



APRIL 15-17, 2026 • RENAISSANCE HOTEL • AUSTIN, TEXAS



**SPONSOR & EXHIBITOR
PROSPECTUS**

Reach Your Target Audience at TraumaCon 2026



The **Society of Trauma Nurses (STN)** is a membership-based, non-profit organization whose members represent trauma nurses from around the world. Members are health care professionals who are innovators and leaders in research, education, management, and direct trauma service delivery.

STN's Annual Conference, **TraumaCon**, is the trauma community's most powerful networking event for connecting with trauma centers and their influential leaders. In 2026, the Society is expecting an audience of over 500 trauma nurses, many of whom are involved in the management of trauma

programs and trauma systems. You will find your customers in Austin, TX, April 15-17, 2026 at the Renaissance Hotel. Highlight the best of your company's products and services by exhibiting at **TraumaCon**!

Connect with individuals who serve in leadership roles and have purchasing power within their health system. As Trauma Program Managers (TPM), their main responsibility is to oversee the entire trauma service line and ensure that it runs smoothly, often influencing financial decisions tied to specific patient care items and equipment.

If you provide any of these products or services, you need to exhibit at TraumaCon:

- » Advanced Monitoring Systems and Products
- » Data Collection/Registry, Analysis, Research and Evaluation Software Products
- » Drug Therapies for Trauma
- » Fluid Management
- » Hemorrhage Control
- » Injury Prevention Resources
- » Medical/Critical Care Transport
- » Nurse Recruitment
- » Nursing Specialty Certification
- » Patient Temperature Management
- » Radiology and Imaging Equipment
- » Spinal Immobilization and Support Devices
- » Therapeutic Support Systems
- » Trauma Resuscitation Products
- » Wound Care and Irrigation Systems

2026 Sponsorship Opportunities & Exhibitor Packages

Sponsor An Experience!

Keep your company top of mind by sponsoring one of the memorable experiences at TraumaCon!

SPONSORSHIP	PRIMARY BENEFITS	COST
Opening Reception & Live Music Sponsor	Kick off the conference with energy, connection, and Austin flair! As the Opening Reception & Live Music Sponsor, your organization will set the tone for the entire event—welcoming attendees to the “Live Music Capital of the World” with an unforgettable evening of entertainment, networking, and celebration. This exclusive sponsorship places your organization center stage as the host of one of the most anticipated events of the week. Your support helps create an engaging atmosphere that fosters community and connection among attendees. Sponsorship Benefits: » Exclusive recognition as the Opening Reception & Live Music Sponsor » Prominent logo placement on event signage near the stage and throughout the reception area » Logo inclusion in the conference program, website, and mobile app » Recognition in all pre-event marketing materials mentioning the Opening Reception » Option to display a banner or pop-up near the performance area » Opportunity to provide branded giveaways or promotional materials during the event Audience: » All registered conference attendees are invited to the Opening Reception—making this sponsorship an ideal opportunity to connect with a broad cross-section of healthcare professionals in a lively, welcoming environment that celebrates both community and culture.	\$20,000 <i>(one sponsorship available)</i>
Thursday Lunch Sponsor	Refuel and reconnect with attendees during one of the conference's most popular gatherings. As the Lunch Sponsor, your company will be front and center while participants network, relax, and recharge. Sponsorship includes: » Exclusive recognition as the Lunch Sponsor for Thursday » Company logo displayed on event signage during lunch service » Push notifications through the conference app promoting your sponsorship » Logo and link featured in the conference app and on the website schedule » Acknowledgment in the conference program » Option to provide branded napkins or table signage » Opportunity to display collateral or a pop-up banner near the dining area	\$30,000

