



2026 exhibitor prospectus

April 8–12, 2026
Charlotte, NC

Exhibit Hall

April 9–11
Thursday–Saturday

Innovation Theaters

April 8–11
Wednesday–Saturday

THE SYMPOSIUM ON ADVANCED WOUND CARE (SAWC) SPRING | WOUND HEALING SOCIETY (WHS)





Join us at SAWC Spring | WHS

The Symposium on Advanced Wound Care (SAWC) Spring, held in collaboration with the Wound Healing Society (WHS), is the largest and most influential wound care conference. It provides clinicians with comprehensive education on the prevention, management, and treatment of both acute and chronic wounds.

SAWC Spring | WHS serves as a unique, integrated forum that connects the entire wound care team—including physicians, nursing professionals, podiatrists, physician assistants, physical therapists, researchers, scientists, dietitians, sales and marketing professionals, and other healthcare providers—with the foremost experts in wound care to improve patient outcomes through education. No other wound care conference offers the same breadth and depth of comprehensive, interdisciplinary education and collaboration.

SAWC Spring | WHS offers:

- Access to 1,800 healthcare professionals
- 80+ CME sessions offering 25+ hours of CME/CE credits
- A comprehensive agenda and faculty
- An Exhibit Hall with 170+ exhibitors
- Innovation Theater (non-CME) presentations
- Poster Hall with 300+ scientific abstracts
- Highly visible branding opportunities throughout the conference, in print and online

We look forward to seeing you there!

Sincerely,

The SAWC Spring | WHS Team

contact us

Brian Hill
610.639.1663
bhill@hmpglobal.com

Rachel Smith
828.688.4809
rsmith@hmpglobal.com



Charlotte Convention Center

501 South College Street
Charlotte, NC 28202

PRECONFERENCE

April 8, 2026 (Wednesday)

MAIN CONFERENCE

April 9-12, 2026 (Thursday-Sunday)

EXHIBIT HALL

April 9-11, 2026 (Thursday-Saturday)

INNOVATION THEATERS

April 8-11, 2026 (Wednesday-Saturday)

hotel & travel information

Hotel	The Westin Charlotte	Charlotte Marriott City Center	JW Marriott Charlotte	Omni Charlotte Hotel	Hilton Garden Inn Charlotte Uptown	Hilton Charlotte Uptown	Embassy Suites Charlotte Uptown	Courtyard Charlotte City Center
Address	601 South College Street Charlotte, NC 28202	100 West Trade Street Charlotte, NC 28202	600 South College Street Charlotte, NC 28202	132 E. Trade Street Charlotte, NC 28202	508 E. MLK Jr. Blvd Charlotte, NC 28202	222 East Third Street Charlotte, NC 28202	401 E. MLK Jr. Blvd Charlotte, NC 28202	237 South Tryon Street Charlotte, NC 28202
Distance from Convention Center	0.1 mile (3-min walk)	0.3 miles (8-min walk)	0.2 miles (4-min walk)	0.3 miles (6-min walk)	Less than 0.1 mile	0.1 mile (3-min walk)	Less than 0.1 mile	0.1 mile (3-min walk)
Group Room Rate	\$252 + tax	\$252 + tax	\$309 + tax	\$259 + tax	\$242 + tax	\$249 + tax	\$239 + tax	\$240 + tax
2026 Cutoff Dates for Reservations	Monday, March 9	Monday, March 9	Monday, March 9	Wednesday, March 11	Monday, March 9	Monday, March 9	Monday, March 9	Monday, March 9
Check-In / Check-Out Times	4:00 PM / 11:00 AM	4:00 PM / 11:00 AM	4:00 PM / 11:00 AM	4:00 PM / 11:00 AM	3:00 PM / 12:00 PM	4:00 PM / 11:00 AM	4:00 PM / 11:00 AM	4:00 PM / 11:00 AM

Hotel registration links can be found on the website under Hotel & Reservations: hmpglobevents.com/sawcspring/hotel-travel.

Group Reservations

Any organization requiring 10 or more hotel room reservations at any of the host hotels must submit a sub-block agreement. Limited rooms are available; rooms will be sold on a first-come, first-served basis. Exhibitors and sponsors requiring large room blocks should reserve hotel rooms early. A copy of the sub-block agreement can be requested by emailing shewitt@hmpglobal.com. A nonrefundable deposit equal to 2 night's room and tax is due at the time of booking. This deposit will be applied to your folio upon check-in. Final room blocks must be confirmed with final payment no later than 45 days prior to the meeting. Cancellations made within 45 days of the start of the conference will forfeit 100% of all room and tax fees.

