

# AANA 2018



Annual Congress ■ September 21-25, 2018 ■ Boston, MA

EXHIBITOR PROSPECTUS & SPONSORSHIP OPPORTUNITIES





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**The American Association of Nurse Anesthetists (AANA)** represents more than 51,000 Certified Registered Nurse Anesthetists (CRNAs) and Student Registered Nurse Anesthetists (SRNAs). The AANA 2018 Annual Congress provides a meeting place for nearly 3,000 CRNAs and SRNAs. Take advantage of the unequalled opportunities to showcase your products and services to this uniquely engaged and influential group of key decision makers.

# AANA Delivers Your Target Market



**94%**

of CRNAs are involved in direct patient care.



**66%**

of CRNAs make purchasing decisions for products and services between \$100,000 - \$5M.



**43M**

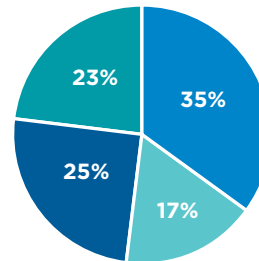
anesthetics are administered each year by CRNAs.

## CRNAs in Clinical Setting



- 39%** Hospital-Based
- 36%** Group/Practice
- 15%** Independent/Owner
- 10%** Other

## CRNAs Years in Practice



- 35%** 2-5 Years
- 17%** 6-10 Years
- 25%** 11-20 Years
- 23%** Over 20 Years

## CRNAs are Highly Trained Specialists Dedicated to Anesthesia Practices and Techniques, including:

**General Surgery**  
**Orthopedics**  
**GI**  
**OB/Gynecology**



**Urology**  
**ENT**  
**Plastic Surgery**  
**Geriatric**

# Join Us in Boston!



## ■ LOCATION

Hynes Convention Center  
900 Boylston Street | Boston, MA 02115

## ■ HOTEL HEADQUARTERS

Sheraton Boston Hotel  
39 Dalton Street | Boston, MA 02199

## ■ 2018 EXHIBIT SCHEDULE\*

<b>Exhibit Move-in</b>	
Saturday, September 22	8:00 – 5:00 PM
Sunday, September 23	8:00 – 12:00 PM
<b>Exhibit Hours</b>	
Sunday, September 23	3:15 – 6:00 PM
Monday, September 24	9:00 – 2:00 PM
Tuesday, September 25	8:00 – 10:00 AM
<b>Exhibit Move-out</b>	
Tuesday, September 25	10:00 – 5:00 PM

\*Hours subject to change

## ■ 2018 BOOTH FEES

Exhibit space is \$3,100 per 10'x10'. There is an additional charge of \$200 per exposed corner. All rates are in U.S. dollars.

### What's included in my booth?

- 8' draped back wall and 3' side drapes.
- A 44" x 7" booth identification sign stating company name, city, state, and booth number.
- Listing in the AANA Official Program and Exhibitor Directory.
- (2) Exhibitor badges per 10' x 10' booth.
- Admission to educational sessions on a space-available basis.
- Admission to the Opening Ceremonies.





## ■ HOW TO RESERVE EXHIBIT SPACE

### **Online Booth Reservation**

Preview the available space and reserve your booth today by selecting [Booth Reservation](#). Once you have completed the online application, an email will be sent to confirm your reservation.

### **Email or Fax Booth Reservation**

Complete and return the Exhibit Space Application and Contract to [David-Berrios@CorcExpo.com](mailto:David-Berrios@CorcExpo.com).

### **Payment Schedule**

To be considered for exhibit space, all applications must be accompanied by a deposit equaling 50% of the total cost of space requested. The full balance is due on May 15, 2018. Applications received after May 15, 2018, must include full payment (within 3 business days.) To submit payments online, use the secure link included on company invoice. Checks can be made payable to:

**AANA Finance Department**  
222 S. Prospect Ave.  
Park Ridge, IL 60068

## ■ QUESTIONS

Please contact the AANA exhibit office:

### **Exhibit Sales**

**David Berrios-Walker**

Phone: (312) 265-9644

Email: [David-Berrios@CorcExpo.com](mailto:David-Berrios@CorcExpo.com)

**Gavin McAuliffe**

Phone: (312) 265-9649

Email: [Gavin@CorcExpo.com](mailto:Gavin@CorcExpo.com)

# Maximize Your Exposure

with the Best and Brightest in Nurse Anesthesia



## Show Your Support for Attendees

Help support the largest gathering of CRNAs as they advance their knowledge and skills.

As an exclusive sponsor, together we can support members and enhance their experience during AANA2018.