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SPONSORSHIP	PRIMARY BENEFITS	COST
Friday Lunch Sponsor	Connect with attendees over a shared meal before the conference awards ceremony. Sponsors receive reserved tables and have the opportunity to present a brief 30–60 second video or introduce the keynote speaker, spotlighting your support for the nursing community. As the Friday Lunch Sponsor, your company will be front and center while participants network, relax, and recharge. Sponsorship includes: » Exclusive recognition as the Lunch Sponsor for Friday » Company logo displayed on event signage during lunch service » Push notifications through the conference app promoting your sponsorship » Logo and link featured in the conference app and on the website schedule » Acknowledgment in the conference program » Option to provide branded napkins or table signage » Opportunity to display collateral or a pop-up banner near the dining area	\$30,000
Breakfast Sponsor	Start the day with great food, fresh connections, and high visibility for your brand. As the Breakfast Sponsor, your company will be front and center as attendees gather to network and prepare for a full day of conference programming. Sponsorship includes: » Exclusive recognition as the Breakfast Sponsor for your chosen day » Company logo displayed on event signage and digital screens during breakfast service » Push notifications through the conference app promoting your sponsorship » Logo and link featured in the conference app and on the website schedule » Acknowledgment in the conference program » Option to provide branded napkins, table signage, or coffee sleeves » Opportunity to display collateral or a pop-up banner near the dining area	\$15,000 <i>(two available: Thursday or Friday)</i>
Morning or Afternoon Break Sponsor	Give attendees a boost between sessions and keep your brand top of mind during one of the most appreciated parts of the day. As the Afternoon Break Sponsor, your company will be recognized as the host of a refreshment break, offering snacks, coffee, and beverages that keep participants energized and engaged. Sponsorship includes: » Exclusive recognition as the Break Sponsor for your selected day & time » Company logo displayed on event signage & digital screens during the break » Push notification through the conference app promoting your sponsorship » Logo and link featured in the conference app and on the website schedule » Acknowledgment in the conference program and opening announcements » Option to provide branded napkins, cups, or coffee sleeves » Opportunity to display promotional materials or a pop-up banner near the refreshment area	\$3,000 <i>(two available on both Thursday and Friday)</i>

2026 Sponsorship Opportunities & Exhibitor Packages

Sponsor the SWAG!

SPONSORSHIP	PRIMARY BENEFITS	COST
Hydration Station Sponsor <i>includes logo on water bottle</i>	Keep attendees refreshed and your brand in their hands all conference long! As the Hydration Sponsor, your company's logo will be featured on reusable water bottles provided to all attendees, offering ongoing visibility throughout the event and beyond. Sponsorship includes: » Exclusive recognition as the Hydration Sponsor » Company logo prominently displayed on water bottles (estimated quantity: 600) » Signage recognition at hydration stations throughout the conference venue » Logo and acknowledgment in the conference program, website, and mobile app » Sponsor to purchase and ship water bottles to the conference venue in advance	\$4,000 <i>(one sponsorship available)</i>
Lanyard Sponsor	Put your brand front and center—literally! As the Lanyard Sponsor, your company's logo will be featured on the official conference lanyards worn by all attendees, exhibitors, and speakers throughout the event. This high-visibility sponsorship ensures ongoing exposure every day of the conference. Sponsorship includes: » Exclusive recognition as the Lanyard Sponsor » Company logo printed on all attendee lanyards (distributed at registration) » Sponsor to provide branded lanyards (pending approval) and work with our conference team on production/shipping	\$2,500 <i>(one sponsorship available)</i>
Attendee Bag Sponsor	Be the vendor every attendee carries throughout the conference—and long after it ends. As the Conference Bag Sponsor, your company's logo will be prominently displayed on high-quality bags distributed to all participants at registration. These bags hold conference materials, giveaways, and personal items, offering lasting visibility for your organization. Sponsorship includes: » Exclusive recognition as the Conference Bag Sponsor » Company logo printed on attendee bags (estimated qty.: 600) » Option for the sponsor to provide branded bags (pending approval) and coordinate with conference staff for production » Opportunity to include one promotional insert or branded item in each bag	\$4,000 <i>(one sponsorship available)</i>

