



Ambulatory Surgery Center Association

[ascassociation.org](http://ascassociation.org) | [ascaconnect.org](http://ascaconnect.org) | [ascfocus.org](http://ascfocus.org)



## Contents

About ASCA.....	2
ASCA Affiliate Program .....	3
Opportunities Overview .....	5
ASC Focus .....	6
ASCA News Digest .....	7
Website Advertising .....	8
Advertising Specifications.....	9
Meetings & Engagements .....	10
2020 Winter Seminar Prospectus..	11
ASCA 2020 Conference &.....	12
Expo Prospectus	

## What is ASCA?

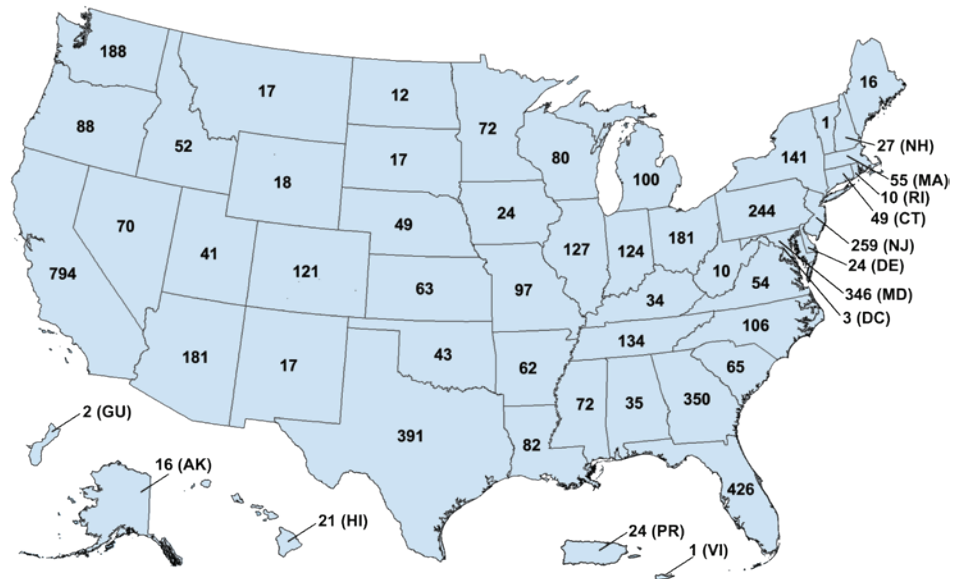
The Ambulatory Surgery Center Association (ASCA) is the national membership association that represents ambulatory surgery centers (ASCs) and provides advocacy and resources to assist ASCs in delivering high quality, cost-effective ambulatory surgery to all of the patients they serve.

## 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.

ASCA represents Ambulatory Surgery Centers throughout the country. The map displays the 5,636 Medicare-certified ASCs organized by state.



According to ASCA's 2019 Member Survey, one of the top reasons for joining ASCA is for the educational resources and programs that help improve business operations and patient experience.

Based on data provided by the Centers for Medicare & Medicaid Services (CMS), June 2018

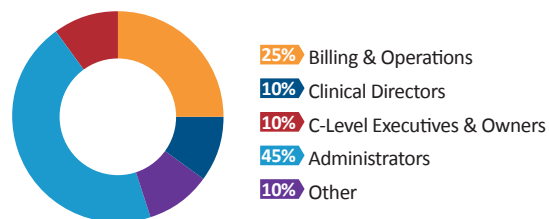
The ASC industry continues to grow with 5,636 Medicare-certified ASC facilities and more than 17,050 ORs across the country. ASCA Affiliates are invited to take advantage of the diverse marketing, advertising, exhibit and sponsorship opportunities the Ambulatory Surgery Center Association (ASCA) has to offer to stay connected with the ambulatory surgery industry, in front of ASCA's members and ahead of the competition.

