



ASPAN

American Society of PeriAnesthesia Nurses

2027

Corporate Partnership & Marketing Prospectus

*Partner with the Trusted Voice of
Perianesthesia Nursing*



ASPAN.org



Invitation to Partnership

The American Society of PeriAnesthesia Nurses (ASPAN) invites industry leaders to partner with the nation's premier organization dedicated to advancing perianesthesia nursing practice and improving patient outcomes.

For more than 45 years, ASPAN has served as the professional home for nurses specializing in preanesthesia assessment, postanesthesia care, ambulatory surgery, and pain management. Our members represent the front line of surgical patient care and play a critical role in evaluating, selecting, and implementing products, technologies, medications, and services that impact patient outcomes.

When you partner with ASPAN, you gain access to a highly engaged community of experienced clinicians, leaders, educators, and purchasing influencers who are shaping the future of healthcare nationwide.

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Why Partner with ASPAN?

Connect with Decision-Makers

ASPAN members are more than clinical experts, they are influential voices within their organizations and healthcare systems.

ASPAN Member Profile

- More than 13,000 members nationwide
- Representation in every state across the country
- 87.3% influence the selection of equipment, medications, and/or supplies
- 79.9% have practiced in perianesthesia nursing for six years or more
- Nearly 60% have more than 11 years of specialty experience
- Members work alongside physicians, administrators, purchasing teams, and interdisciplinary healthcare leaders
- Extensive professional networks amplify your reach beyond individual contacts

Our members are trusted resources within their facilities and frequently serve as educators, preceptors, committee members, managers, directors, and clinical leaders.

The Value of an ASPAN Partnership

Today's healthcare organizations seek more than products, our members seek trusted partners who contribute to education, innovation, patient safety, and clinical excellence. ASPAN's Industry Partnership Program provides year-round opportunities to:

- Increase brand awareness
- Build relationships with key decision-makers
- Showcase innovative products and solutions
- Support professional education
- Demonstrate commitment to patient safety
- Generate qualified leads
- Gain valuable market insights
- Position your organization as a leader in perianesthesia care



Education & Thought Leadership Opportunities

Organizations may select individual opportunities or combine them with annual partnership levels to create a customized engagement strategy.

Webinar or Webcast Education Supporter (CE)

\$3,000

ASPAN courses provide timely, evidence-based education to nurses across the country and offer supporters visibility among an engaged audience of clinical professionals and healthcare leaders.

Sponsored Educational Webinar or Webcast (non-CE)

\$5,000

Support high-quality educational programming while engaging directly with ASPAN members.

Product Innovation Spotlight

\$4,000

Showcase products, technologies, and solutions that improve clinical outcomes through a one-hour virtual meeting to members.

Virtual Focus Groups

\$5,000

Gain valuable feedback from experienced perianesthesia professionals through facilitated discussions designed to provide actionable insights on products, services, technologies, educational needs, and emerging trends.

Membership Profile

Primary Clinical Practice Area

Phase I PACU: 74%
Phase II PACU: 53%
Preoperative Holding: 38%
Hospital-Based Same Day Surgery: 33%
Preadmission Testing: 13%
Free Standing Same Day Surgery Unit: 9%

Primary Role Focus

Clinical Nurse: 67%
Nurse Manager: 17%
Educator: 14%
Administrator: 2%
Advanced Practice (CNS or NP): 2%
Researcher: 1%

Digital Visibility & Engagement Opportunities

Maintain visibility and engagement throughout the year.

Sponsored E-Blasts

\$2,500

Deliver your message directly to ASPAN's engaged membership through a dedicated email communication, providing targeted exposure for your products, services, educational programs, or resources.

eNewsletter Advertising

\$1,500

Build ongoing brand awareness and maintain visibility with perianesthesia professionals through advertising placements in ASPAN's official eNewsletter, Breathline.

PeriAnesthesia Nurse Awareness Week Support

price varies

Demonstrate your commitment to the specialty by supporting ASPAN's annual celebration of perianesthesia nurses while receiving recognition alongside a nationally promoted member engagement campaign. *Exclusive and shared opportunities.*

Sponsored Content Articles

\$1,500

Position your organization as a thought leader by sharing valuable insights, trends, innovations, or educational content with an audience of experienced clinicians and healthcare influencers.

