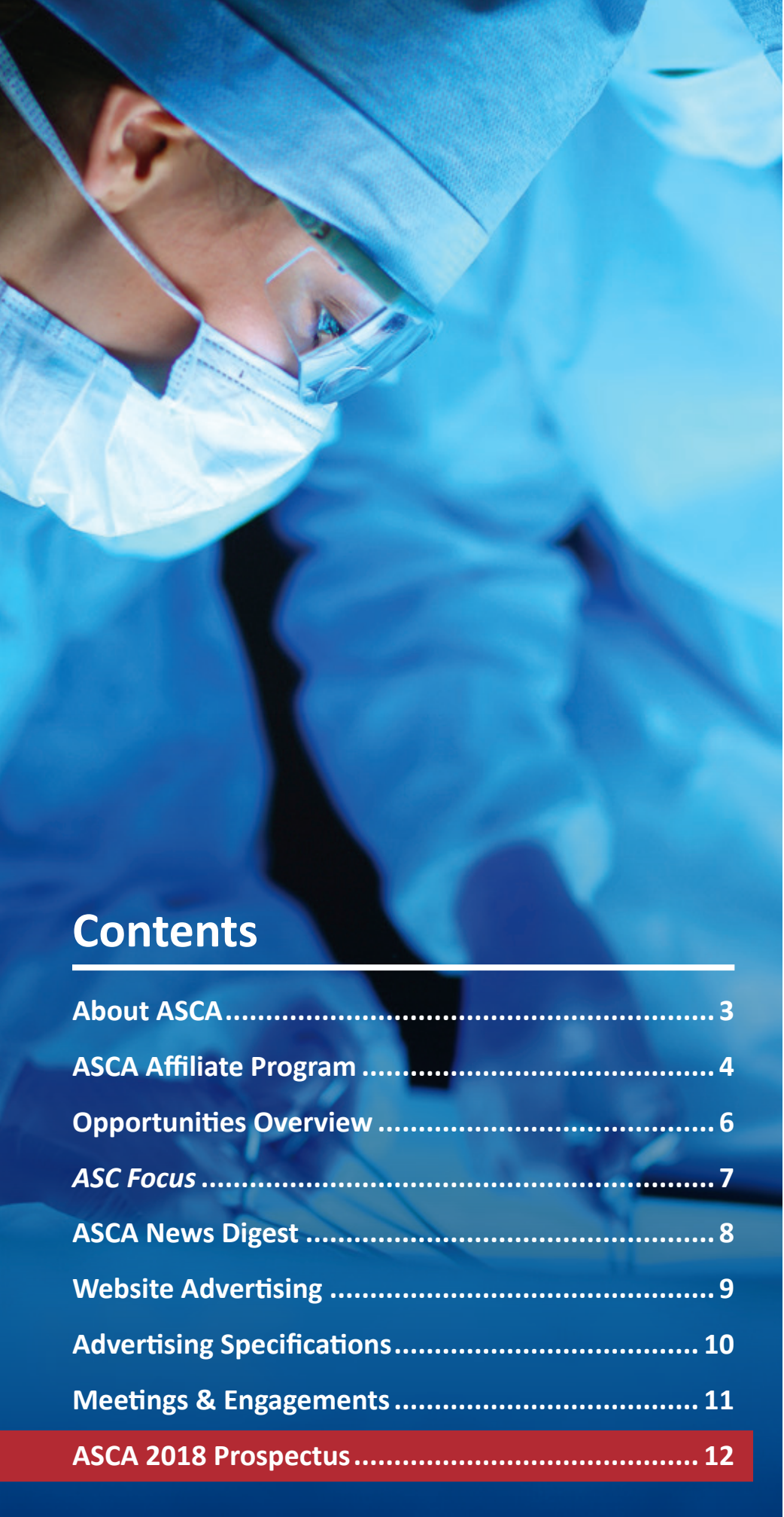




[ascassociation.org](http://ascassociation.org) | [ascaconnect.org](http://ascaconnect.org) | [ascfocus.org](http://ascfocus.org)



Ambulatory Surgery Center Association



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## Who is ASCA?

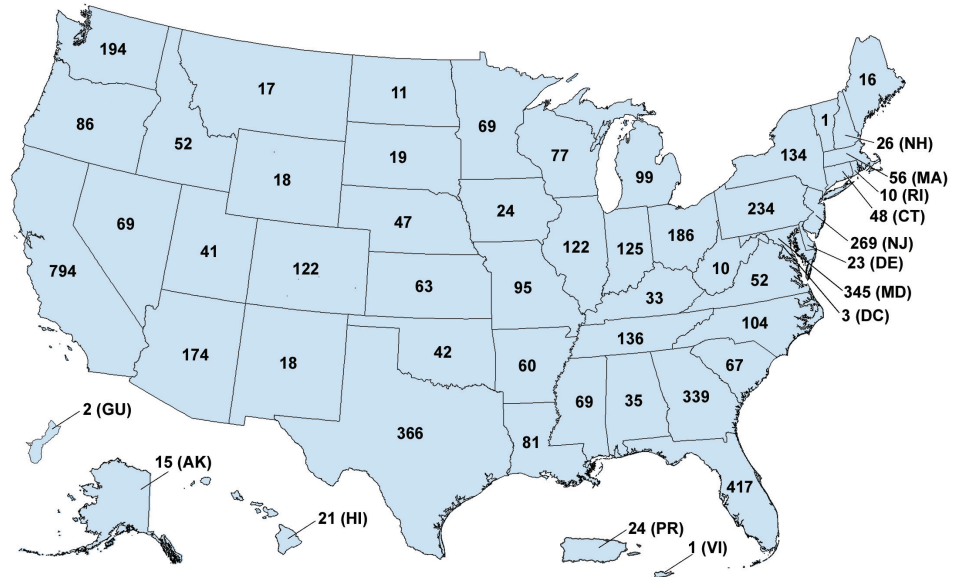
The Ambulatory Surgery Center Association (ASCA) is the national membership association that represents ambulatory surgery centers (ASCs) and provides advocacy and resources to assist ASCs in delivering high quality, cost-effective ambulatory surgery to all of the patients they serve.

## What is an ASC?

Ambulatory Surgery Centers—known as ASCs—are modern health care facilities focused on providing same-day surgical care, including diagnostic and preventive procedures.

ASCs have transformed the outpatient experience for millions of Americans by providing them with a more convenient alternative to hospital-based outpatient procedures—and done so with a strong track record of quality care and positive patient outcomes.

ASCA represents Ambulatory Surgery Centers throughout the country. The map displays the 5,561 Medicare-certified ASCs organized by state.



Based on data provided by the Centers for Medicare & Medicaid Services (CMS), July 2017

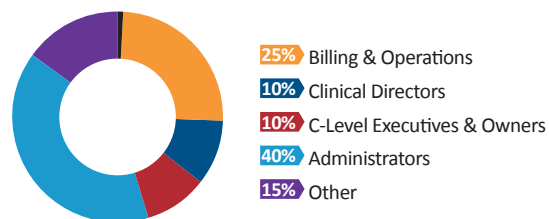
The ASC industry continues to grow with 5,561 Medicare-certified ASC facilities and more than 16,300 ORs across the country. ASCA Affiliates are invited to take advantage of the diverse marketing, advertising, exhibit and sponsorship opportunities the Ambulatory Surgery Center Association (ASCA) has to offer to stay connected with the ambulatory surgery industry, in front of ASCA's members and ahead of your competition.

