

Sponsor Prospectus



CANA Virtual Spring Meeting 2021
May 1-2, 2021

The California Association of Nurse Anesthetists is pleased to invite you to sponsor our Virtual Spring Conference on May 1-2, 2021.

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

"Sophie Winton" Sponsor - \$5,000

- Virtual Exhibit Booth with the choice of a demo video or a live session with a representative. Ability to offer promo codes or raffle prizes.
- Prime exhibit booth billing.
- PowerPoint slide to be displayed in welcome slides and during breaks.
- Company logo recognition on conference marketing materials.
- Company logo and link to website on Spring Meeting event page on canainc.org & on conference platform page
- Advertisement in the CANA e-Newsletter - one full page ad in Fall 2021 and Banner Ad in 3 e-Newsletters.
- Three months web advertisement with weblink on CANA website home page.
- Email list of conference attendees.

"Dagmar Nelson" Sponsor - \$3,000

- Virtual Exhibit Booth with the choice of a demo video or a live session with a representative. Ability to offer promo codes or raffle prizes.
- Prime exhibit booth billing.
- PowerPoint slide to be displayed in welcome slides and during breaks.
- Company logo recognition on conference marketing materials.
- Company logo and link to website on Spring Meeting event page on canainc.org & on conference platform page
- Advertisement in the CANA e-Newsletter – one half page ad Fall 2021, and a Banner Ad in 1 e-Newsletter.
- One month web advertisement with weblink on CANA website home page.
- Email list of conference attendees.

Platinum Sponsor - \$1,000

- Virtual Exhibit Booth with the choice of a demo video or a live session with a representative. Ability to offer promo codes or raffle prizes.
- Prime exhibit booth billing.
- PowerPoint slide to be displayed in welcome slides and during breaks.
- Company logo recognition on conference marketing materials.
- Company logo and link to website on Spring Meeting event page on canainc.org & on conference platform page
- Email list of conference attendees.

Gold Sponsor - \$500

- Virtual Exhibit Booth with the choice of a demo video or a live session with a representative. Ability to offer promo codes or raffle prizes.
- Company logo recognition on conference marketing materials.
- Company logo and link to website on Spring Meeting event page on canainc.org & on conference platform page
- Email list of conference attendees.

Silver Sponsor - \$250

- Company logo recognition on conference marketing materials.
- Company logo and link to website on Spring Meeting event page on canainc.org & on conference platform page

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>	SOPHIE WINTON SPONSOR \$5000	DAGMAR NELSON SPONSOR \$3000	PLATINUM SPONSOR \$1000	GOLD SPONSOR \$500	SILVER SPONSOR \$250
Full Page Newsletter Advertisement in Fall 2021. Banner Ad in 3 e-Newsletters	X				
Three Month Web Advertisement on canainc.org	X				
Half Page Newsletter Advertisement in Fall 201. Banner Ad in 1 e-Newsletter.		X			
One Month Web Advertisement on canainc.org		X			
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	X	X	
Prime Exhibit Booth Billing	X	X	X		
(1) PowerPoint Slide to be Displayed in Welcome Slides and During Breaks	X	X	X		
Company Logo Recognition on Marketing Materials	X	X	X	X	
Company Logo + Link to Website on Event Webpage at canainc.org	X	X	X	X	X
Company Logo + Link on Virtual Conference Platform Reception Page	X	X	X	X	X
Opportunity to Display Ad on Virtual Conference Platform Reception Page <i>(In place of company logo.)</i>	X	X	X		
Verbal Recognition by Moderator	X	X	X	X	X
Email List of Attendees Post-conference	X	X	X	X	

This spring, 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 spring, CANA will be utilizing Hopin to host our virtual 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.

