

EXHIBITOR PROSPECTUS



October 8 - 10, 2025
Atlanta, GA

Reserve your exhibit and sponsorship today!
anasales@wearemci.com | 410-316-9865

ANCC Quick Facts

13,000+

have attended in previous years

385 +

Exhibitors

20+

Countries Represented

The Largest Nursing Conference in the United States!

Join us for three days in Atlanta, GA, October 8-10, 2025, at the ANCC National Magnet Conference® and ANCC Pathway to Excellence Conference® and reach thousands of talented nurses and nursing executives from around the globe. The Magnet Conference® is the official annual conference of the prestigious Magnet Recognition Program®, serving as both a celebration of accomplishment for newly designated Magnet® organizations and a showcase of best nursing practices for the Magnet community! The Pathway to Excellence Conference is the official annual conference for the Pathway to Excellence Program. Focused on creating positive practice environment that empowers and engages staff. Support the future of nursing and provide your products and solutions that will impact the nursing industry in their facilities and beyond.

October 8-10, 2025 in Atlanta, GA

Who Exhibits?

Industry

Manufacturers and distributors of medical devices, equipment, supplies, technologies, and nursing solutions.

Staffing

Hospitals, nursing agencies, military services, and the nation's leading healthcare systems, providing comprehensive healthcare management and staffing solutions.

Education

Nursing schools, colleges, and universities supporting higher education through the Journey to Magnet or Pathway Excellence®.

Apparel and Lifestyle

Companies offering nursing apparel, healthcare-related products, or general lifestyle products that support the nursing community in their facilities and beyond.

Publications

Publishers of books, journals, educational resources and training materials for continuing professional education.

Associations & Societies

Nonprofit organizations representing the various needs of nurses, providing resources, advocacy, research, and professional development.

About Magnet®

The Magnet Recognition Program® was developed by the American Nurses Credentialing Center (ANCC) to recognize healthcare organizations that provide exceptional nursing care and uphold the tenets of professional nursing practice. Magnet® is the leading source of successful nursing practices and strategies worldwide. Learn more about Magnet at <http://www.nursingworld.org/Magnet>.

About Pathway to Excellence®

The American Nurses Credentialing Center (ANCC) Pathway to Excellence Program recognizes a health care organization's commitment to creating a positive practice environment that empowers and engages staff. <http://www.nursingworld.org/Pathway>