2026 Sponsorship Opportunities & Exhibitor Packages

SPONSORSHIP	PRIMARY BENEFITS	COST
Attendee Bag Insert Sponsor	Get your company name directly into attendees' hands! The Attendee Bag Insert opportunity allows your company to include one branded promotional item or brochure in the official conference bags distributed to all participants at registration. Sponsorship includes: » Inclusion of one promotional item or flyer in all attendee bags » Excellent opportunity to drive traffic to your booth or highlight your products and services Details: » Sponsor must provide the item and ship it to the conference venue by the specified deadline » Only confirmed exhibitors or sponsors are eligible to purchase this add-on	\$1,000 <i>(Only an exhibitor or sponsor may purchase this add-on.)</i>

Sponsor A Communication Channel!

SPONSORSHIP	PRIMARY BENEFITS	COST
Conference App Sponsor	Stay connected with attendees before, during, and after the event. As the Conference App Sponsor, your organization will be prominently featured on the mobile app that participants use to access schedules, session details, maps, and announcements throughout the conference. Sponsorship includes: » Exclusive recognition as the Conference App Sponsor » Organization logo displayed on the app's home screen and splash page » Option to include a banner ad or rotating message within the app interface » Logo featured on signage at Conference	\$3,000 <i>(one sponsorship available)</i>
Wi-Fi Sponsor	Keep attendees connected throughout the conference as the exclusive Wi-Fi Sponsor. Your organization will be recognized every time participants log in to the event network—ensuring high visibility and appreciation from all users. Sponsorship includes: » Exclusive recognition as the Wi-Fi Sponsor » Custom network name (SSID) and/or password featuring your organization's name » Logo displayed on signage, digital screens, and Wi-Fi login instructions » Acknowledgment in the conference program, website, and mobile app » Push notification through the app announcing Wi-Fi access sponsored by your organization » Opportunity to provide a short message or tagline on login instructions or signage	\$2,000 <i>(one sponsorship available)</i>

2026 Sponsorship Opportunities & Exhibitor Packages

Exhibitor Packages

PREMIUM LOCATION EXHIBITS – FRONT ROW BOOTHS	COST
» 10'x10' booth with a 6' table and two chairs, wastebasket and booth ID sign » Two complementary conference registrations » Pre and post-conference access to the exclusive registration list for one time promotional use » Recognition on the TraumaCon event webpage » Recognition in the conference syllabus and listing on the conference app » Company Representative identified as an exhibitor on their badge » One call to action notification sent out to attendees on the conference app	\$2,500 <i>(ten available)</i>

NON-PREMIUM LOCATION EXHIBITS	COST
» 10'x10' booth with a 6' table and two chairs, wastebasket and booth ID sign » Two complementary conference registrations » Pre and post-conference access to the exclusive registration list for one time promotional use » Recognition on the TraumaCon Event webpage » Recognition in the conference syllabus and listing on the conference app » Company Representative identified as an exhibitor on their badge	\$2,000

Additional Benefits

Registration Passes – Each exhibiting company is provided two complimentary full conference registrations, meals, educational sessions and participation in the welcome networking reception. Additional exhibitor badges may be purchased for \$750 per additional attendee.

Vendor Booth Game – STN organizes an exhibit hall game (complete with prizes) which includes both vendor and registrant participation. The goal of the game is to draw registrants to the exhibit hall and initiate conversations. Be ready to engage the participants at your booth and make the most of your time at the conference. Details and instructions about the game will be communicated in your confirmation email.

Attendee Emailing Lists – As a benefit of exhibiting at the STN Conference, confirmed vendors receive registration lists with email addresses. STN encourages exhibitors to reach out to registrants prior to the conference. The lists should be used to provide company and product information to registrants as well as to invite participants to stop by your booth to learn more.

RENAISSANCE HOTEL • AUSTIN, TX

Please note times are subject to change upon completion of [final program](#) – please visit www.traumanurses.org for the latest schedule.

EXHIBIT DATES AND HOURS

Scheduled exhibit hours begin on April 15 at 5:00 PM and end on April 17 at 2:00 PM.

