

NASHVILLE

# AANA 2025

ANNUAL CONGRESS + AUGUST 9-13



**SPONSORSHIP OPPORTUNITIES  
& BOOTH TRAFFIC BOOSTERS**





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AANA CONGRESS PAYMENT TERMS:

HealthCom Media/AANA payment terms are due upon receipt. Please note: Cancellations before 02/01/2025 will be charged a 50% fee. There will be no refunds after 03/01/2025.



## WHY EXHIBIT?

- Congress 2025 sets the stage to create real, meaningful, and impactful connections with the CRNA audience for recruitment and to showcase products and services that they need to solve their individual challenges and accelerate their ambitious goals.
- Expand your pipeline with qualified prospects at Congress 2025! The largest CRNA and RRNA meeting of the year is designed to connect these professionals with relevant solution providers: YOU!
- Accelerate your connections beyond the booth with a holistic approach through sponsorships as these opportunities will be highly visible and accessible to all attendees throughout the Convention Center.
- Partner with AANA, the professional association for the nation's 65,000+ CRNA and RRNAs - highly educated, experienced advanced practice registered nurses.

## WHO ATTENDS?

### SAY HELLO to:

- CRNA Leaders
- CRNA Educators
- CRNAs
- RRNAs
- Program Administrators and Assistant Program Administrators
- Deans
- Clinical Coordinators and Preceptors
- Educational Program Faculty
- Practice Owners/Partners



**88%**  
of CRNAs  
are members



**94%**  
of CRNAs are involved  
in direct patient care



**48M+**  
Surgeries or procedures  
performed in the US annually



# SEE YOU IN NASHVILLE!



## LOCATION & HOTEL HEADQUARTERS



### Location:

Music City Center  
201 Rep. John Lewis Way South  
Nashville, TN 37203  
615.401.14001



### Hotels:

#### Omni Nashville

250 Rep. John Lewis Way S,  
Nashville, TN 37203  
615-782-5300

#### JW Nashville

201 8th Ave S,  
Nashville, TN 37203  
615-291-8600

#### Residence Inn Nashville

**Downtown/Convention Center**  
410 Rep. John Lewis Way S,  
Nashville, TN 37203  
615-514-2501

#### Westin Nashville

807 Clark Pl,  
Nashville, TN 37203  
615-248-2800

#### AC Hotel Nashville Downtown

410 Rep. John Lewis Way S,  
Nashville, TN 37203  
615-514-2500

#### SpringHill Suites Nashville

**Downtown/Convention Center**  
410 Rep. John Lewis Way S,  
Nashville, TN 37203  
615-514-2502

Sponsorship Portal

**QUESTIONS? CALL YOUR ACCOUNT MANAGER TODAY!**

#### Susan Levey

215-489-7002  
slevey@healthcommedia.com

#### Rachel Laird

215-489-7000 ext.118  
rlaird@healthcommedia.com

#### Ryan Steiner

215-489-7000 ext.115  
rsteiner@healthcommedia.com

## SHOW MANAGEMENT CONTACT

Meeting Management Associates, Inc.

## ORIA BAYS, EXHIBITS MANAGER

PH: 607-674-6617 | Fax: 607-674-6132 | Email: aanaexhibits@mma-inc.com

## Support & Sponsorship Opportunities

**AANA 2025 Annual Congress** is the ideal time to reach practicing CRNAs, educators, program leaders, clinicians, and administrators in the field of nurse anesthesia. These professionals, as well as recruiters, need your products and services.

### Why partner with AANA?

#### Access

As the exclusive professional association for nurse anesthesia, AANA offers you direct access to those who buy and influence their facilities' purchasing decisions for your products and services.

AANA members recommend or administer products for their patients and services for their practices that include:

- Pharmaceuticals
- Anesthesiology equipment
- Recruitment
- Market research and consulting services

#### Visibility

By supporting AANA, your company will have a high level of visibility unavailable through other channels.

#### Education

Through sponsorships, advertisers can support continuing education (CE) programs, workshops, and other educational activities at Congress 2025. This can enhance their credibility within the CRNA community, as sponsors of educational initiatives are often seen as advocates for professional development and better patient care.

#### Networking

AANA Congress offers an unparalleled opportunity to interact and network with leaders in nurse anesthesia. These leaders include CRNA program administrators and directors, state leaders and federal political directors, facility leaders, practice owners/partners, clinicians, and researchers, as well as RRNAs. Attendees at Congress are the ones who make purchasing decisions on a daily basis.



