



MICHIGAN COUNCIL OF NURSE PRACTITIONERS

2026 MICNP Annual Conference

October 2-3, 2026

The Westin Southfield Detroit
1500 Town Center | Southfield, MI 48075

EXHIBITOR & SPONSORSHIP OPPORTUNITIES

Registration is required to be a sponsor or exhibitor at the 2026 MICNP Conference. Visit our website for more information and to [register](#) now.

Deadline to Register: September 18, 2026

Exhibitor Opportunities

By becoming an exhibitor, your company will have the opportunity to promote its range of products and services before a captive audience of 250+ nurse practitioners from across the state of Michigan.

Exhibit Hours:

Thursday, October 1

6:00 - 8:00 pm Exhibitor Load-In & Set Up

Friday, October 2

7:00 - 8:00 am Registration, Exhibit Hours, & Breakfast
9:00 - 10:00 am Exhibit Hours
12:15 - 1:15 pm Lunch with Exhibitors & Sponsors

Saturday, October 3

7:00 - 8:00 am Registration & Exhibit Hours
8:00 - 8:45 am Breakfast, Exhibit Hours
10:45 - 11:30 am Exhibit Break
12:30 - 1:30 pm Lunch with Exhibitors & Sponsors
2:30 - 3:00 pm Break with Exhibitors & Sponsors
3:00 pm Exhibitor Tear Down & Load-Out

EXHIBITOR OPPORTUNITIES

Standard Exhibitor Package **\$2,000 (for-profit) \$1,000 (non-profit)**

Includes:

- One 6' table with linen and two chairs
- Two exhibitor representative registrations (meals included)
- Company logo on onsite signage
- Listed in conference mobile event app with logo linked to landing page of choice

Add-Ons:

- Additional representatives are \$250 per person
- Power at booth is additional \$100 per booth space

Local Chapter Conference Exhibit Booth

\$500

Includes:

- One 6' table with linen and two chairs
- One exhibitor representative registration (meals included)

*Booth placements to be determined by MICNP staff with priority given in order of sponsorship levels.

Exhibitors/Sponsors at the MICNP Annual Conference are asked to donate a prize item that will be given away at the exhibitor raffle at the conclusion of the General Session, Saturday afternoon (conference attendees must be present to win). Conference attendees will be encouraged to visit each exhibitor on Friday and Saturday to enter to win.

SPONSORSHIP OPPORTUNITIES

Deadline to Register: September 18, 2026

Platinum Sponsor

\$10,000

- Opportunity to speak during a general session (5 minutes)
- Dedicated sponsor email push during event
- Full-page ad in email to membership
- Premium exhibit booth at Annual Conference with two representatives (meals included)
- One exhibit booth at a chapter event and includes 1 representative
- Four full conference registrations for Annual Conference
- Verbal recognition in opening and closing sessions
- Podcast feature (1 dedicated episode)

25 Years of Impact Podcast Sponsor *(1 available)*

\$7,500

- Exclusive 25 Years of Impact Presenting Sponsor designation
- Logo on MICNP website, podcast webpage, mobile app, onsite signage and podcast set
- Naming recognition on all 25 interviews
- Recognition in social media promotions
- Recognition in the anniversary highlight video and compilation episode
- One appropriately identified interview with a sponsor representative
- Opportunity to provide a brief welcome message for the series
- Post-conference report summarizing reach and engagement
- Podcast mention (30-second ad)
- One exhibit booth at Annual Conference with two representatives (meals included)
- Three full conference registrations
- Half-page ad in email to membership
- Verbal recognition in opening and closing sessions and every podcast

Gold Sponsor

\$6,000

- Half-page ad in email to membership
- One exhibit booth at Annual Conference with two representatives (meals included)
- Three full conference registrations
- Verbal recognition in opening and closing sessions
- Podcast mention (30-second ad)

Silver Sponsor

\$4,000

- Quarter-page ad in email to membership
- One exhibit booth at Annual Conference with two representatives (meals included)
- Two full conference registrations

Product Theater Sponsor Recieve

\$5,000

(Plus expense of a catering service as outlined below) All Product Theater Sponsors receive all benefits as outlined in the Silver Sponsorship above.

Options to select are listed below on first come first serve basis.

