

# ASCA 2016

DALLAS: MAY 19-22

THURSDAY-SUNDAY

[ascassociation.org/ASCA2016](http://ascassociation.org/ASCA2016)



Ambulatory Surgery Center Association

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.



## TABLE OF CONTENTS

About ASCA & ASCA 2016 .....	3
Benefits of Exhibiting.....	5
Sponsorships .....	6
Exhibiting.....	9
Creative Marketing Opportunities.....	12
Terms & Conditions .....	14
Application & Contract .....	15

### IMPORTANT DATES

<b>NOVEMBER 6, 2015</b>	Right of first refusal deadline for previous year's sponsors
<b>JANUARY 8, 2016</b>	Early Registration pricing ends
<b>FEBRUARY 12, 2016</b>	Regular Registration pricing ends
<b>MARCH 14, 2016</b>	Deadline for exhibitors to be included in the Onsite Program
<b>MARCH 25, 2016</b>	Exhibit Hall Drawing Form submission deadline
<b>MARCH 28, 2016</b>	Ad materials are due for the 2016 Onsite Program
<b>APRIL 25, 2016</b>	Pre-show Mailing List available
<b>APRIL 27, 2015</b>	Furniture/Electrical discount deadline
<b>APRIL 29, 2016</b>	Lead Retrieval discount deadline
<b>MAY 10, 2016</b>	Exhibitor badge registration deadline
<b>JUNE 6, 2016</b>	Post-show Mailing List available

# NETWORK & BUILD RELATIONSHIPS

## YOU'RE INVITED

The annual meeting for the Ambulatory Surgery Center Association, ASCA 2016, brings together more than 2,180 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
- Showcase your products and services, strategically, to the ambulatory market
- Gain access to the physicians, administrators, owners, materials managers, nursing directors and billing staff of the most successful ASCs in the country

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

### ASCA 2015 FEATURED

**199** COMPANIES

**56%**

of exhibitors generated over 20 "strong" leads while

**16%** OF EXHIBITORS GENERATED 61+ LEADS

**228**

BOOTHS

**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.

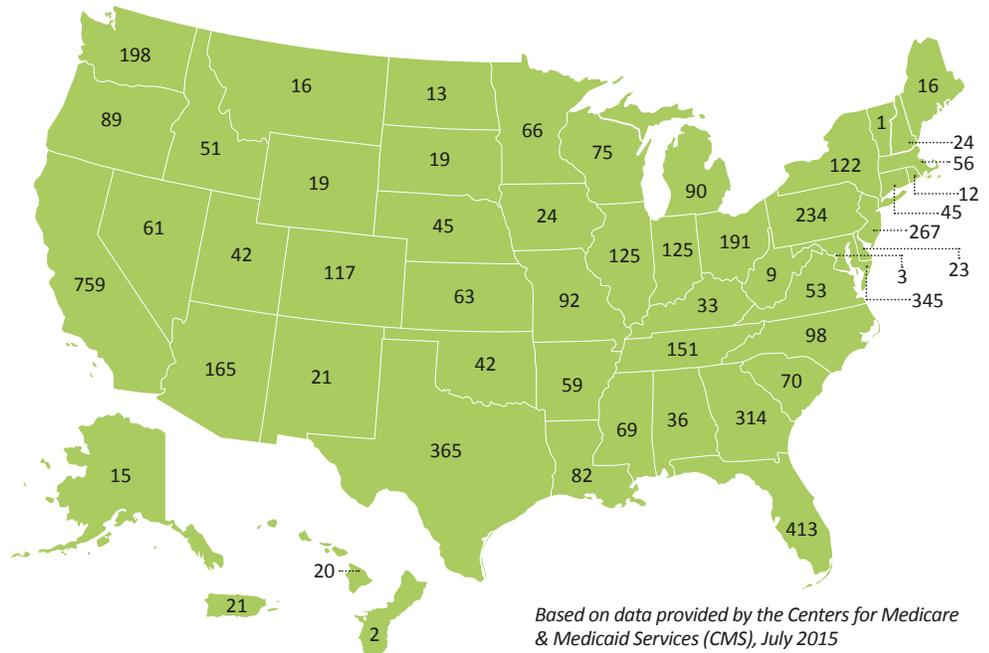
### WHAT IS AN ASC?

