

Sponsor Prospectus



Virtual Nurse Anesthesia Resident (NAR) Workshop February 27, 2022 | 8:00 AM – 3:30 PM

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 27, 2022.

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?

Your sponsorship helps support the future of the CRNA profession by allowing us to provide key education to current NARs, who will soon be the key decision makers in the anesthesiology healthcare industry. Don't miss this opportunity to show your products and services to CRNAs and future 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

SPONSORSHIP FEATURES <i>See next page for a preview of the new virtual meeting platform.</i>	GOLD SPONSOR \$750	SILVER SPONSOR \$500	BRONZE 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		
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 14, 2022.

Step 1- Choose your level of sponsorship

**Gold Sponsorship
(\$750)**

**Silver Sponsorship
(\$500)**

**Bronze 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-nar-workshop-2022-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

I will email my single PowerPoint slide for display (16:9 On-Screen Show size) to 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

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 14, 2022. 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 14, 2022: An amount equal to 50% of the total sponsorship will be retained by CANA.
- No refunds will be given for cancellations received after February 14, 2022.

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](#).

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

EXAMPLE EXHIBIT BOOTH

Attendee Reception Page

The screenshot shows the Hopin Attendee Reception Page 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 page is titled "CANA 2020 Virtual Fall Meeting" and includes a "Description" section with the text "Welcome to the CANA 2020 Virtual Fall Meeting!". A "Proudly Supported By" section displays logos for several sponsors: KPNAA, SCHOOL OF ANESTHESIA, CLEVIPREX (clevidipine injectable emulsion), SPARC, TEAMHealth, US ANESTHESIA, and SAMUEL MEDDITT. On the right side, a chat window is open, showing a conversation with Amy Platt and Chezka 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 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 a virtual expo hall for the CANA 2020 Virtual Fall Meeting. The main area contains a grid of exhibitor cards. A red box highlights a card for CLEVIPREX (clevidipine) injectable emulsion. Other visible cards include SPARC, CapRock Insurance Partners, Envisic Physician Services, and US ANESTHESIA PARTNERS. On the right side, a chat window is open, showing a message from 'Chezka Solon' to all attendees. A red arrow points from the 'Virtual Exhibit Booth "Card"' label to the CLEVIPREX card, and another red arrow points from the 'Chat with Attendees "Card"' label to the chat window.

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 browser address bar displays 'app.hopin.to/events/ready-or-not-virtual-we-go/expo/50316'. The event title is 'Ready or Not, Virtual We Go!' with 'MFactor Meetings' and a 'Time Left' of '1h:20m'. The interface includes a navigation menu on the left with options like Reception, Stage, Sessions, Networking, and Expo. The main content area features a video call with two participants: Ryan Queenan and Sean Gannet. A blue button above the video says 'Ask to Share Audio and Video'. To the right of the video is a 'Booth' panel with tabs for 'Chat', 'Polls', and 'People'. The booth content includes a profile for 'Sean Gannet, Owner, SFG Productions' with a bio: 'Join Sean Gannet of SFG Productions for a Q&A!'. Below this is an 'Event Offer' section with a button that says 'Submit your contact info for raffle entry'. A red arrow points from a red-bordered box containing the text 'Add offer or call to action button' to this button. Below the button, there is a disclaimer: '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 virtual event booth interface for 'CANANA 2020 Virtual Fall Meeting'. The browser address bar displays 'app.hopin.to/events/cana-2020-virtual-fall-meeting/expo/173430'. The event title is 'CANANA 2020 Virtual Fall Meeting' with 'California Association of Nurse Anesthetists (CANANA)'. The main content area features a video player with a large blue logo that says 'CANANA' and 'CALIFORNIA ASSOCIATION OF NURSE ANESTHETISTS'. Above the logo is a blue silhouette of a bear and a yellow star. A red play button is visible over the video. To the right of the video is a 'Booth' panel with tabs for 'Chat', 'Polls', and 'People'. The booth content includes a profile for 'CANANA Wellness Committee Presents: Meditation' with a bio: 'Meditation with the CANANA Wellness Committee'. Below this is a blue button that says 'Learn More'.

EXHIBIT BOOTH ITEMS REQUIRED

Use the link below to submit the required booth information.

<https://canainc.org/2022-cana-nar-workshop-booth-info-form/>

- 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: February 14, 2022

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 14, 2022

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

Gold Booths:

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

Silver Booths:

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

Bronze Booths:

- Recommended: 1500x1000px (3:2 aspect ratio)
- Minimum: 1000x750px

Questions? Please call the CANA Office: 415-610-8499 or email info@canainc.org