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Ambulatory Surgery Center Association



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What 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.

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 a more convenient alternative to hospital-based outpatient procedures—and done so with a strong track record of quality care and positive patient outcomes.

Map of the United States showing the number of cases per state for COVID-19 as of March 22, 2020. The states and their case counts are:

- WA: 188
- OR: 88
- ID: 52
- MT: 17
- WY: 12
- ND: 17
- SD: 72
- NE: 24
- KS: 127
- OK: 63
- TX: 391
- UT: 18
- AZ: 70
- NV: 41
- NM: 181
- CO: 121
- WY: 17
- KS: 43
- NE: 62
- MO: 82
- IL: 72
- IN: 35
- OH: 34
- PA: 244
- NY: 141
- CT: 49
- RI: 10
- MA: 55
- NH: 27
- VT: 16
- ME: 16
- AK: 16
- HI: 21
- GU: 2
- PR: 24
- VI: 1
- DC: 3
- MD: 346
- DE: 24
- NJ: 259
- VA: 106
- NC: 65
- SC: 350
- GA: 426
- FL: 426

3

ASCA Affiliate Program



ASCA offers a five-tiered, benefit-driven recognition program featuring compounding benefits and increased visibility with level of recognition based on the previous year's annual spend. A complete listing of ASCA Affiliates can be viewed online at www.ascassociation.org/Affiliate. An annual fee of \$975 is required to access the discounts and benefits afforded to an ASCA Affiliate.

LEVELS AND BENEFITS



Affiliate
\$975 annual fee
BENEFITS

- Inclusion in ASCA's Affiliate Directory
- Discount pricing on ASCA programs and meetings
- Overview of ASCA's Annual Nationwide Benchmarking Survey Results
- Single user access to interact with members within ASCA's online community, *ASCA Connect*



Affiliate Advocate
annual spend
greater than \$4,500
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
annual spend greater
than \$15,000
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
annual spend
greater than \$30,000
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
annual spend
greater than \$60,000
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

Affiliate Logo Use Guidelines

The ASCA Affiliate logo is designed to show your affiliation with and support for ASCA and the ASC community. The logo is NOT to be used to suggest ASCA's support for or endorsement of your company or any product or service. The ASCA Affiliate logo may be used on company websites, industry advertising and convention displays but may not appear on products or sales materials for services your company provides.

ASCA Affiliate Program Benefits	Affiliate	Affiliate Advocate	Affiliate Partner	Affiliate Advisor	Affiliate Leader
Inclusion within ASCA's Affiliate Directory	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
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

The Ambulatory Surgery Center Association would like to thank the following high level Affiliate Leaders, Advisors and Partners for their continued support of ASCA and the ASC industry.



in2itive Business Solutions
National Medical Billing Services
NSN Revenue Resources
Surgical Information Systems (SIS)



DePuy Synthes—One Medical Device of
Johnson & Johnson
HSTpathways
Mobile Instrument Service & Repair
Smith & Nephew
Surgical Notes



3M Health Care
Arthrex
BD
Bryton Corporation
Cardinal Health
ClearGage
CuraScript SD
ImageFIRST Healthcare Laundry Specialists
McKesson Medical Surgical
Medical Device Specialty
Midwest Medical Enterprises
One Medical Passport
oneSOURCE Document Management Services
Pacira Pharmaceuticals—EXPAREL
SOMA Technology
STERIS Corporation

Print & Digital Opportunities Overview



ASC FOCUS

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 throughout the year. Ads in the print version also appear in the digital issue. The digital sponsor's ad is the first thing viewers see. [Click here](#) to view a sample digital issue.

ASCFOCUS.ORG

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.

ASCA NEWS DIGEST

Gathering headlines from leading industry sources, our weekly e-newsletter tackles today's most relevant issues. Delivered directly to the inboxes of over 28,000 ASC professionals, *ASCA News Digest* keeps readers informed on topics that impact their facilities and programs. 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.

ASCASSOCIATION.ORG

Reach our members and the entire ASC industry as ASC professionals in the US and abroad navigate our website for further information on our advocacy efforts, membership, meetings, seminars and more.

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, but you can also showcase your products and services by advertising on strategic pages throughout the site.

ASCA 2019 WEBSITE

Catch annual meeting attendees' attention on the event's official website. Filled with information pertaining to the annual meeting, this website will be visited by attendees as they register for the conference, view content and plan their schedules.