Hotel & Travel

Hotel, travel options, shuttle, car rental, parking, and discount codes are available on the website sawcspring.com.

Housing Scam Warning

SAWC Spring | WHS is managed by HMP Global. HMP Global is the official housing provider for SAWC Spring | WHS. Solicitation of hotel reservations from any housing provider other than HMP Global is not approved by SAWC Spring | WHS.

Hotel reservations made by unaffiliated organizations may appear to be for lower rates, but they may be illegitimate. Please report any unauthorized solicitation to Sean Hewitt at shewitt@hmpglobal.com.

Contact our Sales Team:

Brian Hill | 610.639.1663 | bhill@hmpglobal.com

Rachel Smith | 828.688.4809 | rsmith@hmpglobal.com

schedule and location



Exhibit Hall Hours*

Date	Hours
Thursday, April 9	5:15 PM–7:30 PM Exhibit Hall Opening Reception
Friday, April 10	11:30 AM–2:00 PM Lunch With Exhibitors
Saturday, April 11	11:30 AM–2:00 PM Lunch With Exhibitors

Exhibitor Setup Hours*

Tuesday, April 7	8:00 AM–5:00 PM
Wednesday, April 8	8:00 AM–5:00 PM
Thursday, April 9	8:00 AM–12:00 PM

Exhibitor Move-Out*

Saturday, April 11	3:00 PM–8:00 PM
Sunday, April 12	8:00 AM–12:00 PM

- There will be 7.25 total Exhibit Hall hours over 3 days.
- The unopposed hours do not conflict with the CME-accredited educational sessions or Innovation Theaters.

*Hours subject to change.

Contact our Sales Team:

Brian Hill | 610.639.1663 | bhill@hmpglobal.com

Rachel Smith | 828.688.4809 | rsmith@hmpglobal.com

a meeting that spans the globe

From all 51 U.S. states and territories to 27 countries worldwide, SAWC Spring | WHS offers exhibitors access to a uniquely broad audience. With 94% of attendees from across the U.S. and a growing 6% international presence, your brand connects with the clinicians shaping wound care both nationally and globally.

Educational content delivered at SAWC Spring | WHS benefits:

- Physicians
- Nurse Practitioners (NPs)
- Physician Assistants (PAs)
- Nursing Professionals
- Podiatrists
- Physical Therapists
- Researchers & Scientists
- Dietitians
- Healthcare, Sales, and Marketing Professionals dedicated to advanced wound healing

Expected Attendance

Professional Attendance	1,800
Exhibitors & Sponsors	850
Poster Presenters	50
Faculty & Staff	80
Press, Partners, Others	40

Professional Audience

MD/DO/PhD	25%
Nurses & Allied Health Professionals	22%
APPs	17%
Industry	13%
Other	11%
Podiatrists	8%
Students	4%

Years in Practice

1 to 5	35%
6 to 10	13%
11 to 15	13%
16 to 20	11%
21 to 30	17%
31+	11%

Primary Practice

Wound Care Center/Clinic	25%
Acute Care (Hospital/ VA)	16%
Private Group Practice	12%
Post-Acute Care	12%
Research	11%
Pharma/MedDevice/Industry	10%
Other	7%
University/School	6%
Community/Public Health System	1%

40% New Attendees Each Year

77% of Attendees Influence and/or Make Decisions on Product Purchases

prime booth locations go quickly!

Exhibitor and Sponsor Badge Policy

All exhibitors are required to display the official SAWC Spring | WHS badge, which allows access to the Exhibit Hall and educational sessions*. Each company will receive a complimentary allotment based on their booth size. Additional exhibitor badges beyond your company allotment may be purchased for \$150 each before March 6, 2026. After this date additional badges will be \$200 each.

*Access to education sessions is permitted if there is space available but will not include the ability to obtain educational credits. To be able to receive credits you will need to register as an Attendee using the Industry Professional registration type.

Each exhibit space includes the following:

- Each 10' x 10' booth will be set with 8' high white and blue back drape and 3' high blue side drape
- One one-line booth ID sign with booth number (Booths 300 sqft or less)
- Complimentary exhibit hall pass (based on booth size)
- Company listing in the mobile app

Please note: Furniture and carpet are not included with your booth. These items can be ordered through the Exhibitor Kit, which will be available 90 days prior to the conference.