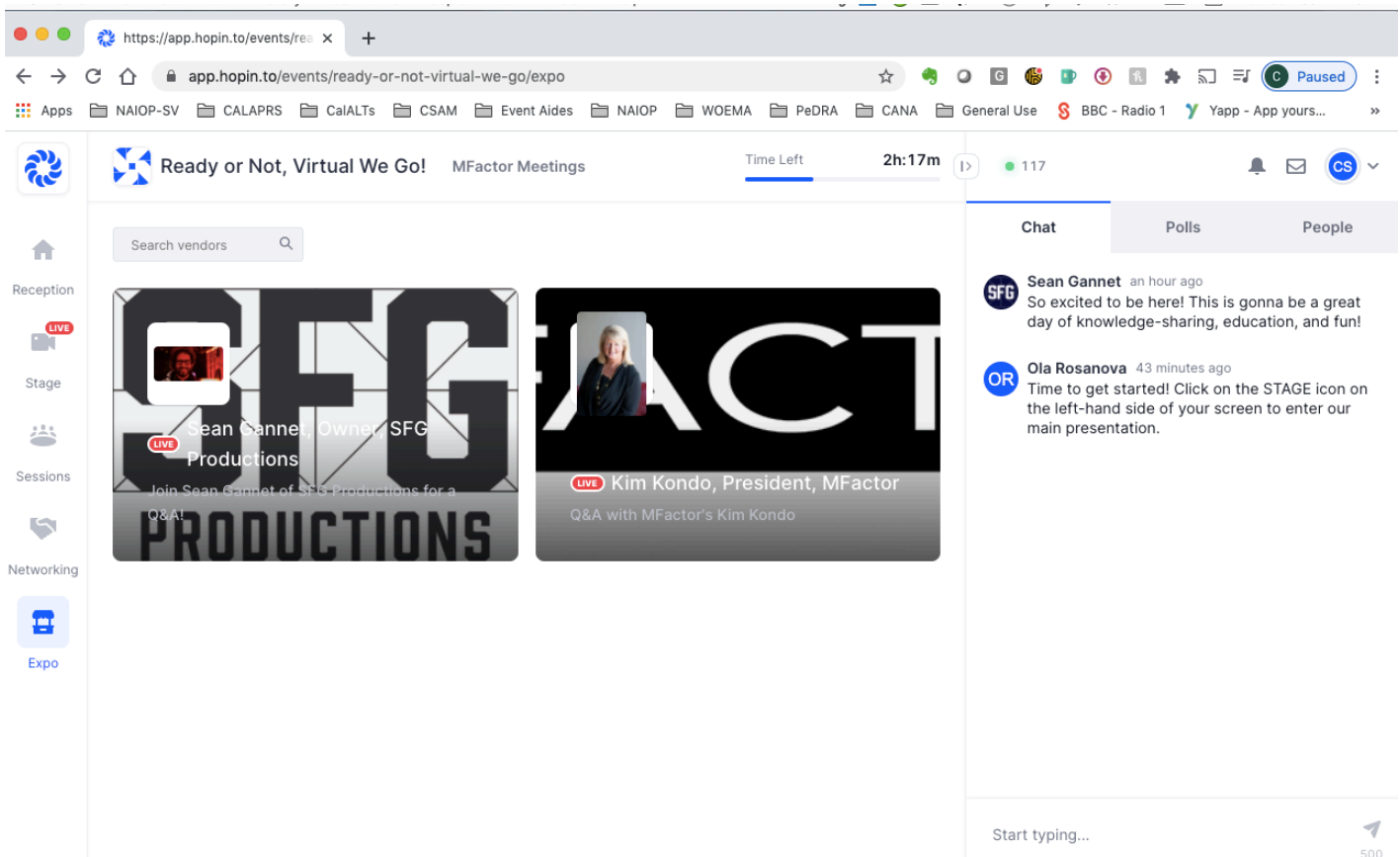


Exhibit Booth Discussion Session –
Exhibitor reps can join attendees in their booth live to demo products and services or host a general Q&A.

The screenshot shows a web browser window with the URL app.hopin.to/events/ready-or-not-virtual-we-go/expo/50316. The event is titled "Ready or Not, Virtual We Go!" and is categorized as "MFactor Meetings". The interface includes a sidebar with navigation icons for Reception, Stage, Sessions, Networking, and Expo. The main content area displays a live video session with two participants: Sean Gannet, Owner of SFG Productions, and Ryan Queenan. A "Time Left" indicator shows 1h:20m. On the right, there is a "Booth" section with a profile for Sean Gannet, a "Chat" section, and an "Event Offer" section that prompts users to submit contact information for a raffle entry.

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

The screenshot shows a web browser window with the URL app.hopin.to/events/the-biggest-tech-conference/expo/50316. The event is titled "The biggest tech conference" and is hosted by Opers. The interface includes a sidebar with navigation icons for Reception, Stage, Sessions, Networking, and Expo. The main content area displays a promotional banner for the event, scheduled for July 1, 9:00AM - July 2, 4:00PM UTC. The banner text reads "The biggest tech conference" and "So many creative people have never been gathered together". On the right, there is a "Booth" section with a profile for Opers, a "Chat" section, and an "Event Offer" section that provides a "20% Off Discount" for users who register interest.

