



2025 MYA PROSPECTUS



JW MARRIOTT
Washington, DC

MID-YEAR ASSEMBLY
APRIL 26-29, 2025 + #AANAMYA





SPONSORSHIP PROSPECTUS

MYA 2025

JW Marriott, Washington DC | April 26 - 29, 2025

The AANA Mid-Year Assembly (MYA) is a major advocacy event for nurse anesthetists, aimed at equipping them to advocate for the CRNA profession and reimbursement on Capitol Hill.

Who Attends?



- CRNAs
- Resident Registered Nurse Anesthetists
- Leaders in the Profession
- Practice Owners/Partners
- Lawmakers
- Lobbyists

Key reasons to sponsor the AANA Mid-Year Assembly:

Targeted Audience:

Mid-Year Assembly is the profession's largest advocacy event and a hands-on opportunity for CRNAs to protect the practice, for career development, and be part of effective change for the profession.

Networking Opportunities:

Sponsors can engage with attendees through presentations, networking receptions, and one-on-one interactions, fostering valuable relationships.

Brand Visibility:

Sponsorship packages include prominent branding opportunities like logos on event materials, signage, website, and presentations, boosting brand awareness.

Thought Leadership Platform:

Presenting educational sessions or sponsoring specific events allows companies to position themselves as industry experts and showcase their knowledge.

Market Research and Insights:

Attending the conference provides valuable market research opportunities to understand current trends, pain points, and emerging needs within the nurse anesthesia field.

Recruitment Potential:

Companies can use the event to attract potential employees from the pool of CRNAs and nurse anesthesia students.

Prospectus Portal

Why Invest in Exhibit Hall Traffic Drivers?

The exhibit hall is a vibrant hub of activity,

showcasing innovation leaders who offer products, services, and hands-on experiences with the latest advancements in anesthesia technology. Attendees will be excited to explore the exhibit hall, where they can network, enjoy coffee and snacks, and discover a variety of products, services and education opportunities, tailored to their needs.

Coffee & Refreshment Breaks

Will be held daily on the exhibit floor to engage with attendees to network with exhibitors.

Tote Bag / Promotional Handout

Provided to all attendees, have your name prominently displayed on the tote and/or include an insert within the tote driving attendees to your table and provide an opportunity for one-on-one interaction with your organization on the exhibit floor.

Exhibit Hall Giveaway

Drive exhibit booth traffic and obtain leads. This is your opportunity to attract attendees to your table on the exhibit floor for a chance to win a \$500 American Express gift card. Gift card is included in sponsorship.

Lanyards

Provided to all members and RRNAs, have your name prominently displayed on the lanyard demonstrating support for the profession and driving traffic to your location on the exhibit floor.

TRAFFIC DRIVER OFFERINGS

Exhibit Hall Giveaway	\$3,995
Drive traffic to your booth. Attract attendees to your tabletop with a chance to win a \$500 America Express gift card. Sponsorship listed in the attendee mobile app.	
Registration Confirmation Email Sponsorship	\$2,995
Email confirmation to MYA registrants with your company logo at the bottom.	
Sponsor Bag	\$3,500
Tote bag will be distributed to all attendees with your company's logo on one side.	
Coffee and Networking on Exhibit Floor (various times available).....	\$2,750
Includes signage recognition, handout, and listing on event website.	
Break with Exhibitors (various times available).....	\$2,500
Includes signage recognition and listing on event website.	
Promotional Handout (limited number available).....	\$1,500
Promote your brand or product to all conference attendees by supplying a flyer or sample.	
Lanyards	\$3,500
Lanyards with your logo to be distributed to all attendees (1-color).	
Conference Email Blast - Banner AD- 600x90 (Pre & During).....	\$2,995
Email blast to the AANA MYA Attendees - client provides HTML.	
Conference Email Blast - Med Rectangle 300x250 (Pre, During,.).....	\$1,995
Email blast to the AANA MYA Attendees - client provides HTML.	
Industry Sponsored Email Blast	\$1,995
Communicate directly to the AANA membership. Content can include information on products, new developments or thought leadership insights. It can include links to your events, products or clinical information. It will prominently display your logo and graphics - client provides HTML.	
Attendee Mailing List	\$350
Reach prospects and leads gathered at Mid-Year Assembly by purchasing the attendee registration list (.xls format). This special offer is for 2025 exhibitors only.	