### For Advertising and Partnering Opportunities:

**Susan Levey**, AANA Sales Director 215-489-7002  
**Rachel Laird**, HCM Sales Manager 215-489-7000 x118  
**Ryan Steiner**, Sales Associate 215-489-7000 x115

slevey@healthcommedia.com  
 rlaird@healthcommedia.com  
 rsteiner@healthcommedia.com



## Exclusive Sponsorships

**TITLE SPONSOR** (1 available) ..... **\$75,000**

### Programming & Participation

- Includes exclusive product theater/industry symposium space with unlimited usage during exhibit hours, AV equipment included. *(does not include food & beverage)*
- 2 lead capture devices for event
- 3 complimentary registrations for meeting attendance
- Attendee survey – Sponsor to provide 10 survey questions and AANA to provide survey results. ~Exclusive

### Brand Recognition

- Acknowledgment in all conference promotional materials including Onsite Guide
- Acknowledgement in opening welcome remarks
- Acknowledgement on conference landing page on AANA website
- Signage recognition on AANA sponsor digital board
- Signage at registration desk – Company Name and Logo ~Exclusive
- Logo on conference registration web page ~Exclusive
- Recognition on AANA Official Social Media Channels (2 posts) ~Exclusive
- Branding on Exhibit Hall Passport for event
- Congress Bag Insert for event

### Advertising

- Full page color ad in conference guide *(back cover)*
- Full page color ad in *AANA Journal* (August 2025)
- Banner ad on AANA.com (August 2025)
- Charging Kiosk Station – Your logo will be branded on the station – location to be chosen by sponsor

**PREMIUM SPONSOR** (1 available) ..... **\$50,000**

### Programming & Participation

- Includes 2 product theater/industry symposium events with audio visual during exhibit hours. *(does not include food & beverage)*
- 1 lead capture device for event
- 2 complimentary registrations for meeting attendance

### Brand Recognition

- Acknowledgment in all conference promotional materials including Onsite Guide
- Acknowledgement in opening welcome remarks
- Acknowledgement on conference landing page on AANA website
- Signage recognition on AANA sponsor digital board
- Branding on Exhibit Hall Passport for event
- Congress Bag Insert for event

### Advertising

- Full page color ad in conference guide
- Full page color ad in *AANA Journal* (August 2025)
- Banner ad on AANA.com (August 2025)



## Premium Sponsorship Events

### Party with a Purpose: Raising the Roof(tops)!

(6 available) ..... **\$25,000/per floor**

What's better than one awesome party venue? How about TWO? This year's Party With a Purpose is taking over two of Nashville's top hotspots: Jason Aldean's Kitchen + Rooftop Bar and Luke's 32 Bridge Food + Drink. Amazing food, drinks, and live music, with rooftop connections are available for sponsorship at the event which includes digital signage, handout at event, listing on event website, plus food and drinks. Contact HCM for more information.



### Additional Sponsorship and Branding Opportunities at Party with a Purpose (Raising the Roof(tops))!

**Mechanical Bull** ..... **\$7,500**

The AANA is bringing an exciting event to Party with a Purpose. As an exclusive sponsor of the event you will receive name & logo recognition in Congress Onsite Guide, website, marketing materials & event signage, as well as the ability to have a representative present during the event.



**Outdoor flag** ..... **Starting at \$2,195**

Have your logo displayed prominently on a flag at the entrance of the restaurant.

**Rooftop games** ..... **Starting at \$2,500**

Brand your company in the game area and have the opportunity to mingle with attendees while playing Cornhole, Ladder Toss, Giant Jenga or Giant Nashville Cowboy Operation.



## Resident Breakfast

(1 available) ..... **\$35,000**

AANA proudly welcomes RRNAs. Residents will have the opportunity to hear from the Resident Representative to the Committee and members of the AANA and AANA Foundation executive teams. The Education Committee will also announce the winners of the Resident Writing Contest and Resident Excellence Award. Exclusive sponsorship includes 3-minute introduction, signage recognition, handout at event, and listing on event website.

## CALL YOUR ACCOUNT MANAGER TODAY!

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slevey@healthcommedia.com

**Rachel Laird**  
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rlaird@healthcommedia.com

**Ryan Steiner**  
215-489-7000 ext.115  
rsteiner@healthcommedia.com



## Custom Sponsorship Opportunities

### **Puppy playpen.....\$15,000/day**

A custom area on the exhibit floor that the attendees will thoroughly enjoy. Who doesn't love playing with puppies!! Your sponsorship will include: a listing in the program guide as a sponsor, signage and a handout at the location.



