

2026 NARA Annual Licensing Seminar

**Golden
Standards**



nara
50th
anniversary

50 Years of Regulatory Excellence

**Exhibitor
Prospectus**



September 14-16, 2026 | Palm Springs, CA

www.naralicensing.org

JOIN US IN PALM SPRINGS!

The NARA Annual Licensing Seminar is the premier gathering for human care regulators and providers dedicated to strengthening safety, quality, and accountability across the field. Each year, state administrators, policymakers, program managers, field inspectors, researchers, and advocates come together to exchange best practices, explore emerging issues, and learn new strategies to advance regulatory excellence.

With more than 300 professionals in attendance virtually and in person, the Seminar offers unparalleled opportunities for exhibitors and sponsors to gain visibility, build relationships, and engage directly with leaders who support policy and shape practice. Strategic networking breaks throughout the event create meaningful time for conversations, product demonstrations, and feedback from those working on the front lines of regulation.

This year's theme, "Golden Standards: 50 Years of Regulatory Excellence," celebrates NARA's strong foundation and sustained commitment to shaping the future of regulatory excellence. We invite you to join us in Palm Springs or online as we honor five decades of impact and look ahead with dynamic sessions, expert insights, and collaborative networking that continues to define the future of regulation.



Who Attends: Adult Care, Child Care, and Child Welfare Licensing and Regulatory Professionals, Supervisors, and Directors.

of Attendees: The number of participants typically ranges between approximately 250-300 people in person, and approximately 100 virtual attendees.

States & Provinces: Most US states are represented in attendance, along with Alberta, British Columbia, and Saskatchewan provinces in Canada.

EXHIBITOR OPPORTUNITIES

Single Exhibit Space

\$1,000

This exhibit space provides an approximate 8' x 10' area to display a tabletop exhibit. Space includes one (1) 6 ft. skirted table, one (1) chair, and one (1) wastebasket. One (1) pass is provided for the exhibitor representative to participate in Seminar.

Double Exhibit Space

\$1,500

This exhibit space provides an approximate 8' x 20' area to display a tabletop exhibit. Space includes two (2) 6 ft. skirted tables, two (2) chairs, and one (1) wastebasket. Two (2) passes are provided for the exhibitor representatives to participate in Seminar.

Nonprofit / Municipal Exhibit Space

\$700

The exhibit space is exclusively for a federally identified non-profit or municipal service/entity. The exhibit space provides an approximate 8' x 10' area to display a tabletop exhibit. Space includes one (1) 6 ft. skirted table, one (1) chair, and one (1) wastebasket. One (1) pass is provided for the exhibitor representative to participate in Seminar.

Additional Exhibitor Staff

\$595

Companies may register additional exhibit staff starting at the early bird rate of \$595. This enables the individual to staff the exhibit booth and participate in Seminar activities.

Virtual Exhibit Space

\$500

A virtual exhibit space provides you with an exhibitor space in our online conference platform to engage with Seminar attendees who are attending both in-person and virtually.

New for 2026: Digital Swag Bag Contribution

Extend your reach to virtual attendees with a digital resource of your choice. Ideal offerings include white papers, free trials, or short-term subscriptions — no shipping required. This option is included with all exhibitor packages at no additional charge.



SPONSORSHIP OPPORTUNITIES

Seminar Sponsor (1 available)

\$20,000

- Exclusive branding opportunities within the event space
- Sponsor logo to appear with NARA logo on cover of Seminar program and in main/header image on virtual platform
- Five minutes of dedicated time during the opening or closing session for a representative of your organization to speak, or you may provide a pre-recorded video
- Quarter page color ad in onsite program (organization must provide print-ready design)
- Verbal sponsor recognition during the opening & closing sessions
- Sponsor recognition on prominent signage throughout Seminar, onsite printed program, and virtual platform
- Sponsor's choice of submission to in-person attendee bag
- Sponsor name listed on Seminar website with link to sponsor website
- Exclusive pre- and post-event social media posts on NARA channels
- Double exhibit space in a premier location in the exhibition area
- Full opt-in attendee contact list
- Five complimentary registrations, with additional tickets available for purchase
- 30-second digital promo spot

State of NARA Luncheon Sponsor (1 available)

\$15,000

- Exclusive sponsor of the event's sit-down luncheon
- Five minutes of dedicated time during the luncheon for a representative of your organization to speak, or you may provide a pre-recorded video
- Sponsor may provide table centerpieces and other decorations* for the luncheon
- Sponsor may provide a sign or banner for the stage during the luncheon
- Sponsor recognition on prominent signage at the luncheon, as well as in the onsite printed program and virtual platform
- Sponsor's choice of submission to in-person attendee bag
- Sponsor name listed on Seminar website with link to sponsor website
- Exclusive pre- and post-event social media posts on NARA channels
- Double exhibit space in a premier location in the exhibition space
- Full opt-in attendee contact list
- Five complimentary registrations, with additional tickets available for purchase
- 15-second digital promo spot



