PCNA

CVN27

Cardiovascular Nursing Symposium

Exhibitor and Support Prospectus

April 15-17, 2027
Austin, TX

pcna.net

PCNA

CVN27

Cardiovascular Nursing Symposium

Dear Valued Partner

Join us in Austin, TX to showcase your products or services to hundreds of nurse practitioners & nurse leaders at the PCNA 33rd Annual Cardiovascular Nursing Symposium!

The **33rd Annual Cardiovascular Nursing Symposium** promises to be PCNA's best meeting to date, featuring cutting-edge information, best practices, and national guidelines in cardiovascular risk reduction and disease management. Access hundreds of nurses, nurse practitioners, clinical nurse specialists, physicians, diabetes educators, dietitians, exercise physiologists and other cardiovascular health care professionals with our expanded exhibitor opportunities.

Position your company as a **leader** at the Preventive Cardiovascular Nurses Association's **premier event.**

PCNA's Annual Cardiovascular Nursing Symposium brings together **nurses and nurse practitioner leaders** from around the country.

REACH YOUR TARGET AUDIENCE

About PCNA

The Preventive Cardiovascular Nurses Association (PCNA) is the leading nursing organization dedicated to preventing and managing cardiovascular disease (CVD) through assessing risk, facilitating lifestyle changes and guiding individuals to achieve their treatment goals. Members of our organization are actively providing independent and aggressive treatment to patients at risk for and managing cardiovascular disease and stroke.

Symposium Attendees

PCNA's Cardiovascular Nursing Symposium expects attendance of more than 250 cardiovascular NPs and RNs from across the U.S. and worldwide. The majority of these professionals are high-level decision makers with more than 21 years of experience. They treat hypertension, heart failure, diabetes, obesity, dyslipidemia, cardiac arrhythmias, and other CVD risk factors and diseases. Beyond the Cardiovascular Nursing Symposium, PCNA reaches 10,000+ health care professionals.

Pharmacology Preconference

PCNA offers a pharmacology preconference. Ask us about unique sponsorship and advertising opportunities to reach advanced practice nurses.

CVN27 SPONSORSHIP OPPORTUNITIES

Cardiovascular Nursing Symposium

Symposium Guide Advertising ..... See costs below

PCNA will produce a dedicated symposium guide. This guide will highlight exhibitor listings, floor plans, programs-at-a-glance, and much more. The PCNA symposium guide will be distributed to all PCNA attendees at the Cardiovascular Nursing Symposium April 15-17, 2027.

Full-page color, back cover $3,000
Full-page color, inside front cover..... $2,500
Full-page color..... $1,500
Full-page black & white $1,000

Insert in Attendee Tote Bags ..... $1,000 per piece

Bring your message home to more than 300 attendees with inserts in their attendee tote bags. Exhibitors must use the official Attendee Insert Program coordinated by PCNA.

Advertising in At-Show Attendee Email $1,000

Reach all attendees by advertising in daily symposium emails.

Yoga Break $1,000

Promote wellness by sponsoring a 5-minute yoga break on the main stage. Your brand will be front and center as you help attendees recharge and refocus, creating a positive association with your company while setting the tone for the day's key discussions.

Free Standing Meter Boards ..... $1,200 per meter board

Free Standing meter board signs are an effective affordable way to communicate with PCNA attendees. These two-sided meter boards display your artwork in high traffic areas within the exhibit hall which can carry your corporate logo and booth number.

Ancillary Events Meeting Space $1,500

Hold an ancillary meeting at the Cardiovascular Nursing Symposium in an adjacent meeting room. All ancillary events must receive PCNA approval. PCNA to approve time frames for attendee meeting activities to establish times that will not compete with official PCNA educational offerings or events. A prerequisite to obtaining meeting space is participation as an exhibitor or sponsor. Additional costs may apply for food, beverage and audiovisual.

Visibility Break Video in General Session ..... starting at $3,000

Take advantage of a break in the main session room to spotlight your company's product or a disease state with a 1–5-minute video. The video created by your team will be displayed on the big screen during a break.

Selfie Station (Exclusive Sponsorship) $3,000

Boost attendee engagement by sponsoring the conference selfie station, strategically located just outside the main session room. Your company logo will be prominently displayed on signage.

