



Ambulatory Surgery Center Association

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 a more convenient alternative to hospital-based outpatient procedures—and done so with a strong track record of quality care and positive patient outcomes.

WHAT 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.

ASCA represents ambulatory surgery centers throughout the country. The ASC industry continues to grow with 5,997 Medicare-certified ASC facilities and more than 18,299 ORs across the country. ASCA Affiliates are invited to take advantage of the diverse marketing, advertising, exhibit and sponsorship opportunities ASCA has to offer to stay connected with the ambulatory surgery industry, in front of ASCA's members and ahead of the competition.

ASCA 2022
DALLAS • APRIL 27–30

**Conference &
Expo Prospectus**

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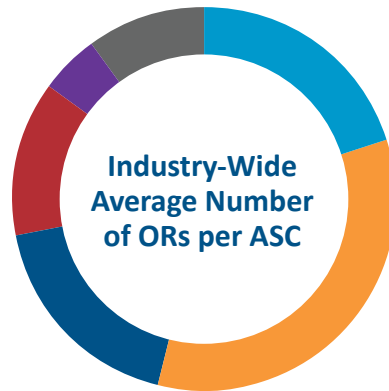
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[www.ascassociation.org/
annualconference](http://www.ascassociation.org/annualconference)

SNAPSHOT OF ASC INDUSTRY



45% Administrators
25% Billing & Operations
10% Clinical Directors
10% C-Level Executives & Owners
10% Other

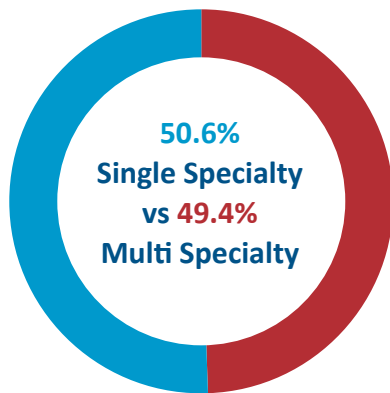


20% 1
34% 2
18% 3
13% 4
5% 5
10% 6+

ASC Industry Snapshot as of Q1 2021

per ASCdata.com 2021 Q2 Report

5,997 Number of Medicare-Certified ASCs in the US
18,299 Total Number of ORs in ASCs across the US
3,032 Number of Single Specialty ASCs
2,965 Number of Multi-Specialty ASCs
2.31 Average Number of ORs in Single Specialty ASCs
3.81 Average Number of ORs in Multi-Specialty ASCs



Specialties Served In:

Single Specialty ASCs

Dental	1%	Orthopedic	5%
Otolaryngology	1%	Pain	12%
Endoscopy	27%	Plastic	6%
Obstetrics/Gynecology	1%	Podiatry	4%
Ophthalmology	25%	Other	18%

Multi-Specialty ASCs

Dental	16%	Orthopedic	68%
Otolaryngology	47%	Pain	59%
Endoscopy	38%	Plastic	53%
Obstetrics/Gynecology	39%	Podiatry	54%
Ophthalmology	46%	Other	55%

WHY PARTNER WITH ASCA?

According to ASCA's 2019 Member Survey, one of the top reasons for joining ASCA is for the educational resources and programs that help improve business operations and patient experience.

- 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

90%

of ASCA members report having influence over buying decisions*

46%

of ASCA members state that they have buying authority*

**according to the ASCA 2019 Membership Survey*

ASCA AFFILIATE PROGRAM

ASCA offers a five-tiered, benefit-driven recognition program featuring compounding benefits and increased visibility based on the previous year's annual spend. For an annual fee of \$975, companies can access the first tier of discounts and benefits afforded to an ASCA Affiliate. A complete listing of ASCA Affiliates can be viewed online: ascassociation.org/affiliate



Affiliate Logo Use Guidelines

The ASCA Affiliate logo is designed to show your affiliation with and support for ASCA and the ASC community. The logo is NOT to be used to suggest ASCA's support for or endorsement of your company or any product or service. The ASCA Affiliate logo may be used on company websites, industry advertising and convention displays but may not appear on products or sales materials for services your company provides.

