

ASC media kit | 2011



GAIN ACCESS **webinars** **SPONSORSHIPS** knowledge
focus promote products & services make connections focus **BUILD RELATIONSHIPS**
community ASC ASSOCIATION **networking opportunities** **specialty seminars**
exposure **PROFESSIONAL DEVELOPMENT** gold sponsor **coding seminar** leadership
Ambulatory Surgery Centers **ADVERTISE** membership directory **GET INVOLVED**
ASCs 2011 MEETING PROGRAM SYLLABUS **MEMBERSHIP** decision makers
EXPAND YOUR REACH **ASC**
build relationships **network** **exhibiting**
GROW **advocacy** ASC Foundation **MATERIALS MANAGEMENT SEMINAR** **MARKETING OPP**
connect community exhibit showcase

The ASC Association can connect and better acquaint you with ASCs and the professionals who operate them through a variety of marketing opportunities.

The marketing opportunities are numerous. Exhibit at the industry's largest and most attended conference, Advertise within the most respected journal in ambulatory surgery. Put your company first by being a Sponsor!

Exhibit. ASCs 2011 attendees are decision makers! At ASCs 2010, 43% of attendees were managers, directors, and vice presidents; making the ASC Association's annual meeting the largest and most distinct conference within the dynamic ASC industry. With an anticipated attendance in excess of 3,000, your company has an opportunity to make a big impact and increase sales through contacts made at ASCs 2011. This truly is an event you cannot afford to miss!

Advertise. Reserve your space in the official publications of the ASC Association. **ASC Focus** mails 6 times a year to both association members and nonmembers bringing its reach to more than 23,000 industry professionals! The annual **Membership Directory** mails to members late in the year and is a notable list of who's who in the ASC Industry. Additionally, advertise in the **Program Syllabus**, the complete guide to the annual meeting, and ensure you are reaching your greatest potential.

Sponsor. Be a sponsor at ASCs 2011 and present your company at the best industry meeting of the year. Our annual conference is the largest and most highly regarded in the ASC industry. Plus, exclusive sponsorships are available throughout the year at specialized workshops, seminars and programs. By taking advantage of these unique opportunities, you can reach specific demographics within the industry.

The ASC Association is where the industry turns when they need to know the How, What, When and Where about legislation impacting their operations, Medicare payments, new drugs being introduced, the products and services ASCs are using, procedures being reimbursed and much, much more.



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, have 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.

ASCs are changing the face of health care by offering top-quality care at cost effective prices and expanding access to surgical services. At the ASC Association, we are eager to help you become better acquainted with our nation's ASCs and the people who own and operate them.

What Is The ASC Foundation?

The Ambulatory Surgery Foundation (ASF) hosts ASCs 2011 and a variety of other educational programs throughout the year to achieve its mission of providing a wealth of educational opportunities for ASC professionals, policy makers and the public.

In addition, the Foundation is the nation's largest publisher of ASC-specific materials, and conducts research on a variety of ASC topics.

What Is The ASC Association?

The ASC Association is dedicated to representing the interests of those who operate and seek the services of ASCs. The ASC Association provides membership services and advocates for ambulatory surgery at the state and federal level. ASC Association members enjoy discounts on sponsoring, exhibiting and attending meetings of the Foundation.

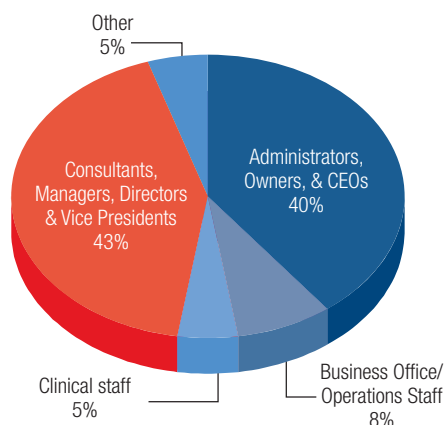


Call 202.337.1897 | to connect with the ASC community



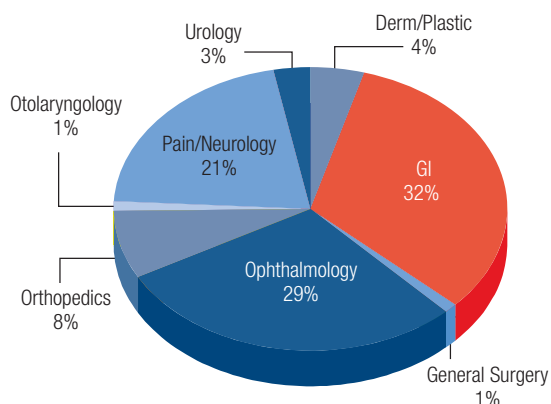
Our Attendees are Decision Makers!

