



To participate, contact:
Chris Schriever (202) 337-1892
Alex Yewdell (202) 337-1897

ASCA 2021 Virtual Education & Event Series

All of ASCA's education in 2021 will be hosted on the [ASCA LEARNING HUB](#). Attendees will utilize this platform to receive continuing education credits, engage with vendors and service providers and stay up to date on the ASC industry. The ASCA Learning Hub will be active and available through the end of the year.

2021 Affiliate Dues (\$975) [Website](#)

- Not required to participate in 2021 Education & Event Opportunities
- Offers immediate savings and access to ASCA resources, including but not limited to the following:
 - ASCAconnect.org
 - ASC Focus
 - ASCA Member & Industry News Emails

ASCA 2021 Virtual Conference

April 26, May 3 & 10, 2021 (Mon) [Website](#)

An [ASCA Learning Hub Exhibitor Profile](#) is required to participate in any of the ASCA 2021 Education & Event Opportunities

Exhibitor Profile (Affiliates \$1,000 | Non-Affiliates \$1,500)

- Profile includes: logo (300x300), banner (1170x145), company description, website URL and social media channels, primary contact information, hosted documents/resources and video files, plus a community group chat within your profile
- Lives on the *ASCA Learning Hub* education platform
- *Talk Now* functionality: during exhibit hall hours, attendees can directly call available sales representatives
- Ability to network on the platform by adding connections and sending messages
- Access to the ASCA Learning Hub Attendee Directory, which allows for various filters and specific searches to help you connect with the right attendees
- Profile visitor and lead tracking available

Determine your participation level at ASCA 2021:

Provider (\$1,500)

- Enhances the Exhibitor Profile providing:
 - Advanced Attendee Data: *Name, Title, Facility Name, Address, Phone Number, Email, Primary Function, # of ORs, # of Procedure Rooms, Specialties Served, Areas of Interest* (provided pre and post event via Excel file)
 - Ability to register up to 10 individuals for complete access to all of the education sessions

Featured Exhibitor Video (\$2,500)

- 30-90 Second video that plays at the beginning of your selected education session
- Advanced Attendee Data: *Name, Title, Facility Name, Address, Phone Number, Email, Primary Function, # of ORs, # of Procedure Rooms, Specialties Served, Areas of Interest* (provided pre and post event via Excel file)
- Enhanced Education Session Attendee Data from your selected education session (provided post event via Excel file)
- Premier Listing on Sponsor/Exhibitor Page
- Company wide access to education sessions

WHY PARTNER WITH ASCA?

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

Learn more about ASCA at www.ascassociation.org | Page 1 of 2



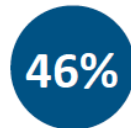
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Title Sponsor (\$10,000)

- Logos displayed on meeting emails, website + more
- Banner ad rotating on ASCA's Learning Hub (2,400x300)
- Advanced Attendee Data: *Name, Title, Facility Name, Address, Phone Number, Email, Primary Function, # of ORs, # of Procedure Rooms, Specialties Served, Areas of Interest* (provided pre and post event via Excel file)
- Enhanced Education Session Attendee Data for all education sessions (provided post event via Excel file)
- Top Billing on Sponsor/Exhibitor Page
- Company wide access to education sessions



of ASCA members report having influence over buying decisions*



of ASCA members state that they have buying authority*

**according to the ASCA 2019 Membership Survey*

ASCA 2021 Add-Ons:

Affiliate Presentation (\$1,500)

- 15-minute presentation on a topic of your choice
- Promoted on the education platform: *ASCA Learning Hub*
- Repurposed and hosted on ASCfocus.org

Virtual Focus Group (\$2,000)

- 60-90 minute meeting/ presentation/ discussion on a topic of your choice
- You determine the date and time
- ASCA handles the recruitment of attendees and collection of attendee data, while you select and handle the final invitation process

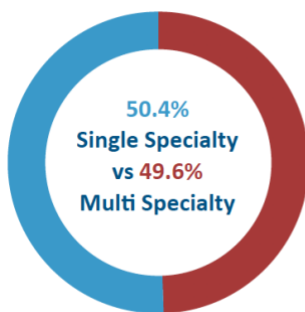
Additional Year-Round Opportunities:

Webinar Series

January through December [Website](#)

Education Session Video (\$2,000; 15 Available Sessions)

- 30-90 Second Video @ Beginning of Session or 1-Minute Elevator Pitch
- Advanced Attendee Data: *Name, Title, Facility Name, Address, Phone Number, Email, Primary Function, # of ORs, # of Procedure Rooms, Specialties Served, Areas of Interest*



Specialties Served In:

Single Specialty ASCs

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

Multi-Specialty ASCs

Dental	16%	Orthopedic	68%
Otolaryngology	48%	Pain	58%
Endoscopy	38%	Plastic	53%
Obstetrics/ Gynecology	39%	Podiatry	54%
Ophthalmology	46%	Other	55%

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