Questions? Contact ASCA at 202.337.1897

					
ASCA AFFILIATE PROGRAM BENEFITS	AFFILIATE \$975 annual fee	AFFILIATE ADVOCATE annual spend greater than \$4,500	AFFILIATE PARTNER annual spend greater than \$15,000	AFFILIATE ADVISOR annual spend greater than \$30,000	AFFILIATE LEADER annual spend greater than \$60,000
Inclusion in ASCA's online Corporate Member and Affiliate Directory	X	X	X	X	X
Company-wide access to ASCA Connect, ASCA's professional networking site	X	X	X	X	X
Discounts on exhibit space for the ASCA 2021 Annual Conference & Expo and 2021 Winter Seminar	X	X	X	X	X
Access to ASC Focus magazine, ASCA News Digest and Government Affairs Update	X	X	X	X	X
Discounts on ASCA publications and job postings in the ASCA Career Center	X	X	X	X	X
Access to thousands of ASCs in ASCA's online Membership Directory	X	X	X	X	X
Consideration for speaking and authoring opportunities for ASCA events and publications	X	X	X	X	X
Overview of nationwide results from ASCA's Clinical & Operational Benchmarking Survey	X	X	X	X	X
Unique ASCA Affiliate logo for promotional use in industry-wide advertisements		X	X	X	X
Quarterly virtual meetings with ASCA's leadership		X	X	X	X
Biannual Q&A virtual meetings with ASCA Chief Executive Officer Bill Prentice		X	X	X	X
Special recognition on designated Affiliate webpage			X	X	X
Access to premier exhibit booth locations			X	X	X
Promotion in a special ASCA News Digest e-newsletter "Thank You" message			X	X	X
Expanded Annual Nationwide Benchmarking Survey Results				X	X
Company logo rotating on ASCAssociation.org Homepage				X	X
Complimentary company wide access to ASCA's 2021 Webinar Series				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 ASCA News Digest				X	X
Two invitations to exclusive Evolution of Outpatient Surgery Summit					X
Individual Briefing on the state of the ASC Community with ASCA CEO / COO					X
Logo displayed weekly in ASCA News Digest					X
Complimentary Podcast Guest Spot					X
Two shared content posts on the ASC Focus website					X



NETWORK & BUILD RELATIONSHIPS

The annual meeting for the Ambulatory Surgery Center Association, ASCA 2022, expects to bring together more than 2,200 ambulatory surgery center attendees. The meeting features more than 60 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!

ASCA members turn to the Annual Meeting to learn about the latest products and services available to improve efficiencies within their ASC. 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.

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 surgery center market
- Gain access to the physicians, administrators, owners, materials managers, nursing directors and billing staff of the most successful ASCs in the country

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.

80%

of ASCA 2019 attendees were ASC administrators, owners and CEOs.

60%

of exhibitors stated they will "most definitely" be at the next in person event, while another 20% indicated they will "most likely" be there.

66%

exhibitors at ASCA 2019 generated 41+ strong leads while 30% of exhibitors reported generating over 61+ leads.

85%

of exhibitors achieved their sales goals set for ASCA 2019

IMPORTANT DATES

OCTOBER 29, 2021

Right of first refusal deadline for previous year's sponsors

DECEMBER 31, 2021

Early Registration pricing ends

FEBRUARY 4, 2022**

Furniture/Electrical discount deadline

FEBRUARY 11, 2022*

Lead Retrieval discount deadline

MARCH 1, 2022

Deadline for exhibitors to be included in the Onsite Program

MARCH 4, 2022

Exhibit Hall Drawing Form submission deadline to be included in the Onsite Program

MARCH 10, 2022

Ad materials are due for the Onsite Program

MARCH 15, 2022

Pre-Show Mailing List available

MARCH 25, 2022

Exhibitor badge registration deadline

Exhibit Hall Drawing Form submission deadline to be included in the Mobile App.

