

- 1 14.8.4 All Councils, Sections and Committees are encouraged to remain within
2 their budgets. If it is anticipated that a Council or Section will require
3 funding in addition to the budgeted amount, approval of the Executive
4 Committee must be obtained. If it is anticipated that a Committee will
5 require funding in addition to the budgeted amount, approval of the Section
6 Chair must be obtained.
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- 8 14.8.5 Expenses of extraordinary administrative support of Councils, Sections or
9 Committees shall be submitted to the President for individual
10 consideration. The payment of routine administrative support expenses is
11 discouraged.
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- 13 14.8.6 Except for meetings held in conjunction with Annual Meetings of this
14 Society, the members of Councils, Sections or Committees shall receive
15 reimbursement for expenses incurred in the performance of their official
16 duties, according to the formula provided. ASA does not support ASA
17 member travel for meetings occurring in proximity with the ASA Annual
18 Meeting, with the exception of the President, Rovenstine Memorial
19 Lecturer and Distinguished Service Award winner.
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21 *14.9 Meetings*

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- 23 14.9.1 Meetings of the Board of Directors, Councils, Sections and Committees
24 (except those held during the ASA Annual Meeting) shall be conducted at
25 locations and on dates per 14.9.2 below and deemed to be the most cost-
26 effective and expedient for the purposes of the meeting to be held. In the
27 event that no other location is specified, the meeting shall be conducted in
28 the Chicago area.
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- 30 14.9.2 The President has the authority to select or approve meeting sites and dates
31 for Councils and Sections. The Administrative Council shall approve the
32 requests of Section and Committee Chairs for the meeting sites and dates
33 as part of the annual budget process. If more than one meeting is needed to
34 complete Council, Section or Committee business, the Chair, whenever
35 possible, should schedule one two-day meeting rather than two separate
36 one-day meetings during the year.
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- 38 14.9.3 Sections and Committees (except the Section on Fiscal Affairs and the
39 Committees of the Board) shall not schedule meetings on the day
40 preceding the Interim or Annual Meeting of the Board of or at a time that
41 would conflict with the Board of Directors meeting.
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- 43 14.9.4 The Committee on Governmental Affairs may hold an annual committee
44 meeting in Washington, D.C., in conjunction with the ASA Legislative
45 Conference.
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- 47 14.9.5 The Section on Journals, *Anesthesiology*, may hold its annual meeting in
48 the same city and at a time to coincide with the meeting of the Association
49 of University Anesthesiologists.
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- 51 14.9.6 For attendance at the Annual and Interim meetings of the AMA House of
52 Delegates, the Delegate and Alternate Delegate of the Resident Component

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shall be reimbursed in accordance with approved policy. The Resident Component Governing Council shall also meet during the Interim and Annual Meetings of the ASA Board of Directors and shall be reimbursed in accordance with ASA policy.

14.9.7 ASA members who are representing ASA and are participating in a meeting of another organization which also provides reimbursement of travel expenses must accept the organization's reimbursement method and amount.

This will constitute the member's total payment, unless the member believes he or she has been harmed economically by this policy. The member may request a review by the appropriate Section Chair, Treasurer and Assistant Treasurer for appropriate remuneration.

14.9.8 Meetings of committees and major expenditures outside of those included in the budget must be approved in advance by the Section Chair.

14.9.9 Meetings of committees of the Board of Directors must be approved in advance by the President, unless they are conducted at no cost to the Society.

14.9.10 Reimbursement for Section and Committee meetings will not be made until a report of the meeting has been filed by the Committee Chair with the appropriate Section or Council Chair. This report must at least contain an agenda of the items considered.

14.9.11 The cost of committee meeting meals that have been approved as a part of a committee's yearly budget will be paid by ASA. This excludes the meals of individuals apart from meetings.

14.9.12 While the Distinguished Service Award (DSA), Excellence in Research (EIR), Presidential Scholar (PS) and Philip S. Weintraub Media Awards are presented during the course of the Annual Meeting, these expenses shall not be included in the Annual Meeting budget, but shall be in accordance with the relevant sections of the Administrative Procedures pertaining to each award.

14.10 Travel Expense Formula and Per Diem Allowance

14.10.1 Finance shall establish and regularly revise a formula for reimbursement of travel expenses of members of this Society and nonmember participants at official meetings of this Society.

14.10.2 Finance shall establish and regularly revise a *per diem* allowance for attendance at official meetings of this Society. *Per diem* is intended to cover items such as ground transportation, in-room internet, baggage check and personal expenses.

14.10.3 Reimbursement Formula

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14.10.3.1 Airfare

The ASA traveler will be reimbursed for air travel based on at least two-week-in-advance purchase of restricted coach airfare, with the allowance for two minor changes in the tickets. The receipt(s) for airfare and any ticketing changes must be submitted at the time of requested reimbursement.

14.10.3.2 Train and/or Auto

The ASA traveler will be reimbursed for train travel or other public conveyance based on the receipt submitted at the time of requested reimbursement. Auto travel or other private conveyance will be based on the prevailing IRS per-mile reimbursement rate. Total train or auto travel expense should not exceed the cost that would have been incurred by flying on a major airline with two-week advance, restricted coach airfare.

14.10.3.3 Hotel

The ASA traveler will be reimbursed for the number of nights spent in the hotel related to the attendance at the meeting based on the ASA-negotiated, single-occupancy room rate at the primary meeting hotel, including all applicable taxes and fees, but with no receipt required. If circumstances require an additional night's stay, such a situation can be handled on an exception basis.

14.10.3.4 Per Diem

The ASA traveler will be reimbursed for the number of actual meeting days, plus one day, based on a *per diem* rate of \$250 a day.

14.10.3.5 This formula is applicable to all members of ASA eligible for reimbursement, except as follows:

14.10.3.5.1 President - All actual expenses incurred in functioning in the official capacity of the Society shall be paid for the President and the President's spouse/significant other.

14.10.3.5.2 WFSA Delegates – See Section 10.3.4. of these Administrative Procedures

14.10.3.5.3 Rovenstine Memorial Lecturer, Distinguished Service Award Winner and Legislative Conference Keynote Speaker - The Rovenstine Memorial Lecturer, the Distinguished Service Award Winner and the Legislative Conference Keynote Speaker

1 shall receive the same travel benefits accorded to the
2 ASA President, with up to first-class airfare for the
3 awardee and spouse/significant other by use of
4 receipted expenses. Additional honoraria for these
5 individuals may be appropriate and will need to be
6 periodically reviewed by the appropriate ASA
7 Sections for adjustments.
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9 **14.11 Procedures for Reimbursement of Expenses**

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11 14.11.1 Travel Expense Vouchers may be distributed to officials at approved
12 meetings or available on-line and paid as soon as possible after
13 submission of the proper form and receipts as required by this policy.
14 *Per diem* expenses will only be paid for days on which the
15 representative actually attends the scheduled sessions on that day, plus
16 one additional day's *per diem*, except as authorized by the Board of
17 Directors.
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19 14.11.2 All honoraria shall be approved in advance by the Board of Directors
20 in the manner prescribed in section 14.4.2 above.
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22 **14.12 Allocation of Expenses for Concurrent Meetings**

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24 The travel expenses for those attending concurrent meetings of Councils,
25 Sections or Committees shall be allocated to the various budgets as follows:
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27 14.12.1 The President's expenses will be charged to the President's budget.
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29 14.12.2 The President-Elect's expenses will be charged to the budget of
30 Officers' Expenses – Other Officers
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32 14.12.3 The First Vice-President's expenses will be charged to the budget of
33 Officers' Expenses – Other Officers.
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35 14.12.4 The Vice-President for Scientific Affairs' expenses will be charged to
36 the Division of Scientific Affairs, if attending a meeting of that
37 Division or of a committee which is under that Division.
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39 14.12.5 The expenses of members of the Administrative Council, except the
40 President, will be charged to the Administrative Council budget, for
41 attendance at meetings of that Council.
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43 14.12.6 All Council members attending a Council meeting will have their
44 travel and *per diem* expenses charged against the Council's budget.
45 (Except as per sections 14.12.1 – 14.12.3 above.)
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47 14.12.7 Committee Chairs who are attending a Section meeting, and having a
48 committee meeting in conjunction with the Section meeting, will have
49 their *per diem* charged to the Section and travel expenses charged to
50 the committee.
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14.12.8 Committee Chairs who are attending a Section meeting, and do not have a committee meeting in conjunction with the Section meeting, will have both their travel and *per diem* expenses charged to the budget of the Section.

14.12.9 Individuals who are members of more than one committee will have their travel and *per diem* expenses divided equally between the committees concerned.

14.13 Authorization for Signing of Checks

14.13.1 The Executive Vice-President in Park Ridge, the CFO and Controller are authorized as signers of checks from the Revolving Account.

14.13.2 Due to the large quantity of checks prepared on the Society's Operating Account, a facsimile signature of the Executive Vice-President in Park Ridge imaged by a laser printer is used for issuing checks from this account. Control mechanisms for this account include the use of a numbered check log, review of all checks by an authorized check signer and the control of the release of the authorized signer's signature.

1 **15.0 FINANCE**

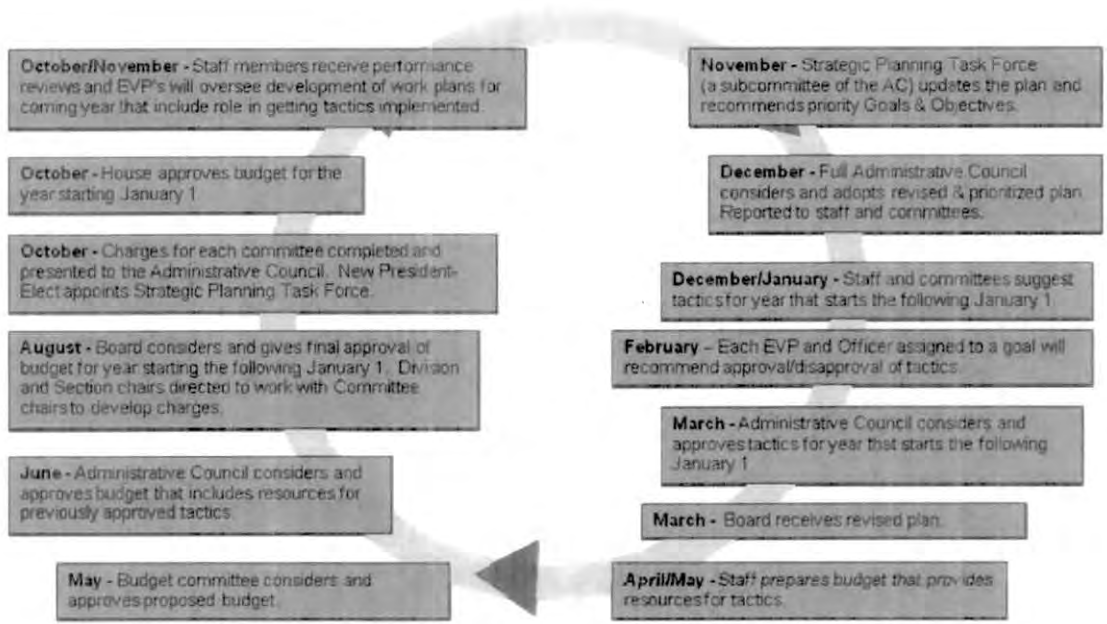
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By **October 1** of each year, the President-Elect shall have obtained the deliverables of each committee, aligned to the ASA Strategic Plan, for the year following the coming year. Through this exercise, the budget planning cycle begins.