## Sponsorship Opportunities

### **Pre-Congress Resident Workshop ..... \$20,000**

Includes signage recognition, listing on event website, and handout outside the room at conclusion of meeting.

### **Diamond Meeting Supporter Package ..... \$25,000**

Includes signage recognition and listing on event website, click to learn more.

### **Titanium Meeting Supporter Package ..... \$15,000**

Includes signage recognition and listing on event website, click to learn more.

### **First Timer's Event ..... \$15,000**

Connect with new and early-career nurse anesthetists who are attending the AANA Annual Congress for the first time. Includes signage recognition, branded promotional item, handout at event, and listing on event website.

**SOLD OUT!**

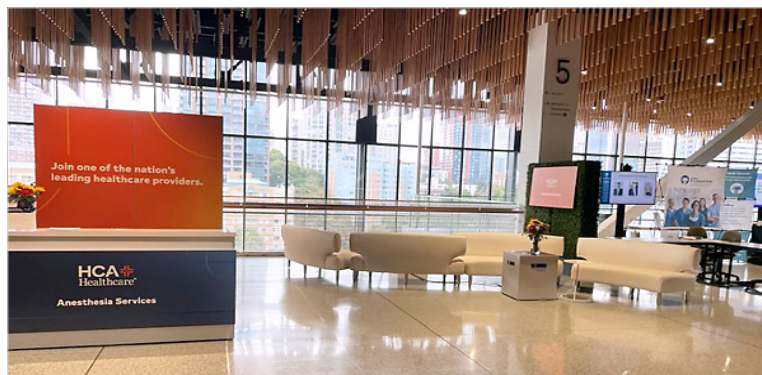
### **Region Breakout Sessions**

### **(7 regions available)..... \$6,500**

All attendees, CRNAs and RRNAs, are invited and assigned a region to discuss advocacy, regional issues, weaknesses/strengths on Sunday, August 10 to prepare for the Business Meeting.

### **Premier Connection Lounge ..... \$30,000**

Host an exclusive area with your branding to CRNA attendees throughout Congress. Includes signage recognition, handout at event, and listing on event website.



### **Step & Repeat Wall ..... \$10,000**

Step & Repeat Wall with your logo for CRNAs & RRNAs to create pictures/videos from Congress. Have them post and offer a prize for the best post. Upgrade available to have a screen to see the pictures/videos next to the platform. *Great opportunity to engage the attendees and post to all your social media pages.*





## Educate & Engage with CRNAs & RRNAs



## Networking & Socialize with CRNA & RRNAs

### Yoga Supporter .....\$19,995

Contribute to the holistic health and wellbeing of onsite attendees by sponsoring a yoga class at the conference. Includes signage recognition, handout at event, branded yoga mat and listing on event website.

### Photo Booth .....\$12,000

Includes signage recognition, handout at event, and listing on event website.

### Coffee Station (2 hours) .....\$7,500

Includes signage recognition and handout at event.

### Healthy Snack Station .....\$5,000

Sponsor a healthy snack for all attendees to enjoy – signage with your company logo displayed at station.

### Industry Supported Symposium CE (1 hour).....starting at \$15,000

Includes signage recognition, listing on event website, and handout outside the room at conclusion of meeting.

### Product Theater in Exhibit Hall (1 hour) .....starting at \$15,000

Includes signage recognition, handout at event, and listing on event website.

### Resident Session .....\$10,000

Includes signage recognition, listing on event website, and handout outside the room at conclusion of meeting

### College Bowl Round.....\$15,000

Includes signage recognition, handout at event, and listing on event website.

### Focus Group (1 hour) .....\$9,000

Includes signage recognition, handout at event, and pre-show email.

### State of the Science General e-Poster Session .....\$5,000/day

Support AANA State of the Science's 10 e-posters, shown on 70" monitors near the Foundation Booth. Recognition of sponsorship includes signage with logo and powered by your brand near event as well as listing on Congress website.



[Sponsorship Portal](#)

## Exclusive Branding Opportunities

**Wi-Fi** [order here](#) ..... **\$15,000**  
Be the lifeline for connectivity for 2,000+ attendees! Includes sponsor logo on Wi-Fi home page and signage at registration with information to log in.