MAY 4, 2022

Post-Show Mailing List available

*Dates subject to change



www.ascassociation.org/asca2022contract

SPONSORSHIPS

The value of a sponsorship at ASCA 2022 goes beyond the exhibit hall.

We are pleased to share that all sponsors at ASCA 2022 will receive complimentary virtual exhibit profiles on the ASCA 2022 Learning Hub, where they will remain for the calendar year.

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



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.

Kick off the opening General Session as the Platinum Sponsor welcoming attendees to Dallas and introducing the opening speaker.

BENEFITS

- 6 Additional Full Conference Registrations
- Pre-Show and Post-Show Mailing List*
- Listing & Logo on Annual Meeting Website
- Extensive Recognition Announcements & Signage
- Digital Collateral**
- 3 President's Reception Invitations
- Full Page, Color Ad in Onsite Program
- Description & Logo in Onsite Program
- Large Welcome Banner
- Affiliate Presentation

PRICE: \$35,000



Focus Group: \$4,000



AFFILIATE PRESENTATION & DEMO STUDIO

Focused on education, the Diamond Sponsorship brings pre-recorded Affiliate Presentations and product demos to both the Exhibit Hall and online in ASCA's Learning Hub. Both online and onsite will be branded with your company's logo and feature up to five presentations from your team of experts.

KEYNOTE SPEAKER

Welcome and entertain by sponsoring this year's keynote speaker. As the Keynote sponsor, you'll have the opportunity to address the audience with a brief message and welcome the speaker to the stage! Additionally, your company will receive branding on the General Session signage.

BENEFITS

- Recognition throughout the meeting and in marketing materials
- Digital Collateral**
- 6 Additional Full Conference Registrations
- Pre-Show and Post-Show Mailing List*
- 3 President's Reception Invitations
- Full Page Advertisement in the Onsite Program
- Affiliate Presentation

PRICE: \$30,000



Focus Group: \$4,000





ASC CELEBRATION LUNCHEON

Sponsoring this event allows you the opportunity to address all ASCA 2022 attendees as they relax at the annual Celebration Luncheon. The luncheon takes place outside of the exhibit hall in a more formal yet casual setting, providing the attendees an intermission between intensive education sessions.

EXHIBIT HALL RECEPTIONS

By sponsoring these key gatherings, your company will take part in the excitement of the meeting's most popular events: Wednesday's Welcome Reception and Thursday's Happy Hour. The sponsor will be recognized with custom branded napkins and a custom specialty cocktail served exclusively near their exhibit space.

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.

ASCA 2022 BADGE

NEW Secure the exclusive branding opportunity by placing your company's message on the back of all ASCA 2022 badges. Rarely can we offer guaranteed visibility, but with the Badge sponsorship you will rest assured that every attendee will see your message at least twice a day, likely significantly more!

BENEFITS

- 4 Additional Full Conference Registrations
- Pre-Show and Post-Show Mailing List*
- Listing & Logo on Annual Meeting Website
- Extensive Recognition Announcements & Signage
- Signage at Sponsored Event
- Digital Collateral**
- 2 President's Reception Invitations
- Full Page, Color Ad in Onsite Program
- Description & Logo in Onsite Program
- Affiliate Presentation

PRICE: \$25,000

Add-on **Focus Group:** \$4,000



CONFERENCE WIFI

Gain incredible exposure by sponsoring the open-access Internet connection, available throughout the entire conference area. Every attendee will be directed to your customized landing page as they connect to the internet! Plus, you will 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 in email blasts promoting the mobile app as well as rotating advertisements inside the app.

