

# Sponsor Prospectus



**CANA**  
CALIFORNIA ASSOCIATION OF NURSE ANESTHETISTS  
VIRTUAL MEETING  
**NAR  
WORKSHOP**

**CRNA School Survival**

**Got Your Degree, Now Get a Job**

**Financial Management**

Virtual Nurse Anesthesia  
Resident (NAR) Workshop  
February 21, 2021 | 8:30am – 3:30pm

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

*The California Association of Nurse Anesthetists is pleased to invite you to exhibit at our Virtual NAR Workshop, to be held February 21, 2021.*

**Who is CANA?**

CANA represents nearly 2,200 Certified Registered Nurse Anesthetists (CRNAs) and Nurse Anesthesia Residents (NARs) 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 exhibit at California Association of Nurse Anesthetists educational conferences and meetings. Don't miss this opportunity to show your products and services to CRNAs in California -- 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.

Are you recruiting? Now's your chance to meet and greet with NARs who will soon become fully certified CRNAs.

**CANA Meeting Sponsorship Opportunities**

<b>SPONSORSHIP FEATURES</b> <i>See next page for a preview of the new virtual meeting platform.</i>	<b>PLATINUM SPONSOR</b> <b>\$750</b>	<b>GOLD SPONSOR</b> <b>\$500</b>	<b>SILVER SPONSOR</b> <b>\$250</b>
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		
Email List of Attendees Post-conference	X	X	

# VIRTUAL NURSE ANESTHESIA RESIDENT (NAR) WORKSHOP SPONSOR CONTRACT

Please submit this form and payment to secure your sponsorship by February 16, 2021.

## Step 1- Choose your level of sponsorship

**Platinum Sponsorship  
(\$750)**

**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-2021-virtual-nar-workshop-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.

**Please complete and return to:**

CANA, 575 Market St. Suite 400, 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 Virtual Nurse Anesthesia Resident (NAR) Workshop. 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 February 16, 2021. 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 February 16, 2021: An amount equal to 50% of the total sponsorship will be retained by CANA.
- No refunds will be given for cancellations received after February 16, 2021.

**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/>

# CANA VIRTUAL MEETING PLATFORM – HOPIN

<https://hopin.to/>

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.

Once you've signed-up to become a sponsor, view the quick Expo Hall demo [here](#) and learn how you can customize your virtual Exhibit Booth [here](#).

**IMPORTANT: Read through the next few pages for details on setting up your virtual booth.**

## EXAMPLE EXHIBIT BOOTH

### Attendee Reception Page

The screenshot displays the Hopin interface for the CANA 2020 Virtual Fall Meeting. The main banner reads "CALIFORNIA ASSOCIATION OF NURSE ANESTHETISTS CANA 2020 VIRTUAL FALL MEETING OCTOBER 17-18". Below the banner, the event is described as "CANA 2020 Virtual Fall Meeting Hosted by California Association of Nurse Anesthetists (CANA)". A "Proudly Supported By" section lists several sponsors with their logos: KPNAA, School of Anesthesia, Cleviprex (clevidipine injectable emulsion), SPARC, TEAMHealth, US ANESTHESIA, and SAMUEL MERRITT. On the right side, a chat window is visible, showing a conversation with "Amy Platt" and "Checkza Solon". A red arrow points from a box labeled "Chat" to the chat window. Another red arrow points from a box labeled "Sponsor Logos appear here" to the SPARC logo in the sponsor list.

## Expo Hall Welcome Area –

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

The image shows a screenshot of a virtual expo hall interface. The main area displays a grid of exhibitor cards. The top card is for CLEVIPREX (clevidipine) injectable emulsion, which is highlighted with a red rounded rectangle. Below it are cards for SPARC, CapRock Insurance Partners, Envisio Physician Services, and US ANESTHESIA PARTNERS. A red arrow points from the CLEVIPREX card to a callout box labeled "Virtual Exhibit Booth 'Card'". To the right, a chat window is visible, showing a message from "Chezka Solon" to all attendees, also highlighted with a red rounded rectangle. A red arrow points from this chat window to a callout box labeled "Chat with Attendees 'Card'".

Virtual Exhibit Booth  
"Card"

Chat with Attendees  
"Card"



## 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 virtual event booth interface. At the top, the event title is "Ready or Not, Virtual We Go!" with a sub-header "MFactor Meetings". The interface includes a navigation menu on the left with options like Reception, Stage, Sessions, and Networking. The main content area is split into two video feeds: one for "Ryan Queenan" and another for "Sean Gannet". Above the videos are controls for "2 / 10" participants and "10" viewers, along with an "Ask to Share Audio and Video" button. On the right side, there is a "Booth" tab with a profile for "Sean Gannet, Owner, SFG Productions" and an "Event Offer" section. The offer text reads: "Submit your contact info for raffle entry" and "By registering interest you will claim the offer & your email will be forwarded to the vendor." A red arrow points from a text box on the right to the "Submit your contact info for raffle entry" button.

Add offer or call to action button

## Exhibit Booth Logo / Video –

Include a call to action, discount, and social media links.

The screenshot shows a virtual event booth for "CANA 2020 Virtual Fall Meeting" by the "California Association of Nurse Anesthetists (CANA)". The main content is a large video player displaying the CANA logo, which includes a blue bear silhouette and a yellow star above the word "CANA" in large blue letters. Below the logo, it says "CALIFORNIA ASSOCIATION OF NURSE ANESTHETISTS". A red arrow points from a text box on the right to a play button icon on the video player. On the right side of the booth, there is a "Booth" tab with a profile for "CANA Wellness Committee Presents: Meditation" and a "Learn More" button.

Video plays here

## EXHIBIT BOOTH ITEMS REQUIRED

Use the link below to submit the required booth information.

<https://canainc.org/nar-sponsor-information/>

- Vendor name
- Vendor email – this is the email that will receive emails from attendees who click the button “Register Interest” in the booth. See “Button action” below for more.
- Vendor Headline – this is the short description text underneath the vendor name.
- Offer – use this field to write a special offer for booth visitors. It could be a discount, special access, coupon code, or anything. It’s optional text.
- About – add a few words describing the booth or company.
- Select Booth Video or Session:
  - Video – instead of a live person discussion session, you can choose to show a video about your company instead. You must submit a YouTube, Vimeo, Wistia link to the video, if you choose this feature.
  - Session – this will allow your company representative and attendees to interact on live camera within the booth.
- Twitter ID
- Website link
- Button action – the action of the green button in a booth can be customized in two ways. It can Register Interest (default) or link to a website. The link is the one you added to the “Website link” field above. This can be to a PDF, a shopping site, a signup form — it’s up to you. The Register Interest option sends an email to the Vendor email you added earlier.

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## AD & IMAGE SPECIFICATIONS

All images must be submitted as a PNG or JPG file.

### **LOGO & ADS**

**DUE: February 16, 2021**

Logos appear in marketing emails, the event webpage, and the virtual platform registration and reception page. Ads can be shown on the virtual platform registration and reception page in place of a company logo (for Platinum Sponsors only).

Recommended Size: 1000x400px

Minimum Size: 500x200px

### **BOOTH BANNER**

**DUE: February 16, 2021**

This image appears in the virtual booth square that you see when viewing the list of booths in the exhibit hall.

Platinum Booths:

- Recommended: 2000x500px (4:1 aspect ratio)
- Minimum: 1000x250px

Gold Booths:

- Recommended: 1500x750px (2:1 aspect ratio)
- Minimum: 1000x500px