CVN27 SPONSORSHIP OPPORTUNITIES

Cardiovascular Nursing Symposium

Ads Retargeting ..... **$3,000 - $5,000**

Reach key decision-makers in cardiovascular disease prevention and management by showing relevant, targeted ads to past PCNA website visitors. Ad retargeting uses simple Javascript code to identify visitors of pcna.net and reach them with ads wherever they go online. Packages range from 100,000-250,000 views and can reach up to 13,000 cardiovascular professionals.

Attendee Lanyards (Exclusive Sponsorship) **$4,000**

What better way to get recognized than to have all attendees wearing your name around their necks throughout the conference. Your company logo will appear on all attendees' lanyards and on main sponsorship signage.

Headshot Station (Exclusive Sponsorship) **$4,000**

Stand out by sponsoring the ever-popular headshot station, where attendees can get professional photos taken for free. Your brand will be prominently featured at a high-traffic spot in the exhibit hall, creating lasting impressions as professionals associate their updated headshots with your company's support.

WiFi (Exclusive Sponsorship) **$5,000**

Keep attendees connected by sponsoring the conference Wi-Fi, a service everyone will rely on throughout the event. The password will be displayed prominently with your brand, ensuring consistent visibility as attendees access the network.

Charging Station (Exclusive Sponsorship) **$5,000**

Smartphone losing power? Plug right into the PCNA charging station. All eyes will be on the sponsor of this unique charging station. Your logo will be visible to everyone who needs a little extra charge.

Hotel Key Cards (Exclusive Sponsorship) **$5,000**

Be the first company introduced to PCNA attendees by sponsoring the hotel key cards! Hotel guests look at their guestroom key cards approximately 12 times a day, making key cards the number one advertising instrument for many companies.

Attendee Tote Bags (Exclusive Sponsorship) **$6,000**

Always a conference favorite, these bags are in demand every year as attendees will use them to hold their conference materials on site and will continue to use them at home and work for years to come. Company name will appear on all attendee registration bags and on additional sponsorship signage.

Advisory Board Meeting ..... **starting at $15,000**

Gain a robust understanding of your market during this 4-6 hour meeting. PCNA will help select approximately 10 attendees based on supporter's criteria. Work directly with PCNA meeting planner to secure all details. Additional costs may apply for food, beverage and audiovisual.

Product theaters and disease state theaters are available for PCNA Corporate Members.
Please contact Sue Koob, CEO at skoob@pcna.net for more information.

EXHIBIT INFORMATION

The PCNA exhibit hall showcases products, services, and educational opportunities for cardiovascular health care professionals. This is a high-energy show that is designed to facilitate an interactive, consultative sales model. Exhibit hours and networking sessions are optimized and uninterrupted to provide the highest booth traffic.

PCNA Exhibit Hall

PCNA's exhibit hall showcases products and services sought by health care professionals involved in cardiovascular risk reduction and disease management including:

- FDA-approved pharmacologic agents
- Heart-conscious food & beverage companies
- Exercise equipment
- Colleges and universities
- Scientific journals, textbooks and patient education materials
- Nutritional supplements
- Medical equipment & supplies
- Medical software
- Diagnostic testing
- Medical device companies

And much more...

Included In Booth Rental

- An identification sign
- Pipe and drape
- General cleaning of aisles
- Listing in the symposium guide, mobile events app and PCNA website
- 30-word company / product profile in the symposium guide

Booth Upgrade

$500: Includes premium booth location (based on availability) and enhanced profile with logo in the Symposium Guide, Symposium Events Mobile App and on the PCNA website. Preferred booth placement is included for Diamond and Platinum level corporate supporters.

Exhibit Confirmation

Once a signed exhibition booking form is received, a confirmation of exhibition will be emailed to you with an accompanying invoice. The confirmation will include important information that you will need to participate in the show.

