



Unity:

Strength in Individual
Diversity and Inclusivity of
All Nursing Disciplines

2021 Virtual Convention

Exhibitor & Sponsor Guide



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- **General Information**

EXHIBITORS

The 2021 Convention has transformed to a virtual platform! Virtual conventions offer unique and exciting sponsorship opportunities. CNSA expects to have over 600 attendees this year. Without the expense of travel, all funds that you devote to this convention will be utilized to directly correspond with attendees and showcase your brand.

Virtual Exhibitor Opportunities

Your support advances CNSA's mission to provide the latest educational programs to our attendees. As with the in-person convention of prior years, the virtual convention will continue to offer an excellent venue for participation and marketing from our exhibitors and sponsors. The online platform offers numerous new and expanded opportunities for exhibitors to get involved and connect with attendees. The virtual exhibit hall allows you to promote your products, showcase your services and share your message to increase your visibility. See Additional Sponsorship Opportunities.

What to Expect

The virtual exhibit hall platform offers many of the same opportunities to connect with attendees as an in-person convention, with longer exhibitor hours. Each exhibitor will have a booth within the virtual exhibit hall that will be branded with your company logo. Within your exhibit booth, you will be able to include a company profile, contact information, links to your website, and promotional materials for download. Use Meet Now, a live video conferencing feature, to connect with attendees for real-time, face-to-face conversations. You as the exhibitor can choose to enter into meet now mode. When you do, you are listed as available and then attendees can click on meet now and enter into a one on one conversation with you, similar to walking up a booth and having a conversation.

Within the virtual platform we will be promoting a leaderboard and other gamification to encourage attendees to visit booths in the hopes of winning prizes. Additionally, you can host individual raffles among attendees that visit your booth, similarly to our in-person meetings.

Exhibitor Package - \$750 (early Deadline August 30th)

All exhibitors receive the following benefits:

- Virtual Booth: Company profile, logo, contact information, material download, links, product listings, custom CTA's, content downloads, and "Meet Now" feature
- One complimentary convention registration
- Company logo on CNSA website
- Recognition in all advance promotions
- Final convention attendee list (opt-in)
- Provide a Give-a-way (Optional)



SPONSORSHIP

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 to the future nursing workforce by being a convention sponsor. Companies may Sponsor even if they are not able to attend the convention.

By 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. All contributions are welcome and will be acknowledged.

Sponsorship Levels

All sponsorship levels receive the following benefits:

- All benefits from the Exhibitor Package, plus:
- Company logo on CNSA website with link
- Recognition in all advance promotions as a sponsor
- Recognition on session presentation slide
- Provide a Sponsored Post (optional)
- Early and Final convention attendee list (opt-in)
- Logo Included on Convention T-Shirt (if available)



GOLD SPONSORSHIP – \$2,000

Add on:

- Two additional complimentary convention registrations (Three Total)
- Up to two Items in Convention "Virtual" Bag (optional)
- Two Push notifications during convention (to be coordinated)
- Free Virtual Demo

SILVER SPONSORSHIP – \$1,500

Add on:

- One Additional complimentary convention registrations (Two Total)
- One item in Convention "Virtual" Bag (optional)
- One Push notifications during convention (to be coordinated)
- Free Virtual Demo

BRONZE SPONSORSHIP – \$1,000

Add on:

- One item in Convention "Virtual" Bag
- One Push notifications during convention (to be coordinated)

Dates & Deadlines

August

30 Early Exhibitor Deadline

September

1 Last Day to Cancel for Partial Refund
 1 Deadline to participate in Convention T-Shirt
 21 Promotional Items Due
 29 Convention Bag Mailed
 29 Pre-Registration List Sent (Sponsors Only)

October

7-10 CNSA Virtual Convention

Additional Sponsorship Opportunities

Convention “Virtual” Bag: \$1,200

Each attendee registered by the deadline will be physically mailed their “convention bag” approximately one week in advance. The bag will be a packet that will include their t-shirt, promotional items, and other registration material. As the sponsor your company logo will be on the outside of the mailer. You will also be able to provide two items in the bag. Some limitations will apply based on size and weight of material. Limited to one (1) company.

Keynote or Endnote Speaker: \$1,000

Sponsor either our Keynote or Endnote speaker. Each company will have the opportunity to either provide a video or live speak for up to 5 minutes prior to the speaker starting. Logo will be included in the sessional description. Limited to one (1) company for each event.

General Session Sponsors: \$500

Sponsor one of our general sessions, to be coordinated. Each company will can provide a video or live speak for up to 3 minutes prior to the speaker starting. Logo will be included in the sessional description. Limited to three (3) companies for each session.

Grand Prize Sponsor: \$500

To encourage interaction in our convention app, we will be giving our prizes to attendees based on their participation. Grand prizes, selected by CNSA will be given out at the end of the convention to those that have participated the most, based on the leaderboard. Unlimited number of companies.

Virtual Demo: \$500

Provide a live or pre-recorded commercial or demo on your company for up to 30 minutes. Demos will be listed on the main convention schedule and promoted to all members. Attendees will be encouraged to attend to win prizes and gamification points. Limited number of companies allowed.

