



2024 Exhibitor and Sponsorship Event Guide

November 22 – 24
HYATT Regency
5101 Great America Parkway
Santa Clara, CA



1721 Eastern Avenue, Suite 19
Sacramento, CA 95864 USA
+1-916-382-8541
info@cnsa.org
www.cnsa.org

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California Nursing Students' Association - 2024 -

The California Nursing Students' Association has been committed to enhance the professional growth of nursing students from across the state of California for over **40 years!!**

Why participate at the 2024 CNSA Convention?

Your company or organization will...

- Get exposure to our almost 5,000 nursing students in California through email and social media
- Meet many new prospects from all over California.
- Enjoy an active show schedule with over **10 hours of exhibit time** – Including refreshments and a reception to draw traffic and encourage repeat visitors.
- Connect with virtual attendees and generate leads through our convention app.
- Access to registered attendee list (See Additional Information)
- Exhibitor Lead retrieval system. Scan attendees names in person.

New This Year

- Virtual Exhibitors
- Each Exhibitor or Sponsor will have an online presence in our Virtual Exhibitor Space.

Space is limited, and we anticipate selling out.

In Person Exhibit Area

This is a table top show. All beverage breaks, meals and our welcome reception are located in this area to drive traffic to you. We are anticipating more than 400 in-person attendees.

Premier table placement is granted to Sponsors. A layout will be sent in advance. We will attempt to follow the preferences and special requests you note in your online registration when assigning tables; space assignment priority for non-sponsoring exhibitors will be based on the date of receipt of the Exhibitor Registration Form and payment.

Virtual Option

If you can't physically be at the convention, that is not a problem! There are several ways that your company or organization can participate in presenting your services and products to our members. Becoming a virtual exhibitor or sponsoring one of the many options that are available in this prospectus are all possibilities. We are anticipating more than 200 virtual attendees. See more details in this prospectus.

The biggest reason to participate in our Convention:

***We are the largest chapter of NSNA
in the country with almost
5,000 members.***



Exhibitor Information

There are lots of options to participate this year. The basic participation level is being an Exhibitor. You can either be an in-person exhibitor or a virtual Exhibitor.

In-Person Exhibitor |

Designed for those companies that will have physical presence at the conference.

In-Person Package Includes:

- Exhibitor Badge for one representative.
- 6 foot draped table with two chairs
- One standard electrical outlet
- Virtual exhibitor page using Whova
- Access to Badge Scanner
- Acknowledgement onsite and in the program
- Logo included with email promotions
- Access to Post Conference attendees list (See Additional Information)

Virtual Exhibitor |

Designed for those companies that would like a presence at the conference, but are unable to be there in person.

Virtual Package includes:

- Virtual exhibitor page using Whova
- Acknowledgement onsite and in the program
- Logo included with email promotions
- Access to Post Conference attendees list (See Additional Information)



EXHIBITOR PERSONNEL

Exhibitor Fee includes registration for one individual per company unless otherwise noted. Additional exhibitors will need to register separately for an additional charge. Registration for all exhibitor personnel includes Reception, lunches, breakfast and breaks for the conference days. All other meals are on your own. Each additional exhibitor is \$100 per person.

CONFERENCE APP & VIRTUAL EXHIBITOR SPACE

Conference attendees will be using a conference app called Whova. This will be used for both the in-person and the virtual portion of the conference. As an Exhibitor, Whova will allow you to create a custom virtual exhibitor page, generate leads, host giveaways and more. Your interactive, customizable Exhibitor space allows you to add embedded videos, your company description, contact information, coupons, giveaways, and downloadable promotional documents. You'll be able to participate in lead generation and live chat. We will provide additional information about setting up your virtual exhibit space prior to the conference. [CLICK HERE](#) to explore Whova and learn more. Not all features in the video will be used.

BADGE SCANNER

Each attendee will have a namebadge with a QR code unique to our conference. Through the Whova app, you will be able to use your personal handheld device to capture leads and make customer notes.