- **Friday, October 2, Breakfast **SOLD OUT****
 - 45-minute presentation during meal with basic audio/visual equipment provided. Vendor provides presentation, speaker, handouts and product demonstration/materials, and covers cost of meal for attendees. MICNP will select the menu with approval from the sponsor.
- **Friday, October 2, Lunch **SOLD OUT****
 - 45-minute presentation during meal with basic audio/visual equipment provided. Vendor provides presentation, speaker, handouts and product demonstration/materials, and covers cost of meal for attendees. MICNP will select the menu with approval from the sponsor.
- **Friday, October 2, Gala Reception hors d'oeuvres**
 - 5-minute welcome and product highlight. Designated signage and table in reception venue.
- **Friday, October 2, Gala Bar service**
 - 5-minute welcome and product highlight. Designated signage and table in reception venue.
- **Saturday, October 3, Breakfast **SOLD OUT****
 - 45-minute presentation during meal with basic audio/visual equipment provided. Vendor provides presentation, speaker, handouts and product demonstration/materials, and covers cost of meal for attendees. MICNP will select the menu with approval from the sponsor.
- **Saturday, October 3, Lunch**
 - 45-minute presentation during meal with basic audio/visual equipment provided. Vendor provides presentation, speaker, handouts and product demonstration/materials, and covers cost of meal for attendees. MICNP will select the menu with approval from the sponsor.

All sponsorships listed below will receive:

- One 6' exhibit booth.
- Verbal mentions throughout conference.
- Company logo on event signage, in mobile app platform and welcome slides.

Mobile App Sponsor *(1 available)*

\$3,000

As a sponsor of the event platform, your company will receive premium billing with your logo on the MICNP website, app custom cover page and you will be given two custom app push notifications, and one custom social media post on all of MICNP's social platforms with your curated content.

Conference Bag Sponsor *(1 available)* **SOLD OUT**

\$2,500

Exclusive sponsor of our onsite conference bags with your company logo. You will purchase and provide the bags prior to the event. Sponsor has the option to include swag inside conference bag. Must have swag and bags to MICNP office by September 18, 2026.

Conference Lanyard Sponsor *(1 available)*

\$2,500

Premier sponsor of our onsite conference lanyard with your company logo. You will purchase and provide the lanyards with input from MICNP. Must have lanyards to MICNP office by September 18, 2026.

Speaker Sponsors

Your support helps MICNP provide quality programming for attendees. Your company name and logo will be shown on the presentation screen before the keynote session. Your company will have five minutes to present on the services you provide, along with introducing the speaker. Note: product promotion or giveaways is prohibited while on stage.

- | | |
|---|----------------|
| • Friday Kick-Off Speaker | \$3,000 |
| • Saturday Keynote Speaker | \$5,000 |
| • Saturday General Session Speaker | \$3,000 |

Sustenance Sponsors

Sustenance sponsors will assist in reducing conference expenses while keeping our attendees energized and hydrated so they can remain fully engaged. Provide up to 250+ nurse practitioners with a refreshment break between education sessions. This sponsorship will include exclusive signage near the refreshments, clearly recognizing your organization as the sponsor. Exhibit hours are Friday and Saturday of conference. *(Booth not included for refreshment break sponsors)*

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|---|----------------|
| • Friday Morning Refreshment Break | \$2,000 |
| • Friday Afternoon Refreshment Break | \$2,000 |
| • Saturday Morning Refreshment Break | \$2,000 |
| • Saturday Afternoon Refreshment Break | \$2,000 |

Dedicated Email

\$500 Per Email

(Booth not included)

Email sent to all registered conference attendees before the conference to drive traffic to your booth or showcase your organization. Sponsor will provide image and copy. Emails are subject to MICNP approval.

Custom Packages Available

Have something unique in mind? Let's build a custom package that fits your goals. Opportunities could include:

- Branded attendee registration gifts
- Custom branded hotel room drops
- Wellness lounge
- Hydration station
- Registration snack bag
- Breakout session sponsorship

Ready to Partner With Us?

To secure your spot or discuss opportunities, visit our [website](#). Additional questions? Contact us at admin@micnp.org or 734.239.8025.

PURCHASE SPONSORSHIP ONLINE

[CLICK HERE](#)

*If you cannot pay for your sponsorship online, please fill out the below form and send to the address at the bottom.

SPONSOR DEADLINE: FRIDAY, SEPTEMBER 18

Available Sponsorship Opportunities

- | | |
|--|--------------------------------|
| Platinum Sponsor | ☐ \$10,000 |
| 25 Years of Impact Podcast Sponsor | ☐ \$7,500 |
| Gold Sponsor | ☐ \$6,000 |
| Product Theater Sponsor | ☐ \$5,000 |
| Silver Sponsor | ☐ \$4,000 |
| Mobile App Sponsor | ☐ \$3,000 |
| Conference Bag Sponsor | ☐ \$2,500 |
| Conference Lanyard Sponsor | ☐ \$2,500 |
| Speaker Sponsor | |
| • Friday Kick-Off Speaker | ☐ \$3,000 |
| • Saturday Keynote Speaker | ☐ \$5,000 |
| • Saturday General Session Speaker | ☐ \$3,000 |
| Standard Exhibitor Package | |
| • For-Profit | ☐ \$2,000 |
| • Non-Profit | ☐ \$1,000 |
| Local Chapter Conference Exhibit Booth | ☐ \$500 |

Total Amount Due: \$_____

Payment Method:

Full payment is required to begin sponsorship deliverables.

