

SAN DIEGO

# AANA 2024

ANNUAL CONGRESS + AUGUST 2-6



**EXHIBITOR PROSPECTUS +  
SPONSORSHIP OPPORTUNITIES**

# TABLE OF CONTENTS



## EXHIBIT INFORMATION

Why Exhibit and Who Attends .....	3
Location and Hours .....	4
Booth Fees .....	4
Booth Reservation .....	4
Exhibit Floor Plan and Interactive Map .....	5

## SPONSORSHIPS

Why Partner with AANA .....	6
Exclusive Sponsorships.....	7
Premium Sponsorships.....	8
Sponsorship Opportunities .....	9
Educate & Engage with CRNAs & RRNAs.....	10
Networking & Socialize with CRNAs & RRNAs..	10
Exclusive Branding Opportunities .....	11
Branding Opportunities.....	12

## ADVERTISING OPPORTUNITIES

Onsite Guide .....	13
Bag Insert .....	14
Emails .....	15
Website .....	16
Passport.....	17
Retargeting Packages.....	18
Meeting App .....	19

## ADDITIONAL INFORMATION

Rules and Regulations .....	20
AANA Event Registration Form.....	23

### AANA CONGRESS PAYMENT TERMS:

HealthCom Media/AANA payment terms are due upon receipt. Please note: Cancellations before 02/01/2024 will be charged a 50% fee. There will be no refunds after 03/01/2024.





## WHY EXHIBIT?

- Congress 2024 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 2024! 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 nearly 59,000 CRNA and RRNAs - highly educated, experienced advanced practice registered nurses.

*Applications may be refused or exhibit space restricted due to space limitations or other reasons, solely determined by AANA. AANA does not accept applications from Exhibitors that display or sell beauty or anti-aging products, LED skincare, infrared products, or TENS or EMS units. At the sole discretion of AANA, applications may be denied as products and services are deemed unsuitable for the meeting or event.*

## 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



**86.3%**  
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 SAN DIEGO!



## LOCATION & HOTEL HEADQUARTERS

### Location

San Diego Convention Center  
111 Harbor Dr.  
San Diego, CA 92101

### Hotel:

Grand Hyatt  
1 Market Place  
San Diego, CA 92101

## EXHIBIT HOURS

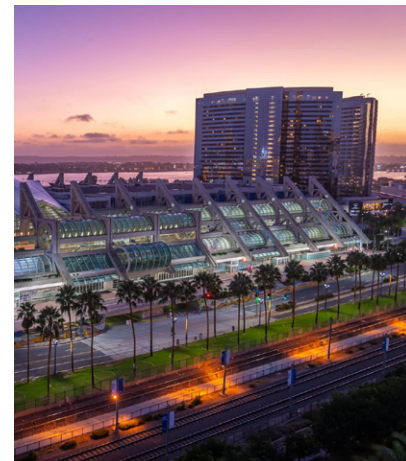
- Saturday, August 3 - 12:00 pm - 5:30 pm
  - Sunday, August 4 - 11:00 am - 4:00 pm
  - Monday, August 5 - 10:30 am - 3:30 pm
- Exhibit hours are subject to change*

### INSTALL

- Thursday, August 1: 1:00 pm - 5:00 pm
- Friday, August 2: 8:00 am - 5:00 pm
- Saturday, August 3: 8:00 am - 10:30 am

### DISMANTLE

- Monday, August 5: 3:30 pm - 5:00 pm
- Tuesday, August 6: 8:00 am - 3:00 pm



## 2024 BOOTH FEES

- 10'x10' Inline \$3,550.
- 10'x10' Corner \$3,650
- Island Booth \$38.00 per square foot
- Any 10'x10' or larger booth that includes at least one corner will be charged at that rate for the entire booth.
- Enhanced Exhibitor Listing - Color Logo in Conference Guide - \$150
- Enhanced Exhibitor Listing - Logo and Description Enhancement - \$350
- Enhanced Exhibitor Listing - Longer Description (600 characters) - \$200

### What's included in my booth?

- 8' height on drape that covers back wall and 3' side drapes
- A 44" x 7" booth identification sign stating company name and booth number
- Two (2) exhibitor badges per 10' x 10' booth. Additional exhibitor badges can be purchased for \$75.00 each.