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 over 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 2019

Issue	Primary Feature	Secondary Feature
January	Industry Forecast	Human Resources
February*	Special Pain Issue	Technology
March	ASCA 2019 Preview	Special GI Issue
April	Advocacy	Business Office Efficiency
May	Coding	Special Orthopedic Issue
June/July*	Robotics	Quality Improvement
August	Special Ophthalmology Issue	Finance
September	Infection Prevention	Building and Renovations
October*	Marketing	Legal Issues
November/December	Regulatory Compliance	Emergency Preparedness

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
Additional Creative Opportunities	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

- **February:** ASCA 2019 Winter Seminar
- **June/July:** ASCA 2019 Conference Issue
- **October:** Every Medicare-certified ASC in the country

ASC FOCUS DEADLINES

Issue	Space	Materials	Issue	Space	Materials
Jan	Nov 2	Nov 29	June/July*	Apr 3	Apr 25
Feb*	Dec 3	Dec 13	Aug	Jun 5	Jun 27
Mar	Jan 8	Jan 31	Sept	Jul 8	Jul 30
Apr	Feb 5	Feb 28	Oct*	Aug 7	Aug 29
May	Mar 7	Mar 29	Nov/Dec	Sep 6	Sep 30

*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. Visit 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 includes more than 28,000 active ASC professionals who have subscribed to to receive this information. Enhanced technology ensures that your ad will make it through spam filters and into the inboxes of every subscriber.

If you would like to request a free subscription, please visit www.ascassociation.org/aboutus/latestnews/newsdigest.

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	728x90	N/A	N/A	\$6,450 (\$1,075)	\$11,400 (\$950)
Sponsored Content	150x150	N/A	\$3,600 (\$1,200)	\$6,000 (\$1,000)	\$11,160 (\$930)
Skyscraper	150x600	N/A	\$3,000 (\$1,000)	\$5,700 (\$950)	\$10,800 (\$900)
Banner	468x80	\$1,050	\$2,700 (\$900)	\$5,100 (\$850)	\$9,600 (\$800)
Product Showcase	150x150	\$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) Sponsored 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) Product Showcase** Highlight your products and services with this placement that includes a photo, 5-word headline, 50-word description.

ASCA NEWS DIGEST SHARED CONTENT

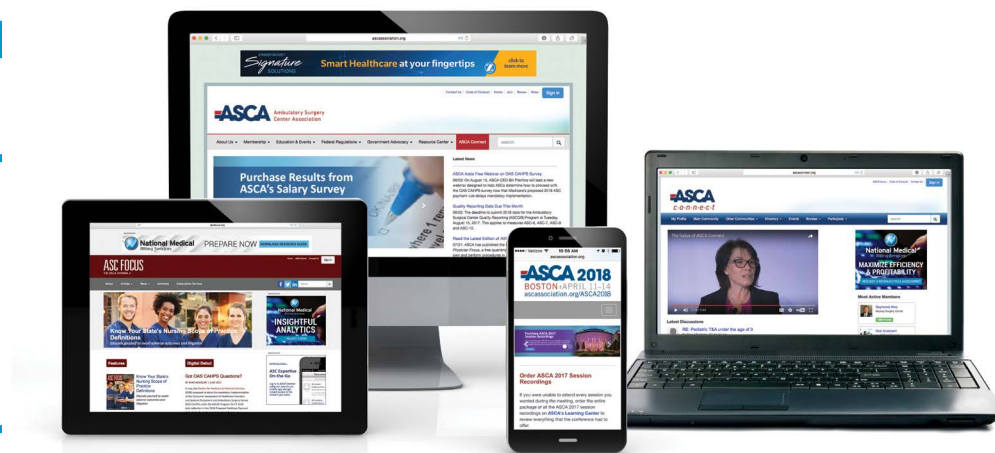
New for ASCA Industry Affiliates, we offer the opportunity to provide original content to ASCA members and subscribers of ASCA News Digest. This is your opportunity to provide information from ASC-related issues to product and service announcements.

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 abroad visit our website for further information on our advocacy efforts, membership, meetings, seminars and more.
Over 34,000 unique visitors a month

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.

Active Community Members: 18,209

Over 7,900 discussion threads with more than 29,200 total posts!

ASCA 2019

Catch attendees' attention on the official website for our annual meeting, ASCA 2019. Attendees will use this website to register for the conference, view current information, plan their schedule and review a list of exhibitors.

Annual pageviews: 97,017

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	\$9,000	\$15,000
Interior Pages Sponsorship — 962 x 85 (horizontal)	N/A	\$7,500	\$12,000
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 — 300 x 250 (horizontal)	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	\$9,000	\$15,000
Secondary — 400 x 60 (horizontal)	N/A	\$7,500	\$12,000

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

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.
- Advance payment is required from advertisers and agencies without established credit 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.

NEWS DIGEST

- Image files must be of type: JPG, PNG or GIF.
- File types Flash, BMP and PDF are NOT supported.
- We recommend that the first frame of any animated gif contain all relevant information.

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"

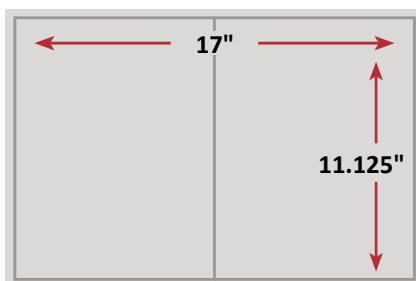
*A uniform bleed of 0.125" should be used on all ads that bleed. All cropmarks should be offset to 0.125".

