

ASCA 2014

NASHVILLE • MAY 14–17

ascassociation.org/ASCA2014



Ambulatory Surgery Center Association

NETWORK & BUILD RELATIONSHIPS

YOU'RE INVITED

The annual meeting for the Ambulatory Surgery Center Association, ASCA 2014, brings together more than 2,200 ambulatory surgery center attendees. The meeting features more than 66 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.



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.



ASCA's Annual Meeting offers something for everyone!

Did you know ASCA's membership has grown more than 5% annually and now includes more than 2,956 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

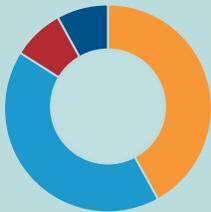
WHO IS ASCA?

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

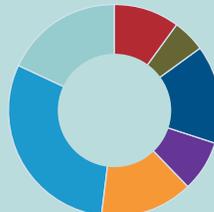
ASCA 2013 conference attendance included **2,170** industry professionals. The demographic breakdown is as follows:

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



- 30%** Ophthalmology
- 18%** Other
- 15%** Orthopedics
- 14%** GI
- 10%** Pain Management
- 8%** Plastics
- 5%** Urology

Owners and their key advisers made up 84% of last year's meeting attendees, making ASCA 2013 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 ASCA 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.

MOBILE APPLICATION

Sponsor the mobile application for ASCA 2014 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 Gaylord Opryland Resort & 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.

ONSITE PROGRAM

New this year is the On-Site Program, given to all attendees and featuring pertinent conference details (schedules, session descriptions, and exhibitor list and exhibit hall floor plan, etc) in one easy-to-read booklet. As the sponsor, your logo will be printed on the cover and your company's advertisement on the back cover. The heightened visibility of this sponsorship will ensure attendees remember your company as they navigate their way through the meeting and exhibit hall.

 Pricing is the same as last year.

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 2014 registration email blasts as well as on the meeting web site.

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 Onsite Program
- Complimentary use of Preshow and Postshow Mailing List*
- Attendee Bag Insert**
- Listing & Logo on ASCA 2014 Web Site
- Description & Logo in Onsite Program
- 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.

BREAKFAST & EXHIBIT HALL LUNCHEON (2 available)

Help attendees stay focused throughout the day with a tasty continental breakfast and a healthy buffet luncheon. Feed the needs of the industry with this breakfast and Exhibit Hall Luncheon sponsorship.

CONFERENCE WIFI

Attendees and exhibitors alike will benefit from the open-access internet connection available throughout the conference area of the hotel.

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.

5K FUN RUN/WALK

Regular runners and first-timers alike are welcome to join us for the first 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 2014 5K Fun Run/Walk t-shirt complete with your company's logo! Sponsor this year's race for all ages and fitness levels!

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.

REUSEABLE WATER BOTTLES (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 at the Exhibit Hall entrance.

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

SOCIAL EVENT (3 available)

The ASCA 2014 Social Event will capture the spirit of Nashville! 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.

USB DRIVES

Offer attendees a complete, electronic version of the official ASCA 2014 On-Site Guide. 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 Onsite Program
- Complimentary use of Preshow and Postshow Mailing List*
- Attendee Bag Insert**
- Listing on ASCA 2014 Web Site
- 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

BREAKS (3 available)

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

CHARGING STATIONS

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

NEW! CONTINUING EDUCATION KIOSKS

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

EXHIBIT HALL PASSPORT

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

HAND SANITIZATION STATIONS

With 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.

SOCIAL EVENT TRANSPORTATION

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

NEW! Pedometers

Get the attendees moving! Your company can help promote a healthy lifestyle throughout the course of the meeting by sponsoring ASCA 2014 pedometers that are available to all attendees. The sponsoring company's name and logo will be printed on sponsor signs throughout the meeting and on the pedometers themselves, offering tremendous visibility.

BENEFITS

- 10' x 10' Exhibit Booth
- 2 Full Conference Registrations
- 3 Exhibit Hall Registrations
- 15% Discount on Ad in Onsite Program
- Complimentary use of Preshow and Postshow Mailing List*
- Listing on ASCA 2014 Web Site
- Special Recognition Announcements & Signage
- Signage at Sponsored Event

PRICE

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

*Rental rules apply.

EDUCATION GRANTS

Invest in the industry with an Unrestricted Education Grant. Attendees at ASCA 2014 have the opportunity to earn CMEs by attending the programs developed, reviewed and delivered by ASCA and ASCA-selected faculty and educators.