*Booth furnishings are the responsibility of the exhibitor*

## HOW TO RESERVE EXHIBIT SPACE

### Online Booth Reservation

Preview the available space and reserve your booth today at the AANA 2024 Exhibit Portal. Once you have completed the online application, an email will be sent with additional information. Here is the [link](#) to the online system.

### Payment Schedule

First round of booth assignments is based on a priority points system and was held for exhibitors during Congress 2023. Booth assignments will be based on availability after a complete application is submitted in the [Exhibitor portal](#). Payment can be made by credit card or check and full payment is required to secure your selection. Payment is due by January 16, 2024 or immediately upon reservation.

## Exhibitor Portal

### Healthcom Media (HCM) Exhibit/Sponsorship Sales

<b>Susan Levey</b>	Phone: 215-489-7002	Email: slevey@healthcommedia.com
<b>Rachel Laird</b>	Phone: 215-489-7000 x118	Email: rlaird@healthcommedia.com
<b>Ryan Steiner</b>	Phone: 215-489-7000 x115	Email: rsteiner@healthcommedia.com

## QUESTIONS

### Please contact the AANA exhibit office:

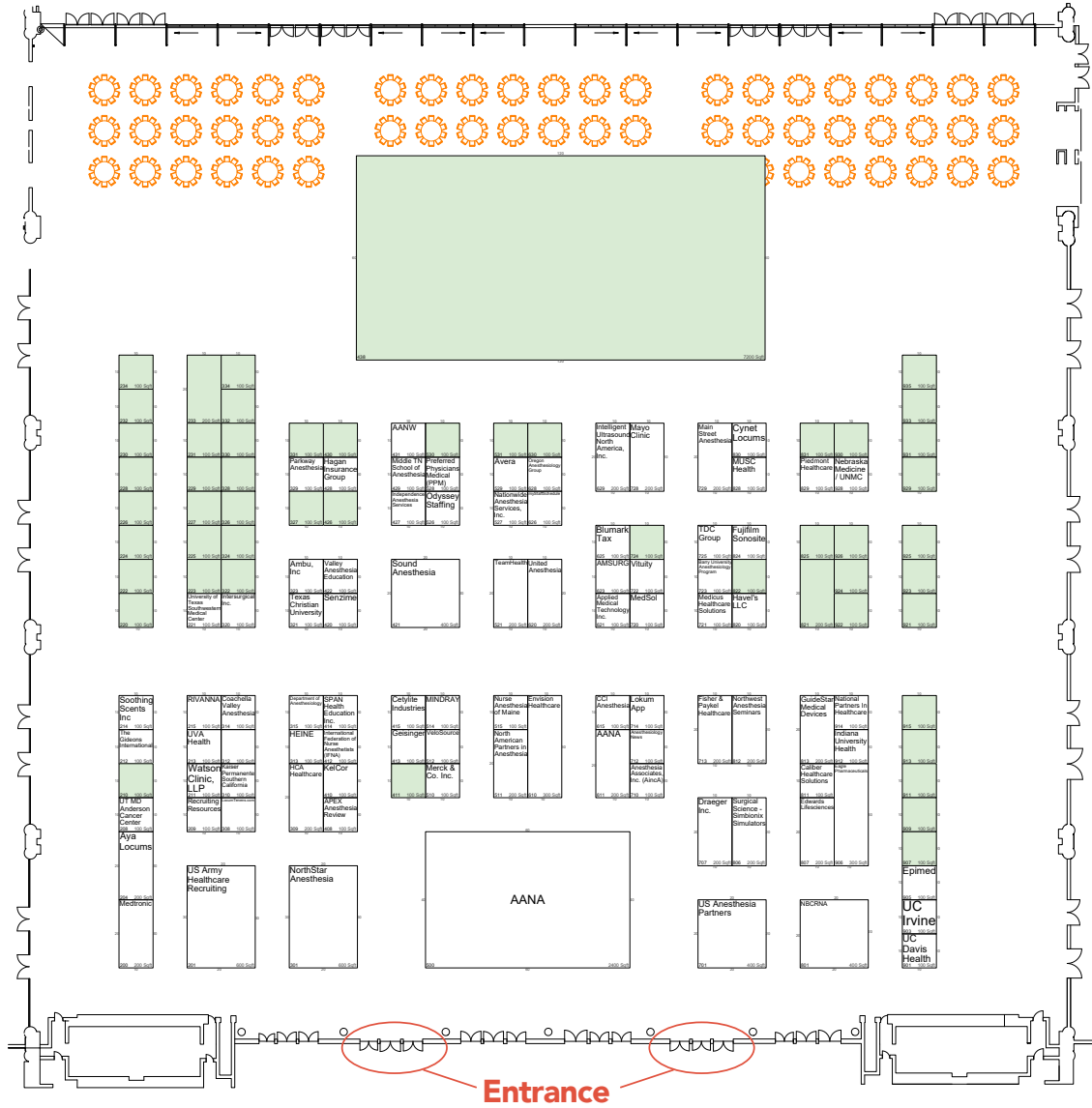
Oria Bays Meeting Management Associates  
(MMA) Exhibit Logistics  
Phone: 607-674-6617  
Email: aanaexhibits@mma-inc.com

