

ASCA 2013

BOSTON: APRIL 17–20

ascassociation.org/ASCA2013



Ambulatory Surgery Center Association

NETWORK & BUILD RELATIONSHIPS

YOU'RE INVITED

We have something new for you at this year's annual meeting. With more networking and greater access to our members, ASCA 2013 is certain to be the most highly regarded and well-attended meeting in the ambulatory surgery industry. With an anticipated attendance approaching 2,200 and 55 educational breakout sessions, your company cannot afford to miss this spectacular ASC event!



More than 42% of last year's attendees were ASC administrators, owners and CEOs.

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

To ensure your success, we have created a dynamic exhibit hall and an array of highly effective sponsorships. We've also incorporated numerous networking opportunities. These changes ensure your visibility is maximized. 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.



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
- Connect with an industry that performs more than 22 million procedures each year
- Gain access to the physicians, administrators, owners, materials managers, nursing directors and billing staff of the most successful ASCs in the country

SPONSORSHIP OPPORTUNITIES

A unique variety of sponsorship opportunities is available to provide you with high visibility and recognition. These packages are designed to help you efficiently and effectively promote your business.

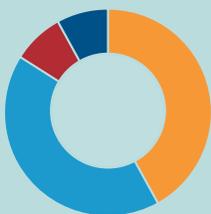
WHO IS ASCA?

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

OUR ATTENDEES ARE DECISION MAKERS

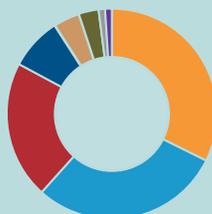
ASCA 2012 conference attendance included **2,160** industry professionals. The demographic breakdown is as follows:

Demographic Breakdown of Conference Attendees



- 42% Consultants, Managers, Directors & Vice Presidents
- 42% Administrators, Owners & CEOs
- 8% Business Office/Operations Staff
- 8% Clinical staff

Specialties Served in ASCs



- 32% GI
- 29% Ophthalmology
- 21% Pain/Neurology
- 8% Orthopedics
- 4% Derm/Plastic
- 3% Urology
- 1% Otolaryngology
- 1% General Surgery

Owners and their key advisers made up **84%** of last year's meeting attendees, making ASCA 2012 the largest meeting for decision makers in the ambulatory surgery industry!

SPONSOR OPPORTUNITIES

GOLD SPONSORSHIPS

ASC CELEBRATION LUNCHEON

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

ATTENDEE MEETING BAGS

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

SOCIAL EVENT

The ASCA 2013 Social Event will capture the spirit of Boston! All attendees are invited to eat, drink and dance the night away with friends new and old. Sponsors will be mentioned in Social Event email blasts and recognized at various times during the evening.

RECEPTIONS

By sponsoring these events your company will take part in the excitement of the meeting's most popular events: Wednesday's Welcome Reception and Thursday's Networking Reception.

In addition to Gold-level benefits, your company will be recognized during ASCA 2013 registration email blasts as well as on the meeting web site.

MOBILE APPLICATION

Sponsor the mobile application for ASCA 2013 and your company will connect attendees to the conference! With convenient access to the complete schedule, list of speakers, sponsors, exhibitors and complete floorplans of the Hynes Convention Center, general sessions, and exhibit hall; attendees will not miss a moment of the action! Your company will be recognized during email blasts promoting the application as well as on the main page of the application.

BENEFITS

- 10' x 20' Exhibit Booth, Corner Location
- 3 Chairs' Reception Invitations
- 6 Full Conference Registrations
- 6 Exhibit Hall Registrations
- Full Page, Color Ad in Program Syllabus
- Complimentary use of Preshow and Postshow Mailing List*
- Attendee Bag Insert**
- Listing & Logo on ASCA 2013 Web Site
- Description & Logo in Program Syllabus
- Special Recognition Announcements & Signage
- Signage at Sponsored Event

PRICE

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

*Rental rules apply.

**ASCA-approved insert.

SILVER SPONSORSHIPS

BADGE LANYARDS

Your name will be printed on the meeting badge lanyards. Lanyards provide your company with high visibility throughout the meeting.