MATERIAL SUBMISSION

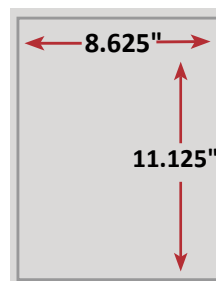
- Please supply a high-resolution PDF with fonts and images embedded.
- All files under 8MB may be emailed to alex@bhsalesgroup.com.
- For files over 8MB, call for ftp information.

ASC FOCUS AD DIAGRAMS

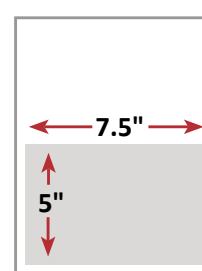
2-Page Spread (with bleed)



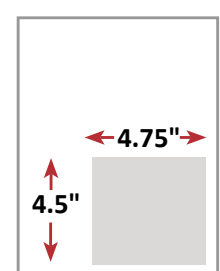
Full Page (with bleed)



1/2 Page



1/3 Page



Meetings & Engagements



ASCA 2019 CONFERENCE & EXPO **Nashville, TN, May 15–18, 2019** **Gaylord Opryland Resort & Convention Center**

The annual meeting for the Ambulatory Surgery Center Association, ASCA 2019, will bring together more than 2,200 ambulatory surgery center attendees. The meeting features more than 60 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 2019 WINTER SEMINAR **Austin, TX, January 17–19, 2019** **Hilton Austin**

ASCA's annual Winter Seminar is geared toward ASC professionals seeking advanced content on ways to streamline their clinical and business operations, enhance their ASC's bottom line and remain 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

in 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.

FOCUS GROUPS

Engage with ASCA attendees at the 2019 Winter Seminar and ASCA 2019 in a private setting where you are in complete control. You set the agenda, you ask the questions or moderate and we provide you with the space and time. All Focus Groups will be promoted during the lead up to the meeting and interested attendees will be passed on directly to you. Take advantage of the valuable information learned during a Focus Group.

SURVEY PROGRAM (4 available)

We are happy to provide an avenue for ASCA Affiliates to participate in an independent survey to better understand the drivers, needs and challenges defining the ASC industry.

Participating Affiliates will prepare survey questions for review by ASCA. ASCA assists participating Affiliates in sending the survey and

soliciting respondents, via email, to its membership. Interested members have the option of responding to the survey in return for receiving the compiled survey results directly from the participating Affiliate and ASCA.

To incentivize survey participation, ASCA will award one complimentary registration for ASCA annual meeting to a selected survey participant.

ASCA FUTURE LEADERS PROGRAM

Sponsor ASCA's Future Leaders Program and help identify, educate and train individuals to fill volunteer leadership roles in the ASC community. Participants will develop and refine leadership skills, learn about association structure, management and opportunities for service, network with ASCA and industry leaders and complete a project to benefit members of ASCA or a state association. Program will seek to develop a diverse future leadership pool within the ASC community with a priority to assist state ASC associations with limited capacity. *This is your opportunity for great visibility with a lasting connections. Limited opportunities.*

ASCA 2019

NASHVILLE: MAY 15–18
ascassociation.org/ASCA2019

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.....	13
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Exhibiting.....	18
Advertising Opportunities	20
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Application & Contract	23

IMPORTANT DATES

NOVEMBER 2, 2018

Right of first refusal deadline
for previous year's sponsors

JANUARY 4, 2019

Early Registration pricing ends

FEBRUARY 15, 2019

Regular Registration pricing ends

MARCH 1, 2019*

Furniture/Electrical discount
deadline

MARCH 1, 2019*

Lead Retrieval discount deadline

APRIL 1, 2019

Deadline for exhibitors to be
included in the Onsite Program

APRIL 1, 2019

Exhibit Hall Drawing Form
submission deadline

APRIL 8, 2019

Ad materials are due for the
Onsite Program

APRIL 12, 2019

Pre-show Mailing List available

APRIL 26, 2019

Exhibitor badge registration
deadline

MAY 31, 2019

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 2019, brings together more than 2,200 ambulatory surgery center attendees. The meeting features more than 60 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
- Strategically showcase your products and services 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 2018 FEATURED

24,200 ft²
OF EXHIBIT
BOOTH SPACE



194
EXHIBITING
COMPANIES

70%
WHEN ASKED TO RATE THEIR
EXPERIENCE FROM 1 TO 10, WITH
1 BEING "TERRIBLE" AND 10
BEING "EXCELLENT" NEARLY 70%
OF EXHIBITORS RATED THEIR EXPERIENCE AS 8
OUT OF 10 OR HIGHER!

NEARLY HALF OF THE
EXHIBITORS REPORTED
RECEIVING GREATER THAN 21
HOT LEADS AT ASCA 2018, WITH OVER 25%
REPORTING 41+ LEADS



70%

OF EXHIBITORS ACHIEVED
THEIR SALES GOALS SET FOR ASCA 2018

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



Kick Off the Welcome General Session as the Platinum Sponsor welcoming ASCA 2019 attendees to Nashville and introducing the opening speaker, Mr. Alex Sheen.

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 Annual Meeting Website
- 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
- Affiliate Lab Presentation

PRICE

\$30,000

Add-on: Focus Group

\$4,000

*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.