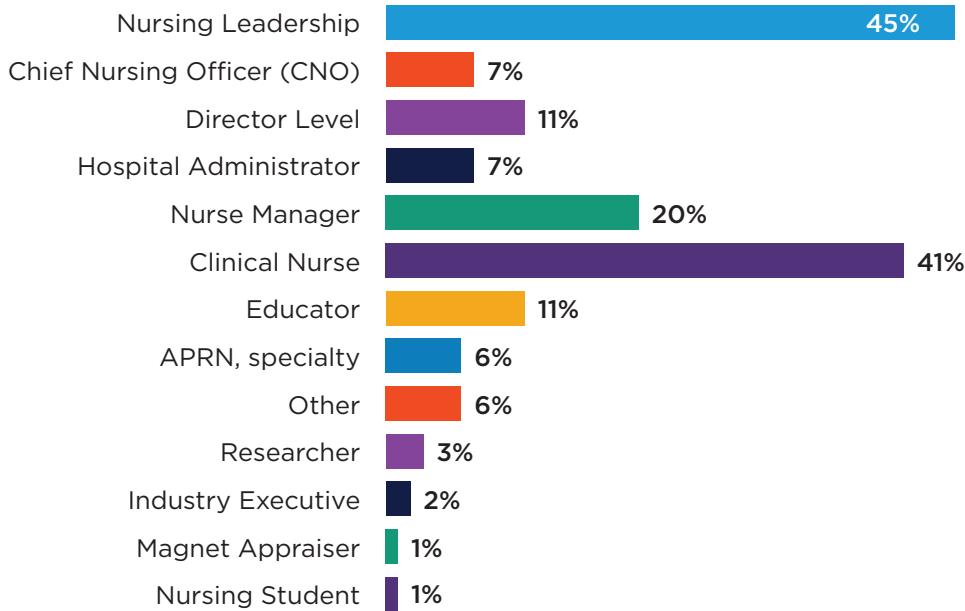


- Apparel
- Associations
- Consulting Services
- Continuing Education
- Diabetes Testing and Supplies
- Diagnostic Equipment
- Educational Institutions
- Footwear
- Furnishings
- Health and Fitness
- Health Systems
- Healthcare Facilities
- Healthcare Technology
- Imaging
- Incontinence Care
- Laboratory Services
- Linens and Cleaning Supplies
- Medical Devices
- Medical Equipment
- Medical Supplies
- Nutrition
- Patient Monitoring
- Pediatrics
- Perioperative Supplies
- Pharmaceuticals
- Point-of-Care Testing
- Protection and Infection Control
- Publications
- Pumps
- Recruiting
- Respiratory Care
- Staffing
- Telemedicine
- Wellness
- Wound Care

13,000+ Total Attendees In Previous Years

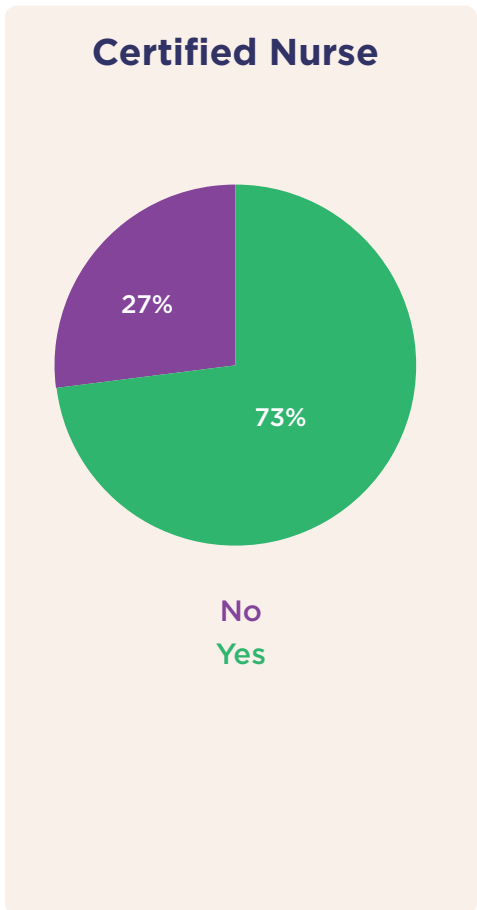
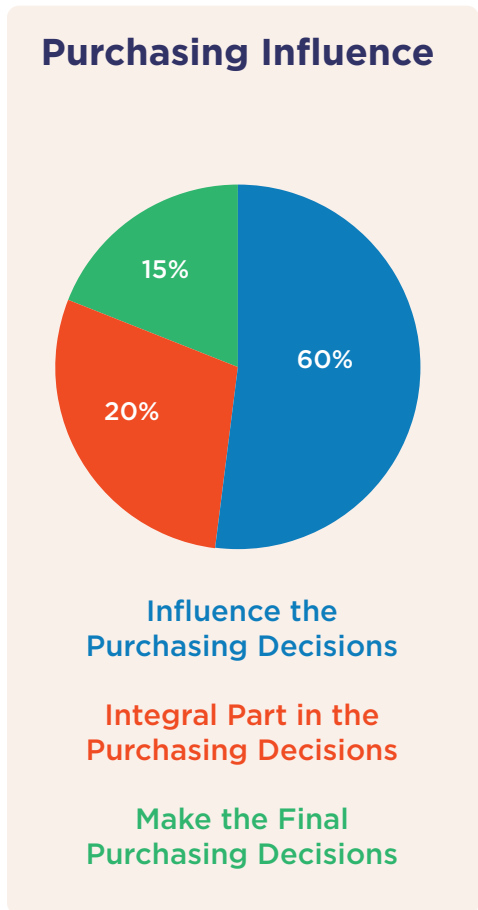
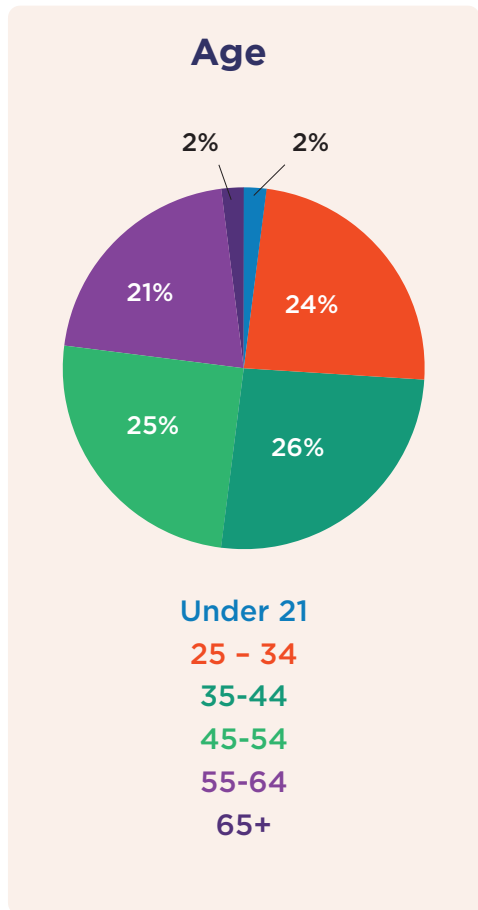
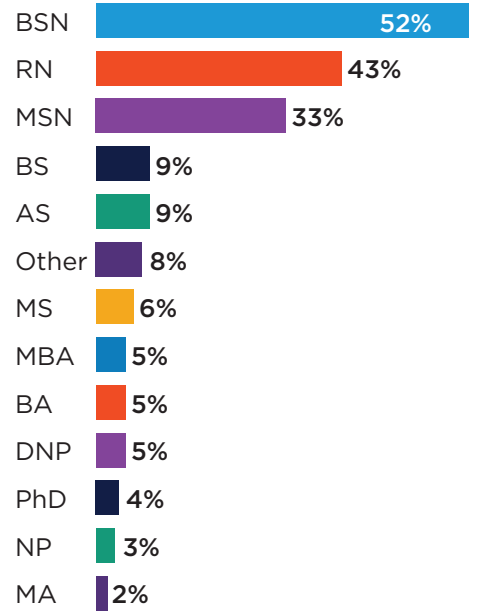
Attendee Type

