

# Sponsor Prospectus

California Association of Nurse Anesthetists

**CANA 2020 Virtual Fall Meeting**  
October 17-18, 2020



*The California Association of Nurse Anesthetists is pleased to invite you to sponsor our Virtual Fall Conference on October 17-18, 2020.*

## Who is CANA?

CANA represents over 2,200 Certified Registered Nurse Anesthetists (CRNAs) and Student Registered Nurse Anesthetists (SRNAs) in California. Our top-ranked graduate-level nurse anesthesia educational programs are located in both the northern and southern regions of the state. They include U.S. military Clinical Phase II Sites for the Air Force/Army Program at Travis Air Force Base in Fairfield, and the U.S. Navy Program in San Diego.

## Why Sponsor?

Reach key decision makers in the anesthesiology healthcare industry when you sponsor the California Association of Nurse Anesthetists educational conferences. Don't miss this opportunity to show your products and services to the majority of California's certified registered nurse anesthetists in the state! CRNAs serve as administrators, department heads, and purchasers of anesthesia equipment in addition to providing outstanding care and services as advanced practice registered nurses (APRNs) specializing in anesthesiology.

## CANA Meeting Sponsorship Opportunities

***Sponsorship provides an outstanding opportunity to exhibit your products and services to the people most interested - CRNAs!***

SPONSORSHIP FEATURES <i>See next page for a preview of the new virtual meeting platform.</i>	PLATINUM SPONSOR \$1000	GOLD SPONSOR \$500	SILVER SPONSOR \$250
Virtual Exhibit Booth <i>(Display a demo video; have a rep live online to talk with attendees; offer discount codes or raffle prizes.)</i>	X	X	
Prime Exhibit Booth Billing	X		
(1) PowerPoint Slide to be Displayed in Welcome Slides and During Breaks	X		
Company Logo Recognition on Marketing Materials	X	X	
Company Logo + Link to Website on Event Webpage at canainc.org	X	X	X
Company Logo + Link on Virtual Conference Platform Reception Page	X	X	X
Opportunity to Display Ad on Virtual Conference Platform Reception Page <i>(In place of company logo.)</i>	X		
Verbal Recognition by Moderator	X	X	X
Email List of Attendees Post-conference	X	X	

**This fall, CANA will be using a new virtual meeting platform, [Hopin](#). With Hopin, our sponsors can have more opportunities to showcase their services and connect with attendees virtually. See the next page for details!**

# NEW CANA VIRTUAL MEETING PLATFORM – HOPIN

<https://hopin.to/>

This fall, CANA will be utilizing Hopin to host our virtual fall meeting. Hopin allows both our attendees and sponsors more interactive opportunities and encourages connection in addition to learning.

View the quick Expo Hall demo [here](#).

Learn how you can customize your virtual Exhibit Booth [here](#).

## **EXAMPLE EXHIBIT BOOTH**

Expo Hall Welcome Area –

Each exhibitor will have a square as shown below with a company logo or background and brief “Headline” tag.