**Backpack** [order here](#) ..... **\$17,500**  
Presented to each attendee, these bags provide maximum marketing impact during and long after the conference.

**Meeting App Sponsor** [order here](#) ..... **\$15,000**  
Gain valuable exposure for your brand when sponsoring the meeting app!

**Lanyards** ..... **\$12,000**  
Lanyards with your logo to be distributed to all attendees (1-color).

**Hotel Key Card** ..... **\$12,000**  
Extend your reach to the attendees at the hotel with your logo, website, booth number or marketing message.

**Hotel Key Sleeve** [order here](#) ..... **\$10,000**  
Extend your reach to the attendees at the hotel with your logo, website, booth number or marketing message.

**Water Station** [order here](#) ..... **\$14,500**  
Your signage above the water bottle refill stations. Your logo displayed on 1 side of an AANA distributed water bottle with strap.

**Registration Email** [order here](#) ..... **\$7,500**  
Email confirmation to all Annual Congress attendees with your company logo at the bottom.

**Branded Individual Sanitizer** [order here](#) ..... **\$6,250**  
Sanitizer with your logo to be distributed to all attendees in totebag.

**Printed Sticky Notepads** [order here](#) ..... **\$6,500**  
Sticky notepads with your logo to be distributed to all attendees in totebag (1-color).



## Branding Opportunities Brand yourself beyond your booth!

Drive traffic, provide brand awareness, advertise, and inform the CRNA audience about what your organization has to offer at Annual Congress 2025!

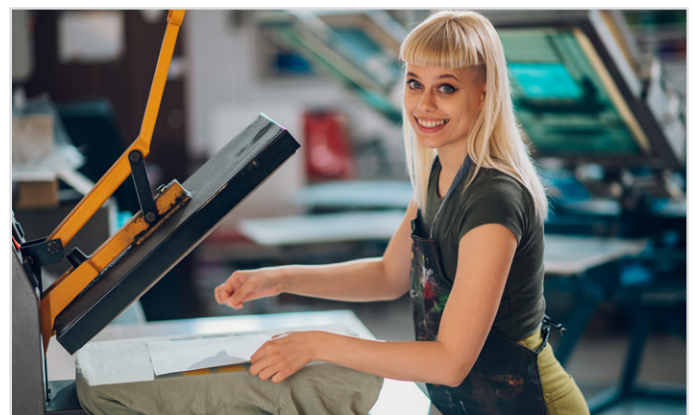
**Bag Insert** (Limit 20) [order here](#) ..... **\$1,750**  
Promote your brand or product to all conference attendees by supplying a flyer or sample.

**Exhibit Hall Passport** (Limit 20) [order here](#) ..... **\$1,995**  
Encourage attendees to visit your booth by being part of the AANA Passport. The passport encourages attendees to visit your booth to get a stamp to be entered to win prizes.

**Email - Leader Board - 600x90** (Pre, During, Post) [order here](#) ..... **\$2,995**  
Email to AANA Congress Attendees – client provides HTML.

**Email - Med Rectangle 300x250** (Pre, During, Post) [order here](#) ..... **\$1,995**  
Email to the AANA Congress Attendees – client provides HTML.

**AANA Shirts** (Limit 12) [order here](#) ..... **\$2,995**  
Promote your brand on the back of the official AANA Congress shirt provided to all attendees. Onsite heat press activation.



[VIEW PROMO PACKAGE](#)

\*3% surcharge for sponsorships paid by credit card.





## Lobby Branding Opportunities

### Exhibit Hall Column Wrap

Size: Approximately 8' tall

[order here](#) ..... \$4,995

Extend your branding inside the exhibition by placing your company designed artwork on the columns located in the exhibit hall.

### Window Banner

Size: 25' W x 25" H

[order here](#) ..... \$12,995

### Wall Graphics (foam core slide in)

Size: 31' 4" W x 7' 7" H [order here](#) ..... \$7,295

### Dropdown Banner

Size: 35' W x 25' H [order here](#) ..... \$19,500



## Digital Displays

DIGITAL SIGNAGE OPPORTUNITIES

## Exhibit Hall & Meeting

BRANDING OPPORTUNITIES

## Be seen by **2,500 Influential Anesthesia Professionals**

**AANA 2025**  
ANNUAL CONGRESS + AUGUST 9-13

Advertise in the AANA Annual Congress 2025 Onsite Guide

Provided at registration, the Final Program is the single most important resource for meeting attendees. This is a great opportunity for exhibitors to increase booth traffic and inform attendees about your exciting products and services.