EXHIBIT HALL RECEPTIONS

By sponsoring these key gatherings, 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

Host a night of fun! 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.

KEYNOTE SPEAKER

Welcome and entertain by sponsoring this year's keynote speaker, Mr. Scott Hamilton. As the Keynote sponsor, you'll have the opportunity introduce and welcome Mr. Hamilton to the stage!

BENEFITS:

- 4 Additional Full Conference Registrations
- Preshow and Postshow Mailing List*
- Listing & Logo on Annual Meeting 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
- Affiliate Lab Presentation

PRICE

\$24,000

Add-on: Focus Group

\$4,000

*Rental rules apply.

**ASCA-approved insert.

SPONSOR OPPORTUNITIES *continued*

CONNECTIVITY PROVIDERS



CONFERENCE WIFI

Gain incredible exposure by sponsoring the open-access Internet connection, available throughout the entire conference area. Direct every attendee to your customized landing page as they connect to the internet! Plus, receive added visibility on all promotional items directing meeting goers to access the complementary wifi.

MOBILE APP (2 available***)

The mobile app offers convenient access to the complete schedule, list of speakers, sponsors, exhibitors and complete floorplans of the meeting space and hotels, 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 rotating advertisements inside the app.

ASCA 2018 CONNECTIVITY PERFORMANCE:



MORE THAN
1,390

UNIQUE USERS COMPILED OVER
96,200 MINUTES OF DATA WITH
AN AVERAGE USER SPENDING
NEARLY 70 MINUTES IN THE APP
ALL TOGETHER DELIVERING

MORE THAN
240,000

BANNER VIEWS.



BENEFITS:

- 2 Additional Full Conference Registrations
- Preshow and Postshow Mailing List*
- Listing on Annual Meeting Website
- Special Recognition Announcements & Signage
- Signage at Sponsored Event
- Attendee Bag Insert**

PRICE

\$16,500

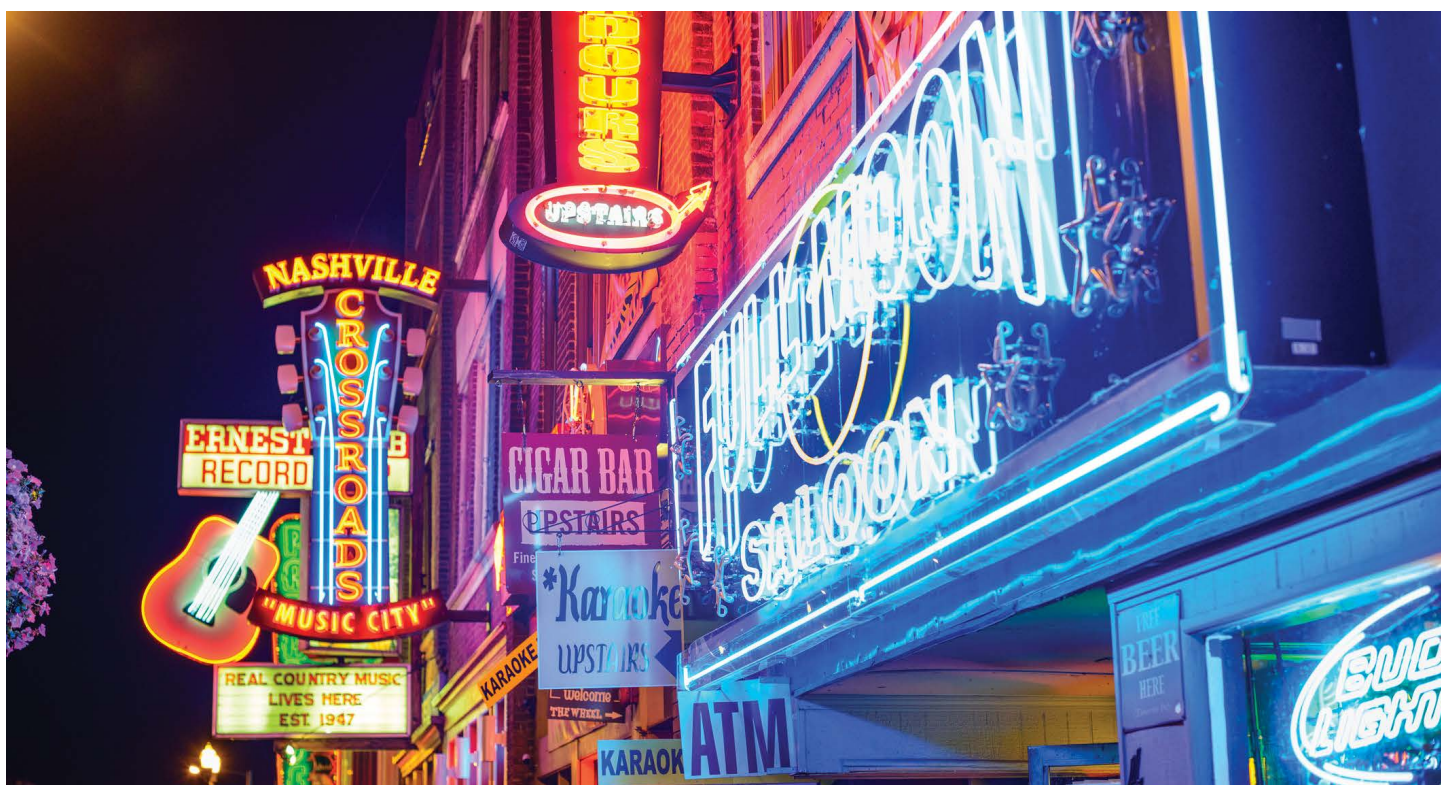
Add-on: Focus Group

\$4,000

*Rental rules apply.