BOTTLED WATER (2 available)

Customized re-useable water bottles with your company's information and logo will be provided to all meeting attendees. Water will be readily available throughout the Exhibit Hall.

BREAKFAST & MORNING BREAK (2 available)

Help attendees start the day with a tasty continental breakfast and an energy boost that will last throughout the day.

EXHIBIT HALL CHAIR MASSAGE

Deliver calmness and relaxation by sponsoring the four massage therapists who will be positioned around the exhibit hall offering attendees a free chair massage.

EXHIBIT HALL LUNCHEON

Feed the needs of the industry with the Exhibit Hall Luncheon sponsorship. You will be recognized at the luncheon and may provide ASCA-approved materials to be distributed at the event.

NEW!

HOTEL KEY CARDS

Gain exposure outside the Exhibit Hall. Your company name/logo and booth number will be on hotel key cards at all three conference hotels.

 Pricing is the same as last year.

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

POCKET EXHIBITS GUIDE

Your logo will be printed on the pocket exhibits guide, providing your company with high visibility as the attendees navigate their way through the exhibit hall.

POCKET PROGRAM GUIDE

Your logo will be printed on the pocket program guide, providing your company with high visibility as the attendees navigate their way through the meeting.

USB DRIVES

Offer attendees a complete, electronic version of the official ASCA 2013 Program Syllabus. Your logo will be printed on the reusable jump drives, providing your company with a high level of visibility before and after the meeting.

BENEFITS

- 10' x 10' Exhibit Booth
- 3 Full Conference Registrations
- 3 Exhibit Hall Registrations
- 15% Discount on Ad in Program Syllabus
- Complimentary use of Preshow and Postshow Mailing List*
- Attendee Bag Insert**
- Listing on ASCA 2013 Web Site
- Description & Logo in Program Syllabus
- Special Recognition Announcements & Signage
- Signage at Sponsored Event

PRICE

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

*Rental rules apply.

**ASCA-approved insert.

 Pricing is the same as last year.

BRONZE SPONSORSHIPS

CHARGING STATIONS (3 available)

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

MORNING OR AFTERNOON BREAKS (3 available)

Morning or afternoon break sponsors will be recognized in the signage at the beverage tables. Help provide attendees with a refreshing break in between sessions.

HAND SANITIZATION STATIONS

With 10 sanitizer dispensers located in high traffic areas, your company allows attendees to keep their hands germ-free. In addition to all of the bronze sponsor benefits, your company logo/name will be prominently displayed on each hand sanitizer.

 NEW!

EXHIBIT HALL PASSPORT

By sponsoring this event, your company will take part in the excitement of the Exhibit Hall Passport by supporting the grand prize drawings of \$500 each held during the Celebration Luncheon! Plus, your company will receive additional signage on the Exhibit Hall Passport included in the Pocket Exhibits Guide as well as on signs throughout the exhibit hall.

SOCIAL EVENT TRANSPORTATION

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

BENEFITS

- 10' x 10' Exhibit Booth
- 2 Full Conference Registrations
- 3 Exhibit Hall Registrations
- 15% Discount on Ad in Program Syllabus
- Complimentary use of Preshow and Postshow Mailing List*
- Listing on ASCA 2013 Web Site
- Description & Logo in Program Syllabus
- Special Recognition Announcements & Signage
- Signage at Sponsored Event

PRICE

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

*Rental rules apply.

 NEW!

EDUCATION SPONSORSHIPS

Sponsor one of the Breakout Sessions or Premeeting Workshops and make a big impression at ASCA 2013.

BENEFITS

- Recognition & Listing as Education Sponsor on ASCA 2013 Web Site
- Description & Logo in Program Syllabus
- Ad on ASCA 2013 Web Site

PRICE

\$1,500 per breakout session
\$2,250 per premeeting workshop

EXHIBITING

EXHIBITING AT ASCA 2013

Exhibiting with ASCA is an excellent opportunity to reach a professional, qualified audience that represents the entire ambulatory surgery industry. You can maximize your sales efforts and show definite return on your investment by showcasing your products or services at ASCA 2013. Previous exhibitors and sponsors know the value of the ambulatory surgery market and demonstrate their satisfaction through continued support, year after year.

More than 9 hours of dedicated viewing time, more than any other industry event!