BENEFITS

- Recognition & Listing on ASCA 2014 Web Site and onsite at ASCA 2014.
- Description & Logo in Onsite Program
- Ad on ASCA 2014 Web Site

PRICE

\$1,500 Members
\$2,250 Nonmembers

EXHIBITING

EXHIBITING AT ASCA 2014

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 2014. 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!

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 2014 dues are paid in full. All assignments will be made in accordance with exhibitors' requests whenever possible and a confirmation packet with your exhibit booth assignment will be sent once the booth has been assigned. ASCA reserves the right to make the final determination of all exhibit booth assignments.



EXHIBITOR SCHEDULE

Tuesday, May 13

12:00pm–5:00pm
Exhibitor
Registration
and Move In

Wednesday, May 14

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

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

6:45pm
Door Prizes

Thursday, May 15

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, May 16

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

THE BENEFITS OF EXHIBITING

If ASC administrators, owners, operators and physicians are your target audience, ASCA 2014 is the perfect conference for you and your company.



Exhibitor participation in exhibitions, conferences and annual meetings continues to have the highest change in value of all face-to face interactions with attendees

Type of Interaction*	Attendees			
	Have Used	More Value	Less Value	No Change
Exhibits at Exhibitions, Conventions, Annual Meetings	100%	48%	6%	45%
Educational Conferences with a Small Exhibit Component, e.g. table tops, very small exhibit area	53%	36%	10%	49%
Educational Conferences without Exhibits**	56%	25%	18%	50%
Hosted Buyer Events – Small Groups or One-on-Ones	58%	31%	13%	48%
Sales Calls (in person)	57%	36%	15%	43%

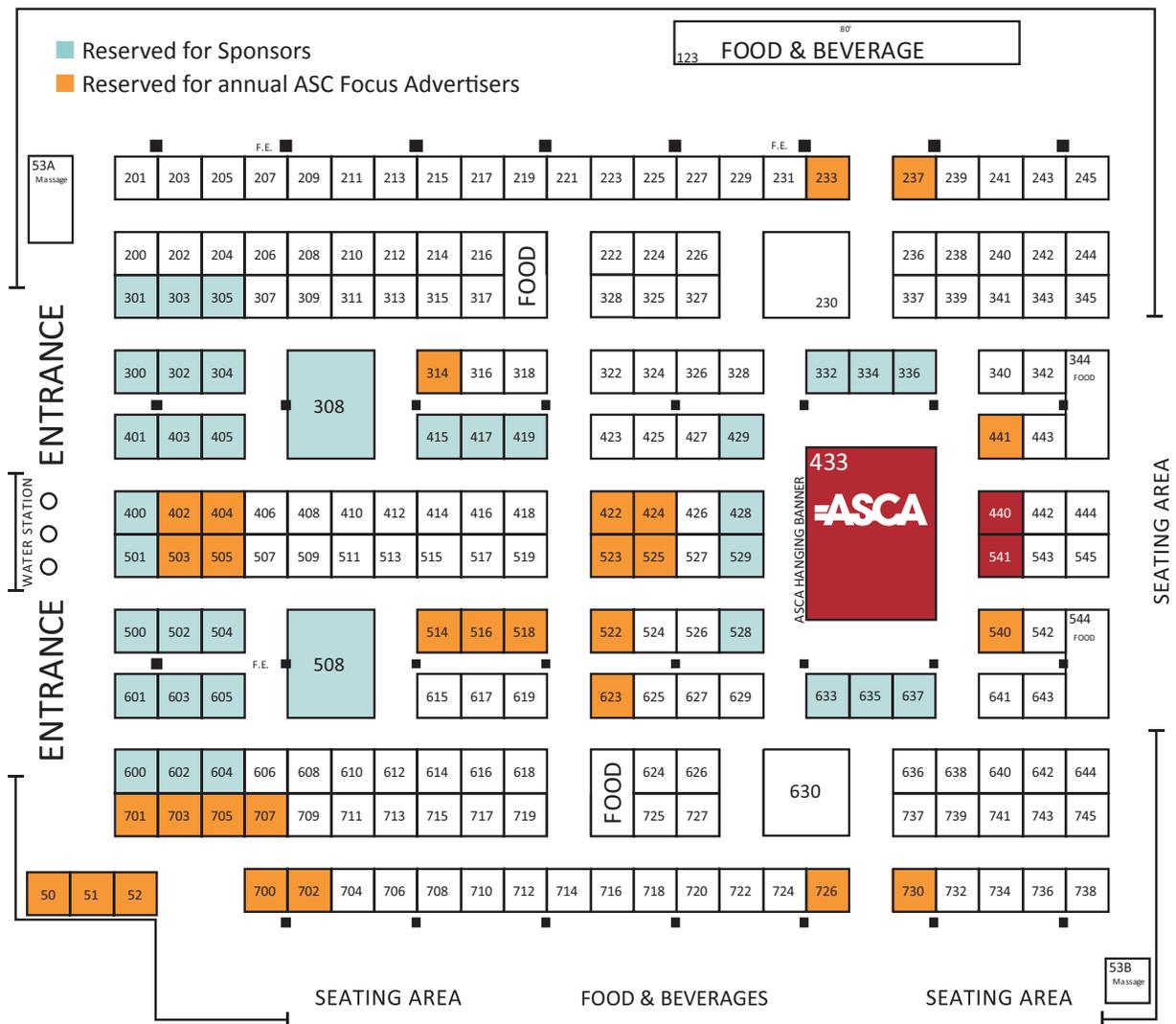
*No answer percentages excluded. ** Exhibitors participate as sponsors.