ASSIGNMENT OF EXHIBIT SPACES

Exhibit space will be assigned on a first-come, first-served basis once payment is received. STN reserves the right to rearrange the floor plan in the best interest of the show as a whole. Sharing space is prohibited. Ruling of STN shall be final with regard to use of the exhibit space.

APPLICATION / OCCUPATION / CANCELLATION OF EXHIBIT SPACE

Application for exhibit space must be made through the application link on the website.

Any space not claimed and occupied for which no special arrangements have been made by 4:00 PM, April 15, 2025, may be resold or reassigned by STN to eliminate empty spaces in the exhibit hall. STN will not refund any part of the booth fee. Exhibitors may not assign or sublet any space allotted to them and may not advertise or display goods other than those manufactured or sold by them in the regular course of their business.

Cancellation of booth space by February 10, 2025, will result in a \$250 release fee. If cancellation is made after February 10, 2025, STN will not refund the booth fees. Cancellation of exhibit space must be directed in writing to: STN Headquarters, 1024 Capital Center Drive, Suite 205, Frankfort, KY 40601 or via email at exhibits@traumanurses.org. Booth space will not be assigned without full payment.

OFFICIAL EXHIBIT DECORATOR

The official decorator will handle all decorating and exhibit furniture. The exhibit services kit outlines prices and instructions for securing special lighting, carpeting, wiring, telephone, computer rental or other special work in advance. The exhibitor services kit will be emailed to you around the middle of February. Please note deadline dates to order services.

Exhibitors are responsible for all freight, drayage, decorating and labor charges.

INSTALLATION OF EXHIBITS

Installation must take place between 12:00 PM and 4:00 PM April 15, 2025. Exhibits must be fully installed by 4:00 PM. No installation work will be permitted after this time without special permission from STN.

REMOVAL OF EXHIBITS

No exhibitor shall commence dismantling or packing product before the time officially announced as the closing of the show. Doing so will affect future participation. Crates and cartons will not be delivered prior to the close of show.

Exhibit removal must be completed by 6:00 PM on April 15, 2025. It is the responsibility of each Exhibitor to have material packed, identified and cleared for shipment by the removal time.

BOOTH CONSTRUCTION AND ARRANGEMENT

STN arranges for the erection of necessary draped backgrounds of uniform style. All exhibits must be confined to the special limits of the booth. The exhibit booth fee includes a 10' deep x 10' wide booth with an 8' high back drop, 3' high side drape, one 6' draped and skirted table, two side chairs, one waste basket and a 7" x 44" identification sign. No part of the display, except equipment therein, is permitted in excess of eight feet in height without prior permission granted by STN. No perpendicular obstruction eight feet or more in height may extend forward more than half the distance from the back wall, and none over 48 inches in height shall extend forward for the remaining space to the front of the booth. (Exceptions are subject to STN's approval.) Booths shall not present an objectionable side appearance when viewed from adjoining booth areas.

USE OF SPACE/PROMOTIONAL MATERIALS

Persons who are prepared to explain all products and services on display must staff exhibit areas during exhibit hours. Each exhibitor must wear an official STN conference badge. All solicitation, demonstration or other promotional activities must be confined to the limits of the exhibit hall. No exhibitor or sponsor can distribute promotional materials in a break out room or session. Literature on display shall be limited to reasonable quantities (one day supply). Exhibitors are encouraged to display or disseminate products and services, which are developed specifically for STN members at their booths, unless permitted through a separate sponsorship agreement. A company's promotional materials should not interfere with any other company's booth or sponsorship. Further, an exhibitor is prohibited from distributing copyrighted materials, unless they have written permission to distribute such materials.

FUNCTION SPACE

It is understood that no rooms, suites or other space in the conference Hotel are to be used for exhibit purposes, workshops or other exhibitor sales-related use. Invitational cocktail parties, open houses and similar exhibitor-sponsored affairs, other than usual private occupancy, must be scheduled with the Hotel and confirmed with STN conference management so as not to conflict with program events.