Based upon last year's registration forms



Specialties Served in ASCs

ASC Association analysis of 2008 Medicare data



Sponsorship & Exhibit Opportunities

ASCs 2011, May 11-14



This educational conference offers exceptional opportunities for companies that do business with ASCs. Promote your products and services to key decision makers by being a sponsor, exhibitor or advertiser. You will also be able to take advantage of the full range of networking benefits the conference offers.

Year after year, our annual conference is the largest and most highly regarded in the ASC industry. The conference is known for including the broadest variety of top-quality educational sessions and the most diverse exhibit hall. Physicians, administrators, nurses and the owners and managers of ASCs from across the country participate.

An array of highly effective sponsorship and exhibit packages are available. We encourage you to make plans to be a part of this unparalleled opportunity to present your company at the best industry meeting ever! Please join us for ASCs 2011, May 11-14 in Orlando, FL.



Seminar & Workshop Sponsorships

Workshops and programs are available for exclusive sponsorship. These unique occasions are an affordable way of reaching demographics within the industry. Upcoming seminars may include:

- Finance and Accounting
- Coding
- Materials Management

Benefits Of Participation

Showcase your products and services

- Connect with an industry that performs more than 22 million procedures each year
- Gain access to the physicians, administrators, owners, nursing directors and billing staff
- Make connections with attendees who view exhibitions as a primary source for purchasing information
- Help attendees locate the products and services that improve their bottom line in this high-profile, high-growth industry

Past Exhibitors & Advertisers

3M Health Care
Abbott Laboratories
Abbott Medical Optics
Access Mediquip LLC
Accreditation Association for Ambulatory Health Care (AAHC)
ACE Medical Equipment, Inc
Action Surgical, LLC
Acupath Laboratories, Inc
Advanced Sterilization Products
Advanced Ultrasound Electronics
Advantage Surgical Partners
Affinity Bank Healthcare Financial Solutions
Affinity Insurance Services
Airgas Puritan Medical
Alberici Constructors
Alcon Laboratories, Inc
AllMed, Inc
All Care Consultants
Allen Medical Systems
Alpine Surgical Equipment
ALSCO, Inc
Alternate Billing Services, Inc
Ambu, Inc
Ambulatory Surgical Centers of America (ASCOA)
Ambulatory Surgical Group
American Association for Accreditation of Ambulatory Surgery Facilities (AAAASF)
American Society of Ophthalmic Registered Nurses
Amerinet
AmeriPath, Inc
Amkal, Inc
AMN Healthcare, Inc
AMSURG
Anesthesia Healthcare Partners
Anesthesia Plus, Inc
Anesthetix Management
Angelica Textile Services
Angiotech
Ansell Healthcare, Inc
Apothecary Shops, The
ARC Medical, Inc
Arizant Healthcare, Inc
Armstrong Medical Industries, Inc
Ascension Group Architects
Ascent Healthcare Solutions
Association of periOperative Registered Nurses, The (AORN)
Atlantis Worldwide, LLC
Auxo Medical
Avante USA
AVEC Scientific Design
Aviocode
Avid Medical
B Braun Medical, Inc
Bank of America (BOA)
Bard Urological Division
Bausch & Lomb
Baxter Healthcare Corporation
BBL Medical Facilities
BE Smith
Bemis Health Care
Berchtold, Corp
Bovie Medical
Brasfield & Gorrie, LLC
Brasseler USA
Broadlane
Bulbtronics, Inc
Buxton
Cadmet, Inc
Cardinal Health
CardioQuickSys
CareCredit
Care-Tech Laboratories, Inc
Caris Diagnostics
Cerner Corporation
CFP Group (The)
Champion Manufacturing, Inc