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.

## 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.

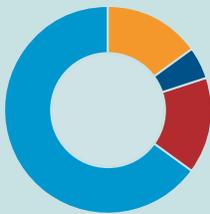
ASCA represents Ambulatory Surgery Centers throughout the country. The map below displays the 5,466 Medicare-certified ASCs organized by state.



## OUR ATTENDEES ARE DECISION MAKERS

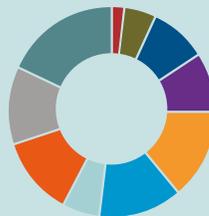
ASCA 2015 conference attendance included **2,180** industry professionals. The demographic breakdown is as follows:

**Demographic Breakdown of Conference Attendees**



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

**MEDICARE CERTIFIED ASCS: ASCs by Specialty Type**



- 18% Other
- 14% Ophthalmologic
- 13% Orthopedic
- 12% Plastic/Reconstructive
- 12% Podiatry
- 9% Obstetrics/Gynecology
- 9% Ear/Nose/Throat
- 6% Pain
- 5% Endoscopy
- 2% Dental

Owners and their key advisers made up 80% of last year's meeting attendees, making ASCA 2015 the largest meeting for decision makers in the ambulatory surgery industry!

ASCA 2016 has been approved for the following continuing educational credits:

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

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

# THE BENEFITS OF EXHIBITING

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

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

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

## CEIR REPORT FINDINGS AND REASONS TO EXHIBIT



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

# SPONSOR OPPORTUNITIES

## PLATINUM SPONSORSHIPS



### 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'll also be providing a valuable keepsake that attendees will carry with them long after the meeting ends.

### BENEFITS:

- 6 Additional Full Conference Registrations
- Complimentary use of Preshow and Postshow Mailing List\*
- Listing & Logo on ASCA 2016 Web Site
- 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
- Large Welcome Banner

### PRICE

\$28,000, Members  
\$29,500, Nonmembers

\*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

The ASCA 2016 Social Event will capture the spirit of Dallas! 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.

### BENEFITS:

- 4 Additional Full Conference Registrations
- Complimentary use of Preshow and Postshow Mailing List\*
- Listing & Logo on ASCA 2016 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

\$21,000, Members  
\$22,500, Nonmembers

\*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 2016 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.

### CONFERENCE WIFI

Gain incredible exposure by sponsoring the open-access Internet connection, available throughout the entire conference area. With a customized landing page, your company's information will be prominently displayed whenever an attendee or exhibitor attempts to login.

### 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.

### 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 Dallas Gaylord Texan Resort Convention Center to further promote your company's products and services.

## Wellness

### 5K FUN RUN/WALK

Regular runners and first-timers alike are welcome to join us for the ASCA 5K Fun Run/Walk. In addition to Silver-level benefits, your company will be recognized on signage and race participants will also receive an ASCA 2016 Wellness t-shirt complete with your company's logo.

### GROUP YOGA **NEW!**

New this year, ASCA adds to the promotion of fitness and wellness among conference attendees with the Group Yoga sponsorship. Gain incredible visibility during the morning yoga session and on the ASCA 2016 Wellness 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 2016 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 2016 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 convenient water stations at the front of the exhibit hall, attendees will be able to refill and use the reusable bottles again and again.

### MOBILE WEBSITE

The site offers convenient access to the complete schedule, list of speakers, sponsors, exhibitors and complete floorplans of the Dallas Gaylord Texan Resort Convention Center, 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 website as well as on the site's main page.

