



# CANA

CALIFORNIA ASSOCIATION OF NURSE ANESTHETISTS

## **VIRTUAL SPRING MEETING 2023**

**Saturday, May 20 - Sunday, May 21, 2023**

## **Sponsorship Prospectus**

The California Association of Nurse Anesthetists is pleased to invite you to sponsor our Fall Conference on May 20-21, 2023.

### Who is CANA?

**CANA represents over 2,200 Certified Registered Nurse Anesthetists (CRNAs) and Student Registered Nurse Anesthetists (SRNAs)/Nurse Anesthesia Resident (NAR) 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 a demo video and a live session with a representative. Ability to play a 2-minute video before one conference session.**
- ♦ **Prime exhibit booth billing.**
- ♦ **PowerPoint slide to be displayed in welcome slides.**
- ♦ **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 2023 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 - \$2,500

- ♦ **Virtual Exhibit Booth with the choice of a demo video or a live session with a representative. Ability to play a 2-minute video before one conference session.**
- ♦ **Prime exhibit booth billing.**
- ♦ **PowerPoint slide to be displayed in welcome slides.**
- ♦ **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 2023, and a Banner Ad in 1e-Newsletter. One month web advertisement with weblink on CANA website home page.**
- ♦ **Email list of conference attendees.**

## Gold Exhibitor - \$750

- ♦ **Virtual Exhibit Booth with a live session with representatives.**
- ♦ **Company logo recognition on conference marketing materials & Company logo recognition in Welcome Remarks.**
- ♦ **Company logo and link to website on Spring Meeting event page on canainc.org & on conference platform page**
- ♦ **Email list of conference attendees.**

# CANA Virtual Meeting Platform - Zoom

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

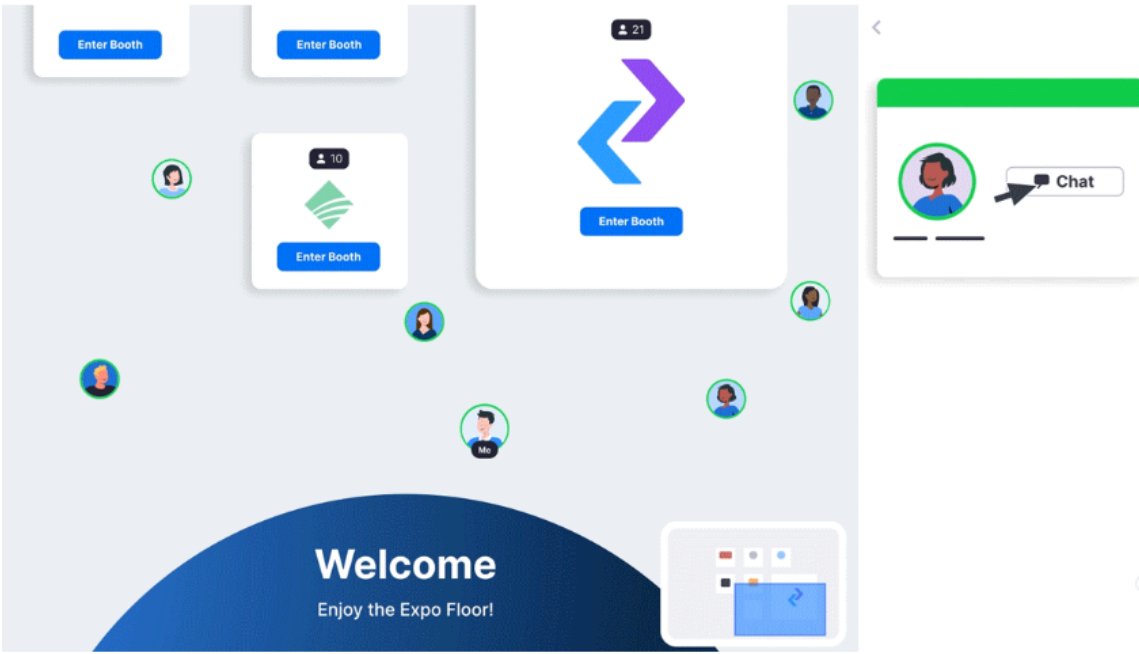
**[View this video to learn more about the Zoom Events platform](#)**

**Event Day: On the day of the event, attendees can visit the sponsor or exhibitor's virtual booth to learn more about their products or services through videos, images, and live demonstrations.**