BENEFITS

- 3 Additional Full Conference Registrations
- Pre-Show and Post-Show Mailing List*
- Listing on Annual Meeting Website
- Special Recognition Announcements & Signage
- Signage at Sponsored Event
- Affiliate Presentation
- Digital Collateral***

PRICE: \$20,000

Add-on **Focus Group:** \$4,000



BADGE LANYARDS

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

THURSDAY'S EXHIBIT HALL BREAKFAST & 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 Exhibit Hall Breakfast and 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.

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 you will receive premiere ad space with both the Back Cover and Inside Back Cover placements, providing heightened visibility throughout the duration of the meeting.

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. Additionally, your company logo will be printed on the Wellness Program t-shirts.

5K Fun Run & Walk + Yoga

Get the attendees moving! Regular runners and first-timers alike are welcome to join us for the ASCA 5K Fun Run/Walk. Follow-up the 5K with a 45 minute yoga cool down, or just join us for the yoga program. Either way, attendees will start their Friday feeling limber. As the sponsor of the event you will have your company logo widely visible throughout the course and printed on the Wellness Program t-shirts.

Friday Morning Schedule

- **5K Fun Run & Walk:** 6:15am–7:15am
- **Yoga:** 6:45am–7:30am
- **Breakfast:** 7:30am–8:30am

Fruit and breakfast bars will be provided at the 5K and Yoga

REUSABLE DRINKWARE

2 available*** These branded tumblers, water bottles or whatever you have in mind 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 drinkware again and again.

TAPSNAP PHOTOBOOTH

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

BENEFITS

- 2 Additional Full Conference Registrations
- Pre-Show and Post-Show Mailing List*
- Listing on Annual Meeting Website
- Special Recognition Announcements & Signage
- Signage at Sponsored Event
- Digital Collateral**

PRICE: \$13,500

Add-on Focus Group: \$4,000



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.

NETWORKING & RECHARGE AREA

3 available*** Located in the center of the exhibit hall, this area serves as a place to meet, network or host a small meeting while recharging yourself and/or your personal device. With branded table tops and accessories, the Networking & Recharge Lounges will be the first thing attendees notice in the exhibit hall so make sure your brand is represented!

BACKYARD

3 available*** Join in the excitement in ASCA's Backyard. From cornhole and ringtoss to bocce ball and more, the Backyard will feature favorite backyard games and is sure to be an attendee hot spot! Boost your visibility in ASCA's Backyard with branding opportunities throughout!

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 attendees in a private setting. 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.

MOBILE APP SCAVENGER HUNT

Add to the fun at ASCA 2022! The Mobile App Scavenger Hunt is designed to keep attendees amused and engaged throughout the course of the conference. As the Scavenger Hunt sponsor, your company will be front and center as attendees receive and follow clues around the convention center in the hopes of winning a \$500 prize—and you will even be able to add your own challenges to the list!

CUSTOM SPONSORSHIP

Have you seen or utilized a creative and unique sponsorship at another event? Let us know about it and we can work together to bring it to ASCA 2022!

PENS

2 available*** Be one of the official pen suppliers of ASCA 2022! These sponsored pens will be distributed widely throughout the entire meeting. From attendee registration to inside the attendee bags, providing attendees with your branded pen is a great way to show your support and boost your visibility onsite!

BENEFITS

- 1 Additional Full Conference Registration
- Pre-Show and Post-Show Mailing List*
- Listing on Annual Meeting Website
- Special Recognition Announcements & Signage
- Signage at Sponsored Event

PRICE: \$6,500

Benefits by Sponsor Recognition Level

SPONSORSHIP BENEFITS	Bronze	Silver	Connectivity Providers	Gold	Platinum/Diamond
Additional Full Conference Registration	1	2	3	4	6
Pre-Show and Post-Show 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
Digital Collateral in ASCA 2022 Mobile App		X	X	X	X
Affiliate Presentation			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 Branding					X
Deliver the 'Welcome' Message at the Opening General Session					X

EXHIBITING



**7.5
HRS**

**of dedicated, uninterrupted,
exhibit hall only viewing time,
with the largest attendance of any
ASC-specific industry event!**

Exhibiting with ASCA is an excellent opportunity to reach a professional, qualified audience that represents the entire ambulatory surgery center industry. You can maximize your sales efforts and show a definite return on your investment by showcasing your products or services at ASCA 2022. Previous exhibitors and sponsors know the value of the ASC market and demonstrate their satisfaction through continued support, year after year.

