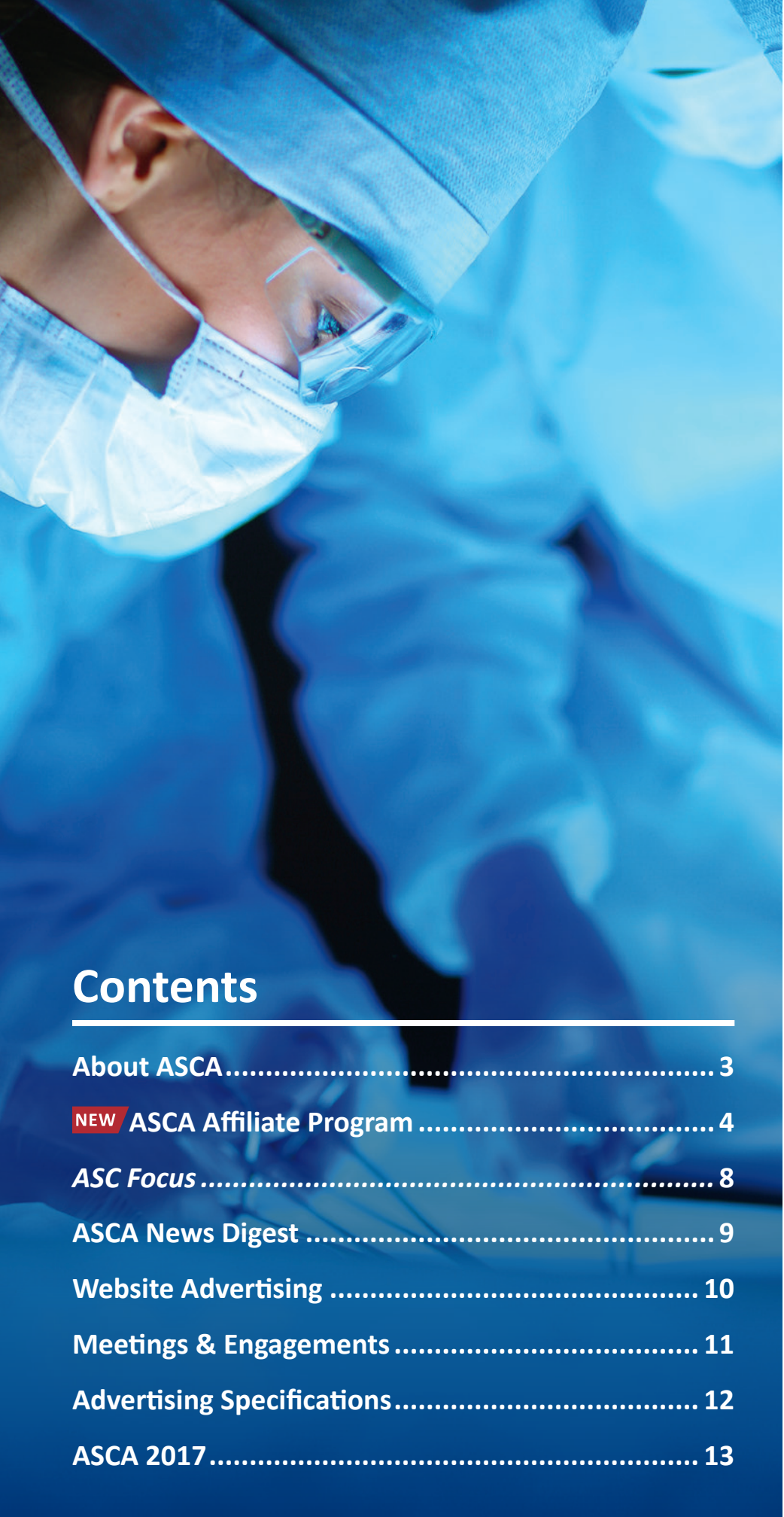




ascassociation.org | ascaconnect.org | ascfocus.org



Ambulatory Surgery Center Association



Contents

About ASCA.....	3
NEW ASCA Affiliate Program	4
<i>ASC Focus</i>	8
ASCA News Digest	9
Website Advertising	10
Meetings & Engagements	11
Advertising Specifications	12
ASCA 2017	13

What is an ASC?

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

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

What ASCs Are Not:

ASCs are not rural health clinics, urgent care centers or ambulatory care centers that provide diagnostic or primary health care services.

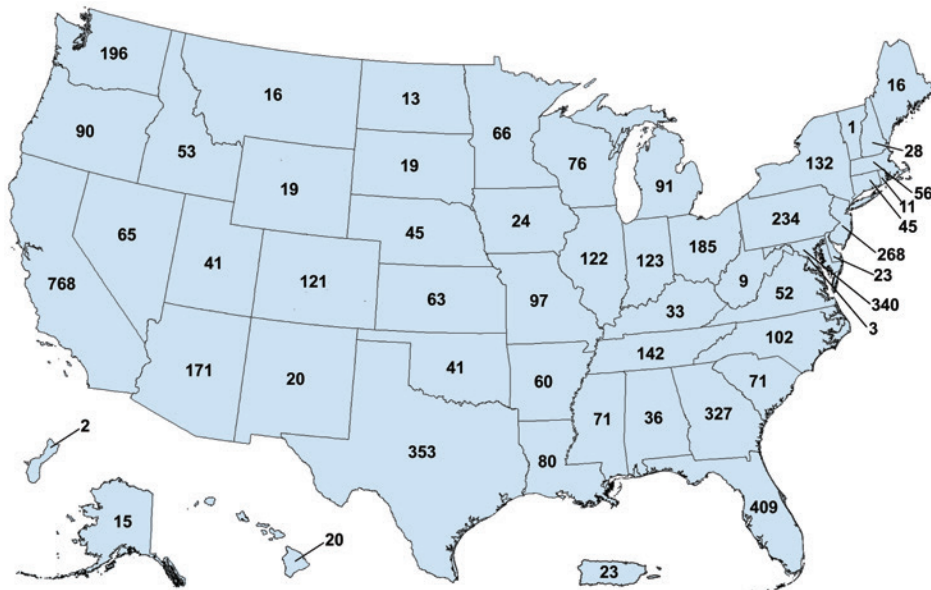
ASCs only treat patients who have already seen a health care provider and selected surgery as the appropriate treatment for their condition.

ASCs are not physicians’ offices either. All ASCs must have at least one dedicated operating room and the equipment needed to perform surgery safely and ensure quality patient care.

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 5,486 Medicare-certified ASCs organized by state.