Exhibitors' Service Contractor Kit

An exhibitors' service kit outlining all technical aspects of exhibiting will be circulated 2-3 months prior to the meeting. It will include the following:

- Technical details about the venue
- Final exhibition details and information
- Contractor details
- Services available to exhibitors and order forms

Exhibitor Personnel Registration

- Companies paying the exhibit fee will receive a predetermined number of exhibitor badges, depending on the size of booth space purchased, as detailed below
- Exhibitors are allowed to attend main meeting sessions at no charge (priority seating to paid participants)
- In order to receive CE credit, the company representative must register as a learner and pay the appropriate fees

All exhibitors are required to register and will receive a badge displaying the exhibiting company name and their name if they choose.

- Three (3) exhibitor badges will be given for 10' X 10' booth
- Six (6) exhibitor badges will be given for 10' X 20' booth
- Twelve (12) exhibitor badges will be given for 20' X 20' booth
- 1 additional exhibitor badge for every 100 square feet booked thereafter

Exhibitor badge registration deadline is March 5, 2027.

Any additional exhibitor personnel over your allotment or AFTER registration deadline will be charged an exhibitor registration fee of $75 per badge.

Payment Information

Terms of Payment for Supporters/Exhibitors

100% upon receipt of the support/booking form and first invoice.

All payments must be received before the start date of the meeting. Should the supporter/exhibitor fail to complete payments prior to the commencement of the meeting, PCNA will be entitled to cancel the reservation and cancellation will be subject to cancellation fees as outlined in the prospectus.

Payment Methods

OPTION 1: Payment by check
Please make checks payable to: Preventative Cardiovascular Nurses Association

Regular Mail to:
Preventative Cardiovascular Nurses Association
613 Williamson Street
Suite 205
Madison, WI 53703

Overnight Delivery:
Preventative Cardiovascular Nurses Association
613 Williamson Street
Suite 205
Madison, WI 53703

OPTION 2: Payment by credit card
In order to pay by credit card, please indicate on the booking form and we will send information for you to complete in a secure format.

Cancellation Policy

All payments, cancellations and/or reductions in space must be sent in writing to TBD at TBD@ajj.com. Booths cancelled before January 8, 2027 will forfeit $500. Booths cancelled after January 8, 2027 will forfeit entire booth rental fee.

TERMS & CONDITIONS

1. Application/Contract for Space

As a condition of exhibiting and when applying for exhibit space, an exhibitor agrees to adhere to all rules and regulations outlined in these PCNA Terms and Conditions and all exhibitor information and brochures. Exhibitor acceptance of PCNA's Terms and Conditions is effective upon submission of the application for exhibit space. PCNA reserves the right to decline exhibitors whose products are not relevant to the specialty. All matters and questions not covered by these terms and conditions are subject to the decision of PCNA.

2. Use of Display Space

All distribution and demonstration of promotional materials must be confined to the perimeters of the exhibitor's booth. No exhibitor shall assign, share, or sublet exhibit space without written consent from PCNA. Exhibits must not obstruct the light, view, or space of other exhibiting companies. Noise from electrical or mechanical apparatuses must not interfere with other exhibitors. No exhibitor shall operate equipment or voice reproducing machines that would cause annoyance of other exhibitors. PCNA reserves the right to determine at what point sound constitutes interference with others and whether it must be discontinued. PCNA reserves the right to change location assignments at any time as deemed necessary. The exhibitor will be informed of any such change immediately and given the option to cancel with a full refund if the reassigned space is not acceptable. After the exhibits close, it is the responsibility of each exhibiting company to return its space to the condition in which it was assumed. Any damage to that space will be the responsibility of the exhibitor. It must be restored to its original condition at the exhibitor's expense. PCNA reserves the right to control all aspects of the Annual Symposium and Exhibit. This restriction includes articles, conduct, printed matter, or anything objectionable to the exhibits as a whole. PCNA specifically reserves the right to determine acceptability of applications for exhibit space and advertising space. PCNA reserves the right to remove exhibitors and their accompanying exhibit materials from the show floor in the event that an activity or presentation of a product is deemed, in PCNA's sole discretion, inappropriate or detrimental to the professional nature of the exhibit.