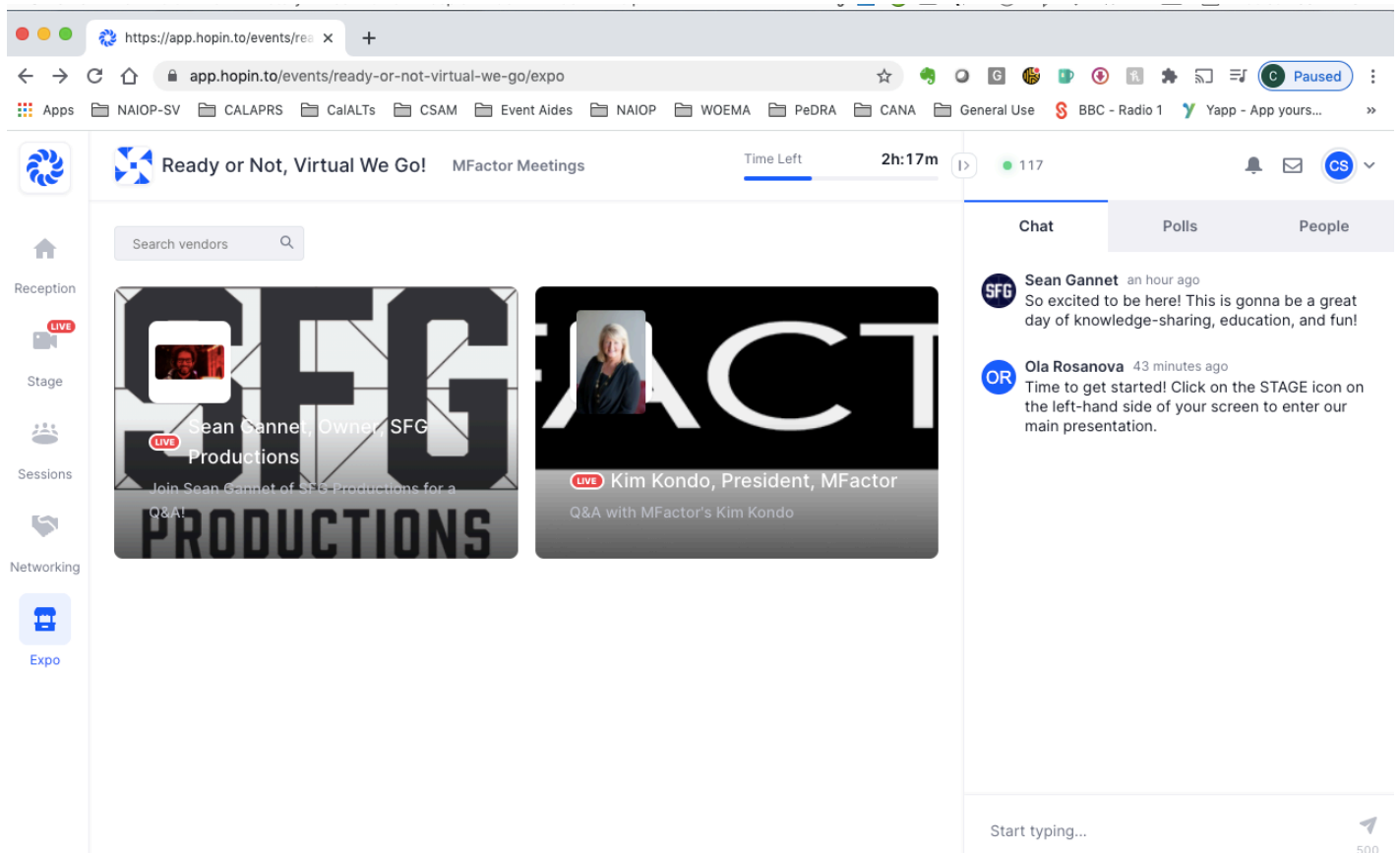


Exhibit Booth Discussion Session –  
Exhibitor reps can join attendees in their booth live to demo products and services or host a general Q&A.

The screenshot shows a web browser window with the Hopin event page. The event is titled "Ready or Not, Virtual We Go!" and is hosted by MFactor Meetings. The interface includes a sidebar with navigation options: Reception, Stage, Sessions, Networking, and Expo. The main content area features a live video feed of two participants: Ryan Queenan and Sean Gannet. Above the video, there are controls for 2/10 participants, 10 viewers, and a button to "Ask to Share Audio and Video". To the right of the video, there is a "Booth" section with a profile for Sean Gannet, Owner of SFG Productions, and an "Event Offer" section with a form to "Submit your contact info for raffle entry".

Exhibit Booth Logo / Video –  
Include a call to action, discount, and social media links.

The screenshot shows a Hopin event page for "The biggest tech conference" hosted by Opers. The page features a large banner with the text "The biggest tech conference" and a world map. Below the banner, there is a section for "Event Offer" with a "20% Off Discount" and a "Register Interest" button. The right sidebar includes a "Booth" section with the Opers logo and a description of the information hub, and a "People" section with a list of attendees. The bottom of the page has a "Technology News" section with a video thumbnail.

# CANA 2020 WEB CONFERENCE SPONSOR CONTRACT

Please submit this form and payment to secure your sponsorship by September 18, 2020.

## Step 1- Choose your level of sponsorship

☐ **Platinum Sponsorship**  
(\$1000)

☐ **Gold Sponsorship**  
(\$500)

☐ **Silver Sponsorship**  
(\$250)

## Step 2- Payment Options

If you are paying by check, please complete this form and mail to CANA along with your check payment.