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 2022 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

EXHIBITOR REGISTRATION AND SET-UP

Tuesday, April 26

12:00pm – 5:00pm

Wednesday, April 27

8:00am – 3:00pm

KEY EXHIBIT HALL HOURS

Wednesday, April 27

6:00pm – 7:30pm

Exhibit Hall Welcome Reception

Thursday, April 28

7:00am – 8:00am

Breakfast in Exhibit Hall

10:10am – 11:10am

Exhibit Hall Break

12:15pm – 2:15pm

Exhibit Hall Luncheon

3:50pm – 4:15pm

Afternoon Break in Exhibit Hall

5:30pm – 6:30pm

Exhibit Hall Happy Hour

Friday, April 29

10:00am – 11:00am

Exhibit Hall Break

11:30am – 5:00pm

Exhibit Hall Teardown

6:00pm – 9:00pm

Social Event on property at the Glass Cactus

**The exhibit hall will remain open on
Thursday, April 28 from 7:00am – 6:30pm
to accommodate any meetings or demos
scheduled in the exhibit hall.**

EXHIBIT COSTS

10' x 10' Booth

Affiliate Early—\$4,000
 Affiliate 2022—\$4,500
 Non-Affiliate Early—\$5,500
 Non-Affiliate 2022—\$6,000
 1 Full Meeting Registration,
 3 Exhibit Hall Only Passes

10' x 20' Booth

Affiliate Early—\$8,000
 Affiliate 2022—\$9,000
 Non-Affiliate Early—\$11,000
 Non-Affiliate 2022—\$12,000
 2 Full Meeting Registrations,
 6 Exhibit Hall Only Passes

10' x 30' Booth

Affiliate Early—\$12,000
 Affiliate 2022—\$13,500
 Non-Affiliate Early—\$16,500
 Non-Affiliate 2022—\$18,000
 3 Full Meeting Registrations,
 9 Exhibit Hall Only Passes