Based on data provided by the Centers for Medicare & Medicaid Services (CMS), July 2016

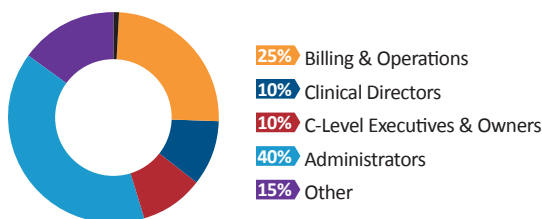
The ASC industry continues to grow with 5,486 Medicare-certified ASC facilities and 16,308 ORs across the country. ASCA Affiliates are invited to take advantage of the diverse marketing, advertising, exhibit and sponsorship opportunities the Ambulatory Surgery Center Association (ASCA) has to offer to stay connected with the ambulatory surgery industry, in front of ASCA's members and ahead of your competition.

BY PARTNERING WITH ASCA YOUR COMPANY CAN

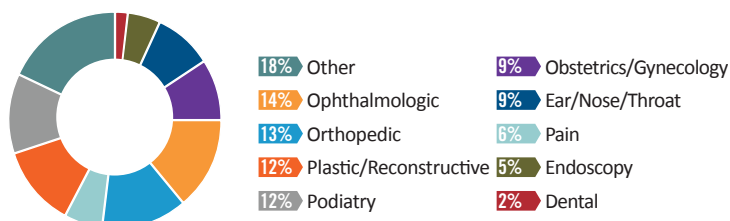
- Showcase your products and services, strategically, to the ASC market
- Gain access to the physicians, administrators, owners, materials managers, nursing directors and billing staff at ASCs of all types and sizes
- Reach key decision makers at ASCs across the country
- Stay in front of your current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

OUR MEMBERS ARE DECISION MAKERS

Demographic Breakdown of Attendees at ASCA 2016



Specialties Served in ASCs



ASCA Affiliate Program



New this year, ASCA is rolling out a benefit-driven recognition program to replace the ASCA Vendor Membership category. The five-tiered Affiliate Program offers significant compounding benefits and increased visibility. Recognition will be based on the previous year's annual spend or automatically increased to a higher level if the current year spend exceeds the previous. An annual fee of \$975 is required to access the benefits afforded to an ASCA Affiliate.

LEVELS AND BENEFITS

Affiliate

\$975 annual fee

BENEFITS

- Inclusion within ASCA's Affiliate Directory
- Complimentary one time use of the ASCA member list
- Discount pricing on ASCA programs and meetings
- Overview of ASCA's Annual Nationwide Benchmarking Survey Results
- 20% savings on ASCA's advertising opportunities
- Single user access to interact with members within ASCA's online community, *ASCA Connect*

Affiliate Advocate

\$4,500+ annual spend

BENEFITS

- All benefits listed above plus:
- Company wide access to interact with members within ASCA's online community, *ASCA Connect*

- Two subscriptions to *ASC Focus*, ASCA's monthly magazine, plus unlimited access to the digital version
- Access to ASCA's online Membership Database through *ASCA Connect*
- Unique ASCA Affiliate logo for promotional use

Affiliate Partner

\$15,000+ annual spend

BENEFITS

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

Affiliate Advisor

\$30,000+ annual spend

BENEFITS

- All benefits listed above plus:
- Annual recognition in the October

issue of *ASC Focus*

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

Affiliate Leader

\$60,000+ annual spend

BENEFITS

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

ASCA Affiliate Program Benefits	Affiliate	Affiliate Advocate	Affiliate Partner	Affiliate Advisor	Affiliate Leader
Inclusion within ASCA's Affiliate Directory	X	X	X	X	X
Complimentary one time use of the ASCA member list	X	X	X	X	X
Discount pricing on ASCA programs and meetings	X	X	X	X	X
Overview of ASCA's Annual Nationwide Benchmarking Survey Results	X	X	X	X	X
20% savings on ASCA's advertising opportunities	X	X	X	X	X
Single user access to <i>ASCA Connect</i>	X				
Company-wide access to <i>ASCA Connect</i>		X	X	X	X
2 subscriptions to <i>ASC Focus</i>		X	X	X	X
Access to ASCA online Membership Database		X	X	X	X
Unique ASCA Affiliate logo for promotional use		X	X	X	X
Special recognition on designated ASCA Affiliate webpage			X	X	X
Access to premier exhibit booth spaces			X	X	X
Promotion in a special <i>ASCA News Digest</i> e-newsletter "Thank You" message			X	X	X
Annual recognition in the October issue of <i>ASC Focus</i>			X	X	X
Expanded Annual Nationwide Benchmarking Survey Results			X	X	X
Inclusion in a special "Thank You" email to ASCA members				X	X
Two invitations to ASCA President's Reception at ASCA's Annual Meeting				X	X
Access to the exclusive Advisory & Ambassador Lounge at ASCA's Annual Meeting				X	X
Two shared content posts in <i>ASCA News Digest</i>				X	X
Two invitations to exclusive Evolution of Outpatient Surgery Summit					X
Individual Briefing on the state of the ASC Community with ASCA CEO or COO					X
Two shared content posts on the <i>ASC Focus</i> website					X



National Medical Billing Services



AmkaiSolutions
in2itive Business Solutions
Mobile Instrument Service & Repair
One Medical Passport
Otonomy, Inc.
SourceMed
Surgical Notes



3M Health Care
Accreditation Association for Ambulatory Health Care
AllianceMed
Cardinal Health
CareCredit
CuraScript SD
DePuy Synthes
Evident- CPSI
HealthTrust Purchasing Group | Advantage Trust
Medtronic
Midwest Medical Enterprises
Pacira Pharmaceuticals- EXPAREL
PharMEDium Services, LLC
ProVation Medical/Wolters Kluwer Health
Simple Admit



Abbott Medical Optics
 Abbott Point of Care
 ABEO
 Aisthesis
 AIV, Inc
 Alpine Surgical Equipment
 AlSCO HealthAssure
 American Medical Association
 Anesthesia Plus, Inc
 Ansell Healthcare, Inc
 ARC Medical, Inc
 ASCistus
 Association of periOperative
 Registered Nurses, The
 Athena Health
 Atlantis Worldwide, LLC
 Avella Specialty Pharmacy
 Aviacode
 Banyan
 Bausch & Lomb
 BBL Medical Facilities
 Bemis Health Care
 Blue Belt Technologies
 Bluestone Diagnostics
 Bolder Healthcare Solutions
 Brasseler USA
 Business Intelligence Solutions
 Cactus, LLC
 CareFusion
 Carl Zeiss, Inc
 Casetabs
 Centinel Spine
 Centurion Medical Products
 Centurion Service Group
 Cerner Corporation
 Champion Manufacturing, Inc
 Christie Medical
 Cipher Health
 Coding Network, LLC, The
 Collect Rx, Inc
 Competency & Credentialing Institute
 Competent Provider
 Compression Solutions
 Crosstex/SPSmedical