### BENEFITS:

- 2 Additional Full Conference Registrations
- Complimentary use of Preshow and Postshow Mailing List\*
- Listing on ASCA 2016 Web Site
- Special Recognition Announcements & Signage
- Signage at Sponsored Event
- Attendee Bag Insert\*\*

### PRICE

\$12,500, Members  
\$14,000, Nonmembers

\*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.

### CHARGING LOCKERS

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

### CONTINUING EDUCATION KIOSKS

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

### EXHIBIT HALL PASSPORT

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

### SOCIAL EVENT TRANSPORTATION

The Social Event transportation sponsor will be recognized in promotional signage that provides attendees with all of the information and directions they need to know in order to get to and from the popular event.

### PROFESSIONAL HEADSHOTS **NEW!** (2 available)

Now we are getting creative! New for ASCA 2016, we will offer a professional headshot station outside of the exhibit hall. Attendees will be able to have their pictures taken with the help of a professional photographer, make-up and hair stylists. This is a unique chance to expand your brand as our members look to update their ASCA Connect and LinkedIn profile pictures!

### USB DRIVES

Provide attendees with the added convenience of a complete, electronic version of the official ASCA 2016 Onsite Program. Your logo will be printed on the reusable jump drives, ensuring your company a high level of visibility before, during and after the meeting.

### BENEFITS:

- 1 Additional Full Conference Registration
- Complimentary use of Preshow and Postshow Mailing List\*
- Listing on ASCA 2016 Web Site
- Special Recognition Announcements & Signage
- Signage at Sponsored Event

### PRICE

\$6,500, Members  
\$8,000, Nonmembers

\*Rental rules apply.

## BENEFITS BY SPONSOR RECOGNITION LEVEL

Sponsorship Benefits	Bronze	Silver	Gold	Platinum
Additional Full Conference Registration	1	2	4	6
Complimentary use of Preshow and Postshow Mailing List	X	X	X	X
Listing on ASCA's Annual Meeting website	X	X	X	X
Special Recognition Announcements & Signage	X	X	X	X
Signage at Sponsored Event	X	X	X	X
Attendee Bag Insert		X	X	X
2 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

# EXHIBITING

## EXHIBITING AT ASCA 2016

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 2016. Previous exhibitors and sponsors know the value of the ambulatory surgery market and demonstrate their satisfaction through continued support, year after year.

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

### EXHIBIT BOOTH SPACE ASSIGNMENT

Exhibit booth space will be assigned on a first-come, first-assigned basis, according to the date of payment and membership status, with members assigned prior to nonmembers. Exhibit booth space will neither be assigned nor held until the rental fee is paid in full. Additionally, member discounts are available only if your company's 2016 dues are paid in full. All assignments will be made in accordance with exhibitors' requests whenever possible and a confirmation packet with your exhibit booth assignment will be sent once the booth has been assigned. ASCA reserves the right to make the final determination of all exhibit booth assignments.



### EXHIBITOR SCHEDULE

<b>Wednesday, May 18</b>	<b>Friday, May 20</b>	<b>Saturday, May 21</b>
<b>12:00pm–5:00pm</b> Exhibitor Registration and Move In	<b>7:00am–2:00pm &amp; 5:30pm–6:30pm</b> Exhibit Hall Open	<b>8:30am–9:00am</b> Exhibitor Appreciation Breakfast
<b>Thursday, May 19</b>	<b>7:00am–8:00am</b> Breakfast	<b>9:00am–11:00am</b> Exhibit Hall Open
<b>8:00am–3:00pm</b> Exhibitor Registration and Move In	<b>10:00am–11:00am</b> Break	<b>10:00am–11:00am</b> Break
<b>6:30pm–8:00pm</b> Exhibit Hall Welcome Reception	<b>12:00pm–2:00pm</b> Exhibit Hall Luncheon	<b>10:45am</b> Door Prizes
<b>7:45pm</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	



ASCA has limited the number of exhibit spaces available at ASCA 2016 to ensure our exhibitors reach maximum attendees and have the best experience possible.

