

# EXHIBITOR'S PROSPECTUS

## *Annual Convention*



**TxANA**  
TEXAS ASSOCIATION *of*  
NURSE ANESTHETISTS

***TxANA Annual Convention:***

***September 27-29, 2019***

***Renaissance Dallas at Plano Legacy West Hotel – Plano, TX***

DEADLINE FOR APPLICATION

**September 6, 2019**

The Texas Association of Nurse Anesthetists, Inc., (a 501(c)(6) Texas Corporation) will host its 2019 TxANA Annual Convention at Renaissance Dallas at Plano Legacy West Hotel in Plano, TX on September 27-29, 2019. This convention is attended by Certified Registered Nurse Anesthetists (CRNAs) and Student Registered Nurse Anesthetists (SRNAs) from across the state who will earn Continuing Education credits (CEs), enjoy networking opportunities with peers, and explore the new products and services offered in the ever-changing medical marketplace.

Nearly 4,000 members receive our Annual Convention registration and promotional emails. Attendance is expected to be around 200 registrants. Previous exhibitors consisted of pharmaceutical companies, financial services, medical liability insurance providers, medical equipment suppliers, CRNA recruiting/locums service companies, medical billing companies and publishers.

You are invited to view the enclosed exhibitor and sponsor opportunities, and we invite you to join us in Plano this September by signing up for a sponsorship today.

## WHY SHOULD MY COMPANY JOIN TxANA IN GALVESTON?

- ★ One-on-one time with decision makers and SRNAs
- ★ Friday and Saturday refreshment breaks with attendees
  - ★ Dedicated exhibit hour with attendees

## WHO EXHIBITS?

- ★ Pharmaceutical companies
  - ★ Financial services
  - ★ Medical liability insurance providers
  - ★ Medical device and equipment suppliers
  - ★ CRNA recruiting/locums service companies
    - ★ Medical billing companies
    - ★ Publishers

## WHO ATTENDS THE TxANA ANNUAL CONVENTION?

- ★ CRNAs
- ★ SRNAs from the five Texas based anesthesia schools
  - ★ Expected attendance around 200 registrants

# Exhibit & Sponsor Packages

DEADLINE FOR APPLICATION: September 6, 2019 or while exhibit spaces are available.

*\*All costs are inclusive. Exhibitors receive complimentary event admission, conference meals, refreshments and a six-foot exhibit table with two chairs at no extra charge.*

## Platinum Sponsor

\$5,000 – 4 available

- ★ Exhibit booth
- ★ First round exhibit booth location selection
- ★ Sole Breakfast or reception sponsor
  - Breakfast – 2 available
  - Welcome reception – 1 available
  - SRNA reception – 1 available
- ★ Poster with logo during breakfast or reception
- ★ Five-minute presentation time to attendees
- ★ Logo or commercial displayed on projection screen during meeting
- ★ Logo at footer of all emails sent to attendees.
- ★ One full page ad on electronic agenda placed online and sent to attendees
- ★ Official name badges for the first two (2) representatives
  - Including one complimentary CRNA registration for CEs at Convention

## What's included with your exhibit reservation?

- ★ 8' x 10' pipe and drape booth space.
- ★ 6' x 30" skirted and draped table.
- ★ Two chairs and one wastepaper basket.
- ★ Official name badges for the first two (2) representatives.
  - Including one complimentary CRNA registration for CEs at Convention
- ★ Continental breakfast on Friday and Saturday with registrants.

## Gold Sponsor

\$2,500 – 6 available

- ★ Exhibit booth
- ★ Second round exhibit booth location selection.
- ★ Refreshment break sponsor
- ★ Poster with logo during refreshment break
- ★ Logo at footer of agenda attendee email
- ★ Half page ad on electronic agenda placed online and sent to attendees
- ★ Official name badges for the first two (2) representatives
  - Including one complimentary CRNA registration for CEs at Convention

## Silver Sponsor

\$1,500

- ★ Exhibit booth
- ★ Third round booth location selection
- ★ Logo at footer of agenda email sent to attendees
- ★ Quarter page ad on electronic agenda placed online and sent to attendees
- ★ Official name badges for the first two (2) representatives
  - Including one complimentary CRNA registration for CEs at Convention

## Exhibit Booth Only

\$1,200 (by 7/10/2019)

\$1,400 (after 7/10/2019)

# Other Sponsorship Opportunities

## Charging Station

Attendees can charge their cellphones and tablets, while perusing your offerings. Let us customize your trade show charging station with your company.

**\$3,000**

## Halo Photo Booth

Interactive, social photo booth allows attendees to project a live feed via social media. Device will be branded with logo and event hashtags.

**\$3,500**

## Brochure Advertisement

Ad in attendee online brochure linked to your company website if desired.

**\$150 – Quarter Page Ad**

**\$200 – Half Page Ad**

**\$400 – Full Page Ad**

## Bags for Attendees

Bags gifted to attendees with your company logo front and center.

**\$1,500**

## Social Media Marketing

One social media post or email blast to attendees prior or upon completion of the event.

**\$250**

Logos must be submitted electronically with sponsor/exhibit registration.