Multiple Responses Allowed



Nursing Education Levels

Multiple Responses Allowed



Empowering Nurses to Transform Health Care

Benefits of Exhibiting

Meet thousands of Nursing Professionals

The exhibit hall is a bustling center of activity filled with innovation leaders providing a hands-on experience with the latest technology. Attendees will be eager to visit the Exhibit Hall to network, attend lunch and special events, and, of course, shop for products and services.

Special Discounted Conference Registration

Experience world-renowned entertainers, the who's-who of motivational speakers, and more than 70 new and innovative sessions.

Generate Leads

Exhibitors receive on average 390+ leads in just three days of exhibiting!



Exhibit Hall Traffic Drivers

Experiential and Unique Lounge Areas

The Exhibit Halls offers central areas for attendees to participate in fun activities, network and relax.

Exhibit Hall Presentation Stage

Exhibitors can interact with attendees on the Exhibit Hall Presentation Stage, a theater-like setting with presentations scheduled throughout the conference.

Lunch & Refreshment Breaks

Lunch and refreshment breaks will be held daily in the Exhibit Hall to allow dedicated time for attendees to network with exhibitors.

Exhibit Hall Game

Attendees will be participating in the Exhibit Hall Passport to Prizes game for their chance to win prizes.



Roadmap to Success

To set your company up for a strong presence at the 2025 Magnet & Pathway Conference® we suggest the following enhancements beyond your booth space:

1. Pre and Post digital media campaign to generate interest and engagement before and after the conference.
2. Purchase lead generation sponsorship opportunities, such as a Passport to Prizes or Snack Breaks.
3. Make your booth space a destination on the show floor with engaging activities!

Stats from previous conferences!

- Based on the companies with the most leads post-show, 68% of those companies did some sort of branding or lead generation sponsorship.
- Over 6,000 leads were generated by all Turnkey sponsors!
- Over 4,000 attendees participated in the Passport to Prizes game!

Become an Exhibitor

Exhibit Space Rates

- Commercial Organizations.....\$40 per square foot
- *Nonprofit Organizations.....\$26 per square foot
- Corner Premium.....\$200 per corner

*Rate available for the first 10'x10' space reserved.