### BY PARTNERING WITH ASCA YOUR COMPANY CAN

- Strategically showcase your products and services to the ASC market
- Gain access to the physicians, administrators, owners, materials managers, nursing directors and billing staff at ASCs of all types and sizes
- Reach key decision makers at ASCs across the country
- Stay in front of your current and future customers year-round

### OUR MEMBERS ARE DECISION MAKERS

#### Demographic Breakdown of Attendees at ASCA 2017

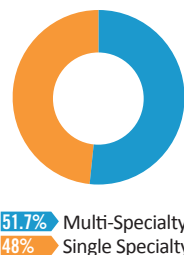


### ASCA MEMBER'S BUYING POWER (based on 2017 Membership Survey)

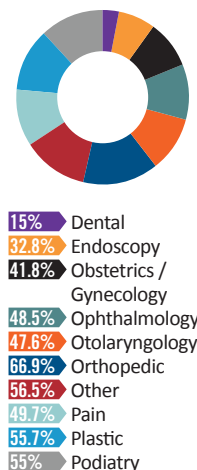
**NEARLY 9 OUT OF 10** ASCA MEMBERS REPORT HAVING INFLUENCE OVER BUYING DECISIONS IN THEIR ASCs

**46%** STATE THAT THEY HAVE BUYING AUTHORITY

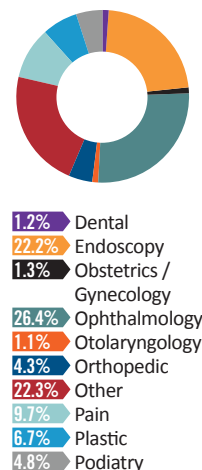
#### Single Specialty vs Multi-Specialty:



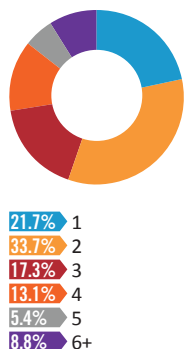
#### Specialties Served in Multi-Specialty ASCs:



#### Specialties Served in Single Specialty ASCs:



#### Average Number of ORs per ASC:





# ASCA Affiliate Program



ASCA offers a five-tiered benefit driven recognition program featuring compounding benefits and increased visibility with recognition based on the previous year's annual spend.

A complete listing of ASCA Affiliates can be viewed online at [www.ascassociation.org/Affiliate](http://www.ascassociation.org/Affiliate). An annual fee of \$975 is required to access the discounts and benefits afforded to an ASCA Affiliate.

## LEVELS AND BENEFITS

### Affiliate

*\$975 annual fee*

#### BENEFITS

- Inclusion within ASCA's Affiliate Directory
- Discount pricing on ASCA programs and meetings
- Overview of ASCA's Annual Nationwide Benchmarking Survey Results
- Single user access to interact with members within ASCA's online community, *ASCA Connect*

### Affiliate Advocate

*annual spend greater than \$4,500*

#### BENEFITS

- All benefits listed above plus:
- Company wide access to interact with members within ASCA's online community, *ASCA Connect*
- Two subscriptions to *ASC Focus*, ASCA's monthly magazine, plus unlimited access to the digital version

- Access to ASCA's online Membership Database through *ASCA Connect*
- Unique ASCA Affiliate logo for promotional use

### Affiliate Partner

*annual spend greater than \$15,000*

#### BENEFITS

- All benefits listed above plus:
- Special recognition on designated Affiliate webpage
- Access to premier exhibit booth spaces
- Promotion in a special *ASCA News Digest* e-newsletter "Thank You" message

### Affiliate Advisor

*annual spend greater than \$30,000*

#### BENEFITS

- All benefits listed above plus:
- Annual recognition in the October issue of *ASC Focus*
- Expanded Annual Nationwide Benchmarking Survey Results

- Inclusion in a special "Thank You" email to ASCA members
- Two invitations to ASCA President's Reception at ASCA's Annual Meeting
- Access to the exclusive Advisory & Ambassador Lounge at ASCA's Annual Meeting
- Two shared content posts in *ASCA News Digest*

### Affiliate Leader

*annual spend greater than \$60,000*

#### BENEFITS

- All benefits listed above plus:
- Two invitations to exclusive Evolution of Outpatient Surgery Summit
- Individual Briefing on the state of the ASC Community with ASCA CEO or COO
- Two shared content posts on the *ASC Focus* website

ASCA Affiliate Program Benefits	Affiliate	Affiliate Advocate	Affiliate Partner	Affiliate Advisor	Affiliate Leader
Inclusion within ASCA's Affiliate Directory	X	X	X	X	X
Discount pricing on ASCA programs and meetings	X	X	X	X	X
Overview of ASCA's Annual Nationwide Benchmarking Survey Results	X	X	X	X	X
Single user access to <i>ASCA Connect</i>	X				
Company-wide access to <i>ASCA Connect</i>		X	X	X	X
2 subscriptions to <i>ASC Focus</i>		X	X	X	X
Access to ASCA online Membership Database		X	X	X	X
Unique ASCA Affiliate logo for promotional use		X	X	X	X
Special recognition on designated ASCA Affiliate webpage			X	X	X
Access to premier exhibit booth spaces			X	X	X
Promotion in a special <i>ASCA News Digest</i> e-newsletter "Thank You" message			X	X	X
Annual recognition in the October issue of <i>ASC Focus</i>			X	X	X
Expanded Annual Nationwide Benchmarking Survey Results			X	X	X
Inclusion in a special "Thank You" email to ASCA members				X	X
Two invitations to ASCA President's Reception at ASCA's Annual Meeting				X	X
Access to the exclusive Advisory & Ambassador Lounge at ASCA's Annual Meeting				X	X
Two shared content posts in <i>ASCA News Digest</i>				X	X
Two invitations to exclusive Evolution of Outpatient Surgery Summit					X
Individual Briefing on the state of the ASC Community with ASCA CEO or COO					X
Two shared content posts on the <i>ASC Focus</i> website					X

The Ambulatory Surgery Center Association would like to thank the following high level Affiliate Leaders, Advisors and Partners for their continued support of ASCA and the ASC industry.



**in2itive Business Solutions**  
**National Medical Billing Services**  
**SourceMed**  
**Surgical Notes**



**Accreditation Association for Ambulatory  
Health Care (AAAHC)**  
**AmkaiSolutions**  
**HSTpathways**  
**Mobile Instrument Service & Repair**  
**One Medical Passport**  
**Zimmer Biomet**



3M Health Care  
Ambulatory Surgical Centers of America (ASCOA)  
Cardinal Health  
CareCredit  
CuraScript SD  
DePuy Synthes  
Evident-CPSI  
gMed, a Modernizing Medicine company  
Medtronic  
Midwest Medical Enterprises  
Pacira Pharmaceuticals  
PharMEDium Services  
Simple Admit  
SOMA Technology  
Wolters Kluwer

# Opportunities Overview



## ASC FOCUS

Published 10 times a year, *ASC Focus* provides ongoing coverage of critical ASC topics. Our print advertising opportunities expand your customer base by offering your company more ways to reach our readership of 18,000 decision makers inside their ASCs throughout the year. Ads in the print version also appear in the digital issue. The digital sponsor's ad is the first thing viewers see. [Click here](#) to view a sample digital issue.

