



2026 AWHONN CONVENTION

June 6–10 • Orlando, FL
Disney's Coronado Springs Resort

EXHIBITOR AND SPONSOR PROSPECTUS

The Ultimate Meet-Up for the Women's Health,
Obstetric, and Neonatal Nurse Community

#AWHONN2026

awhonnconvention.org



2026 AWHONN CONVENTION ONSITE EXPO

WHERE

Disney Coronado Springs Resort, 1001 W Buena Vista Drive, Lake Buena Vista, FL 32830

WHEN

June 7-9, 2026

EXPO HALL HOURS

Sunday, June 7 // 1:30–5:30 pm

Monday, June 8 // 11 am–3 pm

Tuesday, June 9 // 10 am–2 pm

YOUR BUSINESS WILL THRIVE IN ORLANDO!

Get ready to tap into a live event that will help you achieve your business goals and offer you the unique opportunity to connect with a lead-rich audience.

#AWHONN2026 is the perfect place for any exhibitor to showcase new products, meet new customers, and network with some of the leading experts in the women's health and newborn care industry.

AWHONN is the standard-bearing organization for nurses charged with caring for women, newborns, and their families through research, education, and advocacy.



EXHIBITOR BENEFITS

- Have cost-effective access to more than 2,700 attendees
- Test or launch new products and services at the customer level
- Network and build relationships with decision makers and influencers
- Introduce your company to the AWHONN community
- Up-sell existing clients
- Contact new prospects and generate leads
- Reach the competition and develop ways to distinguish your products and services
- Discuss the needs of your customers face-to-face and demonstrate solutions
- Promote your organization's image and maximize its market exposure
- Develop your database to strengthen your overall sales and marketing program

DID YOU KNOW...

65% of attendees have a role in purchasing decisions.



WHO ATTENDS #AWHONN2026?

If you sell health care products for women or newborns or the facilities that care for them, this is the audience for you! Our nurses can give your company immediate feedback on your products. The nurses that attend AWHONN's Convention practice in the following fields:

- Nurse executives, managers, and administrators
- Nurse practitioners, certified nurse-midwives, and advanced practice RNs
- Women's health nurses
- Labor and delivery nurses
- Neonatal and NICU nurses
- Instructors, researchers, staff nurses, and patient educators

Join the growing list of exhibitors who offer products and services in the following categories:

Birthing Equipment
 Books and Journals
 Breastfeeding
 Clinic/Ambulatory Care
 Contraceptive Products
 Data Management Systems
 Furniture
 Government
 Hospitals
 Infant Supplies
 Infection Control
 L&D Products/Services
 Medical Devices
 Medical Record Systems
 Monitoring Devices/Equipment
 Neonatal Bereavement
 Non-profit Organizations

Nutritional Products and Information
 Patient Education
 Perinatal L&D Equipment
 Perinatal Products
 Pharmaceuticals
 Photography
 Professional/First Responders Self-Care Offerings
 Recruiting Companies
 Research
 Scrubs and Shoes
 Security Products
 Staff Training
 Staffing Systems and Communication Systems
 Testing and Equipment
 University Programs
 Women's Consumer Products
 Women's Health Products

EXHIBIT BOOTH PRICING

10 by 10 inline booth (100 square feet) pricing starts at:

- \$2,750 for non-profit, schools, and hospitals
- \$3,750 for commercial

Exhibit Space Includes:

- 8 feet high back drape and 3 feet high side drape
- 7 inches by 44 inches booth identification sign
- Three exhibitor badges for every 100 square feet (access to show floor only)
- One eight-week-out pre-registration attendee mailing list
- Use of 2026 AWHONN Convention logo for marketing*
- Company name, booth number, and description in the 2026 AWHONN Convention app
- Company name and booth number listed on the Convention website

**Use of the 2026 AWHONN Convention Logo must have pre-approval from AWHONN before marketing materials can be distributed.*

Looking for more? Visit our website to design your full exhibitor experience.

RESERVE YOUR SPACE

Become an Exhibitor

View the 2026 Floor Plan

SPONSORSHIP OPPORTUNITIES

Looking for more ways to engage with Convention attendees? Check out our full line of advertising and sponsorship opportunities.

Awards (All Awards Are Exclusive)

Lifetime Achievement Award	\$25,000
Diversity, Equity, and Inclusion Award	\$15,000

Receptions/Breaks

President's Party – (Exclusive*)	\$100,000
Expo Hall Opening Day Reception – (Exclusive*)	\$60,000
NEW! Food Sponsor (Exclusive*) – President's Party	\$70,000
NEW! Beverage Sponsor (Exclusive*) – President's Party	\$55,000
VIP Reception Sponsorship (Exclusive*)	\$35,000
NEW! Expo Hall Daily Refreshment Breaks (Exclusive*)	\$30,000
Coffee and Snack Breaks (Multiple options available over Convention dates - 30 minutes)	\$20,000 each break
Poster Room Opening (Refreshment Break) The event showcases 100+ posters; includes logo on entrance signage, app push notification, and online program recognition	\$10,000

NEW! Pre-Convention/Post-Convention Events

Breakfast for up to 250 attendees. Logo on signage, app homepage presence, and email recognition for Pre-con attendees	\$10,000
Connect with 250+ attendees during the afternoon coffee and snacks break	\$10,000

Branding and Advertising

Convention bags	\$35,000
Escape Rooms - Neonatal and Perinatal An innovative, simulation-based escape room with neonatal and perinatal scenarios.	\$25,000
Convention app (Exclusive) Banner ads in the app Push notifications (One per company per day)	\$20,000 \$1,350 \$950/day
Lanyards	\$15,000
On-Site Digital Ads – Monitors in Registration area and General Session Room; includes one push notification on Saturday, June 6	\$5,000
Traffic Builder	\$3,500 Industry Partner
Bag inserts	\$2,500 Exhibitor \$3,500 Non-exhibitor

**Exclusive sponsorship opportunities include complimentary exhibit space in the Expo Hall (up to 300 square feet). The value of complimentary space may be used in combination with larger exhibit booth space selections. Applied value may not exceed 300 square feet. Exclusions apply. Please contact Cologne Hunter, chunter@awhonn.org, for more information.*

Wellness and Social Engagements

Well-Being Relaxation Lounge (In Expo Hall during Expo hours only)	\$15,000
Lactation Lounge	\$5,000

Educational Marketing Sessions

Super Symposium (Max 500 attendees; two slots available)	\$35,000
Symposium (Max 200 attendees; limited spaces available)	\$13,500
Focus Groups (Max 50 attendees; limited spaces available)	\$3,500

Pre-Show Email Header

Know-Before-You-Go (to attendees only)	\$5,000
One week out from the show (week of May 25)	\$5,000
Two weeks out from the show (week of May 18)	\$4,500
Three weeks out from the show (week of May 11)	\$4,000
Four weeks out from the show (week of May 4)	\$3,500
Five weeks out from the show (week of April 27)	\$3,000

Pre-Show Email Advertisement

Know-Before-You-Go (to attendees only)	\$1,750
One week out from the show (week of May 25)	\$1,750
Two weeks out from the show (week of May 18)	\$1,500
Three weeks out from the show (week of May 11)	\$1,250
Four weeks out from the show (week of May 4)	\$1,000
Five weeks out from the show (week of April 27)	\$750

Pre-Registration Attendee List

Two weeks out from the show (week of May 18)	\$600
Four weeks out from the show (week of May 4)	\$500
Six weeks out from the show (week of April 20)	\$400



Exhibitor and Sponsor Questions?

Cologne Hunter
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