**UPDATED EXHIBIT COSTS**

**10' x 10 Booth:**

**Member**

Early Registration—\$3,500  
 After 1/8—\$4,000  
 After 2/12— \$4,250

**Nonmember**

Early Registration—\$5,000  
 After 1/8- \$5,500  
 After 2/12- \$5,750

- 1 Full Meeting Registration, 3 Exhibit Hall Only Passes

**10' x 20' Booth:**

**Member**

Early Registration—\$7,000  
 After 1/8—\$8,000  
 After 2/12— \$8,500

**Nonmember**

Early Registration—\$10,000  
 After 1/8— \$11,000  
 After 2/12—\$11,500

- 2 Full Meeting Registrations, 6 Exhibit Hall Only Passes

**10' x 30' Booth:**

**Member**

Early Registration—\$10,500  
 After 1/8—\$12,000  
 After 2/12—\$12,750

**Nonmember**

Early Registration—\$15,000  
 After 1/8—\$16,500  
 After 2/12—\$17,250

- 3 Full Meeting Registrations, 9 Exhibit Hall Only Passes

**20' x 20' Booth:**

**Member**

Early Registration—\$14,000  
 After 1/8—\$16,000  
 After 2/12—\$17,000

**Nonmember**

Early Registration—\$20,000  
 After 1/8—\$22,000  
 After 2/12—\$23,000

- 4 Full Meeting Registrations, 12 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. Exhibit Hall ceiling height is 17' 5".

Carpeting, tables and chairs are not included.

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

# ADVERTISING OPPORTUNITIES

## ONSITE PROGRAM GUIDE

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

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

## ASCA 2016 WEBSITE

Catch our attendees' attention on the official web site for ASCA 2016. Attendees will use this web site to register for the conference, view current information, plan their schedule and review a list of exhibitors. **\$500**

## ONSITE SIGNAGE

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

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

## CONFERENCE PATHFINDERS

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

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

## HOTEL ROOM DROPS

Gain an inside advantage by delivering your materials and messaging straight to the rooms of attendees at ASCA 2016. Arranged with the Dallas Gaylord Texan Resort Convention Center, room drops deliver an immediate presence that amplifies your message. **From \$1.50 per room**

## ASC FOCUS

Place a half-page ad in the May, June/July and August issues *ASC Focus* at a special exhibitor-only rate of **\$5,250!** With these issues, your ad has the opportunity to make more than 54,000 impressions within the ASC industry's most trusted magazine (according to ASCA's 2014 Member Survey).

## ASCA NEWS DIGEST

Consider a three-month run and catch the attention of ASCA 2016 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

## 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 of indoor gardens, waters, and much more! Complete with fine dining and casual restaurants, this luxurious hotel is the pride of Texas and the ideal location for ASCA 2016.

 **For booking information please see the ASCA 2016 website at [www.ascassociation.org/ASCA2016](http://www.ascassociation.org/ASCA2016).**

### PARKING

**\$19 Daily \$29 Valet Daily**

*Parking fees include in/out privileges.*

# CREATIVE MARKETING OPPORTUNITIES

## SPONSOR THE BOARD DINNER OR PRESIDENT'S RECEPTION

Your sponsorship includes two seats at either the Pre-ASCA 2016 Board Dinner or Thursday evening's President's Reception. These events offer the opportunity to network and discuss the latest industry news, products and trends with members of ASCA's Board of Directors and leaders in the industry. **\$5,000 each**

## EXHIBIT HALL PASSPORT

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

## MAILING LIST RENTAL

Exhibitors and sponsors may market their products and services by direct mail to meeting attendees before or after the meeting. The attendee mailing list will be available for a one-time, pre-approved mailing for exhibitors and sponsors only. Please note that if you choose to reference our meeting in the mailing, you should refer to it as "ASCA 2016." The preshow mailing list will be available on April 17, 2016, and the postshow mailing list on May 29, 2016. A mailing list rental agreement will be sent to you and must be returned to ASCA with a copy of the final item to be mailed in order to receive the rental list. Please call 703.836.5904 for details. **\$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 2016 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. 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\*