ADDITIONAL CEIR REPORT FINDINGS AND REASONS TO EXHIBIT

- Face-to-face exhibitions (48%) topped the list of most valuable interactions for attendees, followed by sales calls (28%). For exhibitors, in-person sales calls (44%) and exhibitions (43%) were virtually tied for the most valuable activity.
- 77% of attendees say that face-to-face interaction with current vendors is very or extremely important in performing their jobs, while 81% say the same about such interactions with potential vendors.
- 85% of exhibitors say that face-to-face interaction with existing and prospective customers is very or extremely important for their job performance.

“Attendees place high importance on face-to-face interactions at all pre-purchase stages, with two-thirds or more ranking these interactions important for investigating, evaluating and narrowing down choices before buying,” according to a recent study by The Center for Exhibition Industry Research. **“Post-purchase, 71 percent of attendees place high importance on face-to-face interactions to maintain relationships with vendors.”**

Research provided by The Center for Exhibition Industry Research (CEIR).



ASCA has limited the number of exhibit spaces available at ASCA 2014 to ensure our exhibitors reach maximum attendees and have the best experience possible.

EXHIBIT BOOTH PRICING

Booth Size 10' x 10'

Before January 10: \$3,500, Members
\$5,000, Nonmembers

After January 10: \$3,750, Members
\$5,250, Nonmembers

Includes:

- 1 - 10' x 10' Booth Space
- 1 - Full Meeting Registration
- 3 - Exhibit Hall Only Passes
- 1 - Electronic Preshow Attendee List*
- 1 - Logo and Description

Booth Size 10' x 20'

Before January 10: \$7,000, Members
\$10,000, Nonmembers

After January 10: \$7,350, Members
\$10,350, Nonmembers

Includes:

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

Booth Size 20' x 20'

Before January 10: \$14,000, Members
\$20,000, Nonmembers

After January 10: \$14,500, Members
\$20,500, Nonmembers

Includes:

- 1 - 20' x 20' Booth Space
- 6 - Full Meeting Registrations
- 10 - Exhibit Hall Only Passes
- 1 - Electronic Preshow Attendee List*
- 1 - Logo and Description

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. Exhibit Hall ceiling height is 17' 5".*

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.

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

Pricing is the same as last year.

ADVERTISING OPPORTUNITIES

ON-SITE PROGRAM GUIDE

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

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

ASCA 2014 WEBSITE

Catch our attendees' attention on the official web site for ASCA 2014. Attendees will use this web site to register for the conference, view current information, plan their schedule and review a list of exhibitors. **\$500**

ON-SITE SIGNAGE

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

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

CONFERENCE PATHFINDERS

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

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

HOTEL ROOM DROPS

Gain an inside advantage by delivering your materials and messaging straight to the rooms of attendees at ASCA 2014. Arranged with the Gaylord Opryland Hotel, room drops deliver an immediate presence that amplifies your message.

From \$1.50 per room

ASC FOCUS

Place a half-page ad in the May, June/July and August issues *ASC Focus* at a special exhibitor-only rate of \$5,250! In these popular issues we'll cover Managing a Small, Independent ASC, Promoting Patient Safety, Professional Development, Patient Satisfaction Surveys and much more! 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 2013 Member Survey).