What's Included with Your Exhibit Space

- Four Exhibit Hall Staff Badges per 10'x10'
- Discounts on Full Conference Registration Badges
- Basic Online Listing

Exhibit Hall Schedule

Move In*

Tuesday, October 7, 2025 8:00 a.m. - 5:00 p.m.
Wednesday, October 8, 2025 8:00 a.m. - 10:00 a.m.

Exhibit Hall Open*

Wednesday, October 8, 2025 10:45 a.m. - 4:30 p.m.
Thursday, October 9, 2025 8:30 a.m. - 3:30 p.m.
Friday, October 10, 2025 8:30 a.m. - 12:00 p.m.

Move Out*

Friday, October 10, 2025 12:00 p.m. - 6:00 p.m.

* Times subject to change.

Cancellation Policy

Cancellations received by December 6, 2024, 100% of total booth/sponsorship fee will be refunded.

After December 6, 2024 through June 7, 2025, 50% of total booth/sponsorship fee will be refunded.

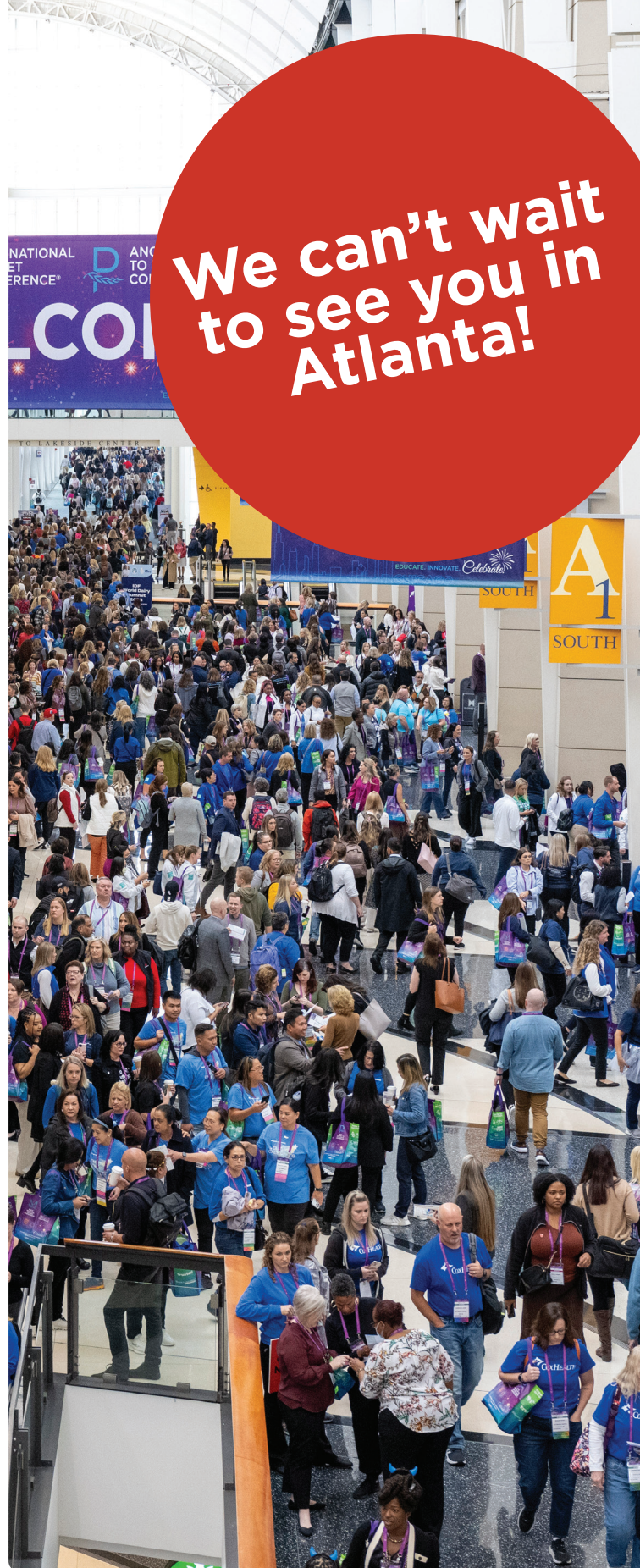
After June 7, 2025, 100% of total booth/sponsorship fee is non-refundable.

