Exhibitor Prospectus

National Teaching Institute & Critical Care Exposition®

Indianapolis: May 4-5, 2027 | Indiana Convention Center

www.aacn.org/exhibits



AACN nti 2027™

AMERICAN ASSOCIATION of CRITICAL-CARE NURSES

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NTI 2027 Schedule

NTI 2027 Location

Indiana Convention Center | 100 South Capital Ave., Indianapolis, IN 46225

www.icclos.com • 317.262.3400

NTI Preconferences • Sunday, May 2
NTI Main Conference • Monday - Wednesday, May 3-5

NTI 2027 SCHEDULE	Saturday May 1	Sunday May 2	Monday May 3	Tuesday May 4	Wednesday May 5	Thursday May 6
Exhibitor Registration		7a.m.-5p.m.	7a.m.-5p.m.	7a.m.-4:30p.m.	7a.m.-4p.m.	
Install Exhibit	8a.m.-5p.m.	7a.m.-5p.m.	7a.m.-5p.m.			
Critical Care Exposition				10a.m.-4p.m.	10:30a.m.-3p.m.	
Dedicated Exhibit Hours				10a.m.-1p.m.	10:30a.m.-1p.m.	
Dismantle Exhibit					3-8p.m.	8a.m.-5p.m.

10.5 hours of exhibit time over 2 days includes 5.5 hours of unopposed exhibit time

*Times are subject to change

Deadlines

February 2027

1 Online Service Kit available

5 Full booth payment due

5 Last day to cancel space with 50% of booth cost retained

5 Deadline to submit ExpoEd application and Session Information

5 Deadline to submit Sunrise Session application before rates increase

5 Deadline to enter ExpoGuide description and product categories

6 Cancellations or requests for reduction of space received on or after this date will not be issued refunds

March 2027

26 Private Activity Request due to AACN

29 Exhibitor hotel block requests/room list and deposit due to the AACN Housing Bureau

29 Mailing Label order form, License Agreement and Mail House Agreement due to AACN

April 2027

5 Hotel cancellation deadline — Exhibitors that cancel room reservations after this date will forfeit their first night's room and tax deposit for each room canceled

30 Exhibitor-Appointed Contractors Notification due to AACN

30 Insurance certificates due to AACN

May 2027

1 Exhibit installation begins at 8 a.m.

3 Exhibit installation to be completed by 5 p.m.

4 Official opening of the Exhibit Hall at 10 a.m.

5 Official closing of the Exhibit Hall at 3 p.m.

6 Exhibits and all materials must be removed from Exhibit Hall by 5 p.m.

NTI Audience Demographics

NTI 2026 Attendance in San Diego

Live Total	6,532
United States	6,509
International	23
Virtual Total	1,802
United States	1,798
International	4

Previous NTI Attendance

NTI 2026 San Diego Live & Virtual	8,334
NTI 2025 New Orleans Live & Virtual	7,972
NTI 2024 Denver Live & Virtual	8,080
NTI 2023 Philadelphia Live & Virtual	7,165
NTI 2022 Houston Live & Virtual	6,720
NTI 2021 Virtual	7,028
NTI 2020 Canceled due to COVID-19	
NTI 2019 Orlando	8,355
NTI 2018 Boston	8,705

Employer

- 52% Community Hospital
- 18% University Medical Center
- 11% Other Employers
- 7% College/University
- 5% Non-Academic Teaching Hospital
- 3% County Hospital
- 3% HMO/Managed Care
- 2% State Hospital
- 1% Military/Government Hospital

Primary Practice Area

- 26% Other
- 24% ICU
- 13% Cardiovascular/Surgical ICU and PACU
- 12% Progressive Care/Stepdown/Telemetry
- 11% Combined ICU/CCU
- 6% Pediatric and Combined Pediatric/Adult ICU
- 4% Burn/Emergency/Trauma/Transport
- 4% Neuro/Neurosurgical ICU
- 2% CCU
- 1% Interventional Cardiology/Cath Lab