Thursday, May 19	Friday, May 20	Saturday, May 21
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, the below are shown within the mockups. Hard-wired Internet and electricity options are listed in the Exhibitor Service Kit. (Free WiFi is also available within the Exhibit Hall)

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

## ASCA 2015 SPONSORS

### PLATINUM

National Medical Billing Service

### GOLD

Depuy Synthes  
Midwest Medical  
Surgical Care Affiliates

United Surgical  
Partners International

### SILVER

Ambulatory Surgical  
Center of America  
(ASCOA)  
AmkaiSolutions  
Athenahealth  
Cardinal Health

CuraScript Specialty  
Distribution  
Pacira Pharmaceuticals  
SourceMedical/Revenue  
Cycle Solutions (RCS)  
Surgical Notes

### BRONZE

3M Health Care  
Advantage Trust  
Ansell  
Carl Zeiss Meditec  
Cerner Corporation  
ECRI Institute  
Eveia Health Consulting  
& Management

Henry Schein Medical  
In2itive Business Solutions  
McKesson  
PharMEDium  
SurgCenter Development

# 2015 EXHIBITORS

Sponsors listed in **bold**

3M Health Care	Claflin Medical-Innerspace	Inventory Optimization Solutions	Physio-Control
A.R.S/Magnet Solutions	Clarity Group	Issio Solutions	Pintler Medical
Abbott Medical Optics	Coding Network, The	JCB Laboratories	Polkinghorn Group Architects
Abeo	Collect Rx	Joint Commission, The	Practice CoPilot
Accreditation Association for Ambulatory Health Care (AAHC)	Compression Solutions	KARL STORZ Endoscopy-America	PRATTER
Acumed	Covidien	KMA Remarketing	Prescott's
<b>Advantage Trust</b>	Crosstex/SPSmedical	LaClaro	Provista
Aisthesis-Partners in Anesthesia Care	<b>CuraScript Specialty Distribution</b>	LDI Corporation	PurNet
AIV Inc.	CyramedX	Live Oak Bank	Radiation Detection Company
Alpine Surgical Equipment	Daniels Health	<b>McKesson</b>	Regent Surgical Health
Alternative Source Medical, The	<b>Deputy Synthes</b>	mdStrategies	Remi
<b>Ambulatory Surgical Center of America (ASCOA)</b>	Didage Sales Co.	MedAssets	Re-Owned.com
American Medical Association	DRE Medical	MedData	Ruhof Corporation, The
American Medical Endoscopy	Eagle Pharmaceuticals	Medical Consulting Group	schneiderHalls design
Amerinet	Encompass Group	Medical Products Resource	Sealed Air Diversey Care
<b>AmkaiSolutions</b>	EndoChoice	MediGain	Seattle Technology
AMSURG	EndoSoft	MediSafe America	Sheridan Healthcare
Anesthesia Plus	ePAY Healthcare	Medline Industries	Silikal America
<b>Ansell</b>	Epix Anesthesia	MedOfficePro	Simple Admit
AORN	Erio Marketing	MedPro Group	Sklar Instruments
Apollo Medical Group	eSolutions	MEDtegrity Healthcare Linen & Uniform Services	Soma Technology
ARC Medical	Essensa	MedTek.Net	Somnia Anesthesia
ASC Quality Collaboration	<b>Eveia Health Consulting &amp; Management</b>	Medworx	<b>SourceMedical</b>
Ascension Group Architects	Evident	<b>Midwest Medical</b>	SourceMedical—Revenue Cycle Services
ASCpro	Exepior Healthcare Systems	Miraca Life Sciences	Spectra254
<b>athenahealth</b>	Feel Good Inc	MMC Medical-Finance	SSI-Medibis
Atlantis Worldwide	First Federal Credit Control	Mnet Financial	STEADFAST
Avella Specialty Pharmacy	Fortus Healthcare Resources	Mobile Instrument Service	Stericycle
Banyan	Frost-Arnett Company	Mobius Therapeutics	STERIS Corporation
Bausch + Lomb	FUJIFILM Medical System U.S.A.	Modern Medical System	Stryker
BBL Medical Facilities	Future Health Concepts	National Board of Surgical Technology + Surgical Assisting (NBSTSA)	<b>SurgCenter Development</b>
BeatMed	GE Healthcare	<b>National Medical Billing Services</b>	<b>Surgical Care Affiliates</b>
Beatty Marketing & Sales	gMed	Navicure	<b>Surgical Notes</b>
Bemis Health Care	Graphium Health	NextServices / ENKI	SurgiCube International
BevMD	Hausted	Nixon Uniform Service & Medical Wear	SurveyVitals
Block Imaging	Health Research & Educational Trust	Nonin Medical	Suture Express
Bluestone Diagnostics	HealthCare Appraisers	Nueterra	Sweet Dreams Anesthesia
Bodhi Tree Anesthesia	Healthmark	NUVO	Symphony Performance Health
Bojin America	Heartland Medical Sales & Services	One Medical Passport	Techlem Medical Corporation
Cactus	<b>Henry Schein Medical</b>	Onpoint ID	Terason
<b>Cardinal Health, Supply Chain Services</b>	Hologic	Oppor Infrastructure	TransMotion Medical
CareCredit	HSTpathways	OR Manager	United Anesthesia Partners
CareFusion	I.T.S USA	Outpatient Surgery Magazine	<b>United Surgical Partners International</b>
<b>Carl Zeiss Meditec</b>	ICE Technologies	<b>Pacira Pharmaceuticals</b>	US WorldMeds
Casetabs	ImageFIRST Healthcare Laundry Specialists	Pall Medical	ViaTrack Solutions
Centurion Service Group	<b>In2itive Business Solutions</b>	Partners Medical Consulting	VMG Health
<b>Cerner Corporation</b>	InfuSystem	PCI   Healthdev	Wolters Kluwer—ProVation MD
Certified Administrator Surgery Center	InHealth Clinical Documentation Solutions	PG LifeLink	Worthy Medical Supply
Champs Group Purchasing	Innovative Healthcare Corporation	<b>PharMEDium</b>	Xodus Medical
	IntelliSound		ZirMed
			ZOLL Medical Corporation

