

ASCA 2015

ORLANDO : MAY 13–16

ascassociation.org/ASCA2015



Ambulatory Surgery Center Association

NETWORK & BUILD RELATIONSHIPS

YOU'RE INVITED

The annual meeting for the Ambulatory Surgery Center Association, ASCA 2015, brings together more than 2,330 ambulatory surgery center attendees. The meeting features more than 70 highly-regarded educational sessions and opportunities to earn continuing education credits for attendees, as well as targeted sponsorship and exhibit opportunities to help make your product or service stand apart from the competition.



More than 80% of last year's attendees were ASC administrators, owners and CEOs.

ASCA MEETINGS are known for top-quality educational sessions and are attended by physicians, administrators, nurses, managers and owners of ASCs from across the country.

To ensure your success, we have created a dynamic exhibit hall and an array of highly effective sponsorships. We've also incorporated numerous networking opportunities to maximize your visibility. We invite you to make plans to be a part of this unparalleled opportunity.

WHAT IS AN ASC?

Ambulatory surgery centers, or ASCs, are facilities where surgeries that do not require hospital admission are performed. Patients who choose to have surgery in an ASC arrive on the day of their procedure, undergo their surgery in a fully equipped operating room and recover under the care of highly skilled nurses, all without hospital admission. ASCs may perform surgeries in several specialties or dedicate their services to one specialty, such as eye care or sports medicine.



ASCA's Annual Meeting offers something for everyone!

Did you know ASCA's membership now includes more than 2,956 ASCs? ASCA members turn to the Annual Meeting to learn about the latest products and services available to improve efficiencies within their ASC.

PARTICIPATION BENEFITS

- Connect with attendees who view exhibitors as a primary source for purchasing information
- Reach key decision makers from ASCs across the country
- Network with current and future customers
- Showcase your products and services, strategically, to the ambulatory market
- Gain access to the physicians, administrators, owners, materials managers, nursing directors and billing staff of the most successful ASCs in the country

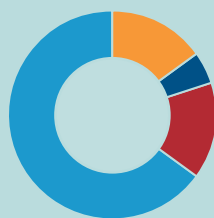
WHO IS ASCA?

The Ambulatory Surgery Center Association (ASCA) is the national membership association that represents ambulatory surgery centers (ASCs) and provides advocacy and resources to assist ASCs in delivering high quality, cost-effective ambulatory surgery to all of the patients they serve.

OUR ATTENDEES ARE DECISION MAKERS

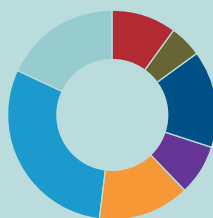
ASCA 2014 conference attendance included **2,180** industry professionals. The demographic breakdown is as follows:

Demographic Breakdown of Conference Attendees



15% Billing, Admin & Operations
5% Clinical Directors
15% C-Level Executives & Owners
65% Administrators

Specialties Served in ASCs



30% Ophthalmology
18% Other
15% Orthopedics
14% GI
10% Pain Management
8% Plastics
5% Urology

Owners and their key advisers made up 80% of last year's meeting attendees, making ASCA 2014 the largest meeting for decision makers in the ambulatory surgery industry!

SPONSOR OPPORTUNITIES

GOLD SPONSORSHIPS

ASC CELEBRATION LUNCHEON

Sponsor this event and present your personal message as attendees relax at the annual Celebration Luncheon. The luncheon features an entertaining speaker who provides a lighthearted break from the many intensive meeting sessions. Provide a break from the ordinary and leave an extraordinary impression.

ATTENDEE MEETING BAGS

Having your logo on the bags carried by meeting attendees is a highly visible way of demonstrating your commitment to the ASCA industry and helping attendees keep your name and their conference materials all in one place. You'll also be providing a valuable keepsake that attendees will carry with them long after the meeting ends.

MOBILE WEB SITE

Sponsor the mobile site for ASCA 2015 and your company will connect attendees to the conference! With convenient access to the complete schedule, list of speakers, sponsors, exhibitors and complete floorplans of the Orlando World Center Marriott Resort & Convention Center, general sessions, and exhibit hall; attendees will not miss a moment of the action! Your company will be recognized during email blasts promoting the application as well as on the main page of the application.

ONSITE PROGRAM

Ensure that meeting attendees remember your company as they navigate their way through the meeting by sponsoring the Onsite Program. This easy-to-read booklet is given to all attendees and features pertinent conference details including schedules, session descriptions, exhibitor lists and the exhibit hall floor plan. As the sponsor, your logo will be printed on the front cover and your advertisement on the back cover, providing heightened visibility throughout the duration of the meeting.

RECEPTIONS

By sponsoring these events your company will take part in the excitement of the meeting's most popular events: Wednesday's Welcome Reception and Thursday's Networking Reception. In addition to Gold-level benefits, your company will be recognized during ASCA 2015 registration email blasts as well as on the meeting web site.

BENEFITS

- 10' x 20' Exhibit Booth, Corner Location
- 2 President's Reception Invitations
- 6 Full Conference Registrations
- 6 Exhibit Hall Registrations
- Full Page, Color Ad in Onsite Program
- Complimentary use of Preshow and Postshow Mailing List*
- Attendee Bag Insert**
- Listing & Logo on ASCA 2015 Web Site
- Description & Logo in Onsite Program
- Special Recognition Announcements & Signage
- Signage at Sponsored Event

PRICE

\$28,000, Members
\$34,000, Nonmembers

*Rental rules apply.

**ASCA-approved insert.

SILVER SPONSORSHIPS

BADGE LANYARDS

Put your company's name and logo in the hands of every attendee by sponsoring the ASCA 2015 badge lanyards. Given to every attendee with their required badge, these lanyards provide your company with high visibility throughout the entire meeting.