3. Liability, Security and Insurance

The exhibitor assumes all responsibility for any and all loss, theft, or damage to exhibitor's displays, equipment, and other property while on the Renaissance Austin Hotel premises, and hereby waives any claim or demand it may have against the Renaissance Austin Hotel or its affiliates arising from such loss, theft, or damage. In addition, the exhibitor agrees to defend (if requested), indemnify, and hold harmless PCNA and the Renaissance Austin Hotel and their respective parent, subsidiary, and other related or affiliated companies from and against any liabilities, obligations, claims, damages, suits, costs, and expenses, including without limitation, attorney's fees and costs, arising from or in connection with the exhibitor's occupancy and use of the exhibition premises or any part thereof or any negligent act, error, or omission of the exhibitor or its employees, subcontractors, or agents except where the PCNA or the Renaissance Austin Hotel has acted willfully or negligently.

PCNA will provide security of the periphery of the exhibit hall during set-up and removal hours and during the hours the exhibit hall is closed. Exhibitors are encouraged to remove personal items, product samples, and other valuables when the exhibit hall is closed and secure them in their hotel room or other safe place.

The exhibiting company shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than $2,000,000 Combined Single Limit for personal injury and property damage. Certificates of insurance must be furnished to PCNA upon request.

PCNA and the Renaissance Austin Hotel, its owners, and its operator shall be included in such policies as additional named insurers. In addition, the exhibiting company acknowledges that neither PCNA, nor the Renaissance Austin Hotel, its owners, and its operator maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibiting company to obtain business interruption and property damage insurance insuring any losses related to PCNA's Annual Symposium. PCNA shall not be held liable for failure to hold the Annual Symposium as scheduled.

4. Fire, Safety and Health

The exhibitor assumes all responsibility for compliance with local, city, and state ordinances and regulations covering fire, safety and health. All materials must be non-flammable and are subject to inspection by the Fire Marshal. The PCNA Annual Symposium is a strictly non-smoking event.

5. Food and Beverage

Unless permission is granted by PCNA or the Renaissance Austin Hotel, exhibitors may not bring food or beverages into the PCNA exhibit hall. Food/nutritional companies that would like to provide product samples at their booths must request permission at least six weeks in advance of the Annual Symposium.

6. Rights to Event Photographs and Videos

This event will be photographed and video recorded. Exhibitor gives consent to PCNA to photograph and/or video record their booth and representatives at the PCNA Annual Symposium. Photographs and video recordings may be reproduced and distributed in whole or in part by PCNA and in any and all forms as may be chosen. The exhibitor shall not have a right to the proceeds derived from such distribution and use.

7. Labor

Exhibitors are required to observe all contracts in effect between PCNA, service contractors, facility and the labor organizations involved.

8. Booth Staffing and Set-up

As a courtesy to participants and fellow exhibitors, exhibiting companies must open their exhibit on time and have staff at the booth at all times during the exhibit hours. All exhibits must be in place (with empty cartons & trash removed) by 1:00 pm on Thursday, April 15, 2027. Any exhibitors not setup by that time will be charged applicable fees for setup/installation and a $250 penalty from PCNA management. Each person working in or visiting the exhibits will be required to register and wear an identification badge.

9. Use of PCNA Logo and Renaissance Austin Hotel

Use of the logos of PCNA and for the Renaissance Austin Hotel in any form is strictly prohibited. Reference to PCNA and/or Renaissance Austin Hotel in any form of advertisement must be approved in advance by PCNA.

