

## KYANA MEETING SPONSORSHIP & EXHIBITOR PROSPECTUS

### WHO ARE WE

Founded in 1956, the Kentucky Association of Nurse Anesthetists is an engaged and proactive community of members with a mission to protect the profession, provide education and knowledge resources, promote leadership and advocate for equitable healthcare policy, patient safety and an informed public. The organization boasts over 1,000 members practicing in both urban and rural settings in Kentucky.

### WHAT WE DO

Certified Registered Nurse Anesthetists (CRNAs) are Advanced Practice Registered Nurses (APRNs) who are experts in the field of anesthesiology and safely administer nearly 50 million anesthetics in the United States every year. CRNAs are the primary providers of anesthesia care in rural America enabling healthcare facilities in these medically underserved areas to offer obstetrical, surgical, pain management and trauma stabilization services.

### WHERE DO WE PRACTICE

In every setting in which anesthesia is delivered:

- Traditional hospital surgical suites
- Obstetrical delivery rooms
- Critical access hospitals
- Ambulatory surgical centers
- The offices of dentists,
- Podiatrists,
- Ophthalmologists,
- Plastic surgeons,
- Pain management specialists
- Public Health Services
- Department of Veterans Affairs healthcare facilities
- U.S. Military



# KYANA EVENTS

## KYANA SPRING MEETING

The KyANA Spring Meeting is hosted annually in early spring and the location typically rotates from northern Kentucky to western Kentucky each year. The conference begins on Friday evening with interactive workshops and then the conference kicks off on Saturday and runs through Sunday.

## KYANA FALL MEETING

The KyANA Fall Meeting typically rotates between Lexington and Louisville each year. The three day conference is hosted in September or October each year. The conference is three full days beginning on Friday through Sunday.

## WHO EXHIBITS?

CRNA Recruiting Companies

Financial/Investment Companies

Medical Billing Professionals

Medical Equipment Suppliers

Nurse Anesthesia Programs

Pharmaceutical Companies

And Many More

## WHY EXHIBIT?

- Showcase your products and services to CRNAs and SRNAs from around the state
- Gain recognition on KyANA's social media platforms and conference website
- Access the meeting attendee list for those that opt in to receive communications

## WHY SPONSOR?

In addition to the benefits of being an exhibitor, you will:

- Elevate your exposure and reach a wider audience
- Build brand awareness
- Increase your visibility with additional recognition
- Differentiate yourself from your competitors

# BENEFITS & PRICING

Benefit	Platinum Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,250	Meeting Exhibitor \$600
Dedicated meeting break with recognition of company name and logo included on the agenda, in meeting announcements before break. Provided video to be played during dedicated break and live giveaway drawing by representative, if applicable.	●			
Video bumper (30 sec) played during conference	●			
Speaking opportunity (3-5 minutes) during conference	●	●		
Logo/link included in one KyANA Gasline Newsletter	●	●		
Logo/link included on KyANA homepage	●	●	●	
Social Media recognition pre and post event	●	●	●	●
Logo/link included on conference webpage	●	●	●	●
Logo/link included in meeting materials	●	●	●	●
Logo included on conference rolling slides	●	●	●	●
Conference Attendee List for those that opt in to communications	●	●	●	●
Category Exclusivity	● <i>limit 3</i>			

Each exhibitor or sponsor receives a dedicated page within the KyANA meeting portal for promotional videos, marketing materials and information. Exhibitors and sponsors are encouraged to include contact information for scheduling one on one appointments.

## ADDITIONAL OPPORTUNITIES

### Social Event Sponsorship \$500

Reach all KyANA members by sponsoring a social event in conjunction with the meeting. Sponsorship includes promotion of the social event to all KyANA members in communications, meeting materials and registration form - event costs not included.

### Winter & Fall Newsletters

Visit [kyana.org/advertise-in-newsletter](http://kyana.org/advertise-in-newsletter) to purchase an ad.

### Job Board

Visit [kyana.org/job-opportunities](http://kyana.org/job-opportunities) to post your job listing.

## SECURE YOUR SPOT TODAY!

Visit [www.kyana.org](http://www.kyana.org) and click "Become A Sponsor" to sign up today.

For more information or to discuss any opportunities, please contact [info@kyana.org](mailto:info@kyana.org) or 859-514-9163.

**KyANA**  
Kentucky Association of  
Nurse Anesthetists



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