



ACNA

American Cannabis
Nurses Association

Tabling Policies and Procedures
2025



Introduction

ACNA Tabling Policies and Procedures aim to provide a structured framework for members engaging in recruiting activities at vending events on behalf of the organization. The guidelines cover the entire process, from preparation and registration to follow-up and feedback mechanisms. Members are required to submit a formal request via email at least two months before the event. The document emphasizes the importance of connecting the event to ACNA's mission statement and provides specific talking points for engagement. Follow-up procedures involve expressing gratitude to potential recruits, inviting them to learn more about ACNA, and sending membership information. The policy also includes tracking mechanisms for evaluating event impact, membership conversion rates, and promotional material effectiveness. Additionally, it outlines an event dress policy and guidelines for addressing conflicts of interest when representing multiple companies. The comprehensive approach ensures a systematic and effective recruitment process aligned with ACNA's objectives.

Overview

Purpose: The purpose of these guidelines is to establish a framework for recruiting at vending events for ACNA.

Scope: These guidelines apply to all members of ACNA who participate in recruiting on behalf of ACNA at vending events.



Preparation and Registration

1. Before attending an event, please formally request through an email at least two (2) months prior to an event. Your email should include the following:
 - a. Event: name, location, date, number of attendees, brief summary of event
 - b. Type of promotional materials requested:
 - i. Brochure
 - ii. Flyer
 - iii. Business Cards
 - iv. QR Code/ Email Sign up
 - c. Introduction of self
 - d. Connection of event to ACNA Mission Statement
 - i. ACNA Mission Statement: To advance excellence in cannabis nursing practice through advocacy, collaboration, education, research, and policy development

Tools for Supporting a Successful Event

Online Interest Sign Up Form:
<https://forms.gle/CrF9FBKQYxZFKHJZ9>

Ten Talking Points about ACNA
(see next page)



Ten Talking Points about ACNA

1. **Exclusive Webinar Access:** ACNA members enjoy the privilege of attending (at least) four Contact Hour webinars per year, providing valuable insights and the latest updates in the dynamic field of cannabis nursing.
2. **Priority Access to Cannabis Nursing Newsletter:** Stay at the forefront of cannabis healthcare with priority access to the ACNA newsletter, delivering curated content, research updates, and industry news directly to your inbox.
3. **Networking Opportunities Through ACNA Membership Directory:** Connect with a diverse network of cannabis nursing professionals through the ACNA membership directory, fostering collaborations and expanding your professional circle.
4. **Priority Registration at Regional Events:** Secure your spot at ACNA's regional events ahead of the crowd with priority registration, ensuring you don't miss out on valuable networking and educational opportunities.
5. **Discounts on Cannabis-related Events and Conferences:** Enjoy cost savings with exclusive discounts on various cannabis-related events and conferences, providing additional opportunities for professional development and industry engagement.
6. **Access to Cutting-Edge Education:** ACNA membership opens the door to cutting-edge education, allowing you to stay informed about the latest advancements and best practices in cannabis nursing.
7. **Community Engagement:** Join a vibrant community of like-minded professionals passionate about advancing cannabis nursing, fostering a supportive environment for learning and collaboration.
8. **Career Advancement Opportunities:** ACNA membership provides resources and opportunities for career growth in the rapidly evolving field of cannabis healthcare, enhancing your professional development journey.
9. **ACNA Endorsement Recognition:** Stay ahead in the industry by aligning with ACNA's rigorous endorsement standards, signaling your commitment to excellence in cannabis nursing.
10. **Leadership Development:** ACNA offers leadership opportunities within the organization, allowing members to contribute to shaping the future of cannabis nursing and making a positive impact on the healthcare landscape.



Measurement and Feedback:

Event Impact Analysis:

- Evaluate the success of each vending event based on attendance, engagement, and the number of leads generated.
- Collect feedback from members who participated in the event to continuously improve strategies.

Membership Conversion Rate:

- Track the number of potential recruits who subsequently become ACNA members after attending events or receiving follow-up information.

Promotional Material Effectiveness:

- Assess the effectiveness of promotional materials by monitoring the usage of QR codes, sign-up sheets, and the distribution of e-brochures or flyers.
 - Calculation: Amount sent - Amount returned
 - Engagements (qr code clicks, sign-up sheet, free newsletter sign ups)

Event ROI:

- Calculating event ROI for following year attendance:
 - Cost of participation and ship products / number of new members recruited and the overall impact on ACNA visibility,
- Tracking required: ACNA membership sign-ups will include "How did you hear about ACNA" with events listed.

Feedback Mechanism:

- Work with Membership committee to establish communication line to allow for feedback on the recruitment process, including suggestions for improvement and identifying successful strategies.



Other Related Policies

Event Dress Policy

- Members are asked to wear their ACNA logo-ed attire when solely representing ACNA at conferences and other event
 - Special note for Board of Directors: If your attendance is sponsored by another party, please refrain from wearing an official ACNA BOD jacket.

Conflict of interest

- If two companies are being represented, ACNA asks the representative to indicate either written or verbally that ACNA does not endorse the other company.