Cubex
 Cyramedex
 Devon Medical Products/ Midway Medical
 Dialog Health
 Didage Sales Company, Inc
 DRE Medical, Inc
 eClinicalWorks
 Encompass Group
 EndoChoice
 ePAY Healthcare
 Epix Anesthesia
 Essensa
 Eveia Health Consulting & Management
 Expor Healthcare Systems
 Fortus Healthcare Resources
 Full Circle Business Solutions
 GE Healthcare
 Global Medical REIT
 gMed, a Modernizing Medicine company
 GreenSky
 H+sp
 Halyard Health
 Hausted Patient Handling Systems
 HealthCare Appraisers, Inc
 Heartland Medical
 Henry Schein
 Hologic, Inc
 Hospira, a Pfizer Company
 HSTpathways
 Hybrent
 ICE Technologies, Inc.
 ImageFIRST Healthcare Laundry Specialists
 InfuSystem, Inc.
 Innovative Medical Products
 Innovative Orthopedic Technologies-IOT
 Innovative Sterilization Technologies
 Intalere
 Integrity Medical Systems, Inc.
 IntelliSound, Inc
 Inventory Optimization Solutions
 JCB Laboratories
 Jellyfish Health
 Joint Commission, The
 KARL STORZ Endoscopy-America, Inc
 Key Surgical, Inc
 Learning Harbor, Inc
 Live Oak Bank
 Masimo Corporation
 McKesson Medical Surgical
 MD Technologies, Inc
 mdStrategies
 MedA/Rx
 Medacta Usa
 Medaxion
 MedData
 Medical Products Resource

MediGain, Inc
 MediPurpose
 Medline Industries, Inc
 MedPro Group
 MEDtegrity Medical Laundry Network
 MedTek.net, Inc
 Mindray North America
 Miraca Life Sciences
 Mnet Financial Collection Agency
 NextGen
 Nixon Uniform Service and Medical Wear
 Noelker and Hull Associates, Inc
 Northern Scientific, Inc
 Nuvo, Inc
 OBP Medical
 Olympus America, Inc
 Omeros
 Oppor
 OR Manager, Inc
 OR Specific
 OsteoMed
 Outpatient Surgery Magazine
 Pall Medical
 Paragon Service
 PG LifeLink
 Physio-Control, Inc
 pingmd
 Prescott's, Inc
 Provista Co
 PurNet, Inc
 Radiation Detection Company
 Re-Owned.com
 Red Rock Diagnostics
 Remi
 RESULT
 Ruhof Healthcare Corporation, The
 Sealed Air
 Sheridan Healthcare
 Silversheet
 Socius Marketing
 SOMA Technology, Inc
 Somnia Anesthesia
 SPH Analytics
 SSI - Medibis
 Sterilis Medical
 STERIS Corporation
 Stryker Corporation
 Summit Medical
 TekTone
 Transmotion Medical, Inc
 US WorldMeds
 VitaHEAT Medical
 VMG Health
 Xodus Medical, Inc
 ZirMed
 ZOLL Medical Corporation



Acumen Healthcare
 Acupath Laboratories, Inc
 AD Surgical
 Alternative Source Medical, LLC, The
 Ambitel
 Ambulatory Healthcare Strategies, LLC
 Ambulatory Strategies
 ASC Compliance
 Ascension Group Architects, LLP
 Ascription Medical Consultants
 Avanza Healthcare Strategies
 Beatty Marketing & Sales
 Block Imaging International
 Boulder Associates
 Brach Eichler, LLC
 Bridgewater Health
 Broshar Consulting, LLC
 CBLNC
 Compass Surgical Partners, LLC
 Conexem Software LLC
 Contec, Inc
 Delfi Medical Innovations, Inc
 Diverse Health Consulting, LLC
 Ellis Medical Consulting, Inc
 Emergency Medical Products
 eSolutions
 Exclusive Surgeries Network, LLC
 Executive Solutions for Healthcare, LLC
 Franklin Collection SVC
 Frontier Healthcare
 Frost-Arnett Company
 GEHC
 Health Capital Consultants
 Health Care Billing of St Charles

Healthcare Claims Management
 Healthcare Consultants International, Inc
 Healthcare Venture Professionals, LLC (HVP)
 Healthmark
 HealthScope Benefits, Inc
 Hogan Lovells US LLP
 Immergrun, Inc
 Infection Control Consulting Services
 InHealth Clinical Documentation
 InSite Surgical Partners
 Insurance Office of America, Inc
 Integra Anesthesia Associates, LLC
 JM Feldman & Associates
 Kaufman Hall
 Kaye/Bassman International Corp
 Langston Healthcare Services
 Lockard Construction
 Magnet Solutions, Inc
 Management Resource Group, LLC
 Marasco & Associates, Inc, Healthcare Architects & Consultants
 McDermott Will & Emery
 MCG Revenue Management
 Med Shield, Inc./Healthcare Claims Management
 Med-Econ Inc
 MedExec
 MedHQ, LLC
 Medical Consulting Group, LLC
 MedOfficePro
 Michelman & Robinson, LLP
 Miele, Inc
 Morgan Services
 Mowles Medical Practice Management, LLC
 MYCO Medical
 National Board of Surgical Technology & Surgical Assisting
 New Jersey Carpenter Health Fund
 NextServices, Inc
 Nossaman, LLP
 Notable Systems

NSN Revenue Resources
 Ortmann Healthcare Consulting Services
 Outpatient Healthcare Strategies
 Parc Consulting LLC
 Parcus Medical, LLC
 Partners Medical Consulting
 Patriot-Reading Associates
 Physician Practice Solutions
 Premier Healthcare Consulting
 PRIMUS Sterilizer Company, LLC
 Progressive Surgical Solutions, LLC
 RemCare Anesthesia Solutions, LLC
 RITEway Building Services
 Rx Transcription & Coding
 Sapphire Health Group
 Sherrard & Roe, PLC
 Shippert Medical Technologies
 Shonsey & Associates, CPAs
 Sierra Healthcare Options
 Solara Surgical Partners
 Somerset CPAs/Somerset Health Care Team
 SPS Medical Supply Corp
 Surgery Center Services of America
 Surgical Development Systems, Inc
 Surgical Management Professionals, LLC
 SURGICAL OUTCOMES
 Information Exchange (SOIX)
 SurgiCare Inventory Software
 Symphony Performance Health
 The Center for Health Affairs and CHAMPS Healthcare
 The Physician's Advocate
 UMR
 United Anesthesia Partners
 Universal American
 West Coast Medical Resources, Inc
 Yankee Alliance, LLC
 Zimmer
 Zulu Health

ASC Focus

FREQUENCY AND READERSHIP

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

WHAT'S INSIDE?