CANCELLATION POLICY

All Exhibitor Fees and/or Sponsorships are subject to the following cancellation policy: Any cancellations made by June 30th, 2024 or before will receive a full refund. Cancellations made within June 30th through September 15th will receive a 50% refund, and cancellations made after September 15th will not be eligible for a refund.

EXHIBITORS

We are excited to offer a hybrid option this year!

Annual Convention

This is a three day event that brings CNSA members together from all over the state. Our program offers 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.

Exhibitor Opportunities

Your support advances CNSA’s mission to provide the latest educational programs to our attendees. Convention offers 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.

In-Person Exhibitor

Designed for those companies that will have physical presence at the conference.

In-Person Package Includes:

- Exhibitor Badge for **one representative**
- 6 foot draped table with two chairs
- One standard electrical outlet
- Virtual exhibitor page using Whova
- Access to Badge Scanner
- Acknowledgement onsite and in the program
- Logo included with email promotions
- Access to Post Conference attendees list (See Additional Information)

**\$500 Discount!
for Sign-up by
May 15th**

Virtual Exhibitor

Designed for those companies that would like a presence at the conference, but are unable to be there in person.

Virtual Package includes:

- Virtual exhibitor page using Whova
- Acknowledgement onsite and in the program
- Logo included with email promotions
- Access to Post Conference attendees list (See Additional Information)

Pricing:

Early Bird by May 15th

| | |
|---------|----------------------------|
| \$2,000 | In-Person Exhibitor |
| \$850 | Virtual Exhibitor |

Regular by August 31st

| | |
|---------|----------------------------|
| \$2,500 | In-Person Exhibitor |
| \$1,000 | Virtual Exhibitor |

After August 31st

| | |
|---------|----------------------------|
| \$3,000 | In-Person Exhibitor |
| \$1,250 | Virtual Exhibitor |



Alumni and Professional Associations Discount:

As a thank you to all our ongoing supporters, we will take \$200 off any exhibitor or sponsorship fee.

SPONSORSHIP & SPONSORSHIP INFORMATION

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.** 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 convention. **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.
- There can be multiple sponsors on a particular item or event.
- Due to production timelines, some sponsorship items will have a deadline. Typically 30-45 days in advance of the conference.
- All events and items listed are on a first come, first serve basis.

Exhibitor & Sponsorship Package - How It Works

Sponsors of the below opportunities will be recognized for the specific sponsorship item or event they support and will be named as either a Silver, Gold or Platinum sponsor. Additional recognition is noted. These sponsorships can be combined with the Exhibitor/Sponsor Package as noted in this guide to extend your marketing dollars. The packages provide a slight discount on the below sponsorships.

Please note the following for some sponsorships:

There can be multiple sponsors on a particular item or event.
Due to production timelines, some sponsorship items will have a deadline.
Typically 30-45 days in advance of the conference.
All events and items listed are on a first come, first serve basis.



If you are interested in an exclusive sponsorship or would like to discuss Sponsorship Benefits or other types of sponsorships, please contact the CNSA office.

All sponsorship levels receive the following benefits for ALL events:

- Recognition at Convention
- 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 –

- Convention Bags | \$5,000*
- Welcome Reception | \$5,000
- Convention Wifi | \$5,000
- Convention App | \$6,000
- Trivia Night | \$7,000

SILVER SPONSORSHIP –

- Reception Sponsor | \$3,000
- Breakfast | \$3,500
- Lunch | \$4,000
- Convention T-Shirt | \$4,000

BRONZE SPONSORSHIP –

- Break-out Session Sponsor | \$1,000
- Break Sponsor | \$1,200
- Lanyard Sponsor | \$1,600
- Name Badge Sponsor | \$2,000
- General Session Sponsor | \$2,000

ADDITIONAL SPONSORSHIPS –

- Grand Prize | \$250
- Convention Bag Insert | \$500

Sponsorship Opportunity Descriptions:

Sponsorship Opportunities are available for any company wishing to participate. These do not have to be combined with an exhibitor registration. All opportunities come with their own benefits as described below.