- **Medical Educational Grants**
- **Welcome Reception**
- **Pre-Congress Workshops**
- **Opening Ceremonies**
- **Keynote Speaker**
- **Diversity Initiatives**
- **Author Book Signing**
- **Connect Lounge**
- **AANA Foundation**
  - Awards and Recognition Luncheon Fundraising Event
  - "State of the Science" General Poster Session (Includes Poster Tours)
  - "State of the Science" Oral Poster Presentations
  - Fundraising Event
- **Student Activities**
  - Anesthesia College Bowl
  - Student Luncheon
  - Student Session
- **Wellness Activities**
  - 5K Walk/Run
  - Zen Den
  - Health & Wellness Bytes



## Gain Greater Visibility for Your Brand!

Keeping your name in front of CRNAs is essential to your success. Promotional opportunities have been designed to help you build brand equity.

- **Mobile App**
- **Annual Banquet Napkins**
- **Conference Lanyards**
- **Registration Tote Bags**
- **Hotel Key Cards**
- **Coffee Breaks**
- **Charging Station Kiosks**
- **Luggage Pull Wrap**

Reach and cultivate relationships with key decision makers and those who are fast becoming the future of healthcare. Live events will help you connect directly with attendees.

## YOUR OPTIONS INCLUDE:

- Satellite Symposium
- Product Theater
- Lunch with the Experts
- Sunrise Breakfast Symposium
- Host a Networking Reception
- Focus Group



## Drive Attendees Directly to Your Booth:

Make your presence known and grow your base of qualified leads. Don't miss this opportunity with the following traffic drivers:

- Booth Drive Package
- Registration Bag Insert
- Exhibit Hall Passport
- Mailing List Rental
- Featured Exhibitor Listing
- Signage Throughout the Exhibit Hall
- Host Wine & Cheese During Exhibit Hall Opening



## Advertise to Thousands of Highly Engaged CRNAs

Connect before, during, and after the conference! The AANA2018 Annual Congress is the largest educational and networking event of its kind. Options include:

### Print:

- August issue of *AANA Journal*
- September issue of *AANA NewsBulletin*
- August 30 issue of *Anesthesia E-ssential*
- AANA Annual Congress Final Program  
(provided at registration)

### Digital:

- Banner Ads for Annual Congress Website
- Daily Newsletter Pre-show and Live Emails

# Join Us in Boston!

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You won't find a better opportunity to reach CRNAs.



## Let's Get Started!

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 [aana2018.com/exhibitor-details](http://aana2018.com/exhibitor-details)

 [sponsorships@aana.com](mailto:sponsorships@aana.com)

 (847) 655-1109

**Request a One-On-One Consultation Today!**

Free, no-obligation 20-minute consultation and needs assessment.



# 2018 Annual Congress Opportunities

Please select an opportunity below and complete the form on the reverse side.

## ■ PRESENTATIONS

- Satellite Symposium - \$15,000
- Sunrise Breakfast - \$15,000
- Product Theater - \$15,000 | \$10,000
- Focus Group - \$5,000

## ■ SPONSORSHIP OPPORTUNITIES

- Student Luncheon - \$50,000
- Opening Ceremonies - \$25,000
- Keynote Speaker - \$25,000
- Pre-Congress Workshops - \$25,000
- Anesthesia College Bowl - \$20,000
- 5K Walk/Run - \$20,000
- Welcome Reception - \$15,000
- Student Session - \$15,500
- "State of the Science"  
Oral Presentations - \$10,000
- "State of the Science"  
General Poster Presentations - \$10,000
- Author & Book Signing - \$5,000
- Health & Wellness Bytes - \$5,000
- Connect Lounge Space - \$5,000
- Zen Den - \$5,000

## ■ LIVE EVENTS

- Career Networking Reception - \$15,000
- AANA Foundation Fundraiser - Ask for Details!

## ■ MARKETING OPPORTUNITIES

- Mobile App - \$15,000
- Registration Tote Bags - \$10,000
- Hotel Key Cards - \$10,000
- Banquet Napkins - \$10,000
- Conference Lanyards - \$10,000
- Charging Station Kiosks - \$3,000 each
- Luggage Pull Strap - \$5,000
- Signage - Ask About Pricing & Packages
- Exhibit Hall Passport - \$1,500
- Featured Exhibitor Upgrade

## ■ REFRESHMENT BREAKS (AVAILABLE TO MULTIPLE HOSTS)

- Coffee Break - \$3,500 each
- Healthy Snack - \$3,500 each

# Sponsorship Commitment Form

Please PRINT Clearly:

**Organization:**

**Address:**

**City:**

**State:**

**Zip:**

**Contact Name/Title:**

**Email Address:**

**Phone:**

**On-site Contact Name:**

**Phone:**

**On-site Contact Email:**

**Sponsorship Type:**

**Total Cost:**

**Signature:**

**Date:**

## ■ PAYMENT TERMS

Sponsors will be billed immediately upon receipt of form/application. All payments are due no later than April 30, 2018. (Please contact the AANA Finance Department regarding credit card payments.)