Coast to Coast Medical
Coding Network, LLC (The)
Community Care, Inc
Comprehensive Medical Services
CompView Medical
ConMed Linvatec
Cooper Medical Buildings
Count Me In, LLC
Covidien
Criticare Systems, Inc
CTQ Solutions, LLC
CuraScript
Curbell Electronics, Inc
Custom Compounding
Custom Medical Specialties
Cytoc
Darwin Professional Underwriters
DataScope Patient Monitoring
DecisionHealth
Delfi Medical Innovations, Inc
DeRoyal
Diamond Surgical Products, Inc
Didage Sales Co, Inc
DJO, Inc
Doctors Pathology Services
Dornoch Medical Systems, Inc
DRE, Inc
DuPont Medical Fabrics
Dutch Ophthalmic, USA/DORC Int'l
Eastern Diagnostic Imaging, Inc
Eclipsys (MediNotes)
Elite Surgical Media Consultants
Endo Technologies, Inc
Endure Medical, Inc
Epimed International, Inc
Erdman
Ethicon, Inc
Eveia Health Consulting & Management
Expor HealthCare Systems
Fluorocan Imaging Systems
Foundation Surgery Affiliates
Foundation Surgical Hospital Affiliates
Frost-Arnett
Fujinon, Inc
Fukuda Denshi
Future Health Concepts, Inc
Gall Medical
Gallagher Healthcare Insurance Services of Kansas City, LLC
Gander Organizers
Gaymar Industries, Inc
GE Healthcare
GENASCIS
GHN-Online
GMD
GNVHA-Alternate Care Purchasing
HBE Corporation
Health Information Partners
Health Inventures
HealthCare Appraisers, Inc
HealthcareSourceInsurance/Colemont Insurance Brokers
Healthcents, Inc
HealthMark Partners, Inc
Healthpac Computer Systems, Inc
Heartland Medical Sales & Services, LLC
Heffernan Insurance Group
Help Equipment Planning
HELP International
Henry Schein
Hologic, Inc
Hospira
HR America
HST
ICU Medical, Inc
I-Flow Corporation
Image Diagnostics, Inc
ImageFIRST Healthcare Laundry Specialists
Implantable Provider Group, Inc

Infinium Medical
Innovative Healthcare Corporation
Instrument Specialists, Inc
Integrated Document Solutions
IntelliSound, Inc
Inventory Optimization Solutions (IOS)
Invivo
ION Healthcare
James G. Parker Insurance Associates
JCB Laboratories
Joint Commission (The)
Kawasumi Laboratories America, Inc
Kemper Cost Management
Kenquest Medical
Key Health
Key Surgical, Inc
Kimberly-Clark Corporation
Koven Technology, Inc
L3 Healthcare Design
LarsonAllen, LLP
LaSalle Solutions
Laserfiche
Lauth Property Group
Lawrence Group Architects
Liaison Council on Certification, (The)
LifeNet Health
LMA North America
Malignant Hyperthermia Association of the United States (MHAUS)
Manning Search Group, Inc
Marasco & Associates, Inc
Healthcare Architects & Consultants
MarCap Corporation
Marshall Erdman & Associates
Masimo
Mavcor
McKesson Medical/Surgical
McShane Construction Corporation
MD-IT
MDPoint CMS
mdStrategies
MedAssets
MEDBOS
MedBridge Surgery Center Billing
med-DISPENSE
MedFinManager
MedHQ, LLC
Medical Consulting Group, LLC
Medical Design Group, Inc
Medical Group Management Association
Medical Illumination International
Medical Products Resource
Medical Professional Liability Underwriting Solutions
Medical Protective
Medi-Corp, Inc
MediDoc Software
MediGain, Inc
MediSISS
Medispec, Ltd
Medivators Reprocessing Systems
Medline Industries, Inc
MEDORIZON, Inc
MedRFP
MEDtegrity Medical Laundry Network
MedTek.net, Inc
Medtronic ENT
Megadyne Medical
Mercury Medical
Meridian Surgical Partners (MSP)
Metasurg
Metrex
Metro Medical Industries, Inc
Metropolitan Medical Services of NC, Inc