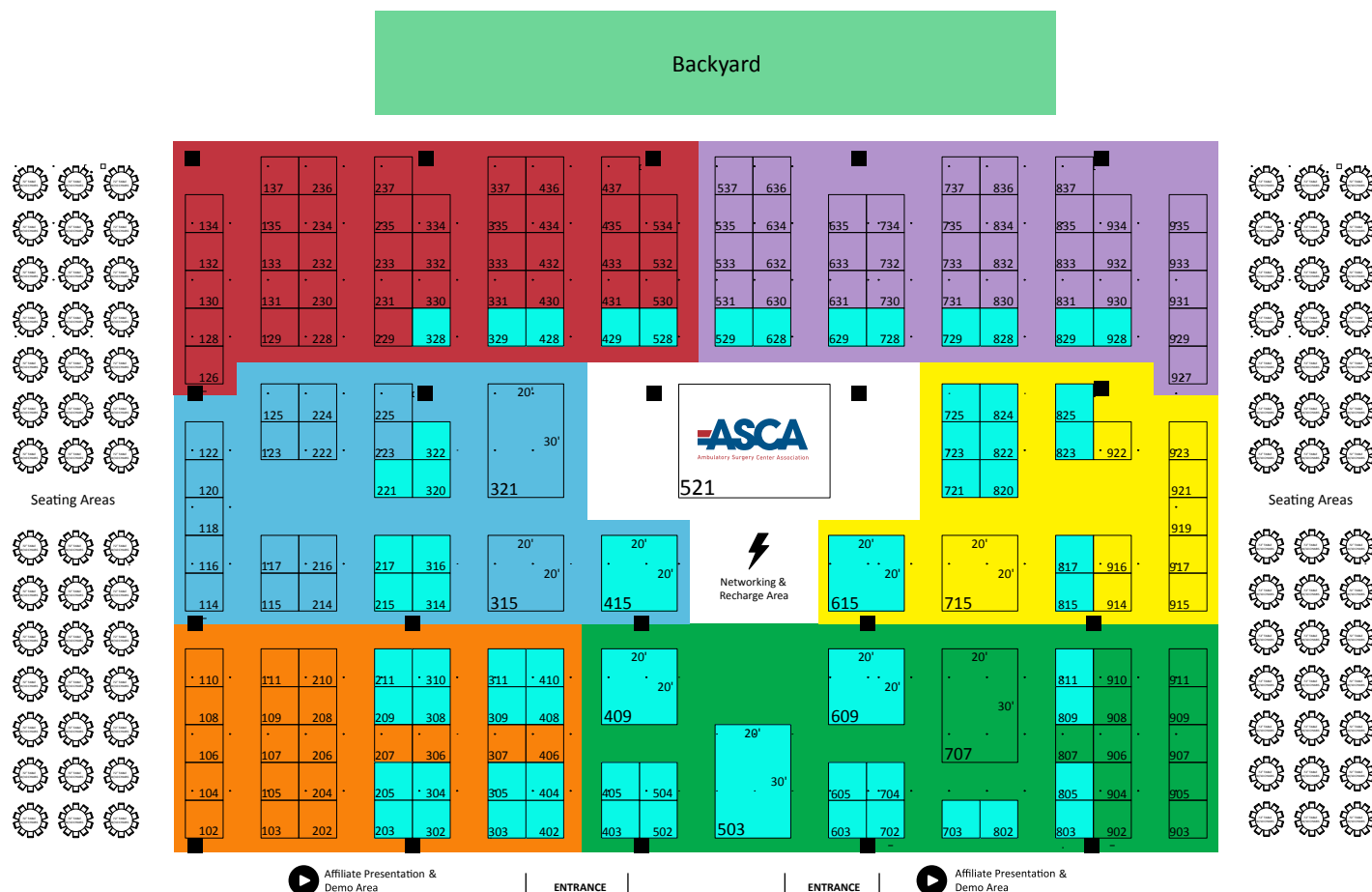
20' x 20' Booth

Affiliate Early—\$16,000
 Affiliate 2022—\$18,000
 Non-Affiliate Early—\$22,000
 Non-Affiliate 2022—\$24,000
 4 Full Meeting Registrations,
 12 Exhibit Hall Only Passes

20' x 30' Booth

Affiliate Early—\$24,000
 Affiliate 2022—\$27,000
 Non-Affiliate Early—\$33,000
 Non-Affiliate 2022—\$36,000
 6 Full Meeting Registrations,
 18 Exhibit Hall Only Passes

Questions? Contact ASCA at 202.337.1897



For the most up to date version of the exhibit hall floor plan, please visit: www.ascassociation.org/expo-map

Reserved for ASCA 2022 Sponsors & Annual ASC Focus Advertisers



www.ascassociation.org/asca2022contract

EXHIBIT HALL NOTES

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 is included while tables and chairs are not included. These items are available through Freeman, individually or as a package, with package pricing starting at \$344.10 for a 6' table and 2 chairs.

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

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

ONSITE PROGRAM

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**

MEETING WEBSITE

Catch our attendees' attention on the official website. Attendees will use this website to register for the conference, view current information, plan their schedule and review a list of exhibitors. **Spotlight (300 x 250): \$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.

Please reach out for specifics!