## BY PARTNERING WITH ASCA YOUR COMPANY CAN

- 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

## OUR MEMBERS ARE DECISION MAKERS

### Demographic Breakdown of Attendees at ASCA 2019

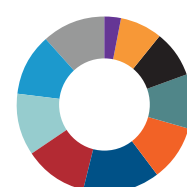


### Single Specialty vs Multi-Specialty:



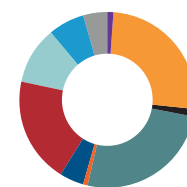
50.8% Multi-Specialty  
49.2% Single Specialty

### Specialties Served in Multi-Specialty ASCs:



15.8% Dental  
36% Endoscopy  
41.5% Obstetrics / Gynecology  
48.4% Ophthalmology  
48.4% Otolaryngology  
67.1% Orthopedic  
56% Other  
54% Pain  
55% Plastic  
55% Podiatry

### Specialties Served in Single Specialty ASCs:



1.3% Dental  
25.5% Endoscopy  
1.4% Obstetrics / Gynecology  
25.5% Ophthalmology  
1% Otolaryngology  
4.4% Orthopedic  
19.3% Other  
10.7% Pain  
6.5% Plastic  
4.4% Podiatry

### Average Number of ORs per ASC:



21.1% 1  
33.9% 2  
17.4% 3  
12.9% 4  
5.5% 5  
9.2% 6+

## ASCA MEMBER'S BUYING POWER (based on 2019 Membership Survey)

NEARLY **9 OUT OF 10** ASCA MEMBERS REPORT HAVING INFLUENCE OVER BUYING DECISIONS IN THEIR ASCs

**46%** STATE THAT THEY HAVE BUYING AUTHORITY

# 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](http://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**  
**Midwest Medical Enterprises**  
**Mobile Instrument Service & Repair**  
**Pacira Pharmaceuticals [makers of EXPAREL]**  
**SimplifyASC**  
**Smith & Nephew**  
**Surgical Notes**  
**Wright**



**3M Health Care**  
**Accreditation Association for**  
**Ambulatory Health Care (AAAHC)**  
**AdvantageTrust**  
**Arthrex, Inc**  
**BD**  
**Bionet America, Inc.**  
**Bryton Corporation**  
**Cardinal Health**  
**ClearGage**  
**Compulink**  
**CuraScript SD**  
**Envision Physician Services**  
**Henry Schein**  
**Heron Therapeutics**

**ImageFIRST Healthcare**  
**Laundry Specialists**  
**McKesson Medical Surgical**  
**Medical Device Specialty**  
**Modernizing Medicine**  
**Gastroenterology**  
**One Medical Passport**  
**oneSOURCE Document**  
**Management Services**  
**Pacira Pharmaceuticals**  
**[makers of EXPAREL]**  
**PDI Healthcare**  
**SOMA Technology, Inc**  
**STERIS Corporation**  
**Stryker Corporation**

# Print & Digital Opportunities Overview

When surveyed, ASCA members' indicated the annual conference and *ASC Focus* were the most recognized resources.

## 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.

**Per ASCA 2019 Membership Survey:**  
**1 in 3 readers contacted or visited a website of an advertiser**

**1 out of 4 readers purchased an advertiser's product or service**

**18% recommended an advertiser's product or service**

## 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 approximately 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.

**ASCA News Digest was rated as ASCA's top valued resource according to the 2019 Member Survey.**

## 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 2020 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.

**77%** of ASCA members report reading *ASC Focus*.

## ASC FOCUS EDITORIAL CALENDAR 2020

Issue	Primary Feature	Secondary Feature
January*	Industry Forecast & Trends	Clinical Care
February	Quality	Coding
March	ASCA 2020 Preview	Human Resources
April	Advocacy	Staff Development
May	Special Orthopedic Issue	Finance & Accounting
June/July (meeting issue)*	Innovations	Regulatory Compliance
August	Patient Care	Value Proposition
September	Business Development	Special GI Issue
October*	Technology	Special Ophthalmology Issue
November/December	Marketing	Infection Prevention

*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	\$1,500	\$1,300	\$1,150

## FEATURED SOLUTIONS

Available in the January, March and October issues! Highlight your solutions to *ASC Focus* readers! 175 word description + image (2.25" x 2.25") and URL to drive traffic to your resources.

**\$750**

## 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](http://www.ascassociation.org) and write to [editorial@ascassociation.org](mailto:editorial@ascassociation.org).