Stand out and be seen by one of the largest segments of the anesthesia community: 2,500 Certified Registered Nurse Anesthetists (CRNAs) and resident registered nurse anesthetists.

### The Onsite Guide Includes:

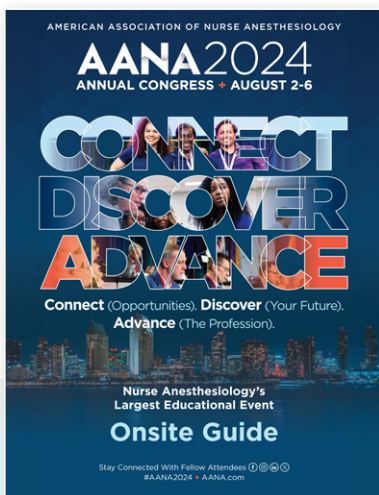
- Exhibit Information
- Educational Sessions
- Events At-A-Glance
- Essential Conference Information
- Floor Plan

Ad Space	Non-bleed (Live area)	Bleed	Rate
<b>COVER 2</b> (4-Color)	7 <sup>7</sup> / <sub>8</sub> " x 10 <sup>3</sup> / <sub>8</sub> "	8 <sup>5</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "	\$4,605 net
<b>COVER 3</b> (4-Color)	7 <sup>7</sup> / <sub>8</sub> " x 10 <sup>3</sup> / <sub>8</sub> "	8 <sup>5</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "	\$4,230 net
<b>COVER 4</b> (4-Color)	7 <sup>7</sup> / <sub>8</sub> " x 10 <sup>3</sup> / <sub>8</sub> "	8 <sup>5</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "	\$5,480 net
<b>FULL-PAGE</b> (B/W)	7 <sup>7</sup> / <sub>8</sub> " x 10 <sup>3</sup> / <sub>8</sub> "	8 <sup>5</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "	\$1,815 net
<b>FULL-PAGE</b> (4-Color)	7 <sup>7</sup> / <sub>8</sub> " x 10 <sup>3</sup> / <sub>8</sub> "	8 <sup>5</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "	\$3,650 net
<b>1/2 PAGE</b> (B/W)	7" x 5"	---	\$950 net
<b>1/2 PAGE</b> (4-Color)	7" x 5"	---	\$1,815 net
<b>Cover tip</b>	7" x 5"	---	\$10,000 net

## Reserve Your Space Now

Space Reservations: **June 16** | Materials due: **June 19**

**CALL YOUR ACCOUNT MANAGER TODAY!**



**Susan Levey**  
215-489-7002  
slevey@healthcommedia.com

**Rachel Laird**  
215-489-7000 ext.118  
rlaird@healthcommedia.com

**Ryan Steiner**  
215-489-7000 ext.115  
rsteiner@healthcommedia.com

### Mechanical Specifications:

Provide a 300 ppi print-ready file as a pdf, jpg, or tiff. All files need to be flattened (including all transparencies within the file). All fonts must be converted to outlines; include crop marks and all bleeds. Colors: All 4-color ads must use CMYK values. No RGB. All b/w ads must use grayscale/b/w values.

**Publisher's and Representative's Liability:** The Publisher and Advertising Sales Representative will not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to war, acts of God, strikes, accidents or any circumstances beyond the Publisher's control.

**Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the book, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.

**Billing Policy:** Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.



# CONGRESS BAG INSERT



## Yes!

We will participate in the AANA Congress Bag Insert. One piece  
\$1,750.00 net  
(attach sample of piece)



### Application & Sample Deadline: June 13 | Materials & Payment Due: June 20

Showcase your products and services to 2,500 CRNAs at the 2025 AANA Annual Congress. AANA offers exhibitors the opportunity to place your promotional materials in the official AANA Annual Congress Bag. Distributed at registration, the Congress Bag puts your message directly in the hands of all attendees. Reserve your space today to maximize your visibility and generate more booth traffic than ever.

To reserve your space, please return this completed agreement along with a sample of your promotional piece for approval. Your company may provide a single flyer or brochure (up to 4 pages) up to 8.5" x 11" in size. CDs, DVDs, Flash Drives and more will also be accepted, up to 1.5 oz in weight. Once your piece(s) has been approved, send 2,500 of each item to K&M Printing, (see address below) for receipt on or before June 20 (please include a Packing Slip). Payment is due to AANA no later than June 20.