Booth Rates

Size	Booth Only	Total Badges
10' x 10'	\$5,000	3
10' x 20'	\$10,000	5
10' x 30'	\$15,000	6
20' x 20'	\$20,000	8
20' x 30'	\$30,000	10
20' x 40'	\$40,000	12
30' x 30'	\$45,000	14
40' x 40'	\$80,000	16
40' x 50'	\$100,000	20

make a bigger impact with advertising opportunities

We are dedicated to ensuring that sponsors receive high-quality attention. Available advertising and sponsorship opportunities prominently display your company's message to draw interest among your intended audience and maximize your return on investment. Customized opportunities are also available—let us know how we can help you achieve your goals!

Sponsorships are limited to participating exhibitors only, unless otherwise stated.

*Sponsorships are sold on a
first come first served basis.*

**To review the list of available sponsorship
opportunities, please contact:**

Brian Hill | 610.639.1663 | bhill@hmpglobal.com

Rachel Smith | 828.688.4809 | rsmith@hmpglobal.com

Eligibility

Only companies with a product or service directly related to the fields of wound care, limb preservation, tissue repair, regenerative medicine, or related clinical practice areas will be considered. To secure sponsorship opportunities, an exhibit presence is required unless otherwise specified. SAWC management reserves the right to reject, cancel, or refuse participation to any person or company that does not align with the educational and professional standards of the meeting.

Badges

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Additional exhibitor badges beyond your company allotment may be purchased for \$150 each before March 6, 2026, after this date additional badges will be \$200 each.

**Access to education sessions is permitted if there is space available but will not include the ability to obtain educational credits. To be able to receive credits you will need to register as an Attendee using the Industry Professional registration type.*

Booth Design & Height

Booth designs with walls higher than 10', as well as booths with rigging requirements, must be approved by SAWC show management via written email requests to Kathy Baumer at kbaumer@hmpglobal.com. Hanging signs are only permissible with peninsula or island booths. Exhibitors with island booths must submit booth renderings to SAWC show management for review and approval. The maximum booth height is 18'. Requirements for hanging signs are as follows: maximum height 20' (top of sign). SAWC Spring | WHS follow the IAEE Guidelines for Display Rules and Regulations. A description of booths and detailed guidelines can be viewed online at hmpglobal.com/meetings/IAEEGuidelines.pdf.

Booth Assignments

Booths will be based on availability and assigned on a first-come, first-served basis. Tiebreakers will be determined using a point system based on years in attendance and booth revenue. Advertisements, promotional sponsorships, and literature displays do not accrue points.

Carpeting & Furniture

In-line or corner booth reservations include backwall and sidewall drapes and an identification sign with your company name (carpet, electrical, furniture, etc. are not included). All booth-related items can be ordered through the general contractor. More information will follow in the Exhibitor Service Manual (available approximately 90 days prior to the conference start date).

Backwall Drape: Blue and white

Sidewall Drape: White

Identification Sign: 17"W x 11"H

Catering

Traffic-promoting products (e.g., ice cream, cookies, coffee, bottled water, etc.) are permitted only when the product being served is purchased through the on-site catering vendor. Exhibitors are permitted to provide and use their own serving vessels (buckets, cups, bags) displaying their logo. In the event that the on-site catering vendor cannot provide a specific product, the exhibitor must first obtain verification from the Catering Sales Staff, and once confirmed, the Event Services Manager of the Convention Center must grant permission. Distribution of individual pieces of hard candy or chocolate mints from any source is allowed. Popcorn, chips, and other untidy items are prohibited. Any exhibitor wanting to distribute alcoholic beverages must first receive permission from SAWC management. The on-site catering vendor and the Event Coordinator for the Convention Center must be notified as well. Requests for permission to serve food and/or beverage samples outside of these parameters must be submitted in writing to SAWC Spring | WHS. To learn more, contact Kathy Baumer at kbaumer@hmpglobal.com.

Children & Guests

Children under the age of 18 are not permitted at the conference. All SAWC Spring | WHS events, including educational sessions, special events, and the Exhibit Hall, are for registered attendees only. Exhibit Hall passes for guests over the age of 18 may be purchased at the registration desk.

Events

Independent events produced solely by an exhibitor, sponsor, or other individual and marketed to attendees of the SAWC Spring | WHS 2026, are strictly prohibited by SAWC management unless a signed agreement is in place. Independent events hosted by an exhibitor, sponsor, or other individual are considered a customized sponsorship opportunity, which must be approved by SAWC management (a fee will apply). Events are limited. To learn more, please contact your sales representative. To help you further educate attendees about your products/services, advertising/sponsorship opportunities are available. For more information, see pages 8–13.

Exhibitor Service Manual

The Exhibitor Service Manual will be provided to exhibitors approximately 90 days prior to the conference start date.