## 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](http://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)

## ASC FOCUS BONUS DISTRIBUTION

- **January:** ASCA 2020 Winter Seminar
- **June/July:** ASCA Conference & Expo
- **October:** Every Medicare-certified ASC in the country

## ASC FOCUS DEADLINES

Issue	Editorial	Space	Materials	Issue	Editorial	Space	Materials
Jan	10/11	11/1	11/26	June/July*	3/17	4/7	4/22
Feb*	11/11	12/2	12/19	Aug	5/18	6/8	6/30
Mar	12/17	1/7	1/30	Sept	6/18	7/9	7/31
Apr	1/15	2/5	2/28	Oct*	7/17	8/7	8/31
May	2/17	3/9	3/31	Nov/Dec	8/19	9/9	10/1

\*Bonus distribution

# 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 approximately 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](http://www.ascassociation.org/aboutus/latestnews/newsdigest).

On average, a delivery of *News Digest* receives over 700 clicks. **1 and 7** clicks are on an ad placement.

**85%** of ASCA members report using *ASCA News Digest*.

## REDESIGN IN PROGRESS!

Same great delivery and impressive ASCA member usage rate, now with limited ad placements! Please reach out for details as we will only have five ad placements available.

## 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 114,000+ unique visitors a year**

## 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: 18,238**  
**Over 8,919 discussion threads with more than 33,100 total posts!**

## ASCA CONFERENCE & EXPO

Catch attendees' attention on the official website for our annual meeting, ASCA 2020. 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.  
**16,000+ unique visitors per year**

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 Discussion Threads	3 months	6 months	12 months
Sponsorship — 125 x 125	N/A	\$9,000	\$15,000
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
<b>ASC Focus</b>	<b>8.375"</b>	<b>10.875"</b>
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"

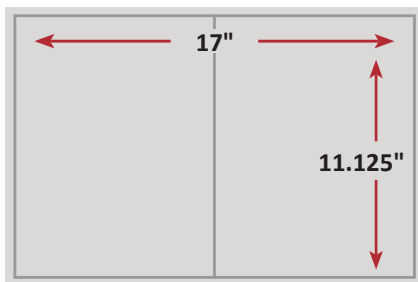
\*A uniform bleed of 0.125" should be used on all ads that bleed. All cropmarks should be offset to 0.125".

## MATERIAL SUBMISSION

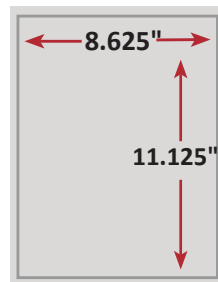
- Please supply a high-resolution PDF with fonts and images embedded.
- All files under 8MB may be emailed to alex@bhsalesgroup.com.
- For files over 8MB, call for ftp information.

## ASC FOCUS AD DIAGRAMS

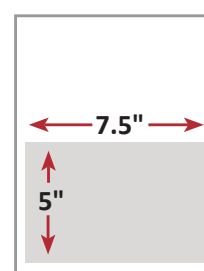
2-Page Spread (with bleed)



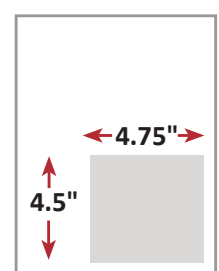
Full Page (with bleed)



1/2 Page



1/3 Page



# Meetings & Engagements



## **ASCA 2020 CONFERENCE & EXPO** **Orlando, FL, May 13–16, 2019** **Marriott World Center Resort**

The annual meeting for the Ambulatory Surgery Center Association, ASCA 2020, will bring together more than 2,200 ambulatory surgery center attendees and 200 anesthesiologist from SAMBA 2020. 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 2020 WINTER SEMINAR** **New Orleans, LA January 16–18, 2020** **InterContinental New Orleans**

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 attendees at the ASCA Winter Seminar and ASCA Conference & Expo 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.*



# 2020 WINTER SEMINAR NEW ORLEANS : JANUARY 16-18

## SPONSOR OPPORTUNITIES

### Lead Seminar Sponsorship \$5,500

- One sponsor per educational track
- Table top display
- 3 Seminar registrations
- Thank you post on ASCA's LinkedIn network
- 2 posts on News Digest
- Onsite Signage
- Logo and 50-word description listed on the Winter Seminar website and ASCA Meetings App
- 300 x 250 digital ad on Winter Seminar website
- Attendee Mailing List

### ASCA Meetings App Sponsor \$5,500

- Table top display
- 3 Seminar registrations
- Thank you post on ASCA's LinkedIn network
- 2 posts on News Digest
- Company profile on ASCA Meetings App
- Onsite Signage
- Logo and 50-word description listed on the Winter Seminar website
- 300 x 250 digital ad on Winter Seminar website
- Attendee Mailing List

### Reception & Luncheon Co-Sponsorship

Co-sponsor Thursday's Welcome Reception and Friday's Luncheon **\$4,250**

- Table top display
- 3 Seminar registrations
- 2 posts on News Digest
- Onsite Signage
- Logo and 50-word description listed on the seminar website
- 300 x 250 digital ad on Winter Seminar website
- Attendee Mailing List

### Visibility Add Ons

Can't make the show but want to have a presence on site? Consider one of the following Visibility Add Ons!