Questions?

For more information on becoming an exhibitor, contact us at anasales@wearemci.com or 410-316-9865.



We can't wait to see you in Atlanta!



Thank you to our 2024 Sponsors!



Premium Sponsorship Packages

Platinum Level

Welcome Party Sponsor \$110,000
(~~X~~ AVAILABLE)

2 remain!



**OFFICIAL SPONSOR OF THE WELCOME PARTY
WITH ONSTAGE APPEARANCE TO WELCOME GUESTS
DURING GENERAL SESSION**

Recognition during opening session, in the conference program, on the conference website, and on signage in prominent locations throughout common areas of the convention center.

**The insert is limited to product information. Recruitment literature is excluded.*

Disclaimer: Please note, to align with ANCC Accreditation Standards, final decision on what is permitted for some sponsored items is based on approval by the ANA Accredited Provider Unit. Application of the standards is contingent on specific venue, location, and timing.

20'x40' Exhibit Space

**Five Invitations to
President's Reception**

**Three Invitations to the
Magnet CNO Luncheon**

**Three invitations
to the Pathway
Leadership Luncheon**

**Seven General Conference
Registrations**

**Logo & Name on
Conference Tote Bags**

One Carpet Overlay

**Logo & Booth Number
on Aisle Signs**

**Web Banner on Welcome
Party Page on Conference
Website**

**Conference Tote
Bag Insert***

Premium Sponsorship Packages

Gold Level

Attendee Experience Sponsor\$85,000
(3 AVAILABLE)

CREATE A CUSTOM BRANDED ACTIVATION IN THE EXHIBIT HALL



Recognition during opening session, in the conference program, on the conference website, and on signage in prominent locations throughout common areas of the convention center.

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**Additional expenses may apply based on custom Lounge concept*

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20'x30' Exhibit Space

Four Invitations to President's Reception

Two Invitations to the Magnet CNO Luncheon

Two invitations to the Pathway Leadership Luncheon

Five General Conference Registrations

Conference Tote Bag Insert*

Two additional exhibit booth badges for staff to manage activation area

Premium Sponsorship Packages

Magnet Nurse of the Year® Sponsor

Attendee Experience Sponsor \$60,000
(~~X~~ AVAILABLE)

4 remain!



Align your organization with one or more of these five outstanding components demonstrated by our winners.

- Transformational Leadership
- Structural Empowerment
- Exemplary Professional Practice
- New Knowledge, Innovations and Improvements
- Empirical Outcomes

- One to Two minute remarks at the NOY Reception
- Verbal recognition during Opening Session and Nurse of the Year® Awards
- Professional photos with sponsor winner
- Press release celebrating the winner and your support of their success
- Photos to be posted on the ANCC Magnet Nurse of the Year® celebratory page and conference website
- Recognition in the Journal of Nursing Administration, Magnet Perspectives column
- Included in all marketing for Nurse of the Year submissions/deadlines/announcements pre & post conference
- Logo next to component sponsored on nursingworld.org
- Social Media shout out post conference

20'x20' Exhibit Space

Two Invitations to the Magnet Nurse of the Year® Awards and Reception

Three Invitations to the Pathway Leadership Luncheon

Two Invitations to President's Reception

Three Invitations to the Magnet CNO Luncheon

Four General Conference Registrations

Conference Tote Bag Insert*

Recognition during opening session, in the conference program, on the conference website, and on signage in prominent locations throughout common areas of the convention center.

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Ask about the a la carte option for \$25,000

To secure your space and or sponsorship, contact us at anasales@wearemci.com or 410-316-9865

Premium Sponsorship Packages

Pathway Nurse of the Year

Attendee Experience Sponsor

\$35,000

(2 AVAILABLE)



Align your organization with one or more of these five outstanding components demonstrated by our winners.

- Leadership
- Clinical

- One to Two minute remarks at the NOY Reception
- Logo next to component sponsored on nursingworld.org
- Professional photos with your sponsor winner
- Included in all marketing for Nurse of the Year submissions/deadlines/announcements pre & post conference
- Participant During Celebratory Joint Press Release Announcing Winner
- Recognition in Featured Column in Nursing Management®, The Journal for Excellence in Nursing Leadership
- Attend the NOY Reception
- Social Media shout out post conference

10'x20' Exhibit Space

Two invitations to the Pathway Nurse of the Year Awards and Reception

Two Invitations to Pathway Leadership Luncheon

Two Invitations to the Magnet CNO Luncheon

Two General Conference Registrations

Conference Tote Bag Insert

Recognition during opening session, in the conference program, on the conference website, and on signage in prominent locations throughout common areas of the convention center.

