



2026

MYA SPONSORSHIP CATALOG

JW MARRIOTT
Washington, DC

MID-YEAR ASSEMBLY
APRIL 24-29, 2026 + #AANAMYA





SPONSORSHIP PROSPECTUS

MYA 2026

JW Marriott, Washington DC | April 24 - 29, 2026

MYA 2026: ALL IN.

Join our community of proud nurse anesthesia advocates in Washington, D.C., as we demonstrate our skills on Capitol Hill. You'll leave MYA 2026 with influential new connections, strategies to use back home, and a reinvigorated passion for our profession.

Who Attends?



- RRNAs - averaging 500 annually
- CRNAs/nurse anesthetologists
- Leaders in the Profession
- Practice Owners/Partners
- Legislators
- Lobbyists

Key reasons to sponsor the AANA Mid-Year Assembly:

Targeted Audience:

Mid-Year Assembly is the profession's largest advocacy event and a hands-on opportunity for nurse anesthesia professionals to protect the practice, for career development, and be part of effective change for the profession.

Networking Opportunities:

Sponsors can engage with attendees through presentations, networking receptions, and one-on-one interactions, fostering valuable relationships.

Brand Visibility:

Sponsorship packages include prominent branding opportunities like logos on event materials, signage, website, and presentations, boosting brand awareness.

Thought Leadership Platform:

Presenting educational sessions or sponsoring specific events allows companies to position themselves as industry experts and showcase their knowledge.

Market Research and Insights:

Attending the conference provides valuable market research opportunities to understand current trends, pain points, and emerging needs within the nurse anesthesia profession.

Recruitment Potential:

Companies can use the event to attract potential employees from the pool of CRNAs/nurse anesthetologists and residents.

MYA Sponsorship Portal

Why Invest in Exhibit Hall Traffic Drivers?

The exhibit hall is a vibrant hub of activity, showcasing innovation leaders who offer products, services, and hands-on experiences with the latest advancements in anesthesia technology. Attendees will be excited to explore the exhibit hall, where they can network, enjoy coffee and snacks, and discover a variety of products, services and education opportunities, tailored to their needs.

Coffee & Refreshment Breaks

Will be held daily to engage with attendees to network with exhibitors.

Tote Bag / Promotional Handout

Provided to all attendees. Have your name prominently displayed on the tote and/or include an insert driving attendees to your table on the exhibit floor for one-on-one interaction.

Lanyards

Provided to all members and residents. Have your name prominently displayed on the lanyard, demonstrating support for the profession and driving traffic to your location on the exhibit floor.

TRAFFIC DRIVER OFFERINGS

Registration Confirmation Email Sponsorship **\$2,995**

Email confirmation to MYA registrants with your company logo at the bottom.

Sponsor Bag **\$4,500**

Tote bag distributed to all attendees with your company's logo on one side.

Coffee and Networking (various times available) **\$2,750**

Includes signage recognition, handout, and listing on event website.

Break with Exhibitors (various times available) **\$2,500**

Includes signage recognition and listing on event website.

Promotional Handout (limited number available) **\$1,500**

Promote your brand or product to all conference attendees by supplying a flyer or sample.

Lanyards **\$7,500**

AANA Lanyards with your one color logo distributed to all attendees.

AANA Daily Email - Leaderboard 728x90 (Pre & During) **\$2,995**

AANA created message for a pre meeting or daily email to MYA attendees. Sponsor provides the creative for a banner advertisement and URL.

AANA Daily Email - Med Rectangle 300x250 (Pre & During,) **\$1,995**

AANA created message for a pre meeting or daily email to MYA attendees. Sponsor provides the creative for a banner advertisement and URL.

Industry Sponsored Email **\$1,995**

Communicate directly to AANA membership with your promotional message. Content can include information on products, new developments, thought leadership insights, and links to your events, products or clinical information. Logo and graphics prominently displayed - client provides HTML.

Attendee Mailing List **\$995**

Reach prospects and leads gathered at Mid-Year Assembly by purchasing the attendee registration list (.xls format). This special offer is for 2026 exhibitors only.

Presentation Room/Focus Group (80 participants maximum) **\$6,000/Per day**

Includes signage recognition, handout at event, and listing on event website. Date and time will be selected based on AANA room availability.

SPONSORSHIP OPPORTUNITIES*



Grand Ballroom Entry Header

\$5,495

Includes cling above exhibitor hall (96 sq ft)



Grand Ballroom Door Header

\$2,995

Includes cling above exhibitor hall doors (49 sq ft)



Ballroom Elevator Header

\$6,500

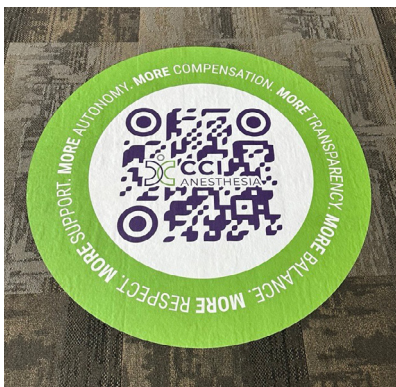
Includes cling above ballroom foyer (142 sq ft)



Escalator Column

\$2,950

Includes cling on escalator column exhibitor level foyer (52 sq. ft.)