# EXHIBIT HALL FLOOR PLAN

## American Association Of Nurse Anesthesiology Annual Congress

08/02/24 - 08/06/24

SAN DIEGO CONVENTION CENTER - HALL B - SAN DIEGO, CA



[View interactive floor plan here.](#)





## Support & Sponsorship Opportunities

**AANA 2024 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.

#### 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:

<b>Susan Levey</b> , AANA Sales Director	215-489-7002	slevey@healthcommedia.com
<b>Rachel Laird</b> , HCM Sales Manager	215-489-7000 x118	rlaird@healthcommedia.com
<b>Ryan Steiner</b> , Sales Associate	215-489-7000 x115	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 2024)*
- Banner ad on AANA.com *(August 2024)*
- 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 2024)*
- Banner ad on AANA.com *(August 2024)*





## Premium Sponsorship Events



### AANA Around the World Celebration (Industry Partner Promoted Event)

*(Multiple exclusive rooms available).....Contact us for pricing*

The AANA Around the World Celebration is a unique event that offers clients the opportunity to purchase themed rooms representing different countries, allowing them to brand themselves in a culturally immersive setting. Attendees can enjoy the festivities while learning about your organization through interactive experiences and engaging activities.

[FIND OUT MORE](#)

### Annual Congress Reception

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

AANA proudly welcomes CRNAs and RRNAs aboard the USS Midway! Exclusive sponsorship of the event includes introduction, signage recognition, handout at event, and listing on event website.



### Resident Luncheon

*(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!

**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





## Custom Tasty Sponsorship Opportunities

Check out how you can specialize your unique brand!

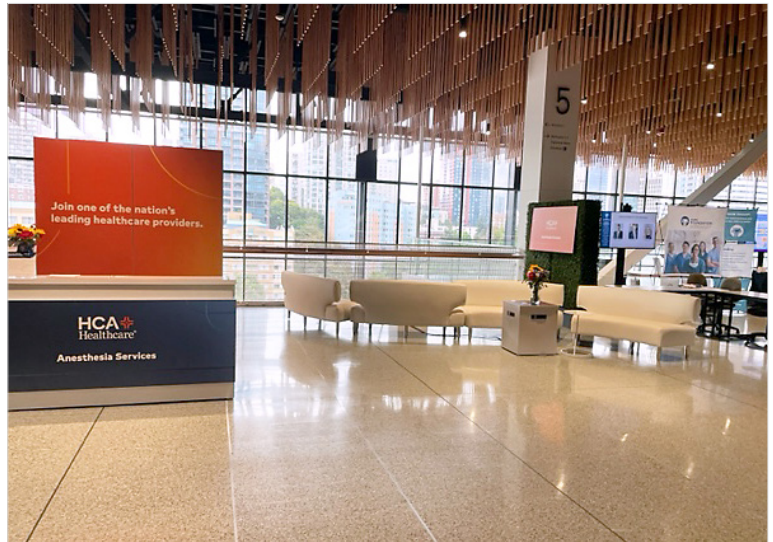
EXPLORE YOUR OPTIONS

## Sponsorship Opportunities

- Pre-Congress Workshop** ..... \$10,000  
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, handout at event, and listing on event website.
- Titanium Meeting Supporter Package** ..... \$15,000  
Includes signage recognition, handout at event, and listing on event website.
- Regional Meeting Program Sponsor**  
(1 hour meeting, pastries & coffee served) ..... \$6,500  
Includes signage recognition and handout outside the room at conclusion of meeting.