## ASCFOCUS.ORG

*ASC Focus* now has a dedicated website, where you can share your news, including product and service promotions, with ASCA Members and *ASC Focus* magazine's readers.

## ASCA NEWS DIGEST

Our weekly e-newsletter tackles today's most relevant issues that are gathered from leading industry publications and sources. Delivered directly to the inboxes of over 17,000 ASC professionals, *ASCA News Digest* keeps readers informed on topics that impact their facilities and programs. Advertising in *ASCA News Digest* allows your company to connect with our members on a regular basis, putting your message in front of pre-qualified buyers who are specifically looking for your products.

## ASCASSOCIATION.ORG

Place your company in front of our members and the entire ASC industry as ASC professionals in the US and internationally navigate our website for further information on our advocacy efforts, membership, meetings, seminars and more.

## ASCA CONNECT

Our online networking community is an e-meeting place exclusively for our members. Not only can your company take part in discussions, see current industry news and connect with key decision makers, you can also showcase your products and services by advertising on strategic pages throughout the site.

## ASCA 2018 WEBSITE

Catch annual meeting attendees' attention on the official website loaded with information pertaining to the annual meeting. Attendees will use this website to register for the conference, view content and plan their schedule.



# ASC Focus

## FREQUENCY AND READERSHIP

Published 10 times a year, *ASC Focus* provides ongoing coverage of critical ASC topics. Our print advertising opportunities expand your customer base by offering your company more ways to reach our readership of over 18,000 decision makers inside their ASCs. Ads in the print version also appear in the digital issue. The digital sponsor's ad is the first thing viewers see. View a sample digital issue [here](#).

## WHAT'S INSIDE?

Separated into distinct editorial categories, *ASC Focus* offers comprehensive coverage of the entire ASC industry like no other publication. Departments include:

- **As I See It**—Comments from ASC experts and thought leaders on hot-button issues, trends and resources.
- **Doing Business**—Insights and advice on all aspects of running an ASC, including human resources, finance, investment, clinical care, facility management and quality improvement.
- **Regulatory Review**—News about regulatory requirements, standards and guidelines, including those adopted by Medicare, the Occupational Safety and Health Administration, the accrediting bodies and the National Fire Protection Association.
- **Advocacy Spotlight**—Reports on the people and events on Capitol Hill and across the country that influence ASC policy making.
- **ASCA News**—Information about ASCA's activities, services, events and members.
- **Web Crawl**—News about important web updates and URLs, primarily on ASCA's website, where ASC professionals can get the information and resources they need.
- **Back page**—A one-page brief on a topical issue or event.

## ASC FOCUS EDITORIAL CALENDAR 2018

Issue	Primary Feature	Secondary Feature
January*	Industry Forecast	Trends and Clinical Care
February	Special Orthopedic Issue	Benchmarking
March	Special GI Issue	Advocacy
April	ASCA 2018 Preview	Coding
May*	Special Ophthalmology Issue	Finance
June/July	Quality Improvement	Patient Safety
August	Emergency Preparedness	Human Resources
September	Marketing	Innovations
October*	Regulatory Compliance	Technology
November/December	Building and Renovations	Materials Management

Specific titles might change or be eliminated without prior notice.

\*Bonus distribution

ASC Focus	1x	4x	8x
1/3 Page	\$1,375	\$1,200	\$925
1/2 Page	\$2,000	\$1,750	\$1,500
Full Page	\$2,500	\$2,250	\$2,000
Page 3	\$2,750	\$2,500	\$2,250
Page 4	\$2,750	\$2,500	\$2,250
Inside Front Cover	\$3,000	\$2,750	\$2,500
Inside Back Cover	\$3,000	\$2,750	\$2,500
Back Cover	N/A	\$3,000	\$2,750
Additional Creative Opportunities	Please call 202.337.1897 for specific information and availability.		
Digital Sponsorship	Sponsor the digital edition of <i>ASC Focus</i> and place your company in front of our members. This exclusive sponsorship includes your company name and logo before the cover and a full page digital ad.		
	\$1,500	\$1,300	\$1,150

## CONTRIBUTE TO ASC FOCUS

Contributing an article to *ASC Focus* is a great way to get your name and ideas in front of leaders in the ASC community. If you are interested in writing for the magazine, please read its editorial guidelines at ASCA's website, [www.ascassociation.org](http://www.ascassociation.org) and write to [editorial@ascassociation.org](mailto:editorial@ascassociation.org).

## ASC FOCUS BONUS DISTRIBUTION

- **January:** ASCA 2018 Winter Seminars
- **May:** ASCA 2018 Conference Issue
- **October:** Every Medicare-certified ASC in the country

## ASC FOCUS DEADLINES

Issue	Space	Materials	Issue	Space	Materials
Jan*	Nov 2	Nov 30	Jun/July	Apr 6	Apr 30
Feb	Dec 1	Dec 20	Aug	Jun 5	Jun 27
Mar	Jan 8	Jan 31	Sept	Jul 6	Jul 31
Apr	Feb 5	Feb 28	Oct*	Aug 7	Aug 29
May*	Feb 27	Mar 21	Nov/Dec	Sep 6	Sep 21

\*Bonus distribution

## ASC FOCUS ONLINE

*ASC Focus* now has a dedicated website, where you can share your news, including product and service promotions, with ASCA Members and *ASC Focus* magazine's readers. [www.ascfocus.org](http://www.ascfocus.org).

**Share Content:** \$750 per article, available to *ASC Focus* Advertisers

**Advertise:**

- **Leaderboard Banner:** \$500/month (962 x 85)
- **Spotlight Placement:** \$300/month (300 x 250)



# ASCA News Digest

Our weekly newsletter tackles today's most relevant issues, gathered from leading industry publications and sources. Delivered directly to the inboxes of ambulatory surgery center professionals, ASCA News Digest keeps professionals informed on topics that impact their facilities and programs. Our subscribers are the decision-makers with purchasing power.

Members turn to ASCA as the informational authority in the industry. Advertising in *ASCA News Digest* allows your company to connect with our members on a regular basis, putting your message in front of pre-qualified buyers who are specifically looking for your products.

Our mailing list includes more than 17,000 active ASC professionals who have subscribed to to receive this information. Enhanced technology ensures that your ad will make it through spam filters and into the inboxes of every subscriber.

If you would like to request a free subscription, please visit [www.ascassociation.org/aboutus/latestnews/newsdigest](http://www.ascassociation.org/aboutus/latestnews/newsdigest).