Convention

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

| | | | |
|--|----------------|---|----------------|
| Grand Prize Sponsor: Recognition in program. Unlimited number of companies. | \$250 | Convention T-Shirt: Recognition on Shirt. Limited to six companies. | \$4,000 |
| Convention Bag Insert Only: | \$500 | Convention Bag: Recognition on bag. *50% discount if own bag provided. Limited to one company. | \$5,000 |
| Break-Out Session Sponsors: Recognition in program and session. Limited to one company per session. | \$1,000 | Welcome Reception Sponsor: Recognition in program and session. Limited to four companies. | \$5,000 |
| Break Sponsors: Recognition in program and signage. Limited to four companies per meeting. | \$1,200 | Convention Wifi: Recognition through signage throughout the entire conference and special in-app sponsorship. Includes one in-app push. Limited to one company. | \$5,000 |
| Lanyard Sponsor: All attendees will have a name badge and all of them will have your logo on the lanyard. Have your own lanyard? Take \$500 off the price. Also includes one insert into the bag as well. Limited to one company. | \$1,600 | Convention App (Program): Recognition through signage throughout the entire conference and special in-app sponsorship. Includes one in-app push. Limited to one company. | \$6,000 |
| Name Badge: Logo and Message on each name badge. Limited to one company per meeting. | \$2,000 | Trivia Night Recognition in App and during event. Limited to one company. | \$7,000 |
| General Session Sponsors: Recognition in program and session. Limited to one company per session. | \$2,000 | Other Sponsor Opportunities: Additional opportunities to sponsor also exist. Please contact Sara Shippy at sara@cnsa.org to inquire about these possibilities. | |
| Reception Sponsor: Recognition in program and signage. Limited to two companies per meeting. | \$3,000 | | |
| Breakfast Sponsor: Recognition in program and signage. Limited to two companies per meeting. | \$3,500 | | |
| Lunch Sponsor: Recognition in program and signage. Limited to two companies per meeting. | \$4,000 | | |

Tentative Schedule

Convention

Friday, November 22

12:00pm - 5:30pm Exhibitor Set-up
5:30pm - 7:30pm Exhibit Hall Open

Saturday, November 23

9:00am - 5:00pm Exhibit Hall Open
5:00pm Exhibit Tear-Down

Final Schedule to be determined

2024 CNSA Event Guide

Exhibitor / Sponsor Application



Contact information: *(Please Print)*

Company _____

Main Contact _____ E-Mail _____

Phone _____ Fax _____

Address _____

City _____ State _____ Zip _____ Country _____

Exhibitor Registration

Early Bird by May 15th

\$2,000 **In-Person** Exhibitor

\$850 **Virtual** Exhibitor

Regular by August 31st

\$2,500 **In-Person** Exhibitor

\$1,000 **Virtual** Exhibitor

After August 31st

\$3,000 **In-Person** Exhibitor

\$1,250 **Virtual** Exhibitor

Sponsorship Opportunities

Gold Sponsorship

\$5,000 Convention Bag

\$5,000 Welcome Reception

\$5,000 Convention Wifi

\$6,000 Convention App

\$7,000 Trivia Night

Silver Sponsorship

\$3,000 Reception Sponsor

\$3,500 Breakfast Sponsor

\$4,000 Lunch Sponsor

\$4,000 Convention T-Shirt

Bronze Sponsorship

\$1,000 Break-out Session Sponsors

\$1,200 Break Sponsor

\$1,600 Lanyard Sponsor

\$2,000 Name Badge Sponsor

\$2,000 General Session Sponsors

Sponsorship Opportunity

\$250 Grand Prize Sponsor

\$500 Convention Bag Insert

Options

Participation Prizes FREE

Please contact me to discuss other sponsorship opportunities

Payment Information:

Exhibitor Registration Fee (above) \$ _____

Sponsor Level (above) \$ _____

Sponsorship Opportunity (above) \$ _____

Total Amount Due \$ _____

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

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

*Appropriate discounts applied at invoicing.