SPONSOR THE PRE-ASCA 2013 BOARD DINNER

Your sponsorship includes two seats at dinner and the opportunity to discuss the latest industry news, products and trends with members of ASCA's Board of Directors. **\$5,000**

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 2013 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.



TENTATIVE EXHIBITOR SCHEDULE

Tuesday, April 16

8:00am–5:00pm
Exhibitor Registration
and Move In

Wednesday, April 17

8:00am–3:00pm
Exhibitor Registration
and Move In

5:30pm–7:00pm
Exhibit Hall
Welcome Reception

6:45pm
Door Prizes

Thursday, April 18

7:00am–2:00pm &
5:30pm–6:30pm
Exhibit Hall Open

7:00am–8:00am
Breakfast

10:00am–11:00am
Break

12:00pm–2:00pm
Exhibit Hall Luncheon

5:30pm–6:30pm
Networking Reception

6:15pm
Door Prizes

Friday, April 19

8:30am–9:00am
Exhibitor Appreciation
Breakfast

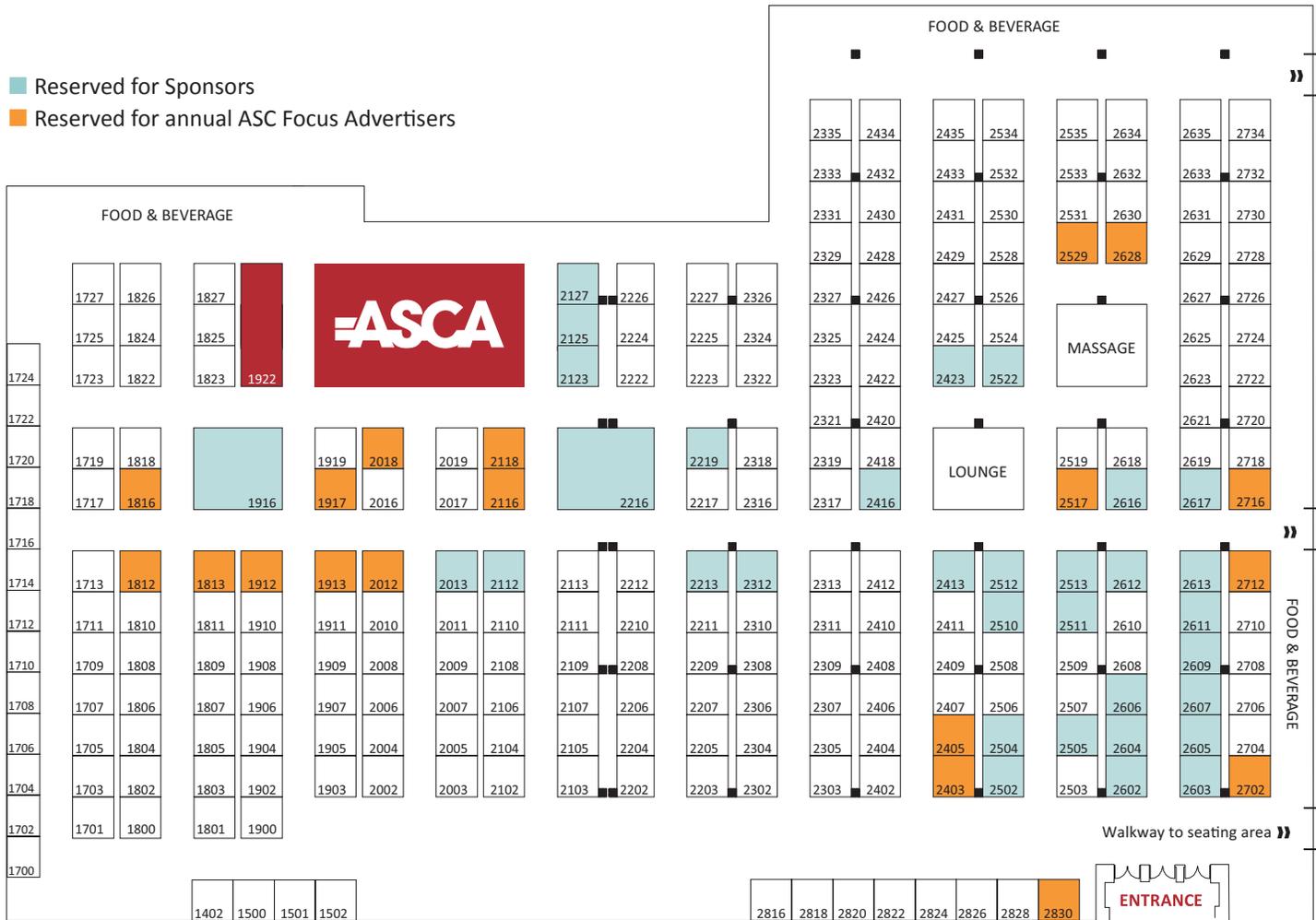
9:00am–11:00am
Exhibit Hall Open

10:00am–11:00am
Break

10:45am
Door Prizes

11:30am–5:00pm
Exhibit Teardown

- Reserved for Sponsors
- Reserved for annual ASC Focus Advertisers



ASCA has limited the number of exhibit spaces available at ASCA 2013 to ensure our exhibitors reach maximum attendees and have the best experience possible.

EXHIBIT BOOTH PRICING

Booth Size 10' x 10'

\$3,500, Members
\$5,000, Nonmembers

Includes:

- 1 - 10' x 10' Booth Space
- 1 - Full Meeting Registration
- 3 - Exhibit Hall Only Passes
- 1 - Logo & Description in the Program Syllabus
- 1 - Electronic Preshow Attendee List*

Booth Size 10' x 20'

\$7,000, Members
\$10,000, Nonmembers

Includes:

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

Booth Size 20' x 20'

\$14,000, Members
\$20,000, Nonmembers

Includes:

- 1 - 20' x 20' Booth Space
- 6 - Full Meeting Registrations
- 10 - Exhibit Hall Only Passes
- 1 - Logo & Description in the Program Syllabus