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

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

ASC FOCUS EDITORIAL CALENDAR 2017

Issue	Primary Feature	Secondary Feature
January*	Industry Trends	Clinical Care
February	Advocacy	Benchmarking
March	Infection Prevention	Facilities Management
April	Coding	Quality
May	ASCA 2017 Preview	Social Media
June/July*	Marketing	Patient Safety
August	Human Resources	Innovations
September	Accreditation	Technology
October*	Regulatory Compliance	New Payment Models
November/December	Finances	Materials Management

Specific titles might change or be eliminated without prior notice.

*Bonus distribution

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

CONTRIBUTE TO ASC FOCUS

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

ASC FOCUS BONUS DISTRIBUTION

- **January:** ASCA 2017 Winter Seminars
- **June/July:** ASCA 2017
- **October:** Nonmember Medicare-certified ASCs

ASC FOCUS DEADLINES

Issue	Space	Materials	Issue	Space	Materials
Jan*	Nov 2	Nov 30	Jun/July*	Mar 21	Apr 12
Feb	Nov 17	Dec 14	Aug	Jun 6	Jun 28
Mar	Jan 5	Jan 31	Sept	Jul 7	Jul 31
Apr	Feb 3	Feb 28	Oct*	Aug 8	Aug 30
May	Mar 8	Mar 30	Nov/Dec	Sep 5	Sep 27

*Bonus distribution

ASC FOCUS ONLINE

ASC Focus now has a dedicated website, where you can share your news, including product and service promotions, with ASCA Members and *ASC Focus* magazine's readers. You can find the new site at www.ascfocus.org.

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

Advertise:

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

ASCA News Digest

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

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

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

ADVERTISING MATERIAL SPECIFICATIONS

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

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

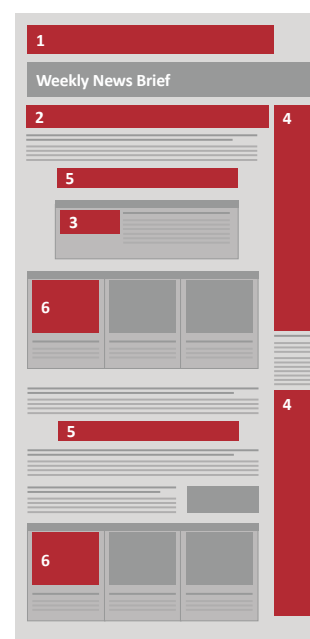
ASCA NEWS DIGEST AD POSITIONING

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

ASCA NEWS DIGEST SHARED CONTENT

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

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



Website Advertising

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

ASCASSOCIATION.ORG

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

Average monthly pageviews: 65,140

ASCA CONNECT

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

Total community members: 17,623

Average Monthly Messages: 1,005

ASCA 2017

Catch attendees' attention on the official website for our annual meeting ASCA 2017. Attendees will use this website to register for the conference, view current information, plan their schedule and review a list of exhibitors.

Annual pageviews: 84,879

ASC FOCUS ONLINE

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

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

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

Meetings & Engagements

A photograph showing the silhouettes of several business professionals in a modern office setting. They are standing and walking near a large window that offers a view of a city skyline at sunset or sunrise. The warm light from the sun creates a strong glow and lens flare effect. The office interior has a glass railing and a polished floor that reflects the light.

ASCA 2017

Washington D.C., May 3–6, 2017
Gaylord National Resort & Convention Center

The annual meeting for the Ambulatory Surgery Center Association, ASCA 2017, will bring together more than 2,200 ambulatory surgery center attendees. The meeting features more than 70 highly-regarded educational sessions and opportunities to earn continuing education credits for attendees, as well as targeted sponsorship and exhibit opportunities to help make your product or service stand apart from the competition.

ASCA WINTER SEMINAR

San Antonio, Texas, January 12–14, 2017

The 2017 Winter Seminars are geared toward ASC professionals seeking advanced content on ways to streamline their clinical and business operations, enhance their ASC's bottom line while remaining compliant with the ever-evolving regulatory criteria.

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

DIRECT MAIL

Market your products and services by direct mail and reach your potential clients at their ASCs! Available electronically for a one-time, pre-approved mailing.

- ASCA Facility Member list:
\$600, 1 contact per ASC Facility
\$750, 4 contacts per ASC Facility
- ASCA 2017 Attendee list: *\$1,000*

Advertising Specifications

TERMS

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

WEB AD DEADLINES

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

ONLINE AD DIAGRAMS

1 962 x 85 (horizontal)

2 160 x 600 (vertical)

3 575 x 90 (horizontal)

4 300 x 250 (horizontal)

5 125 x 125

6 400 x 60 (horizontal)

7 600 x 90 (horizontal)



PRINT ADVERTISING MATERIAL SPECIFICATIONS

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

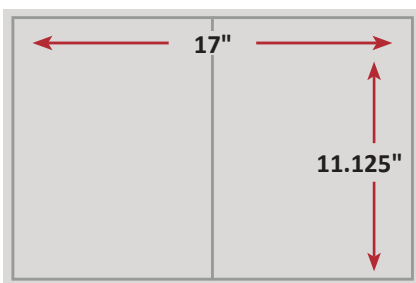
*A uniform bleed of 0.125" should be used on all ads that bleed. All cropmarks should be offset to 0.125".

MATERIAL SUBMISSION

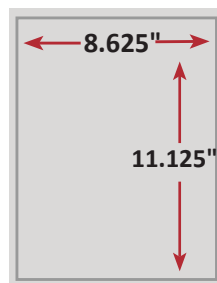
- Please supply a high-resolution PDF with fonts and images embedded.
- All files under 8MB may be emailed to elizabeth@bluehouse.us
- For files over 8MB, call for ftp information.

ASC FOCUS AD DIAGRAMS

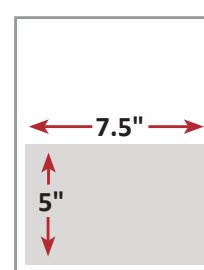
2-Page Spread (with bleed)



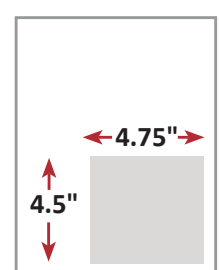
Full Page (with bleed)



1/2 Page



1/3 Page



ASCA 2017

WASHINGTON, DC: MAY 3–6
ascassociation.org/ASCA2017

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

WHAT TO LOOK FOR:

Benefits of Exhibiting.....	14
Sponsor Opportunities	15
Exhibiting.....	19
Advertising Opportunities	21
Creative Marketing Opportunities.....	22
ASCA 2016 Exhibitors	23
Application & Contract	25

IMPORTANT DATES

NOVEMBER 4, 2016

Right of first refusal deadline
for previous year's sponsors

JANUARY 10, 2017

Early Registration pricing ends

FEBRUARY 14, 2017

Regular Registration pricing ends

MARCH 10, 2017

Deadline for exhibitors to be included
in the Onsite Program

MARCH 10, 2017

Exhibit Hall Drawing Form
submission deadline

MARCH 14, 2017

Ad materials are due for the
2016 Onsite Program

APRIL 1, 2017*

Furniture/Electrical discount deadline

APRIL 1, 2017*

Lead Retrieval discount deadline

APRIL 11, 2017

Pre-show Mailing List available

APRIL 26, 2017

Exhibitor badge registration deadline

MAY 23, 2017

Post-show Mailing List available

*Dates subject to change



NETWORK & BUILD RELATIONSHIPS

YOU'RE INVITED

The annual meeting for the Ambulatory Surgery Center Association, ASCA 2017, brings together more than 2,200 ambulatory surgery center attendees. The meeting features more than 70 highly-regarded educational sessions and opportunities to earn continuing education credits for attendees, as well as targeted sponsorship and exhibit opportunities to help make your product or service stand apart from the competition.