SPONSORSHIP OPPORTUNITIES

Reception Sponsor (1 available)

\$10,000

- Exclusive sponsor of the event's social reception on Monday night
- Three minutes of dedicated time during the reception for a representative of your organization to speak to attendees
- Sponsor may provide table centerpieces and other decorations* for the cocktail tables and/or host games and activities* during the reception
- Sponsor recognition on prominent signage at the reception, as well as in the onsite printed program and virtual platform
- Sponsor's choice of submission to in-person attendee bag
- Sponsor name listed on Seminar website with link to sponsor website
- Exclusive pre- and post-event social media posts on NARA channels
- Double exhibit space in a premier location in the exhibition area
- Full opt-in attendee contact list
- Four complimentary registrations, with additional tickets available for purchase
- 15-second digital promo spot

Keynote Sponsor (3 available)

\$5,000

- Exclusive sponsor of a keynote session on a single day of the event
- Company representative given opportunity to introduce keynote speaker
- Sponsor recognition on signage during the designated keynote, as well as in the onsite printed program and virtual platform
- Sponsor's choice of submission to in-person attendee bag
- Sponsor name listed on Seminar website with link to sponsor website
- Non-exclusive pre- and post-event social media posts on NARA channels
- Single exhibit space in a preferred location in the exhibition area
- Full opt-in attendee contact list
- Three complimentary registrations, with additional tickets available for purchase

**Any centerpieces, decorations, games, or activities must be pre-approved by NARA at least two weeks prior to the start of the Annual Licensing Seminar.*





A LA CARTE SPONSORSHIPS

Please note that the sponsorships below do not include an exhibit space or exhibitor representative ticket to the Annual Licensing Seminar.

Tote Bags (1 available)

\$4,000

- Company logo printed on each bag (along with NARA's logo)
- Sponsor's choice of submission to in-person attendee bag
- Company recognition in onsite program and virtual platform
- Name listed on Seminar website with link to Sponsor website

Break Sponsor (4 available)

\$2,000

- Sponsor recognition on signage during a hosted event break
- Sponsor recognition in onsite program and virtual platform
- Sponsor name listed on Seminar website with link to Sponsor website

Relaxation Station Sponsor (1 available)

\$2,000

- Sponsor recognition on signage at the Relaxation Station (Monday - Wednesday)
- Sponsor recognition in onsite program and virtual platform
- Sponsor name listed on Seminar website with link to Sponsor website

Badging Sponsor (1 available)

\$1,500

- Sponsor name or logo printed on a lanyard that each attendee receives with their name badge
- Sponsor recognition in onsite program and virtual platform
- Sponsor name listed on Seminar website with link to Sponsor website



ADVERTISING OPPORTUNITIES

Exhibitors and sponsors
receive a 15% discount on
the advertising rates below.

Full Page* Program Back Cover \$2,060

- Full page color ad on the back cover of onsite printed program (1 available)

Full Page* Program Ad \$1,590

- Full page color ad in onsite program

Half Page* Program Ad \$945

- Half page color ad in onsite program

Quarter Page* Program Ad \$560

- Quarter page color ad in onsite program

Sponsor Collateral in Attendee Tote Bag \$590

- Sponsor provided printed flyer or collateral (pen, notebook, etc.) to be included in attendee tote bags (quantity estimates approximately 250-300; subject to change)

Sponsored Email Blast \$415

- Sponsor provided design and copy for email to be sent by NARA to Seminar attendees and all NARA members, either pre- or post-event (Limited quantities available)

15-Second Digital Promo \$465

- Sponsor provided ready-to-air promotional video shown during walk-in times in the general session ballroom (Limited quantities available)

30-Second Digital Promo \$820

- Sponsor provided ready-to-air promotional video shown during walk-in times in the general session ballroom (Limited quantities available)

**All designs must be print-ready. The NARA onsite program book is 8.5" x 5.5" in size.*



IMPORTANT DATES AND DEADLINES

Mid-July

- Deadline for logos for sponsored lanyards and tote bags

Late July

- Registered exhibitors receive information regarding onsite logistics and shipping
- Deadline for program book ads and logos
- Exhibitor registration deadline to be included in printed materials, including program book and signage

Late August - Early September

- Registered exhibitors receive access to virtual exhibit booth and conference app

August 21

- Deadline for group rate hotel reservations at the Renaissance Palm Springs, based on availability

CONTACT US

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