BREAKFAST & EXHIBIT HALL LUNCHEON (2 available)

Help attendees stay focused throughout the day with a tasty continental breakfast and a healthy buffet luncheon. Feed the needs of the industry with this Breakfast and Exhibit Hall Luncheon sponsorship.

CONFERENCE WIFI

Attendees and exhibitors alike will benefit from the open-access internet connection available throughout the conference area of the hotel.

EXHIBIT HALL CHAIR MASSAGE

Enhance your exposure within the exhibit hall by sponsoring the popular chair massages. Your company's name/logo will be prominently displayed as attendees have the chance to indulge in a free chair massage from professional massage therapists.

5K FUN RUN/WALK

Regular runners and first-timers alike are welcome to join us for the ASCA 5K Fun Run/Walk. In addition to Silver-level benefits, your company will be recognized on signage and race participants will also receive an ASCA 2015 5K Fun Run/Walk t-shirt complete with your company's logo.

HOTEL KEY CARDS

Gain significant exposure outside of the Exhibit Hall! This sponsorship allows you to fully customize the hotel key cards given to all attendees staying at the Orlando World Center Marriott to further promote your company's products and services.

 Pricing is the same as last year.

ASCA meetings are cost effective for lead generation, networking and up-to-date information.

REUSABLE WATER BOTTLES (2 available)

These customizable water bottles are given to every attendee and help keep your company's name and logo in front of them even after the meeting is over. With convenient water stations at the front of the exhibit hall, attendees will be able to refill and use the reusable bottles again and again.

SOCIAL EVENT (3 available)

The ASCA 2015 Social Event will capture the spirit of Orlando! All attendees are invited to eat, drink and dance the night away with friends new and old. Sponsors will be mentioned in Social Event email blasts and recognized at various times during the evening.

USB DRIVES

Offer attendees a complete, electronic version of the official ASCA 2015 Onsite Program. Your logo will be printed on the reusable jump drives, providing your company with a high level of visibility before and after the meeting.

BENEFITS

- 10' x 10' Exhibit Booth
- 3 Full Conference Registrations
- 3 Exhibit Hall Registrations
- 15% Discount on Ad in Onsite Program
- Complimentary use of Preshow and Postshow Mailing List*
- Attendee Bag Insert**
- Listing on ASCA 2015 Web Site
- Special Recognition Announcements & Signage
- Signage at Sponsored Event

PRICE

\$16,000, Members
\$20,000, Nonmembers

*Rental rules apply.

**ASCA-approved insert.

 Pricing is the same as last year.

BRONZE SPONSORSHIPS

BREAKS (3 available)

Morning and afternoon break sponsors will be recognized in the signage at each of the refreshment breaks throughout the meeting. Help provide attendees with a refreshing break in between sessions.

CHARGING STATIONS

By sponsoring a charging station, your company offers attendees the unique opportunity to recharge their mobile devices in just 10 minutes. Charging stations will be strategically placed throughout the meeting, offering great visibility of your generosity throughout the entire meeting.

CONTINUING EDUCATION KIOSKS

By sponsoring the Continuing Education Kiosks, your company will be promoted at stations where attendees can sign up to receive important continuing education credits for the sessions they have attended. Your company's name and logo will be prominently displayed on the well-trafficked kiosks, offering great visibility.

EXHIBIT HALL PASSPORT

Take part in the excitement of the grand prize drawings during the Celebration Luncheon by sponsoring the Exhibit Hall Passport. Plus, your company will receive additional visibility on the Exhibit Hall Passport (included in the Onsite Program) as well as on signs throughout the exhibit hall.

HAND SANITIZATION STATIONS

With sanitizer dispensers located in high traffic areas, your company allows attendees to keep their hands germ-free. In addition to all of the bronze sponsor benefits, your company logo/name will be prominently displayed on each hand sanitizer.

SOCIAL EVENT TRANSPORTATION

The Social Event transportation sponsor will be recognized in signage promoting the Social Event.

PEDOMETERS

Get the attendees moving! Your company can help promote a healthy lifestyle throughout the course of the meeting by sponsoring ASCA 2015 pedometers that are available to all attendees. The sponsoring company's name and logo will be printed on sponsor signs throughout the meeting and on the pedometers themselves, offering tremendous visibility.

BENEFITS

- 10' x 10' Exhibit Booth
- 2 Full Conference Registrations
- 3 Exhibit Hall Registrations
- 15% Discount on Ad in Onsite Program
- Complimentary use of Preshow and Postshow Mailing List*
- Listing on ASCA 2015 Web Site
- Special Recognition Announcements & Signage
- Signage at Sponsored Event

PRICE

\$10,000, Members
\$12,500, Nonmembers

*Rental rules apply.

EDUCATION GRANTS

Invest in the industry with an Unrestricted Education Grant. Attendees at ASCA 2015 have the opportunity to earn CMEs by attending the programs developed, reviewed and delivered by ASCA and ASCA-selected faculty and educators.

BENEFITS

- Recognition & Listing on ASCA 2015 Web Site and onsite at ASCA 2015.
- Description & Logo in Onsite Program
- Ad on ASCA 2015 Web Site

PRICE

\$1,500 Members
\$2,250 Nonmembers

EXHIBITING

EXHIBITING AT ASCA 2015

Exhibiting with ASCA is an excellent opportunity to reach a professional, qualified audience that represents the entire ambulatory surgery industry. You can maximize your sales efforts and show definite return on your investment by showcasing your products or services at ASCA 2015. Previous exhibitors and sponsors know the value of the ambulatory surgery market and demonstrate their satisfaction through continued support, year after year.