- 1 - Electronic Preshow Attendee List*

Additional registrations are available for a fee.

Each 10' x 10' booth space includes:

8' high back drapery and 3' high side drapery (suspended on aluminum piping) and one 7" x 44" company identification sign.
Carpeting, tables and chairs are not included.

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

Pricing is the same as last year.

Questions? Contact ASCA at 202.337.1897

ADVERTISING OPPORTUNITIES

NEW! ASC FOCUS BUYERS GUIDE

Secure space in our new Buyers Guide. Published in the May issue of ASC Focus, an ad placement will offer your company exposure onsite and with those unable to attend this year. Available to 2013 exhibitors only. **\$375**

NEW! DIRECTIONAL SIGNS

Add your company logo to our directional signage allowing attendees to see your logo as they are directed to key areas such as: Registration, General Sessions, Breakouts and the Exhibit Hall. **\$500 per sign**

NEW! POCKET EXHIBITS GUIDE

Secure a half-page ad within the popular Pocket Exhibits Guide. With limited space available, your company is sure to stand out! **Half Page \$700**

NEW! CONFERENCE PATHFINDERS

Direct attendees to your exhibit space! Available throughout the exhibit hall, the floor pathfinders include your company logo and booth number. **\$400 for 1/\$700 for 2**

PROGRAM SYLLABUS

AD SIZE:	COST:
Half Page, 4-color	\$1,500
Full Page, 4-color	\$2,000
2-Page Spread, 4-color	\$5,000
Inside Front Cover, 4-color	\$2,625
Inside Back Cover, 4-color	\$2,625
Back Cover, 4-color	\$3,450

ASCA WEBSITE

Catch our attendees' attention on the official web site for our annual meeting ASCA 2013. Attendees will use this web site to register for the conference, view current information, plan their schedule and review a list of exhibitors. **\$1,200**