Company Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Postal Zip Code: \_\_\_\_\_  
Country: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_



**Complete and return this form  
and sample to:**

**David Gilmartin**

AANA Digital Content Editor  
dgilmartin@healthcommedia.com

**Check/CC info must be  
received no later than June 20**

### Payment:

\_\_\_ **Check:** (U.S. Funds drawn on a U.S. bank or International Money Order) Check # \_\_\_\_\_

\_\_\_ **Credit Card:** Charge my \_\_\_ MasterCard \_\_\_ Visa \_\_\_ American Express

### Credit Card Information:

To provide credit card information, please contact HealthCom Media at 215-558-3939.

### Send Payment to:

HealthCom Media, 259 Veterans Lane Suite 201 Doylestown, PA 18901 or email to finance@healthcommedia.com

### After approval — Send 2,500 promotional pieces (with packing slip) to:

K&M Printing C/O Sheryl Olson - Precise Printing, 1410 N. Meacham Rd., Schaumburg, IL 60173

# Reach More Than **51,000** CRNAs Online

## Go Beyond the Show Floor

### AANA Annual Congress Daily

Emailed to 51,000+ opt-in members of AANA  
Average Open Rate 45%

#### PRE-SHOW EMAIL

One rate includes your ad within an email sent before Congress promoting educational opportunities onsite.

- One Leaderboard ..... **\$3,295 net**
- Medium rectangles (2 positions available) ..... **\$2,295 net**
- Featured Job Posting ..... **\$1,000 net**

**Email send dates:** Wed., April 9 (materials due: April 1); Wed., May 14 (materials due: May 6); Wed., June 18 (materials due: June 10); Wed., July 9 (materials due: July 1)

#### LIVE-SHOW EMAIL

One rate includes your ad within an email sent during Congress highlighting that days events.

- One Leaderboard ..... **\$3,195 net**
- Medium rectangles (2 positions available) ..... **\$1,995 net**
- Featured Job Posting ..... **\$800 net**

**Email send dates:** August 9, August 10, August 11, August 12, August 13, August 14 (all materials due to HCM July 30)

#### POST-CONGRESS EMAIL

**Email send date:** August 14 (materials due to HCM: July 30)

- One Leaderboard ..... **\$2,995 net**
- Medium rectangles (2 positions available) ..... **\$1,895 net**
- Featured Job Posting ..... **\$750 net**

#### SPECIFICATIONS

##### All Emails

- Leaderboard: 728 x 90 px
- Medium Rectangle: 300 x 250 px
- Featured Job Posting: 50-75 words

**Publisher's and Representative's Liability:** The Publisher and Advertising Sales Representative will not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to war, acts of God, strikes, accidents or any circumstances beyond the Publisher's control.

**Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify,

defend, and hold harmless the AANA Annual Congress Daily, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.

**Billing Policy:** Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be

bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

**Notes:** The American Association of Nurse Anesthesiology must approve all advertising. All efforts are made to preserve advertising materials in their original condition. However, the Publisher is not responsible for lost or damaged advertising materials after publication.



### Reserve Your Space Now

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**Ryan Steiner**, 215-489-7000 ext.115  
rsteiner@healthcommedia.com



All ads should be static (non-animated) - no FLASH (.SWF) or Rich Media will be accepted. Max file size 40k; .GIF or JPG file format.\* Also, if you are using a 3rd party to serve your ads and would like to track your ad/clicks, submit 1x1 tracking tags in addition to your static file and destination URL.



## MORE GREAT WAYS TO REACH CRNAs ▶ Go beyond the show floor!

**SPACE RESERVATION...START ADVERTISING NOW**

**AANA Annual Congress website**



The Congress website offers a convenient way to prepare for Congress, with details about special events and educational programs, live and virtual CE schedules, session and speaker information, and things to do while in Nashville.