## ■ PLEASE RETURN FORM TO

**Wendy Stoner**

**Industry Marketing Manager**

American Association of Nurse Anesthetists  
222 S. Prospect Ave., Park Ridge, IL 60068

Phone: (847) 655-1109

Fax: (847) 720-7879

Email: [wstoner@aana.com](mailto:wstoner@aana.com)

For details, contact  
Wendy Stoner  
[wstoner@aana.com](mailto:wstoner@aana.com)

# Rules & Regulations

## ■ EXHIBIT BOOTH CANCELLATION AND REFUNDS

All cancellations of booth space must be received in writing by Show Management. If space is reduced, the net reduction of space will be treated as a cancellation of that space. If Show Management receives a written request for cancellation of space prior to May 2, 2018, the Exhibitor will be eligible for a full refund minus the 50% of the total booth cost. No refunds will be given after May 2, 2018. It is expressly agreed by the Exhibitor that in the event it fails to pay the space licensure charge at the times specified, or fails to comply with any provisions contained in these Regulations concerning its use of exhibit space, Show Management shall have the right to reassign the confirmed booth location shown or to take possession of said space and lease same, or any part thereof, to such other parties upon such terms and conditions as it may deem proper. In the event of a default by the Exhibitor, as set forth in the previous sentence, then in addition to the AANA's and Show Management's other rights and remedies hereunder, the Exhibitor shall forfeit the amount paid by Exhibitor for its space reservation, regardless of whether or not Show Management enters into a further lease for the space involved. In case the Exhibition shall not be held for any reason whatsoever, then and thereupon, the licensure and lease of space to the Exhibitor shall be terminated. In such case, the limit of claims for damage and/or compensation by the Exhibitor shall be the return to the Exhibitor of the prorated amount already paid of space for this specific event.

## ■ EDUCATIONAL GUIDELINES - PRODUCT THEATER, SYMPOSIA & EVENTS

1. Financial support may be provided as an unrestricted grant, donation, or scholarship.
2. "In-Kind" support may include materials, space, or other non-monetary resources, or services used by the AANA to conduct the educational activities.
3. There will be a written agreement between the commercial interest organization providing the support and the AANA.
4. The commercial support will not influence the planning, development, content, implementation, or evaluation of the educational activities. The AANA Provider Unit will maintain responsibility for this.
5. The receipt of any commercial support for education will be disclosed to the activity participants.
6. Recognition of the support will be noted in different ways depending on the amount of support.
7. Unrestricted educational grants will be recognized in the Annual Congress Final Program. The deadline for inclusion of material in the Preliminary Program is January 15, 2018.
8. AANA members are required to preregister for all Annual Congress sessions. There is to be no additional charge to attendees for these presentations.
9. AANA will provide signage for use outside educational sessions. Other signs will not be permitted. Sponsors are asked to supply an electronic high-resolution file of their logo for use in the Final Program.
10. Specific session attendee lists will not be provided to sponsor. Sponsors are always welcome to purchase the Annual Congress registration lists with the forms provided in their exhibit kits.
11. Commercial products displayed, mentioned, or used in American Association of Nurse Anesthetists (AANA) education programs or activities are not endorsed by the AANA or its accreditor, the American Nurses Credentialing Center's Commission on Accreditation (ANCC COA).
12. If food and beverage is served at a Pre-Congress Workshop, the cost is the responsibility of the sponsoring company.

# Thank You For Your Support!

## AANA CORPORATE PARTNERS

abbvie

Medtronic  
Further. Together

 **MERCK**  
INVENTING FOR LIFE

 **PharMEDium**  
AmerisourceBergen

## AANA2018 ANNUAL CONGRESS SUPPORTERS

**AANA**  
FOUNDATION 

**CNA**

DAVID L. JELINEK AGENCY  
Financial Specialists



 **Envision**  
PHYSICIAN SERVICES

 **Medical Protective**  
*a Berkshire Hathaway company*  
Strength. Defense. Solutions. Since 1899.

 **MERCK**  
INVENTING FOR LIFE

**NEW YORK LIFE**

**SAVE THE DATE! | AANA2019 August 9-13, Chicago, IL**



 | **#AANA2018** | [www.AANA2018.com](http://www.AANA2018.com)