## Sponsorship Opportunities

- 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.*

# SPONSORSHIPS



## Educate & Engage with CRNAs & RRNAs



**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** Includes signage recognition, listing on event website, and handout outside the room at conclusion of meeting.....**\$10,000**

**College Bowl Round**.....**\$15,000**  
Includes signage recognition, handout at event, and listing on event website.

**TopMedTalk Type Podcast** (5-10 minute interview).....**\$7,500**  
Participate in a 5-10 minute podcast to promote your brand at Congress 2024.

**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.



## Networking & Socialize with CRNA & RRNAs

**Wellness Supporter**.....**\$15,000**

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

**Games Lounge**.....**\$15,000**

Provide attendees with a fun, interactive environment to unwind and challenge each other to a range of games — backyard fun, old-school card and board games.

**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.

**Wine & Cheese**.....**Ask for Details**

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

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

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



## Exclusive Branding Opportunities

### Wi-Fi ..... \$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.

### Tote Bag ..... \$15,000

Presented to each attendee, these bags provide maximum marketing impact during and long after the conference.

### Meeting App Sponsor ..... \$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 ..... \$10,000

Extend your reach to the attendees at the hotel with your logo, website, booth number or marketing message.

### Water Station ..... \$9,500

Your signage above the water bottle refill stations. Your logo displayed on 1 side of an AANA distributed water bottle with strap.

### Registration Email ..... \$7,500

Email confirmation to all Annual Congress attendees with your company logo at the bottom.

### Hotel Confirmation Email ..... \$7,500

Email confirmation to all Annual Congress attendees with your company logo at the bottom.

### Branded Individual Sanitizer ..... \$6,250

Sanitizer with your logo to be distributed to all attendees in totebag.

### Printed Sticky Notepads ..... \$6,500

Sticky notepads with your logo to be distributed to all attendees in totebag (1-color).

### Branded Luggage Tag ..... \$6,500

Branded luggage tag with your logo to be distributed to all attendees (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 2024!

### Bag Insert ..... \$1,600

Promote your brand or product to all conference attendees by supplying a flyer or sample.

### Exhibit Hall Passport ..... \$1,600

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) ..... \$2,995

Email to AANA Congress Attendees – client provides HTML.

### Email - Med Rectangle 300x250 (Pre, During, Post) ..... \$1,995

Email to the AANA Congress Attendees – client provides HTML.

[FIND OUT HOW!](#)



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

# SPONSORSHIPS



## Escalator Banners

**Banner size: 7'6" W x 32' H ..... \$15,000**

Dominate three levels of the San Diego Convention Center with your company-designed artwork. Your banner will hang along the escalator outside the entrance to the exhibit hall. Sponsorship includes the cost of production and installation.

## Escalator Railing

**Size: 905" W x 26" H ..... \$7,500**

Place your branding message on up to four railings that attendees see when riding the escalators to and from the exhibit hall and where key sessions take place throughout the conference. Brand up to four panels. Sponsorship includes the cost and installation of cling.

## Exhibit Hall Column Wrap *(Multiple available)*

**Size: Approximately 11' tall ..... \$3,000**

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

## Digital Posters

**Size: 4' W x 6.5' H ..... \$2,495 per day**

In high traffic locations throughout the meeting space.