CANA 2021 VIRTUAL SPRING MEETING SPONSOR CONTRACT

Please submit this form and payment to secure your sponsorship by April 15, 2021.
description of your product/service along with this form. CANA reserves the right to approve or reject an exhibitor at its discretion.

To pay via credit card, please visit: <https://canainc.org/product/spring-meeting-2021-sponsorship/>

Step 1- Choose your level of sponsorship

- | | | |
|--|---|--|
| <input type="checkbox"/> Sophie Winton Sponsorship (\$5000) | <input type="checkbox"/> Platinum Sponsorship (\$1000) | <input type="checkbox"/> Silver Sponsorship (\$250) |
| <input type="checkbox"/> Dagmar Nelson Sponsorship (\$3000) | <input type="checkbox"/> Gold Sponsorship (\$500) | |

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

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

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

☐ I will submit all booth deliverables via the web form:
https://canainc.org/cana_virtual_spring_meeting_sponsor_info/

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 400, San Francisco, CA 94105

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 Spring Meeting 2021. 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 April 15, 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 April 15, 2021: An amount equal to 50% of the total sponsorship will be retained by CANA.
- No refunds will be given for cancellations received after April 15, 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 Spring 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 how your virtual booth will be set up.

EXAMPLE EXHIBIT BOOTH

Attendee Reception Page

The screenshot displays the Hopin interface for the CANA 2020 Virtual Fall Meeting. The main banner features a stethoscope and the text: "CALIFORNIA ASSOCIATION OF NURSE ANESTHETISTS CANA 2020 VIRTUAL FALL MEETING OCTOBER 17-18". Below the banner, the page is titled "CANA 2020 Virtual Fall Meeting" and "Hosted by California Association of Nurse Anesthetists(CANA)". A "Description" section welcomes attendees. A "Proudly Supported By" section displays logos for KPNAA, WISLA HARMONET, SCHOOL OF ANESTHESIA, CLEVIPREX, SPARC, TEAMHealth, US ANESTHESIA, and SAMUEL MEDBITT. On the right, a chat window is open, showing a list of participants and a message from Amy Platt: "I'm inviting you to a private meeting room: #Event/sessions/0c29870c-0f4a-480e-9deb-259e912de810". 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 sponsor logos section.

Expo Hall Welcome Area –

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

The screenshot displays the CANA 2020 Virtual Fall Meeting Expo Hall. The interface includes a sidebar with navigation options like Reception, Stage, Sessions, and Networking. The main area shows a grid of virtual exhibit booths. A red box highlights the CLEVIPREX booth, which features the product name and a brief description. A red arrow points from a label "Virtual Exhibit Booth 'Card'" to this booth. Another red arrow points from a label "Chat with Attendees" to the chat window on the right side of the interface, which shows a message from "Chezka Solon".

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 displaying a Hopin event page. The URL is app.hopin.to/events/ready-or-not-virtual-we-go/expo/50316. The event is titled "Ready or Not, Virtual We Go!" and is part of "MFactor Meetings". The booth is for "Sean Gannet, Owner, SFG Productions". It features a live video session with two participants: Ryan Queenan and Sean Gannet. The booth interface includes a "Booth" tab, a "Chat" tab, and a "Polls" tab. A red arrow points to a button labeled "Add offer or call to action button" which is located next to the "Event Offer" section. The "Event Offer" section contains the text: "Submit your contact info for raffle entry" and "By registering interest you will claim the offer & your email will be forwarded to the vendor."

Exhibit Booth Logo / Video –

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

The screenshot shows a web browser window displaying a Hopin event page. The URL is app.hopin.to/events/cana-2020-virtual-fall-meeting/expo/173430. The event is titled "CANA 2020 Virtual Fall Meeting" and is part of "California Association of Nurse Anesthetists(CANA)". The booth is for "CANA Wellness Committee Presents: Meditation". It features a video player with a blue bear logo and the text "CANA" and "CALIFORNIA ASSOCIATION OF NURSE ANESTHETISTS". A red arrow points to a play button icon on the video player. The booth interface includes a "Booth" tab, a "Chat" tab, and a "Polls" tab. A red arrow points to a button labeled "Video plays here" which is located next to the video player.

EXHIBIT BOOTH ITEMS REQUIRED

Use the link below to submit the required booth information.

https://canainc.org/cana_virtual_spring_meeting_sponsor_info/

- 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.

AD & IMAGE SPECIFICATIONS

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

LOGO & ADS

DUE: April 15, 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: April 15, 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