More than 11 hours of dedicated viewing time, more than any other industry event!

EXHIBIT BOOTH SPACE ASSIGNMENT

Exhibit booth space will be assigned on a first-come, first-assigned basis, according to the date of payment and membership status, with members assigned prior to nonmembers. Exhibit booth space will neither be assigned nor held until the rental fee is paid in full. Additionally, member discounts are available only if your company's 2015 dues are paid in full. All assignments will be made in accordance with exhibitors' requests whenever possible and a confirmation packet with your exhibit booth assignment will be sent once the booth has been assigned. ASCA reserves the right to make the final determination of all exhibit booth assignments.



EXHIBITOR SCHEDULE

Tuesday, May 12

12:00pm–5:00pm

Exhibitor
Registration
and Move In

Wednesday, May 13

8:00am–3:00pm

Exhibitor Registration
and Move In

6:30pm–8:00pm

Exhibit Hall
Welcome Reception

7:45pm

Door Prizes

Thursday, May 14

7:00am–2:00pm &

5:30pm–6:30pm

Exhibit Hall Open

7:00am–8:00am

Breakfast

10:00am–11:00am

Break

12:00pm–2:00pm

Exhibit Hall
Luncheon

5:30pm–6:30pm

Networking
Reception

6:15pm

Door Prizes

Friday, May 15

8:30am–9:00am

Exhibitor
Appreciation
Breakfast

9:00am–11:00am

Exhibit Hall Open

10:00am–11:00am

Break

10:45am

Door Prizes

11:30am–5:00pm

Exhibit Teardown

THE BENEFITS OF EXHIBITING

If ASC administrators, owners, operators and physicians are your target audience, ASCA's Meetings offer the perfect opportunity for you and your company.

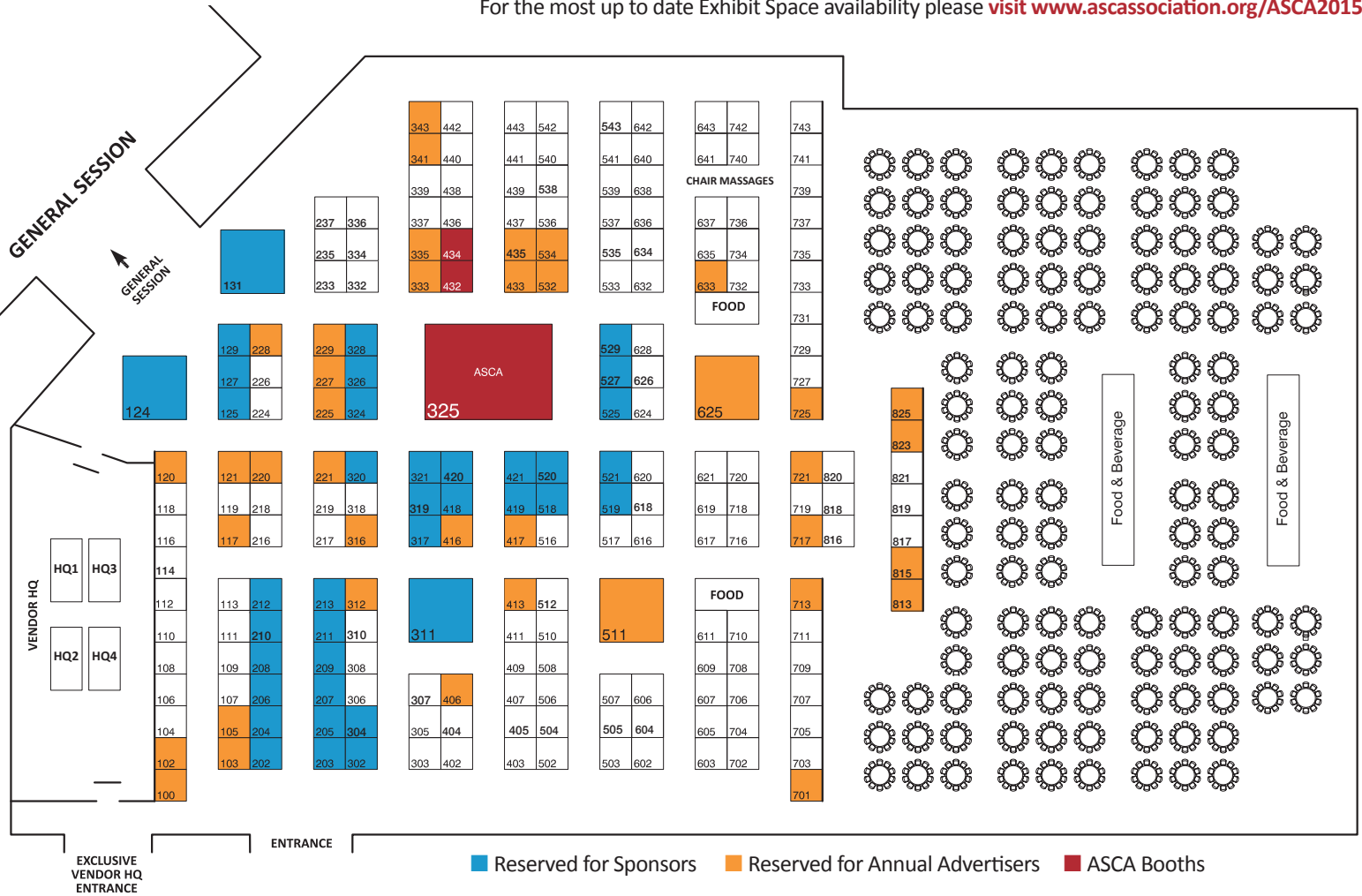
Exhibitor participation in conference and annual meetings is continually considered the most valuable interaction with potential customers, according to research provided by the Center for Exhibition Industry Research (CEIR):

“Attendees place high importance on face-to-face interactions at all pre-purchase stages, with two thirds or more ranking these interactions important for investigating, evaluating and narrowing down choices before buying.”