[SEE EXAMPLES](#)



## MOTION

### AANA's Career Networking Event brought to you by MOTION

This new 2-hour event brings CRNAs and SRNAs together with hiring organizations of every shape and size, from small practices to large groups. The excitement and action from the exhibit hall carries over into a fun evening of drinks and networking. In the months leading up to the event, CRNAs and SRNAs will visit the AANA MOTION platform to see which employers will be in attendance, view their current job openings and also see which employers are networking for future openings. CRNAs and SRNAs can message an employer in advance to share a CV or more profile information to create more effective conversations onsite. This event is the culmination of the Student Track and Event Day, and for CRNAs that are already in practice, this is the chance to meet dozens of employers nationwide and begin networking for the future. Click [here](#) to get more information about this inaugural event!



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

**AANA 2024**  
ANNUAL CONGRESS + AUGUST 2-6

Advertise in the AANA Annual Congress 2024 Onsite Guide

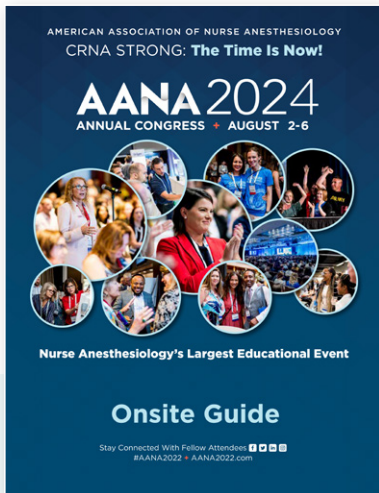
Provided at registration, the Final Program is the single most important resource for meeting attendees. This is a great opportunity for exhibitors to increase booth traffic and inform attendees about your exciting products and services.

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 10** | Materials due: **June 14**

**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 \$1,600.00 net (attach sample of piece)



## Application & Sample Deadline: June 14 | Materials & Payment Due: June 21

Showcase your products and services to 2,500 CRNAs at the 2024 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 21 (please include a Packing Slip). Payment is due to AANA no later than June 21.

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 21**

## 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:** Tues., May 14 (materials due: May 6); Tues., May 28 (materials due: May 20); Tues., June 4 (materials due: May 27); Wed., June 26 (materials due: June 18); Tues., July 9 (materials due: July 1); Wed., July 17 (materials due: July 9); Tues., July 30 (materials due: July 22)

#### 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 2, August 3, August 4, August 5, August 6 (all materials due to HCM July 22)

#### POST-CONGRESS EMAIL

**Email send date:** August 7 (materials due to HCM: July 29)

- 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

#### 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



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 San Diego.

#### 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 8 (Material Due: July 15)

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

### Reserve Your Space Now

**Space Reservations: July 8**  
**Materials due: July 15**

**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



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.

**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,

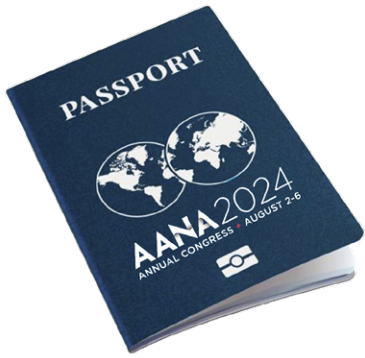
defend, and hold harmless the AANA Annual Congress Daily, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement including, without limitation, claims or suits for libel, violation of right of privacy,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

# AANA 2024 PASSPORT



**Yes!**

We will participate in the AANA Passport  
One block \$1,600 net



## Application Deadline: June 19 | Materials & Payment Due: June 21

Showcase your products and services to 2,500 CRNAs at the 2024 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 21, 2024.