If you will pay via credit card, please complete the online form at <https://canainc.org/product/cana-2020-web-conference-sponsorship/>

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website Address (to be linked from your logo): \_\_\_\_\_

☐ Enclosed is a check payable to "CANA"

☐ I will email my logo to [info@canainc.org](mailto:info@canainc.org)

☐ I will email my single PowerPoint slide for display (16:9 On-Screen Show size) to [info@canainc.org](mailto:info@canainc.org). Platinum Sponsors only.

Please keep a look out for communications from CANA regarding other deadlines to submit show collateral. For

### Please complete and return to:

CANA, 575 Market St. Suite 2125, San Francisco, CA 94105

Fax: 415-764-4915

Email: [info@canainc.org](mailto:info@canainc.org)

**CANA'S TAX ID #: 23-7290648**

## Step 3- Agreement to Terms and Conditions

The undersigned designated as an exhibitor representative, hereby contracts with the California Association of Nurse Anesthetists for exhibit space in the CANA 2020 Web Conference. This contract is subject to the accompanying terms and conditions; exhibitor agrees to abide by the Sponsor Rules & Regulations on page two of this document.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Name & Title (Print) \_\_\_\_\_

## **CANA SPONSOR CONTRACT TERMS AND CONDITIONS**

**AGREEMENT TO CONDITIONS.** Each exhibitor agrees to abide by these conditions, it being understood and agreed that the sole control of the Virtual Exhibit Hall rests with the California Association of Nurse Anesthetists, hereinafter called 'CANA'.

**ASSIGNMENT OF SPACE.** Virtual Booth location is assigned on a first come, first-served basis. If spaces selected are taken, CANA management has the right to assign the next best available space. No more than one sponsor company is allowed per sponsorship location.

**PAYMENT POLICY.** Signed contract and payment is due September 18, 2020. CANA reserves the right to cancel a sponsorship for non-payment or for misrepresentation of products to be displayed.

**CANCELLATION OF SPONSORSHIP BY SPONSOR.** All sponsorship cancellations must be submitted to CANA in writing. In the event of a sponsor canceling sponsorship, the following cancellation policy will apply:

- Cancellations made on or before September 18, 2020: An amount equal to 50% of the total sponsorship will be retained by CANA.
- No refunds will be given for cancellations received after September 18, 2020.

**USE OF SPONSOR SLIDE.** Sponsor slide is assigned on the express understanding that it is to be used solely for the display of sponsor's products and services that are either directly related to anesthesiology or are approved by CANA if not directly related to the anesthesia health care industry. If a product or service is to be sold during the virtual conference, the sponsor's refund policy must be clearly displayed in the booth.

**INSURANCE AND LIABILITY.** It is expressly understood and agreed, and sponsor agrees by accepting these rules, that he/she will make no claim of any kind against CANA, or any of its members, its employees, or hired service contractors for any loss, damage to or destruction of goods, or for any injury that may occur to sponsor and/or employees of sponsor during the CANA Meeting while at the CANA Meeting venue, or for any damage of any nature or character whatsoever.

**RESTRICTIONS.** No more than one sponsor company is allowed per sponsorship.

**CONDITIONS OF CONTRACT.** CANA reserves the right to alter locations of sponsor logos or slides if deemed to be in the best interest of the meeting. This contract is subject to all rules and regulations of the Association. CANA reserves the right to cancel this agreement and/or reject an exhibitor at any time. CANA management reserves the right to prohibit or evict sponsors whose presentation or whose representatives' actions are in any manner deemed offensive, irrelevant or otherwise inappropriate.

**AMENDMENTS TO CONTRACT.** All points not covered herein are subject to settlement by CANA, and CANA reserves the right to make such changes, amendments and additions to this contract. If legal action is required to enforce this contract, the prevailing party is entitled to recover reasonable attorney fees, administrative costs, costs of court and any other expenses incurred in enforcing the contract. This agreement shall be governed by and construed in accordance with the laws of the State of California, San Francisco County. Venue for any action under this contract shall be in San Francisco, San Francisco County, California.

**PROGRAM TERMS & CONDITIONS.** All participants agree to the CANA Program Terms & Conditions including the Anti-Harassment / Discrimination Policy at <https://canainc.org/cana-program-terms-conditions/>