)

- FG-4: 36"W x 36"H



Carpet Graphic

SPONSORS AND ADVERTISERS OPPORTUNITIES

TIERED SPONSORSHIP LEVELS

Tiered sponsorship opportunities are designed for organizations seeking broad brand visibility and recognition throughout the MNRS Annual Research Conference. These levels offer a streamlined way to demonstrate your support of nursing science while keeping your organization's name and brand visible to attendees across the conference experience.

Unlike sponsorship packages tied to a specific program, event, or activation, tiered sponsorships provide flexible, conference-wide recognition based on your level of support.

Bronze Level Sponsorship \$2,500

- Half-page ad in the digital program book
- Logo featured on conference signage
- Logo featured on MNRS website

Silver Level Sponsorship \$5,000

- Half-page ad in the digital program book
- Logo featured on conference signage
- Logo featured on MNRS website
- Dedicated social media post
- Mention in the "Know Before you Go" email to all attendees

Gold Level Sponsorship \$7,500

- Full-page ad in the digital program book
- Logo featured on conference signage
- Logo featured on MNRS website
- Dedicated email blast to all conference attendees
- Dedicated social media post
- Mention in the "Know Before you Go" email to all attendees

Platinum Level Sponsorship \$10,000

- Full-page ad in the digital program book
- Logo featured on conference signage
- Logo featured on MNRS website
- Dedicated email blast to all conference attendees
- Dedicated social media post
- Mention in the "Know Before you Go" email to all attendees
- 1 Branding Opportunity
- Dedicated sponsor sign at the registration desk



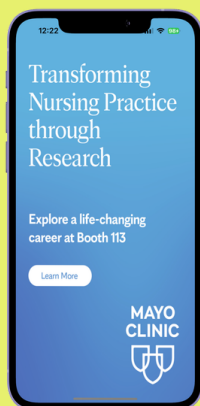
SPONSORS AND ADVERTISERS OPPORTUNITIES

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 (3 AVAILABLE)

Put your brand at the table with every attendee! Sponsor one of our three breakfasts 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

ESN LUNCH SPONSORSHIP - \$12,000 (1 AVAILABLE)

Put your brand at the table with attendees and have the exclusive opportunity to speak at the ESN luncheon in front of approximately 150 attendees.

Sponsor lunch and enjoy:

- A dedicated sponsor table at the back of the room 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.
- Your representative will have the option to give a 5-minute talk at the beginning of the lunch.
- A mention of your brand everywhere the ESN lunch is advertised.
- Branding on ESN lunch tickets.



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.

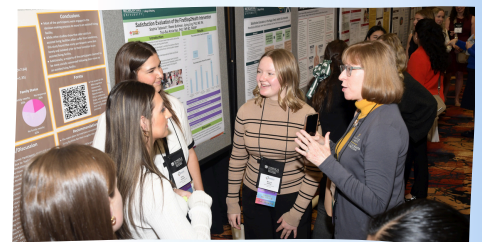


WELLNESS ROOM- \$6,000 (1 AVAILABLE)

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.



SPONSORS AND ADVERTISERS OPPORTUNITIES

BRANDED TOTE BAG - \$8,000 (1 AVAILABLE)

As the Tote Bag Sponsor, your brand will be featured in one of the most used and visible items at the conference—the official attendee tote bag. This sponsorship provides a unique opportunity to connect directly with attendees by including promotional materials, branded merchandise, or informational inserts of your choosing inside each tote. All items included are provided by the sponsor and subject to conference approval. This option allows you to tailor your message and materials to best align with your brand goals while maximizing exposure throughout the event and beyond.

Package includes

- High-end branded tote with your choice of color
- Mention in the Know Before you Go email
- Logo on conference signage
- Option to add your items, handouts, and promotional materials inside the tote *MNRS Staff will add any provided items to the tote bags



THANK YOU

MNRS is very grateful for your partnership and looks forward to your participation at the 51st MNRS Annual Research Conference, Your generous contribution to the conference helps make the MNRS mission and vision a reality and the conference successful.



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

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