### Choose from two different ad positions:

- Top leaderboard on AANA Congress  
Daily page ..... **\$5,100 net**
- 100% share of voice on page ..... **\$5,100 net**

**Space Reservation: July 11 (Material Due: July 22)**

Medium Rectangle on designated pages throughout the Congress website

- 25% SOV ..... **\$3,150 net**  
(up to 4 paid ads available)

### SPECIFICATIONS

- Leaderboard:  
728 x 90 px; max file size 40k; .GIF or .JPG format
- Medium Rectangle:  
300 x 250 px; max file size 40k; .GIF or .JPG format

*All clients must supply an ad file with destination URL or 3rd party tracking tags*



All ads should be static (non-animated) - no FLASH (.SWF) or Rich Media will be accepted. Max file size 40k; .GIF or JPG file format. Also, if you are using a 3rd party to serve your ads and would like to track your ad/clicks, submit 1x1 tracking tags in addition to your static file and destination URL.

## Reserve Your Space Now

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**Materials due: July 22**

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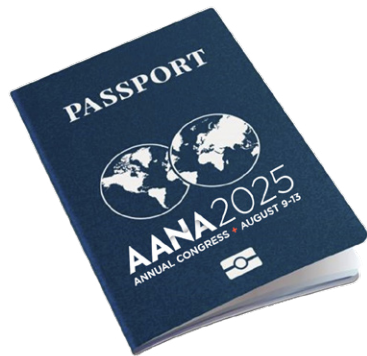
defend, and hold harmless the AANA Annual Congress Daily, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.

**Billing Policy:** Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be

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# AANA 2025 PASSPORT



## Yes!

We will participate in the  
AANA Passport  
One block \$1,995



**Application Deadline: June 13 | Materials & Payment Due: June 20**

Showcase your products and services to 2,500 CRNAs at the 2025 AANA Annual Congress. AANA offers exhibitors the opportunity to place your logo on the official AANA Annual Congress Passport. Distributed at registration, the Congress Passport puts your logo and booth number directly in the hands of all attendees. Reserve your space today to maximize your visibility and generate more booth traffic than ever before.

To reserve your space, please return this completed agreement along with a logo for approval.  
Payment is due to HCM no later than June 20, 2025.

Company Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Postal Zip Code: \_\_\_\_\_  
Country: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_



**COMPLETE THIS FORM &  
RETURN TO YOUR ACCOUNT  
MANAGER TODAY!**

**Susan Levey**, 215-489-7002  
slevey@healthcommedia.com

**Rachel Laird**, 215-489-7000 ext.118  
rlaird@healthcommedia.com

**Ryan Steiner**, 215-489-7000 ext.115  
rsteiner@healthcommedia.com

**Check/CC info must be  
received no later than June 20, 2025**

## Payment:

\_\_\_ **Check:** (U.S. Funds drawn on a U.S. bank or International Money Order) Check # \_\_\_\_\_  
\_\_\_ **Credit Card:** Charge my \_\_\_ MasterCard \_\_\_ Visa \_\_\_ American Express

## Credit Card Information:

To provide credit card information, please contact HealthCom Media at 215-558-3939.

## Send Payment to:

HealthCom Media, 259 Veterans Lane Suite 201 Doylestown, PA 18901 or email to [finance@healthcommedia.com](mailto:finance@healthcommedia.com)

Send high resolution logo to [dgilmartin@healthcommedia.com](mailto:dgilmartin@healthcommedia.com) before June 20, 2025.



# 2025 CONGRESS RETARGETING PACKAGES

## AANA CONGRESS GEO-FENCING PACKAGE 1 –\$4,500

- Audience Extension (AE) – Retarget aana.com audience. Impressions = 20,000
- Venue Replay (VR) – Target devices at Congress for up to 6 months after the event. Impressions = 30,000

## AANA CONGRESS GEO-FENCING PACKAGE 2 –\$9,450

- Audience Extension (AE) – Retarget aana.com audience. Impressions = 40,000
- Venue Replay (VR) – Target devices at Congress for up to 6 months after the event. Impressions = 60,000
- IP Targeting – Target wireless network during Congress. Impressions = 9,000