ADDITIONAL ON-SITE

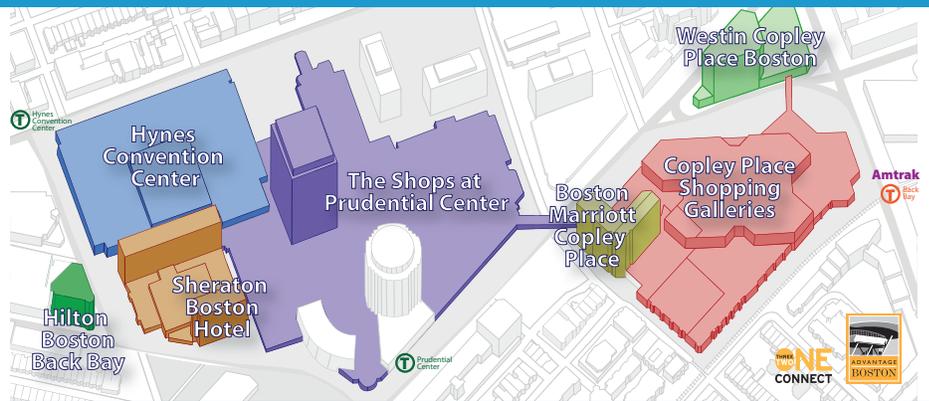
A limited number of unique marketing opportunities are available throughout the convention area. These on-site signage options are available on a first-come, first-served basis. Please call 202.337.1897 for specific information.

HOTEL INFORMATION

Special rooms rates are offered to ASCA 2013 attendees and exhibitors at several hotels. Ideally located in the heart of Boston's most picturesque area and historic Back Bay neighborhood, the hotels and convention center are only 4 miles from Logan International Airport, close to the trendy Newbury Street and Copley Square for fabulous shopping and dining. Also nearby are historic Fenway Park, the Boston Common, Museum of Fine Arts and Symphony Hall.

The hotels are listed to the right in order of proximity to the Hynes Convention Center. The Sheraton, Marriott and Westin hotels are connected to the Hynes Convention Center via the Prudential Center/Copley Place Mall complex; the Hilton is located across the street. (See map.)

The room rates are available until March 14th. When making reservations, use discount code ASCA2013.



<p>Sheraton Boston Hotel Walking Distance to Convention Center: 5 minutes 39 Dalton Street Boston, MA 02199 Rate: \$229</p>	<p>Hilton Boston Back Bay Walking Distance to Convention Center: 6 minutes 40 Dalton Street Boston, MA 02115 Rate: \$229</p>	<p>Boston Marriott Copley Place Walking Distance to Convention Center: 7 minutes 110 Huntington Avenue Boston, MA 02116 Rate: \$219</p>	<p>Westin Copley Place Hotel Walking Distance to Convention Center: 8 minutes 10 Huntington Avenue Boston, MA 02116 Rate: \$259</p>
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➔ For booking information please see the ASCA 2013 website at www.ascassociation.org/ASCA2013.

MARKETING OPPORTUNITIES

NEW! EXHIBIT HALL PASSPORT

New this year, the Exhibit Hall Passport will bring further traffic into the exhibit hall and allow further networking opportunities with attendees! With the Exhibit Hall labeled with the neighborhoods of Boston, attendees will tour the hall and have their passport “stamped” at each exhibit space they visit. Once they visit a set number of exhibit spaces per neighborhood, attendees will be qualified to win one of the \$500 cash prizes to be announced during Friday’s Celebration Luncheon.