- ☐ Pay Now (Payment enclosed. Check payable to MICNP)
☐ Pay Later (Receive an invoice to pay online or by check)

Check enclosed: \$_____

Credit Card: ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Card Number: _____ Expiration Date: _____ CVV: _____

Card Holder (name printed on card): _____

Billing Zip Code: _____ Signature: _____

Signature & Agreement:

The undersigned agrees to the conditions and sponsorship deliverables set forth in this prospectus.

Company/Organization Rep. Name: _____

Signature: _____ Date: _____

For questions or to mail a check, please contact:

Attn: Kristen Taylor
MINCP
208 N. Capital Avenue, Floor 3
Lansing, MI 48933

OR
(734) 239-8025
admin@micnp.org
micnp.org

Thank you for your time, consideration and support of the 2026 MICNP Annual Conference!

By completing a sponsorship, said party will pay in full to begin sponsorship deliverables. There are no refunds.

Exhibitor/Sponsorship Agreement

1. All exhibit space & sponsorship opportunities will be awarded on a first-come, first-serve basis.
2. Exhibitors/Sponsors **MUST** register online.
3. The Exhibit/Sponsorship fee does not include attending the educational sessions, which are reserved for attendee registrations only.
4. Due to production time, exhibitors/sponsors who submit online agreements after August 10, 2026 may not be mentioned in printed materials or event platform.
5. Exhibitors/Sponsors may not sublet, assign or apportion any part of the item(s) sponsored, nor advertise or distribute literature or materials for the products or services of any other firm or organization, unless approved in writing by MICNP.
6. MICNP assumes no responsibility for the violation of trademarks or copyrights by Exhibitors/Sponsors.
7. Provision of exhibit space is for product education and training purposes only - direct sales are strictly prohibited.
8. MICNP reserves the right to determine the eligibility of any company wishing to exhibit or provide sponsorship. MICNP may deny any exhibitor or sponsor if it feels it detracts from the objectives of the conference or the mission of MICNP.
9. Distribution or posting of pornographic material is prohibited.
10. No gift drawings or major giveaways are permitted at the booth, small giveaways (such as pens, cups, candy, keychains etc.) are acceptable.
11. MICNP will not be liable for damage or loss to a sponsor's property through fire, theft, accident, or any other cause, whether the result of negligence or otherwise.
12. Adult guests of Registered Exhibitors are not permitted in conference sessions, meals, or exhibit hall. Children (including infants) under the age of 18 are not allowed in conference sessions, meals, or exhibit hall due to safety and liability concerns, audio recording and maintaining an appropriate learning environment.
13. By registering online, you agree to abide by the regulations set by MICNP and The Westin Southfield.
14. By registering as an exhibitor/sponsor, you agree to allow MICNP to use photographs/video which may include your likeness in a variety of media formats to market future MICNP programs/events.
15. The display area for exhibitors/sponsors will be separate from the education area.
16. Exhibitors/Sponsors will make their own arrangements for delivery and receipt of any shipments related to their exhibit.
17. **If you require an electrical outlet for your exhibit, there is an additional \$100 charge** which you can select when registering online.

Registration/Payment

Exhibitors/Sponsors MUST register online -Visit our website, www.micnp.org, under the Events & Education/Annual Conference tab. When registering online, you may pay immediately by credit card. If your company needs to pay via check, you must email admin@micnp.org to confirm space is still available. We are asking that **all payments be received (or are in process) by September 18, 2026. Space and/or exhibit table is not guaranteed until payment is received, or the MICNP administrative office is informed of delay.** Failure to submit a payment will result in the sponsorship being re-opened to the general public. If you do not have a confirmation email or communication from the MICNP office, please confirm your payment has been received.

Cancellations

Cancellations must be received by MICNP in writing. The date upon which the notice of the cancellations is received shall apply as the official date of cancellation. If a cancellation occurs, the following shall apply: If an exhibitor cancels between time of application and 91 days prior to conference, MICNP will refund 50% of the deposit received. If an exhibitor cancels between the day of the event and 90 days prior to the conference, the entire deposit will be forfeited.



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— October 2-3, 2026 —