ASCA NEWS DIGEST

Consider a three-month run and catch the attention of ASCA 2014 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 18,000 industry professionals and averages an eye-popping 31% open rate!

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

We are proud to partner with the Gaylord Opryland Resort & Convention center, our host for ASCA 2014.

As Nashville's premier hotel, the Gaylord Opryland Resort & Convention Center, offers the excitement and energy of Music City under one spectacular roof. Beneath the climate-controlled glass atriums and nestled in a bend of the meandering Cumberland River is an extraordinary selection

of dining, shopping and recreation options that create the perfect setting for our annual conference. With remodeled guest rooms and suites, a completely redesigned Cascades lobby featuring a VIP check-in area and a 20,000 square foot spa and fitness center, ASCA 2014 attendees will enjoy the conveniences of this all-in-one location. Gaylord Opryland's convention center is conveniently

located within the resorts 9 acres of indoor gardens and lush landscape. ASCA 2014 is certain to be a the industry's most dynamic meeting in the ambulatory surgery industry.

- ➔ For booking information please visit www.ascassociation.org/ASCA2014.
- Airport shuttle service is available.
- See hotel website for details.
- Onsite parking is \$21 plus tax per day.

For booking information please see the ASCA 2014 website at www.ascassociation.org/ASCA2014.

MARKETING OPPORTUNITIES

NEW! SPONSOR THE BOARD DINNER OR PRESIDENT'S RECEPTION

Your sponsorship includes two seats at either the Pre-ASCA 2014 Board Dinner or Thursday evening's President's Reception. These events offer the opportunity to network and discuss the latest industry news, products and trends with members of ASCA's Board of Directors and leaders in the industry. **\$5,000 each**

EXHIBIT HALL PASSPORT

New last year, the Exhibit Hall Passport brings further traffic into the exhibit hall and allows further networking opportunities with attendees! With the Exhibit Hall divided into "musical genres", 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 2014." The preshow mailing list will be available on April 18, 2014, and the postshow mailing list on May 30, 2014. 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. **\$750 per mailing**

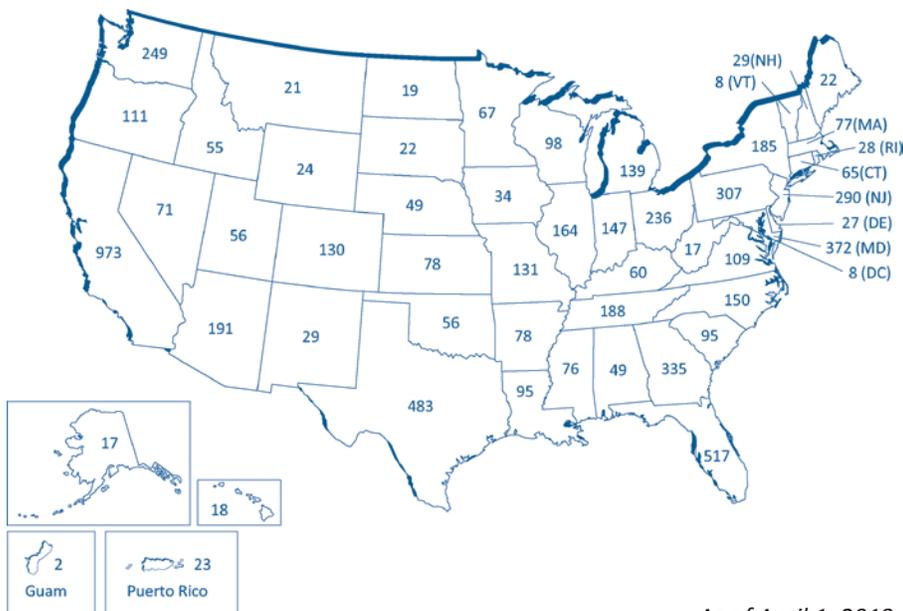
PARTICIPATE IN THE COORDINATED EXHIBIT HALL DRAWINGS

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 2014 is the perfect conference for you and your company.

THE ASC MARKET

More than 6,800 medicare certified and non-medicare certified 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.