Convention T-Shirt: \$400

Market your company and have your logo listed on the back of the Convention T-Shirt. Unlimited number of companies.

Break-Out Session Sponsors: \$300

Sponsor one of our break-out sessions, to be coordinated with CNSA. Each company can provide a video or live speaker for up to 2 minutes prior to the speaker starting. Logo will be included in the sessional description. Limited to one (1) company for each session.

Promotional Item: \$250

Have your company brochure or promotional item included in the convention bag to be physically mailed one week prior to convention. Some limitations will apply based on size and weight of material. Great way to get your material in the actual hands of our attendees. Promotional item provided by you. Limited number of companies allowed.

Push Notifications: \$150 ea.

Throughout the convention various notifications will be sent to attendees through the convention platform. These messages will be coordinated with CNSA for specific times and can highlight offers or specific actions. Limited number of companies allowed.

Participation Prizes: FREE

Prizes will also be given out throughout the convention for participation in various ways. This is free to exhibitors and sponsors to participate. Items are provided by the individual companies. Donated items can be gift cards, medical tools, etc. These items will need to be identified in advance of Convention. Unlimited number of companies.

Other Sponsor Opportunities:

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



Additional Information

Virtual Platform

The convention will be built on a software program called Attendify. This platform allows attendees to participate on various devices. Additional features may be available to us by the time our convention arrives in October.

Attendify Features:

Town Hall:

Features an Activity Stream with social content so that you can immediately engage with attendees and a Community section which lists attendees present.

Leaderboard:

A Gamification feature with action items for attendees linked to a point system.

Messaging & Notifications:

Messages and reminders sent to specific attendees or all attendees. Search features allow attendees to search the program and companies using key words.

Interactive Sessions:

An engaging experience with social features like polling, Q&A, and a list of attendees in the session for easy networking.

Effective Networking:

At every step of the virtual experience attendees will have networking tools. Whether mingling in channels, posting on the activity stream, browsing attendee profiles or viewing a session, or using the Meet Now feature, networking is always a click away.

Meet Now:

This is a 1:1 video feature where you can enter into a meet now mode. When you do, you are listed as available and attendees can click on to enter into a conversation with you, similar to walking up to a booth and having a conversation.

Custom CTAs:

Fully customizable call-to-actions (CTAs) are now available within sponsor profiles and provide the flexibility to link to unique offers to generate leads, run event promotions, or to support any other type of sponsor-driven campaign.

Tentative Schedule

The virtual platform will be available in advance of the convention. We anticipate that we will open the exhibit and sponsor area on Friday and keep it open throughout the weekend, to maximize exhibitors time and interaction with attendees.

Friday, October 8th

12:00pm	Exhibit Area Officially Opens
12:00pm - 6:00pm	Demos Scheduled
7:00pm - 10:00pm	Evening Activities

Saturday, October 9th

8:00am - 8:30am	Convention Opening & Keynote
8:30am - 11:30am	Morning Sessions
11:30am	Break
12:30pm - 3:30pm	Afternoon Sessions
3:30pm	Break
7:00pm-10pm	Evening Activities

Sunday, October 10th

8:00am - 8:30am	Convention Opening
8:30am - 12:30pm	Morning Sessions
12:30pm	Break
1:30pm - 5:00pm	Afternoon Sessions
5:00pm	Convention Closes

CNSA reserves the right to modify the schedule based on the final program.

Exhibit Personnel

Exhibitor Fee includes registration for one individual per company. Additional exhibitor registration will be an additional charge. Two or more exhibitors may not split a registration as each will need to have a unique ID. Cost for Additional Exhibitor Personnel: \$100

Refund and Cancellation Policy

No refunds or cancellations will be accepted after Wednesday, September 1, 2021. There is a \$100 processing fee for cancellations prior to this date. Cancellations of exhibit space must be directed in writing to CNSA.

Questions?

Please contact Sara Shippy at sara@cnsa.org or 916-302-8541.

2021 CNSA Convention October 7 - 10, 2021



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

- ____ Exhibitor
____ \$750 (by August 30th)
____ \$850 (after August 30th)
____ Additional Exhibitor \$100

Sponsor Level

- ____ Gold \$2,000
____ Silver \$1,500
____ Bronze \$1,000

Sponsorship Opportunity

- ____ Convention "Virtual" Bag \$1,200
____ Keynote or Endnote Speaker \$1,000
____ General Session Sponsors \$500
____ Grand Prize Sponsor \$500
____ Virtual Demo \$500
____ Convention T-Shirt \$400
____ Break-out Session Sponsors \$300
____ Promotional Item \$250
____ Push Notifications \$150 ea.
____ Participation Prizes FREE

- ☐ Please contact me to discuss other sponsorship opportunities

Next Steps

Once the application and payment is received, you will be contacted by CNSA with additional information.

☐

Payment Information:

Exhibitor Registration Fee (above) \$ _____

Sponsor Level (above) \$ _____

Sponsorship Opportunity (above) \$ _____

Total Amount Due \$ _____

Please make checks payable to:
CNSA and remit with completed application to:

California Nursing Students' Association
1721 Eastern Avenue, Suite 19
Sacramento, CA 95864 USA

() Check Enclosed () Check In Mail () Please Invoice Me