SOLD OUT!

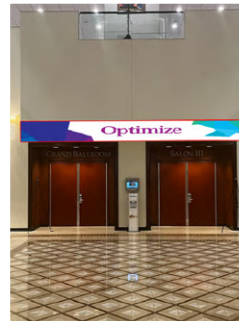
SPONSORSHIP OPPORTUNITIES*

Product Presentation Room/Focus Group **\$7,500/Per day**
Includes AV, signage recognition, handout at event, and listing on event website.

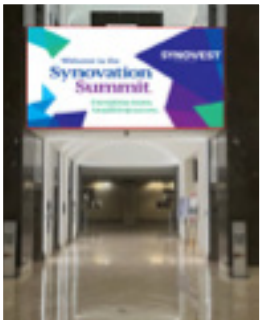
Refreshment Break **\$1,500**
Includes signage recognition and listing on event website.



Grand Ballroom Entry Header
\$5,495
Includes cling above exhibitor hall (96 sq ft)



Grand Ballroom Door Header
\$2,995
Includes cling above exhibitor hall doors (49 sq ft)



Ballroom Elevator Header
\$6,500
Includes cling above ballroom foyer (142 sq ft)



Escalator Column
\$2,950
Includes cling on escalator column exhibitor level foyer (52 sq. ft.)

18x18 Floor Decal **\$1,795**
Includes cling on floor.

Sponsor Bag **\$3,000**
Paper bag tote will be distributed to all attendees with your company's logo on one side.

Promotional Handout **\$1,500**
Promote your brand or product to all conference attendees by supplying a flyer or sample.

Lanyards **\$3,000**
Lanyards with your logo to be distributed to all attendees (1-color).

SOLD OUT!

Email Blast - Leader Board - 600x90
 (Pre, During, Post) **\$2,995**
Email blast to the AANA ADCE Attendees - client provides HTML.

Email Blast - Med Rectangle 300x250
 (Pre, During, Post) **\$1,995**
Email blast to the ADCE Attendees - client provides HTML.

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

SPONSORED EVENT OPPORTUNITIES

Why is it important for industry to support?

It is an excellent opportunity to have your brand recognized as a premier supporter of residents.

Saturday April 26:

Resident Mentoring Lunch (12:45pm-1:45pm)

This is a “meet and greet” for residents/mentors. This would be ideal for a sponsor with focus on education/early career.

The sponsor will receive:

Sign recognition, thank you to supporter in opening remarks, sponsor noted in schedule, and table inside room to provide handouts and engage in one-on-one conversations with attendees.

Welcome Reception (5pm-6pm)

Come and enjoy a great opportunity for socializing with colleagues and to informally meet the 2025 Election candidates running for positions on the Board, Leadership identification Committee (LIC) and Bylaws and Resolution Committee.

The sponsor will receive:

Sign recognition, thank you to supporter in opening remarks, sponsor noted in schedule, and table inside room to provide handouts and engage in one-on-one conversations with attendees.

Tuesday April 29

Grab and Go Breakfast (7am-8:15am)

Enjoy some coffee and breakfast before leaving for the Capital Hill Rally! This is a great opportunity to say a few words of encouragement before the attendees head to the Hill.

The sponsor will receive:

Sign recognition, 1 minute thank you to the sponsor, branded coffee sleeves, and handouts.



PREMIUM SPONSORSHIP PACKAGES

Premium Sponsorship Opportunities

	Platinum	Gold	Silver	Bronze
Industry Sponsored E-blast	x			
Conference Tote or Lanyard	x			
Journal Ad	1/2 page	1/4 page		
Break with Exhibitors	x	x	x	
Conference Email Blast Banner/Med Rec	x	x	x	x
Promotional Handout	x	x	x	x
Logo on Conference Website	x	x	x	x
Supporter Signage at Conference	x	x	x	x
Attendee Mailing List	x	x	x	x
TOTAL INVESTMENT	\$15,000	\$9,000	\$7,500	\$4,000

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.

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.

QUESTIONS? CALL YOUR ACCOUNT MANAGER TODAY!

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