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 21, 2024**

### 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 21, 2024.

# 2024 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

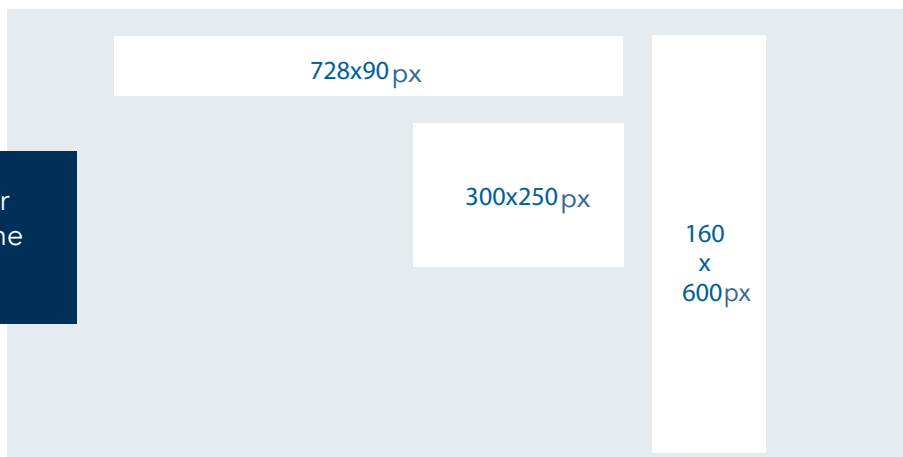
- Audience Extension (AE) – Retarget aana.com audience. Impressions = 40,000
- Venue Replay (VR) – Target devices at Congress for up to 6 months after the event. Impressions = 60,000
- IP Targeting – Target wireless network during Congress. Impressions = 9,000

## 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** net 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

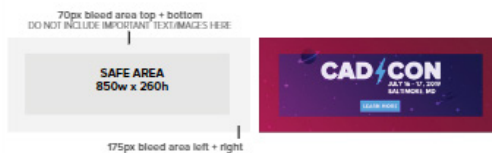
**Space Reservations: February 6**  
**Materials due: February 20**

**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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# GENERAL RULES AND REGULATIONS



These rules and regulations are a bona fide part of the contract for exhibit space with the American Association of Nurse Anesthesiology Annual Congress (hereinafter referred to as "AANA," "Show," "Exposition"). Meeting Management Associates, Inc. (hereinafter referred to as "Show Management") reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to ensure the general success and wellbeing of the Show. Each exhibitor, for himself, his employees, and his contractors, agrees to abide by these regulations and by any amendments or additions hereafter made by Show Management. Show Management reserves the right to decline, prohibit, deny access or remove any exhibit which in its sole judgment is contrary to the character, objectives, and best interests of the Show or suitable for its attendee audience. This reservation includes, but is not limited to, any violation of any public policy of these rules and regulations and extends to persons, things, printed matter, products, and conduct. AANA or Show Management reserves the right to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibitors or parts of exhibits that reflect against the character of the meeting.

1. **VALID APPLICATION FOR SPACE.** Applicants for exhibit space are required to complete the online application via the online [exhibit portal](#). To be confirmed, each application must pay in full for each booth space requested. Applications may be refused or exhibit space restricted due to space limitations or other reasons, solely determined by AANA. AANA does not accept applications from Exhibitors that display or sell beauty or anti-aging products, LED skincare, infrared products, or TENS or EMS units. At the sole discretion of AANA, applications may be denied as products and services are deemed unsuitable for the meeting or event.

2. **PAYMENT OF SPACE.** AANA's Federal ID# is 36-2113743. The exhibitor agrees to enclose with this application the required deposit and additional payments as outlined. Payments must be made payable to the American Association of Nurse Anesthesiology and forwarded to AANA Show Management, 16 West State St, PO Box 723, Sherburne, NY 13460.

3. **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 by May 6, 2024, the Exhibitor will be eligible for 50% of the total booth cost. No refunds will be given after May 6, 2024. It is expressly agreed by the Exhibitor that in the event it fails to pay the space licensure 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 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 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.

4. **SPACE RENTAL AND ASSIGNMENT OF LOCATION.** Assignment of space, after the initial first round of assignments based on Priority Points have been made, will be based on the order in which applications are received and on the availability of space requested. Confirmation of booth assignments will be sent in March.

Payment in full must be received before space assignment is confirmed. A floor plan of the exhibit area is available [online](#). Review carefully and note the locations of entrances, exits, height restrictions, columns, etc. before indicating your preferred booth on the application. If this space is not available, you will be provided a space in as close a proximity as possible or Show Management may opt to contact you to discuss alternative options. Exhibitors that wish to avoid assignment of space adjacent to a particular competitor should indicate that on the application. Careful consideration will be given to all such requests, but are not guaranteed. AANA reserves the right to relocate or reassign exhibit booths at any time for the overall benefit of the meeting.

