

44th Annual Convention



dna

DERMATOLOGY NURSES' ASSOCIATION®

Embracing Inclusive Care

Support Prospectus

Denver, Colorado | March 25th - 28th, 2026

2026.dnanurse.org

44th Annual Convention



The **Dermatology Nurses' Association (DNA)** is a dynamic professional organization dedicated to **advancing dermatologic care and improving patient outcomes** through knowledge-sharing and expertise. Our members—highly skilled nurse practitioners, registered nurses, licensed practical nurses, medical assistants, and other healthcare providers—work alongside **board-certified dermatologists** in offices, outpatient facilities, hospitals, and specialized dermatology settings.

You are invited to **exhibit at the DNA 2026 Annual Convention**, taking place **March 25-28, 2026**, at the **Marriott Denver Tech Center in Denver, CO**. With **over 200 dermatology professionals** expected to attend in person, this is an unparalleled opportunity to connect directly with the key decision-makers who **evaluate, recommend, and purchase** dermatology-related products and services. As an exhibitor, you will have a **prime opportunity** to:

- **Showcase your products and innovations** to a targeted audience of dermatology professionals. Last year 92% of survey participants said they incorporate knowledge gained from exhibitors into their practice.
- **Engage one-on-one** with the healthcare providers who influence and make purchasing decisions.
- **Strengthen brand awareness** in the rapidly growing dermatology and aesthetics markets.
- **Gain valuable insights** into the needs and preferences of the professionals who use your products daily.

Our **strategically designed exhibit schedule** maximizes engagement, ensuring you have dedicated time to connect with attendees in an interactive and productive setting. Don't miss this chance to expand your market presence while supporting the DNA community.

Secure your spot today and join us in Denver, Colorado, for DNA 2026!

Sincerely,

A handwritten signature in black ink that reads 'Tom Greene'.

Tom Greene

Corporate Relations Manager | 856-256-2367 | tgreene@dnanurse.org

DNA is an accredited provider through ANA, providing 3 days of general sessions, and also 2 full days of the NP Forum workshop which is specifically targeted to mid level providers. Core curriculum education is also provided in separate workshops.

Over 150 RNs, LPNs, NPs*, and PAs

attended the 2025 Annual Convention in Orlando, FL

**Over 30 NPs attended the 2025 Nurse Practitioner Forum Workshop.*

10'x10' Booth

\$2,950

- 6 hours of exclusive exhibit time
- One 10'x10' booth with 3 badges
- List of Attendees (does not include email addresses)
- Complimentary coffee & refreshment breaks
- Booth Signage with company name
- Listing in the convention event page name/address and website

Non-profit rates are available. Please contact us.

Booths include a table and 2 chairs.

Exhibit Hall Hours

Tuesday, March 24 — 12:00pm - 5:00pm Exhibit Set-up

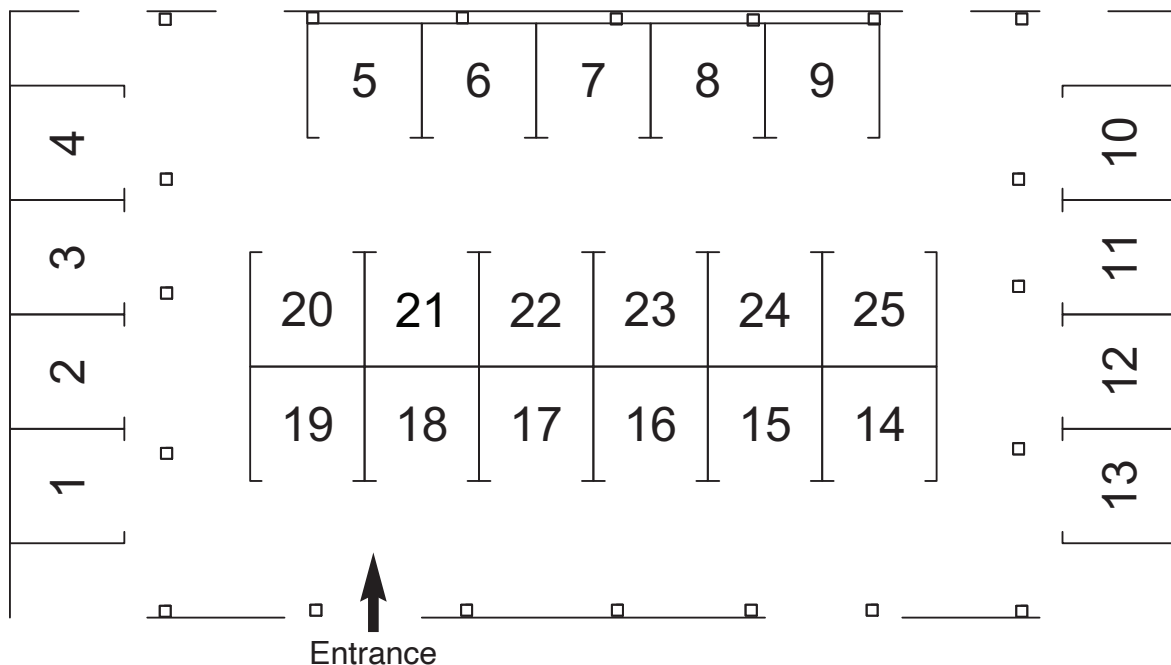
Wednesday, March 25 — 10:15am - 11:45am; 2:15pm - 3:15pm

Thursday, March 26 — 10:00am - 11:30am; 2:00pm - 3:00pm

DNA reserves the right to modify the exhibit schedule. Exhibitors will be notified if the schedule changes.