MAILING LIST RENTAL

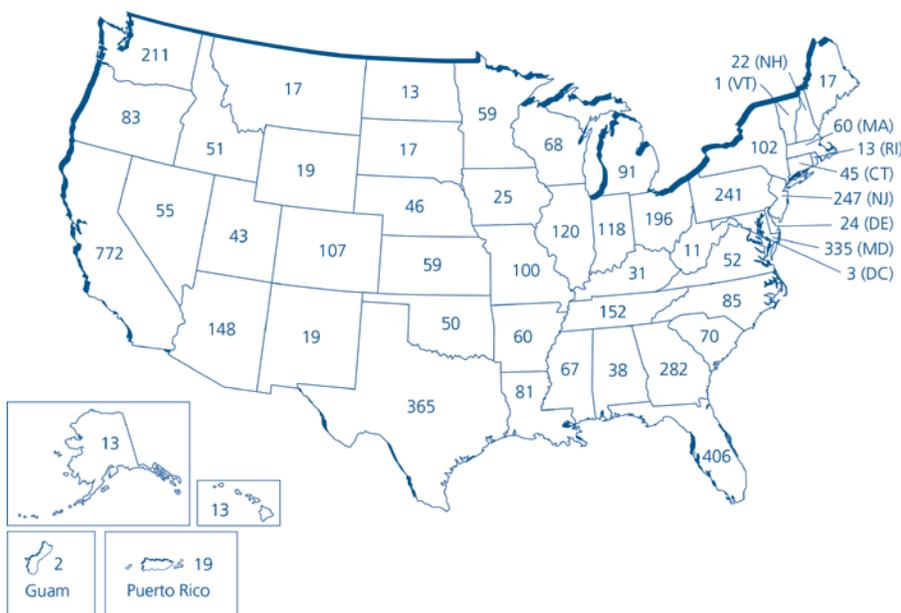
Exhibitors and sponsors may market their products and services by direct mail to meeting attendees before or after the meeting. The attendee mailing list will be available for a one-time, pre-approved mailing for exhibitors and sponsors only. Please note that if you choose to reference our meeting in the mailing, you should refer to it as “ASCA 2013.” The preshow mailing list will be available on March 15, 2013, and the postshow mailing list on May 3, 2013. A mailing list rental agreement will be sent to you and must be returned to ASCA with a copy of the final item to be mailed in order to receive the rental list. Please call 703.836.5904 for details on renting either list. The rental charge is \$750 per mailing.

DONATE ITEMS FOR EXHIBIT HALL DRAWINGS

The coordinated Exhibit Hall Drawings bring in a crowd! This is a great way to increase your visibility during ASCA 2013. Exhibitors collect business cards (or entry forms) at their exhibit booths. Drawing winners are announced during scheduled breaks and winners need not be present to claim their prize. 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.

THE ASC MARKET

Located in every state, ASCs are changing the face of health care by offering top-quality care at cost-effective prices and expanding access to surgical services. ASCA is eager to help you become better acquainted with the people who own and operate ASCs throughout our nation.



ASCA 2012 SPONSORS

GOLD SPONSORS

ABEQ GENASCIS	Surgical Care Affiliates
National Medical Billing Services	United Surgical Partners International
Provista	

SILVER SPONSORS

3M Health Care	Cardinal Health
Alcon Laboratories, Inc	ProVation Medical/
Ambulatory Surgical Centers of America (ASCOA)	Wolters Kluwer Health
Amerinet	Surgical Notes
	VMG Health

BRONZE SPONSORS

AmkaiSolutions	Mckesson Medical/
CuraScript SD	Surgical
GOJO Industries	MD Buyline
Joint Commission, The	Nueterra
	SourceMedical

ASCA 2013 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. 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 all applicable provisions of the ADA and the Massachusetts Center Convention Authority.
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. All exhibit materials must conform to the fire regulations and electrical codes of the Exhibit Hall and Massachusetts Center Convention Authority fire codes.
10. Products, circulars, publications and advertising matter must be confined to, and may only be distributed and/or operated within, the assigned booth space.
11. 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.
12. Signs, rails, etc., will not be permitted to intrude into or over aisles.
13. No gummed surface or pressure-sensitive labels, self-adhesive stickers/labels or advertising stickers will be permitted.
14. Exhibitor/Sponsor shall not conduct outside activities that are likely to take attendees from the program and/or exhibit functions.
15. 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.
16. 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.
17. No music of any kind is allowed at exhibit booths.
18. 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.
19. ASCA reserves the right to make changes to these rules. 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.
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 pro-rata share of the aggregate amounts received by ASCA as rental fees for booths after deducting all costs and expenses in connection with such exhibits, including reasonable reserves for claims, 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, 2012, will be refunded the amount paid minus a \$250 administration fee. Exhibitors who cancel between January 1, 2013 and February 1, 2013 will be refunded the amount paid minus a \$500 administration fee. No refund will be issued for exhibitors who cancel after February 1, 2013. 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.

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 Massachusetts Center Convention Authority 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, as well as to strictly comply with the applicable terms and conditions contained in the agreement between the Massachusetts Center Convention Authority and ASCA regarding the exhibition premises. Further, the exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor's activities on the Massachusetts Center Convention Authority premises and will indemnify, defend and hold harmless ASCA, the Massachusetts Center Convention Authority, 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 Massachusetts Center Convention Authority, and agrees to indemnify same against any and all claims for such loss, damage or injury. Exhibitors desiring to carry insurance on the display, products, etc., will obtain it at their own expense.