Ask about the a la carte option for \$25,000

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Premium Sponsorship Packages

Silver Level

Conference Speaker Sponsor

\$35,000

~~(X) AVAILABLE~~

2 remain!

SUPPORTS THE CONFERENCE KEYNOTE SPEAKERS



Recognition during opening session, in the conference program, on the conference website, and on signage in prominent locations throughout common areas of the convention center.

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20'x20' Exhibit Space

Three VIP Seats in Sponsored General Session

Three General Conference Registrations

One Invitation to the Magnet CNO Luncheon

One Invitation to Pathway Leadership Luncheon

Logo Displayed on General Session Screens Before Keynote Comes on Stage

Conference Tote Bag Insert*

Logo included on Schedule at a Glance next to Sponsored Keynote

Premium Sponsorship Packages

Bronze Level

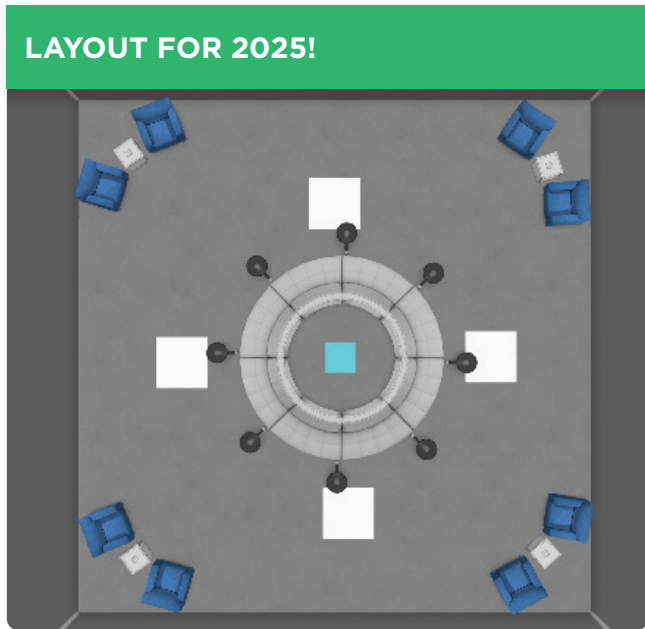
Exhibit Hall Branding Sponsor \$20,000
(4 AVAILABLE)



- 10'x20' Exhibit Space
- One General Conference Registrations
- Aisle Carpet Overlay
- Branded Tower Panel and Floor Decal in the Charging Lounge on the Show Floor

Recognition during opening session, in the conference program, on the conference website, and on signage in prominent locations throughout common areas of the convention center.

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Comparison of Premium Sponsorship Opportunities

Platinum	Gold	Silver	Bronze
Booth Space			
20x40	20x30	20x20	10x20
President Reception Invitation			
5 Invitations	4 Invitations	X	X
Magnet CNO Luncheon			
3 Invitations	2 Invitations	1 Invitation	X
Pathway Leadership Luncheon			
3 Invitations	2 Invitations	1 Invitation	X
General Conference Registrations			
7 Badges	5 Badges	3 Badges	1 Badge
Unique Elements of Package			
<p>Welcome Party Sponsor</p> <p>Logo & Name on Conference Tote Bags</p> <p>One Carpet Overlay</p> <p>Web Banner on Welcome Party Page on Conference Website</p> <p>Conference Tote Bag Insert</p>	<p>Custom Activation Lounge in Exhibit Hall</p> <p>Two Additional Exhibit Booth Badges for Staff to Manage Activation Area</p> <p>Conference Tote Bag Insert</p>	<p>Conference Speaker Sponsor</p> <p>Logo Displayed on General Session Screens Before Keynote Comes on Stage</p> <p>Logo Included on Schedule at a Glance Next to Sponsored Keynote</p> <p>Conference Tote Bag Insert</p>	<p>Aisle Carpet Overlay</p> <p>Branded Tower Panel and Floor Decal in the Charging Lounge on the Show Floor</p>