*DNA charges a 3% fee on all credit card transactions.

Denver Marriott Atrium



Hotel Information:

Marriott Denver Tech Center
4900 S. Syracuse Street
Denver, CO. 80237

**DNA hotel reservations can
be made at 2026dnanurse.org**

For more information contact:

Tom Greene
856-256-2367
tgreene@dnanurse.org

Heidi Perret
856-256-2375
heidi.perret@ajj.com

Sponsorship Opportunities

Product Theater/Symposia

\$22,500

AVAILABLE SLOTS

Wednesday, March 25, 2026 7:00 am - 8:00 am Breakfast | 5:30 pm - 6:30 pm Wine & Cheese
Thursday, March 26, 2026 7:00 am - 8:00 am Breakfast | 5:30 pm - 6:30 pm Wine & Cheese
Friday March 27, 2026 7:00 am - 8:00 am Breakfast

Exclusive Product Theater/Symposia

\$45,000

AVAILABLE SLOTS

Wednesday, March 25, 2026 12:00 pm - 1:15 pm Lunch
Thursday, March 26, 2026 11:45 am - 1:00 pm Lunch
Friday March 27, 2026 11:30 am - 1:00 pm Lunch

Please contact Tom Greene or Heidi Perret for more sponsorship opportunity information.

- Annual Convention Guide
- Hotel key cards
- Refreshment break
- Attendee meeting bags
- Advertising opportunities
- WiFi
- First Timers Orientation/ Networking
- Welcome Reception
- Networking Event

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feedback from previous conventions

As a former Co-chair of the Program Planning Committee, with a focus on recruiting dermatology experts, our feedback was outstanding which validates the high-quality education you receive when you attend Annual Convention.

I encourage you to join DNA and get involved in this organization that focuses on the dermatology nursing profession - membership is invaluable and you get so much more out of your membership the more you put into DNA. This is accomplished through the various groups and committees, and in return helps you, as a dermatology nurse, deliver better patient care and increase your professional growth and development.

Information for Exhibitors

Rules and Regulations

Assignment of Space

All applications for space must be filed on the contract form enclosed. Please keep a copy for your records. The primary consideration in the assignment of space to exhibitors shall be in the best interest of the Association. The Dermatology Nurses' Association may at its discretion accept or reject any application for space and reserves the right to relocate or reassign space at any time for the overall benefit of the convention. In determining your overall level of support to DNA, DNA takes into account: your past and present exhibit participation; participation in DNA's Corporate Membership Program; advertising support of DNA publications; miscellaneous grants and sponsorships; etc.

Exhibitor Services

The following services will be provided to exhibitors at no additional charge.

- A standard pipe/drape set
- A standard identification sign showing exhibitor's name and booth number
- Exhibit description in the Convention Event Page
- 3 badges for booth personnel
- Pre-registration list of attendees (Does not include email address)
- Complimentary refreshment breaks served in exhibit hall

DNA Policies

If material on display is not in keeping with DNA policy and philosophy, we reserve the right to demand its removal. Canvassing outside of the booth is forbidden. Vendors and/or exhibitors may not distribute materials to other exhibitors at any time within the hall. All business must be conducted from within each exhibitor's booth.

Decorator Services Shipping Instructions

DNA will make arrangements with an official contractor to handle all exhibit-related needs. They will have labor available for set-up and will also provide furnishings. The drayage firm will receive, store, and deliver exhibits directly to the exhibit hall on set-up day. All shipments must be prepaid and consigned as indicated on the floor plan page.

Security and Liability

All efforts will be made to provide adequate security for the exhibit area. However, each exhibitor must make provisions to

safeguard their valuables from the time they are placed in the exhibit area until they are removed. Neither the Dermatology Nurses' Association nor the Hotel will be responsible for loss or damage due to any cause. DNA is not liable for any additional expenses incurred by exhibitors beyond booth fees and the exhibitor hereby releases DNA from any and all claims of every sort it may have against DNA based upon, arising out of, or in connection with or related to the trade show, including, but not limited to loss, theft, damage, destruction, or delay or non-delivery of goods, display material and other effects.

These rules and regulations are to be construed as part of all space contracts. The Dermatology Nurses' Association reserves the right to interpret them as well as make final decisions on all points the rules and regulations do not cover.

Registration

Advance registration will be provided. All exhibitors will be required to register. A special exhibitor registration area will be provided on-site. Exhibitors are entitled to three complimentary exhibit badges per booth. Additional badges over three will be available for \$100 each. Admission to the exhibit area will be by badge only.

Terms of Payment And Cancellations

Full payment is required with the booth application. DNA accepts VISA, MC and AMEX along with check payments. Assignments not rejected by the exhibitor within 14 days from the notification space assignment will be considered accepted by the exhibitor and may, thereafter, be rejected or the contract cancelled only with the approval of the Exhibit Manager.

Should any contingency prevent holding of the conference or exhibition, the sponsoring group shall not be held liable for any expense incurred by the exhibitor.

Exhibitors canceling before January 26, 2026 will forfeit 50% of booth fee. Exhibitors canceling after this date will be charged full space rental, whether the space is paid in full or not.

Communications with reference to exhibits at
DNA's Annual Convention should be addressed to:
Heidi Perret: Marketing Specialist
DNA Annual Convention
Phone: 856-256-2375
Email: heidi.perret@ajj.com

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