CONFERENCE PATHFINDERS

Direct attendees to your exhibit space with a custom 30" square or round floor graphic that promotes your company and booth number.

- Exhibit Hall Floor Graphics: **\$475/per**

HOTEL ROOM DROPS

Gain an inside advantage by delivering your materials and messaging straight to the rooms of attendees. 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 March, April and May issues of *ASC Focus* at a special exhibitor-only rate of **\$5,250!** The April issue will feature an additional onsite distribution at attendee registration and be displayed throughout the conference. 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 2019 Member Survey).

HOTEL INFORMATION

Gaylord Texan Hotel & Convention Center
1501 Gaylord Trail Grapevine, Texas 76051

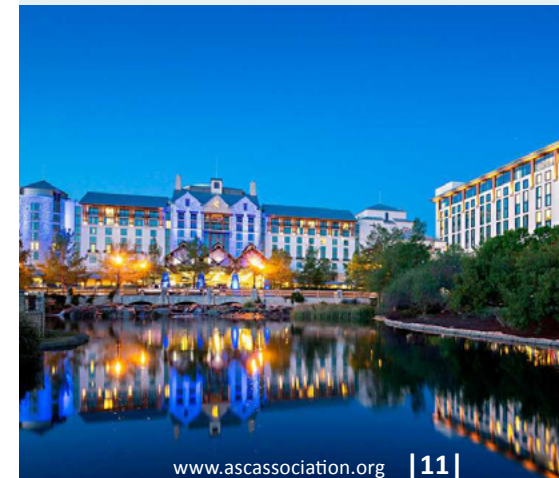
The Gaylord Texan provides the perfect Lone Star State experience. This year's meeting returns to the legendary Gaylord Texan Hotel & Convention Center. Overlooking Lake Grapevine, this amazing property covers more than 4 ½ acres complete with indoor gardens, water features, and much more! A generous mix of fine dining and casual restaurants, this peaceful yet vibrant hotel is the pride of Texas and the ideal location for ASCA 2022.

ASCA has secured discounted rates for conference attendees.

For booking information please see the ASCA 2022 website at www.ascassociation.org/annualconference.



Please call 202.337.1897 for specific information.



CREATIVE MARKETING OPPORTUNITIES

If ASC administrators, owners, operators and physicians are your target audience, ASCA 2022 is the perfect conference for you and your company.

AFFILIATE PRESENTATION & DEMO(S)

Share your knowledge and expertise with a short, 5–7 minute recorded presentation or demo. Affiliate Presentation(s) will play on a loop within the exhibit hall as well as live online on ASCA's Learning Hub for the entire year. **\$1,500 exhibitors/\$1,250 sponsors**

SPONSOR THE BOARD DINNER OR PRESIDENT'S RECEPTION

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

TARGETED ADVERTISING PROGRAM

NEW From specific attendee targeting to geofencing the hotel and conference center, we can help you reach ASCA 2022 attendees even when they are not in the exhibit hall or on the mobile app.

Please reach out for pricing.

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

The attendee mailing list will be available for a one-time, pre-approved mailing for exhibitors and sponsors only. The pre-show mailing list will be available on March 15, 2022, and the post-show mailing list on May 4, 2022. Mailing list rental rules apply and must be agreed to in order to receive the rental list. **\$1,000**

EXHIBIT HALL DRAWINGS

Let us know if you are offering any prizes or drawings at your exhibit space and we will highlight these giveaways in the ASCA Meetings app! This is a great way to increase your visibility and generate traffic at your booth. **FREE**

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.