IMPORTANT NOTE ABOUT SCAMMERS

SAWC does not sell its attendee/exhibitor lists. If you receive an email or phone call from someone offering to sell attendee/exhibitor lists for SAWC, THIS IS A SCAM. If you receive this type of email, please forward to Tara Fields at tfields@hmpglobal.com.

Hotel & Travel

Please be aware of and report any unauthorized solicitation to Sean Hewitt at shewitt@hmpglobal.com.

Lead Retrieval

The official lead retrieval vendor for SAWC Spring | WHS 2026 is CONEXSYS. CONEXSYS's lead retrieval system captures the following available data: First and Last Name, Degree(s), Company, Mailing Address, Country, License State, Phone, Email, National Provider Identifier (NPI) Number. For more information, refer to the Lead Retrieval Order Form in the Exhibitor Service Manual (available 90 days prior to the conference start date).

Meeting Space Rental

A limited number of private meeting rooms are available at the Charlotte Convention Center and the Westin Charlotte. Rooms will be reserved on a first-come, first-served basis. Private conference rooms are strictly limited to SAWC Spring | WHS exhibitors and sponsors for staff or team meetings and one-on-one meetings with attendees and only during non-Exhibit Hall hours. Room rental fees will apply per meeting room up to 1,400 square feet, per 4-hour period. Larger rooms will be quoted based on square footage and the duration of time that the room is needed. Contact your sales representative to submit your reservation form.

Noise Levels & In-Booth Entertainment

Sound devices, electronic amplification systems, in-booth entertainment, etc., may not be operated without the consent of SAWC management. Please send written email requests to your sales representative.

Photography

Photography is not allowed without prior written permission from SAWC management. The Photography Order Form will be available in the Exhibitor Service Manual (available 90 days prior to the conference start date).

Presentations in Your Booth

Non-CME promotional presentations are allowed within your booth with the consent of SAWC management via email to your sales representative. In-booth presentations must follow these requirements:

- Booth space must be 40' x 40' or larger
- Presentations are limited to 15 minutes
- Presentations are limited to 15 attendees at any given time

Noise levels from sound devices, electronic amplification systems, etc., must be kept to a minimum to avoid disrupting neighboring exhibits.

Raffles

Raffles are permitted within your booth. The winner cannot be declared over the Exhibit Hall's public address system. Attendees must stop by your booth on the day of the drawing to find out the results.

Scientific Posters/Abstracts

Abstracts/Posters are an opportunity for clinicians to share cutting-edge research with the best-in-class audience of experts in the field. Posters are on display during all poster hall hours and on multimedia screens. ePosters will also be available to view in the mobile app. Abstract submission information and guidelines can be found at hmpglobalevents.com/sawcspring/abstracts.

Staffing Your Booth

Exhibits must be staffed at all times during exhibit hours. Any exhibitor who arrives late and is not set up on time during all days of the Exhibit Hall, departs prior to the conclusion of exhibit hours any day of the Exhibit Hall, dismantles their booth early on the last day, or does not show up at all will be subject to forfeiture of all accrued exhibit points, which will negatively affect the exhibitor's booth placement next year.

During Exhibit Hall hours, booth staff must remain within the confines of their designated booth and cannot congregate in the aisles or enter the aisles to solicit attendees. Additionally, installation and dismantling (I&D) staff are not allowed in the Exhibit Hall unless they remain within the confines of your booth. Otherwise, I&D staff must remain in the loading docks or outside the Convention Center.

Innovation Theater Attendance

Sponsored innovation theaters are intended for health care practitioners only; industry attendance is permitted by invitation only.



HMP Global's Wound Care Portfolio reaches thousands of multidisciplinary wound care professionals across the continuum of care.

For more information on our wide range of sponsorship, brand awareness, lead generation, and thought leadership opportunities, please contact:

Brian Hill | 610.639.1663 | bhill@hmpglobal.com

Rachel Smith | 828.688.4809 | rsmith@hmpglobal.com

HMP Wound Care



HMP Global

HMP Global is the omnichannel market leader in healthcare events, education, and insight—with a mission to improve patient care. For 40 years, the company has built trusted brands including Psych Congress, the premier source for mental health education, and the Symposium on Advanced Wound Care (SAWC), the largest wound care meeting in the world. HMP Global partners with leading experts around the world to deliver more than 450 annual events, medical strategy and marketing for pharmaceutical and medical device customers through HMP Collective, and pharmaceutical market insight, engaging a global community of healthcare stakeholders that includes nearly 2 million clinicians across 600 medical specialties as well as managed care, behavioral health, senior living, emergency medical, and pharmaceutical commercialization professionals. For more information, visit hmpglobal.com.