



VENDOR SPONSOR INFORMATION



AACN

Tidewater Chapter



ALL HANDS ON DECK

A Critical-Care Symposium

Friday & Saturday
February 19 & 20, 2027



NAVIGATING THE ICU REVOLUTION TOGETHER



THE ADMIRAL'S
LOUNGE



COMMODORE'S
QUARTERS



CAPTAIN'S
CLUB



FIRST OFFICER'S
CLUB



DECKHANDS





TAX ID#: 95-2706905

Dear Exhibitor:

On behalf of the award-winning Tidewater Chapter AACN and the Board of Directors, it is my pleasure to invite your sponsorship at the 2027 “All Hands On Deck” Critical-Care Symposium in Virginia Beach, VA! As you know, we would never be able to offer the extent of programming, education, product exposure, and innovation without the sponsorship of companies like yours! This year will feature several vendor package options to suit all sponsorship levels. We plan to offer a robust agenda that we think you will find uniquely engaging and worth your investment.

This year, we are telling old habits to *Walk the Plank* and replacing them with evidence and guideline driven practices with featured speaker and host of the “Walking Home from the ICU” podcast -**Kali Dayton**! This will feature her innovative work on the Society of Critical Care Medicine’s A-F Bundle for mechanical ventilation liberation practices using a break-out session “circuit training” formula featuring verticalization therapy, early mobility, sedation management techniques, ventilator management, and PT/OT collaboration. Additionally, Kali will host an informational lunch on Saturday afternoon titled “*Buried Treasure*,” specifically for System Administrators, Educators, Managers, Supervisors, and those seeking information on the true financial value/benefit for units adopting her practices.

We aren’t stopping there! We will welcome **AACN President Tonka Williams** and other Critical Care voices discussing ICU Care Delivery, delirium management, Post-ICU-Syndrome (PICS), driving unit-level change through Nursing evidence, nurse wellbeing, and more!

So - What’s in it for you!?

An entire ballroom JUST for Vendors!	A chance to sponsor dinners or breaks	Vendor Tickets to our Friday night Cocktail Party/Dinner event (with a 2-hour open bar)!
Vendor Lounge with internet/drinks/snacks/work area/lunch	Some packages include a 30-45 minute “expo-ed” session exclusively for your product!	Hotel Discount \$119/night at the Founder’s Inn & Spa, a Hilton Brand Hotel
2-day vendor passes	All spots with table/electric	Materials may ship in advance and be stored for your arrival!
Meals Provided	Opportunities to include materials in registration packets	A chance to network
Package options to elevate your brand and exposure	Mentioned during the conference, personal speaking with the Admiral’s Lounge Package	Exposure to over 150 professionals (RN, RT, APRN, PT/OT, and more)
One dedicated hour each day for the Vendor hall + Open 11-5 pm daily + break times	Prominent signage throughout the space and scattered	National event promotion with AACN webpage and publications

We think you will be particularly excited to join us at our Friday Night Cocktail Party and Plated Dinner event! Consider sponsoring the dinner!? It includes a 2-hour open bar, a delicious multi-course meal, music, sponsor acknowledgement, a photo booth, and quality time with event participants!

Please take a look at the package options and contact us if you have questions, or any unique ideas on how we can help bring your product to life! We are collaborators, and we are here to assist you in your goals, just as much as you will be assisting us with ours! The Founder's Inn has graciously given our attendees and vendors a room rate of \$119/night (to go active 7/6/2026). First come, first served- when they're out, they're out!

Please also take note of our **Early Bird registration discount of \$500 for ALL package levels**. We will also offer an additional six feet of vendor hall space with electricity for \$500 if needed (please note higher packages actually give you 12+ ft, but you can pay for more). This is ideal for products that are sizeable, like beds, mobility equipment, or anything else you could dream of needing!

We hope we have piqued your interest!! Please reach out, and let's discuss how you can *Jump Aboard* to reshape and revolutionize how more than 150-200 nurses from across 6 states will bring a new wave of expert-level care to patients everywhere!

