



Exhibitor FAQ's

IMPORTANT DATES & TIMES

Exhibitor Move-In:

Saturday, May 16	8:00 am – 5:00 pm
Sunday, May 17	8:00 am – 2:00 pm

Note: All Exhibits must be complete by 2:00 pm on Sunday, May 17

Exhibit Hours

Sunday, May 17	4:15 pm – 6:00 pm	Exhibit Hall Opening Reception
Monday, May 18	11:30 am – 2:30 pm	Exhibit Hall Open

All warehouse shipments will be delivered to your booth prior to Exhibitor Move-In on Saturday. All exhibits must be open and staffed during show hours. Exhibitors will be allowed into the Exhibit Hall one hour before it opens on Sunday and Monday. Exhibitors will be required to exit the Exhibit Hall as soon as the show closes each day.

Exhibitor Move-Out:

Monday, May 19	2:30 pm – 8:00 pm
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GES will begin returning empty containers as soon as the plastic covering has been laid in the aisles of the Exhibit Hall. Exhibitors may not begin to pack equipment, supplies and literature until the show closes on Monday at 2:30 pm. All exhibits must be completely out of the hall on Monday by 8:00 pm.

REGISTRATION HOURS*

Saturday, May 16	6:30 am – 6:00 pm
Sunday, May 16	6:30 am – 6:00 pm
Monday, May 16	7:00 am – 4:30 pm

SGNA ZONE HOURS*

Saturday, May 16	12:00 pm – 4:00 pm
Sunday, May 17	7:30 am – 5:00 pm
Monday, May 18	7:30 am – 5:00 pm
Tuesday, May 19	7:00 am – 1:00 pm

*Schedule subject to change

EXHIBITOR LIST & FLOOR PLAN

Live floor plan and exhibitor list at <https://smithbucklin.expocad.com/Events/26sgna/index.html>

BOOK YOUR HOTEL RESERVATION

SGNA has negotiated discounted rates for the 53rd Annual Course at the Hyatt Regency Atlanta. We highly encourage you to book your room as soon as possible to ensure the best rate.

Hyatt Regency Atlanta (265 Peachtree Rd NE, Atlanta, GA 30303)
(404) 577-1234

\$229 / night (plus applicable taxes and fees)

[Book Now!](#)

Exhibitors looking to book 10 or more rooms can request a sub-block form. For more information and to obtain the form, please contact exhibits@sgna.org. Please note this will be approved based on room block and availability. In order to receive the SGNA room rate, you must go through the booking link included in your registration confirmation. Any reservation made directly on the hotel's website will not receive SGNA rates.

To take advantage of the discounted SGNA Annual Course rates, be sure to book your reservation on or before **Friday, April 24, 2026** (or until rooms sell out)!

ADDITIONAL HOTEL INFORMATION

Confirmations: The hotel will send you confirmation to the email used in booking your reservation using the customized online reservation link provided by SGNA. Review it carefully for accuracy and keep a copy of your records.

Changes/Cancellations/Refunds: All SGNA hotels require that you cancel your reservation (48) hours prior to your arrival. The deposit of one night's room and tax will be forfeited for cancellations made less than (48) hours from arrival. Please call the hotel directly to make a cancellation and keep your cancellation confirmation number for your records. Name changes can be made to reservations any time prior to check-in, without incurring a fee.

Please be aware of companies that call and email you to assist with hotel reservations. They are claiming they can get better rates, that rooms are limited, or are using other sales pitch methods. They are NOT affiliated with SGNA in any way nor are they a partner with SGNA. If you receive a call or email from a company trying to make your housing reservation, please be aware that this is not sanctioned and DO NOT MAKE THE RESERVATION. Contact the SGNA Exhibits Team at exhibits@sgna.org with any questions or concerns.

OFFICIAL SERVICE & MATERIAL HANDLING CONTRACTOR

GES is the SGNA Official Services Contractor. Other official show contractors are listed in the Exhibitor Services Directory. Onsite, GES will maintain an Exhibitor Service Center from 8:00 am – 5:00 pm from the first day of Exhibitor move-in to the last day of Exhibitor move-out.

SERVICE KITS FOR EXHIBITOR APPOINTED CONTRACTORS (EACs)

All exhibitors using Exhibitor Appointed Contractors (EACs) are requested to send all necessary forms from this service kit to their respective EACs.

SHIPPING

Refer to the section marked "Shipping, Drayage, and Material Handling" in the service kit for shipping instructions and rates. We also encourage exhibitors to purchase insurance coverage for their booth, in the event your display is damaged or lost in transit. Please note that the instructions for shipping in advance differ from those for shipping to the show site.