Comparison of Premium Sponsorship Opportunities

Magnet Nurse of Year	Pathway Nurse of Year
Booth Space	
20x20	10x20
President Reception Invitation	
2 Invitations	X
Magnet CNO Luncheon	
3 Invitations	2 Invitations
Pathway Leadership Luncheon	
3 Invitations	2 Invitations
General Conference Registrations	
4 Badges	2 Badges
Unique Elements of Package	
<p>One to Two minute Remarks at the NOY Reception & Verbal Recognition During Opening Session and Nurse of the Year® Awards</p> <p>Professional Photos With Sponsor Winner; Press Release Celebrating the Winner and Your Support of Their Success</p> <p>Included in all Marketing for Nurse of the Year Submissions/ Deadlines/ Announcements Pre & Post Conference</p> <p>Logo Next to Component Sponsored on nursingworld.org & Social Media Shout Out Post Conference</p> <p>Conference Tote Bag Insert</p>	<p>One to Two Minute Remarks at the NOY Reception</p> <p>Professional Photos with Your Sponsor Winner & Participant During Celebratory Joint Press Release Announcing Winner</p> <p>Included in All Marketing for Nurse of the Year Submissions/ Deadlines/ Announcements Pre & Post Conference</p> <p>Logo Next to Component Sponsored on nursingworld.org & Social Media Shout Out Post Conference</p> <p>Conference Tote Bag Insert</p>

Additional Sponsorship Opportunities

New for 2025



Puppy Play Pen

Lunch n Learn \$35,000-\$45,000
Limited Inventory

An hour lunch sponsorship (45 min session, 15 min Q&A) where you have the ability to provide a thought leadership presentation to attendees. Lunch location will be located in a meeting room convenient to the exhibit floor. The lunch will be for up to 80 attendees. This is a turnkey sponsorship with F&B included in price. Three different lunch options available, prices vary.

Nurses at Play \$25,000-\$45,000

This area is going to be a fun and interactive space for the conference attendees! There are three unique and different activities within this space. Don't miss your opportunity for branding, lead generation and creating a memorable experience with our attendees.

- Coffee Cafe \$45,000
- Ball Pit Photo Opp \$35,000
- Lawn Games \$27,500

Magnet International Attendee Forum \$12,500 each
(2 co-sponsors - exclusive buyout available)

Elevate your brand within the international audience that attends the conference! This opportunity will allow your company to network with all the international attendees from the conference!"



Registration Sponsor

Puppy Play Pen \$27,500

A custom area on the exhibit floor that the attendees will thoroughly enjoy. Who doesn't love playing with puppies!!

Wellness Lounge \$27,500 - \$35,000

A custom area on the exhibit floor where attendees can receive some sort of wellness treatment (massages, yoga class or something else determined by sponsor).

Magnet CNO Luncheon \$25,000 each
(exclusive buyout available)

The Magnet program invites over 450 CNOs to take part in this private luncheon event. This is your opportunity to gain recognition with signage, and networking throughout this high-level lunch.

Mobile App \$25,000
(exclusive opportunity)

Your company logo will be prominently displayed on the official mobile app and conference website with a hyperlink to your company website. Your company will also be recognized as a sponsor in the conference program.



Exhibit Hall Theater

Registration Sponsorship \$25,000

Your logo will be placed on the registration landing page for all attendees to see as they register for the 2025 conference! Your logo will be hyperlinked and included in all registration confirmation emails that Magnet Conference attendees receive. Your company branding will also be displayed onsite in the Magnet Conference registration area.

SOLD

Transportation Sponsorship \$25,000
(exclusive opportunity)

Your logo will be placed on all shuttle/transportation signage for the conference. Your logo will also be placed on the signs on each of the buses used to transport attendees to and from the conference.



Charging Lockers

360 Degree Photo Booth \$25,000
(exclusive opportunity within exhibit hall)

A custom area on the exhibit floor for attendees to take unique 360 degree interactive photos. Your logo will be included in the digital photo the attendee will receive.



Nurses at Play

Conference Lanyards \$21,000
 Generate visibility as attendees travel throughout the conference wearing their lanyard with your company name, logo, and messaging.

