

# 2025 PROSPECTUS

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**ADCE**2025  
FEB. 12-15 + #AANAADCE

**Westin La Paloma Resort  
and Spa**  
Tucson, AZ

# SPONSORSHIP PROSPECTUS



## ADCE 2025

### Westin La Paloma Resort and Spa Tucson, Arizona

The Assembly of Didactic and Clinical Educators (ADCE) is The Premiere professional opportunity for CRNA educators to network with their peers, share innovations in teaching, and feel inspired by educating the next generation of CRNAs.

### Connect with hundreds of Anesthesia and Educators at ADCE 2025!

Set against the stunning backdrop of Tucson, this event will attract key decision-makers and influencers in the field, providing you with unparalleled visibility and access to a dedicated audience. By aligning your brand with this prestigious conference, you can showcase your commitment to advancing anesthesia practice and innovation. Engage with attendees through interactive exhibits, networking events, and thought-provoking sessions, all while enhancing your brand's reputation within the anesthesia community. Join us in making a meaningful impact at this essential event!

### 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

<b>Exhibit Hall Giveaway</b> .....	<b>\$3,995</b>
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.	
<b>Registration Confirmation Email Sponsorship</b> .....	<b>\$2,995</b>
Email confirmation to ADCE registrants with your company logo at the bottom.	
<b>Sponsor Bag</b> .....	<b>\$3,500</b>
Tote bag will be distributed to all attendees with your company's logo on one side.	
<b>Coffee and Networking on Exhibit Floor</b> (various times available).....	<b>\$2,750</b>
Includes signage recognition, handout, and listing on event website.	
<b>Break with Exhibitors</b> (various times available).....	<b>\$2,500</b>
Includes signage recognition and listing on event website.	
<b>Promotional Handout</b> (limited number available).....	<b>\$1,500</b>
Promote your brand or product to all conference attendees by supplying a flyer or sample.	
<b>Lanyards</b> .....	<b>\$3,500</b>
Lanyards with your logo to be distributed to all attendees (1-color).	
<b>Conference Email Blast - Banner AD- 600x90</b> (Pre & During).....	<b>\$2,995</b>
Email blast to the AANA Leadership Attendees - client provides HTML.	
<b>Conference Email Blast - Med Rectangle 300x250</b> (Pre, During,).....	<b>\$1,995</b>
Email blast to the AANA Leadership Attendees - client provides HTML.	
<b>Industry Sponsored Email Blast</b> .....	<b>\$1,995</b>
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.	
<b>Attendee Mailing List</b> .....	<b>\$350</b>
Reach prospects and leads gathered at the AANA ADCE Conference by purchasing the attendee registration list (.xls format). This special offer is for 2025 exhibitors only.	



# 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.

### Thursday, February 13, 2025

- Coffee & Networking** – Exhibit Floor..... 7:30 AM – 8:00 AM
- Break with Exhibitors** – Exhibit Floor..... 1:45 PM – 2:15 PM
- AANA Foundation Fundraising Event** ..... 7:00 PM – 9:00 PM

### Friday, February 14, 2025

#### **Foundation Program Directors’ Luncheon • 12:00 PM – 1:15 PM ..... \$15,000**

This is an opportunity for program directors and key stakeholders in nurse anesthesia education to gather for lunch. Attendees network, share experiences, and discuss best practices, fostering meaningful conversations about the future of nurse anesthesia programs. This supportive environment encourages collaboration and the exchange of ideas to enhance the quality of education.

**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.

#### **Residents Unplugged • 1:45 PM – 2:45 PM..... \$4,995**

The AANA ADCE Residents Unplugged event is an interactive forum designed for residents to discuss AANA topics as well as educate residents of the AANA resources that can help them throughout their resident journey and beyond. Richard Flowers, Jr. NDP, CRNA, CHASE, FAANA and the Assistant Professor/Nurse Anesthesia Program Director at Wake Forest University School of Medicine and Resident Heather Stinger, RN, CCRN, SCRNP will speak to the valuable role residents play in the future of the profession and those interested in becoming educators, the role of AANA and its resource, and ways to stay involved after graduation.

**The sponsor will receive:**

Sign recognition and table outside room to provide handouts and engage in one-on-one conversations with attendees.



#### **Networking Reception • 5:30 PM – 7:30 PM ..... \$25,000**

**Why is it important for the audience to go?** The reception allows for attendees to discuss current trends in anesthesia, fosters both professional growth and community building.

