Maximize Your Exposure

with the Best and Brightest in Nurse Anesthesia

The American Association of Nurse Anesthetists (AANA) represents nearly 53,000 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 unequaled 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

48M+ Analgesics or general surgery sedatives administered in the US annually

16% Projected job growth by 2026

CRNAs in Clinical Setting
40% Hospital-Based
36% Group
14% Independent/Owner
10% Other

CRNAs Years in Practice

18% 2-5 Years
22% 6-10 Years
25% 11-20 Years
31% 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

Location:
San Diego Convention Center
San Diego, CA

Hotel:
Manchester Grand Hyatt
1 Market Place
San Diego, CA 92101

2020 EXHIBIT SCHEDULE*

<table>
<thead>
<tr>
<th>Exhibit Move-in</th>
<th>8:00 AM – 5:00 PM</th>
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<tbody>
<tr>
<td>Saturday, August 15</td>
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<td>Sunday, August 16</td>
<td>8:00 AM – 12:00 PM</td>
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<tr>
<th>Exhibit Hours</th>
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<tr>
<td>Sunday, August 16</td>
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<tr>
<td>Monday, August 17</td>
<td>9:00 AM – 2:00 PM</td>
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<tr>
<td>Tuesday, August 18</td>
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<tr>
<th>Exhibit Move-out</th>
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<td>Tuesday, August 18</td>
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*Hours subject to change

2020 BOOTH FEES

Exhibit space is $3,400 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?
- 10’ 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 10’ x 10’ booth
HOW TO RESERVE EXHIBIT SPACE

Online Booth Reservation
Preview the available space and reserve your booth today at AANA2020.com. 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, 2020. Applications received after April 15, 2020, 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 Sales
Phone: (312) 265-9649
Email: 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 AANA2020.

- Medical Educational Grants
- Pre-Congress Workshops
- Gold and Silver Level Packages
- Welcome Reception
- Opening Ceremonies & Keynote Speaker
- Diversity Initiatives
- Connect Lounge
- AANA Foundation
  - Awards and Recognition Luncheon
  - “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

Onsite Career Fair
This is your one opportunity to connect with more CRNAs and students than at 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
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:
- Sunrise Breakfast Symposium
- Host a Reception
- Product Theater
- Focus Group
- Drive Attendees Directly to Your Booth
- Advertise to Thousands of Highly Engaged CRNAs

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
- 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
- July Issue of AANA NewsBulletin
- August 6th Issue of Anesthesia E-ssential
- AANA Annual Congress Final Program (provided at registration)

Digital:
- NEW! Geo-targeting and Geo-fencing
- 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 Microsite & Congress Daily Website
You won’t find a better opportunity to reach CRNAs.

Let’s Get Started!

AANA2020.com/exhibitor-details

mhaywood@healthcommedia.com

Request a One-On-One Consultation Today!
Free, no-obligation 20-minute consultation and needs assessment.
2020 Annual Congress Opportunities

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

### PRESENTATIONS
- Sunrise Breakfast Symposium – $15,000-$22,500
- Product Theater – $15,000-$22,500
- Focus Group – $5,000
- Career Fair – Ask for details!

### SPONSORSHIP OPPORTUNITIES
- Welcome Reception – Ask for details!
- Student Luncheon – $50,000
- Gold Meeting Supporter Package – $25,000
- Opening Ceremonies & Keynote Speaker – $25,000
- Pre-Congress Workshops – $25,000
- Anesthesia College Bowl – $15,000
- 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 Hub – Ask for details!
- Diversity Initiatives – Ask for details!

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

### MARKETING OPPORTUNITIES
- Mobile App – $15,000
- Step & Repeat – $10,000
- Hotel Key Cards – $10,000
- Conference Lanyards – $10,000
- Charging Station Kiosks – $3,000 each
- Luggage Pull – $5,000
- 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

### ADVERTISING OPPORTUNITIES
- Create a custom package to achieve your goals. Ask your HCM rep for details!
Sponsorship Commitment Form

Please PRINT Clearly:

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<td>Signature:</td>
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**PAYMENT TERMS**
Sponsors will be billed immediately upon receipt of form/application. All payments are due no later than April 30, 2020.

**PLEASE RETURN FORM TO**
HealthCom Media
Attn: Meredith Haywood
259 Veterans Lane, Suite 201
Doylestown, PA 18901
mhaywood@healthcommedia.com
Tel: (215) 489-7000
**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, 2020, 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, 2020. 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.

**SPONSORSHIP AND CAREER FAIR REQUIREMENTS**
In order to participate in any advertising or sponsorship opportunity you must exhibit at the Annual Congress. The AANA reserves the right to decline any advertising or sponsorship. These requirements apply to the Career Fair as well. All participants of the Career Fair must exhibit at the Annual Congress. The AANA reserves the right to decline any career fair participant.

**HOSTING SPECIAL EVENTS & NETWORKING RECEPTION RULES AND REQUIREMENTS**
The AANA values its partnerships with industry and is appreciative of the integral role that members of the anesthesia community continue to play in our efforts to provide attendees with a best-in-class experience and quality educational programs. All exhibitors are required to receive written permission from the AANA industry relations manager for any event or cocktail reception. Should prior approval not be requested, penalties will be applied at a later date.

Any event hosted anywhere in San Diego involving the AANA Annual Congress attendees during the dates of AANA 2020, is considered an AANA event and must be pre-approved by the AANA.

**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, 2020.
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

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Medtronic
Further. Together

MERCK
INVENTING FOR LIFE

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