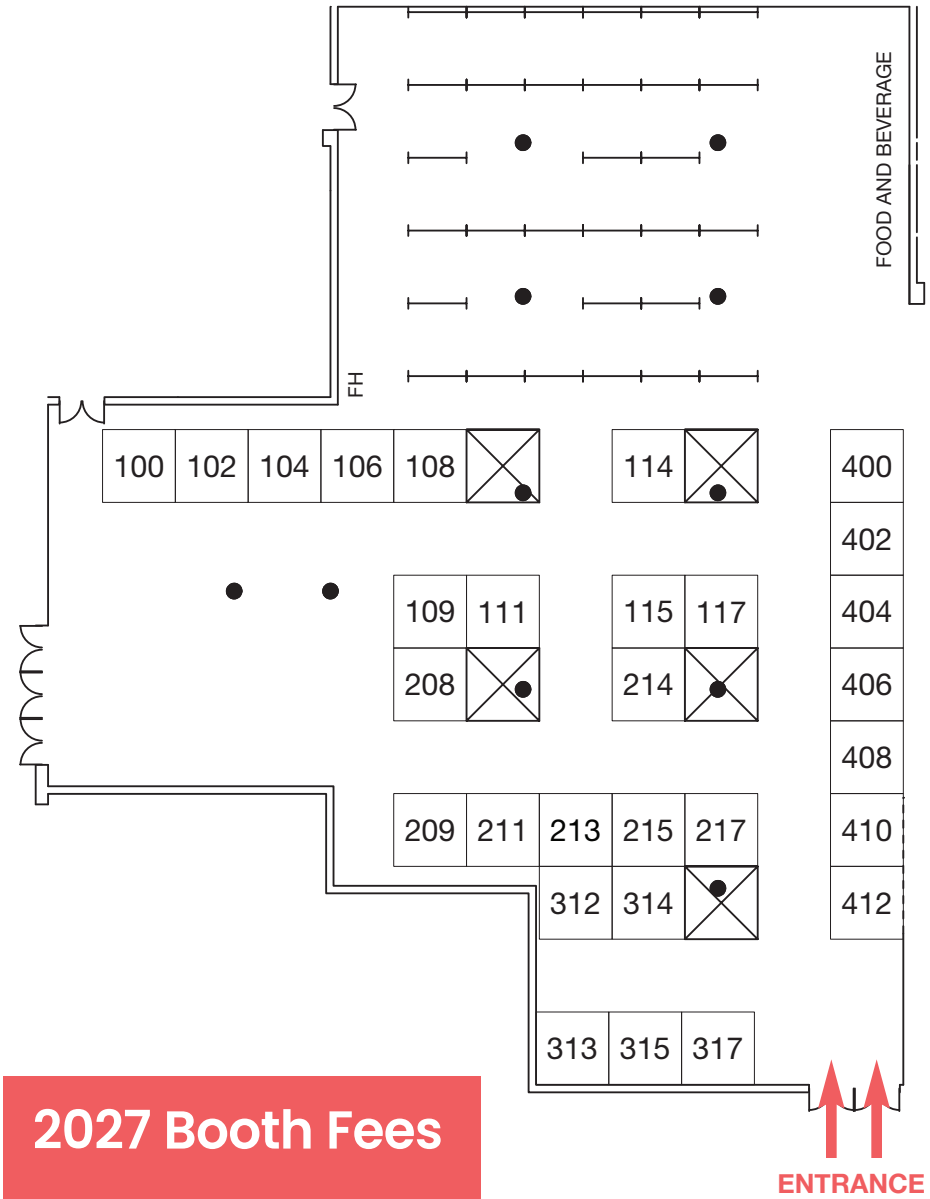
10. Americans with Disabilities Act

Exhibitors are fully responsible for compliance with all applicable provisions of the Americans with Disability Act (ADA) with regard to their booth space, including, but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless, and defend PCNA, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages, and expenses (including attorneys' fees and expenses) resulting from or arising out of the exhibitors' failure or allegations of exhibitors' failure to comply with the provisions of the ADA.

PCNA
CVN27
Cardiovascular Nursing Symposium

2027 EXHIBIT SCHEDULE & FLOOR PLAN

Rio Grande A (Floor plan subject to change)



2027 Booth Fees

EXHIBIT TYPE	FEE
10' x 10' Booth	$2,500
10' x 20' Booth	$4,800
20' x 20' Island Booth	$7,500

Exhibit Schedule

(Tentative and Subject to Change)

Wednesday – April 14

3:00 pm – 6:00 pm
Exhibitor Setup

Thursday – April 15

8:00 am – 1:30 pm
Exhibitor Setup

1:55 pm – 2:55 pm
Exhibits Open

5:05 pm – 6:05 pm
Opening Reception/Posters
Exhibits Open

Friday – April 16

2:25 pm – 3:25 pm
Exhibits Open

3:30 pm
Exhibitor Dismantling

Hall Information

Renaissance Austin Hotel
Ceiling Height 12'
Booths are 10' x 10'
The Exhibit Hall is carpeted

Exhibit Management

PCNA Exhibits Office
200 East Holly Ave
Sewell NJ 08080
856-256-2432
pcna-exhibits@ajj.com