ASCA's Annual Meeting offers something for everyone!

Did you know ASCA's membership now includes more than 3,000 ASCs? ASCA members turn to the Annual Meeting to learn about the latest products and services available to improve efficiencies within their ASC.

PARTICIPATION BENEFITS

- Connect with attendees who view exhibitors as a primary source for purchasing information
- Reach key decision makers from ASCs across the country
- Network with current and future customers
- 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 2016 FEATURED

230 BOOTHS | **194** COMPANIES

97% OF EXHIBITORS RATED ASCA 2016 AS "VERY" OR "MOSTLY" SUCCESSFUL

60% OF EXHIBITORS GENERATED OVER 20 "STRONG" LEADS while

26% OF EXHIBITORS GENERATED 61+ LEADS

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

To ensure your success, we have created a dynamic exhibit hall and an array of highly effective sponsorships. We've also incorporated numerous networking opportunities to maximize your visibility. We invite you to make plans to be a part of this unparalleled opportunity.

WHAT IS AN ASC?

Ambulatory surgery centers, or ASCs, are facilities where surgeries that do not require hospital admission are performed. Patients who choose to have surgery in an ASC arrive on the day of their procedure, undergo their surgery in a fully equipped operating room and recover under the care of highly skilled nurses, all without hospital admission. ASCs may perform surgeries in several specialties or dedicate their services to one specialty, such as eye care or sports medicine.

SPONSOR OPPORTUNITIES

PLATINUM SPONSORSHIPS



ATTENDEE MEETING BAGS

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

BENEFITS:

- 6 Additional Full Conference Registrations
- Preshow and Postshow Mailing List*
- Listing & Logo on ASCA 2017 Web Site
- Extensive Recognition Announcements & Signage
- Attendee Bag Insert**
- 3 President's Reception Invitations
- Full Page, Color Ad in Onsite Program
- Description & Logo in Onsite Program
- Large Welcome Banner

PRICE

\$30,000

*Rental rules apply.

**ASCA-approved insert.

GOLD SPONSORSHIPS



ASC CELEBRATION LUNCHEON

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

ONSITE PROGRAM

This easy-to-read booklet is given to all attendees and features pertinent conference details including schedules, session descriptions, exhibitor lists and the exhibit hall floor plan. As the sponsor, your logo will be printed on the front cover flap and your advertisement on the back cover, providing heightened visibility throughout the duration of the meeting.

EXHIBIT HALL RECEPTIONS

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

SOCIAL EVENT

The ASCA 2017 Social Event will capture the spirit of DC! 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
- Preshow and Postshow Mailing List*
- Listing & Logo on ASCA 2017 Website
- Extensive Recognition Announcements & Signage
- Signage at Sponsored Event
- Attendee Bag Insert**
- 2 President's Reception Invitations
- Full Page, Color Ad in Onsite Program
- Description & Logo in Onsite Program

PRICE

\$24,000

*Rental rules apply.

**ASCA-approved insert.

SPONSOR OPPORTUNITIES *continued*

CONNECTIVITY PROVIDERS



CONFERENCE-WIDE WIFI

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

MOBILE APP

The mobile app offers convenient access to the complete schedule, list of speakers, sponsors, exhibitors and complete floorplans of the Gaylord National 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 app as well as on the app's main page.

BENEFITS:

- 4 Additional Full Conference Registrations
- Preshow and Postshow Mailing List*
- Listing & Logo on ASCA 2017 Website
- Extensive Recognition Announcements & Signage
- Signage at Sponsored Event
- Attendee Bag Insert**
- 2 President's Reception Invitations
- Full Page, Color Ad in Onsite Program
- Description & Logo in Onsite Program

PRICE

\$24,000

*Rental rules apply.

**ASCA-approved insert.



SPONSOR OPPORTUNITIES *continued*

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 2017 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.

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 Gaylord National 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 2017 Wellness t-shirt complete with your company's logo.

GROUP YOGA

ASCA adds to the promotion of fitness and wellness among conference attendees with a rejuvenating morning yoga session. As the sponsor, your company will gain incredible visibility during the session and on the ASCA 2017 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 2017 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 2017 Wellness t-shirts and the pedometers themselves—which are given out to all attendees.

REUSABLE WATER BOTTLES (2 available)

These customizable water bottles are given to every attendee and help keep your company's name and logo in front of them even after the meeting is over. With conveniently placed, custom branded water stations located inside the exhibit hall; attendees will be able to refill and use the reusable bottles again and again.

BENEFITS:

- 2 Additional Full Conference Registrations
- Preshow and Postshow Mailing List*
- Listing on ASCA 2017 Web Site
- Special Recognition Announcements & Signage
- Signage at Sponsored Event
- Attendee Bag Insert**

PRICE
\$13,500

*Rental rules apply.

**ASCA-approved insert.

SPONSOR OPPORTUNITIES *continued*

BRONZE SPONSORSHIPS



BREAKS (3 available)

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

CHARGING LOCKERS

By sponsoring the charging lockers, your company gives attendees the unique opportunity to recharge their mobile devices in just 10 minutes. Two 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.

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.

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 (2 available)

Now we are getting creative! Located inside the exhibit hall, the professional headshot station gives attendees the chance 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!

BENEFITS:

- 1 Additional Full Conference Registration
- Preshow and Postshow Mailing List*
- Listing on ASCA 2017 Web Site
- Special Recognition Announcements & Signage
- Signage at Sponsored Event

PRICE

\$6,500

*Rental rules apply.

BENEFITS BY SPONSOR RECOGNITION LEVEL

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

EXHIBITING

EXHIBITING AT ASCA 2017

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 2017. Previous exhibitors and sponsors know the value of the ambulatory surgery market and demonstrate their satisfaction through continued support, year after year.