15.1 Annual Planning Cycle for Developing the ASA Budget – Budget Methodology and IRS Compliance



The Annual Planning Cycle



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15.1.1 September

The President-Elect shall work with each Section Chair to obtain the deliverables, aligned to the ASA Strategic Plan, of each committee within that Section by **October 1**.

15.1.2 October

The Executive Vice-Presidents in Park Ridge and Washington, D.C. conduct performance evaluations of their respective staff members and oversee the development of work plans for the coming year defining the roles of each in implementing the Strategic Plan priorities established for that year.

The new President-Elect names the Strategic Planning Task Force for the coming year.

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The House of Delegates approves the budget for the year commencing **January 1.**

15.1.3 November

The Strategic Planning Task Force refreshes the ASA Strategic Plan and prepares a report for the Administrative Council, to which it is answerable.

15.1.4 December

The Administrative Council considers and adopts the refreshed Strategic Plan

Staff and committees suggest tactics for the year that starts the following **January 1st.**

15.1.5 February

The Officers and Executive Vice-Presidents are each assigned to a Goal of the Strategic Plan. All input of committees and staff are collated and prioritized for presentation to the Executive Committee and Administrative Council.

15.1.6 March

The Administrative Council considers, approves and prioritizes the strategies for the year beginning the following **January 1st.** A report is drafted and submitted to Board of Directors.

15.1.7 April and May

Staff prepares a budget that allocates the resources necessary to accomplish the stated priorities articulated over the previous months.

15.1.8 May

The Budget Committee considers and approves the proposed budget, which is submitted to the Administrative Council.

15.1.9 June

The Administrative Council approves the proposed budget at its annual Retreat and submits a report in the first week of July for inclusion in the August Annual (AA BOD) Board of Directors handbook.

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15.1.10 August

The Board considers and provides final approval of the budget for the year commencing **January 1**. Division and Section Chairs are directed to work with Committee Chairs to develop the deliverables.

The Section on Fiscal Affairs, during the course of the August Annual Board meeting, reviews Form 990 with the independent CPA firm that prepared the return. A report of this review and a full copy will be posted to the www.asahq.org/bod website as soon as possible following the meeting with the CPA firm.

Members of the Board of Directors may review the return and ask questions directly to the ASA Treasurer or the independent CPA firm prior to the filing of the form. ASA will file Form 990 with the IRS after the October Board of Directors meeting. (685-1; 2009)

15.2 Foundation Funding

15.2.1 ASA Funding of Foundations (APSF, FAER and WLM) – The close relationship of ASA to the Foundations is indicated by:

15.2.1.1 The missions of the Foundations further the organizational purposes of ASA as defined in the Bylaws;

15.2.1.2 ASA appoints substantial numbers of directors to the Foundation Boards; and

15.2.1.3 ASA auditors, in accordance with generally accepted accounting principles, propose a consolidation of ASA's and the Foundations' operations reported in ASA's annual financial report.

15.2.2 ASA's budgetary process for funding the Foundations will be based on the following:

15.2.2.1 The governance of the Foundations should never be independent from ASA based on the integral relationship of the Foundations' purposes to ASA's purpose.

15.2.2.2 Financial independence of the Foundations is not a primary goal of ASA or the Foundations.

15.2.2.3 When ASA budgetary considerations allow, ASA will provide the Foundations with the funding necessary to meet the Foundations' operational needs. The amount of the funding will be an ASA budgeted line item.

15.2.2.4 When ASA budgetary considerations allow, additional funding to the Foundations in excess of operating expenses may be provided for the purpose of building the Foundations' endowment funds.

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- 15.2.2.5 Each Foundation is strongly encouraged to seek funding in addition to that provided by ASA.
- 15.2.2.6 Each Foundation will submit to the Section on Fiscal Affairs a report for inclusion in the March Interim (MI BOD) report furnishing a detailed estimate of the following year's expected operating expenses, any anticipated special project expenses and a projection of the estimated outside funding for the year. The Foundations' reports should include a detailed income and expense statement for the prior fiscal year ending **December 31**.
- 15.2.2.7 After review of each Foundation's projected budget and existing budget, the Section on Fiscal Affairs will develop recommendations concerning the funding level for operating expenses and endowment contributions for the coming year.
- 15.2.2.8 Discussions concerning the level of Foundation funding will take into account both ASA's and the Foundations' financial condition and particularly ASA's prior year results of operations and the following year's projected budget.
- 15.2.2.9 A high priority of the Section on Fiscal Affairs in this discussion will be a balanced budget for ASA and maintenance of ASA reserve funds. The utilization of ASA's restricted reserves to meet financial operational needs will lead to additional analysis of the level of Foundation funding.
- 15.2.2.10 The Section on Fiscal Affairs will forward its recommendations for Foundation funding to the ASA Budget Committee and the ASA Administrative Council.
- 15.2.2.11 Should ASA funding to one or more of the Foundations fall below the Foundation's operating expenses on a given year, the Foundation is expected to utilize unrestricted endowment reserves to maintain services and programs.
- 15.2.3 A financial report from each Foundation will be provided regularly to all members of the ASA Board of Directors and the House of Delegates.
- 15.2.4 The Administrative Council will establish the priorities in proposed budget activities based on the recommendations from the meeting of the President, President-Elect, First Vice-President, Treasurer, Assistant Treasurer and Executive Staff.
- 15.2.5 Increasing expenses after the budget has been forwarded to the House of Delegates can only be made by one of the following procedures:
 - 15.2.5.1 A routine expense request with Unrestricted Reserves available may be approved by a majority vote of the Board of Directors.

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- 15.2.5.2 An emergency expense request with Unrestricted Reserves available may be approved by a majority vote of the Administrative Council with subsequent affirmation at the next Board of Directors meeting.
- 15.2.5.3 An expense request with no Unrestricted Reserves available requires approval by a majority of the voting members of the Board of Directors.
- 15.2.5.4 If the additional expense items will result in a projected net loss, the Board may elect to fund the new expenditure from either expense reductions recommended by the Administrative Council or from reserves as defined in this (15.2.5) section.

15.3 Spendable Account Methodology

- 15.3.1 Definitions:
 - 15.3.1.1 Total Assets – end of year audited total asset figure.
 - 15.3.1.2 Board Designated Reserves – described under Reserve Fund Policy
 - 15.3.1.3 Restricted Reserves and Unrestricted Reserves – the amount of ASA assets determined by the subtraction of fixed assets and Board designated reserves from total assets.
 - 15.3.1.4 Spendable Account – a percent of the Combined Restricted and Unrestricted Reserves that will be utilized as an income line item on the ASA budget.
- 15.3.2 The amount to be used in the spendable account formula will be an average of the previous three years’ audited Combined Restricted and Unrestricted Reserves.
- 15.3.3 In its report to the March Interim (MI BOD) Board of Directors meeting, the Section on Fiscal Affairs will evaluate ASA’s investment performance and financial situation. The Section will then recommend the percent of the Combined Restricted and Unrestricted Reserves to be used as the following year’s budget as income. This recommendation will be forwarded to the Budget Committee for further consideration.
- 15.3.4 The Budget Committee’s decision on the spendable account amount for the following year will be indicated as a line item, under the income portion of the budget.
- 15.3.5 At separate meetings held during both the March Interim (MI BOD) and August Annual (AA BOD) Board meetings, the Section on Fiscal Affairs will reassess the current year’s spendable account based on the current year’s investment performance, as well as the ASA’s total assets and financial position.

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15.4 Reserves

The Society's Reserves will be the cash and cash equivalent assets in the General and Educational Reserve Fund, the Property Fund and the Operating Fund. The Society's fixed assets and Board-designated funds will not be considered part of the Society's Unrestricted Reserves.

15.4.1 Restricted Reserves will be an amount in the General and Educational Reserve Fund, the Property Fund and the Operating Fund equal to one times the Society's prior year's annual operating expenses. Restricted Reserves will be used only as a contingency for catastrophic physical, legal or operational losses and may be expended only with approval of a majority of the voting members of the Board of Directors (300-2; 2009).

15.4.2 Unrestricted Reserves will be the balance of the Society's investment funds in the General and Educational Reserve Fund and in the Operating Fund. Unrestricted Reserves may be spent with approval by a majority vote of the Board of Directors for research projects, new or special programs, or to manage cash flow during short-term budget deficits. The Administrative Council may authorize the expenditure of Unrestricted Reserves for emergency purposes in accordance with the Bylaws section 4.054.

15.4.3 Election Reserves will provide political and financial support for members seeking AMA offices and positions.

15.4.3.1 ASA financial support will be available annually as a budget item and will not exceed \$20,000 in any year. Unspent campaign funds may be accrued to a total of \$60,000 for use as determined by the AMA Section Council.

15.4.3.2 A written request for ASA support should be submitted to the Section Council secretary before the AMA Interim Meeting preceding a June election and must be accompanied by a supporting letter from the candidate's ASA director or component society and the state medical society.

15.4.3.3 At the AMA Interim Meeting before the proposed election, the Section Council will interview the candidate(s) in closed session and make a decision concerning recommendation for ASA support. The candidate(s) will be informed of the Section Council's decision within one week.

15.4.3.4 The Section Council's recommendation will be presented to the March Interim (MI BOD) meeting of the ASA Board of Directors.

15.4.3.5 ASA will publicize these procedures widely so that potential candidates are aware of them in time to initiate the process appropriately.

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15.5 Solicitation of Funds

The following regulations shall apply to all activities related to the solicitation of funds for the American Society of Anesthesiologists.

15.5.1 Ordinarily, no solicitations on behalf of ASA shall be made by any committee or officer without prior approval of the Board of Directors. However, in circumstances of urgency or in emergencies recognized by the Administrative Council, solicitations may be made after approval by a majority of the Administrative Council and a majority of the Board Committee on Finance.

15.5.2 When approval of solicitation of funds has been granted by the Board of Directors, coordination of the solicitation shall be required through the Board Committee on Finance.

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- 15.5.3 In order to coordinate effectively the solicitation activity of ASA, any committee wishing to solicit shall submit to the Committee on Finance a list of prospective solicitees for consideration and coordination.
- 15.5.4 ASA wishes to encourage the support of its scientific activities by outside donors. Adequate recognition of this outside support is essential if ASA is to attract meaningful contributions.
- 15.5.5. Acknowledgment of contributions shall be made in the following manner for these programs:
 - 15.5.1.1 Annual Meeting: Credit shall be granted as provided in the Annual Meetings procedures manual.
 - 15.5.1.2 Other Programs: Any program not covered above shall be acknowledged in a similar manner.
- 15.5.2 The Board of Directors shall be the final authority in interpreting these guidelines. The Board may grant variations and/or exceptions in appropriate cases.
- 15.5.3 Commercial support, if approved by the Administrative Council, may be utilized for scientific, social and other nonscientific functions of the Society. Credit shall be granted as provided in these Administrative Procedures.
- 15.5.8 The Executive Office shall notify officers, section and committee Chairs of these regulations annually.