Stephanie Williams BSN, RN, CCRN
Vendor Coordination | Tidewater Chapter AACN
757-291-4024
tidewaterchapteraacn@gmail.com



Tidewater AACN Board of Directors

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Recipient: 2026 AACN President's Award for Chapters

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Vendor Levels

“Deckhands”

\$2500

Basic Vendor Package

This package features: standard vendor booth separated by pipe and drape with a six-foot table, electricity, (2) vendor hall tickets for each day, vendor lounge access, small logo on scattered materials, (2) tickets for the Friday Night Cocktail Hour and Dinner Party (2-hour Open Bar included). One hour of dedicated vendor hall time, 11-12 p.m each day. The Vendor Hall remains open each day until 5 p.m.

“The First Officer’s Club”

\$5,000

This package features: enhanced vendor booth separated by pipe and drape with an extra 6-ft table space, electricity, (2) vendor hall tickets for each day, vendor lounge access, medium size logo on scattered materials, (2) tickets for the Friday Night Cocktail Hour and Dinner Party (2-hour Open Bar included), one hour of dedicated vendor hall time 11-12 p.m. each day. The Vendor Hall remains open each day until 5 p.m.

and

Breaktime Sponsor! Who doesn’t love cookies and drinks!?! There are 4 breaks, and your name will be on one of them! Take time to mingle at the station! Give out swag- make it fun!

“Captain’s Club”

\$7,500

(1 spot)

This package features: enhanced vendor booth separated by pipe and drape with an extra 6- foot table space (12-foot total), electricity, (2) vendor hall tickets for each day, vendor lounge access, large logo featured on scattered signs and materials, (2) tickets for the Friday Night Cocktail Hour and Dinner Party (2-hour Open Bar included), printed marketing items that you provide will be included in registration bags and social media features.

and

Exclusive sponsor of the Cocktail Hour: Craft your signature cocktail and mocktail. Open the hour with a brief five-minute welcome as attendees and vendors gather on deck for cocktails, conversation, and connection.

“Commodore’s Quarters”

\$10,000 - Saturday

Sunrise Package (1 spot)

This package features: high-visibility vendor booth separated by pipe and drape with an extra 6-foot table space (12-foot table), electricity, (2) vendor hall tickets for each day, vendor lounge access, large logo featured on scattered signs and materials, (2) tickets for the Friday Night Cocktail Hour and Dinner Party (2-hour Open Bar included), printed marketing items that you provide will be included in registration bags and social media features.

and

Saturday Sunrise Session: Saturday morning pre-conference will include a buffet-style breakfast for up to 55 registrants, and the opportunity to take the floor and give a 45-minute session on your product, or the evidence surrounding its use! Bring your own expert, or your company’s reps can take the wheel! We’ll provide the meal and a dedicated space!

“Commodore’s Quarters”

\$10,000

2-day Expo Ed Package (2 spots)

This package features: an Expo Ed area separated by pipe and drape with an extra 6- foot table space (12-foot total), electricity, (2) vendor hall tickets for each day, vendor lounge access, large logo featured on scattered signs and materials, you provide marketing items to be included in registration bags, social media features, premium vendor space/location

and

Expo Ed: This provides a premier vendor location, complete with a larger vendor footprint and space to host up to a 45-minute personalized education presentation from one of *your* experts each of the two days the vendor hall is open.

Exclusive Lunch Sponsor: Exclusive lunch sponsor on Friday **or** Saturday with signage and branding opportunities.