New Member Welcome Series Sponsorship

\$4,000

Make a strong first impression with new ASPAN members by introducing your organization through a dedicated welcome campaign that builds awareness and familiarity from the start of their membership journey. *Exclusive opportunity.*



ASPAN 46th National Conference
New Orleans
Learning Today, Leading Tomorrow

April 30 – May 3, 2027
Sheraton New Orleans
New Orleans, Louisiana

ASPAN's National Conference provides unparalleled access to highly engaged attendees and delivers exceptional exhibitor value through strong traffic, dedicated exhibit hours, and extensive recognition opportunities.

Exhibits

\$2,800 per 10x10

Showcase your products and services to a highly engaged audience of experienced perianesthesia professionals through dedicated exhibit hours designed to maximize attendee interaction and meaningful conversations. ASPAN's National Conference provides exceptional booth traffic and direct access to clinicians and leaders who influence purchasing decisions, clinical practice, and patient care within healthcare organizations nationwide.

Symposium (Non-CE)

\$35,000

Host an exclusive meal symposium for up to 175 attendees, providing a dedicated forum to showcase your organization's products, services, and innovations through company-developed and company-presented content independent of ANCC-accredited continuing education. This turnkey opportunity includes meeting space, audiovisual support, and food and beverage service, while ASPAN promotes the event through a targeted attendee e-blast and manages RSVP registration to maximize participation and engagement.

Product Theater

\$7,500

Host a private, facilitated discussion with a select group of ASPAN members during the ASPAN National Conference, providing a unique opportunity to gather valuable insights from experienced perianesthesia professionals in an interactive setting. Designed to encourage open dialogue and candid feedback, this session allows your organization to explore products, concepts, clinical challenges, or market trends while building meaningful connections with key healthcare influencers. Audiovisual and food & beverage not included.



A banner image showing a historic New Orleans building with a balcony and wrought-iron railings, decorated with plants. The ASPAN logo is in the top left corner.

ASPAN 46th National Conference
New Orleans
Learning Today, Leading Tomorrow

Conference Tote Bag Sponsor

\$12,000

Place your brand in the hands of every attendee with a custom conference tote bag that provides lasting visibility throughout the meeting and beyond. *Exclusive opportunity.*

Lanyard Sponsor

\$10,000

Gain continuous exposure by sponsoring the official conference lanyard, worn by attendees throughout the event and featured at every session and networking opportunity. *Exclusive opportunity.*

Hotel Key Card Sponsor

\$8,000

Welcome attendees from the moment they arrive by featuring your organization's branding on the official hotel room key cards distributed at the host hotel. *Exclusive opportunity.*

Charging Station Sponsor

\$8,000

Keep attendees connected while showcasing your brand through strategically placed charging stations that encourage engagement and extended visibility in high-traffic areas. *Exclusive opportunity.*

Conference App Advertisement

\$2,000

Reach attendees before, during, and after the conference with a prominent advertisement in the official event app, driving traffic to your booth, programs, or website. *Exclusive and shared opportunities.*

President's Reception Sponsor

price varies

Align your organization with one of the conference's premier networking events, gaining recognition while attendees connect with ASPAN leadership, colleagues, and industry partners. *Exclusive and shared opportunities.*



New Orleans

Learning Today, Leading Tomorrow

In-Person Focus Group Experience

\$5,000

Conduct a private, facilitated discussion with a select group of ASPAN members during ASPAN's National Conference. This exclusive opportunity provides face-to-face engagement with highly experienced clinicians in an interactive setting that encourages candid feedback and in-depth discussion.

First-Time Attendee Orientation Sponsor

price varies

Make a memorable first impression by supporting the orientation session that welcomes and introduces new attendees to the conference experience, positioning your organization as a valued partner from the very beginning. *Exclusive and shared opportunities.*

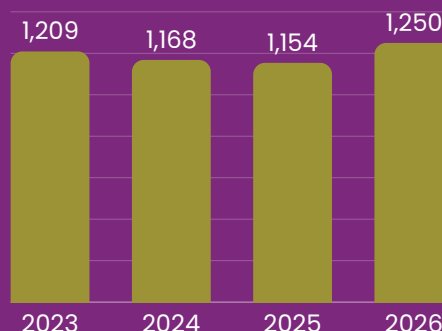
Conference Attendee E-Blast

\$2,000

Deliver your message directly to registered conference attendees through a dedicated email communication, providing targeted exposure for your booth, educational event, product launch, or conference activities before or during the ASPAN National Conference.

National Conference Profile

Average of 42% first-time attendees each year, creating valuable opportunities to increase brand awareness with a fresh audience.



66% of attendees hold CPAN® and/or CAPA® certification, reflecting a highly engaged audience committed to professional excellence.