Micromedics
Miltex
Mindray Medical USA Corp
Mini C Sales
minSURG Corporation
Mnet Financial Collection Agency
Mobile Instrument Service & Repair
Mobile X-Ray Solutions
Molnlycke Health Care
Monitor Liability Managers, LLC
Morgan MEDesign, Inc
MSI Precision Specialty Instruments
National Medical Billing Services
National Surgical Care
National Surgical Hospitals
Nemschoff
New England Compounding Center (NECC)
Nidek, Inc
Noelker and Hull Associates, Inc
Northern Scientific, Inc
NotifyMD, Inc
Nuetera Healthcare
Nuvo Surgical
OASIS Medical, Inc
Office Max
Olympus
OrthoScan, Inc
Outpatient Care Technology
Outpatient Surgery Magazine
Pal Medical
Paragon Service
PaymentBanc
Pedigo Products, Inc
PENTAX Medical Company
Philips Medical Systems
Physician Sales & Service, Inc
Physicians Business Network
Physicians Endoscopy
Physicians' Capital Investment, LLC
Pinnacle III
PMG Partners, LLC
Polkghorn Group Architects, Inc
PPM Information Solutions, Inc
Prescient Healthcare Systems
Prescott's Inc
Press Ganey Associates, Inc
Priority Healthcare
ProAssurance Group
Professional Finance Company
Professional Hospital Supply
Professional Medical Insurance Services, Inc
ProPath
Proprius Surgery Associates
ProVation Medical/Wolters Kluwer Health
Provista
QED Transcription Service, Inc
QSE Technologies, Inc
Quest Medical Equipment, Inc
Quest Medical, Inc
Rapid Sequence Anesthesia Solutions
Raven Labs
Regent Surgical Health
Reliance Medical Systems
Resource Anesthesia PC
Retractable Technologies, Inc
RI Transcription Solutions
Robins & Morton
Rose-Text Medical Transcription
Rowland Companies
Ruhof Corporation (The)
RxElite
S & W Healthcare Corporation
Safe Sedation
Sage Products, Inc
Sandel Medical Industries, LLC
Scanlan International, Inc
ScheduleSurgery.com
SCS Collection Services, LLC
Senex Services

Sentry Anesthesia Management
Serbin Surgery Center Billing
SevenD & Associates, LLC
Sharn Anesthesia
Sharp Medical, Inc
Sightpath Medical
Sklar Instruments
Sky Factory, The
Skytron
Smith & Nephew Endoscopy
Smiths Medical
Society of Gastroenterology Nurses & Associates
SOMA Technology, Inc
Somnia, Inc
Soule Medical
SourceMark, LLC
SourceMedical
Southern Anesthesia + Surgical
Spacelabs Healthcare
Spectrum Laboratories, Operating Room Disposables Division
Spectrum Surgical
SPS Medical Supply Corp
SSI
SSI Laser Engineering
STEADFAST Healthcare Business Services, LLC
SterilMed, Inc
STERIS Corporation
Streamline Surgical Solutions
Stryker Corporation
Suburban Surgical Co, Inc
SurgCenter Development
Surgical Care Affiliates (SCA)
Surgical Equipment People, The
Surgical Management Professionals, LLC
Surgical Notes
SurgiCare, Inc
Surgis, Inc
SurgiStrategies/Virgo Publishing Medical Group
Suture Express
Symbion, Inc
Techlem Medical Corporation
The Spring Group, Ltd
Titan Health Corporation
TransMotion Medical, Inc
TRE
TSK Products Inc
USFSK OSYS/VISIONEQUIP
United Surgical Partners International
US Vascular
US Worldmeds
Value Management Group
VBM Medical, Inc
VersaSuite Integrated Healthcare Solutions
VHA, Inc
Viscot Medical, LLC
Visionary Enterprises, Inc
VMG Health
WCMA, Inc
WDM Architects
Westmed, Inc
Whittemore Enterprises, Inc
Willis Healthcare Practice, The
Woodrum/Ambulatory Systems Development
Workflow.com
World Medical Equipment, Inc
Xodus Medical
Xoran Technologies
Yankee Alliance, LLC
zChart
Ziehm Imaging, Inc
ZirMed
Zoll Medical Corporation



Advertising Material | Specifications

Magazine Trim Size	Width	Height
	8.5"	11"
Ad Size	Width x Height (w/bleed)*	Width x Height (no bleed)
2-Page Spread	17.5" x 11.5"	15.5" x 10.5"
Full Page/Cover	8.75" x 11.25"	7.5" x 10"
	Horizontal	Vertical
1/2 Page	7.5" x 5"	4" x 10"
1/4 Page	N/A	3.5" x 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.

