

EXHIBITORS

After two years meeting virtually, CNSA is excited to meet in-person! We are excited to offer unique and exciting sponsorship opportunities for our 2022 events. This year, we will be holding three in-person events. They are:

Mid-Year Meeting (Northern/Southern)

These are a one-day education meetings typically held on a school campus that has a CNSA Constituent Chapter. One meeting is held in the Northern part of the state, the other in the Southern. There are a several speakers and a couple of tracks. There is no exhibit hall. It is a Tabletop show where the Exhibitors are in a common area like a foyer. Space is limited for these events to about 5-8 exhibitors. We are anticipating approximately 200 CNSA members and guests at each meeting.

Annual Convention

This is a three day event that brings CNSA members together from all over the state. Our hosts multiple education sessions, our House of Delegates, annual business meeting and state elections. There is a designated Exhibit Hall where exhibitors are assigned booths. Space is limited to 60 exhibitors. We are anticipating approximately 600 CNSA Members and guests at Convention.

Exhibitor Opportunities

Your support advances CNSA's mission to provide the latest educational programs to our attendees. The in-person events will offer an excellent venue for participation and marketing. This year we have additional expanded opportunities for exhibitors to "upgrade" their involvement to better promote your products, showcase your services and share your message.

What to Expect

This year we have three in-person events for you to connect with attendees at all of our 2022 in-person events. Additionally, you can host individual raffles among attendees that visit your booth. You will have the opportunity to exhibit at one or both of our Mid-year Meetings (Northern CA and/or Southern CA) and the Annual Convention.

Included:

All exhibitors receive the following benefits for each event:

- One Table and two Chairs
- One complimentary registration for your company representative
- Company logo on CNSA website
- Recognition in all specific event advance promotions
- Final convention attendee list (opt-in)
- Provide a Give-a-way (Optional)

Pricing:

Pricing is for individual events. An additional table can be purchased at any event for a 50% discount.

Mid-Year Meetings:

| | |
|-------|------------------------------------|
| \$750 | Northern CA, July 9 in San Jose |
| \$750 | Southern CA, July 10 in San Diego |
| \$375 | Additional Table at either Meeting |

Annual Convention:

| | |
|---------|---------------------------|
| \$2,000 | Pomona, CA, October 14-16 |
| \$1,000 | Additional Table |



SPONSORSHIP & SPONSORSHIP PACKAGES

Sponsorship is an opportunity to further promote your company to our membership which includes over 5,000 nursing students in California representing ADN, BSN and Masters' Level entry students. We invite you to take this opportunity to increase your exposure. **Companies may Sponsor even if they are NOT able to attend any events.** Being a sponsor, you will reap the benefits of extra visibility for your organization or services, while at the same time, communicate your support for the members of the CNSA.

Important Points About Sponsorship

- Sponsorship begins immediately and will carry through all events, even if your company is not directly participating in all events. **The sooner your sign-up the more you benefit.**
- If you are not exhibiting, you can simply be a Sponsor at one of the below levels.

Exhibitor & Sponsorship Package - How It Works

If you are exhibiting you can upgrade your participation by adding one of the following Sponsorship levels and making it a package. By taking advantage of our package, you will receive a discount on your exhibitor fees and any other additional sponsorship opportunities you wish to take advantage of. for any of the in-person events (see next page).

Sponsorship Benefits

All sponsorship levels receive the following benefits for ALL events:

- Recognition at **ALL** of the CNSA in-person events
- Company logo on CNSA website with link
- Recognition in **ALL** advance promotions for all events as a sponsor
- Recognition on meeting session presentation slides
- Early and Final attendee list (opt-in)
- Logo Included on Convention T-Shirt (if available)



GOLD SPONSORSHIP – \$4,500

Add on:

- **25% discount** on Exhibitor fees for any event selected
- **25% discount** on Additional Sponsorship Opportunities
- Two additional representative registrations for each in-person event (if applicable)
- Up to two Items in Convention Bag (optional)
- Two Chaperoned Email to be coordinated during the year**

SILVER SPONSORSHIP – \$3,000

Add on:

- **20% discount** on Exhibitor fees for any event selected
- **20% discount** on Additional Sponsorship Opportunities
- One additional representative registrations for each in-person event (if applicable)
- One item in Convention Bag (optional)
- One Chaperoned Email to be coordinated during the year**

BRONZE SPONSORSHIP – \$1,500

Add on:

- **15% discount** on Exhibitor fees for any event selected
- **15% discount** on Additional Sponsorship Opportunities
- One item in Convention Bag (optional)

****Chaperoned Email is an exclusive benefit to Gold and Silver sponsors ONLY. This is a message or advertisement sent to all CNSA members by CNSA on the sponsors behalf.**

Additional Sponsorship Opportunities

Additional Sponsorship Opportunities are available for any company wishing to participate. These do not have to be combined with an exhibitor or sponsorship. Not all opportunities are available at all events. They come with their own benefits as described below. Please note that Sponsors get a discount on the below prices as noted in the Sponsorship benefits.