CEIR REPORT FINDINGS AND REASONS TO EXHIBIT



- **Most valuable interactions for attendees:**
Face-to-face exhibitions (**48%**)
Sales calls (**28%**)
- **Most valuable interactions for exhibitors:**
Sales calls (**44%**)
Face-to-face exhibitions (**43%**)
- **77% of attendees** say that face-to-face interaction with current vendors is **very or extremely important** for their job performance
- **71% of attendees** place **high importance** on face-to-face interactions to maintain relationships with vendors
- **85% of exhibitors** say that face-to-face interactions with current and prospective customers is **very or extremely important** for their job performance



ASCA has limited the number of exhibit spaces available at ASCA 2015 to ensure our exhibitors reach maximum attendees and have the best experience possible.

EXHIBIT BOOTH PRICING

Booth Size 10' x 10'

Before January 10: \$3,500, Members
\$5,000, Nonmembers

After January 10: \$3,900, Members
\$5,500, Nonmembers

Includes:

- 1 - 10' x 10' Booth Space
- 1 - Full Meeting Registration
- 3 - Exhibit Hall Only Passes
- 1 - Electronic Preshow Attendee List*
- 1 - Logo and Description

Booth Size 10' x 20'

Before January 10: \$7,000, Members
\$10,000, Nonmembers

After January 10: \$8,000, Members
\$11,000, Nonmembers

Includes:

- 1 - 10' x 20' Booth Space
- 2 - Full Meeting Registrations
- 6 - Exhibit Hall Only Passes
- 1 - Electronic Preshow Attendee List*
- 1 - Logo and Description

Booth Size 20' x 20'

Before January 10: \$14,000, Members
\$20,000, Nonmembers

After January 10: \$15,000, Members
\$21,000, Nonmembers

Includes:

- 1 - 20' x 20' Booth Space
- 6 - Full Meeting Registrations
- 10 - Exhibit Hall Only Passes
- 1 - Electronic Preshow Attendee List*
- 1 - Logo and Description

Additional registrations are available for a fee.

Each 10' x 10' booth space includes: 8' high back drapery and 3' high side drapery (suspended on aluminum piping) and one 7" x 44" company identification sign. Exhibit Hall ceiling height is 17' 5".

Carpeting, tables and chairs are not included.

High speed internet is available in the exhibit hall for \$500 per connection for the entire event. WiFi is available free of charge within guest rooms, public areas, and convention spaces.

*Not for use in mailing. Available one week prior to the meeting.

Pricing is the same as last year.

ADVERTISING OPPORTUNITIES

ONSITE PROGRAM GUIDE

The Onsite Program provides attendees full details about the meeting, from daily schedules and speaker bios to exhibitor listings. Ads appear on covers and on daily divider tabs as well as throughout the book.

- Full Page, 4-color: **\$2,000**
- Tab, 4-color: **\$2,500**
- Cover Band, 4-color: **\$3,000**
- Back Band, 4-color: **\$2,750**

ASCA 2015 WEBSITE

Catch our attendees' attention on the official web site for ASCA 2015. Attendees will use this web site to register for the conference, view current information, plan their schedule and review a list of exhibitors. **\$500 (Included with an ASCA 2015 sponsorship)**

ONSITE SIGNAGE

A limited number of unique marketing opportunities are available throughout the convention area.

- Large Banner: **\$2,000**
- Elevator Door Wrap: **\$4,750**

CONFERENCE PATHFINDERS

Direct attendees to your exhibit space with floor graphics that promote your company and booth number.

- Exhibit Hall Floor Graphics: **\$350**
- Registration Floor Graphics: **\$475**

HOTEL ROOM DROPS

Gain an inside advantage by delivering your materials and messaging straight to the rooms of attendees at ASCA 2015. Arranged with the Orlando World Center Marriott Resort, room drops deliver an immediate presence that amplifies your message. **From \$1.50 per room**

ASC FOCUS

Place a half-page ad in the May, June/July and August issues *ASC Focus* at a special exhibitor-only rate of \$5,250! With these issues, your ad has the opportunity to make more than 54,000 impressions within the ASC industry's most trusted magazine (according to ASCA's 2013 Member Survey).

ASCA NEWS DIGEST

Consider a three-month run and catch the attention of ASCA 2015 attendees and ASCA members with a Featured Company Insertion for just \$2,500. Or, step up to a Product Showcase for \$450 more. Now is the time to be strategic; start the campaign in April to increase brand awareness before, during and after the show! ASCA News Digest is sent to more than 16,000 industry professionals.

Take advantage of the diverse marketing, advertising, exhibit and sponsorship opportunities to stay connected with your best prospects within the ASC industry.

Please call 202.337.1897 for specific information.


HOTEL INFORMATION

Discover the completely redesigned Orlando World Center Marriott. This impressive Orlando resort hotel is the quintessential destination for ASCA 2015. Experience the luxury resort's spacious guest rooms, and beautifully appointed meeting rooms. With 18 challenging holes of championship golf, award-

winning restaurants and a rejuvenating full-service spa—this resort was designed to inspire you to engage, network, relax, work and play.

Orlando World Center Marriott is located only 1.5 miles from Disney World and just minutes from SeaWorld

Orlando, Universal Studios and Legoland. Rooms are available starting at \$218 per night for single/double occupancy. Reservations must be made by April 20, 2015 to lock in this special ASCA rate.

