AANA 2019
Annual Congress ▪ August 9-13, 2019 ▪ Chicago, IL

EXHIBITOR PROSPECTUS & SPONSORSHIP OPPORTUNITIES
Maximize Your Exposure
with the Best and Brightest in Nurse Anesthesia

The American Association of Nurse Anesthetists (AANA) represents more than 52,000 Certified Registered Nurse Anesthetists (CRNAs) and Student Registered Nurse Anesthetists (SRNAs). The AANA 2019 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
- 25% 6-10 Years
- 23% 11-20 Years
- 17% Over 20 Years

CRNAs Are Highly Trained Clinicians Dedicated to Anesthesia Practices and Techniques, Including:

- General Surgery
- Orthopedics
- GI
- OB/Gynecology
- Urology
- ENT
- Plastic Surgery
- Geriatric
LOCATION & HOTEL HEADQUARTERS
Hyatt Regency Chicago
151 E Upper Wacker Dr.
Chicago, IL  60601

2019 EXHIBIT SCHEDULE*

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<th>Exhibit Move-in</th>
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Exhibit Hours

| Sunday, August 11  | 8:00 AM - 12:00 PM |
| Monday, August 12 | 9:00 AM - 2:00 PM |
| Tuesday, August 13 | 8:00 - 10:00 AM |

Exhibit Move-out

| Tuesday, August 13 | 10:00 AM - 5:00 PM |

2019 BOOTH FEES
Exhibit space is $3,100 per 8’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 Onsite Program and Exhibitor Directory
• Two (2) exhibitor badges per 8’ x 10’ booth
• 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 Gavin@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 April 15, 2019. Applications received after April 15, 2019, must include full payment (within 3 business days.) To submit payments online, use the secure link included on company invoice.

QUESTIONS
Please contact the AANA exhibit office:
Gavin McAuliffe
Exhibit Manager
Phone: (312) 265-9649
Email: Gavin@CorcExpo.com

*Hours subject to change
Maximize Your Exposure
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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 AANA2019.
- Medical Educational Grants
- Pre-Congress Workshops
- NEW! Gold and Silver Level Packages
- Welcome Reception
- Opening Ceremonies
- Keynote Speaker
- Diversity Initiatives
- 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
  - Student Luncheon
  - College Bowl
  - Student Session
- Health & Wellness Activities

NEW! Onsite Career Fair
This is your one opportunity to connect with more CRNAs and students than any other time of year.
- Interview candidates onsite
- Network while qualifying potential leads
- A variety of packages to fit your budget will include:
  - Booth Space
  - Advertising
  - Sponsorship Opportunities

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.
- Professional Headshots
- Step & Repeat with Your Logo
- Coffee Breaks
- Charging Station Kiosks
- Luggage Pull
- NEW! Photo Booth at the Annual Banquet

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 Driver 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! Options include:

Print:
- August Issue of AANA Journal
- NEW! Special Edition Issue of AANA Journal
- July Issue of AANA NewsBulletin
- August 1st Issue of Anesthesia E-ssential
- AANA Annual Congress Final Program (provided at registration)

Digital:
- ePreviews—electronic newsletters sent to over 60,000 members and non-members as we ramp up attendance
- Congress Daily Newsletter Pre-show and Live Emails
- Mobile App and Digital Ads
- Banner Ads for Annual Congress Website

YOUR OPTIONS INCLUDE:
- Sunrise Breakfast Symposium
- Host a Reception
- NEW! Lunch with the Experts
- Focus Group

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.

Maximize Your Exposure
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2019 Annual Congress Opportunities

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

**PRESENTATIONS**
- Sunrise Breakfast Symposium – $15,000-$22,500
- Lunch with the Experts – $15,000-$22,500
- Focus Group – $5,000
- NEW! Career Fair – Ask for details!

**LIVE EVENTS**
- Career Networking Reception – $15,000
- AANA Foundation Fundraiser – Ask for details!

**SPONSORSHIP OPPORTUNITIES**
- Welcome Reception – Ask for details!
- Student Luncheon – $50,000
- Gold Meeting Supporter Package – $25,000
- Opening Ceremonies – $25,000
- Keynote Speaker – $25,000
- Pre-Congress Workshops – $25,000
- Anesthesia College Bowl – SOLD
- Student Session – $15,500
- Silver Meeting Supporter Package – $15,000
- “State of the Science” Oral Presentations – $10,000
- “State of the Science” General Poster Presentations – $10,000
- Professional Headshots – $10,000
- Connect Lounge Space – $5,000
- Health & Wellness – Ask for details!
- Diversity Initiatives – Ask for details!

**MARKETING OPPORTUNITIES**
- Mobile App – $15,000
- Step & Repeat – $10,000
- Hotel Key Cards – $10,000
- Banquet Napkins – $10,000
- Conference Lanyards – $10,000 SOLD
- Charging Station Kiosks – $3,000 each
- Luggage Pull – $5,000
- NEW! Photo Booth at the Annual Banquet – $5,000
- Signage – Ask about pricing & packages!
- Exhibit Hall Passport – $1,500
- Featured Exhibitor Upgrade – Ask for details!

**REFRESHMENT BREAKS**
- Coffee Break – $3,500 each
- Healthy Snack – $3,500 each
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, 2019, 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, 2019. 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, 2019.
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.

PAYMENT TERMS

Sponsors will be billed immediately upon receipt of form/application. All payments are due no later than April 30, 2019.

PLEASE RETURN FORM TO

HealthCom Media
Attn: Melissa Warner
259 Veterans Lane, Suite 201
Doylestown, PA 18901
mwarner@healthcommedia.com
Tel: 215-489-7000

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: ____________________________
Thank You for Your Support!

AANA CORPORATE PARTNERS

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AANA2018 ANNUAL CONGRESS SUPPORTERS

AANA FOUNDATION
Envision
Physician Services
Medical Protective
North American Partners in Anesthesia

SAVE THE DATE!  |  AANA2020 August 15-18, San Diego, CA

Facebook  Twitter  YouTube  LinkedIn  Instagram  #AANA2019  www.AANA2019.com