Critical Care Experience

- 25% 21 or more years
- 27% 11 to 20 years
- 18% 6 to 10 years
- 30% 1 to 5 years

Highest Nursing Degree Held

- 63% Bachelor's
- 25% Master's
- 6% Doctorate
- 6% Associate's
- 1% Diploma

Primary Role

- 53% Staff Nurse
- 11% Director/Manager
- 9% Charge Nurse
- 8% Nurse Educator/Faculty
- 7% Advanced Practice CNS or NP
- 6% Other
- 4% Clinic Nurse
- 1% Clinical Coordinator

Numbers may not equal 100% due to rounding.

Who Exhibits?

Technical

Manufacturers of healthcare equipment, devices, technology, supplies and pharmaceuticals

Career Opportunity

Hospitals, healthcare systems, nursing agencies, military services, schools of nursing, colleges and universities

Market Research

Companies interested in gathering nursing and/or healthcare-related information from attendees via questionnaires, interviews and/or product evaluations

Nursing Apparel & Lifestyle

Companies with nursing apparel (including scrubs, shoes, footwear products and other appropriate apparel) and healthcare-related lifestyle products

Publications & Educational Resources

Publishers of books, journals, educational resources and training materials for continuing professional education

Associations & Societies

Nonprofit organizations; limited to 501(c)(3) or 501(c)(6) organizations approved by AACN

Please note that AACN does not accept applications from exhibitors that display or sell beauty or anti-aging products, LED skincare, infrared products, TENS or EMS units.



Exhibitor Rates

Exhibitor Type	Booth Fees
Technical	**$4,800 per 10' x 10' booth** **$200 additional per exposed corner** - Furnishings package **not included** in booth price
Career Opportunity	**$4,000 per 10' x 10' booth** **$200 additional per exposed corner** - Furnishings package included in booth price
Market Research	
Nursing Apparel & Lifestyle	
Publications & Educational Resources	
Associations & Societies	**$2,100 per 10' x 10' booth** - Furnishings package included in booth price

Exhibitor Furnishings Package

Exhibitors that qualify for a furnishings package will receive the following for each 10' x 10' space reserved:

- 8-foot-high draped back wall
- 3-foot-high draped side rails
- One 6-foot skirted table
- Two chairs
- One wastebasket
- One small ID sign
- Booth carpet (color determined by AACN)

Booth Payments

A 50% (non-refundable) deposit is required to confirm your booth space reservation. Deposits are 50% of your total booth fee. Your deposit is due within 30 days of receiving your invoice. Full booth payment is due by Feb. 5, 2027

Cancellation

Cancellation of booth space for any reason is subject to the refund schedule and terms shown below. Refunds will not be issued to exhibitors that do not exhibit and have not submitted a written cancellation notice according to the deadlines.

Exhibitors must contact the AACN Housing Bureau to cancel or change hotel room reservations. Exhibitors that cancel room reservations after April 5, 2027 will forfeit their first night's room and deposit for each room canceled.

Space Cancellation Fees

(amounts retained by AACN)

Before Feb. 5, 2027
50% of total booth fees

On or after Feb. 6, 2027
100% of total booth fees

Space Reduction

AACN will retain 100% of the total booth fees for all space reductions on or after Feb. 6, 2027.

Notification of booth cancellation or reduction of booth space must be made in writing and emailed to **exhibits@aacn.org.**

Application & Contract to Exhibit

Applications will be accepted until the show opens!

Apply online: **www.aacn.org/exhibitorapplication**

Application Process Steps:

1

Review the Exhibit Hall **Floor Plan**, and choose your preferred locations.

2

Complete and submit your **online application** for AACN to approve.

3

After your application is approved, you will receive an email with payment instructions.

Applications without a deposit cannot be confirmed.