TRUCK DELIVERIES

Direct shipments are not allowed at the Hyatt Regency Atlanta. You must make every effort to ship your freight to GES's Advanced Warehouse to ensure timely delivery of inbound shipping services. Please note all freight must be shipped outbound directly from the facility as there is no return to warehouse service.

EMPTY CRATES

It is important that crates be removed from the floor and placed in storage as soon as they are empty. All crates should be securely closed, and "empty" stickers should be attached as soon as they are emptied. Open crates will not be accepted for storage.

A clearly marked “empty” sticker containing your booth number and company identification securely attached to your empty crates will expedite their return to you at the close of the show. “Empty” crate stickers may be obtained at the GES Service Desk located in the Exhibit Hall.

Empty crates will be returned to your booth after the close of the show. No empty boxes or crates may be stored in the exhibit area or in the service aisle due to Fire Marshal Regulations.

ONLINE LEAD RETRIEVAL FORM

Would you like to obtain attendees’ contact information after the Annual Course? Consider purchasing a lead retrieval device to capture leads while onsite in Atlanta, GA, and receive their phone number and email address after the show (dependent upon individual attendee permissions). Early Bird Deadline to order Lead Retrieval is **Friday, April 17**. For inquiries, please email itevents@smithbucklin.com. Order lead retrieval [here](#)!

COURSE SCHEDULE

The SGNA 53rd Annual Course Schedule is now available [here](#). Reviewing the schedule will help you identify the key topics that will be addressed at the meeting, as well as other ancillary events that take place during the week.

SPONSORSHIPS

Many exhibiting companies have already made the decision to sponsor a variety of SGNA activities at the Annual Course and throughout the year. Many sponsorship opportunities are still available, all of which will increase awareness of your company’s products and services. In addition to your exhibit booth, sponsorships are an excellent way to bring your company even more visibility with this large group of nurses who have tremendous buying power. For more information, please visit [SGNA’s 2026 Prospectus](#), or contact Mark Pagdanganan at mpagdanganan@sgna.org.

SECURITY

Realizing the value and importance of your equipment and exhibit material, we will have security guards located around the entrance of the hall from the beginning of move-in to the end of move-out. It should be made clear, however, that although SGNA Show Management is providing this service, we are not responsible for any loss of material by an exhibitor. If you feel the need to hire security for your individual booth, please contact the Hyatt Regency Atlanta at +1 (404) 577 1234.

DIRECTIONS/PARKING

Please find Parking and Transportation information to the Hyatt Regency Atlanta [here](#) and call them directly at 404.577.1234 with any questions.

RULES & REGULATIONS

Exhibitors are responsible for compliance with all pertinent regulations and codes concerning fire, safety, and health, which may be applicable in the exhibit hall during the event. Exhibitors must comply with all the policies, rules, terms, and regulations contained in this Exhibitor Services Manual.

HANGING SIGN NOTICE

Please note the Hyatt Regency Atlanta DOES NOT allow hanging signs in the Exhibit Hall (Grand Hall of the Hyatt Regency Atlanta) due to low ceilings. For any questions, please email exhibits@sgna.org.

AMERICANS WITH DISABILITIES ACT CONFORMANCE

Each exhibitor shall be responsible for compliance with all applicable provisions of the Americans with Disabilities Act within its booth and assigned exhibit space, including, but not limited to, wheelchair access provisions. For more information on the Americans with Disabilities Act and how to make your exhibit accessible to persons with disabilities, please contact ADA, Civil Rights Division, Department of Justice: <http://www.justice.gov/crt/about/drs/>.

RAFFLES ON-SITE

Are you planning to raffle off a prize on-site in your booth? Why not consider a contribution toward the winner's SGNA membership renewal fee or SGNA merchandise from our SGNA Zone on-site? SGNA related prizes must be coordinated through [SGNA Headquarters](#). SGNA related prizes that are not coordinated through the headquarters office will not be honored.

Additionally, please note that the SGNA Rules and Regulations stipulate that "raffles and drawings may be conducted within the confines of the exhibitor's own booth, SGNA exhibit management will not be responsible for any promotion of such raffles and drawings and winners will not be announced." Please make sure that the proper steps are taken to distribute your prizes on-site to the winners. SGNA will NOT accept your prizes at the close of the show and be responsible for distributing them to the winners. Contact SGNA Sales Manager, [Mark Pagdanganan](#), for more information on the Passport to Prizes sponsorship opportunity!