“The Admiral’s Lounge”

\$12,000

(1 spot)

This package features a central open concept space designed to highlight your product and encourage direct engagement with attendees. (2) vendor hall tickets for each day, vendor lounge access, Largest logo on main hall ads/main stage slide, largest logo featured on scattered signs and materials, you provide marketing items to be included in registration bags and social media features.

and

Registration Coffee Bar Sponsor: Be the **FIRST** face they see when they walk in, **BOTH** days for their morning pick-me-up!

and

Friday Night Dinner Party: Exclusive sponsor of the Friday night plated dinner with entertainment. Your logo, your people, all highlighting the main event! Please take 3-4 minutes at the event to introduce yourself and your company!

and

Saturday Leadership Lunch: Exclusive marketing and sponsorship of the Saturday Afternoon Leadership Lunch. Get your name/product in front of the decision-makers for a solid one-hour discussion hosted by Kali Dayton herself. This allows you to open with a 3-minute intro, disperse printed materials and contact info, and be available for questions.

GET CREATIVE OPTION: COST TBD

Are you a vendor with ideas!? Perhaps you want to build your own type package? We would entertain your ideas and suggestions to work out the ideal situation for your company! Let us know if we need to customize something for you!

An early bird discount of \$500 will apply to vendors who pay and secure their spot before 8/31/2026. Applies to **ALL** package levels! An additional 6 ft of space with electricity can be purchased for \$500. Please contact stephanie.tidewateraacn@gmail.com with any questions.

Vendor Details:

Logo Use: Exhibitors are encouraged to send a high-resolution image to the Tidewater AACN Conference Planning team to be used on and in print materials with your permission.

Vendor Hall Hours: The Vendor Hall will be open from 11:00 a.m. - 5:00 p.m. each day. We have built in 1 dedicated uninterrupted hour each day for attendees to visit exhibitors. The hours of 12:00 p.m. - 1:00 p.m. will be shared with lunch time for attendees, and the hours of 1 p.m. - 5 p.m. will be Open Hall visitation for any attendees who choose to visit during breakout session times.

Sunrise Session: The Tidewater Chapter will provide the buffet-style breakfast for attendees. Show up ready to present; materials you wish to pass out can be sent ahead of time to the Founder's Inn and will be there waiting for you! The dedicated space seats 55 comfortably and will be provided with large flat-screen TVs on stands to give maximum visibility.

Expo Ed: We recommend starting this discussion at 11:15 a.m. in the vendor hall to allow participants to find the booth, and get seated without missing any of the session. The session will probably be better suited for a 30-minute presentation with a 15-minute Q&A after, for a total of 45 minutes.

Vendor Meals: Our vendors will be supplied with lunch each day. These may be boxed lunch items to better facilitate vendor hall schedules. Dinner will be provided at the Plated Dinner Event on Friday Night, complete with a 2-hour Open Bar. Tickets are included with your Vendor Packages for (2). Additional tickets are available for purchase at \$75 each on the Conference Nursing Network Event Exhibitor's Page.

Vendor Lounge: The Tidewater Chapter AACN will provide a dedicated Vendor Lounge for Exhibitors. The lounge will have drinks supplied throughout the day, snacks, wireless internet, and a quiet space if you need to work while at the conference or attend a meeting. The lounge is located across the hall from the Vendor Hall.

Payment Details: Full payment of exhibit space is due by (1/15/2027). If payment is not received by the due date, the exhibitor will not be allowed to exhibit at this event.

Vendors are permitted to pay the entire balance at one time if preferred.

A payment in the amount of 50% of the Vendor's total package/s/items fee will be due within 14 days of contract signing, but **MUST be received by 8/31/2026 to receive the Early Bird Discount. The remaining 50% payment will be due by 1/15/2027.**

The Tidewater Chapter AACN will work to digitize payment options for ease of use through Nursing Network. This could also include direct account transfers to eliminate processing fees and expedite payment. If needed:

Please make a check payable to: The Tidewater Chapter AACN

The Tidewater AACN
P.O. Box 2832
Chesapeake, VA 23327

Contract Details:

The Tidewater Chapter AACN will work with your team to complete the Vendor/Exhibitor Contract specifying all agreements therein for accuracy and transparency. The Vendor/Exhibitor contract will specify the terms of the agreement, services to be provided, and dual expectations from both parties.