**ASCA-approved insert.

***This is a co-sponsored item.



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 2019 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.

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 host hotel(s) to further promote your company's products and services.

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.

Wellness Program

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.

BOOTCAMP

ASCA adds to the promotion of fitness and wellness among conference attendees with an energizing morning bootcamp workout. As the sponsor, your company will gain incredible visibility during the session and on the ASCA 2019 Wellness Program 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 2019 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 2019 Wellness t-shirts and the pedometers themselves—which are given out to all attendees.

REUSABLE TUMBLERS (2 available***)

These branded tumblers 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 cups again and again.

TAPSNAP PHOTOBOOTH

A new addition and attraction in the exhibit hall, the TapSnap photobooth allows for fully customizable and integrated marketing opportunity. With the ability to upload, in real time, to social media platforms, email and print unlimited 4x6 photos, TapSnap is sure to be a hit in the exhibit hall. Additionally, utilize custom graphic design work to create an exclusive photo experience with green screens, logos and borders.

BENEFITS:

- 2 Additional Full Conference Registrations
- Preshow and Postshow Mailing List*
- Listing on Annual Meeting Website
- Special Recognition Announcements & Signage
- Signage at Sponsored Event
- Attendee Bag Insert**

PRICE
\$13,500

Add-on: Focus Group
\$4,000

*Rental rules apply.

**ASCA-approved insert.

***Co-Sponsorships

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.

NEW! RECHARGE LOUNGES (3 available**)

Located at the front of the exhibit hall, the Recharge Lounges serve as a place to meet, network or host a small meeting while recharging yourself and/or your personal device. With branded table tops and accessories, the Recharge Lounges will be the first thing attendees notice in the exhibit hall so make sure your brand is represented!

NEW! BACKYARD (3 available**)

Join in the excitement in ASCA's Backyard. From cornhole and ringtoss to bocce ball and more, the Backyard will feature favorite backyard games and is sure to be an attendee hot spot! Boost your visibility in ASCA's Backyard with branding opportunities throughout!

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.

FOCUS GROUP

Engage with ASCA 2019 attendees in a private setting where you are in complete control. You set the agenda, you ask the questions or moderate and we provide you with the space and time. All Focus Groups will be promoted during the lead up to the annual meeting and interested attendees will be passed on directly to you.

NEW! PERFORMANCE STAGES (2 available**)

What captures Nashville more than live music! This year we will have live acoustic performances in the exhibit hall. Sponsor these performers and receive branding and promotion on the stage and in the promotion of each act!

PENS (2 available**)

Be one of the official pen suppliers of ASCA 2019! These sponsored pens will be distributed widely throughout the entire meeting. From attendee registration to inside the attendee bags, providing ASCA 2019 attendees with your branded pen is a great way to show your support and boost your visibility onsite!

BENEFITS:

- 1 Additional Full Conference Registration
- Preshow and Postshow Mailing List*
- Listing on Annual Meeting Website
- Special Recognition Announcements & Signage
- Signage at Sponsored Event

PRICE

\$6,500

*Rental rules apply.

**This is a co-sponsored item.

BENEFITS BY SPONSOR RECOGNITION LEVEL

Sponsorship Benefits	Bronze	Silver	Connectivity Providers	Gold	Platinum
Additional Full Conference Registration	1	2	2	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
Full Page, Color Advertisement in the Onsite Program				X	X
Description & Logo in the Onsite Program				X	X
Large Welcome Banner					X
Deliver the 'Welcome' Message at the Opening General Session					X
Affiliate Lab Presentation				X	X

EXHIBITING

EXHIBITING AT ASCA 2019

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 2019. 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, uninterrupted, exhibit hall only viewing time**, more than any other ASC-specific industry event!