15.6 Management of Solicited Funds

- 15.6.1 Solicited funds may be segregated and accounted for in the annual report of the Treasurer outside of the annual budget of the Society.
- 15.6.2 Monies designated for such funds need not be disbursed in any one fiscal year.
- 15.6.3 Disbursements shall be administered by appropriate committees accountable to the Board of Directors.
- 15.6.4 The approval of guidelines for the disbursement of such funds shall be secured by these committees from the Board of Directors, at the time of the activities' request.

15.7 Guidelines for Memorial, Honorial and Special Funds

Donations are to be encouraged on a voluntary basis and accepted in any amount offered, unless unacceptable conditions are attached.

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- 15.7.1 The Board of Directors reserves the right to devote the funds to different but like purposes, when it is impossible or impractical to comply with the stipulations of the donor.
- 15.7.2 The Board of Directors reserves the right to refuse funds.
- 15.7.3 Contributions to ASA whether to an established Memorial Fund or to create a new fund, will be invested in a manner deemed suitable by the Section on Fiscal Affairs. Each fund shall be accounted for as part of the Treasurer's annual report, with income used to help support the activity for which the Memorial Fund was originally established.
- 15.7.4 Contributions made to establish a new ASA Memorial Fund will be accepted only if in the opinion of the Board of Directors of ASA the amount is large enough to accomplish the proposed purpose, or that the purposes of the fund are such as to make it probable that additional contributions will be received, which together with the original contribution will be large enough to accomplish the intended purpose.
- 15.7.5 Contributions made to establish a new ASA Memorial Fund limited in amount; upon the approval of the Board of Directors of ASA, the program shall continue only as long as the funds are available.
- 15.7.6 The Section on Fiscal Affairs shall review the investment of monies of the special funds of ASA. The monies of such special funds may be pooled for investment purposes even though accounted for separately, such necessity to be approved by the Board of Directors.

15.8 Memorial Donations

In the event of the death of a member who has served in official capacities in behalf of the Society, or the death of an immediate family member, a memorial donation not to exceed \$250 may be authorized by the Executive Committee. If the deceased is a current officer, past president or current or past member of the Executive Staff, or an immediate family member, an amount not to exceed \$500 may be authorized.

15.9 Auditors

- 15.9.1 An audit of the Society's financial records and accounts will be performed annually in accordance with paragraph 9.30 of the Bylaws. The audit firm will present its findings to the Section on Fiscal Affairs at its meeting held during the March Interim (MI BOD) meeting. The written audit report will subsequently be distributed to the Board of Directors.
- 15.9.2 The audit firm will be asked to present an estimate of the next year's fees for the Society as well as the fees for other organizations being audited under the ASA umbrella.

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- 15.9.3 Immediately after the audit presentation, the Section will discuss the quality of the audit service and determine if the audit firm should be retained. If the decision is to retain the current auditor, a verbal report will be presented to the March Interim (MI BOD) Board meeting so that the full Board can affirm the decision.

- 15.9.4 If a decision is made at the March Interim (MI BOD) Board meeting to seek a different audit firm, the Executive Office will prepare a request for proposal that details the scope of the work and solicit proposals from a variety of firms. This action will be verbally reported to the March Board. The proposals from the potential audit firms will be presented to the Section at its August meeting, and the Section will select the new auditor. This information will be verbally presented to the Board at its August Annual (AA BOD) Board meeting for its affirmation.

- 15.9.5 All organizations whose funds are managed by the ASA Executive Office will have an annual audit prepared by the audit firm selected by the Section on Fiscal Affairs.

1 **16.0 COMMUNICATIONS**

2
3 **16.1 Bulletins (Technical and Educational) and Committee Publications**

4
5 Technical Bulletins are designed to disseminate information concerning various
6 technical and procedural concepts that relate to the practice of Anesthesiology.
7 These Bulletins may also be utilized to provide information concerning the
8 interpretation of regulations which may be promulgated by accrediting bodies and
9 State or Federal Health Agencies. They may NOT be used to establish standards of
10 practice or policies of this Society. Any guidelines to the practice of
11 anesthesiology, defined as statements of policy, must be approved by the House of
12 Delegates.

13
14 16.1.1 Technical Bulletins may originate from any of the Committees of ASA.
15 Any such Bulletins to be published must have approval of the appropriate
16 Section Chair involved, the appropriate committee of the Board of
17 Directors and finally the President.

18
19 16.1.2 Technical Bulletins must include a disclaimer prepared by legal counsel to
20 reflect variations in anesthesia practice, the changes constantly occurring in
21 medical technology as it affects anesthesia practice and the need to
22 preserve the individual anesthesiologist's right to exercise medical
23 judgment appropriate to a particular circumstance.

24
25 16.1.3 Educational Bulletins are designed to disseminate information concerning
26 things that relate to the anesthetic medical care of patients. They represent
27 the opinion only of the authors and not of the American Society of
28 Anesthesiologists. They must not be used or considered as establishing
29 guidelines or setting standards. They represent only one method of
30 accomplishing something and they carry no authority.

31
32 16.1.4 Educational Bulletins may originate in any of the ASA committees. Any
33 such Bulletins to be published must have the approval of the appropriate
34 Section Chair, the appropriate Committee of the Board of Directors and the
35 President.

36
37 16.1.5 Educational Bulletins must include a disclaimer prepared by legal counsel
38 to reflect individual variations in anesthesia practices, and the need to
39 preserve the anesthesiologist's right to exercise medical judgment
40 appropriate to a particular circumstance.

41
42 16.1.6 Committee Publications, including patented education brochures,
43 committee recommendations and opinions, must include the disclaimer
44 statement below, approved by the 1997 House of Delegates, on the printed
45 or electronic document.

46
47 *This document has been developed by the ASA Committee on [], but has*
48 *not been reviewed or approved as a practice parameter or policy statement*
49 *by the ASA House of Delegates. Variances from recommendations*
50 *contained in this document may be acceptable based on the judgment of the*
51

1 *responsible anesthesiologist. The recommendations are designed to*
2 *encourage quality patient care and safety in the workplace, but cannot*
3 *guarantee a specific outcome. They are subject to revision from time to*
4 *time as warranted by the evolution of technology and practice.*
5

- 6 16.1.7 All bulletins (technical and educational) should receive editing support
7 from the ASA Communications Department.
8

9 **16.2 Correspondence**

10 16.2.1 The Executive Office receives official correspondence via US Mail, e-mail
11 and special delivery. All hard copy correspondence is date stamped upon
12 receipt. Correspondence is reviewed by the Executive Vice-President to
13 determine if a response is required or if a referral is needed. Electronic and
14 hard copies of correspondence should be archived according to the official
15 records retention schedule. Invitations to Officers to attend Component
16 Society meetings, etc., should be shared with the Officer for decision
17 and/or referral.
18

19 16.2.2 The Executive Office, as needed, should direct inquiries, problems or
20 projects to the appropriate Division and/or Section Chair or to a pre-
21 determined committee. When referred to a committee, information copies
22 of the correspondence will be sent to the appropriate Section Chair. It may
23 be necessary on occasion to refer a problem to more than one committee
24 and/or section.
25

26 16.2.3 Financial matters will be reviewed by the Executive Staff as determined by
27 the Executive Vice-President in Park Ridge for decision or referral to the
28 Treasurer. Solicitations for campaign contributions should be forwarded to
29 the Executive Vice-President in Washington D.C.
30

31 16.2.4 A Division and/or Section Chair or the Executive Vice-President in Park
32 Ridge or in Washington, D.C. may, at any time, bring a matter to the
33 President's attention or request the President's advice or instructions.
34

35 16.2.5 In order for the Society to be informed and to participate in the decision
36 process, each Division and/or Section Chair will be expected to file an
37 Interim (MI BOD) and Annual (AA BOD) report on the important
38 activities of the Section and its committees. These reports shall be
39 submitted according to the established governance guidelines and calendar,
40 and distributed to the Board of Directors and House of Delegates.
41

42 **16.3 Multimedia Policy**

43 ASA supports efforts for patient education through videotapes and/or other
44 audiovisual programs and materials, and may assist in the development of such
45 endeavors as follows:
46

- 47 16.3.1 Upon written request, ASA will provide commercial companies with
48 sources of factual information and independent consultants (members).
49
50
51

1 16.3.2 ASA may be directly involved in the production and/or distribution of
2 commercially-produced patient education multimedia presentations only if
3 ASA has input on the development of the script and is given final approval
4 over the finished product. Final approval will be determined by the ASA
5 Executive Committee. Meeting these requirements would allow the
6 following recognition: "Produced in cooperation with the American
7 Society of Anesthesiologists".
8

9 **16.4 NEWSLETTER**

10 16.4.1 General Policies

11 The Board of Directors has established, and periodically reviews,
12 "NEWSLETTER Policies". These policies serve as guidelines for the Editor
13 of the NEWSLETTER and ASA staff in the publication of the
14 NEWSLETTER.
15

16 16.4.1.1 Editorial Content, General

17 16.4.1.1.1 Announcements regarding ASA members shall be
18 limited to items of distinction.

19 16.4.1.1.2 Announcements of routine speaking engagements
20 will not be published.

21 16.4.1.1.3 Necrology shall list the member's name, city, state
22 and date of death except that a complete obituary
23 will be published for a Past Officer, Distinguished
24 Service Award Recipient or a current officer who
25 dies while in office.

26 16.4.1.1.4 Announcements of state or regional meetings may
27 be published online only in the "Calendars for
28 Meetings" section on the ASA website
29 <http://events.ASAhq.org> and shall be limited to the
30 date, location, sponsor and the person from whom
31 all meeting details may be obtained. Actual
32 programs will not be published.

33 16.4.1.1.5 An "Annual Index" organized by subject and by
34 author shall be prepared for inclusion in the January
35 issue following the year indexed.

36 16.4.1.1.6 The contents of the NEWSLETTER may not be
37 utilized by commercial firms for the purposes of
38 product enhancement. Any requests for deviation
39 from these policies must have approval of the Editor
40 and the Administrative Council. The NEWSLETTER
41 does accept commercial advertising as appropriate.
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- 16.4.1.1.7 “Letters to the Editor” are encouraged and subject to editorial approval. Letters are subject to editing and abridgment.
- 16.4.1.1.8 “Guest Editorials” are encouraged and subject to editorial approval, revision or rejection.
- 16.4.1.1.9 Committees of ASA are expected to submit items of interest to the membership for publication upon approval of the appropriate Section Chair and subject to Editorial approval and revision.
- 16.4.1.1.10 All ASA-generated materials shall be published in a timely fashion, as approved by the Editor.
- 16.4.1.1.11 The *NEWSLETTER* may accept job posting ads from appropriate vendors.

16.4.1.2 Editorial Content, Component Societies

Component societies are encouraged to submit information of general interest to the membership.