 For more information on how to book your room, please visit www.ascassociation.org/ASCA2015

MARKETING OPPORTUNITIES

SPONSOR THE BOARD DINNER OR PRESIDENT'S RECEPTION

Your sponsorship includes two seats at either the Pre-ASCA 2015 Board Dinner or Thursday evening's President's Reception. These events offer the opportunity to network and discuss the latest industry news, products and trends with members of ASCA's Board of Directors and leaders in the industry. **\$5,000 each**

EXHIBIT HALL PASSPORT

The Exhibit Hall Passport brings further traffic into the exhibit hall and allows further networking opportunities with attendees! With the Exhibit Hall divided into "Theme Parks," attendees will tour the hall and have their passport "stamped" at each exhibit space they visit. **FREE**

MAILING LIST RENTAL

Exhibitors and sponsors may market their products and services by direct mail to meeting attendees before or after the meeting. The attendee mailing list will be available for a one-time, pre-approved mailing for exhibitors and sponsors only. Please note that if you choose to reference our meeting in the mailing, you should refer to it as "ASCA 2015." The preshow mailing list will be available on April 17, 2015, and the postshow mailing list on May 29, 2015. A mailing list rental agreement will be sent to you and must be returned to ASCA with a copy of the final item to be mailed in order to receive the rental list. Please call 703.836.5904 for details on renting either list. **\$750 per mailing**

PARTICIPATE IN THE COORDINATED EXHIBIT HALL DRAWINGS

This is a great way to increase your visibility. Exhibitors collect business cards at their exhibit booths and drawing winners are announced during scheduled breaks. Winners need not be present. Exhibitors are responsible for getting their prizes to winners. A complete list of Exhibit Hall Drawings, including a list of items and donating companies, will be included in each attendee bag. **FREE**

If ASC administrators, owners, operators and physicians are your target audience, ASCA 2015 is the perfect conference for you and your company.

VENDOR HEADQUARTERS

New this year, a limited number of Vendor Headquarters are available on the exhibit hall floor. These secure, private meeting spaces are located within the exhibit hall and accessible even when the exhibit hall is closed. Private meeting rooms can be used as your needs require. Think of them for staff meetings, training, meetings with prospects, or just for time away from the exhibit booth. Complete with a locking door and branded with your company logo, these 10x20' spaces are carpeted and ready for the furnishings of your choice. Please call for 202.337.1897 for specific information.

ACCESS HOURS*

Wednesday, May 13	Thursday, May 14	Friday, May 15
8:00am to 8:00pm	6:30am to 8:00pm	6:30am to 11:30am

*Attendees may be escorted into the exhibit hall by participating exhibitors during non-exhibit hall hours using the Exclusive Vendor Headquarter Entrance.

INVESTMENT

Exhibitor Rate **\$3,250** Sponsor Rate **\$2,250**

OPTIONAL ADD ON'S

While the complete Freeman furniture line is available, the below are shown within the mockups. Hard-wired Internet and electricity options are listed in the Exhibitor Service Kit. (Free WiFi is also available within the Exhibit Hall)

- Conference table and 6 executive chairs \$1,180
- Couch, 2 couch chairs, 1 coffee table, 2 end tables, 1 table and 3 chairs \$1,800

ASCA 2014 SPONSORS

PLATINUM

National Medical Billing Service

GOLD

DePuy Synthes	Provista
Midwest Medical Enterprises	Surgical Care Affiliates
	United Surgical Partners

SILVER

Abeo	Cardinal Health
Alcon Laboratories	CuraScript
AmkaiSolutions	SourceMedical
Ambulatory Surgical Centers of America (ASCOA)	Surgical Notes
	Voyance

BRONZE

Accreditation Association for Ambulatory Health Care (AAAHC)	McKesson
AmSurg	Mobile Instrument Service & Repair, Inc.
Cerner Corporation	Sheridan Healthcare
In2itive Business Solutions	SOMA Technology