- Water Bottles **\$3,000**
- Attendee Bags **\$4,000**
- Pens **\$2,000**
- Notebooks **\$2,500**
- Lanyards **\$2,500**

TARGETED  
AUDIENCE  
FOR **20**  
EXHIBITORS  
**300+**  
ATTENDEES

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.



**ASC Management**  
*targeting administrators,  
clinical managers and  
clinical staff*



**Finance & Accounting**  
*targeting administrators,  
clinical managers and  
clinical staff*



**Coding & Reimbursement**  
*targeting coders,  
billers and business  
office managers*

## EXHIBIT OPPORTUNITIES

Exhibit at our 2020 Winter Seminar and reach an audience looking for further resources and information from ASCA. With only 20 standard table top displays available, exhibitors receive an exclusive opportunity to engage with ASCA members in an intimate setting.

**Early Registration \$2,500**  
**After September 13 \$3,000**

### Benefits

- Table top display
- Company name and 50-word description listed on the seminar website
- 2 seminar registrations



[ascassociation.formstack.com/forms/asca\\_2020\\_winter\\_seminar](http://ascassociation.formstack.com/forms/asca_2020_winter_seminar)

## ADDITIONAL OPPORTUNITIES

### Focus Groups

Engage with 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. We have space available for two Focus Groups, which will be promoted during the lead up to the conference and interested attendees will be passed directly to you. **\$2,900**

### Specialty Discussions

New for 2020 we will offer **Specialty Discussions!** Moderate a discussion on topics from malignant hypothermia, total joint replacement, revenue cycle management, infection prevention and others during the Welcome Reception. Similar to the 'round table' discussions at the ASCA Conference & Expo, these popular discussions are now open for you to join in and provide your insight. **\$1,250**

### ASCA Winter Seminar Web Ad

Capture the attention with a 300x250 horizontal web banner on the Seminar website. **\$500**

### Mailing List Rental

Market your products and services to seminar attendees after the meeting. The attendee mailing list will be available for a one-time, pre-approved direct mailing for exhibitors and sponsors only. **\$500**

### Exhibit Hall Drawings

Let us know if you are offering any prizes or drawings at your table top and we will highlight these giveaways in the ASCA Meetings app! This is a great way to increase your visibility and generate traffic at your exhibit space. **FREE**

### Advertise in the Winter Seminar issue of ASC Focus

The January issue of ASC Focus will have an expanded reach across the ASC industry. In addition to our regular distribution, the January issue will be available on-site at the Winter Seminar. Advertising is a valuable way to alert attendees and those unable to attend of your participation. **Full Page \$2,250 / Half Page \$1,750**

- Belly Band, available to one advertiser only. *Please call 202.337.1897 for specific details.*

# ASCA 2020

ORLANDO: MAY 13–16

[ascassociation.org/ASCA2020](http://ascassociation.org/ASCA2020)

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
Sponsorship Opportunities.....	14
Exhibiting.....	18
Advertising Opportunities .....	20
Creative Marketing Opportunities.....	21
Application & Contract .....	23

## IMPORTANT DATES

### NOVEMBER 1, 2020

Right of first refusal deadline  
for previous year's sponsors

### JANUARY 10, 2020

Early Registration pricing ends

### FEBRUARY 14, 2020

Regular Registration pricing ends

### MARCH 2, 2020\*

Furniture/Electrical discount deadline

### MARCH 2, 2020\*

Lead Retrieval discount deadline

### APRIL 1, 2020

Deadline for exhibitors to be  
included in the Onsite Program

### APRIL 1, 2020

Exhibit Hall Drawing Form  
submission deadline to be included  
in the Onsite Program

### APRIL 8, 2020

Ad materials are due for the  
Onsite Program

### APRIL 10, 2020

Pre-show Mailing List available

### APRIL 24, 2020

Exhibitor badge registration deadline  
Exhibit Hall Drawing Form  
submission deadline to be included  
in the Mobile App.