# Other Sponsorship Opportunities

## CONFERENCE PACKET PUBLICITY

**GREAT BENEFIT!** Advertising included in the online conference packet for Platinum, Gold and Silver sponsor levels. JPEG files are requested format. Email files to: Andrea Pee at [andrea@txana.org](mailto:andrea@txana.org)

**PLATINUM:** Full-page, no bleed – 8" wide x 10-½" high  
**GOLD:** Half-page, no bleed – 8" wide x 5-<sup>1</sup>/<sub>8</sub>" high  
**SILVER:** Quarter page, no bleed – 3-<sup>7</sup>/<sub>8</sub>" wide x 5-<sup>1</sup>/<sub>8</sub>" high

*The TxANA Trade Show connects YOU with your customers.*

## OPPORTUNITIES INCLUDE:

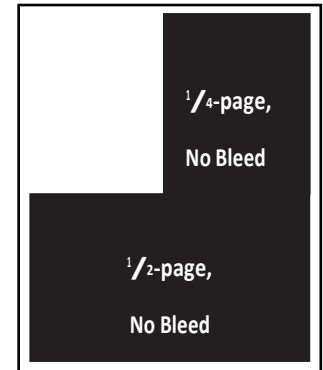
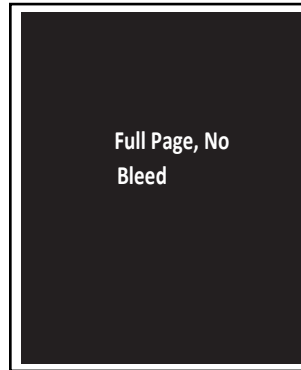
- Show support for CRNAs and SRNAs
- Reinforce old relationships and build new ones
- Learn about current issues to help your market
- Evaluate your competition

## HOTEL INFORMATION

A block of rooms is reserved for TxANA convention participants at the Renaissance Dallas at Plano Legacy West Hotel in Plano, Texas. Please book your room online [here](#). Meeting attire is business professional. Please remember meeting room temperatures are hard to regulate. If you require assistance or have special dietary needs, please contact Andrea Pee at [andrea@txana.org](mailto:andrea@txana.org).

## CANCELLATION POLICY

Cancellations must be made in writing to TxANA. If written notice of cancellation is received by September 6, 2019, a full refund less a \$300 administrative fee will be made for each exhibit booth that is cancelled. No refunds will be given for cancellations after September 6, 2019, or for "no show" exhibitors. All exhibit fees must be paid upon submission of the contract.



## EXHIBIT SCHEDULE

Exhibits must remain in place between 8:00 a.m., Sep. 27 – 3:00 p.m., Sep. 28

The tentative schedule below gives times for networking. You are not required to staff your exhibit space the entire time.

### THURSDAY, SEP. 26

3:00 p.m. - 6:00 p.m. Exhibitor Move-In

### FRIDAY, SEP. 27

7:00 a.m. Hall Opens  
8:00 a.m. – 10:00 a.m. Breakfast  
11:00 a.m. – 1:00 p.m. Lunch & Open Hall  
3:00 pm – 4:00 p.m. Exhibit Networking & Posters  
4:15 p.m. Exhibit Hall Lockup

### SATURDAY, SEP. 28

7:00 a.m. Hall Opens  
8:00 a.m. – 10:00 a.m. Breakfast  
10:30 a.m. – 11:00 a.m. Break w/ Exhibitors  
12:00 p.m. – 2:00 p.m. Lunch

### SATURDAY, SEP. 28

2:30 p.m. – 5:00 p.m. Exhibits Move-Out

## GENERAL INFORMATION:

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

Type of Company/Product Sold: \_\_\_\_\_

## POLICIES & PROCEDURES

Sponsorship and Exhibit Space Rental Policy: Payment in full for all exhibit table(s); sponsorships and/or advertisements must be received with this contract. Payment must be received in full. A contract without payment in full will not be accepted.

Written notice of cancellation(s) received in the TxANA office by September 6, 2019 will entitle the cancelling party to a refund of monies submitted minus a \$300 handling fee. No refunds will be allowed for cancellations made after September 6, 2019 **Trade Show Rules & Regulations:** Exhibitors and sponsors agree to observe all Policies and Procedures set forth by TxANA and the Moody Gardens.

I accept all Policies & Procedures.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# PAYMENT

Total value of Exhibit Tables, Sponsorship, and/or Advertising:

\$ \_\_\_\_\_

Payment Method:  Check# \_\_\_\_\_  MasterCard  VISA  American Express  Discover

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Security #: \_\_\_\_\_

Signature: \_\_\_\_\_

Mailing address for card: \_\_\_\_\_

**TxANA EIN: 51-0136915**

*Make check(s) payable and send to:  
Texas Association of Nurse Anesthetists  
919 Congress Ave., Suite 720, Austin, TX 78701*

## QUESTIONS:

**Andrea Pee**  
Assistant Director  
Texas Association of Nurse Anesthetists  
Phone: 512-495-9004  
Email: [andrea@txana.org](mailto:andrea@txana.org)

# EXHIBITOR REGISTRATION FORM

## First Name Badge

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Nickname: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

AANA I.D. Number (if applicable): \_\_\_\_\_

## Second Name Badge

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Nickname: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Should your company have a CRNA who wishes to receive CE credits at the meeting, please fill in the AANA number. One CRNA registration for CEs per booth purchased. Additional CRNAs must purchase a registration to obtain CE credits.

Each exhibit booth receives two complimentary name badges for the entire meeting. Cost for additional name badges or attendees is \$100 per badge. This charge assists with covering the F&B expenses at the event.