EDUCATION SPONSOR

MedLinks

2014 EXHIBITORS

*Sponsors listed in **bold***

3M Health Care

**AAAHHC, Accreditation Association for
Ambulatory Health Care**

Abbott Medical Optics

abeo

Advantage Trust

Airtraq

Aisthesis

AIV

Alcon Laboratories

Alimed

Alps South

Alternative Source Medical, The

Amblitel

Ambulatory Surgery Center Association

American Healthcare Lending

Amerinet

AmkaiSolutions

Amsurg

Anesthesia Plus

Ansell

AORN

ARC Medical

ASC Quality Collaboration

Ascension Group Architects

ASCOA

ASCpro

Atlantis Worldwide

Aviocode

Batten and Shaw

Bausch + Lomb

BBL Construction Services

Beatty Marketing & Sales

Bemis Health Care

Block Imaging

Bluestone Diagnostics

Bodhi Tree Anesthesia

Cardinal Health

CareFusion

CCI, Competency and Credentialing Institute

Centurion Service Group

Cerner Corporation

Certified Administrator Surgery Center

Coding Network, The

Collect Rx

Commerce Bank

Compression Solutions

CuraScript Speciality Distribution

Customed USA

DePuy Synthes Select

DRE Medical

DTG Medical Electronics

Dutch Ophthalmic USA

ECRI Institute

Encircle Healthcare

Encompass Group

ePAY Healthcare

Epix Anesthesia

eSolutions

Essensa

Eveia Health Consulting & Management

EXP Pharmaceutical Services

Exporior Healthcare Systems

Flagship Surgical

Foosin Medical Supplies

Fortus Healthcare Resources

Frost-Arnett Company

Future Health Concepts

GE Healthcare

Goodwyn Mills Cawood

Graphium Health

Hausted

Health Care Billing of St. Charles

Health Care Logistics

HealthCare Appraisers

Healthcare Consultants International

HealthMark

Heartland Medical Sales

HMB Endoscopy Products

Hologic

HST

ICU Medical

ImageFIRST Healthcare Laundry Specialists

in2itive Business Solutions

InfuSystem

InHealth Clinical Documentation

Innovative Healthcare Corporation

Intellisound

Inventory Optimization Solutions

IPG

Issio Solutions

JCB Laboratories

Joint Comission, The

Key Surgical

LaClaro

Learning Harbor

Lifeline Anesthesia

Lighthouse Anesthesia

Masimo

McKesson Medical-Surgical

mdStrategies

MedAssets

MedData

MedHQ

Medical Consulting Group

Medical Products Resource

Medical Protective

MediGain

Medline Industries

MedLinks Transcription

MedOfficePro

MEDtegrity Healthcare Linen & Uniform Services

MedTek.Net

Mercury Medical

Midwest Medical

Mindray North America

Mnet Financial

Mobile Instrument Service and Repair

Modern Medical Systems

MSI Precision Speciality Instruments

MYCO Medical

National Board of Surgical Technology &
Surgical Assisting

National Medical Billing Service

NextGen Healthcare

NextServices/ ENKI

Nixon Uniform Service & Medical Wear

Northstar Healthcare

Nueterra

NUVO

One Medical Passport

Outpatient Surgery Magazine

Owens & Minor

Paragon Service

Partners Medical Consulting

PCI | HealthDev

PG LifeLink

Physio-Control

Plexus Information Systems

Polkinghorn Group Architects

Prescott's

Professional Data Systems

Professional Finance Company

Provista

PurNet

QGenda

Regent Surgical Health

Remi

Re-Owned.com

Robins + Morton

Ruhof Healthcare

Serim Research Corp

Sheridan Healthcare

Silikal America

Simple Admit

Sklar Instruments

Skyline Medical

SOMA Technology

Somnia Anesthesia

SourceMedical

SSI, Medibis

Staff Care

Stericycle

Stryker

Summit Medical

SureTek Medical Reprocessing Services

Surgery Center Network

Surgical Care Affiliates

Surgical Notes

Surgical Product Solutions

Suture Express

Teleflex

TransMotion Medical

United Surgical Partners

US WorldMeds

VMG Health

Voyance

Wolters Kluwer Health—ProVation Medical

Xodus Medical

Yankee Alliance

ZirMed

Zoll Medical Corporation

ASCA 2015 SPONSOR & EXHIBITOR RULES

SPONSOR & EXHIBITORS AGREE TO ABIDE BY THE FOLLOWING RESTRICTIONS:

1. Display Arrangements/Booth Apparatus—ASCA reserves the right to restrict exhibits, which, because of noise, odors, methods of operation, or any other reason, become objectionable, otherwise detract from or are out of keeping with the character of the exhibition as a whole. This reservation includes persons, gaming devices, things, live animals, printed material and conduct.
2. ASCA reserves the right to approve, prohibit and/or restrict the distribution of any promotional and/or giveaway items.
3. No two exhibitors of different ownership can share a single booth space. The exhibitor may not divide or sublet the whole or any portion of his or her rented space.
4. The booth rental is for display purposes. Any order taking and selling of products is strictly prohibited.
5. If applicable, the exhibitor may not promote any products for uses other than those that have been approved by the U.S. Food and Drug Administration.
6. No equipment can be removed during the conference without written permission from ASCA.
7. The exhibitor agrees to comply with applicable federal, state and local laws.
8. The exhibitor shall secure any and all necessary licenses for (a) any performances, displays or other uses of copyrighted works or inventions: and (b) any use of a name, likeness, signature, voice impression or other intellectual property used directly or indirectly by the exhibitor.
9. Products, circulars, publications and advertising matter must be confined to, and may only be distributed and/or operated within, the assigned booth space.
10. Nothing shall be posted on, tacked on, nailed to, screwed into or otherwise attached to columns, walls, floors or other parts of the building or furniture.
11. Signs, rails, etc., will not be permitted to intrude into or over aisles.
12. No gummed surface or pressure-sensitive labels, self-adhesive stickers/labels or advertising stickers will be permitted.
13. Exhibitor/Sponsor shall not conduct outside activities that are likely to take attendees from the program and/or exhibit functions.
14. All booth personnel will be required to wear the official conference badge issued at registration. Badges and registration materials will be distributed only to registered personnel. Exhibitor/Sponsor may not exchange, deface, mark or alter the badge in any manner.

15. Any oral or written communication indicating or suggesting that ASCA endorses or approves of the exhibitor's products or services is prohibited and is grounds for closing of a booth with no refund of fees to the exhibitor.
16. No music of any kind is allowed at exhibit booths.
17. The exhibitor agrees to treat all attendees with courtesy and not to discriminate against any person for any reason. ASCA reserves the right to remove any exhibitor whose personnel discriminate against any persons in any manner.
18. ASCA reserves the right to make changes to these rules, and will provide a copy of any changes to the exhibitor prior to or upon their effective date to allow exhibitor the opportunity to object or cancel its participation. Any matters not specifically covered herein are subject to decision by ASCA. ASCA reserves the right to make such changes, amendments and additions to these rules as are considered advisable for the proper conduct of the exhibit with the provision that all exhibitors will be advised of any such changes.
19. ASCA 2015's education activities are provided and paid for by the Ambulatory Surgery Center Foundation. Financial support of ASCA 2015 is used solely to promote and market the meeting, provide attendees with food and comfort, and facilitate planned educational opportunities. Financial support from vendors has not been used to influence the planning of the education sessions and cannot be given on the condition of interfering with the planning of any ASCA 2015 presentation.