### MAY 29, 2020

Post-show Mailing List available

\*Dates subject to change

Click Here  
to Register

[ascassociation.formstack.com/forms/asca2020](http://ascassociation.formstack.com/forms/asca2020)

# NETWORK & BUILD RELATIONSHIPS

## YOU'RE INVITED

The annual meeting for the Ambulatory Surgery Center Association, ASCA 2020, brings together more than 2,200 ambulatory surgery center attendees and 200 anesthesiologist from SAMBA 2020.

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!

**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 2019 FEATURED

**27,100 ft<sup>2</sup>**  
OF EXHIBIT  
BOOTH SPACE



**208**  
EXHIBITING  
COMPANIES



NEARLY 60% OF EXHIBITORS  
STATED THEY WILL "MOST  
DEFINITELY" BE AT ASCA 2020,  
WHILE ANOTHER 20% INDICATED  
THEY WILL "MOST LIKELY."

TWO THIRDS OF EXHIBITORS  
AT ASCA 2019 GENERATED  
**41+ STRONG LEADS** WHILE  
30% OF EXHIBITORS REPORTED  
GENERATING OVER 61+ LEADS.



**85%**

OF EXHIBITORS ACHIEVED  
THEIR SALES GOALS SET FOR ASCA 2019

**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 SPONSORSHIP



Kick Off the Welcome General Session as the Platinum Sponsor welcoming attendees to Orlando and introducing the opening speaker.

### 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
- Digital Collateral
- 3 President's Reception Invitations
- Full Page, Color Ad in Onsite Program
- Description & Logo in Onsite Program
- Large Welcome Banner
- Affiliate Presentation in the Affiliate Studio

### PRICE

\$35,000

### Add-on: Focus Group

\$4,000

\*Rental rules apply.

\*\*ASCA-approved insert.

## DIAMOND SPONSORSHIPS



### AFFILIATE PRESENTATION STUDIO

Focused on education, the Diamond Sponsorship brings the Affiliate Presentation Studio to the Exhibit Hall. The studio will be branded with your company's logo and featuring three presentations from your team of experts.

### KEYNOTE SPEAKER

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

### BENEFITS

- Recognition throughout the meeting and in marketing materials
- Recognition & Branding within the Affiliate Presentation Studio
- 6 Additional Full Conference Registrations
- Pre & Post Show Mailing List
- 3 President's Reception Invitations
- Full Page Advertisement in the Onsite Program
- 2, 15-minute Affiliate Studio Presentations

### PRICE

\$30,000

### Add-on: Focus Group

\$4,000

\*Rental rules apply.

\*\*ASCA-approved insert.

# SPONSOR OPPORTUNITIES *continued*

## 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.

### 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
- Digital Collateral
- 2 President's Reception Invitations
- Full Page, Color Ad in Onsite Program
- Description & Logo in Onsite Program
- Affiliate Presentation in the Affiliate Studio

### PRICE

\$25,000

### Add-on: Focus Group

\$4,000

\*Rental rules apply.

\*\*ASCA-approved insert.

## 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.

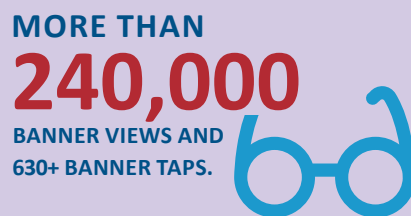
### MOBILE APP (2 available\*\*\*)

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 2019 CONNECTIVITY PERFORMANCE



UNIQUE USERS COMPILED OVER  
**115,000 MINUTES** OF DATA WITH  
AN AVERAGE USER SPENDING  
NEARLY **70 MINUTES** IN THE APP  
ALL TOGETHER DELIVERING



### BENEFITS

- 2 Additional Full Conference Registrations
- Preshow and Postshow Mailing List\*
- Listing on Annual Meeting Website
- Special Recognition Announcements & Signage
- Signage at Sponsored Event
- Affiliate Presentation in the Affiliate Studio\*
- Digital Collateral\*\*

### PRICE

\$17,500

### 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 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. Additionally, your company logo will be printed on the Wellness Program t-shirts.