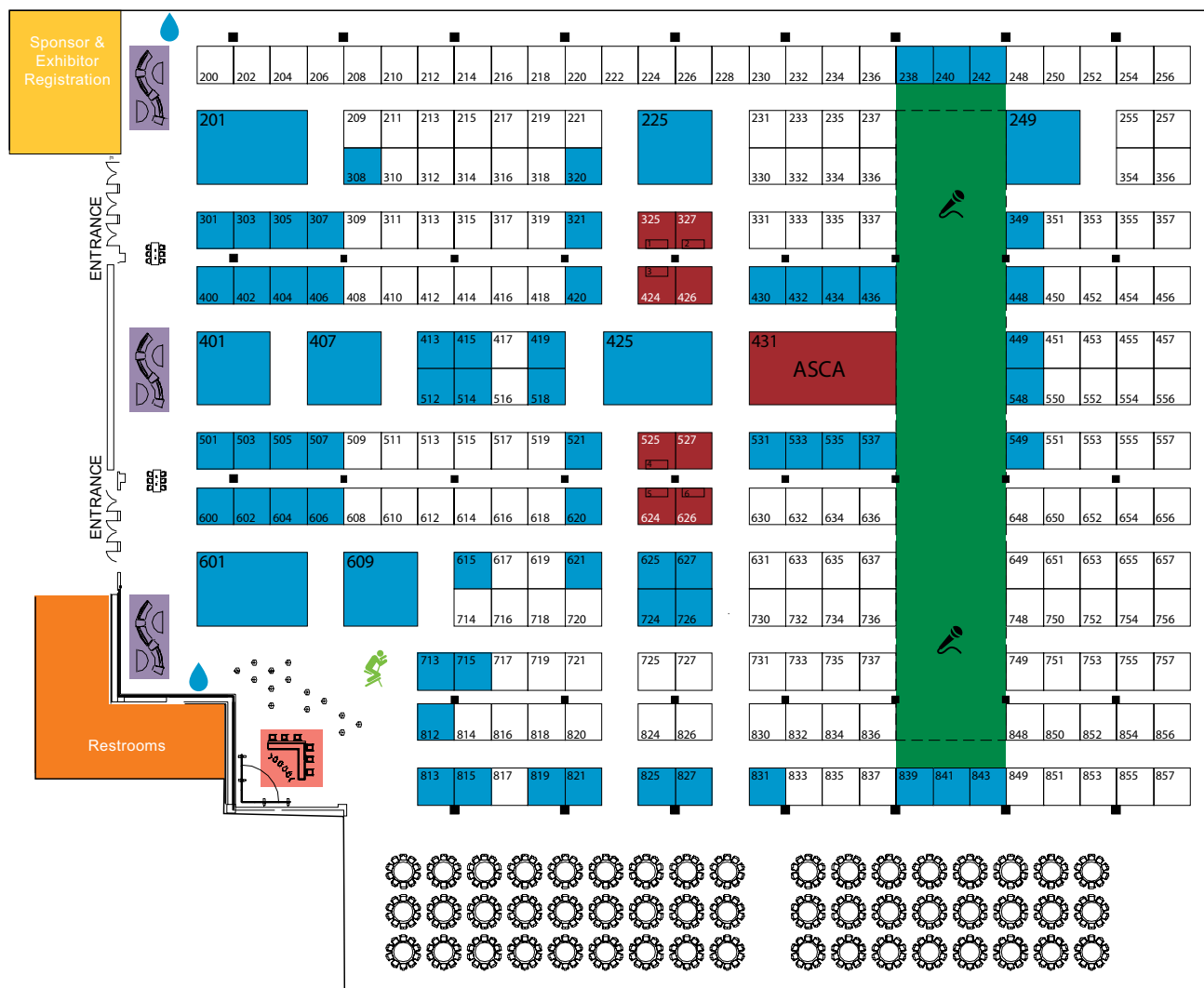
EXHIBIT BOOTH SPACE ASSIGNMENT

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 2019 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 14 12:00pm–5:00pm Exhibitor Registration and Move In	Thursday, May 16 7:00am–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 17 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
Wednesday, May 15 8:00am–3:00pm Exhibitor Registration and Move In 6:00pm–8:00pm Exhibit Hall Welcome Reception 7:45pm Door Prizes		



■ Reserved for
ASCA 2019
Sponsors
& Annual ASC
Focus Advertisers

■ ASCA Foundation
& Affinity
Partners

■ ASCA's Backyard

🎤 Presentation
Stage

💧 Water Cooler

🧘 Chair Massages

🪑 ReCharge
Lounges

🏠 Affiliate
Lab

UPDATED EXHIBIT COSTS

10' x 10' Booth

Affiliate Early—\$3,750
Affiliate After 1/4—\$4,250
Affiliate After 2/15—\$4,700
Non-Affiliate Early—\$5,500
Non-Affiliate After 1/4—\$5,750
Non-Affiliate After 2/15—\$6,000

- 1 Full Meeting Registration,
3 Exhibit Hall Only Passes

10' x 20' Booth

Affiliate Early—\$7,500
Affiliate After 1/4—\$8,500
Affiliate After 2/15—\$9,400
Non-Affiliate Early—\$11,000
Non-Affiliate After 1/4—\$11,500
Non-Affiliate After 2/15—\$12,000

- 2 Full Meeting Registrations,
6 Exhibit Hall Only Passes

10' x 30' Booth

Affiliate Early—\$11,250
Affiliate After 1/4—\$12,750
Affiliate After 2/15—\$14,100
Non-Affiliate Early—\$16,500
Non-Affiliate After 1/4—\$17,250
Non-Affiliate After 2/15—\$18,000