- 16.4.1.2.1 Items of interest from recognized ASA Subspecialty Societies will be eligible for publication subject to Editorial approval and revision.
- 16.4.1.2.2 Any materials which may prove controversial should be reviewed by the Editor, Editorial Staff and approved by the ASA President, President-Elect and First Vice-President (and legal counsel as deemed necessary).
- 16.4.1.2.3 Prior to publication, contributing authors will receive a PDF of the proof of their article to review and approve.

16.4.2 Subscription

- 16.4.2.1 Subscriptions for ASA members shall be a benefit of membership.
- 16.4.2.2 Subscriptions for non-members shall be not less than cost plus postage. A complimentary copy shall be mailed to all exhibitors of the previous Annual Meeting. Complimentary copies shall also be made available to certain libraries, allied medical organizations and others upon consultation with the Editor of the *NEWSLETTER*.

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16.4.2.3 The *NEWSLETTER* does not mail to International Members due to PAC restrictions. International Members are encouraged to access the *NEWSLETTER* via the public area of the ASA website.

16.4.3 Distribution

The *NEWSLETTER* shall be distributed as a “self-mailer” each month via second class periodicals mail, if so qualified.

16.4.4 Honorarium

An annual honorarium of \$20,000 shall be provided to the Editor of the *NEWSLETTER*.

16.5 Publicity

16.5.1 Annual Meeting

16.5.1.1 The Communications Department will arrange for a press room to be located in the headquarters hotel or convention center. This press room will be staffed by ASA personnel and/or such special consultants as may be approved from time to time.

16.5.1.2 The Annual Meeting Chair is responsible for advice and decisions on publicity matters during the entire course of the Meeting.

16.5.1.3 The Annual Meeting Chair will work with the Director of Communications and/or a public relations consultant to identify abstracts or scientific exhibits that are believed to be of special interest to the public or medical profession.

16.5.2 Photos and Profiles of Officers and Others

16.5.2.1 A photograph and profile of the newly-installed President and the new President-Elect will appear in the first possible issue of the *NEWSLETTER* following the Annual Meeting.

16.5.2.2 Photographs and profiles of other Officers will also be published

16.5.2.3 A photograph of each elected Officer may be prepared at the Annual Meeting. Proofs and/or prints will then be supplied by the Society’s photographer so that the elected officers can select the black-and-white photograph which they desire to be the official photograph during their tenure.

16.5.2.4 A print of the official photograph of the President will be displayed in the Presidents’ Gallery in the Wood Library-Museum (WLM). If requested, the President will be supplied with three 5” x 7” black-and-white photographs. The President will always receive a digital copy via e-mail.

1 **16.6 Rapid Response Plan**
2

3 From time to time, extremely urgent or controversial issues may arise on a national
4 or local level that could generate negative perceptions or publicity about the
5 American Society of Anesthesiologists (ASA) or the practice of anesthesiology. In
6 these instances, a predetermined plan is an important organizational tool to
7 effectively confront and manage issues requiring a rapid response.
8

9 ASA should be contacted at the first indication of an event that could become a
10 rapid response situation for the Society or the medical specialty of anesthesiology.
11 In the event of an internal/external crisis:
12

13 16.6.1 The ASA Communications Department will immediately alert the ASA
14 Executive Vice-Presidents in Park Ridge and Washington, D.C. Based on
15 current information, any available background information and a
16 preliminary action plan will be presented.
17

18 16.6.2 Together, the Executive Vice-President(s) and the Director of
19 Communications will alert the ASA Executive Committee as to the nature
20 of the crisis, evaluate the need for further communications and activate the
21 Rapid Response Management Team. The Rapid Response Management
22 Team (RRMT) would include the ASA Executive Committee, ASA
23 Executive Staff and other key essential individuals as determined by the
24 ASA President.
25

26 16.6.3 The chairs of the committees with oversight over the pertinent issue(s) will
27 be advised of the situation.
28

29 16.6.4 At the discretion of the Executive Vice-President(s) or Executive
30 Committee, legal counsel will be advised of the crisis.
31

32 16.6.5 At the discretion of the Executive Vice-President(s), ASA staff also may be
33 advised.
34

35 16.6.6 All requests by the media for interviews and/or statements will be directed
36 first to the Communications Department.
37

38 16.6.7 The RRMT must approve all external communications.
39

40 16.6.8 The Communications Department will review all materials before they are
41 forwarded to ASA members and/or the media or general public.
42

43 16.6.9 The ASA President or the person of his or her choice will serve as the
44 principle spokesperson on the issue. The ASA President will notify the
45 Director of Communications of the designated spokesperson for any given
46 issue.
47

48 16.6.10 The Communications Department will produce and disseminate
49 appropriate materials to component societies and trained spokes doctors
50 when needed.

Letter of Agreement for Corporate Support Regarding Terms, Conditions, and Purposes

_____ (Company) wishes to provide support
for the following American Society of Anesthesiologists' continuing medical education activity:

Title of CME Activity: _____

Location: _____ Date(s): _____

Company Address: _____

City, State, ZIP: _____

Contact Person: _____ Phone: _____ Fax: _____ E-mail: _____

The above company wishes to provide support for the named continuing education activity by means of:

- Unrestricted educational grant in the amount of \$ _____
- Restricted grant for:
 - Speaker(s) travel expenses/honorarium _____ \$ _____
 - Support for meal function (specify) _____ \$ _____
 - Other (specify) _____ \$ _____
- Other gift in kind (e.g., equipment loan) _____

CONDITIONS

1. **Statement of Purpose:** Program is for scientific and educational purposes only and will not promote the company's products, directly or indirectly.
2. **Control of Content and Selection of Presenters and Moderators:** Provider is responsible for full control of content and selection of presenters and moderators. The Company agrees not to direct the content of the program. The Company or its agents will respond only to sponsor-initiated requests for suggestions of presenters or sources of possible presenters. The Company will suggest more than one name (if possible); will provide speaker qualifications; will disclose financial or other relationships between the Company and the speaker; and will provide this information in writing. Provider will record the role of the Company or its agents in suggesting presenter(s); will seek suggestions from other sources, and will make selection of presenter(s) based on balance and independence.
3. **Disclosure of Financial Relationships:** Provider will ensure meaningful disclosure to the audience, at the time of the program, of (a) Company funding and (b) any significant relationship between the Provider and the Company (e.g., grant recipient) or between individual speakers or moderators and the Company.
4. **Involvement in Content:** There will be no "scripting," emphasis, or direction on content by the Company or its agents.
5. **Ancillary Promotional Activities:** No promotional activities will be permitted in the same room before, during, or after the activities or obligate path as the educational activity. No product advertisements will be permitted in the program room.

6. **Objectivity and Balance:** Provider will make every effort to ensure that data regarding the Company's products (or competing products) are objectively selected and presented, with favorable and unfavorable information and balanced discussion of prevailing information on the product(s) and/or alternative treatments.
7. **Limitations on Data:** Provider will ensure, to the extent possible, meaningful disclosure of limitations on data, e.g., ongoing research, interim analysis, preliminary data, or unsupported opinion.
8. **Discussion of Unapproved Uses:** Provider will inform presenters that they are required to disclose when a product is considered off-label or investigational.
9. **Opportunities for Debate:** Provider will ensure meaningful opportunities for questioning or scientific debate.
10. **Independence of Provider in the Use of Contributed Funds:**
 - a. Funds should be in the form of an educational grant made payable to the American Society of Anesthesiologists.
 - b. All other support associated with this CME activity (e.g., distributing brochures, preparing slides) must be given with the full knowledge and approval of the American Society of Anesthesiologists.
 - c. No other funds from the commercial company will be paid to the program director, faculty, or others involved with the CME activity (including registration fees, lodging, additional honoraria, extra social events, etc.)

The Company listed below agrees to abide by all requirements of the ACCME Standards of Commercial Support of Continuing Medical Education.

The American Society of Anesthesiologists agrees to:

- a. Abide by the ACCME Standards of Commercial Support of Continuing Medical Education.
- b. Acknowledge educational support from the commercial company in program brochures, syllabi, and other program materials.
- c. Upon request, furnish the commercial supporter a report concerning the expenditure of the funds provided.

AGREED

Commercial Company Representative Name: _____

Signature: _____ Date: _____

Commercial Supporter (Company/Branch): _____

Address _____

City _____ State _____ ZIP _____

Telephone _____ Fax _____ E-Mail _____

Contact Person _____

The following is to be completed by the American Society of Anesthesiologists.

CME Department Director (name) _____

Signature _____ Date _____



AMERICAN SOCIETY OF ANESTHESIOLOGISTS

520 N. Northwest Highway
Park Ridge, IL 60068-2573

**Letter of Agreement for Corporate Support
Regarding Terms, Conditions, and Purposes**

Previous version - old logo same as current version

_____ (Company) wishes to provide support for the following American Society of Anesthesiologists' continuing medical education activity:

Title of CME Activity: _____

Location: _____ Date(s): _____

Company Address: _____

City, State, ZIP: _____

Contact Person: _____ Phone: _____ Fax: _____ E-mail: _____

The above company wishes to provide support for the named continuing education activity by means of:

- Unrestricted educational grant in the amount of \$ _____
- Restricted grant for:
 - Speaker(s) travel expenses/honorarium _____ \$ _____
 - Support for meal function (specify) _____ \$ _____
 - Other (specify) _____ \$ _____
- Other gift in kind (e.g., equipment loan) _____

CONDITIONS

1. **Statement of Purpose:** Program is for scientific and educational purposes only and will not promote the company's products, directly or indirectly.
2. **Control of Content and Selection of Presenters and Moderators:** Provider is responsible for full control of content and selection of presenters and moderators. The Company agrees not to direct the content of the program. The Company or its agents will respond only to sponsor-initiated requests for suggestions of presenters or sources of possible presenters. The Company will suggest more than one name (if possible); will provide speaker qualifications; will disclose financial or other relationships between the Company and the speaker; and will provide this information in writing. Provider will record the role of the Company or its agents in suggesting presenter(s); will seek suggestions from other sources, and will make selection of presenter(s) based on balance and independence.
3. **Disclosure of Financial Relationships:** Provider will ensure meaningful disclosure to the audience, at the time of the program, of (a) Company funding and (b) any significant relationship between the Provider and the Company (e.g., grant recipient) or between individual speakers or moderators and the Company.
4. **Involvement in Content:** There will be no "scripting," emphasis, or direction on content by the Company or its agents.
5. **Ancillary Promotional Activities:** No promotional activities will be permitted in the same room before, during, or after the activities or obligate path as the educational activity. No product advertisements will be permitted in the program room.

6. **Objectivity and Balance:** Provider will make every effort to ensure that data regarding the Company's products (or competing products) are objectively selected and presented, with favorable and unfavorable information and balanced discussion of prevailing information on the product(s) and/or alternative treatments.
7. **Limitations on Data:** Provider will ensure, to the extent possible, meaningful disclosure of limitations on data, e.g., ongoing research, interim analysis, preliminary data, or unsupported opinion.
8. **Discussion of Unapproved Uses:** Provider will inform presenters that they are required to disclose when a product is considered off-label or investigational.
9. **Opportunities for Debate:** Provider will ensure meaningful opportunities for questioning or scientific debate.
10. **Independence of Provider in the Use of Contributed Funds:**
 - a. Funds should be in the form of an educational grant made payable to the American Society of Anesthesiologists.
 - b. All other support associated with this CME activity (e.g., distributing brochures, preparing slides) must be given with the full knowledge and approval of the American Society of Anesthesiologists.
 - c. No other funds from the commercial company will be paid to the program director, faculty, or others involved with the CME activity (including registration fees, lodging, additional honoraria, extra social events, etc.)