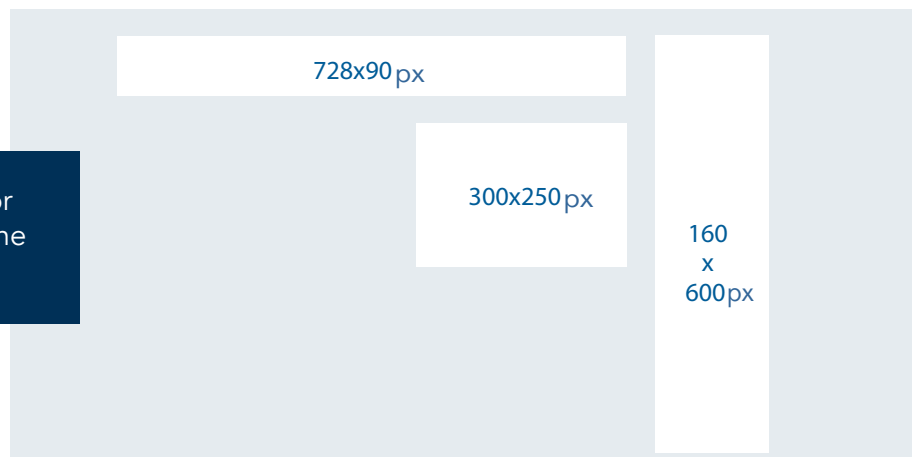
## AANA CONGRESS GEO-FENCING PACKAGE 3 –\$14,000

- Audience Extension (AE) – Retarget aana.com audience. Impressions = 70,000
- Venue Replay (VR) – Target devices at Congress for up to 6 months after the event. Impressions = 83,000
- IP Targeting – Target wireless network during Congress. Impressions = 9,000

### AD SIZES INCLUDE:

- Leaderboard 728 x90 px
- Skyscraper 160 x 600 px
- Medium Rectangle 300 x 250 px

Your ads will appear on multiple major websites and mobile apps, following the AAANA audience wherever they go.



An internet user visits the AANA website



The user exits the website



Your ad will be displayed on other websites the user visits



**CALL YOUR ACCOUNT MANAGER FOR DETAILS!**

**General inquiries:** 215-489-7000 or [info@healthcommedia.com](mailto:info@healthcommedia.com)

## MORE GREAT WAYS TO REACH CRNAs ▶ Go beyond the show floor!



### AANA Meetings App

**\$15,000** for a one-year sponsorship

#### SPECIFICATIONS

- 1/2 Width Ad (Long):  
1200 x 400 px; JPG or PNG format

#### Recognition as the AANA Meetings App Sponsor includes:

- Exhibit hall signage
- Microsite logo on website
- Logo in Congress Onsite Guide
- One year sponsorship of the AANA Meetings App that is used at three meetings throughout the year: starting with Mid-Year, AANA Congress, and Assembly of Didactic and Clinical Educators (ADCE)
- Sponsor's advertising message shows on the App in the red area where the logo would be viewed every time the app is open.

## Reserve Your Space Now

**Space Reservations: February 6**  
**Materials due: February 20**

**CALL YOUR ACCOUNT MANAGER TODAY!**

**Susan Levey**, 215-489-7002  
slevey@healthcommedia.com

**Rachel Laird**, 215-489-7000 ext.118  
rlaird@healthcommedia.com

**Ryan Steiner**, 215-489-7000 ext.115  
rsteiner@healthcommedia.com



**Quick tip:** Make sure to take note of the bleed area. Edges will be cropped off of some images, specifically when graphic resizes for smaller devices like a phone.

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## Social Functions/Private Events

Exhibitors will not use or take advantage of the AANA Annual Congress to exhibit or promote products, events or to conduct meetings or activities which might during the entire annual conference without approved authorization and sponsorship fee from AANA. Promotional or hospitality functions, including but not limited to entertainment of any kind that is designed to attract large numbers of attendees from AANA Annual Congress are prohibited during the entire event. Please contact your HCM sales rep to discuss sponsorship events that are available and/or created to meet your requirements. [AANA EVENT FORM](#)

## Policies or Sponsorships and Supported Events

Sponsorships are non-refundable.

AANA and shall not be held liable or responsible, and shall be saved and held harmless by exhibitors, from and against any and all claims and damages of every kind arising out of or attributed, directly or indirectly, to the materials and services furnished by the American Association of Nurse Anesthesiology (AANA), and the operations or performances of the Mid-Year Assembly (MYA), to be held April 26-30, 2025. The supporter agrees to abide by all terms, conditions, and regulations set forth in the supported policies.

## Rate and Payments

Payments in the form of a company check or credit card (MasterCard, VISA, or Discover) are due upon submission of the application. Credit card payments are only accepted up to \$10,000. A 3.0% credit card fee will apply to all credit card transactions.

**Disclaimer:** Please note, to align with ANCC Accreditation Standards, final decision on what is permitted for some sponsored items is based on approval by AANA. Application of the standards is contingent on specific venue, location, and timing.



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## ADVOCATE PARTNERS



## AMBASSADOR PARTNER



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Partners in  
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