## ADVERTISING MATERIAL SPECIFICATIONS

Position	Dimensions	1 Month	3 Months (price per month)	6 Months (price per month)	12 Months (price per month)
Leaderboard	728x90	N/A	N/A	\$7,200 (\$1,200)	\$12,600 (\$1,050)
Lower Leaderboard	580x70	N/A	N/A	\$6,450 (\$1,075)	\$11,400 (\$950)
Sponsored Content	150x58	N/A	\$3,600 (\$1,200)	\$6,000 (\$1,000)	\$11,160 (\$930)
Skyscraper	120x600	N/A	\$3,000 (\$1,000)	\$5,700 (\$950)	\$10,800 (\$900)
Banner	468x60	\$1,050	\$2,700 (\$900)	\$5,100 (\$850)	\$9,600 (\$800)
Product Showcase	125x125	\$1,050	\$2,700 (\$900)	\$5,100 (\$850)	\$9,600 (\$800)

**File Format:** GIF, JPG **File Size:** 40k

## ASCA NEWS DIGEST AD POSITIONING

- 1) Leaderboard** This prominent position provides your company with premier exposure at the top of the newsletter.
- 2) Lower Leaderboard** The lower leaderboard gives your company a highly visible position right under the association's masthead.
- 3) Sponsored Content** Share content with our readers, including up to four URL links to stories or white papers alongside your company logo.
- 4) Skyscraper** This premier position provides your company with quality traffic and constant visibility alongside the text.
- 5) Banner** Banner ads allow your company to combine text, colors and graphics into a unique sales message for committed buyers.
- 6) Product Showcase** Highlight your products and services with this placement that includes a photo, 5-word headline, 50-word description.

## ASCA NEWS DIGEST SHARED CONTENT

New for ASCA Industry Affiliates, we offer the opportunity to provide original content to ASCA members and subscribers of ASCA News Digest. This is your opportunity to provide information from ASC-related issues to product and service announcements.

**Share Content:** \$500/month, available to ASCA News Digest Advertisers





# Website Advertising

Advertise on any of ASCA's four diverse web offerings and take advantage of the incredible monthly rates. Select your avenue and gain exposure throughout the industry.



## ASCASSOCIATION.ORG

Place your company in front of our members and the entire industry as ASC professionals in the US and internationally visit our website for further information on our advocacy efforts, membership, meetings, seminars and more.

**Average monthly pageviews: 86,337**

## ASCA CONNECT

Our online networking community is an e-meeting place exclusively for our members. Not only can your company take part in discussions, see current industry news and connect with key decision makers, you can also showcase your products and services by advertising on strategic pages throughout the site.

**Active Community Members: 18,012**

**Average Monthly Posts: 794**

## ASCA 2018

Catch attendees' attention on the official website for our annual meeting ASCA 2018. Attendees will use this website to register for the conference, view current information, plan their schedule and review a list of exhibitors.

**Annual pageviews: 90,697**

## ASC FOCUS ONLINE

ASCA's official magazine now has a dedicated website, providing ongoing coverage of critical ASC topics. With new opportunities to share content, your company can now be a part of the conversation.

ascassociation.org	3 months	6 months	12 months
Homepage Sponsorship — 962 x 85 (horizontal)	N/A	N/A	\$20,000
Interior Pages Sponsorship — 962 x 85 (horizontal)	N/A	N/A	\$18,000
Interior Pages — 160 x 600 (vertical)	\$1,000	\$2,000	\$3,000
Interior Pages — 575 x 90 (horizontal)	\$675	\$1,350	\$2,025
Annual Meeting — 160 x 600 (vertical)	N/A	N/A	\$500
ASCA Connect	3 months	6 months	12 months
Homepage — 300 x 250 (horizontal)	\$1,000	\$2,000	\$3,000
Interior Pages — 160 x 600 (vertical)	\$1,000	\$2,000	\$3,000
ASCA Connect Mobile	3 months	6 months	12 months
Sponsorship	N/A	\$2,500	\$4,250
ASCA Connect Discussion Threads	3 months	6 months	12 months
Sponsorship — 125 x 125	N/A	\$3,500	\$6,000
ASC Focus Online	3 months	6 months	12 months
Leaderboard Banner — 962 x 85 (horizontal)	\$1,500	\$2,750	\$5,250
Spotlight Placement — 300 x 250 (horizontal)	\$900	\$1,650	\$3,150
ASCA Member Email Sponsorship	3 months	6 months	12 months
Primary — 600 x 90 (horizontal)	N/A	\$12,000	\$20,000
Secondary — 400 x 60 (horizontal)	N/A	\$8,000	\$15,000

No advertising agency commissions or fees can be deducted from the listed rates. All rates are NET. Non-ASCA members add 20%.

# Advertising Specifications

## WEB AD DEADLINES

Ad materials are due the last Thursday of the month prior to the campaign start.

## ONLINE AD DIAGRAMS

- 1 962 x 85 (horizontal)
- 2 160 x 600 (vertical)
- 3 575 x 90 (horizontal)
- 4 300 x 250 (horizontal)
- 5 125 x 125
- 6 400 x 60 (horizontal)
- 7 600 x 90 (horizontal)



## NEWS DIGEST

- Image files must be of type: JPG, PNG or GIF.
- File types Flash, BMP and PDF are NOT supported.
- Outlook 2007 and above does not fully support animated gifs. Only the first animated frame will show.
- We recommend that the first frame of any animated gif contain all relevant information.

## TERMS

- ASCA reserves the right to reject any advertising.
- Agency discounts are not allowed.
- Liability for contents of ads is assumed by the advertiser and/or advertising agency.
- No ad changes will be accepted after the materials closing date unless the substituted ad is of like size and color.
- Advance payment is required from advertisers and agencies who have no established credit record with ASCA.
- Invoices not paid within 30 days are subject to an interest charge of 2.0% per month on the outstanding balance.
- Cancellations between space closing and material close will be billed at 50% of full rate. Cancellations after material close will be billed at full rate.
- Pre-paid insertions may be rescheduled but are non-refundable.
- All payments are to be made in US funds.
- Ads that appear in the publication with errors that are our fault may receive space credit in the next available issue.
- We are not responsible for damages.

## PRINT ADVERTISING MATERIAL SPECIFICATIONS

	Width	Height
<b>ASC Focus</b>	<b>8.375"</b>	<b>10.875"</b>
Full Page*	8.375"	10.875"
2-Page Spread*	16.75"	10.875"
1/2 Page	7.5"	5"
1/3 Page	4.75"	4.5"

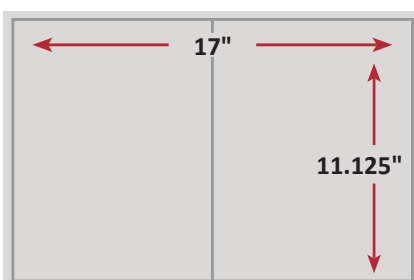
\*A uniform bleed of 0.125" should be used on all ads that bleed. All cropmarks should be offset to 0.125".

## MATERIAL SUBMISSION

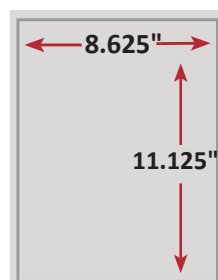
- Please supply a high-resolution PDF with fonts and images embedded.
- All files under 8MB may be emailed to [elaf@bluehouse.us](mailto:elaf@bluehouse.us)
- For files over 8MB, call for ftp information.