Eligibility to Exhibit

AACN specifically reserves the right to determine the acceptability of applications for exhibit space. Applications to exhibit will be accepted or rejected based on criteria including, but not limited to, the professional or educational benefit of the products/services, consistency with AACN's mission and goals, and space constraints in the Exhibit Hall.

Application and Contract to Exhibit

The Application to Exhibit, formal notice of space assignment by AACN, full payment of booth fees, and signed acceptance and approval by AACN constitute a contract for the right to use space. AACN show management reserves the right to assign or reassign the space allotted for each contract, as necessary. The final floor plan and exhibit space layout are subject to revision, approval and acceptance by AACN and the convention center fire marshal. The application will not become a binding contract until it is approved and accepted by AACN.

Important Information

Exposition Terms & Conditions

For a complete listing of NTI show terms and conditions, please visit **www.aacn.org/expoterms**

Exhibit Hall Floor Plan

To view the Exhibit Hall Floor Plan, please visit **www.aacn.org/ntifloorplan**

For exhibitor housing information go to **www.aacn.org/exhibitorhousing** We urge you to accurately calculate intended hotel room usage before placing room block reservations. Even when rooms are released just before the conference, NTI attendees already may have chosen not to attend because hotel rooms were unavailable. This situation reduces the attendee audience and potential customers for exhibitors.

Exhibitors that cancel room reservations after April 5, 2027 will forfeit their first night's room and tax deposit for each room canceled.

Priority points will be awarded to advance space selection exhibitors that reserve and use NTI hotel rooms.

AACN provides daily shuttle service to and from the convention center and official NTI hotels during NTI.

Exhibitor Access to Hall

During installation and dismantling hours, registered exhibitors may enter the Exhibit Hall by showing their badge to security personnel. During the Critical Care Exposition, exhibitors will be admitted into the Exhibit Hall beginning at 7 a.m. on Tuesday, May 4, and Wednesday, May 5.

Requests for access to the hall before these hours, or after closing hours, must be sent to **exhibits@aacn.org** Children younger than 18 will not be allowed in the Exhibit Hall during move-in and move-out. For the safety of all attendees and exhibitors, strollers are not permitted in the Exhibit Hall.

Service Kit

The Service Kit will be available online in February 2027. The Service Kit contains information for ordering exhibitor services such as booth furnishings, electrical, lead retrieval and more. Once the Service Kit is available, you will receive an email that includes a direct link to Freeman. Each exhibitor is responsible for abiding by and informing all vendors, suppliers, exhibitor-appointed contractors and third-party agencies of all rules, regulations and guidelines.

Work Badges/Identification

Installation and dismantling companies and other exhibitor-appointed contractors must obtain work identification for their personnel from security staff at the Security Command Post. Work identification allows access to the Exhibit Hall only during move-in and move-out. It is not valid during exhibit hours.

Exhibit Hall Passes for Prospective Exhibitors

Representatives of a non-exhibiting company may attend the exposition to evaluate the show for future participation for a $50 fee. Any commercial activity, promotion of goods/services or conduct of business by a non-exhibiting company representative is expressly prohibited and will result in immediate removal from the Exhibit Hall and ineligibility to exhibit at future AACN programs. The $50 fee can be applied toward NTI 2028 exhibit fees.

Important Information

Continued

Lead Retrieval

Lead retrieval is available for exhibitors to quickly and accurately record each prospect's name and address. Additional information and an order form are included in the Service Kit. To respect the work environment and privacy of attendees, telephone numbers are not available through the lead retrieval system. When you scan an attendee's NTI badge, you will receive their email address if they provided it when they registered. Please note that an attendee may decline to provide their email address and/or to have their badge scanned.

Security

AACN provides 24-hour security for the periphery of the Exhibit Hall beginning the first day of move-in and continuing until the exposition closes. Additional security for individual booths may be contracted using the Booth Security order form in the Service Kit.