INVESTMENT

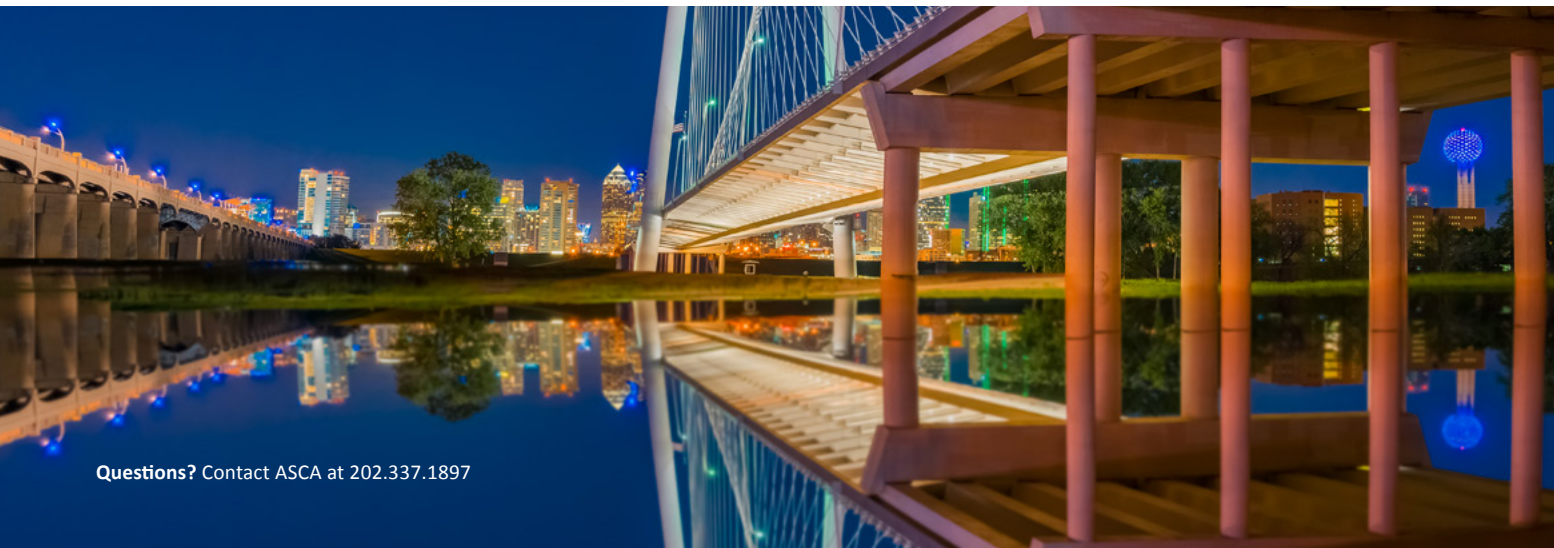
Exhibitor Rate: **\$2,750**

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 2022 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's education activities are provided and paid for by the Ambulatory Surgery Center Foundation. Financial support of ASCA 2022 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 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 Gaylord Texan Hotel & 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 Gaylord Texan Hotel & Convention Center. Further, the exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor's activities on the Gaylord Texan Hotel & Convention Center premises and will indemnify, defend and hold harmless ASCA, the Gaylord Texan Hotel & 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 Gaylord Texan Hotel & 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 Gaylord Texan Hotel & 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, 2021, will be refunded the amount paid minus a \$250 administration fee. Exhibitors who cancel between January 1, 2022 and February 1, 2022 will be refunded the amount paid minus a \$500 administration fee. No refund will be issued for exhibitors who cancel after February 1, 2022. 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.

COVID-19 CANCELLATION POLICY

Should the in-person ASCA 2022 Conference & Expo be canceled due to the COVID pandemic, exhibitors and sponsors will have the choice of either a 100% credit for future exhibit and marketing opportunities or an 85% refund.

Should an exhibitor and sponsor need to cancel due to a documented, internal COVID-19 outbreak, an 85% credit will be made available for future exhibit or marketing opportunities.

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.

While not finalized at the time of publication, clear policies will be in place in effort to keep everyone as healthy and safe as possible while attending ASCA 2022. These policies will be written under the guidance of the CDC, national and local guidelines.