- 3 Full Meeting Registrations,
9 Exhibit Hall Only Passes

20' x 20' Booth

Affiliate Early—\$15,000
Affiliate After 1/4—\$17,000
Affiliate After 2/15—\$18,800
Non-Affiliate Early—\$22,000
Non-Affiliate After 1/4—\$23,000
Non-Affiliate After 2/15—\$24,000

- 4 Full Meeting Registrations,
12 Exhibit Hall Only Passes

20' x 30' Booth

Affiliate Early—\$22,500
Affiliate After 1/4—\$25,500
Affiliate After 2/15—\$28,200
Non-Affiliate Early—\$33,000
Non-Affiliate After 1/4—\$34,500
Non-Affiliate After 2/15—\$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.

Carpeting, tables and chairs are not included.
These items are available through Freeman,
individually or as a package, with package pricing
starting at \$613.50 for carpet, table and 2 chairs.

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**

MEETING WEBSITE

Catch our attendees' attention on the official Website for ASCA 2019. Attendees will use this Website to register for the conference, view current information, plan their schedule and review a list of exhibitors. **\$500**

ONSITE SIGNAGE

From videos to logo projections and banners to window clings, a number of unique marketing opportunities are available throughout this year's convention area.

- Freestanding 36x80" Sign: **\$2,500**
- Elevator Door Wrap: **\$5,750**

CONFERENCE PATHFINDERS

Direct attendees to your exhibit space with a custom 30" square or round floor graphic that promotes 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 2019. Arranged with the participating hotels, room drops deliver an immediate presence that amplifies your message.

From \$3.00++ per room

ASC FOCUS

Reach ASCA attendees before, during and after the annual meeting with a mini advertising campaign in *ASC Focus*. Place a half-page ad in the April, May and June/July 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 2017 Member Survey).

ASCA NEWS DIGEST

Consider a three-month run and catch the attention of ASCA 2019 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 28,000 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

We are proud to partner with the Gaylord Opryland Resort & Convention center, our host for ASCA 2019.

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 2019 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 2019 is certain to be the industry's most dynamic meeting in the ambulatory surgery industry.

ASCA has secured discounted rates for conference attendees.

Room Rates: \$221 (+ taxes/hotel fees) per night for a single/double room

 **For booking information please see the ASCA 2019 website at www.ascassociation.org/ASCA2019.**

CREATIVE MARKETING OPPORTUNITIES

SPONSOR THE BOARD DINNER OR PRESIDENT'S RECEPTION

Your sponsorship includes two seats at either the Board Dinner or 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**

NEW! AFFILIATE LAB

Share your knowledge and expertise during an 18-minute presentation within the ASCA 2019 Affiliate Lab inside the Exhibit Hall. **\$1,500 exhibitors/ \$1,250 sponsors**

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**

BOARD OF AMBULATORY SURGERY CERTIFICATION RECEPTION

Connect with the best and brightest within the ASCA community by sponsoring the annual BASC reception. BASC brings together those who have earned either the CASC or CAIP credentials to celebrate their comprehensive understanding of the knowledge, experience and skills that the role of an ASC administrator requires. **\$3,500**

MAILING LIST RENTAL

The attendee mailing list will be available for a one-time, pre-approved mailing for exhibitors and sponsors only. The preshow mailing list will be available on April 12, 2019 and the

postshow mailing list on May 31, 2019. A mailing list rental rules apply and must be agreed to in order to receive the rental list. **\$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 2019 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.

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 2019 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's education activities are provided and paid for by the Ambulatory Surgery Center Foundation. Financial support of ASCA 2019 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 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, 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 Opryland 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 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, 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 Opryland 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, 2018, will be refunded the amount paid minus a \$250 administration fee. Exhibitors who cancel between January 1, 2019 and February 1, 2019 will be refunded the amount paid minus a \$500 administration fee. No refund will be issued for exhibitors who cancel after February 1, 2019. 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 2019

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@bhsalesgroup.com

Call 202.337.1897

Email alex@bhsalesgroup.com

We, the undersigned, make application for exhibit space at ASCA 2019, subject to the conditions, rules and regulations governing the exhibition as stated on page 22, 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"/> Patient Financial (Billing/Coding/Collections) Services |
| <input type="checkbox"/> Accreditation Assistance | <input type="checkbox"/> Healthcare Staffing Agencies | <input type="checkbox"/> Pharmaceutical Services |
| <input type="checkbox"/> Accreditation Organizations | <input type="checkbox"/> Human Resources Firms | <input type="checkbox"/> Physicians Financing |
| <input type="checkbox"/> Architectural/Design Firms | <input type="checkbox"/> Insurance Providers | <input type="checkbox"/> Publication |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> IT Services | <input type="checkbox"/> Refurbished/Pre-Owned Medical Equipment |
| <input type="checkbox"/> Development Consultants | <input type="checkbox"/> Management Consultants | <input type="checkbox"/> Satisfaction Assistance |
| <input type="checkbox"/> Equipment/Instrument Supplies and Repairs | <input type="checkbox"/> Medical Receivables Financing | <input type="checkbox"/> Software Companies |
| <input type="checkbox"/> Financial Capital Appraisers | <input type="checkbox"/> Pathology/Laboratory/Anesthesia Services | <input type="checkbox"/> Wholesaler and Distributor |

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

Exhibitor/Sponsor Contact

All information regarding exhibiting at ASCA 2019 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 _____

Please indicate your preferred payment method:

☐ Check

☐ ACH

☐ Credit Card

If paying by check, please make payable to Ambulatory Surgery Foundation and mail to: 1012 Cameron Street, Alexandria, VA 22314.