18x18 Floor Decal

\$1,995

Includes cling on floor

**3% surcharge for sponsorships paid by credit card.*

SPONSORED EVENT OPPORTUNITIES

Why is it important for industry to support?

Sponsorship provides a powerful platform to highlight your expertise, increase brand visibility across event materials, and enable direct, in-person engagement with attendees—fostering meaningful professional connections and industry recognition.

■ Saturday April 25:

Resident Mentoring Lunch (12:45 PM - 1:45 PM)

This “meet and greet” for residents/mentors is ideal for a sponsor with focus on education/early career.

The sponsor will receive:

Sign recognition, thank you to supporter in opening remarks, sponsor noted in schedule, and table inside room to provide handouts and engage in one-on-one conversations with attendees.

Welcome Reception (6:00 PM - 7:00 PM)

Socialize with colleagues and informally meet the 2026 Election candidates running for positions on the Board, Leadership Identification Committee (LIC) and Bylaws and Resolution Committee.

The sponsor will receive:

Sign recognition, thank you to supporter in opening remarks, sponsor noted in schedule, and table inside room to provide handouts and engage in one-on-one conversations with attendees.

■ Tuesday April 28:

Grab and Go Breakfast (7:00 AM - 8:15 AM)

Enjoy coffee and breakfast before leaving for the Capitol Hill Rally! This is a great opportunity to say a few words of encouragement before attendees head to the Hill.

The sponsor will receive:

Sign recognition, branded coffee sleeves, and handouts.

For pricing, contact Susan Levey: slevey@healthcommedia.com



SPONSORED EVENT OPPORTUNITIES



Sunday April 26:

RN-APRN Meet and Greet: Advocacy through Mentorship (8:00 AM - 9:30 AM)

This meet and greet is intended to welcome our aspiring CRNAs/nurse anesthetologists and introduce advocacy through mentorship.

The sponsor will receive:

Thank you to supporter in opening remarks, sign recognition, table inside room to provide handouts and engage in one-on-one conversations with attendees.

Resident Study Center (Study Center will be open during all session hours)

- Sponsored signage
- Handout in room

For pricing, contact Susan Levey: slevey@healthcommedia.com

MYA Daily Email Blast Opportunities

TOF to RN-APRNS only:

Jan 28

Materials due: Jan 20

TOF to Residents only:

Jan 28

Materials Due: Jan 20

TOF/MOF 4: Advocacy Focus:

Feb 10

Materials Due: Feb 2

TOF Residents Only:

March 4

Materials Due: Feb 19

Know Before You Go/Checklist (first-timers only):

April 15

Materials Due: April 6

Know Before You Go/Checklist (all other attendees):

April 15

Materials Due: April 6

Daily 1: April 25

Materials Due: April 13

Daily 2: April 26

Materials Due: April 13

Daily 3: April 27

Materials Due: April 13

Daily 4: April 28

Materials Due April 13

Daily 5: April 29

Materials Due April 13

.....

Post-MYA 1:

Thank you + products/offers roundup:

April 30

Materials Due: April 13

PREMIUM SPONSORSHIP PACKAGES

Premium Sponsorship Opportunities

	Platinum	Gold	Silver	Bronze
Industry Sponsored E-blast	x			
Conference Tote or Lanyard	x			
Journal Ad	1/2 page	1/4 page		
Break with Exhibitors	x	x	x	
Conference Email Blast Banner/Med Rec	x	x	x	x
Promotional Handout	x	x	x	x
Logo on Conference Website	x	x	x	x
Supporter Signage at Conference	x	x	x	x
Attendee Mailing List	x	x	x	x
TOTAL INVESTMENT	\$15,000	\$9,000	\$7,500	\$4,000

Disclaimer: Please note, to align with ANCC Accreditation Standards, final decision on what is permitted for some sponsored items is based on approval by AANA. Application of the standards is contingent on specific venue, location, and timing.

Policies or Sponsorships and Supported Events
Sponsorships are non-refundable.

AANA and shall not be held liable or responsible, and shall be saved and held harmless by exhibitors, from and against any and all claims and dAMages of every kind arising out of or attributed, directly or indirectly, to the materials and services furnished by the American Association of Nurse Anesthesiology (AANA), and the operations or performances of the Mid-Year Assembly (MYA), to be held April 26-30, 2026. The supporter agrees to abide by all terms, conditions, and regulations set forth in the supported policies.

Rate and Payments

Payments in the form of a company check or credit card (MasterCard, VISA, or Discover) are due upon submission of the application. Credit card payments are only accepted up to \$10,000. A 3.0% credit card fee will apply to all credit card transactions.

QUESTIONS? CALL YOUR ACCOUNT MANAGER TODAY!

Susan Levey
215-489-7002
slevey@healthcommedia.com

John Travaline
215-489-7000 ext.118
jtravaline@healthcommedia.com

Ryan Steiner
215-489-7000 ext.115
rsteiner@healthcommedia.com

SHOW MANAGEMENT CONTACT

Meeting Management Associates, Inc.

JOHN WITUSIK, EXHIBITS MANAGER

PH: 607-674-2666 | Email: aanaexhibits@mma-inc.com