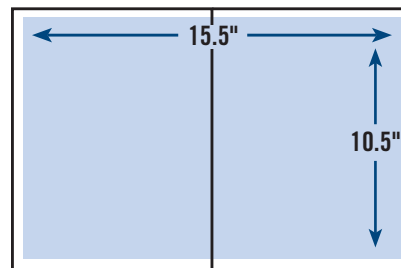
All files under 8MB may be emailed to kate@bluehouse.us

For files over 8MB, call for ftp information.

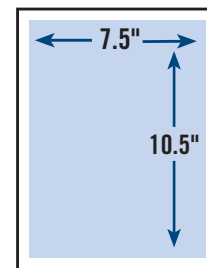
Terms

- The ASC Association 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.
- Advanced payment is required from advertisers and agencies who have no established credit record with the ASC Association.
- 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.
- All payments are to be made in U.S. 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.

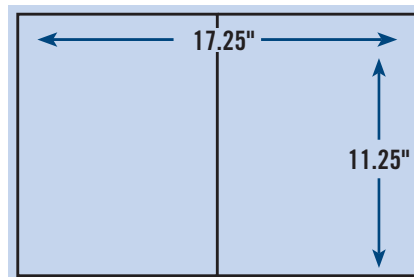
2-Page Spread (no bleed)



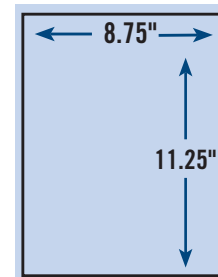
Full Page (no bleed)



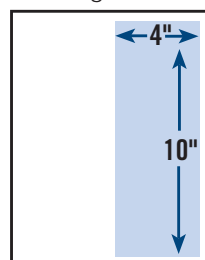
2-Page Spread (with bleed)



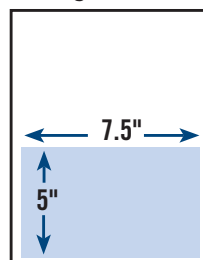
Full Page (w/bleed)



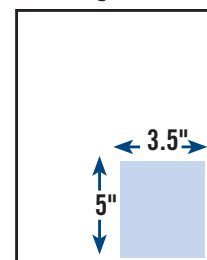
1/2 Page Vertical



1/2 Page Horizontal



1/4 Page Vertical



2011 Advertising Order Form

Contact

Name

Company

Address

City

State/ZIP

Phone

Fax

Email

Credit Card Information

☐ VISA

☐ MasterCard

☐ AMEX

Name on card

Credit card number

Exp. date

Code

Signature



ASC Focus

Please check the box below to indicate your ad size, frequency and edition.

Black & White	One Issue	Three Issues	Six Issues
Full Page	<input type="checkbox"/> \$1,225	<input type="checkbox"/> \$1,110	<input type="checkbox"/> \$975
1/2 Page	<input type="checkbox"/> \$1,025	<input type="checkbox"/> \$900	<input type="checkbox"/> \$750
1/4 Page	<input type="checkbox"/> \$775	<input type="checkbox"/> \$680	<input type="checkbox"/> \$525
2-Page Spread	<input type="checkbox"/> \$1,985	<input type="checkbox"/> \$1,690	<input type="checkbox"/> \$1,470
4-Color	One Issue	Three Issues	Six Issues
Full Page	<input type="checkbox"/> \$2,095	<input type="checkbox"/> \$1,890	<input type="checkbox"/> \$1,750
1/2 Page	<input type="checkbox"/> \$1,795	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$1,450
1/4 Page	<input type="checkbox"/> \$1,375	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$925
2-Page Spread	<input type="checkbox"/> \$3,150	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,600
Page 3	<input type="checkbox"/> \$2,415	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$1,980
Inside Front Cover	<input type="checkbox"/> \$2,835	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$2,300
Inside Back Cover	<input type="checkbox"/> \$2,835	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$2,300
Back Cover	<input type="checkbox"/> \$3,150	<input type="checkbox"/> \$2,900	<input type="checkbox"/> \$2,600