If paying by ACH or Credit Card, please remit payment online at
<https://www.ascassociation.org/remittance>.

Please note, exhibit booth spaces will not be assigned until payment has been received.

Signature

Initial here _____ ensuring that you have read and understood section 19 within the ASCA 2019 Rules & Regulations on page 22.

ADVERTISING

Ad Deadline: March 15 Ad Materials: April 8

Amount

ONSITE PROGRAM

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

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

EXHIBIT HALL

PATHFINDERS ☐ Exhibit Hall Floor Graphics \$475 _____

ASCA 2019 WEBSITE (300 x 250) ☐ \$500 _____

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 2019 Conference Issue, bonus distribution onsite**

ASCA 2019

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@bhsalesgroup.com

Call 202.337.1897

Email alex@bhsalesgroup.com

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 4

After February 15

10' X 10' BOOTH

Affiliate	<input type="checkbox"/> \$3,750	<input type="checkbox"/> \$4,250	<input type="checkbox"/> \$4,700
Non-Affiliate	<input type="checkbox"/> \$5,500	<input type="checkbox"/> \$5,750	<input type="checkbox"/> \$6,000

Amount _____

10' X 20' BOOTH

Affiliate	<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$8,500	<input type="checkbox"/> \$9,400
Non-Affiliate	<input type="checkbox"/> \$11,000	<input type="checkbox"/> \$11,500	<input type="checkbox"/> \$12,000

Amount _____

10' X 30' BOOTH

Affiliate	<input type="checkbox"/> \$11,250	<input type="checkbox"/> \$12,750	<input type="checkbox"/> \$14,100
Non-Affiliate	<input type="checkbox"/> \$16,500	<input type="checkbox"/> \$17,250	<input type="checkbox"/> \$18,000

Amount _____

20' X 20' BOOTH

Affiliate	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$17,000	<input type="checkbox"/> \$18,800
Non-Affiliate	<input type="checkbox"/> \$22,000	<input type="checkbox"/> \$23,000	<input type="checkbox"/> \$24,000

Amount _____

20' X 30' BOOTH

Affiliate	<input type="checkbox"/> \$22,500	<input type="checkbox"/> \$25,500	<input type="checkbox"/> \$28,200
Non-Affiliate	<input type="checkbox"/> \$33,000	<input type="checkbox"/> \$34,500	<input type="checkbox"/> \$36,000

Amount _____

Sponsor

Amount

PLATINUM (PICK 1)

☐ Attendee Meeting Bags

\$30,000 _____

GOLD (PICK 1)

<input type="checkbox"/> ASC Celebration Luncheon	<input type="checkbox"/> Social Event
<input type="checkbox"/> Exhibit Hall Receptions	<input type="checkbox"/> Keynote Speaker

\$24,000 _____

CONNECTIVITY PROVIDERS (PICK 1)

<input type="checkbox"/> Conference WiFi	<input type="checkbox"/> Mobile App
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\$16,500 _____

Sponsor

Amount

SILVER (PICK 1)

<input type="checkbox"/> Badge Lanyards	<input type="checkbox"/> Bootcamp
<input type="checkbox"/> Breakfast Break & Exhibit Hall Luncheon	<input type="checkbox"/> Pedometer Challenge
<input type="checkbox"/> Hotel Key Cards	<input type="checkbox"/> Reusable Tumblers
<input type="checkbox"/> Exhibit Hall Chair Massage	<input type="checkbox"/> TapSnap Photobooth
	<input type="checkbox"/> Onsite Program

\$13,500 _____

BRONZE (PICK 1)

<input type="checkbox"/> Breaks	<input type="checkbox"/> Exhibit Hall Passport
<input type="checkbox"/> Recharge Lounge	<input type="checkbox"/> Focus Group
<input type="checkbox"/> Backyard	<input type="checkbox"/> Pens
<input type="checkbox"/> Performance Stages	

\$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 2019. Please send me further details.

ADDITIONAL OPPORTUNITIES

AFFILIATE LAB

Exhibitor \$1,500 _____

Sponsor \$1,250 _____

VENDOR HEADQUARTERS

Exhibitor \$2,750 _____

Sponsor \$1,750 _____

BOARD LUNCHEON ☐ \$2,500 _____

BOARD DINNER ☐ \$5,000 _____

PRESIDENT'S RECEPTION ☐ \$5,000 _____

BASC RECEPTION ☐ \$3,500 _____

TOTAL \$ _____