## ASC FOCUS AD DIAGRAMS

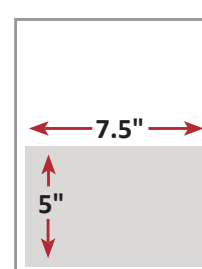
2-Page Spread (with bleed)



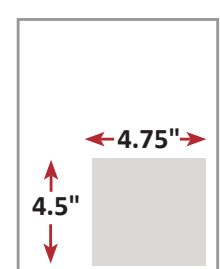
Full Page (with bleed)



1/2 Page



1/3 Page



# Meetings & Engagements



## **ASCA ANNUAL MEETING**

### **ASCA 2018**

**Boston, MA, April 11–14, 2018**

#### **Hynes Convention Center**

The annual meeting for the Ambulatory Surgery Center Association, ASCA 2018, will bring together more than 2,200 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.

## **ASCA WINTER SEMINARS**

**Las Vegas, NV January 11–13, 2018**

#### **Rio All Suite Hotel and Casino**

ASCA's annual Winter Seminars are geared toward ASC professionals seeking advanced content on ways to streamline their clinical and business operations, enhance their ASC's bottom line while remaining compliant with the ever-evolving regulatory criteria.

Sponsors and exhibitors will have the chance to connect with attendees over the course of Thursday and Friday, utilizing table top displays. By participating in this event, your company has the unique opportunity to network with highly engaged decision makers in the ASC industry, who are actively seeking valuable resources.

## **DIRECT MAIL**

Available exclusively to ASCA Affiliates, our membership mailing list is available for approved, one-time mailings. This is a unique way to stand out from your competition while marketing your products and services by direct mail.

- ASCA Facility Member list:  
*\$600, 1 contact per ASC Facility*  
*\$750, 4 contacts per ASC Facility*
- ASCA 2018 Attendee list: *\$1,000*

# ASCA 2018

**BOSTON:** APRIL 11–14  
[ascassociation.org/ASCA2018](http://ascassociation.org/ASCA2018)

You are invited to be part of the largest ambulatory surgery educational event and exhibition in the country. This prospectus outlines a number of marketing opportunities designed to help you stand out.

## WHAT TO LOOK FOR:

Benefits of Exhibiting.....	13
Sponsor Opportunities .....	14
Exhibiting.....	18
Advertising Opportunities .....	20
Creative Marketing Opportunities.....	21
Application & Contract .....	23

## IMPORTANT DATES

### **NOVEMBER 3, 2017**

Right of first refusal deadline  
for previous year's sponsors

### **JANUARY 12, 2018**

Early Registration pricing ends

### **FEBRUARY 16, 2018**

Regular Registration pricing ends

### **FEBRUARY 6, 2018**

Deadline for exhibitors to be  
included in the Onsite Program

### **FEBRUARY 16, 2018**

Exhibit Hall Drawing Form  
submission deadline

### **FEBRUARY 26, 2018**

Ad materials are due for the  
2017 Onsite Program

### **MARCH 1, 2018\***

Furniture/Electrical discount  
deadline

### **MARCH 1, 2018\***

Lead Retrieval discount deadline

### **MARCH 16, 2018**

Pre-show Mailing List available

### **MARCH 30, 2018**

Exhibitor badge registration  
deadline

### **MAY 2, 2018**

Post-show Mailing List available

\*Dates subject to change





# NETWORK & BUILD RELATIONSHIPS

## YOU'RE INVITED

The annual meeting for the Ambulatory Surgery Center Association, ASCA 2018, brings together more than 2,200 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.

ASCA's Annual Meeting offers something for everyone!

**Did you know ASCA's membership now includes more than 3,000 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
- Strategically showcase your products and services 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

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

### ASCA 2017 FEATURED

**246** BOOTHS |  **202** EXHIBITING COMPANIES

 **78%** OF EXHIBITORS RATED THEIR EXPERIENCE AT ASCA 2017 AS AN **8/10 OR HIGHER**

MORE THAN HALF OF THE EXHIBITORS REPORTED RECEIVING GREATER THAN 21 HOT LEADS AT ASCA 2017, WITH NEARLY 30% REPORTING 41+ LEADS 

 **70%**  OF EXHIBITORS ACHIEVED THEIR SALES GOALS SET FOR ASCA 2017

**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.

# SPONSOR OPPORTUNITIES

## PLATINUM SPONSORSHIPS



### NEW! KEYNOTE SPEAKER(S)

Welcome and entertain ASCA's attendees with this year's insightful headliners! New for ASCA 2018, our Platinum sponsor will engage and energize attendees as the sponsor of our Keynote Speaker(s). Take to the stage with this year's Platinum Sponsorship where recognition truly takes the lead.

### BENEFITS:

- 6 Additional Full Conference Registrations
- Preshow and Postshow Mailing List\*
- Listing & Logo on Annual Meeting Website
- Extensive Recognition Announcements & Signage
- Attendee Bag Insert\*\*
- 3 President's Reception Invitations
- Full Page, Color Ad in Onsite Program
- Description & Logo in Onsite Program
- Large Welcome Banner

### PRICE

\$30,000

\*Rental rules apply.

\*\*ASCA-approved insert.

## GOLD SPONSORSHIPS



### ASC CELEBRATION LUNCHEON

Sponsoring this event allows you to present a personal message to attendees as they relax at the annual Celebration Luncheon. The luncheon features an entertaining speaker who provides a lighthearted intermission between intensive meeting sessions.

### 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 flap and your advertisement on the back cover, providing heightened visibility throughout the duration of the meeting.

### EXHIBIT HALL 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.

### SOCIAL EVENT

Host a night of fun! 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 at various times during the evening.

### ATTENDEE MEETING BAGS

This is a highly visible way of helping attendees keep their conference materials—and your name—all together in one place. You will also be providing a valuable keepsake that attendees will carry with them long after the meeting ends.

### BENEFITS:

- 4 Additional Full Conference Registrations
- Preshow and Postshow Mailing List\*
- Listing & Logo on Annual Meeting Website
- Extensive Recognition Announcements & Signage
- Signage at Sponsored Event
- Attendee Bag Insert\*\*
- 2 President's Reception Invitations
- Full Page, Color Ad in Onsite Program
- Description & Logo in Onsite Program

### PRICE

\$24,000

\*Rental rules apply.

\*\*ASCA-approved insert.

# SPONSOR OPPORTUNITIES *continued*

## CONNECTIVITY PROVIDERS



### CONFERENCE-WIDE WIFI

Gain incredible exposure by sponsoring the open-access Internet connection, available throughout the entire conference area. Direct every attendee to your customized landing page as they connect to the internet! Plus, receive added visibility on all promotional items directing meeting goers to access the complementary wifi.

### MOBILE APP (2 available)

The mobile app offers convenient access to the complete schedule, list of speakers, sponsors, exhibitors and complete floorplans of the meeting space and hotels, general sessions and exhibit hall—ensuring that attendees will not miss a moment of the action! Your company will be recognized during email blasts promoting the mobile app as well as rotating advertisements inside the app.