LIABILITY AND INSURANCE

1. The exhibitor is advised to carry floater insurance to cover exhibit materials against damage and loss and public liability insurance against injury to persons and property of others. All property of the exhibitor is understood to remain under his custody and control in transit to and from all confines of the hall, subject to the rules and regulations of ASCA.
2. The exhibitor agrees to protect, save and keep ASCA and the Orlando World Center Marriott Resort & Convention Center forever harmless from any damage or charges for violation of any law or ordinance, whether caused by the exhibitor and its agents and employees or those holding under the exhibition, except that the foregoing shall not apply to injury, loss, damages or charges caused by or resulting from the negligence or willful misconduct of ASCA or the Orlando World Center Marriott Resort & Convention Center. Further, the exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor's activities on the Orlando World Center Marriott Resort & Convention Center premises and will indemnify, defend and hold harmless ASCA, the Orlando World Center Marriott Resort & Convention Center, its owner and its management company, as well as their respective agents, servants and employees from any and all such losses, damages and claims.

3. ASCA will exercise reasonable care for the protection of exhibitor materials and displays. However, the exhibitor, on signing this contract, expressly releases ASCA and the Orlando World Center Marriott Resort & Convention Center, and agrees to indemnify same against any and all claims for such loss, damage or injury, except that the foregoing shall not apply to injury, loss, damages or charges caused by or resulting from the negligence or willful misconduct of ASCA or the Orlando World Center Marriott Resort & Convention Center. Exhibitors desiring to carry insurance on the display, products, etc., will obtain it at their own expense.
4. Should the premises in which ASCA meeting is to be held become, in the sole judgment of ASCA, unfit for occupancy, or should the meeting be materially interfered with by reason of action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a government agency or any other act beyond the control of ASCA, the contract for exhibit space may be terminated. ASCA will not incur liability for damages sustained by exhibitors as a result of such termination. In the event of such termination, the exhibitors expressly waive such liability and release ASCA of and from all claims for damages and agree that ASCA shall have no obligation except to refund the exhibitor's share of the aggregate amounts received by ASCA as rental fees for booths after deducting all costs and expenses in connection with such exhibits and such deductions being hereby specifically agreed to by the exhibitor.

EXHIBIT SETUP AND TEARDOWN

The exhibitor agrees to install and dismantle his or her exhibit booth during the dedicated setup and teardown times as outlined by ASCA. *Any exhibitor who chooses to dismantle outside of the dedicated teardown times will be prohibited from signing up for exhibit space at next year's meeting until 30 days from the meeting date.* Installation and dismantling is the responsibility of the individual exhibitor. All personnel representing the exhibitor on the exhibition floor during installation and dismantling must be identified with an official ASCA exhibitor badge.

CANCELLATION POLICY

Exhibitors who cancel their exhibit booth space before December 31, 2014, will be refunded the amount paid minus a \$250 administration fee. Exhibitors who cancel between January 1, 2015 and February 1, 2015 will be refunded the amount paid minus a \$500 administration fee. No refund will be issued for exhibitors who cancel after February 1, 2015. Additionally, exhibitors who have not supplied the necessary badge and/or furnishing information by the published deadline dates are subject to cancellation without refund. Sponsorships are nonrefundable.

Note: All cancellations must be submitted to ASCA in writing at the address on the contract page, via email or fax, by the applicable dates. Sponsorships are nonrefundable. *Exhibitors who choose not to cancel their exhibit space, but also do not exhibit will be prohibited from signing up for exhibit space at next year's meeting until 30 days from the meeting date.* ASCA reserves the right to revise the floor plan and to relocate exhibit space at any time.

ASCA 2015

APPLICATION & CONTRACT

Call 202.337.1897 • Fax 202.337.1200 • Email alex@bluehouse.us
Mail 2168 Wisconsin Ave, NW Washington, DC 20007-2280

We, the undersigned, make application for exhibit space at ASCA 2015, subject to the conditions, rules and regulations governing the exhibition as stated on page 12, which we accept as part of the agreement. We understand the space assignments will be made by ASCA.

Signature _____

Exhibitor/Sponsor Contact Information

Name _____

Phone _____

Fax _____

Email _____

Booth Choices and Syllabus Information

Company Name _____

Web site _____

Phone _____

Address _____

City _____

State/ZIP _____

Please review the exhibit hall floor plan to request three locations.

1st choice

2nd choice

3rd choice

We wish to avoid having our exhibit located adjacent to the following companies. We understand ASCA will make every effort but cannot guarantee our placement:

Please submit company logo and 50 word description per the instructions provided upon ASCA's receipt of completed contract. We reserve the right to edit all descriptions.

Credit Card Information

☐ VISA ☐ MasterCard ☐ AMEX

Name on card _____

Billing address _____

Credit card number _____

Code _____

Expiration date _____

Signature _____

If paying by check, please make payable to Ambulatory Surgery Foundation and mail to: 2168 Wisconsin Ave, NW • Washington, DC 20007-2280

☐ Our company would like to host a private meeting/presentation, party or happy hour for _____ people during an approved time at the meeting hotel during ASCA 2015. Please send me further details.