As of April 1, 2013

ASCA 2013 SPONSORS

PLATINUM SPONSOR

National Medical Billing Services

GOLD SPONSORS

Provista
Surgical Care Affiliates
United Surgical Partners

SILVER SPONSORS

Cardinal Health	Alcon Laboratories
Amerinet	Ambulatory Surgical
Surgical Notes	Centers of America
SourceMedical	(ASCOA)
CuraScript	

BRONZE SPONSORS

Cerner Corporation	3M
Nueterra	SOMA Technology
McKesson	Oppor
issio Solutions	Eveia Health

ASCA 2014 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 Gaylord Opryland Resort & Convention Center.
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 Gaylord Opryland Resort & Convention Center 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.
20. ASCA 2014's education activities are provided and paid for by the Ambulatory Surgery Center Foundation. Financial support of ASCA 2014 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 2014 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 Opryland 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, as well as to strictly comply with the applicable terms and conditions contained in the agreement between the Gaylord Opryland Resort & Convention Center 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 Gaylord Opryland Resort & Convention Center premises and will indemnify, defend and hold harmless ASCA, the Gaylord Opryland 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 Opryland Resort & Convention Center, 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.
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, 2013, will be refunded the amount paid minus a \$250 administration fee. Exhibitors who cancel between January 1, 2014 and February 1, 2014 will be refunded the amount paid minus a \$500 administration fee. No refund will be issued for exhibitors who cancel after February 1, 2014. 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 2014

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 2014, 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:

Please submit company logo and 50 word description per the instructions provided upon ASCA's receipt of completed contract. 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 2014. Please send me further details.

ASCA Vendor Membership Amount

Join or renew to save 20% or more!
 Member rates are available if your company's 2014 dues are paid. \$1,000 _____

Exhibit Amount

	Before January 10	After January 10	Amount
10' x 10' Booth			
Member	\$3,500	\$3,750	_____
Nonmember	\$5,000	\$5,250	_____
10' x 20' Booth			
Member	\$7,000	\$7,350	_____
Nonmember	\$10,000	\$10,350	_____
20' x 20' Booth			
Member	\$14,000	\$14,500	_____
Nonmember	\$20,000	\$20,500	_____

Sponsor Amount

GOLD (PICK 1) ASC Celebration Luncheon
 Attendee Meeting Bags
Includes 10 x 20 booth and mailing list rental Mobile Application
 On-Site Program
 Receptions

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

SILVER (PICK 1) Badge Lanyards
 Breakfast Break & Exhibit Hall Luncheon (2 available)
 Exhibit Hall Chair Massage
Includes 10 x 10 booth and mailing list rental 5K Fun Run/Walk
 Hotel Key Cards
 Reuseable Water Bottles (2 available)
 Social Event (3 available)
 USB Drives

Members \$16,000 _____
 Nonmembers \$20,000 _____
 10' x 20' Upgrade \$3,500 _____

BRONZE (PICK 1) Breaks (3 available)
 Charging Station
 Continuing Education Kiosks
Includes 10 x 10 booth and mailing list rental Exhibit Hall Passport
 Hand Sanitization Stations
 Pedometers
 Social Event Transportation

Members \$10,000 _____
 Nonmembers \$12,500 _____
 10' x 20' Upgrade \$3,500 _____

EDUCATION GRANTS \$1,500 Session _____

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

Initial here _____ ensuring that you have read and understood section 20 within the ASCA 2014 Rules & Regulations on page 6.

Advertise* Amount

Ad Deadline: April 1 Ad Materials: April 16

ON-SITE PROGRAM

4-Color Full Page \$2,000 _____
 Tab \$2,500 _____
 Cover Band \$3,000 _____
 Back Band \$2,750 _____

ON-SITE SIGNS \$500 or more per sign call for details

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

ASCA 2014 WEBSITE \$500 _____

**Nonmembers add 20%*

ASCA 2014 Attendee Mailing List Amount

(rental rules apply) \$750 _____

TOTAL \$ _____

DID YOU KNOW?

- More than 46% of last year's attendees were administrators, owners & CEOs.
- More than 38% of last year's attendees were consultants, managers, directors & vice presidents.
- The average cost to exhibit is less than \$2.89 per attendee!

More than 2,170 ASC professionals attended ASCA 2013!

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.

66 Breakout Education Sessions will be presented throughout the week.

SIGN UP NOW TO SPONSOR & EXHIBIT AT ASCA 2014!



ASCA 2014 has been approved for the continuing educational credits as noted below.

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

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

CMEs: This activity has been approved for *AMA PRA Category 1 Credit(s)*.TM