**Why is it important for industry to support?** It is an excellent opportunity to have your brand recognized as a premier supporter of the profession, and network and engage with industry leaders.

**The sponsor will receive:**

Recognition by the CEO and president in the opening remarks of ADCE, signage, attendee list, and table inside room to provide handouts and engage in one-on-one conversations with attendees.



# LUNCH & MINI FORUMS

This year, AANA will be hosting several Lunch & Mini Forums that cover various topics and will be moderated by the Education Committee and/or subject expert. These will provide an opportunity for attendees to engage with the latest findings and advancements in the field. Participants will enjoy a networking lunch while exploring critical topics related to anesthesia education, with insights from experts and opportunities for Q&A. It's a chance for CRNAs to deepen knowledge, connect with peers, and collaborate with the AANA in advancing education in anesthesia.

**As a supporter of one lunch and mini forum, you will receive:**

Sign recognition, Thank you to Supporter, Leads for Attendees,  
and handout outside room..... **\$5,000**

## THURSDAY, FEBRUARY 13, 2025 | 12:00 PM – 1:15 PM

**TOPICS:**

- AANA Foundation Research..... Moderated by Education Committee
- Early Career Faculty..... Moderated by Education Committee
- Experienced Faculty..... Moderated by Education Committee
- Program Administrators..... Moderated by Education Committee
- Assistant Program Administrators..... Moderated by Education Committee

## FRIDAY, FEBRUARY 14, 2025 | 12:00 PM – 1:15 PM

**TOPICS:**

- International Programs..... Moderated by Education Committee
- Wellness..... Leigh Taylor, DNP, MS, CRNA/Luci New, DNP, CRNA
- Faculty Recruitment & Retainment..... Moderated by Education Committee
- IQ Meets EQ: The Next Level of Leadership..... Moderated by Bijal Chaturvedi, CRNA



**For more information please contact:**

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# PREMIER SPONSOR



## Networking Reception

This is a premier event designed to connect anesthesia professionals in a relaxed and engaging environment. Attendees can network with peers, share insights, and explore collaboration opportunities while enjoying refreshments. The reception allows for attendees to discuss current trends in anesthesia, fosters both professional growth and community building. It's an excellent opportunity to have your brand recognized as a premier supporter of the profession, and network and engage with industry leaders.

**Why is it important for industry to support?** It is an excellent opportunity to have your brand recognized as a premier supporter of the profession, and network and engage with industry leaders. The sponsor will receive:

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

## Full Page in February Journal

description goes here

## 2 complimentary registrations to attend the Conference

Free entry for two attendees, allowing access to all conference sessions and events.

## Lunch & Mini Forum

A networking opportunity featuring a boxed lunch and a focused discussion forum on relevant topics in the anesthesia field.

## Exhibit Hall Giveaway

A promotional giveaway in the exhibit hall, designed to attract attendees and enhance visibility for exhibitors.

## Promotional Handout

Promotional materials placed in attendee bags, ensuring that your message reaches all conference participants.

## Logo on Conference Website

Inclusion of your logo on the conference website, enhancing brand visibility and recognition among attendees.

## Conference Mailing List

Access to a mailing list of conference attendees, providing a valuable opportunity for outreach and follow-up after the event.

**TOTAL: \$35,000**

## CALL YOUR ACCOUNT MANAGER TODAY!

### Susan Levey

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**AANA**

## Premium Sponsorship Opportunities

	Platinum	Gold	Silver	Bronze
<b>Industry Sponsored E-blast</b>	x			
<b>Conference Tote or Lanyard</b>	x			
<b>Journal Ad</b>	1/2 page	1/4 page		
<b>One Lunch &amp; Mini Forum</b>	x	x		
<b>Break with Exhibitors</b>			x	
<b>Conference Email Blast Banner/Med Rec</b>	x	x	x	x
<b>Promotional Handout</b>	x	x	x	x
<b>Logo on Conference Website</b>	x	x	x	x
<b>Supporter Signage at Conference</b>	x	x	x	x
<b>Attendee Mailing List</b>	x	x	x	x
<b>TOTAL INVESTMENT</b>	<b>\$20,000</b>	<b>\$11,000</b>	<b>\$7,500</b>	<b>\$4,000</b>



**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 Assembly of Didactic and Clinical Educators (ADCE) Conference, to be held February 12-15, 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.