CARE OF EXHIBIT SPACE AND BUILDING

The exhibitor shall care for and keep occupied space in good order. Special cleaning and dusting of the booth and display equipment and material will be the exhibitor's responsibility. Exhibitors may not place anything in the exhibit space common areas during the open hours of the exhibition. Exhibitors, or their agents, must not injure or deface the wall or floors of the building. When such damage appears, the exhibitor is liable to the owner of the property so damaged. Electrical wiring must conform to the National Electric Code Safety Rules. Combustible materials or explosives are not permitted in the exhibit area.

All exhibits shall serve the interests of the members of STN and be operated in a way that does not detract from other exhibits or the conference. Conference management determines the acceptability of persons, things, conduct, sound equipment and/or printed material and reserves the right to require the immediate withdrawal of any exhibit which is believed to be injurious to the purpose of STN. In the event of such restriction or eviction, STN is not liable for any refund of exhibit fees or any other exhibit-related expenses.

SALES, SAMPLES AND SOUVENIRS

No goods are to be sold for delivery on the floor. Orders may be taken for future delivery. Free samples and souvenirs may be given away at your designated booth only. Exhibitors may not display literature or products at any other conference areas unless a separate sponsorship agreement has been arranged. Any food or beverages dispensed or given away at your exhibit space must be purchased from or with the consent of the Venue.

LIABILITY

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold STN and its employees and agents harmless against all claims, losses and damages to persons or property, government charges or fines and attorney fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Venue, its employees and agents.

Furthermore, exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the Venue, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of Hotel and its employees and agents.

Exhibitor 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, in an amount not less than \$2,000,000 combined single limit for personal injury and property damage.

The Venue, its owners, and its operator shall be included in such policies as named additional insured. In addition, exhibitor acknowledges that neither the Venue, its owners, nor its operator maintain insurance covering exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance insuring any losses by Exhibitor.

SECURITY

A security guard hired by conference management will conduct general surveillance of the exhibit hall (excluding individual booths). Security will be provided during the following times:

April 15 at 7:00 PM through April 16 at 6:00 AM

Exhibitors should take steps to protect merchandise or equipment they have displayed. Please see that all small display and personal items are secure before leaving the hall—even temporarily.

While STN provides security guards, this is solely as an accommodation to Exhibitors, and STN assumes no responsibility for any loss, damage or injury to any property of the exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other cause whatsoever.

THE AMERICANS WITH DISABILITIES ACT

Exhibitor shall be responsible for making its exhibit accessible to persons with disabilities as required by The Americans with Disabilities Act and shall hold STN harmless from any consequences of exhibiting companies who fail in this regard.

COMPLIANCE

The exhibitor agrees to abide by and comply with the rules and regulations including any amendments that conference management may make from time to time. Exhibitor further assumes all responsibility for compliance with all pertinent laws, ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety and health as well as the rules and regulations of the operators of and/or owners of the property where the exposition is held.

CONFERENCE POSTPONEMENT OR CANCELLATION

STN at its discretion shall have the right to postpone or cancel the conference and exhibits and shall be liable in no way to the Exhibitor for losses resulting from such delay or cancellation. STN will not be liable for fulfillment of this contract as to the delivery of exhibit space if non-delivery is due to any of the following causes: By reason of the facility being damaged or destroyed by fire, act of God, public enemy, war or insurrections, strikes, the authority of the law, or for any cause beyond STN's control. It will, however, in the event of its not being able to hold an exhibitor for any of the above names reasons, reimburse Exhibitor for the amount already paid for exhibit booth space.

AMENDMENTS

Any and all matters and questions not specifically covered by the preceding regulations shall be subject to the decision of STN. These rules and regulations shall be binding on Exhibitors equally with the foregoing conditions. Exhibitors shall be notified in writing of any amendments to these regulations.

QUESTIONS

For more information, contact the STN Exhibit Manager, at 859-977-7459 or email at exhibits@traumanurses.org.