Cancellation:

The Tidewater Chapter is dependent on Vendor/Exhibitor support to make this event happen! Therefore, please be mindful of the Cancellation penalty fee schedule

60 - 120 days before the event	75% of the funds returned
30-60 days before the event	50% of the funds returned
< 30 days before the event	No refunds

2027 CRITICAL CARE SYMPOSIUM

CHART YOUR COURSE

ALL HANDS ON DECK!

TIDEWATER CHAPTER AACN • FEBRUARY 19 - 20, 2027



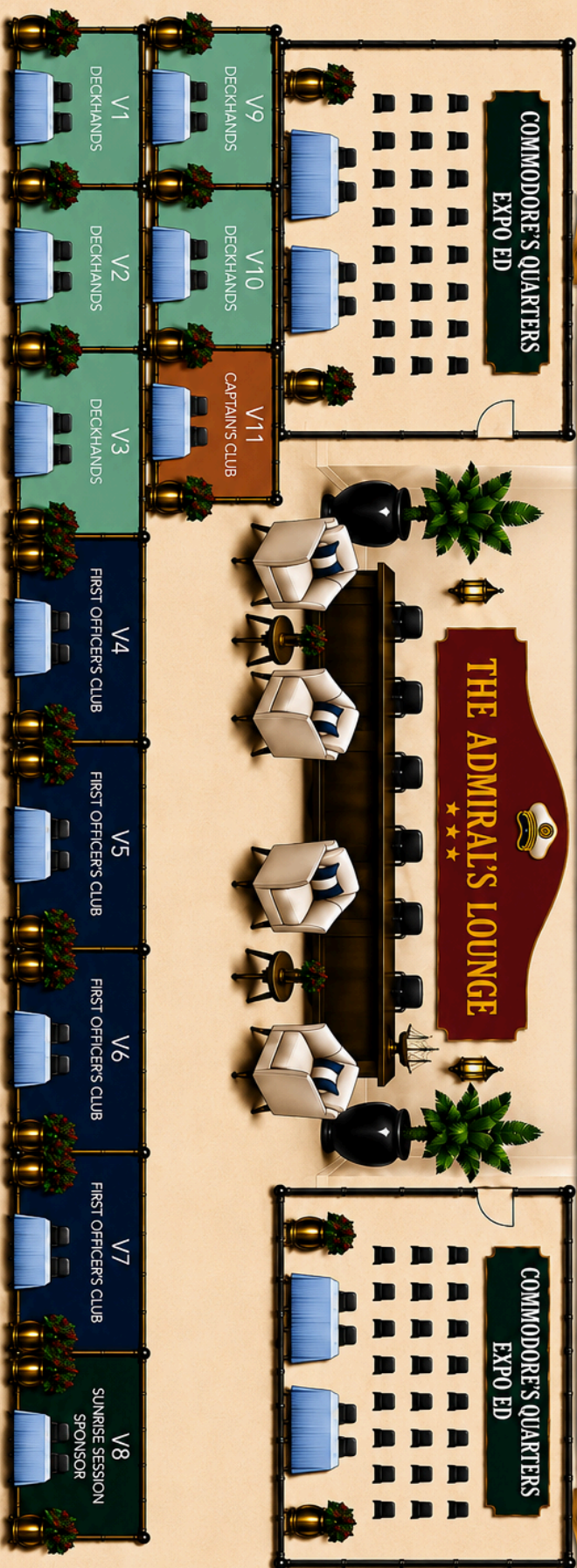
INCLUDED FEATURES		DECKHANDS \$2,000	THE FIRST OFFICER'S CLUB \$5,000	CAPTAIN'S CLUB \$7,500 (1 SPOT)	COMMODORE'S QUARTERS \$10,000 (2 OPTIONS)	THE ADMIRAL'S LOUNGE \$12,000 (1 SPOT)
BOOTH SPACE & ELECTRICITY	Vendor Booth 6 ft table with electricity	Vendor Booth 2 - 6 ft tables with electricity	Vendor Booth 2 - 6 ft tables with electricity	Vendor Booth 2 - 6 ft tables with electricity	Vendor Booth 2 - 6 ft tables with electricity	Premier Location Vendor Booth 2 - 6 ft tables with electricity
VENDOR HALL OPENS	Opens at 1100 both days	Opens at 1100 both days	Opens at 1100 both days	Opens at 1100 both days	Opens at 1100 both days	Opens at 1100 both days
VENDOR HALL TICKETS (Per Day)	2	2	2	2	2	2
FRIDAY NIGHT DINNER PARTY TICKETS	2	2	2	2	2	2
LOGO RECOGNITION	Small logo on scattered materials	Medium logo on scattered materials	Large logo featured on scattered signs & materials	Large logo featured on scattered signs & materials	Large logo featured on scattered signs & materials	Largest logo on main hall ads & main stage slide
MARKETING IN REGISTRATION BAGS	—	—	✓	✓	✓	✓
SOCIAL MEDIA FEATURES	—	—	✓	✓	✓	✓
PREMIUM VENDOR SPACE / LOCATION	—	—	✓ (Premium Location)	✓	✓	✓ (Premier Location)
SPONSORSHIP BENEFITS	—	• Breaktime Sponsor (4 Breaks)	• Exclusive Sponsor of the Cocktail Hour	• Exclusive Sponsor of the Cocktail Hour	• Exclusive Sponsor of the Cocktail Hour	• Exclusive Sponsor of the Cocktail Hour