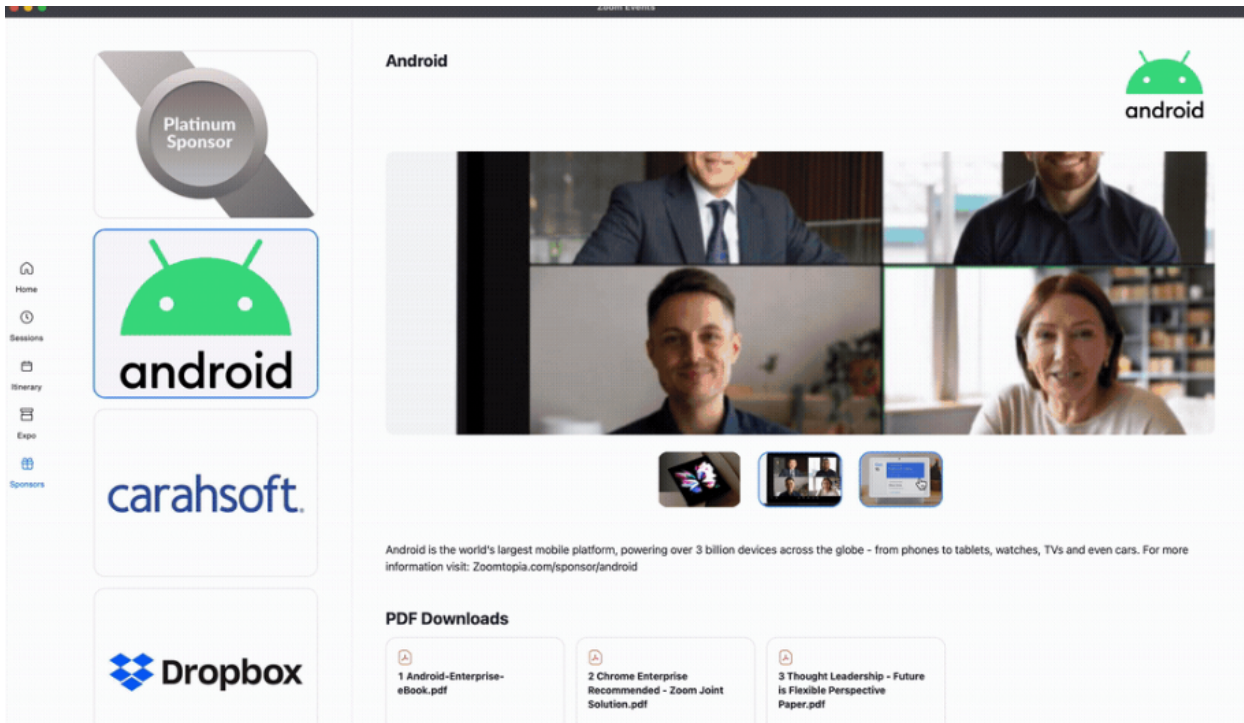
**The sponsor or exhibitor can interact with attendees in real-time through video, audio, and chat features to answer questions and engage with potential customers.**

**Lead Capture: The sponsor or exhibitor can also capture leads by collecting contact information from interested attendees for follow-up after the event.**