# ASCA 2016 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 2016's education activities are provided and paid for by the Ambulatory Surgery Center Foundation. Financial support of ASCA 2016 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 2016 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 Dallas Gaylord Texan Resort Convention Center forever harmless from any damage or charges for violation of any law or ordinance, whether caused by the exhibitor and its agents and employees or those holding under the exhibition, except that the foregoing shall not apply to injury, loss, damages or charges caused by or resulting from the negligence or willful misconduct of ASCA or the Dallas Gaylord Texan Resort Convention Center. Further, the exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor's activities on the Dallas Gaylord Texan Resort Convention Center premises and will indemnify, defend and hold harmless ASCA, the Dallas Gaylord Texan Resort Convention Center, its owner and its management company, as well as their respective agents, servants and employees from any and all such losses, damages and claims.

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

## EXHIBIT SETUP AND TEARDOWN

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

## CANCELLATION POLICY

Exhibitors who cancel their exhibit booth space before December 31, 2015, will be refunded the amount paid minus a \$250 administration fee. Exhibitors who cancel between January 1, 2016 and February 1, 2016 will be refunded the amount paid minus a \$500 administration fee. No refund will be issued for exhibitors who cancel after February 1, 2016. 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 2016

## 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 2016, subject to the conditions, rules and regulations governing the exhibition as stated on page 14, 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"/> Financial Capital Appraisers               | <input type="checkbox"/> Pharmaceutical Services                 |
| <input type="checkbox"/> Accreditation Assistance      | <input type="checkbox"/> Group Purchasing Organizations             | <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"/> Management Consultants                     | <input type="checkbox"/> Software Companies                      |
| <input type="checkbox"/> Development Consultants       | <input type="checkbox"/> Pathology/Laboratory/Anesthesia Services   | <input type="checkbox"/> Wholesaler and Distributor              |
| <input type="checkbox"/> Equipment/Instrument Supplies | <input type="checkbox"/> Patient Financial (Billing/Coding) Service |  |

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

### Exhibitor/Sponsor Contact

All information regarding ASCA 2016 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 2016 Rules & Regulations on page 14.