Both Mid-Year / Convention

Prices are for Mid-Year and Convention respectively. Convention prices include the option to have one item inserted in the Convention Bag.

Grand Prize Sponsor: **\$100 / \$250**
Recognition in program.
Unlimited number of companies.

Break Sponsors: **\$600 / \$1,200**
Recognition in program and signage.
Limited to four companies per meeting.

Name Badge: **\$800 / \$2,000**
Logo and Message on each name badge.
Limited to one company per meeting.

Breakfast Sponsor: **\$1,500 / \$3,000**
Recognition in program and signage.
Limited to two companies per meeting.

Lunch Sponsor: **\$2,500 / \$5,000**
Recognition in program and signage.
Limited to two companies per meeting.

Keynote or Endnote Speaker: **\$3,000 / \$6,000**
Address attendees for 3 minutes.
Limited to one company per speaker.

Other Sponsor Opportunities:

Additional opportunities to sponsor also exist. Please contact Sara Shippy at sara@cnsa.org to inquire about these possibilities.

Convention Only

These include the option to have one item inserted in the Convention Bag.

Convention Bag Insert: **\$500**

Break-Out Session Sponsors: **\$1,000**
Recognition in program and session.
Limited to one company per session.

General Session Sponsors: **\$2,000**
Recognition in program and session.
Limited to one company per session.

Reception Sponsors: **\$3,000**
Recognition in program and session.
Limited to four companies.

Convention T-Shirt: **\$4,000**
Recognition on Shirt.
Limited to six companies.

Convention Bag: **\$5,000**
Recognition on bag.
50% discount if own bag provided.
Limited to one company.

Convention App (Program): **\$6,000**
Recognition in App.
Limited to one company.

Tentative Schedule Mid-Year Meetings

| | |
|-----------------|-------------------|
| 7:00am | Exhibitor Set-up |
| 8:00am - 4:00pm | Exhibit Hall |
| 4:00pm | Exhibit Tear-Down |

Final Schedule to be determined

Tentative Schedule Convention

Friday, October 14
7:00am - 5:30pm Exhibitor Set-up
5:30pm - 7:30pm Exhibit Hall Open

Saturday, October 15
9:00am - 5:00pm Exhibit Hall Open
5:00pm Exhibit Tear-Down

Final Schedule to be determined

2022 CNSA Event Guide

Exhibitor / Sponsor Application



Contact information: *(Please Print)*

Company _____

Main Contact _____ E-Mail _____

Phone _____ Fax _____

Address _____

City _____ State _____ Zip _____ Country _____

We are interested in the following options:

Exhibitor Registration

Midyear Meeting North (July 9):

\$750

Midyear Meeting South (July 10):

\$750

Add an Additional Table

\$375

Annual Convention (October 14-16):

\$2,000

Add an Additional Table

\$1,000

Upgrade my Exhibitor fee to a Sponsorship:

Sponsor Level

Gold +\$4,500

Silver +\$3,000

Bronze +\$1,500

Next Steps

Once the application is received, you will be contacted by CNSA with additional information for the event(s) that you have selected.

Payment Information:

Exhibitor Registration Fee (above) \$ _____

Sponsor Level (above) \$ _____

Sponsorship Opportunity (above) \$ _____

Total Amount Due \$ _____

Sponsorship Opportunity

Both Midyear/Convention

Grand Prize Sponsor

\$100 \$250

Break Sponsor

\$600 \$1,200

Name Badge Sponsor

\$800 \$2,000

Breakfast Sponsor

\$1,500 \$3,000

Lunch Sponsor

\$2,500 \$5,000

Keynote or Endnote Speaker

\$3,000 \$6,000

Convention Only

Convention Bag Insert \$500

Break-out Session Sponsors \$1,000

General Session Sponsors \$2,000

Reception Sponsors \$3,000

Convention T-Shirt \$4,000

Convention Bag \$5,000

Convention App \$6,000

Participation Prizes FREE

Please contact me to discuss other sponsorship opportunities

Please complete the form and send it Sara Shippy at sara@cnsa.org. Once the application is received, we will send an invoice to collect payment.

\$200 discount will be applied for all Alumni Exhibitors and Sponsors and Professional Membership Associations

*Appropriate discounts applied at invoicing.