ASCA 2013

APPLICATION & CONTRACT

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

We, the undersigned, make application for exhibit space at ASCA 2013, subject to the conditions, rules and regulations governing the exhibition as stated on page 10, which we accept as part of the agreement. We understand the space assignments will be made by ASCA.

Signature

Exhibitor/Sponsor Contact Information

Name _____

Phone _____ Fax _____

Email _____

Booth Choices and Syllabus Information

Company Name _____

Web site _____ Phone _____

Address _____

City _____ State/ZIP _____

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

_____ | _____ | _____
 1st choice 2nd choice 3rd choice

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

Logo/50-word description submissions MUST be sent via email to kate@bluehouse.us to confirm your exhibit space. We reserve the right to edit all descriptions.

Credit Card Information

VISA MasterCard AMEX

Name on card _____

Billing address _____

Credit card number _____ Code _____ Expiration date _____

Signature _____

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

Our company would like to host a private meeting/presentation, party or happy hour for _____ people during an approved time at the meeting hotel during ASCA 2013. Please send me further details.

ASCA Vendor Membership Amount

Join or renew to save 20% or more! As this is a 2013 event your 2013 dues must be paid to receive the discounted member rate. \$1,000 _____

Exhibit Amount

10' x 10' Booth Members \$3,500 _____
Nonmembers \$5,000 _____

10' x 20' Booth Members \$7,000 _____
Nonmembers \$10,000 _____

20' x 20' Booth Members \$14,000 _____
Nonmembers \$20,000 _____

Member rates are available if your company's 2013 dues are paid below.

Sponsor Amount

GOLD (PICK 1) ASC Celebration Luncheon Members \$28,000 _____
 Attendee Meeting Bags Nonmembers \$34,000 _____
Includes 10 x 20 booth and mailing list rental
 Mobile Application
 Social Event
 Receptions

SILVER (PICK 1) Badge Lanyards Members \$16,000 _____
 Bottled Water (2 available) Nonmembers \$20,000 _____
Includes 10 x 10 booth and mailing list rental
 Breakfast & Morning Break (2 available)
 Exhibit Hall Chair Massage
 Exhibit Hall Luncheon
 Hotel Key Cards
 Pocket Exhibits Guide
 Pocket Program Guide
 USB Drives 10' x 20' Upgrade \$3,500 _____

BRONZE (PICK 1) Charging Station Members \$10,000 _____
 Exhibit Hall Passport Nonmembers \$12,500 _____
Includes 10 x 10 booth and mailing list rental
 Hand Sanitization Stations
 Morning or Afternoon Breaks (3 available)
 Social Event Transportation 10' x 20' Upgrade \$3,500 _____

EDUCATION \$1,500 Session \$2,250 Premeeting _____

BOARD DINNER \$5,000 _____

Advertise* Amount

PROGRAM SYLLABUS
 4-Color Half Page \$1,500 _____
 Full Page \$2,000 _____
 Ad Deadline: 2-Page Spread \$5,000 _____
 Feb 7 Inside Front Cover \$2,625 _____
 Ad Materials: Inside Back Cover \$2,625 _____
 Feb 21 Back Cover \$3,450 _____

DIRECTIONAL SIGNS \$500 per sign _____

POCKET EXHIBITS GUIDE AD \$700 per half page ad _____

PATHFINDER \$400 for 1 \$700 for 2 _____

ASC FOCUS BUYERS GUIDE \$375 _____

ASCA WEBSITE \$1,200 _____

*Nonmembers add 20%

ASCA 2013 Attendee Mailing List Amount

(rental rules apply) \$750 _____

TOTAL \$ _____

DID YOU KNOW?

- More than 42% of last year's attendees were administrators, owners & CEOs.
- More than 42% of last year's attendees were consultants, managers, directors & vice presidents.
- The average cost to exhibit is less than \$3.42 per attendee!

More than 2,160 ASC professionals attended ASCA 2012!

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

The ASC industry performs more than 22 million procedures each year.

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