### ASCA 2017 CONNECTIVITY PERFORMANCE:



MORE THAN  
**1,220**

UNIQUE USERS USED JUST UNDER  
**80,000 MINUTES OF DATA WITH AN  
AVERAGE OF 1 HOUR TOTAL TIME SPENT  
IN THE APP ALL TOGETHER DELIVERING**

MORE THAN  
**226,000**

BANNER VIEWS  
WITHIN THE APP.



### BENEFITS:

- 2 Additional Full Conference Registrations
- Preshow and Postshow Mailing List\*
- Listing on Annual Meeting Website
- Special Recognition Announcements & Signage
- Signage at Sponsored Event
- Attendee Bag Insert\*\*

### PRICE

\$16,500

\*Rental rules apply.

\*\*ASCA-approved insert.



## SPONSOR OPPORTUNITIES *continued*

ASCA meetings offer cost-effective opportunities to network, generate leads and stay up-to-date on the latest industry information.

### SILVER SPONSORSHIPS



#### BADGE LANYARDS

Put your company's name and logo in the hands of every attendee by sponsoring the ASCA 2018 badge lanyards. Given to every attendee with their required badge, these lanyards provide your company with maximum 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.

#### 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 host hotel(s) to further promote your company's products and services.

#### Wellness Program

##### 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.

##### NEW! BOOTCAMP

ASCA adds to the promotion of fitness and wellness among conference attendees with a amplifying morning bootcamp workout. As the sponsor, your company will gain incredible visibility during the session and on the ASCA 2018 Wellness Program t-shirts.

##### PEDOMETER CHALLENGE

Get the attendees moving! Your company can help promote a healthy lifestyle throughout the course of the meeting by sponsoring the ASCA 2018 pedometer challenge: a race to get the highest number of steps! The sponsoring company will gain tremendous visibility over the course of the conference with their name and logo printed on sponsor signs throughout the meeting, the ASCA 2018 Wellness t-shirts and the pedometers themselves—which are given out to all attendees.

#### 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 conveniently placed, custom branded water stations located inside the exhibit hall; attendees will be able to refill and use the reusable bottles again and again.

##### NEW! TAPSNAP PHOTOBOOTH

A new addition and attraction in the exhibit hall, the TapSnap photobooth allows for fully customizable and integrated marketing opportunity. With the ability to upload, in real time, to social media platforms, email and print unlimited 4x6 photos, TapSnap is sure to be a hit in the exhibit hall. Additionally, utilize custom graphic design work to create an exclusive photo experience with green screens, logos and borders.

#### BENEFITS:

- 2 Additional Full Conference Registrations
- Preshow and Postshow Mailing List\*
- Listing on Annual Meeting Website
- Special Recognition Announcements & Signage
- Signage at Sponsored Event
- Attendee Bag Insert\*\*

**PRICE**  
\$13,500

\*Rental rules apply.

\*\*ASCA-approved insert.



# SPONSOR OPPORTUNITIES *continued*

## BRONZE SPONSORSHIPS



### BREAKS (3 available)

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

### NEW! RECHARGE LOUNGES (3 available)

Help attendees take a load off, relax and charge their mobile devices by sponsoring the Recharge Lounges at ASCA 2018. With two locations, one inside the exhibit hall and one near the attendee education sessions, the Recharge Lounges provide excellent visibility to our sponsors.

### 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.

### EXHIBIT HALL PASSPORT

Take part in the excitement of the grand prize drawings during the Celebration Luncheon by sponsoring the Exhibit Hall Passport. 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.

### FOCUS GROUP

Engage with ASCA 2018 attendees in a private setting where you are in complete control. You set the agenda, you ask the questions or moderate and we provide you with the space and time. All Focus Groups will be promoted during the lead up to the annual meeting and interested attendees will be passed on directly to you. Take advantage of the value information learned during a Focus Group during the available time slots below:

- Wednesday Afternoon
- Thursday Breakfast
- Thursday Lunch
- Thursday Evening
- Friday Morning

### PENS (2 available)

Be one of the official pen suppliers of ASCA 2018! These sponsored pens will be distributed widely throughout the entire meeting. From attendee registration to inside the attendee bags, providing ASCA 2018 attendees with your branded pen is a great way to show your support and boost your visibility onsite!

### BENEFITS:

- 1 Additional Full Conference Registration
- Preshow and Postshow Mailing List\*
- Listing on Annual Meeting Website
- Special Recognition Announcements & Signage
- Signage at Sponsored Event

### PRICE

\$6,500

\*Rental rules apply.

## BENEFITS BY SPONSOR RECOGNITION LEVEL

Sponsorship Benefits	Bronze	Silver	Connectivity Providers	Gold	Platinum
Additional Full Conference Registration	1	2	2	4	6
Preshow and Postshow Mailing List	X	X	X	X	X
Listing on ASCA's Annual Meeting Website	X	X	X	X	X
Special Recognition Announcements & Signage	X	X	X	X	X
Signage at Sponsored Event	X	X	X	X	X
Attendee Bag Insert		X	X	X	X
President's Reception Invitations				X	X
Full Page, Color Advertisement in the Onsite Program				X	X
Description & Logo in the Onsite Program				X	X
Large Welcome Banner					X
Deliver the 'Welcome' Message at the Opening General Session					X

# EXHIBITING

## EXHIBITING AT ASCA 2018

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 a definite return on your investment by showcasing your products or services at ASCA 2018. Previous exhibitors and sponsors know the value of the ambulatory surgery market and demonstrate their satisfaction through continued support, year after year.

Over **11 hours of dedicated, uninterrupted, exhibit hall only viewing time**, more than any other ASC-specific 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 ASCA Affiliate level. Exhibit booth space will neither be assigned nor held until the rental fee is paid in full. Additionally, ASCA Affiliate discounts are available only if your company's 2018 annual fees 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

<b>Tuesday, April 10</b> <b>12:00pm–5:00pm</b> Exhibitor Registration and Move In	<b>Thursday, April 12</b> <b>7:00am–2:00pm &amp; 5:30pm–6:30pm</b> Exhibit Hall Open	<b>Friday, April 13</b> <b>8:30am–9:00am</b> Exhibitor Appreciation Breakfast
<b>Wednesday, April 11</b> <b>8:00am–3:00pm</b> Exhibitor Registration and Move In	<b>7:00am–8:00am</b> Breakfast	<b>9:00am–11:00am</b> Exhibit Hall Open
<b>6:30pm–8:00pm</b> Exhibit Hall Welcome Reception	<b>10:00am–11:00am</b> Break	<b>10:00am–11:00am</b> Break
<b>7:45pm</b> Door Prizes	<b>12:00pm–2:00pm</b> Exhibit Hall Luncheon	<b>10:45am</b> Door Prizes
	<b>5:30pm–6:30pm</b> Networking Reception	<b>11:30am–5:00pm</b> Exhibit Teardown
	<b>6:15pm</b> Door Prizes	

For the most up to date Exhibit Space availability  
please visit [www.ascassociation.org/ASCA2018](http://www.ascassociation.org/ASCA2018)



## UPDATED EXHIBIT COSTS

### 10' x 10' Booth

Affiliate Early—\$3,750  
 Affiliate After 1/12—\$4,250  
 Affiliate After 2/16—\$4,500  
 Non-Affiliate Early—\$5,500  
 Non-Affiliate After 1/12—\$5,750  
 Non-Affiliate After 2/16—\$6,000