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

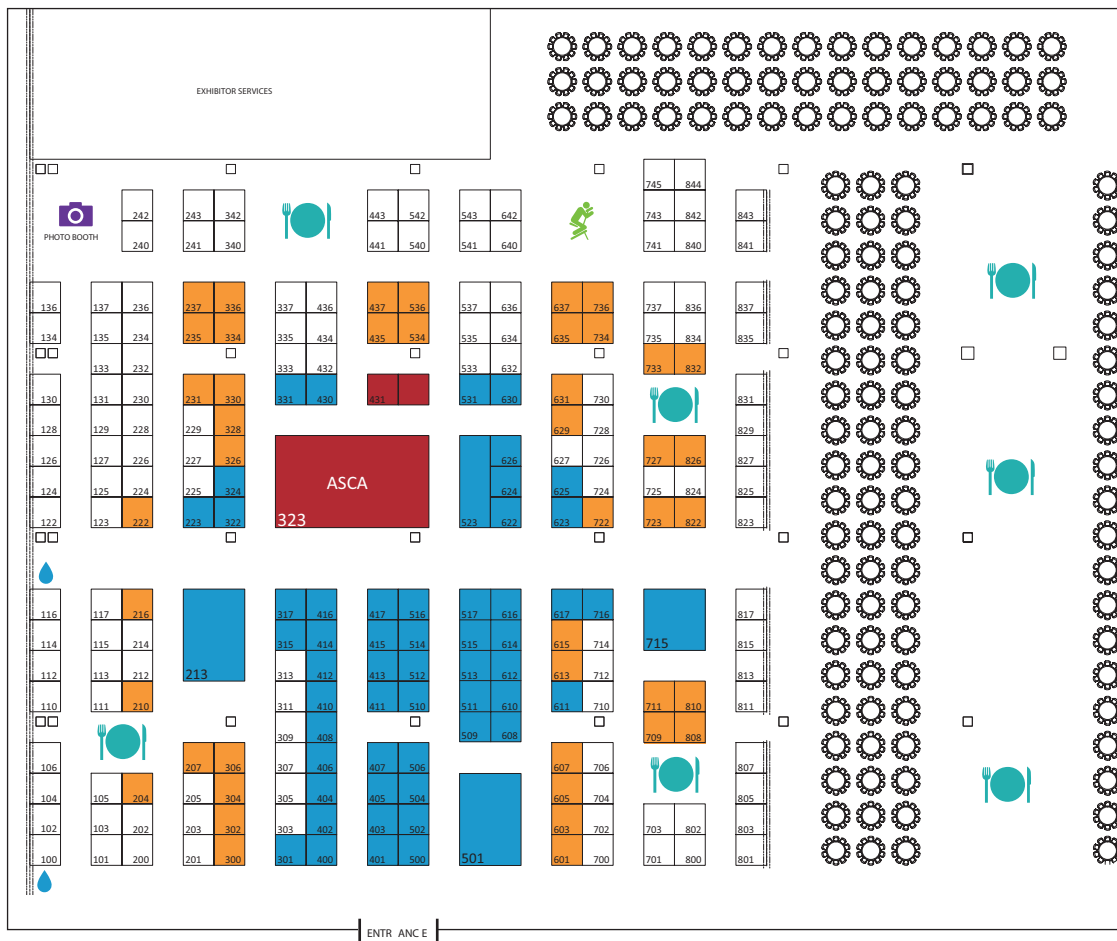
EXHIBIT BOOTH SPACE ASSIGNMENT

Exhibit booth space will be assigned on a first-come, first-assigned basis, according to the date of payment and 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 2017 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

Tuesday, May 2 12:00pm–5:00pm Exhibitor Registration and Move In	Thursday, May 4 7:00am–2:00pm & 5:30pm–6:30pm Exhibit Hall Open	Friday, May 5 8:30am–9:00am Exhibitor Appreciation Breakfast
Wednesday, May 3 8:00am–3:00pm Exhibitor Registration and Move In	7:00am–8:00am Breakfast	9:00am–11:00am Exhibit Hall Open
6:30pm–8:00pm Exhibit Hall Welcome Reception	10:00am–11:00am Break	10:00am–11:00am Break
7:45pm Door Prizes	12:00pm–2:00pm Exhibit Hall Luncheon	10:45am Door Prizes
	5:30pm–6:30pm Networking Reception	11:30am–5:00pm Exhibit Teardown
	6:15pm Door Prizes	



- Reserved for Sponsors
- Reserved for Annual Advertisers
- ASCA Booths

- WATER STATION**
- CHARGING LOCKER**
- CHAIR MASSESSES**
- FOOD & BEVERAGE**
- PROFESSIONAL HEADSHOT STATION**

ASCA has limited the number of exhibit spaces available at ASCA 2017 to ensure our exhibitors reach maximum attendees and have the best experience possible.

UPDATED EXHIBIT COSTS

10' x 10' Booth

- Affiliate Early—\$3,750
- Affiliate After 1/10—\$4,250
- Affiliate After 2/14—\$4,500
- Non-Affiliate Early—\$5,500
- Non-Affiliate After 1/10—\$5,750
- Non-Affiliate After 2/14—\$6,000

- 1 Full Meeting Registration, 3 Exhibit Hall Only Passes

10' x 20' Booth

- Affiliate Early—\$7,500
- Affiliate After 1/10—\$8,500
- Affiliate After 2/14—\$9,000
- Non-Affiliate Early—\$11,000
- Non-Affiliate After 1/10—\$11,500
- Non-Affiliate After 2/14—\$12,000

- 2 Full Meeting Registrations, 6 Exhibit Hall Only Passes

10' x 30' Booth

- Affiliate Early—\$11,250
- Affiliate After 1/10—\$12,750
- Affiliate After 2/12—\$13,500
- Non-Affiliate Early—\$16,500
- Non-Affiliate After 1/8—\$17,250
- Non-Affiliate After 2/14—\$18,000

- 3 Full Meeting Registrations, 9 Exhibit Hall Only Passes

20' x 20' Booth

- Affiliate Early—\$15,000
- Affiliate After 1/10—\$17,000
- Affiliate After 2/14—\$18,000
- Non-Affiliate Early—\$22,000
- Non-Affiliate After 1/10—\$23,000
- Non-Affiliate After 2/12—\$24,000

- 4 Full Meeting Registrations, 12 Exhibit Hall Only Passes

20' x 30' Booth

- Affiliate Early—\$22,500
- Affiliate After 1/10—\$25,500
- Affiliate After 2/14—\$27,000
- Non-Affiliate Early—\$33,000
- Non-Affiliate After 1/10—\$34,500
- Non-Affiliate After 2/1—\$36,000

- 6 Full Meeting Registrations, 18 Exhibit Hall Only Passes

Additional registrations are available for a fee.

Each 10' x 10' booth space includes: 8' high back drapery and 3' high side drapery (suspended on aluminum piping) and one 7" x 44" company identification sign. 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 with full details about the meeting, from daily schedules and speaker bios to exhibitor listings. Ads appear on covers and on daily divider tabs as well as throughout the book.

