2027
SPONSORSHIP OPPORTUNITIES

BUILD CONNECTIONS. SUPPORT EDUCATION. STAND OUT.

Connect with nurse anesthesia educators nationwide. Share ideas, support innovation, and build lasting professional relationships.



SHERATON DALLAS HOTEL
DALLAS, TEXAS

EDGE
Feb. 25-28, 2027 + #AANAEDGE

WHERE EDUCATION MEETS OPPORTUNITY

EDGE, formerly known as ADCE, is the premiere professional opportunity for educators to network with their peers, share innovations in teaching, and feel inspired by educating the next generation of CRNAs/ nurse anesthesiologists.



REACH THE PEOPLE SHAPING WHAT'S NEXT!

EDGE convenes educators and academic leaders in nurse anesthesia for learning, peer exchange and professional connection.

All sponsorship activations, access, branded materials, attendee communications and educational-event recognition remain subject to AANA approval and applicable accreditation standards.

WHY SPONSOR?

Align your organization with educator development while gaining visibility through meaningful moments before, during and around the meeting.

BUILD MEANINGFUL CONNECTIONS

HealthCom Media is coordinating the sponsorship opportunities presented in this catalog. Exhibit-space sales and exhibit management are not part of HCM's role.

SPONSORSHIP PORTAL

OUR MOST POPULAR SPONSORSHIP OPPORTUNITES

Coffee & Refreshment Breaks

Daily breaks will be held in the exhibit area, allowing attendees to network with exhibitors.

Sponsor Bag with Promotional Handout

Have your name prominently displayed on a bag provided to all attendees with an insert within the sponsored bag, driving attendees to your table for one-on-one interaction with your organization.

Lanyards

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

AANA

SIGNATURE CONNECTION MOMENTS

Educator Exchange Reception

PREMIER EXPERIENCE **$35,000**

Full-event co-sponsorship. Includes prominent signage, recognition in event promotions (email, website, app), reception handouts, direct attendee engagement, table at event with promotional branded item and activation such as DJ, Signature drink/mocktail, yard games, etc.) + 2 conference registrations.

CUSTOMER SIGNATURE EXPERIENCE

A special networking or whiskey-tasting concept is under exploration. Scope, location and sponsorship investment are to be confirmed; inquire for details.

Foundation Program Directors' Luncheon

LEADERSHIP NETWORKING **$15,000**

Connect with program directors and key stakeholders at a networking lunch. Includes signage, acknowledgement in opening remarks, program listing and a table for handouts and conversations.

Fellows Room-Drop Gifts

HIGH-TOUCH BRANDING **$6,000**

Recognize approximately 150 Fellows through a hotel-room gift drop. Includes the opportunity for a branded item and note.

Subject to AANA approval.



SUPPORT THE FUTURE OF TEACHING



Mid-Career Workshop

FACULTY DEVELOPMENT **$5,000**

Workshop for 60 attendees. This interactive workshop helps mid-career nurse anesthesia educators reconnect with their purpose, refresh their teaching strategies, and build a personalized plan for long-term career sustainability and impact. Includes signage and handout outside room.

Learning Lab:
Designing AI Solutions for Real-World Challenges in Healthcare Simulation

LEARNING LAB **$5,000**

Support a two-hour session on artificial intelligence can improve simulation design and operations, but meaningful adoption requires more than learning to prompt. This Learning Lab teaches participants a structured, responsible process for moving from an authentic workplace problem to a testable AI solution. Participants will use Microsoft Copilot with Agent Builder and/or ChatGPT to design and build a prototype that addresses a real need from their own simulation program. The learning lab emphasizes problem definition, appropriate use, educator and staff responsibility, human oversight, safeguards, usability, sustainability, and evaluation.

Lunch & Mini Forum

PER FORUM **$5,000**

Sponsor one or more moderated forums. Includes sign recognition, thank-you to supporter, and handout outside room. 2027 topics include: Simulation, Assistant Program Administrators, Early Career CRNAs/nurse Anesthesiologists, Experienced Faculty, Future CRNAs/nurse anesthesiologists.

Inquire about discount for multiple forums.

AANA POCUS Workshops

HANDS ON TRAINING **$5,000**

Support morning Essential Perioperative POCUS and afternoon Train-the-Trainer learning, combining didactic and hands-on instruction for clinical and educational use. Program and on-site recognition options are subject to educational guidelines.

CALL YOUR ACCOUNT MANAGER TODAY!

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ATTENDEE ENGAGEMENT

BE PART OF THE ON-SITE EXPERIENCE

Coffee & Network Break

PER BREAK **$9,995**

Per break, with coffee and morning pastries or afternoon sweets. Includes signage, sponsor handout, website listing, pre-event EDGE email banner.

Add on: Custom email to opted-in registered attendees. **$995**

Conference Lanyards

ONE AVAILABLE **$5,000**

Sponsor logo on one-color lanyards distributed to attendees. Artwork deadline: December 1, 2026.

Mindfulness/Recharge Room

PER DAY **$2,500**

Per-day opportunity to support a high-interest recharge space with approved sponsor handouts and items. Ask about a multi-day option.

Sponsor Bag

ONE AVAILABLE **$4,000**

Sponsor-branded bag distributed to attendees with sponsor logo on one side and AANA branding may appear on reverse.

Artwork deadline: December 1, 2026.

Promotional Handout

LIMITED AVAILABILITY **$1,500**

Sponsor-provided flyer or promotional item in the attendee bag. Up to six slots planned, conditional on securing a bag sponsor.



REACH ATTENDEES BEYOND THE ROOM



Conference Email Banner

DIGITAL **$2,995**

600 x 90 banner placement in an EDGE attendee email before or during the event. Sponsor provides required creative.

Email Medium Rectangle

DIGITAL **$1,995**

300 x 250 creative placement in an EDGE attendee email before or during the conference.

Attendee Email Outreach

DIGITAL **$995**

Custom email to opted-in EDGE registrants; the workbook identifies this opportunity as limited to exhibitors.

Registration Confirmation Email

DIGITAL **$2,995**

Sponsor logo featured at the bottom of registration confirmation emails sent to EDGE registrants.

Industry Sponsored Email Blast

DIGITAL **$1,995**

Promote relevant products, insights, innovations and resources to the AANA membership. Client provides HTML.

LET US BUILD YOUR 2027 EDGE PRESENCE

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