5. **USE OF SPACE, SUBLETTING SPACE.** The subletting, assignment or appointment of the whole or any part of space by any exhibitor is prohibited. No exhibitor may permit any other party to exhibit in their space any goods other than those manufactured or handled by the contracting exhibitor, nor permit the solicitation of business by others within their space.

6. **OPERATION OF DISPLAYS.** Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which in its sole opinion, detracts from the general character of the Exposition as a whole. This includes, but is not limited to, an exhibit which because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the Exposition as a whole. Use of so called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space.

# GENERAL RULES AND REGULATIONS



Sufficient space must be provided within the exhibit space for comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

## Alcoholic Beverages.

Exhibitors may not serve alcoholic beverages in the Exhibit Hall except with written permission of Show Management.

## Literature Distribution.

All demonstrations or other activities must be confined to the limits of the exhibitor's booth. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

## Booth Representatives.

Booth representatives, including models or demonstrators, must be properly registered, wear badges, and be properly and modestly clothed. Excessively revealing attire is prohibited. No one under the age of 16 is allowed in the Exhibit Hall.

## Music Licensing.

The AANA has signed a license agreement with the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI) covering recorded and live music. License agreements for music covered by other organizations is the sole responsibility of the exhibitor. The music-licensing fee is prorated to each host for each event.

## Sound.

Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors or their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Show Management shall be the sole judge of what constitutes appropriate sound levels.

## Sales.

The purpose of the exhibits is to further the education of meeting attendees through product service displays and demonstrations. Sales and order taking are permitted provided all transactions are conducted in a manner consistent with the professional nature of the meeting. Products for sale must be the exhibitors' own unaltered products and the products

or services must be pertinent to the attendees' professional interest. AANA reserves the right to restrict sales activities that it deems inappropriate or unprofessional. It is the responsibility of the exhibitor to research and comply with all local sales tax requirements. Exhibitors selling or taking orders at AANA must adhere to certain business license and sales and use tax regulations, which vary from state to state.

Exhibitors are responsible for making the necessary arrangements to adhere to the city of San Diego regulations.

**7. ARRANGEMENT OF EXHIBITS.** Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations. Island booth is defined as a 400 square foot (20'x20') or larger exhibit space surrounded with aisles on all sides. Island booths must be reviewed and approved by AANA Exhibit Management via the Exhibitor Portal. Island booths must be constructed to allow access from all sides. Island booths should have open sight lines around and through the design (including hanging signs/structures), so that the surrounding area can be viewed through the booth and neighboring booths are not inappropriately obstructed. The top of the booth's sign must not extend more than 22' from the exhibit hall floor and cannot block visibility of AANA signs. Variances will not be granted.

Exhibitors who wish to construct an island booth are required to submit a drawing, rendering or plan (preferably digital) to AANA Exhibit Management via the Exhibitor Portal for approval at least 30 days prior to exhibits opening. Any changes that occur after initial submission must be resubmitted to AANA Exhibit Management for approval prior to the conference. Should island booth construction at the show deviate from the actual floor plan submitted and approved, AANA Exhibit Management reserves the right to ask the exhibitor to make modifications and/or be removed at the exhibitor's expense. If island floor plans are not submitted and approved, AANA Exhibit Management reserves the right to have all or part of the booth modified and/or removed on-site at the exhibitor's expense.

If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the Exposition. Exhibits not conforming may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of Show Management.

## Exhibitor Plan Review.

Booth construction plans and layout arrangements for island booth spaces, or involving other unusual construction features, must be submitted for approval at least thirty (30) days prior to the opening of the Exposition.