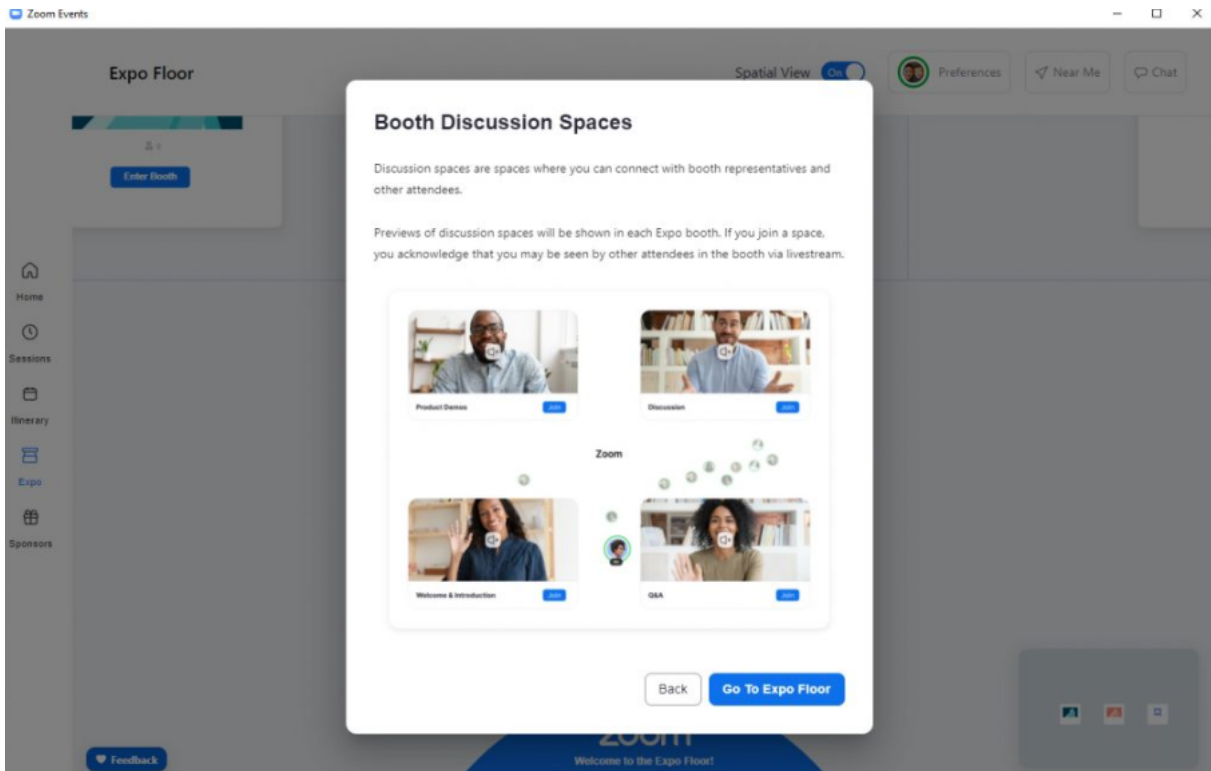
**Analytics: After the event, the sponsor or exhibitor can access analytics and data on attendee engagement, booth traffic, and lead capture to measure the effectiveness of their participation in the event.**



**Example of expo floor where attendees can visit the different sponsor booths.**



**Example of sponsor area where sponsors display their logo, documents, and videos.**



**Sponsors can have representatives available to chat with attendees in booth discussion spaces.**

### Full Tier Comparison

	Sophie Winton	Dagmar Nelson	Gold
Sponsor Name and Logo	✓	✓	✓
Sponsor Description	✓	✓	✓
Analytics & Reporting	✓	✓	✓
Privacy Policy	✓	✓	✓
Expo Supported	✓	✓	✓
Expo Booth Size	<b>Large</b>	<b>Medium</b>	<b>Small</b>
Eligible Booth Spaces	Up to <b>4</b>	Up to <b>2</b>	<b>1</b>
Sponsor Reps	Up to <b>20</b>	Up to <b>20</b>	Up to <b>20</b>
Sponsored Sessions	✓	✓	—
Sponsor Chat	✓	✓	—
Sponsor Video	<b>1</b>	<b>1</b>	—
Sponsor Images	Up to <b>5</b>	Up to <b>3</b>	—
Downloadable PDFs	Up to <b>5</b>	Up to <b>5</b>	—

# CANA ANNUAL SPRING MEETING 2023 SPONSOR CONTRACT

Please submit this form and payment to secure your sponsorship by May 1, 2023.  
description of your product/service along with this form. CANA reserves the right to approve or reject an exhibitor at its discretion.

## Step 1 - Choose Your Level of Sponsorship

Sophie Winton Sponsorship (\$5500)

Dagmar Nelson Sponsorship (\$2500)

Exhibitor (\$750)

## Step 2 - Payment Options

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

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

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

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

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

**Website Address:** \_\_\_\_\_

**On-site Representative 1:** \_\_\_\_\_

**Rep 1 Email Address:** \_\_\_\_\_

**On-site Representative 2:** \_\_\_\_\_

**Rep 2 Email Address:** \_\_\_\_\_

I will email my company logo to [info@canainc.org](mailto:info@canainc.org)  Enclosed is a check payable to CANA

**Please complete and return to:**  
**CANA, 575 Market Street, Suite 400**  
**Fax: 415-764-4915 | Email: [info@canainc.org](mailto:info@canainc.org)**  
**CANA TAX ID: 23-7290648**

## Step 3 - Terms & Agreements

The undersigned, designated as an exhibitor representative, hereby contracts with the California Association of Nurse Anesthetists for virtual exhibit space in the Spring Meeting 2023. The undersigned, on behalf of the sponsoring/exhibiting company, agrees to comply with the accompanying Sponsor/Exhibitor Contract Terms & Conditions.

Authorized Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

## CANA SPONSOR/EXHIBITOR 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 May 1, 2023. CANA reserves the right to cancel a sponsorship for nonpayment 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 May 1, 2023: An amount equal to 50% of the total sponsorship will be retained by CANA. - No refunds will be given for cancellations received after May 1, 2023.

**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/>