Membership Directory or Program Syllabus

Black & White		4-Color	
Full Page	<input type="checkbox"/> \$1,310	Full Page	<input type="checkbox"/> \$1,750
1/2 Page	<input type="checkbox"/> \$1,150	1/2 Page	<input type="checkbox"/> \$1,450
1/4 Page	<input type="checkbox"/> \$775	1/4 Page	<input type="checkbox"/> \$1,200
2-Page Spread	<input type="checkbox"/> \$2,150	2-Page Spread	<input type="checkbox"/> \$3,000
		Inside Front Cover	<input type="checkbox"/> \$2,625
		Inside Back Cover	<input type="checkbox"/> \$2,200
		Back Cover	<input type="checkbox"/> \$3,450
Publication		Space	Materials
<input type="checkbox"/> Membership Directory		Aug 3	Aug 17
<input type="checkbox"/> Program Syllabus		Mar 15	Mar 22

Choose the Issue

Please check the boxes below to indicate the issues in which you would like to advertise.

Issue	Space	Materials
<input type="checkbox"/> Jan/Feb*	Dec 13	Dec 20
<input type="checkbox"/> Mar/Apr	Feb 14	Feb 21
<input type="checkbox"/> May/June**	Mar 28	April 18
<input type="checkbox"/> July/Aug	June 20	July 7
<input type="checkbox"/> Sept/Oct*	Aug 4	Aug 23
<input type="checkbox"/> Nov/Dec	Oct 1	Oct 21

*Bonus distribution includes all ASCs in the US in addition to ASC members.

**Bonus distribution at ASCs 2011. Advertisers must be in 2 additional issues to reserve space.

Fax Orders to 202.337.1200
Phone 202.337.1897

No advertising agency commissions or fees can be deducted from the listed rates. All rates are NET.

join GAIN ACCESS **webinars** **SPONSORSHIPS** knowledge
focus promote products & services make connections focus **BUILD RELATIONSHIPS**
community ASC ASSOCIATION **networking opportunities** **specialty seminars**
 exposure **PROFESSIONAL DEVELOPMENT** gold sponsor **coding seminar** leadership
 ambulatory Surgery Centers **ADVERTISE** membership directory GET INVOLVED
ASCs 2011 MEETING PROGRAM SYLLABUS **MEMBERSHIP** decision makers
 EXPAND YOUR REACH **ASC**
 build relationships **network** **exhibiting**
GROW **advocacy** ASC Foundation MATERIALS MANAGEMENT SEMINAR **MARKETING OPPORTUNITIES**
and connect community exhibit showcase



Membership

ASC Supporters

Includes health care professionals, business specialists, equipment suppliers, software providers, architects, attorneys, accountants, consultants and more. All are active partners with other members of the association and key contributors to the ASC industry.

When you become an ASC Supporter, you get:

Access to the owners and staff of thousands of ASCs nationwide and the leaders and decision makers in the ASC industry

Opportunities to work side by side with other ASC Association members—ASC administrators, owners, physicians and staff from across the country

Advice including information on the latest trends in the industry, legislative and regulatory news, and insight into what ASCs really need and the ways that your company or organization can best work with the industry

Become a member and connect with the decision makers and leaders of the ASC industry.

ASC Supporter Members also receive a long list of free and discounted services, including:

- Bimonthly issues of **ASC Focus**, a collection of the latest news about the ASC industry, first-person accounts of daily operations in ASCs across the country, and clinical and business ideas and information you can use to help your company help ASCs across the country provide the best in surgical services and patient care
- First choice of **exhibit booth space** and a discount at our annual meeting
- Exposure to more than **23,000 ASC professionals** including owners, physicians, nurses, administrators and other ASC personnel who buy and use the services of companies like yours
- **Introductions** to individuals interested in developing ASCs
- **Free listing** on the Web site and in the Membership Directory (the resource requested most frequently by physicians building ASCs across the country)
- Free one-time, pre-approved use of the **membership mailing list**
- **Member rates** for participation in association seminars
- Access to **association studies, surveys and legislative updates**
- When you take advantage of the exhibit space discount that comes with your membership, **You Save More Than You Spend For A One-Year Membership!**



Call **703.836.8808** or visit **www.ascassociation.org** for an application and become a member today!