The Company listed below agrees to abide by all requirements of the ACCME Standards of Commercial Support of Continuing Medical Education.

The American Society of Anesthesiologists agrees to:

- a. Abide by the ACCME Standards of Commercial Support of Continuing Medical Education.
- b. Acknowledge educational support from the commercial company in program brochures, syllabi, and other program materials.
- c. Upon request, furnish the commercial supporter a report concerning the expenditure of the funds provided.

AGREED

Commercial Company Representative Name: _____

Signature: _____ Date: _____

Commercial Supporter (Company/Branch): _____

Address _____

City _____ State _____ ZIP _____

Telephone _____ Fax _____ E-Mail _____

Contact Person _____

The following is to be completed by the American Society of Anesthesiologists.

CME Department Director (name) _____

Signature _____ Date _____

American Society of
Anesthesiologists

HOME • ABOUT ASA • CONTACT • PRACTICE • EDUCATION • RESEARCH • MEMBERSHIP • AWARDS • MEDIA

Dear Dr. «Last_Name»:

«Email_Address»

RE: Standards of Practice in Continuing Medical Education

We are pleased that you are able to participate in the 2009 Annual Meeting of the American Society of Anesthesiologists in New Orleans, LA.

As stated in previous communication, the American Society of Anesthesiologists is accredited by the Accreditation Council for Continuing Medical Education. Since our accreditation is important to us, we plan activities that meet the ACCME's expectations for our practice of continuing medical education. We look forward to working with you to assure that this activity is of the highest standard.

The purpose or objective of your contribution is to provide anesthesiologists at all levels of practice the latest objective information related to "«Title»." We appreciate that you have already provided us with disclosure information of your financial relationships that may be relevant to this content.

It is the policy of the American Society of Anesthesiologists; that faculty does not accept any payments or reimbursements from any commercial interest for presenting CME activities. In addition, we draw your attention to the following,

Information for Learners	The information on needs, expected results, and purpose or objectives of your presentation will be provided to learners by the American Society of Anesthesiologists.
Content Validation	<p>The American Society of Anesthesiologists expects that all of its CME program will adhere to the ACCME's content validation value statements.</p> <p>Specifically, all the recommendations involving <u>clinical</u> medicine in a CME activity must be based on evidence that is accepted within the profession of medicine as adequate justification for their indications and contraindications <u>in the care of patients</u>. All scientific research referred to, reported or used in CME in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection and analysis. Please contact Judy Jacobson at ASA Headquarters if you do not feel your presentation can meet these standards.</p>
Safeguards Against Commercial Bias	<p>The American Society of Anesthesiologists expects that the content or format of CME activities and related materials will promote improvements or quality in healthcare and not a specific proprietary business interest of a commercial interest.</p> <p>We employ several strategies to ensure the absence of commercial bias and you are integral to their successful implementation.</p> <ol style="list-style-type: none">1. On the basis of the information you have provided, we have determined that you may have relevant financial relationships with commercial interests that create a conflict of interest with respect to your role in this activity. We will be disclosing this information to our learners before the activity. In addition, you will be expected to disclose your potential conflicts of interest to the audience at the beginning of your presentation.2. We also remind you that CME must give a balanced view of therapeutic options. Use of generic names will contribute to this impartiality. If your CME educational material or content includes trade names, trade names from several companies should be used where available, not just trade names from a single company.
Measurements of Effectiveness	The American Society of Anesthesiologists will be seeking feedback from the learners on the effectiveness of this CME activity through surveys collected after your presentation. In addition to information regarding the quality of your presentation, we will be specifically assessing whether you gave a balanced and fair presentation of the material.

**Educational
Materials**

Educational materials that are a part of this activity, such as slides, abstracts, and handouts, cannot contain any advertising, trade names, or product-group messages.

Again, thank you for agreeing to work with us in this CME activity. We look forward to this activity making an important contribution to the continuing professional development of our learners and to your professional practice. Please sign and return the confirmation statement below, verifying that you have received and understand these requirements. Return to Judy Jacobson: jjacobson@asahq.org or 847-825-1692 by **April 1, 2009**

Sincerely,

Jeffrey B. Gross, M.D.
Vice-Chair
2009 ASA Annual Meeting

Confirmation:

1. I agree to adhere to the American Society of Anesthesiologists' **Standards of Practice in Continuing Medical Education**.
2. I understand that I am required to disclose any real or potential conflicts of interest to the audience at the beginning of my presentation. This should be done verbally and, if slides are being used for the presentation, by projection.
3. I understand that if I fail to give a balanced and objective presentation, as judged by the audience and/or members of the Annual Meeting Organizing Committee, I will either
 - (1) Be required to submit the content (and slides, if applicable) of any future educational presentations to the AMOC before the presentation may be approved, or
 - (2) Be prohibited from presenting educational sessions at future Annual Meetings.

Signed _____

Date _____

**Conflict of Interest Resolution Process
For Continuing Medical Education Programs**

1. Disclosure URL

Committees and Editorial Boards

A. Committee appointment letters are sent to appointees by the end of May, with responses coming in over the summer.

B. On August 1, we will send an e-blast to chairs and members of committees and editorial boards involved in the planning and presentation of any of ASA's CME programs. This will include new and reappointed committee members. We will advise them that they must disclose information that could affect the activities with which they are involved, and that nondisclosure is not an option.

C. They will be provided with a link to ASA's disclosure database and a deadline of September 1.

D. Staff follows up with a second e-blast to nondisclosers the week of September 1, reminding them that failure to respond is considered refusal to disclose according to ACCME policy. Refusal to disclose will prevent participation by a presenter, editor, or committee member in an educational activity.

Speakers and Presenters

A. Annual Meeting speakers, whether self-nominated or nominated by other ASA members, will disclose through the Annual Meeting database as part of the submission process.

B. Annual Meeting moderators will be sent the URL to the disclosure database and asked to disclose as soon as they are identified and accept their assignments as moderators.

C. Speakers and presenters for other programs, including online CME programs, will be asked to disclose when they are confirmed as speakers/presenters.

2. Review of Disclosure Information

It is the responsibility of the committee chair, chief editor, learning track chair, or moderator:

- To contact the individual with a conflict of interest and work to resolve the conflict.
- Advise the ASA staff and relevant chairs of the resolution.

The ASA staff is responsible for communicating to the learners that the conflict was identified and how it was resolved.

A. On September 1, the staff sends a report form to committee chairs, editors-in-chief, Annual Meeting Chairs, etc. The report contains the names of the relevant persons who had information to disclose and what they disclosed.

B. The chairs are then instructed to review the information, compare it to the type of involvement the discloser has in the activity, and determine whether there is a conflict i.e., using the standard of best available scientific evidence.

C. The next step is to determine resolution of the conflict. Possible remedies include:

- Reminding the speaker that the presentation or planning activity must be based on the best available scientific evidence, without bias.
- Suggesting a shift in the focus of the presenter's presentation from an area where conflict of interest is related to the content to another area.
- Suggesting that the committee member excuse himself or herself from the planning of a particular activity or portion thereof. Another speaker or committee member, who does not have a relationship to the commercial interests related to the content, would be appointed.
- Removing or editing of slides representing biased information (peer review of the presentation before the activity takes place).
- The speaker might divest himself of the relationship, thereby eliminating the conflict of interest. The relationship must still be disclosed to the learners.

D. The committee chairs and editors-in chief are then asked to complete and return to ASA a report form indicating that they have reviewed the disclosure information, indicate which committee or board member had a conflict, and how the conflict was resolved. The form will use a checklist format. A form would be needed for each identified conflict. These reports will be necessary when ASA submits its next Self Study to ACCME in 2010. ASA's conflict of interest resolution process will be reviewed by ACCME.

E. The above reports will be due in the ASA office by October 1, so that potential conflicts will be reviewed and resolved before the Annual Meeting when many committees and boards meet to begin their work for the coming year.

3. Substitution of Educational Session Presenters

- No person may substitute for another presenter unless and until the proposed substitute submits disclosure information.
- ASA generally does not appoint last-minute substitute presenters in the case of illness or no-show by the scheduled presenter in order to avoid complications related to full disclosure to all presenters.

4. Feedback After the Educational Activity Is Completed

- Via evaluations and sometimes verbal communication, audience members communicate with organizers if commercial bias is present. That is one question on all evaluation forms asking whether bias was perceived.
 - *CPEO is asked to determine the percentage of returned questionnaires expressing perceived bias will be required to initiate action against the speaker.*
- Not all audience members complete an evaluation form but might wish to offer feedback regarding perceived bias. Printed materials, or instructions for online

- programs, could instruct them to e-mail their observations to the ASA Executive Office, where the staff would forward the feedback to the appropriate committee chair or editor. There is an e-mailbox that could be used. Conversely, the chair or editor's e-mail address could be provided, with permission.
- Committee chairs, organizers, etc. review evaluation forms and note if a speaker was identified as seeming biased. The chair, etc. then contacts the speaker to advise him/her of this feedback, provide a reminder of ACCME policies, and may request to review the slides. Depending on whether bias seems to exist, the chair advises the speaker that the perceived bias cannot occur again if the person wants to participate in the activity in the future. The chair also may require the presenter to provide slides for review for bias before participating in a future activity.
 - A speaker or presenter who disagrees with the determination of bias may forward a written request for further review to the appropriate section chair. The section chair will review the evaluation forms, slides, correspondence, and any other available materials.
 - *After ASA's policy on speaker bias is finalized, it should be provided to speakers with their invitations to speak.*

5. Other CME Programs

A. For the Annual Meeting, disclosure information is required as part of the electronic session submission process. Reports are available to the track chairs for review and resolution of conflicts. These are addressed before the program is finalized in March.

B. As program chairs and presenters are identified for programs such as the TEE workshops, the Conference on Practice Management, or online programs, the staff will send the disclosure URL to those persons with instructions for completion. The staff will send reports listing presenters' disclosure information to the program chair and relevant committee chair, with instructions for the program chair to review the information, follow up with presenters and resolve identified conflicts as described above.

STATEMENT ON CONFLICT OF INTEREST

(Approved by the ASA House of Delegates on October 13, 1993, amended on October 15, 2003 and last updated on November 19, 2008)

Members of ASA are encouraged to serve the interests of the specialty and its practitioners by participating in activities of the Society. Participation includes, but is not limited to serving as a member of an ASA committee, as an ASA representative to another organization or as one of the Society's directors or officers. All of these represent positions of trust and require the exercise of independent personal judgment.

When ASA members agree to serve in any of these capacities, they have a duty to avoid involving themselves in conflicts, or apparent conflicts, between their duties to the Society and personal interests or duties they may have to other organizations. A conflict of interest may not disqualify an individual from rendering service to ASA, but may necessitate an alteration in the member's duties or disclosure of the conflict or apparent conflict so that the words or deeds of the member can be evaluated by others.