## ADVERTISING

Ad Deadline: March 14 Ad Materials: March 28 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 or more per sign call for details

### CONFERENCE

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

ASCA 2016 WEBSITE  \$500 \_\_\_\_\_

ASCA 2016 ATTENDEE MAILING LIST (rental rules apply)  \$1,000 \_\_\_\_\_

### ASC FOCUS—June/July\*

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

\*ASCA 2016 Conference Issue, bonus distribution onsite

# ASCA 2016

## 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** **Amount**  
 Join or renew to save 20% or more! Member rates are available if your company's 2016 dues are paid. \$1,000 \_\_\_\_\_

**Affiliate Member Agreement Terms And Conditions:**

ASCA resources are for your personal and non-commercial use. Members 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 8	After February 12
<b>10' X 10' BOOTH</b>			
Member	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$4,250
Nonmember	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$5,500	<input type="checkbox"/> \$5,750
	<b>Amount</b> _____		

<b>10' X 20' BOOTH</b>			
Member	<input type="checkbox"/> \$7,000	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$8,500
Nonmember	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$11,000	<input type="checkbox"/> \$11,500
	<b>Amount</b> _____		

<b>10' X 30' BOOTH</b>			
Member	<input type="checkbox"/> \$10,500	<input type="checkbox"/> \$12,000	<input type="checkbox"/> \$12,750
Nonmember	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$16,500	<input type="checkbox"/> \$17,250
	<b>Amount</b> _____		

<b>20' X 20' BOOTH</b>			
Member	<input type="checkbox"/> \$14,000	<input type="checkbox"/> \$16,000	<input type="checkbox"/> \$17,000
Nonmember	<input type="checkbox"/> \$20,000	<input type="checkbox"/> \$22,000	<input type="checkbox"/> \$23,500
	<b>Amount</b> _____		

**Sponsor** **Amount**  
**PLATINUM (PICK 1)**  
 Attendee Meeting Bags

Members \$28,000 \_\_\_\_\_  
 Nonmembers \$29,500 \_\_\_\_\_

**GOLD (PICK 1)**  
 ASC Celebration Luncheon  Exhibit Hall Receptions  
 Onsite Program  Social Event

Members \$21,000 \_\_\_\_\_  
 Nonmembers \$22,500 \_\_\_\_\_

**Sponsor** **Amount**  
**SILVER (PICK 1)**  
 Badge Lanyards  5K Fun Run/Walk  
 Breakfast Break & Exhibit Hall Luncheon (2 available)  Group Yoga  
 Conference WiFi  Pedometer Challenge  
 Exhibit Hall Chair Massage  Reusable Water Bottles (2 available)  
 Hotel Key Cards  Mobile Website

Members \$12,500 \_\_\_\_\_  
 Nonmembers \$14,000 \_\_\_\_\_

**BRONZE (PICK 1)**  
 Breaks (3 available)  Social Event Transportation  
 Charging Lockers  Professional Headshots (2 available)  
 Continuing Education Kiosks  USB Drives  
 Exhibit Hall Passport

Members \$6,500 \_\_\_\_\_  
 Nonmembers \$8,000 \_\_\_\_\_

**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 2016. Please send me further details.

### ADDITIONAL OPPORTUNITIES

VENDOR HEADQUARTERS  
 Exhibitor \$2,750 \_\_\_\_\_  
 Sponsor \$1,750 \_\_\_\_\_

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

**TOTAL \$** \_\_\_\_\_