ASPAN 46th National Conference
New Orleans
Learning Today, Leading Tomorrow

Partnership Packages

Maximize your impact and value by bundling sponsorship opportunities. Sponsorship packages combine high-visibility branding, targeted marketing, and meaningful attendee engagement into one comprehensive investment, delivering greater exposure, stronger brand recognition, and enhanced return on investment before, during, and after the conference.

Diamond Level Partner

\$45,000

- One (1) 20' x 20' island booth in a premium exhibit hall location.
- Conference branding opportunity (e.g., Conference App Sponsor, Tote Bag Support, or equivalent opportunity).
- Hotel Key Card or Charging Station Sponsor (or equivalent)
- One (1) Product Theater presentation to showcase your products, services, or innovations.
- Two (2) dedicated email blasts to conference attendees (one preconference and one post-conference).
- Premium ad placement in the official National Conference mobile app.
- Two (2) eNewsletter advertisements or sponsored content articles
- Mandatory stop on the Exhibitor Passport Campaign, increasing booth visibility and engagement.
- Company and product listing with logo on the conference website and mobile app.
- Acknowledgment from ASPAN President during the opening session.
- Social media acknowledgment as a conference partner.
- One (1) featured push notification through the conference app.
- One-on-one meeting with ASPAN Leadership.
- Up to ten (10) exhibitor representatives included.*

Platinum Level Partner

\$35,000

- One (1) 20' x 20' island booth in a prime exhibit hall location.
- Conference branding opportunity (e.g., Conference App Sponsor, Tote Bag Support, or equivalent opportunity).
- One (1) Product Theater presentation to showcase your products, services, or innovations.
- Two (2) eNewsletter advertisements or sponsored content articles
- One (1) sponsored eBlast to conference attendees
- Mandatory stop on the Exhibitor Passport Campaign, increasing booth visibility and engagement.
- Company and product listing with logo on the conference website and mobile app.
- Acknowledgment from ASPAN President during the opening session.
- Social media acknowledgment as a conference partner.
- One (1) featured push notification through the conference app.
- One-on-one meeting with ASPAN Leadership.
- Up to eight (8) exhibitor representatives included.*

**Additional representatives may attend for a \$250 fee.*

ASPAN 46th National Conference
New Orleans
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Gold Level Partner

\$20,000

- One (1) 10' x 20' exhibit booth in a prominent exhibit hall location.
- Conference branding opportunity (e.g., Tote Bag Support or equivalent recognition opportunity).
- One (1) conference app push notification to attendees.
- Two (2) eNewsletter advertisements or sponsored content articles
- One (1) sponsored eBlast to conference attendees
- Mandatory stop on the Exhibitor Passport Campaign, increasing booth visibility and engagement.
- Company and product listing with logo on the conference website and mobile app.
- Acknowledgment from ASPAN President during the opening session.
- Social media acknowledgment as a conference partner.
- Up to six (6) exhibitor representatives included.*

Silver Level

\$10,000

- Two (2) 10' x 10' exhibit booths.
- Two (2) eNewsletter advertisements or sponsored content articles
- Mandatory stop on the Exhibitor Passport Campaign, increasing booth visibility and engagement.
- Company and product listing with logo on the conference website and mobile app.
- Acknowledgment from ASPAN President during the opening session.
- Social media acknowledgment as a conference partner.
- Up to five (5) exhibitor representatives included.*

Bronze Level

\$3,500

- One (1) exhibit booth.
- Mandatory stop on the Exhibitor Passport Campaign, increasing booth visibility and engagement.
- Company and product listing with logo on the conference website and mobile app.
- Acknowledgment from ASPAN President during the opening session.
- Social media acknowledgment as a conference partner.
- Up to four (4) exhibitor representatives included.*

Exhibit Level

\$2,800

- One (1) exhibit booth.
- Company and product listing on the conference website and mobile app.
- Pre-conference attendee registration list.
- Up to two (2) exhibitor representatives included.*

**Additional representatives may attend for a \$250 fee.*



Our Shared Commitment

ASPAN values partnerships that support the advancement of perianesthesia nursing, improve patient outcomes, and contribute to the delivery of safe, high-quality healthcare.

Together, we can connect innovation with clinical practice, support the professional development of nurses, and advance excellence in patient care.

We invite you to join ASPAN as a corporate partner and become part of a community dedicated to shaping the future of perianesthesia nursing.

For more information about partnership opportunities, customized packages, or sponsorship options, please contact:

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Partnering to Advance Perianesthesia Excellence.



American Society of PeriAnesthesia Nurses

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