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

ASCA 2017 WEBSITE

Catch our attendees' attention on the official web site for ASCA 2017. 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: **\$475**

HOTEL ROOM DROPS

Gain an inside advantage by delivering your materials and messaging straight to the rooms of attendees at ASCA 2017. Arranged with the Gaylord National Resort & Convention Center, room drops deliver an immediate presence that amplifies your message.

From \$2.00 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 2017 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 NATIONAL RESORT & CONVENTION CENTER

201 Waterfront St, National Harbor, MD 20745

ASCA 2017 will be held at the Gaylord National Resort & Convention Center, a spectacular waterfront resort in National Harbor, MD, that is steps from National Harbor's premier entertainment and shopping district and only 8 miles south of the nation's capital. Set your sights on luxurious comfort with the resort's stunning 19-story glass atrium and sweeping views of the Potomac River. After exploring the city and surrounding areas, return to the first-class resort featuring a rejuvenating spa, indoor pool and whirlpool, state-of-the-art fitness center and a number of unique restaurants and shops. For late-night excitement with picturesque views of the capital, take our express elevator up to the Pose Rooftop Lounge before retreating just steps away to your luxurious accommodations, an unmatched experience in the Capital Region.

➡ For booking information please see the ASCA 2017 website at www.ascassociation.org/ASCA2017.

PARKING

Onsite self-parking:

\$8 USD hourly, \$26 USD daily

Onsite valet: \$39 USD 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 2017 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**

BOARD LUNCHEON

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

EXHIBIT HALL PASSPORT

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

for greater networking opportunities with attendees! With the Exhibit Hall divided into color coded districts, attendees will tour the hall and have their passport "stamped" at each exhibit space they visit. **FREE**

MAILING LIST RENTAL

Exhibitors and sponsors may market their products and services by direct mail to meeting attendees before or after the meeting. The attendee mailing list will be available for a one-time, pre-approved mailing for exhibitors and sponsors only. Please note that if you choose to reference our meeting in the mailing, you should refer to it as "ASCA 2017." The preshow mailing list will be available on April 11, 2017, and the postshow mailing list on May 23, 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 202.337.5739 for details. **\$1,000**

PARTICIPATE IN THE COORDINATED EXHIBIT HALL DRAWINGS

This is a great way to increase your visibility. Exhibitors collect business cards at their exhibit booths and drawing winners are announced during scheduled breaks. Winners need not be present. Exhibitors are responsible for getting their prizes to winners. A complete list of Exhibit Hall Drawings, including a list of items and donating companies, will be included in each attendee bag. **FREE**

If ASC administrators, owners, operators and physicians are your target audience, ASCA 2017 is the perfect conference for you and your company.

VENDOR HEADQUARTERS

A limited number of Vendor Headquarters are available on the exhibit hall floor. These secure, private meeting spaces are located within the exhibit hall and accessible even when the exhibit hall is closed. These private meeting rooms can be used as your needs require. Think of them for staff meetings, training, meetings with prospects, or just for time away from the exhibit booth. Complete with a locking door and branded with your company logo, these 10x20' spaces are carpeted and ready for the furnishings of your choice. Please call for 202.337.1897 for specific information.

ACCESS HOURS*

Thursday, May 4	Friday, May 5	Saturday, May 6
8:00am to 8:00pm	6:30am to 8:00pm	6:30am to 11:30am

*Attendees may be escorted into the exhibit hall by participating exhibitors during non-exhibit hall hours using the Exclusive Vendor Headquarter Entrance.

INVESTMENT

Exhibitor Rate **\$2,750** Sponsor Rate **\$1,750**

OPTIONAL ADD ON'S

While the complete Freeman furniture line is available to rent, we recommend the following packages. Hard-wired Internet and electricity options are listed in the Exhibitor Service Kit. (Free WiFi is also available within the Exhibit Hall)

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

ASCA 2016 SPONSORS

PLATINUM

National Medical Billing Services

GOLD

DePuy Synthes

Midwest Medical

Surgical Care Affiliates

United Surgical

Partners International

MOBILE APP

SourceMed

SILVER

AdvantageTrust

Ambulatory Surgical

Centers of America
(ASCOA)

AmkaiSolutions

athenahealth

Cardinal Health

CareCredit

CuraScript SD

Evident

Pacira Pharmaceuticals

PharMEDium Services

Red Rock Diagnostics

Surgical Notes

BRONZE

3M Health Care

Carl Zeiss Meditec

Cerner Corporation

Eveia Health, a Division
of ECG Management
Consultants

Full Circle Business Solutions

Henry Schein

In2itive

McKesson Medical Surgical
Medtronic

2016 EXHIBITORS

*Sponsors listed in **bold***

3M Health Care

AAAHC
Abbott Point of Care
Abbott Vision
Abeo
Acupath Laboratories

AdvantageTrust

Aisthesis- Partners in Anesthesia Care
AIV
Alpine Surgical Equipment Corporation
AlSCO HealthAssure by AlSCO

Ambulatory Surgical Centers of America (ASCOA)

American Medical Association

AmkaiSolutions

Anesthesia Plus
Ansell
AORN
ARC Medical
ASC Quality Collaboration
ASCistus / ASC WebQI
Ascription Medical
athenahealth
Atlantis Worldwide
Avella Specialty Pharmacy
Aviacoode
Banyan
Bausch + Lomb
BBL Medical Facilities
BD

Bemis Health Care
Block Imaging
Bluestone Diagnostics
Bolder Healthcare

Brasseler USA
Business Intelligence Solutions
Cactus

Cardinal Health

CareCredit

Carl Zeiss Meditec

CASC
Casetabs
CBLNC
Centinel Spine
Centurion Medical Products
Centurion Service Group

Cerner Corporation

Champion Manufacturing
Christie Medical Holdings
Cipher Health
Coding Network
Collect RX

Competency and Credentialing Institute (CCI)

Competent Provider by NurseCompetency

Compression Solutions

Contec

Crosstex/SPSmedical

Cubex

CuraScript SD

CyramedX

Delfi Medical Innovations

DePuy Synthes

Dialog Health

Didage Sales Company—
Surgical Power

DRE Medical

eClinicalWorks

Encompass Group

EndoChoice

ePay Healthcare

Epix Anesthesia

Essensa

Eveia Health, a Division of ECG Management Consultants

Evident

Exterior Healthcare Systems

Fortus Healthcare Resources

Franklin Collection SVC

Frost-Arnett Company

Full Circle Business Solutions

GE Healthcare

Global Medical REIT

gMed-a Modernizing
Medicine Company

GreenSky

H+sp

Halyard Health (formerly Kimberly
Clark Healthcare)