Admission to Educational Sessions

Exhibitor personnel may be admitted to unticketed educational sessions on a space-available basis. Exhibitor personnel who wish to receive continuing nursing education contact hours for attending sessions must register for NTI and pay the reduced registration fee. The reduced fee is available to no more than two persons per 10' x 10' space. It is available to those whose primary responsibility is to staff a booth. Fees are as follows:

AACN Members	
On or before Feb. 1	**$610.00**
Feb. 2 to on-site	**$680.00**
Non Members	
On or before Feb. 1	**$740.00**
Feb. 2 to on-site	**$810.00**

ExpoEd — Education on the Exhibit Floor

NTI exhibitors can offer education on the exhibit floor through ExpoEd activities, which apply concepts and principles about patient care and clinical practice. Activities use a variety of formats — for example, live and multimedia presentations, computer-assisted self-learning and hands-on demonstrations — and must adhere to the high standards of AACN's educational plan. ExpoEd presentations may discuss your company's equipment, products and services. Nurses can earn CERPs toward their AACN certification renewal for these approved educational activities on the show floor. **Videotaping ExpoEd sessions is not allowed without the prior consent of AACN**. Application information is posted at **www.aacn.org/expoed** Questions? Please email Chelley D'Amato at **expoed@aacn.org.**

If you apply before Feb. 5, 2027, your session information will be promoted in the NTI Program and ExpoGuide.

NTI 2027 exhibitors are invited to present prerecorded virtual ExpoEd sessions for a separate fee for the virtual part of NTI 2027. Prerecorded topics can be the same as the live, in-person NTI or new topics can be submitted if a virtual ExpoEd application is approved by the AACN ExpoEd team.

Restrictions on Advertising — Hotel and Convention Center Drops Not Permitted

For the safety of our participants, AACN does not allow hotel room drops. In addition, flyers, invitations, magazines, advertising materials or any other promotional items may not be distributed directly to attendee hotel rooms, convention center meeting rooms, common public areas or the NTI Registration and Resource Center.

Advertising, Marketing & Sponsorships

Complimentary Listings in the NTI Program and ExpoGuide

Complimentary listings are available for all NTI exhibitors in the NTI Program and ExpoGuide and on the NTI website. Exhibitors will enter their own ExpoGuide description and product category listings through the exhibitor portal online. Descriptions and product categories must be entered by Feb. 5, 2027, to be included in the ExpoGuide. If your company description is not entered by Feb. 5, only your company name, website and booth number will be listed. Companies that submit applications after Feb. 5 will only be listed on the NTI website and on Exhibit Hall locators.

Advertising Opportunities Through The Walchli Tauber Group

NTI Learning Action Journal, NTI Program and ExpoGuide and *NTI Voices*

Exhibitors can advertise in these NTI publications, which are distributed or available on-site to all nurse attendees.

NTI Newswires

Exhibitors are invited to advertise electronically via several NTI newswires, which are emailed in advance and during both conferences to registered NTI attendees. *NTI Voices*, with daily updates during the conference, also accepts advertising.

Please call **The Walchli Tauber Group** if you are interested in any of these marketing opportunities.

NTI Product, Education and Recruitment Advertising Sales
Anne Green, 864-616-7797
anne.green@wt-group.com

Sponsorships

AACN offers dozens of possibilities to maximize presence and visibility by increasing participant awareness of an exhibitor's contributions to acute and critical care nursing. Opportunities include year-round support plus sponsorship of NTI special events, conference areas and official giveaway items.

While there are no virtual exhibits being accepted for the virtual part of NTI 2027, exhibitors are invited to sponsor specific opportunities or place paid advertising during Virtual NTI 2027.