8. **EXHIBITS AND PUBLIC POLICY.** Each exhibitor is charged with knowledge of all State, County, and City Laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in the Exposition. No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any pillars, doors, walls, or other parts of the building. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials, and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to their exhibit or display, Show Management will endeavor to answer them. All booth decorations must meet flame-proofing codes. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed at all times. Electrical equipment and wiring must conform with National Electrical Code Safety Rules. Use of butane or bottled gas is not permitted. Exhibitors will not be permitted to store behind their booth background any excess material such as cardboard cartons, literature, etc. If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with Show Management for information concerning facilities or regulations. Exhibitors must comply with City and State fire regulations. Independent contractors must conform to IAEE, ESCA and ED&PA guidelines and must be signatory to a current local collective bargaining agreement. An exhibitor who makes any claim or advertises at the AANA Annual Congress in any way which, in the sole opinion of Show Management, is false, misleading or otherwise against public policy, may, in the sole discretion of Show Management, be required to discontinue such claim or advertising. No balloons will be permitted.

9. **INSTALLATION AND DISMANTLE.** Show Management reserves the right to fix the time for the installation of a booth prior to the Exposition opening and for its removal after the conclusion of the Exposition. Any space not claimed and occupied two hours prior to the show opening may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the Exposition. Exhibits must be staffed during all Exposition hours and may not, to any extent, be dismantled before the Exposition closing. Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications.

10. **STORAGE OF PACKING CRATES AND BOXES.** Proper identification and tags will be available at the Exhibitor Service Desk. Storage of crates and boxes can be arranged with the General Contractor, as outlined in the Exhibitor Kit. All cartons, crates, containers, packing materials, etc. which are necessary for repackaging must be labeled with "empty" stickers and they will be removed from the floor and stored by the General Contractor. Access to storage will be available through the

General Contractor. Arrangements may be made at the Exhibitor Service Desk. Crates and boxes cannot be stored behind booth displays due to fire regulations.

11. **EXHIBITOR'S AUTHORIZED REPRESENTATIVE.** The exhibiting firm assumes responsibility for its authorized representative to follow all Show Management Contract Rules and Regulations.

12. **PHOTOGRAPHY/VIDEO.** Exhibitors may photograph, or have their own booth photographed. Cameras, camera phones or other advanced technology devices used to photograph or film anything other than your own exhibit booth are strictly prohibited.

13. **LIABILITY AND INSURANCE.** All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither AANA, Show Management, San Diego Convention Center, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand it may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

14. **INDEMNIFICATION.** Exhibitor agrees that it will indemnify and hold AANA and Show Management and the San Diego Convention Center whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or averted against AANA, Show Management and the San Diego Convention Center on account of injury or damage to person or property to the extent that any such damage of injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or government order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder.

# GENERAL RULES AND REGULATIONS



Such indemnification of AANA, Show Management and the San Diego Convention Center and the San Diego Convention Center by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of AANA, Show Management and the San Diego Convention Center and the San Diego Convention Center, Exhibitor covenants and agrees that in case AANA, Show Management and the San Diego Convention Center shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, the Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon AANA, Show Management and the San Diego Convention Center by virtue of any such litigation. Property Damage. Neither AANA, Show Management and the San Diego Convention Center, nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable, and AANA, Show Management and the San Diego Convention Center and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. Accordingly, it shall be the responsibility of AANA, Show Management and the San Diego Convention Center and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage. Use of Certain Property. Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processed or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless AANA, Show Management and the San Diego Convention Center, and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorney's fees and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

15. WAIVER. Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of rights in writing one occasion shall not be construed as a consent to or a waiver of any right or remedy on any future occasion.

16. ATTORNEYS' FEES. Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement or to protect in any manner its interest or interests under this agreement, Show Management, if this is the prevailing party shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

17. AMERICANS WITH DISABILITIES ACT. Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter referred to as "Act") to make their booths accessible to persons with disabilities. Exhibitor shall also indemnify and hold harmless AANA, Show Management, and the San Diego Convention Center against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

18. SOCIAL FUNCTIONS/SPECIAL 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](#)

19. CONFERENCE REGISTRATION. CRNAs who are registered as exhibitors are not eligible to receive CE credit unless they have also registered as members or non-members and paid the registration fees.

20. OTHER REGULATIONS. Any and all matters not specifically covered by preceding rules and regulations shall be subject solely to the decision of Show Management.

AANA AND/OR SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS AND/OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.





# AANA 2024 CORPORATE SPONSORS



**U.S. ARMY**



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Further, Together

**NorthStar**<sup>®</sup>  
ANESTHESIA

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HEALTHCARE