It is not possible to define all circumstances in which such a conflict of interest may arise. A conflict of interest can be assumed to exist when an ASA member or someone in the member's immediate family is involved in a relationship or arrangement, the terms of which may be inconsistent with, or appear to be inconsistent with performance of the member's duties or exercise of judgment on the Society's behalf. A conflict may also involve exploitation of a member's position with the Society for the purpose of personal gain.

To avoid such conflicts or apparent conflicts and to avoid exploitation of an office, the Society maintains a mechanism by which members nominated for or holding ASA positions, or serving on the executive staff, are required to provide the Society with information which may bear upon the member's capacity to perform contemplated duties and exercise independent judgment on the Society's behalf. The Society also requires that lecturers at ASA-sponsored scientific meetings disclose, both in the meeting program and at the time of the presentation, arrangements which could be viewed as affecting the objectivity of the lecturer's presentation.

Avoidance of conflicts requires constant sensitivity to the issue by all members and the disclosure of actual or potential conflicts for review and appropriate resolution.

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Avoidance of conflicts requires constant sensitivity to the issue by all members and the disclosure of actual or potential conflicts for review and appropriate resolution.

**2009 DISCLOSURE FORM FOR PLANNERS OR PRESENTERS OF
ASA CONTINUING MEDICAL EDUCATION ACTIVITIES**

The Accreditation Council for Continuing Medical Education requires that ASA ensure that the following decisions were made free of the control of a commercial interest. (The ACCME defines a "commercial interest" as any proprietary entity producing health care goods or services, with the exemption of non-profit or government organizations and non-health care related companies.)

- (a) Identification of CME needs;
- (b) Determination of educational objectives;
- (c) Selection and presentation of content;
- (d) Selection of all persons and organizations that will be in a position to control the content of CME;
- (e) Selection of educational methods;
- (f) Evaluation of the activity.

I agree to comply with ACCME Standards for Commercial Support regarding independence in planning CME activities as listed above, choosing the best available speakers and, when possible, avoiding speakers who might have conflicts of interest.

Yes No Not Applicable (to presenters)

I agree that my presentation will be unbiased, based on the best available evidence and that all elements of the presentation will be free from the control of commercial interests.

Yes No Not Applicable (to planners)

ASA must be able to show that everyone who is in a position to control the content of an educational activity has disclosed all relevant financial relationships with any commercial interest to the provider. The ACCME defines "relevant financial relationships" as financial relationships in any amount occurring within the past 12 months that create a conflict of interest.

An individual must disclose to the learners any relevant financial relationship(s). If there are no relevant financial relationships, the learners must be informed that no relevant relationship exists. **An individual who refuses to disclose relevant financial relationships will be disqualified from being a planning committee member, a teacher, or an author of CME, and cannot have control of, or responsibility for, the development, management, presentation or evaluation of the CME activity.**

ASA will implement a mechanism to resolve all conflicts of interest before the educational activity takes place.

Does the Planner/Presenter have a financial relationship as described above?

Yes No I refuse to disclose this information

If you answered yes, please complete below by printing the relevant company name and placing checkmarks in the appropriate columns. *Please print.*

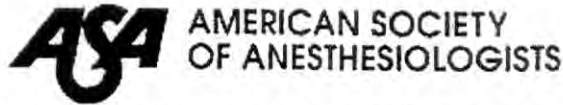
Company Name	Salary	Ownership	Royalties	Equity Position	Stock Options	Funded Research	Consulting Fees	Honoraria	Other Material Support

Name (please print)

Signature

Date

Please note that at the recommendation of the Committee on Ethics, all presenters should disclose all of the above information (orally or via slide) at the start of the presentation.



**2006 DISCLOSURE FORM FOR PLANNERS OR PRESENTERS OF
ASA CONTINUING MEDICAL EDUCATION ACTIVITIES**

The Accreditation Council for Continuing Medical Education requires that ASA ensure that the following decisions were made free of the control of a commercial interest. (The ACCME defines a "commercial interest" as any proprietary entity producing health care goods or services, with the exemption of non-profit or government organizations and non-health care related companies.)

- (a) Identification of CME needs;
- (b) Determination of educational objectives;
- (c) Selection and presentation of content;
- (d) Selection of all persons and organizations that will be in a position to control the content of CME;
- (e) Selection of educational methods;
- (f) Evaluation of the activity.

I agree to comply with ACCME Standards for Commercial Support regarding independence in planning CME activities as listed above, choosing the best available speakers and, when possible, avoiding speakers who might have conflicts of interest.

- Yes No Not Applicable (to presenters)

I agree that my presentation will be unbiased, based on the best available evidence and that all elements of the presentation will be free from the control of commercial interests.

- Yes No Not Applicable (to planners)

ASA must be able to show that everyone who is in a position to control the content of an educational activity has disclosed all relevant financial relationships with any commercial interest to the provider. The ACCME defines "relevant financial relationships" as financial relationships in any amount occurring within the past 12 months that create a conflict of interest.

An individual must disclose to the learners any relevant financial relationship(s). If there are no relevant financial relationships, the learners must be informed that no relevant relationship exists. **An individual who refuses to disclose relevant financial relationships will be disqualified from being a planning committee member, a teacher, or an author of CME, and cannot have control of, or responsibility for, the development, management, presentation or evaluation of the CME activity.**

ASA will implement a mechanism to resolve all conflicts of interest before the educational activity takes place.

Does the Planner/Presenter have a financial relationship as described above?

- Yes No I refuse to disclose this information

If you answered yes, please complete below by printing the relevant company name and placing checkmarks in the appropriate columns. *Please print.*

Company Name	Salary	Ownership	Royalties	Equity Position	Stock Options	Funded Research	Consulting Fees	Honoraria	Other Material Support

Name (please print)

Signature

Date

Please note that at the recommendation of the Committee on Ethics, all presenters should disclose all of the above information (orally or via slide) at the start of the presentation.

American Society of Anesthesiologists  *New Orleans*
2009 Annual Meeting

2009

Technical Exhibitor Prospectus

October 17-21, 2009
Morial Convention Center
New Orleans, Louisiana

Anesthesiologists: Physicians providing the lifeline of modern medicine

ASA 00249

American Society of  *New Orleans*
2009 Annual Meeting

2009 ANNUAL MEETING

Meeting Dates: October 17-21, 2009
Location: Morial Convention Center
Exhibit Location: Halls G-I1
Exhibit Dates: October 18-20, 2009
Exhibit Installation: October 15 through October 17
Exhibit Dismantling: October 20 (3 p.m.) through October 22 (10 a.m.)

FUTURE ANNUAL MEETINGS

October 16-20, 2010 San Diego
 October 15-19, 2011 Chicago
 October 13-17, 2012 Washington, D.C.
 October 12-16, 2013 San Francisco
 October 11-15, 2014 New Orleans

2008 ASA ANNUAL MEETING REGISTRATION FIGURES

Member	Nonmember	Exhibitors	Spouses	Others	*Total
7,145	1,526	3,896	2,390	1,847	16,804

INTERNATIONAL ATTENDANCE
 3,843

**Nurse anesthetists, anesthesiology assistants, respiratory therapists, pharmacists, exhibitor guests, etc.*



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WELCOME

Dear Exhibitor:

The American Society of Anesthesiologists invites you to apply for Technical Exhibit space at its 2009 Annual Meeting. The exhibit program will be held **October 18-20** at the Morial Convention Center in New Orleans, Louisiana.

The American Society of Anesthesiologists continues to grow, with over 43,000 specialists. Reported registration for the 2008 Annual Meeting was 16,804. Professional attendance was approximately 10,216 which included 3,843 international professionals. The Technical Exhibit Program gives you the opportunity to meet many of our members who are looking for current information on new products, services, and technologies useful in the practice of anesthesia.

Exhibits will be open on Sunday afternoon from 12:30 p.m. until 6 p.m., Monday from 9 a.m. to 4 p.m. and Tuesday from 9 a.m. to 3 p.m. See page five for the complete schedule, including set-up and dismantling times.

A reception will be held in the exhibit hall on Sunday from 4:30 to 6 p.m., allowing exhibitors dedicated time with attendees.

Exhibit space will be reserved on the basis of receipt of application and appropriate deposit. Selling of space for the 2009 Annual Meeting in New Orleans began at the 2008 Annual Meeting in Orlando. The priority point deadline was November 3, 2008 for priority placement on the floor plan. The priority point system is explained on page six. **Please read the information and Regulations Governing Exhibits thoroughly.** We suggest that you provide copies to appropriate personnel within your company, and to booth designers, exhibitor-appointed contractors, and other vendors who are involved with your exhibit.

The **2009 Exhibitor Calendar**, with dates and deadlines for exhibitors, is on page five. We hope you find it helpful.


We look forward to your participation at the 2009 ASA Annual Meeting. Please contact us at 847-825-5586 if you have any questions about our Technical Exhibit Program.



Jill A. Formeister
Director of Meetings and Exhibits
j.formeister@asahq.org



Jeffrey R. Schulz
Special Events Planner
j.schulz@asahq.org



Rose Berg
Exhibits/Sponsorship Sales
r.berg@asahq.org

EXHIBITOR CALENDAR

- November 3** Exhibitor applications must have been received by this date to take advantage of the priority point system for booth assignments. Applications received after this date will be assigned on a first come, first served basis.
- November 3 to March 2** Exhibitors who cancel or reduce their space will forfeit 25% of total booth rental.
- March 2** Total booth rental must be paid by this date. Applications received after this date must include full payment of booth rental.
- March 3 to June 1** Exhibitors who cancel or reduce their space forfeit 60% of total booth rental.
- May 15** Housing opens for exhibitors. Airline information is also available online.
- June 1** Exhibitor service manual will be available online. Exhibitors who cancel or reduce after this date will forfeit 100% of total booth rental. Deadline for submission of product listings for the exhibit guide.
- August 17** ASA will mail to exhibitors the order forms and cost information for requesting preregistrants' mailing information.
- September 5** Strategic Alliance Services begins accepting advance freight.
- September 18** Exhibitor orders for furniture, electricity, etc. should be received by Strategic Alliance Services. Exhibitor representatives' preregistration deadline.
- September 25** Insurance certificates and complete client lists due at ASA from exhibitor-appointed contractors.
- October 5** Last date for receipt of advance freight by Strategic Alliance Services.
- October 15** First date for receipt of freight at Morial Convention Center.
- October 15-17** Exhibit set-up, 8 a.m. to 11 p.m. Exhibitors must begin their set-up by 6 p.m. on Saturday, October 17.
- October 17** Annual Meeting begins. Last date for receipt of freight at Morial Convention Center.
- October 18** Exhibit area open, 12:30 to 6 p.m. (Exhibit hall reception, 4:30 to 6 p.m.)
- October 19** Exhibit area open, 9 a.m. to 4 p.m.
- October 20** Exhibit area open, 9 a.m. to 3 p.m.
- October 20** Exhibit dismantling, 3 p.m. to 11 p.m.
- October 21** Exhibit dismantling, 8 a.m. to 11 p.m.
- October 22** Exhibit dismantling, 8 a.m. to 10 a.m.