ASCA Vendor Membership

Amount

Join or renew to save 20% or more! Member rates are available if your company's 2015 dues are paid. \$1,000 _____

Exhibit

Before January 9

After January 9

Amount

10' x 10' Booth

Member \$3,500

\$3,900

Nonmember \$5,000

\$5,500

10' x 20' Booth

Member \$7,000

\$8,000

Nonmember \$10,000

\$11,000

20' x 20' Booth

Member \$14,000

\$15,000

Nonmember \$20,000

\$21,000

Sponsor

Amount

GOLD (PICK 1)

Includes 10 x 20 booth and mailing list rental

☐ ASC Celebration Luncheon

☐ Attendee Meeting Bags

☐ Mobile Application

☐ Onsite Program

☐ Receptions

Members \$28,000

Nonmembers \$34,000

SILVER (PICK 1)

Includes 10 x 10 booth and mailing list rental

☐ Badge Lanyards

☐ Breakfast Break & Exhibit Hall Luncheon (2 available)

☐ Exhibit Hall Chair Massage

☐ 5K Fun Run/Walk

☐ Hotel Key Cards

☐ Reuseable Water Bottles (2 available)

☐ Social Event (3 available)

☐ USB Drives

Members \$16,000

Nonmembers \$20,000

10' x 20' Upgrade \$3,500

BRONZE (PICK 1)

☐ Breaks (3 available)

☐ Charging Station

☐ Continuing Education Kiosks

☐ Exhibit Hall Passport

☐ Hand Sanitization Stations

☐ Pedometers

☐ Social Event Transportation

Includes 10 x 10 booth and mailing list rental

Members \$10,000

Nonmembers \$12,500

10' x 20' Upgrade \$3,500

EDUCATION GRANTS

☐ \$1,500 Session

VENDOR HEADQUARTERS

Exhibitor \$3,250

Sponsor \$2,250

BOARD DINNER ☐ \$5,000 PRESIDENT'S RECEPTION ☐ \$5,000

Initial here _____ ensuring that you have read and understood section 19 within the ASCA 2015 Rules & Regulations on page 12.

Advertise*

Ad Deadline: April 1

Ad Materials: April 10

Amount

ONSITE PROGRAM

4-Color

☐ Full Page

\$2,000

☐ Tab

\$2,500

☐ Cover Band

\$3,000

☐ Back Band

\$2,750

ONSITE SIGNS

☐ \$500 or more per sign

call for details

PATHFINDER

☐ \$400 for 1

☐ \$700 for 2

ASCA 2015 WEBSITE

☐ \$500

*Nonmembers add 20%

ASCA 2015 Attendee Mailing List

Amount

(rental rules apply)

☐ \$750

TOTAL \$

DID YOU KNOW?

- More than 80% of last year's attendees were administrators, owners & CEOs.
- The average cost to exhibit is less than \$2.29 per attendee!

More than 2180 ASC professionals attended ASCA 2014!

You reach every Medicare-certified ASC in the country when you partner with ASCA.

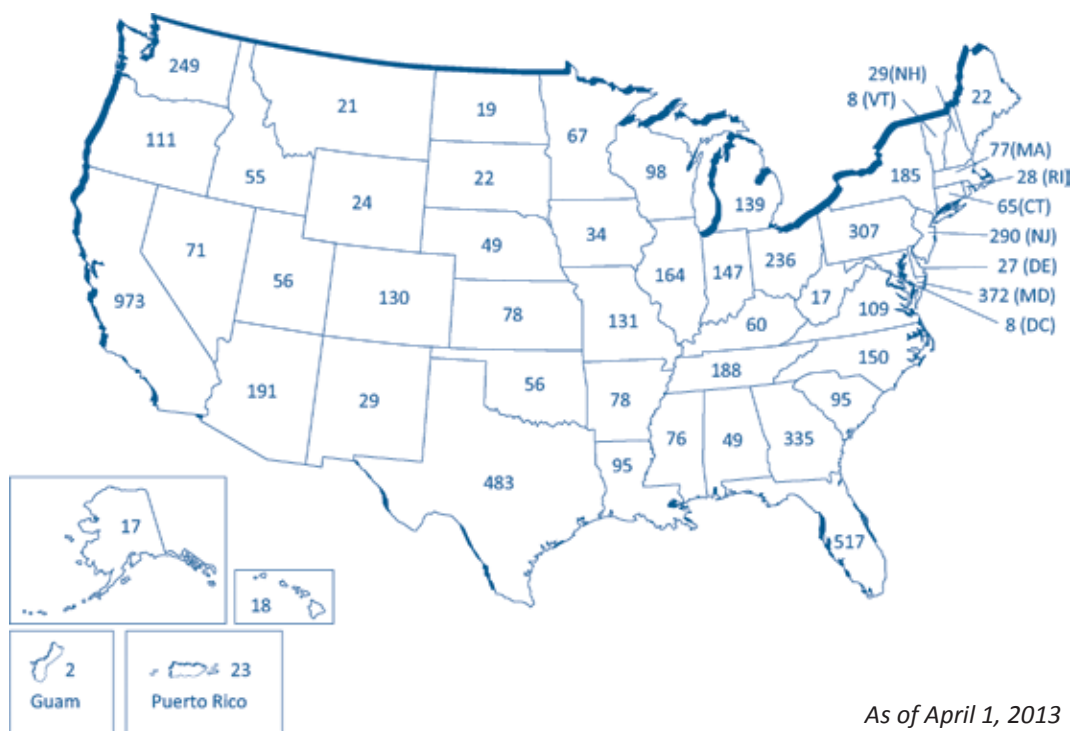
The ASC industry performs more than 25 million procedures each year.

Over 70 Breakout Education Sessions will be presented throughout the week.

SIGN UP NOW TO SPONSOR & EXHIBIT AT ASCA 2015!

THE ASC MARKET

More than 6,800 medicare certified and non-medicare certified ASCs are changing the face of health care by offering top-quality care at cost-effective prices and expanding access to surgical services. ASCA is eager to help you become better acquainted with the people who own and operate ASCs throughout our nation.



As of April 1, 2013

ASCA 2015 has been approved for the following continuing educational credits:

AEUs: This program is approved for AEU credit by BASC Provider #3272.

Nursing contact hours: This program is approved for contact hours by the California Board of Registered Nursing, Provider #6949.