Hausted

Healthcare Appraisers

Healthcare Claims Management

Healthmark

Heartland Medical Sales & Services

Henry Schein

Hologic

Hospira, a Pfizer Company

HSTpathways

Hybrent

ICE Technologies

ImageFIRST

In2itive

InfuSystem

InHealth Clinical

Documentation Solutions

Innovative Medical Products

Innovative Sterilization Technologies

Intalere

Integrity Medical Systems

IntelliSound

Inventory Optimization Solutions (IOS)

IOT-Innovative

Orthopedic Technologies

JCB Laboratories

Jellyfish Health

KARL STORZ Endoscopy-America

Key Surgical

Learning Harbor

Masimo

McKesson Medical Surgical

mdStrategies

Med A/Rx

Medacta USA

Medaxion

MedData

Medical Consulting Group

Medical Products Resource

MediGain

MediPurpose

Medline Industries

MedPro Group

MEDtegrity Healthcare Linen &
Uniform Services

MedTek

Medtronic

Midway Medical

Midwest Medical

Mindray

Miraca Life Sciences

Mnet Financial

Mobile Instrument Service

National Board of Surgical
Technology and Surgical Assisting

National Medical Billing Services

NextGen Healthcare

Nixon Uniform Service &
Medical Wear

Noelker and Hull Associates

NueHealth

Nuvo

OBP Medical

Olympus of America

Omeros Corporation

One Medical Passport

Oppor Infrastructure

OR Manager

OR Specific

OsteoMed

Outpatient Surgery Magazine

Pacira Pharmaceuticals

Pall Medical

Parcus Medical

PG LifeLink

PharMEDium Services

Physio-Control

pingmd

Practice Partners in Healthcare

Prescott's

Provista

PurNet

Radiation Detection Company

Red Rock Diagnostics

Regent Revenue Cycle Management

Remi

Re-Owned.com

Sealed Air Diversey Care

Sheridan Healthcare

Silversheet

Simple Admit

Smith & Nephew

Socius Marketing

Soma Technology

Somnia

SourceMed

SPH Analytics

SSI Medibis

STERILIS

STERIS Corporation

Styker

Summit Medical and Shippert Medical

Surgical Care Affiliates

Surgical Management Professionals

Surgical Notes

TekTone

The Alternative Source Medical

The Joint Commission

The Ruhof

TransMotion Medical

United Anesthesia Partners

United Surgical Partners International

US WorldMeds

VitaHEAT Medical

VMG Health

Wolters Kluwer

Xodus Medical

ZirMed

Zoll Medical Corporation

ASCA 2017 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 2017's education activities are provided and paid for by the Ambulatory Surgery Center Foundation. Financial support of ASCA 2017 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 2017 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 National 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 Gaylord National 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 Gaylord National Resort & Convention Center premises and will indemnify, defend and hold harmless ASCA, the Gaylord National 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 Gaylord National 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 Gaylord National 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, 2016, will be refunded the amount paid minus a \$250 administration fee. Exhibitors who cancel between January 1, 2017 and February 1, 2017 will be refunded the amount paid minus a \$500 administration fee. No refund will be issued for exhibitors who cancel after February 1, 2017. 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 2017

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 2017, subject to the conditions, rules and regulations governing the exhibition as stated on page 24, which we accept as part of the agreement. We understand the space assignments will be made by ASCA.

Signature

Company Information

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

Company Name _____

Website _____

Phone _____

Address _____

City _____

State/ZIP _____

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

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

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

Exhibitor/Sponsor Contact

All information regarding ASCA 2017 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 2017 Rules & Regulations on page 24.

ADVERTISING

Ad Deadline: March 1 Ad Materials: March 14 Amount

ONSITE PROGRAM

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

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

EXHIBIT HALL

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

ASCA 2017 WEBSITE ☐ \$500 _____

ASCA 2017 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 2017 Conference Issue, bonus distribution onsite

ASCA 2017

APPLICATION & CONTRACT



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Call 202.337.1897

Email alex@bluehouse.us

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

ASCA Affiliate Program Annual Fee

Amount

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

\$975

Affiliate Agreement Terms And Conditions

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

☐ AGREE ☐ DISAGREE

Exhibit

Early Registration After January 10 After February 14

10' X 10' BOOTH

Affiliate ☐ \$3,750 ☐ \$4,250 ☐ \$4,500
Non-Affiliate ☐ \$5,500 ☐ \$5,750 ☐ \$6,000

Amount

10' X 20' BOOTH

Affiliate ☐ \$7,500 ☐ \$8,500 ☐ \$9,000
Non-Affiliate ☐ \$11,000 ☐ \$11,500 ☐ \$12,000

Amount

10' X 30' BOOTH

Affiliate ☐ \$11,250 ☐ \$12,750 ☐ \$13,500
Non-Affiliate ☐ \$16,500 ☐ \$17,250 ☐ \$18,000

Amount

20' X 20' BOOTH

Affiliate ☐ \$15,000 ☐ \$17,000 ☐ \$18,000
Non-Affiliate ☐ \$22,000 ☐ \$23,000 ☐ \$24,000

Amount

20' X 30' BOOTH

Affiliate ☐ \$22,500 ☐ \$25,500 ☐ \$27,000
Non-Affiliate ☐ \$33,000 ☐ \$34,500 ☐ \$36,000

Amount

Sponsor

Amount

PLATINUM (PICK 1)

☐ Attendee Meeting Bags

\$30,000

GOLD (PICK 1)

☐ ASC Celebration Luncheon ☐ Exhibit Hall Receptions
☐ Onsite Program ☐ Social Event

\$24,000

CONNECTIVITY PROVIDERS (PICK 1)

☐ Conference-Wide WiFi ☐ Mobile App

\$24,000

Sponsor

Amount

SILVER (PICK 1)

☐ Badge Lanyards ☐ 5K Fun Run/Walk
☐ Breakfast Break & Exhibit Hall Luncheon (2 available) ☐ Group Yoga
☐ Exhibit Hall Chair Massage ☐ Pedometer Challenge
☐ Hotel Key Cards ☐ Reusable Water Bottles (2 available)

\$13,500

BRONZE (PICK 1)

☐ Breaks (3 available) ☐ Exhibit Hall Passport
☐ Charging Lockers ☐ Social Event Transportation
☐ Continuing Education Kiosks ☐ Professional Headshots (2 available)

\$6,500

Booth Selection

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

1st choice 2nd choice 3rd choice

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

☐ Our company would like to host a private meeting/presentation, party or happy hour for _____ people during an approved time at the meeting hotel during ASCA 2017. Please send me further details.

ADDITIONAL OPPORTUNITIES

VENDOR HEADQUARTERS

Exhibitor \$2,750
Sponsor \$1,750

BOARD LUNCHEON ☐ \$2,500
BOARD DINNER ☐ \$5,000
PRESIDENT'S RECEPTION ☐ \$5,000

TOTAL \$