##### BOOTCAMP & YOGA

ASCA adds to the promotion of fitness and wellness among conference attendees with an energizing morning workout. As the sponsor, your company will gain incredible visibility during the session and on the Wellness Program t-shirts.

##### 5K FUN RUN & WALK

Get the attendees moving! Regular runners and first-timers alike are welcome to join us for the ASCA 5K Fun Run/Walk. As the sponsor of the event you will have your company logo widely visible throughout the course and printed on the Wellness Program t-shirts.

#### 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 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
- Digital Collateral

**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.

### 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!

### 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 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! MOBILE APP SCAVENGER HUNT

Add to the fun at ASCA 2020! The new Mobile App Scavenger Hunt is designed to keep attendees amused and engaged throughout the course of the conference. As the Scavenger Hunt sponsor, your company will be front and center as attendees receive and follow clues around the convention center in the hopes of winning a \$500 prize—and you will even be able to add your own challenges to the list!

### NEW! CUSTOM SPONSORSHIP

Have you seen or utilized a creative and unique sponsorship at another event? Let us know about it and we can work together to bring it to ASCA 2020!

### PENS (2 available\*\*)

Be one of the official pen suppliers of ASCA 2020! These sponsored pens will be distributed widely throughout the entire meeting. From attendee registration to inside the attendee bags, providing 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 Presentation in the Affiliate Studio				X	X

# EXHIBITING

## EXHIBITING AT ASCA 2020

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 2020. 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 2020 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 12

12:00pm–5:00pm

Exhibitor  
Registration  
and Move In

#### Wednesday, May 13

8:00am–3:00pm

Exhibitor Registration  
and Move In

6:00pm–8:00pm

Exhibit Hall  
Welcome Reception

#### Thursday, May 14

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

#### Friday, May 15

8:30am–9:00am

Exhibitor  
Appreciation  
Breakfast

9:00am–11:00am

Exhibit Hall Open

10:00am–11:00am

Break

11:30am–5:00pm

Exhibit Teardown



# ADVERTISING OPPORTUNITIES

## ONSITE PROGRAM

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. 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.

**Please reach out for specifics!**

## 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. 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 2019 Member Survey).

## ASCA NEWS DIGEST

Consider a three-month run and catch the attention of 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 Orlando World Center Marriott, our host for ASCA 2020.

This impressive Orlando resort hotel is the quintessential destination for ASCA 2020. Experience the luxury resort's spacious guest rooms, and beautifully appointed meeting rooms. With 18 challenging holes of championship golf, award-winning restaurants and a rejuvenating full-service spa – this resort was designed to inspire you to engage, network, relax, work and play. Orlando World Center Marriott is located only 1.5 miles from Disney World and just minutes from SeaWorld Orlando, Universal Studios and Legoland. ASCA 2020 is certain to be the industry's most dynamic meeting in the ambulatory surgery industry.

ASCA has secured discounted rates for conference attendees.

 **For booking information please see the ASCA 2020 website at [www.ascassociation.org/annualconference](http://www.ascassociation.org/annualconference).**

## 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**

### AFFILIATE PRESENTATION STUDIO

Share your knowledge and expertise during an 15-minute presentation within 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 10, 2020, and the postshow mailing list on May 29, 2020. A mailing list rental rules apply and must be agreed to in order to receive the rental list. **\$1,000**

### EXHIBIT HALL DRAWINGS

Let us know if you are offering any prizes or drawings at exhibit space and we will highlight these giveaways in the ASCA Meetings app! This is a great way to increase your visibility and generate traffic at booth. **FREE**

If ASC administrators, owners, operators and physicians are your target audience, ASCA events are 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 2020 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 2020 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 Orlando World Center Marriott 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 Orlando World Center Marriott. Further, the exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor's activities on the Orlando World Center Marriott premises and will indemnify, defend and hold harmless ASCA, the Orlando World Center Marriott, its owner and its management company, as well as their respective agents, servants and employees from any and all such losses, damages and claims.
- ### 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, 2019, will be refunded the amount paid minus a \$250 administration fee. Exhibitors who cancel between January 1, 2020 and February 1, 2020 will be refunded the amount paid minus a \$500 administration fee. No refund will be issued for exhibitors who cancel after February 1, 2020. 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.