- 1 Full Meeting Registration, 3 Exhibit Hall Only Passes

### 10' x 20' Booth

Affiliate Early—\$7,500  
 Affiliate After 1/12—\$8,500  
 Affiliate After 2/16—\$9,000  
 Non-Affiliate Early—\$11,000  
 Non-Affiliate After 1/12—\$11,500  
 Non-Affiliate After 2/16—\$12,000

- 2 Full Meeting Registrations, 6 Exhibit Hall Only Passes

### 10' x 30' Booth

Affiliate Early—\$11,250  
 Affiliate After 1/12—\$12,750  
 Affiliate After 2/16—\$13,500  
 Non-Affiliate Early—\$16,500  
 Non-Affiliate After 1/12—\$17,250  
 Non-Affiliate After 2/16—\$18,000

- 3 Full Meeting Registrations, 9 Exhibit Hall Only Passes

### 20' x 20' Booth

Affiliate Early—\$15,000  
 Affiliate After 1/12—\$17,000  
 Affiliate After 2/16—\$18,000  
 Non-Affiliate Early—\$22,000  
 Non-Affiliate After 1/12—\$23,000  
 Non-Affiliate After 2/16—\$24,000

- 4 Full Meeting Registrations, 12 Exhibit Hall Only Passes

### 20' x 30' Booth

Affiliate Early—\$22,500  
 Affiliate After 1/12—\$25,500  
 Affiliate After 2/16—\$27,000  
 Non-Affiliate Early—\$33,000  
 Non-Affiliate After 1/12—\$34,500  
 Non-Affiliate After 2/16—\$36,000

- 6 Full Meeting Registrations, 18 Exhibit Hall Only Passes

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.

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.

# ADVERTISING OPPORTUNITIES

## ONSITE PROGRAM GUIDE

The Onsite Program provides attendees with 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**

## MEETING WEBSITE

Catch our attendees' attention on the official Website for ASCA 2018. Attendees will use this Website to register for the conference, view current information, plan their schedule and review a list of exhibitors. **\$500**

## ONSITE SIGNAGE

From videos to logo projections and banners to window clings, a number of unique marketing opportunities are available throughout this year's 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: **\$475**

## HOTEL ROOM DROPS

Gain an inside advantage by delivering your materials and messaging straight to the rooms of attendees at ASCA 2018. Arranged with the participating hotels, room drops deliver an immediate presence that amplifies your message.

**From \$3.00 per room**

## ASC FOCUS

Reach ASCA attendees before, during and after the annual meeting with a mini advertising campaign in *ASC Focus*. Place a half-page ad in the April, May and June/July 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 2017 Member Survey).

## ASCA NEWS DIGEST

Consider a three-month run and catch the attention of ASCA 2018 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

ASCA 2018 attendees and exhibitors have a pick of hotels at ASCA 2018 and these 'host hotels' offer incredible rates for the duration of the annual meeting. Each ideally located in the heart of Boston's most picturesque area and historic Back Bay neighborhood, the hotels and convention center are a quick 4 miles from Logan International Airport, close to the trendy Newbury Street and Copley Square for fabulous shopping, dining and entertainment. Also nearby are historic Fenway Park, the Public Gardens, Boston Commons, Museum of Fine Arts and Symphony Hall.

The hotels are listed in their order of proximity to the Hynes Convention Center and each are connected indoors via the Prudential Center/Copley Place Mall complex.

### SHERATON BOSTON HOTEL

39 Dalton Street, Boston MA 02199

**Walking distance to convention center:**  
**5 minutes**

### BOSTON MARRIOTT COPLEY PLACE

110 Huntington Avenue, Boston, MA 02116

**Walking distance to convention center:**  
**7 minutes**

### WESTIN COPLEY PLACE HOTEL

10 Huntington Avenue, Boston, MA 02116

**Walking distance to convention center:**  
**8 minutes**

 **For booking information please see the ASCA 2018 website at [www.ascassociation.org/ASCA2018](http://www.ascassociation.org/ASCA2018).**



# CREATIVE MARKETING OPPORTUNITIES

## SPONSOR THE BOARD DINNER OR PRESIDENT'S RECEPTION

Your sponsorship includes two seats at either the Board Dinner or 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**

## BOARD LUNCHEON

Sponsor the ASCA Board Luncheon and connect with ASCA's leadership team in a casual and intimate setting. **\$2,500**

## EXHIBIT HALL PASSPORT

The Exhibit Hall Passport brings further traffic into the exhibit hall and allows

for greater networking opportunities with attendees! With the Exhibit Hall divided into color coded districts, 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 2018." The preshow mailing list will be available on March 16, 2018, and the postshow mailing list on May 2, 2018. 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 202.337.5739 for details. **\$1,000**

## 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 2018 is the perfect conference for you and your company.

## VENDOR HEADQUARTERS

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. These 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, April 11	Thursday, April 12	Friday, April 13
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 **\$2,750**      Sponsor Rate **\$1,750**

### OPTIONAL ADD ON'S

While the complete Freeman furniture line is available to rent, we recommend the following packages. 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 2017 SPONSORS

### PLATINUM

National Medical Billing Services

### GOLD

DePuy Synthes	United Surgical
Midwest Medical	Partners International
Surgical Care Affiliates	

### MOBILE APP

SourceMed

### CONNECTIVITY PROVIDERS

HSTpathways	Surgical Notes
SourceMed	

### SILVER

AdvantageTrust	Cardinal Health
American Anesthesiology, a MEDNAX Company	CuraScript SD
AmkaiSolutions, part of Surgical Information Systems (SIS)	In2itive Business Solutions
	PharMEDium Services

### BRONZE

3M Health Care	ECG Management
athenahealth	Henry Schein
CareCredit	McKesson
Carl Zeiss Meditec	Medtronic
Cerner Corporation	Philips

# ASCA 2018 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 2018's education activities are provided and paid for by the Ambulatory Surgery Center Foundation. Financial support of ASCA 2018 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 2018 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 Hynes 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 Hynes Convention Center. Further, the exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor's activities on the Hynes Convention Center premises and will indemnify, defend and hold harmless ASCA, the Hynes 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.
- ### 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, 2017, will be refunded the amount paid minus a \$250 administration fee. Exhibitors who cancel between January 1, 2018 and February 1, 2018 will be refunded the amount paid minus a \$500 administration fee. No refund will be issued for exhibitors who cancel after February 1, 2018. 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 2018

## APPLICATION & CONTRACT



This is a writeable PDF. To ensure accuracy, we ask that you complete this application on a computer.

Contracts must be emailed to Alex Yewdell at alex@bluehouse.us

Call 202.337.1897

Email alex@bluehouse.us

Mail 2168 Wisconsin Ave, NW Washington, DC 20007-2280

We, the undersigned, make application for exhibit space at ASCA 2018, subject to the conditions, rules and regulations governing the exhibition as stated on page 22, which we accept as part of the agreement. We understand the space assignments will be made by ASCA.

### Signature

\_\_\_\_\_

### Company Information

The information provided will be reflected on all printed and digital listings of Exhibitors and Sponsors. Any LLC or INC tags will not be displayed.