Pathway CNO Luncheon \$15,000
(Pathway to Excellence specific sponsorship)
 Sponsor this private luncheon to gain recognition with signage, opening remarks, and networking throughout this high-level lunch.

Lunch Sponsor \$15,000 per day
 Lunches will be served daily in the Exhibit Hall. Place your company at the forefront of this busy occasion with company signage and recognition.

Conference Badges \$14,000
 Get your brand in front of every attendee by placing your company name, logo, and booth number on the attendee badges.

General Session Seat Drop \$10,000
(exclusive opportunity)
 Place your company literature in general session. Sponsor is responsible for the production and delivery of literature. Proof must be approved before being sent to print.

Exhibit Hall Theater 30 minutes \$9,000 | 45 minutes \$10,500
 Brand your organization as a solutions provider and expert! This is your opportunity to educate attendees. Conduct a promotion presentation to share more information on your products and services. 30 or 45-minute time-slots available.

Snack Breaks \$8,000 - \$14,500
(limited inventory)
 Drive traffic to your booth by purchasing a snack break! It is a great way to engage with the attendees as they grab a snack to enjoy while spending time in the exhibit hall.

Magnet or Pathway Program Director Workshop Sponsor \$7,500 - \$15,000
 The Magnet and Pathway programs will invite nursing leaders within the Magnet or Pathway community to come together, network and learn during these annual workshops. This is your opportunity to gain recognition with signage, welcome remarks and other branding opportunities during either or both of these workshops. **Magnet Program Director Workshop SOLD**

Ribbon Wall \$6,500
(exclusive opportunity)
 Feature your organization on a custom-branded ANCC ribbon wall. Place the ribbon wall in your booth (must have at least a 10x20 booth space) to drive traffic to you! All attendees will be eager to select fun ribbons to add to their badges.

Aisle Carpet Overlay \$5,500
(limited availability)
 Make an impression with your company branding on a carpet overlay (8x10 size) as attendees enter the Exhibit Hall or walk the main aisles.

Charging Lockers \$5,500
 Located in high-traffic areas, each station is equipped with 8 secure integrated lockers. Your company branding will be prominently displayed on the user-friendly 19" LCD touch screen. Include the ability to create custom branding wraps.

Attendee Water Bottles \$5,000
(rights only)
 Provide reusable water bottles with your branding to all attendees. Water bottles will be provided at registration.



Park Benches



Snack Break



Wellness Lounge

Coming Q2
2025!

Coming Q1
2025!



Branded Product Tote Bag Insert.....\$4,500

(limited availability)

Have your branded product inserted in all the conference bags! Sponsor is responsible for production and delivery of item. Certain restrictions may apply.

Park Bench.....\$4,500

(2 benches per sponsorship)

Stand out in the Exhibit Hall with your company branding on park benches placed down a heavily-trafficked main aisle. Each location will include your messaging on two back-to-back park benches and (2) floor stickers.

Literature Tote Bag Insert.....\$3,750

(limited availability)

Have your messaging and content inserted in all the conference bags! Sponsor is responsible for production and delivery of literature. Certain restrictions may apply.

Exhibit Hall Directional Sign.....\$3,750

(limited inventory)

Include your brand on all the directional signage in the exhibit hall. These signs will be placed throughout the main traffics aisles to help the attendees navigate the expo floor. Have your company name, booth number, and logo included on these very visible signs on the expo floor!



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Advertising Opportunities

Digital Media Opportunities.....Call for pricing

Have your branding, thought leadership, and product highlights seen by the nursing community pre & post the conference!

- Pre & post show conference attendee emails
- Targeted ANA/ANCC emails
- Web banner opportunities on www.nursingworld.org

Mobile App Banner Ad.....\$3,500 **(2 remain!)**

(non-cio companies only, limited availability)

Add your branding and message onto a banner on the 2025 ANCC Magnet & Pathway Mobile App!

Passport to Prizes.....\$2,750

(limited availability)

All attendees who participate in the Exhibit Hall Passport to Prizes game will come to your booth to get a stamp in their passport. Excellent way to engage with the attendees and make your booth a destination on the expo floor.

Exhibit Hall Floor Stickers.....\$2,000

Place your company logo on a set of (3) floor stickers (3'x3' size) placed around your booth and the exhibit hall. These floor stickers will catch the attention of attendees as they walk through the exhibit hall.