EXHIBIT INFORMATION AND REGULATIONS

1. Booth Prices

Size	Rental	Deposit
10' x 10' (Inline)	\$3,650	\$1,825
10' x 10' (corner)	\$3,750	\$1,875
20' x 20'	\$15,000	\$7,500
20' x 30'	\$22,500	\$11,250
20' x 40'	\$30,000	\$15,000
30' x 30'	\$33,750	\$16,875
20' x 50'	\$37,500	\$18,750
30' x 40'	\$45,000	\$22,500
30' x 50'	\$56,250	\$28,125
40' x 40'	\$60,000	\$30,000
40' x 50'	\$75,000	\$37,500
50' x 50'	\$93,750	\$46,875

The deposit is due with the completed application and final payment is due on March 2.

Booth prices include direct link to your company's Web site from ASA's Annual Meeting Web site which will be posted from March 2, 2009 until January 4, 2010.

2. Space Assignment

The American Society of Anesthesiologists assigns technical exhibit space on a priority system based on points if we received a completed application and deposit by November 3, 2008. This system is designed to recognize a company's past exhibits with the Society. Strict adherence to this system allows ASA to process each company's application fairly.

A. POINTS WILL BE ASSIGNED ON THE FOLLOWING BASIS:

- 10 points for each 10' x 10' equivalent space in which the applicant has exhibited since 1948.
- 25 bonus points for every five years of consecutive exhibiting since 1948.
- Booth space applications must have been received no later than November 3, 2008 to take advantage of earned priority points.
- Booth assignments will be mailed out after we receive your completed application and deposit.

B. VISA and MasterCard are accepted. All checks for payment of booth space must be drawn on a U.S. bank. No exceptions.



C. Remember that many firms will apply for space and many will request the same booths. Although every effort is made to honor your requests, we may be able to accommodate you better if your choices are in different areas of the floor plan. Because the priority point system reflects exhibit history, much of the best space is likely to be assigned to long-time exhibitors.

D. Applications for space should list six or more choices. Every effort will be made to confirm one of your choices.

E. You may obtain a better location if your choices are not all corner booths.

F. On your application, please notify us if there are firms which you do not wish to be located adjacent to or opposite from. Please note that proximity problems are also a major factor in booth assignments and may be a reason you are not assigned one of your choices.

G. Assignments will be made after we receive your deposit and completed application and will be based on a first come, first served basis.

3. Adjustment of Exhibit Floor Plan

The current floor plan is on pages 8 and 9. The Society reserves the right to add or remove booths if necessary. Please note that the shaded areas is space that is currently occupied.

4. Payment and Cancellation/Reduction Terms

A 50% deposit of total booth rental must be sent to the American Society of Anesthesiologists with the application. Please note also that a schematic of any booth space larger than 20' x 20' is required with the

deposit and booth application. **Applications received without the correct deposit will be returned. Payments made by check must be drawn on a U.S. bank. VISA and MasterCard are accepted.** Deposit retention is contingent upon acceptance of space assignments. Space assignments are considered accepted unless the exhibitor notifies the Society otherwise within 10 days of date of mailing notification of assignment. The remainder must be paid on or before **March 2, 2009.** Applications received after March 2 must include full payment of booth rental.

If cancellation or reduction of exhibit space is necessary **between November 3 and March 2**, the exhibitor will forfeit 25% of total booth rental. Exhibitors cancelling or reducing their space **between March 3 and June 1** will forfeit 60% of total booth rental. Exhibitors canceling or reducing **after June 1** will forfeit 100% of total booth rental.

Delinquent Accounts

In the event the indebtedness evidence hereby is collected by or through an attorney, the American Society of Anesthesiologists hereof shall be entitled to recover reasonable attorney's fees to the extent permitted by applicable laws. Should the delinquent account be placed with a collection agency, the exhibitor also will be liable to repay a twenty-five percent (25%) service collection fee. This may include, but is not limited to, filing fees, court costs, collection agency fees and attorney fees.

5. Exhibit and Set-Up Hours

SET-UP

Thurs. 10/15 8 a.m. - 11 p.m.
Fri. 10/16 8 a.m. - 11 p.m.
Sat. 10/17 8 a.m. - 11 p.m.*

EXHIBIT HOURS

Sun. 10/18 12:30 p.m. - 6 p.m.
Mon. 10/19 9 a.m. - 4 p.m.
Tues. 10/20 9 a.m. - 3 p.m.**

DISMANTLING

Tues. 10/20 3 p.m. - 11 p.m.
Wed. 10/21 8 a.m. - 11 p.m.
Thurs. 10/22 8 a.m. - 10 a.m.

***All exhibitors must begin their set-up by 6 p.m. on Saturday.**

****Early move-out is NOT allowed.**

Strategic Alliance Services will install all exhibit installation not begun by 6 p.m. on Saturday, October 17, with the appropriate charges billed to the exhibitor. No set-up will be allowed on Sunday morning, October 18.

All empty crates must be labeled for removal from the exhibit floor by 6 p.m. on Saturday, October 17. All crates not ready for removal at this time must be within the perimeter of the booth space.

EXHIBITS MUST BE SET UP AND DISMANTLED ONLY DURING HOURS INDICATED, and must be staffed during all exhibit hours on October 18, 19, and 20. Exhibits must be packed and ready for removal from the exhibit floor no later than noon on Thursday, October 22.

6. Location of Exhibits and Scientific Sessions

Scientific sessions will be held at the Morial Convention Center. Scientific and Technical exhibits will be in Halls G-11 at the Convention Center.

7. Exhibitor Listing in the Exhibit Guide

A list of exhibitors who apply for space **by June 1** will be published in the exhibit guide to be distributed at the meeting. All exhibitors' listings will be posted on ASA's web site.

8. No Smoking Policy

Smoking is not permitted in the exhibit hall at any time during move-in, show hours, or move-out by exhibit personnel, exhibit suppliers, or meeting attendees.

9. Hotel and Travel Information

All housing will be arranged through Travel Planners, the ASA Housing Bureau. Rates and locations will be listed on the Hotel Reservation Form that will be sent to all exhibitors in May. Airline information will also be available concerning reservations through United Airlines.

10. Shuttle Bus Service

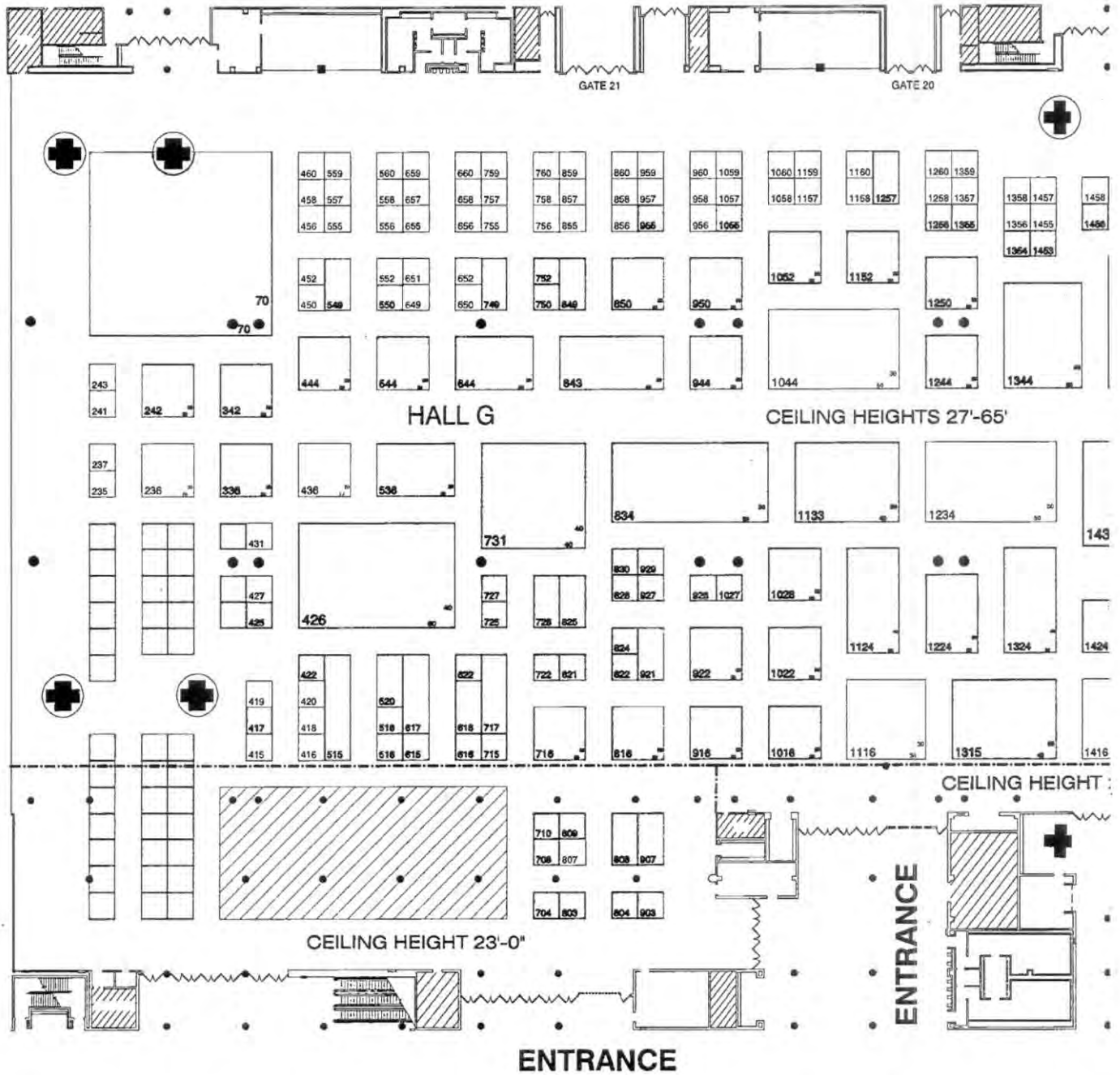
Shuttle bus service will be available between most hotels listed on the housing form and the Morial Convention Center. The shuttle bus schedule indicating pickup points and times will be available to exhibitors when they pick up their name badges at the meeting.

11. Carpet and Drapes

To improve the appearance of the exhibit hall, **carpet is required in all booth spaces and is to be provided at the exhibitor's expense.** It is suggested that the carpet be compatible with the exhibit hall colors of blue

EXHIBIT HALL - AMERICAN SOCIETY OF ANI

October 17-21, 2009 • New Orleans, Louisiana



2009 Booth Prices & Deposits

Size	Rental	Deposit	Size	Rental	Deposit	Size
10' x 10' (Inline)	...\$3,650\$1,825	20' x 40'\$30,000\$15,000	30' x 50'
10' x 10' (corner)	...\$3,750\$1,875	30' x 30'\$33,750\$16,875	40' x 40'
20' x 20'\$15,000\$7,500	20' x 50'\$37,500\$18,750	40' x 50'
20' x 30'\$22,500\$11,250	30' x 40'\$45,000\$22,500	50' x 50'

ESTHESIOLOGISTS 2009 ANNUAL MEETING

Ernest N. Morial Convention Center, Halls G,H, I1



Special Information

... Rental ... Deposit

... \$56,250	... \$28,125
... \$60,000	... \$30,000
... \$75,000	... \$37,500
... \$93,750	... \$46,875

1. Exhibit dates are October 18-20
2. All booths are 10' deep and 10' wide, except where indicated.
3. No peninsula or end-cap booths are allowed.
4. Exhibitors in linear booths must install displays along the 8' drape in the back of the booth to face the booths directly across the numbered aisles.
5. Shaded booths show space that is currently occupied.