Company Name

Website

Phone

Address

City

State/ZIP

### Please mark the following boxes according to your company's products or services

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Accountants                               | <input type="checkbox"/> Group Purchasing Organizations                          | <input type="checkbox"/> Pharmaceutical Services                 |
| <input type="checkbox"/> Accreditation Assistance                  | <input type="checkbox"/> Healthcare Staffing Agencies                            | <input type="checkbox"/> Publication                             |
| <input type="checkbox"/> Accreditation Organizations               | <input type="checkbox"/> Human Resources Firms                                   | <input type="checkbox"/> Refurbished/Pre-Owned Medical Equipment |
| <input type="checkbox"/> Architectural/Design Firms                | <input type="checkbox"/> Insurance Providers                                     | <input type="checkbox"/> Satisfaction Assistance                 |
| <input type="checkbox"/> Attorneys                                 | <input type="checkbox"/> IT Services   | <input type="checkbox"/> Software Companies                      |
| <input type="checkbox"/> Development Consultants                   | <input type="checkbox"/> Management Consultants                                  | <input type="checkbox"/> Wholesaler and Distributor              |
| <input type="checkbox"/> Equipment/Instrument Supplies and Repairs | <input type="checkbox"/> Pathology/Laboratory/Anesthesia Services                |  |
| <input type="checkbox"/> Financial Capital Appraisers              | <input type="checkbox"/> Patient Financial (Billing/Coding/Collections) Services |  |

Email logo and a 50-word description for the ASCA Affiliate directory to affiliate@ascassociation.org

### Exhibitor/Sponsor Contact

All information regarding ASCA 2018 will be sent to this person. If you wish to include another point of contact, please provide their information in the Secondary Point of Contact box.

Name

Phone

Fax

Email

### Secondary Point of Contact

Name

Phone

Fax

Email

### Credit Card and Payment Information

☐ VISA ☐ MasterCard ☐ AMEX ☐ Check

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

Please note, exhibit booth spaces will not be assigned until payment has been received.

Name on card

Billing address

Credit card number

Code

Expiration date

Signature

Initial here \_\_\_\_\_ ensuring that you have read and understood section 19 within the ASCA 2018 Rules & Regulations on page 22.

## ADVERTISING

Ad Deadline: February 6 Ad Materials: February 26 Amount

### ONSITE PROGRAM

4-Color	<input type="checkbox"/> Full Page	\$2,000	_____
	<input type="checkbox"/> Tab	\$2,500	_____
	<input type="checkbox"/> Cover Band	\$3,000	_____
	<input type="checkbox"/> Back Band	\$2,750	_____

ONSITE SIGNAGE ☐ \$500 to \$3,250 per sign call for details

### EXHIBIT HALL

PATHFINDERS	<input type="checkbox"/> Entrance Floor Graphics	\$350	_____
	<input type="checkbox"/> Floor Graphics	\$475	_____

ASCA 2018 WEBSITE ☐ \$500 \_\_\_\_\_

ASCA 2018 ATTENDEE MAILING LIST (rental rules apply) ☐ \$1,000 \_\_\_\_\_

### ASC FOCUS—May\*

	<input type="checkbox"/> Full Page	\$2,250	_____
	<input type="checkbox"/> ½ Page	\$1,750	_____

\*ASCA 2018 Conference Issue, bonus distribution onsite

# ASCA 2018

## APPLICATION & CONTRACT



This is a writeable PDF. To ensure accuracy, we ask that you complete this application on a computer.

Contracts must be emailed to Alex Yewdell at alex@bluehouse.us

Call 202.337.1897

Email alex@bluehouse.us

Mail 2168 Wisconsin Ave, NW Washington, DC 20007-2280

### ASCA Affiliate Program Annual Fee

Amount

Join or renew for access to numerous Affiliate benefits. ASCA Affiliate rates are available once your company's annual Fee is paid.

\$975

### Affiliate Agreement Terms And Conditions

ASCA resources are for your personal and non-commercial use. ASCA Affiliates are responsible for maintaining the confidentiality of their passwords, and are not to share their User IDs or passwords with any third parties. You may not copy, replicate, modify, distribute, display, perform, create derivative works from, transfer or sell any information, software, products or services obtained from ascassociation.org in any medium or format, including, without limitation, human-readable, machine-readable, printed, visible, audible, electronic, by email forwarding, TV, satellite, digital transmission, scanned or website re-cycled, except where expressly noted that the material is available for such purpose.

☐ AGREE ☐ DISAGREE

### Exhibit

Early Registration

After January 10

After February 14

#### 10' X 10' BOOTH

Affiliate

☐ \$3,750

☐ \$4,250

☐ \$4,500

Non-Affiliate

☐ \$5,500

☐ \$5,750

☐ \$6,000

Amount

#### 10' X 20' BOOTH

Affiliate

☐ \$7,500

☐ \$8,500

☐ \$9,000

Non-Affiliate

☐ \$11,000

☐ \$11,500

☐ \$12,000

Amount

#### 10' X 30' BOOTH

Affiliate

☐ \$11,250

☐ \$12,750

☐ \$13,500

Non-Affiliate

☐ \$16,500

☐ \$17,250

☐ \$18,000

Amount

#### 20' X 20' BOOTH

Affiliate

☐ \$15,000

☐ \$17,000

☐ \$18,000

Non-Affiliate

☐ \$22,000

☐ \$23,000

☐ \$24,000

Amount

#### 20' X 30' BOOTH

Affiliate

☐ \$22,500

☐ \$25,500

☐ \$27,000

Non-Affiliate

☐ \$33,000

☐ \$34,500

☐ \$36,000

Amount

### Sponsor

Amount

#### PLATINUM (PICK 1)

☐ Keynote Speaker(s)

\$30,000

#### GOLD (PICK 1)

☐ ASC Celebration Luncheon

☐ Social Event

☐ Onsite Program

☐ Attendee Meeting Bags

☐ Exhibit Hall Receptions

\$24,000

#### CONNECTIVITY PROVIDERS (PICK 1)

☐ Conference-Wide WiFi

☐ Mobile App (2 available)

\$16,500

### Sponsor

Amount

#### SILVER (PICK 1)

☐ Badge Lanyards

☐ Bootcamp

☐ Breakfast Break & Exhibit Hall

☐ Pedometer Challenge

☐ Luncheon (2 available)

☐ Reusable Water Bottles (2 available)

☐ Hotel Key Cards

☐ TapSnap Photobooth

☐ Exhibit Hall Chair Massage

\$13,500

#### BRONZE (PICK 1)

☐ Breaks (3 available)

☐ Exhibit Hall Passport

☐ Recharge Lounges (3 available)

☐ Focus Group

☐ Continuing Education Kiosks

☐ Pens (2 available)

\$6,500

### Booth Selection

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.

☐ 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 2018. Please send me further details.

## ADDITIONAL OPPORTUNITIES

### VENDOR HEADQUARTERS

Exhibitor \$2,750

Sponsor \$1,750

BOARD LUNCHEON ☐ \$2,500

BOARD DINNER ☐ \$5,000

PRESIDENT'S RECEPTION ☐ \$5,000

TOTAL \$