Sponsors benefit in many ways, which may include:

- Priority points toward advance space selection for future NTI exhibits
- Listing in the NTI Program and ExpoGuide
- Listing on the NTI website
- Signage at events with verbal recognition where appropriate
- Opportunity for promotion of sponsor's exhibit and marketing materials
- First right to renew sponsorship for next year

For sponsorship opportunities visit
www.aacn.org/sponsor
or contact the AACN Exhibits Team at:
exhibits@aacn.org

Sunrise Sessions & Other Private Activities

Sunrise Sessions — Corporate-Supported Satellite Symposia

Sunrise Sessions provide your organization with a unique opportunity to host an exclusive educational session Tuesday, May 4, or Wednesday, May 5, from 7-8:30 a.m. These very popular breakfast sessions are designed and planned by the corporate sponsor, from selecting the educational topic and expert presenter to determining the size of the audience. AACN offers NTI attendees continuing education recognition points (CERPs) for Sunrise Sessions. CERPs are an AACN designation for nurses to help fulfill continuing education (CE) requirements to maintain AACN certifications and are similar, but not equivalent, to a CNE or CME contact hour.

Apply by Feb. 5, 2027, to receive great benefits, including:

- **A $2,000 savings on your Sunrise Session fees and a priority time slot**
- **Greater exposure for your session by being included in NTI promotional materials**

Opportunities are limited. If you are interested in sponsoring a Sunrise Session and would like to discuss the benefits, please email Chelley D'Amato at **sunrise@aacn.org.**

NTI exhibitors may sponsor and present prerecorded virtual Sunrise or Sunset sessions for a separate fee for the virtual part of NTI 2027. A separate application and fee are required for each virtual session.

Other Private Activities — Including Hospitality Functions and Focus Groups

Exhibitors must notify AACN of all private activities, including hospitality functions and focus groups. Continuing nursing education hours cannot be granted by NTI exhibitors or designated agents during private activity hours. In order to avoid conflicts with official NTI events, private activities may be scheduled only during the following days and times:

Sunday, May 2 – All day
Monday, May 3 – After 5:30 p.m.
Tuesday, May 4 – After 5:30 p.m.

A limited number of meeting rooms in NTI hotels are available to exhibitors on a first-come, first-served basis. Meeting room rental may be charged by the hotel. For space availability and approval, submit the Private Activity Request in the Service Kit available in February 2027. The deadline to submit a request is March 26, 2027. After AACN Meetings Department approval, exhibitors are responsible for all arrangements and fees.

Market Research on the Exhibit Floor

Dedicated market research booths are available in the Exhibit Hall at the market research rate. For more details email the Exhibits Team at **exhibits@aacn.org.**

Invitations to Private Activities

Invite attendees to a private activity by using the one-time exhibitor option of renting the NTI participant direct mail list. To order the preregistration list, use the List Rental form in the Service Kit. NTI list rentals with the names and direct mail addresses of NTI registrants who opt to receive mailings will be available in mid-April 2027. **Email addresses and phone numbers are not available.**

Contact Us

AMERICAN ASSOCIATION *of* CRITICAL-CARE NURSES

27071 Aliso Creek Road, Aliso Viejo, CA 92656 | 800-394-5995

AACN Exhibits Team | exhibits@aacn.org

Randy Bauler, CEM	Corp. Relations & Exhibits Director	randy.bauler@aacn.org
Heidi Boydstun	Exhibits Manager	heidi.boydstun@aacn.org
Maribel Aguayo	Sr. Exhibits Coordinator	maribel.aguayo@aacn.org

AACN ExpoEd — Educational Sessions on the Exhibit Floor | expoed@aacn.org

Chelley D'Amato	Customer Support Specialist	expoed@aacn.org

AACN Meeting Space and Private Activities

Jackie Newis, CMP	Meetings Manager	jackie.newis@aacn.org

AACN Sunrise Sessions | sunrise@aacn.org

Chelley D'Amato	Customer Support Specialist	sunrise@aacn.org

NTI Advertising — The Walchli Tauber Group

Anne Green 864-616-7797	NTI Product, Education and Recruitment Advertising Sales	anne.green@wt-group.com

AACN Media Relations

Kristie Aylett	AACN PR/Communications	kristie.aylett@aacn.org

Join us this year & every year!

May 2-5, 2027 • Indianapolis | May 21-24, 2028 • Boston | May 20-23, 2029 • Atlanta