EARLY BIRD DISCOUNT: \$500 OFF FOR PAYMENTS RECEIVED BY 8/31/2026

ADDITIONAL 6 FT OF SPACE WITH ELECTRICITY CAN BE PURCHASED FOR \$500.

Full payment due by 1/15/2027. See full terms on vendor information sheet or contact tidewaterchapteraacn@gmail.com

VENDOR HALL LAYOUT & TIERED OFFERINGS



Tiered Offerings			
Tier	Description	Includes	Visibility & Benefits
	THE ADMIRAL'S LOUNGE (PREMIUM SPACE)	- Premium Lounge Space - Showcase Opportunity - Friday Night Dinner Party - Registration Coffee Bar Sponsor (Both Days)	- Highest visibility & brand positioning - Dedicated recognition - Premium placement in center of hall
	COMMODORE'S QUARTERS (PREMIUM SPACE)	- Expo Ed sponsorship opportunities - or Sunrise Session sponsorship experiences	- High visibility on both sides of hall - Strong attendee engagement - Premium placement in hall
	CAPTAIN'S CLUB (PREMIUM BOOTH)	Premium high-visibility booth with cocktail hour networking opportunities	- Excellent visibility & traffic flow - Positioned in high-traffic corridor - Tier signage & recognition
	FIRST OFFICER'S CLUB (ENHANCED BOOTH)	Enhanced booth locations and larger footprint.	- High-traffic locations - Enhanced visibility - Tier signage & recognition
	DECKHANDS (STANDARD BOOTH)	Standard vendor booth package.	- Great for emerging exhibitors - Cost-effective participation - Tier signage & recognition



AACN
 Tidewater Chapter

ALL HANDS ON DECK
 A Critical Care Symposium
 Friday & Saturday
 February 19 & 20, 2027
 ★ ★ ★ ★

SUMMARY AT A GLANCE	
ADMIRAL'S LOUNGE	1
COMMODORE'S QUARTERS:	
• Expo Ed Areas: 2	
• Sunrise Session Booth: 1	
CAPTAIN'S CLUB BOOTH	1
FIRST OFFICER'S CLUB BOOTHS	4
DECKHAND BOOTHS	5
TOTAL BOOTHS	13
SPONSORSHIP TIERS	5