EXHIBIT INFORMATION AND REGULATIONS

carpet and silver drape. Scientific and Educational booths will have silver carpet and 8' back wall and side rail blue drapes.

12. Electrical Service

The exhibitor must arrange for all necessary electrical service, preferably in advance. Electrical forms will be included in the service kit. Forms must be completed and returned to the Morial Convention Center.

13. Furnishings and Signs

Furniture, decorations, signs, and miscellaneous items may be rented from Strategic Alliance Services. **The complete exhibitor service kit will be online on June 1, 2009. A link will be provided from ASA's Web site at www2.asahq.org.**

A 7" x 44" identification sign will be provided for all in-line booths.

14. Prizes, Contests, Lotteries

Prizes, contests, lotteries or drawings are strictly prohibited at any time.

15. Giveaways

Giveaways are allowed if they are tasteful, available in sufficient quantities to general booth traffic, are not **connected to any kind of contest or drawing**, and are latex-free. (See Item 18.) Giveaways must not obstruct booth traffic and must be stored within the booth space or in an approved area through the general contractor.

16. Exhibit Specifications and Restrictions

Exhibits must conform to the usual requirements. Technical exhibitors shall be restricted to those acceptable to the American Society of Anesthesiologists. Acceptable exhibitors are companies whose products or services must be relevant professionally to the practice of anesthesia and in good taste. No novelty items, including jewelry and T-shirts, may be sold from the exhibit booth. No subletting of space will be permitted.

Exhibits may not project beyond the space allotted.

No exhibit will be permitted to span an aisle by ceiling or floor covering. Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected during the set-up time. The decorator, with ASA's approval, will provide draping deemed necessary and submit the charges to the exhibitor.

Linear booths (10' x 10') may use a height of 8', pro-

viding it does not interfere with any other exhibitor's view. Linear booths, including signage, may not project above the 8' backdrop. Linear booths will include an 8' high backdrop and 36" high curtain sidewalls. All display fixtures over 4' in height and placed within 10 linear feet of adjoining exhibits must be confined to that area of the exhibitor's space which is within 5' of the backline. **No peninsula booths are allowed.**

Island booths may use a height of 20'. Island exhibits must be accessible from all four sides and must be arranged to allow see-through visibility. They must not obstruct substantially the view of, or interfere with, other exhibitors' displays.

Aisles must be kept clear for traffic. Exhibitors' activities, personnel, giveaways, and equipment must be confined within the booth space. No loudspeakers, public address systems, lights, or other equipment that may be annoying to adjacent exhibitors shall be permitted in the booths. Sound leakage must not interfere with any other exhibitor.

Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floor, or other parts of the building or furniture. **Display or company logos may not be suspended from the ceiling.** ASA and the Morial Convention Center must approve in advance any special lighting or lighting trusses that must be secured to the ceiling.

Distribution of promotional gummed stickers or labels is prohibited. Anything in connection therewith necessary or proper for protection of the building, equipment, or furniture will be at the expense of the exhibitor.

17. Food Items

Approval for the distribution of food and beverage items must be obtained from the American Society of Anesthesiologists and the Morial Convention Center caterer. Popcorn, peanuts and other loose items are prohibited.

18. Latex-Free Meeting

Exhibitors are prohibited from using latex products such as gloves, balloons and other latex-based promotional items due to the significant prevalence of latex sensitivity among anesthesiologists.

19. Prohibition of Exhibitor-Sponsored Scientific Sessions

Commercial firms which exhibit at the Annual Meeting will not be permitted to conduct or sponsor educational

activities, presentations, or meetings in New Orleans from, and including, Friday, October 16 through Wednesday, October 21, 2009. Only normal sales presentations describing products and their functions are allowed in exhibit booths, hotel sleeping rooms and suites, and at dinners and receptions. ASA provides the scientific education at the meeting. **To avoid conflicts with the Annual Meeting scientific program, physicians may not make any scheduled, live presentations in Technical Exhibit booths or at exhibitor-sponsored functions.**

20. Prohibition of Symposia

Commercial firms are not allowed to sponsor scientific symposia at the meeting from Friday, October 16 through Wednesday, October 21, 2009.

21. Exhibitor Demonstrations

Demonstrations by exhibitors should contribute to the attendees in a professional way. Demonstrations and adequate space for an audience should be available within the confines of the individual exhibitor's booth. No interference with normal traffic flow or infringement on neighboring exhibits will be allowed. Booth personnel and giveaways must remain within the booth space.

22. Music

Exhibitors will not be permitted to play music in the exhibit hall. There are stringent licensing fees for the playing of music at a meeting.



23. Proper Attire

Proper attire consistent with the decorum of the ASA Annual Meeting is required of exhibitor personnel. **During show hours, this includes installation and dismantling company employees.**

24. Photographing and Videotaping

Exhibitors may not photograph or videotape any other company's exhibit on the exhibit floor.

25. Shipment of Exhibit Material

Exhibitors may ship their displays and product in advance to the Strategic Alliance Services warehouse or directly to the Morial Convention Center during set up days.

Advance Shipments

Exhibitors may advance ship to Strategic Alliance Services September 5th to October 5th. Advance receiving information will be included in your on-line exhibitor manual.

Charges for materials received between these dates will be \$65.00 per cwt. Charges for shipments received after October 5th will be \$95.00 cwt.

Direct Shipments

Exhibitors may ship directly to the Morial Convention Center October 15th, 16th, and 17th. Materials should be sent at the exhibitors risk and expense to:

American Society of Anesthesiologists Annual Meeting
Exhibiting Company Name _____
Booth # _____
C/O Strategic Alliance Services
Halls GH1
900 Convention Center Blvd.
New Orleans, LA 70130

Charges for materials received on these dates will be \$63.00 per cwt. and will include receipt and delivery to the booth, removal, storage and return of empty crates and reloading at the conclusion of the meeting.

Overtime drayage services will be \$95.00 per cwt. and will include receipt and delivery to the booth, removal, storage and return of empty crates and reloading at the conclusion of the meeting.

Special handling drayage services will be \$95.00 per cwt. and will include receipt and delivery to the booth,

EXHIBIT INFORMATION AND REGULATIONS

removal, storage and return of empty crates and re-loading at the conclusion of the meeting.

Additional specialty drayage rates will be detailed in the On-Line Exhibitor Services Manual.

26. New Orleans Union Regulations

Exhibit Installation and Dismantling

According to the current labor agreement, the Louisiana Carpenters Regional Council will provide labor for display installation and dismantling. Full-time employees of the exhibiting company may set their own exhibits. Proof of employment may be required. Any labor services other than full-time employees of the exhibiting company must be provided by the LCRC local. Labor can be ordered in advance, with or without supervision, by returning the Display Labor order form available from the on-line service manual, or on show site at the Strategic Alliance Services Exhibitor Service Desk.

Material Handling

Exhibitors may hand-carry material provided it can be carried by one person in one trip, using no material handling equipment. Hand-carried items may not come through the loading docks. Union jurisdiction precludes hotel personnel from delivering materials to exhibit booths. Strategic Alliance Services will control access to the loading docks in order to insure a safe and timely move in and out.

Display Labor Rates

Labor will be available from Strategic Alliance Services for display installation and dismantling.

Display labor rates for straight time (Monday – Friday 8 A.M. – 5 P.M.) will be \$76.00 per hour if ordered in advance. Straight time labor rates ordered on show site will be \$96.00 per hour.

Display labor rates for overtime (Monday – Friday 5 P.M. – 8 A.M., and all day Saturday, Sunday, and Holidays), will be \$110.00 per hour if ordered in advance. Show site overtime labor will be available for \$145.00 per hour.

27. Empty Crates

Empty Crate labels will be available at the Service Desk and should be placed on crates when ready for removal to the storage area. Empty crates will be picked up and stored by Strategic Alliance Services

and returned to your booth at the close of the meeting.

28. Hazardous Waste

Hazardous waste is any material being stored, recycled or thrown away that could cause injury or death or pollute air, land or water. Exhibitors that generate materials fitting the above description of hazardous waste in the course of their meeting activities should:

- Be aware of the full scope of the hazards associated with their wastes.
- Conform to the requirements of all regulatory agencies having jurisdiction in the location of the creation of hazardous wastes.
- Ensure that all company personnel or agents who could possibly be engaged in the transportation, containerization, use, coordination or disposal are fully informed of associated risks.

The exhibiting company will be responsible for any costs or expense associated with the removal or disposal of hazardous wastes resulting from the activities of the exhibiting company or an agent of the exhibiting company.

29. Fire Safety Regulations

All curtains, drapes and decorations must be of fire retardant materials. Exits, fire extinguishers, fire hoses and fire sprinkler closets must be visible and accessible at all times. Compressed gases are allowed only in approved containers at the Morial Convention Center. Only a one-day supply will be allowed in the display area and must be secured. Storage of compressed gasses is not allowed at the Morial Convention Center. Storage services will be available through Strategic Alliance Services. Use of two wire extension cords is prohibited. All temporary wiring must be accessible and free from debris and storage materials. All packing containers, wrapping materials and display materials must be removed from behind booths and placed in storage. Helium balloons are not allowed in the hall. Flammable liquids with flash point less than 110 degrees Fahrenheit are prohibited and may not be used or brought into the building. Combustible liquids with flash points higher than 110 degrees Fahrenheit must be stored in and dispensed from approved safety cans, and must be removed from the building before the show opens.

30. Security and Liability

Each exhibitor must provide for the safeguarding of its goods, materials, equipment, and display at all times.

Although guards will be on duty, neither ASA, the Morial Convention Center nor Strategic Alliance Services will be responsible for loss of any material or property of the exhibitor by or for any cause. Exhibitors can arrange for guard service for their booths. Exhibitor property passes are required to remove equipment from the exhibit hall and will be available at the SAS service desk.

The exhibitor must surrender the occupied space in the same condition as it was at the time of occupation. The exhibitor is responsible for all damage to the exhibit hall, and for any and all claims and demands on account of any injury or death or damage to property occurring in or upon the exhibitor's booth space or because of the acts of the exhibitor, exhibitor's employees, servants, agents, licensees or contractors; and exhibitor agrees to indemnify and hold harmless the Society and the Morial Convention Center, from and against any and all liability and claims and demands which may arise from or be asserted in connection with the foregoing undertakings and responsibilities of the exhibitor. Neither American Society of Anesthesiologists nor the Morial Convention Center, their agents, servants, contractors, or employees, are liable for injuries to any person or for damage to property owned or controlled by the exhibitor, which claims for damages or injuries may be incident to or arise from or be in any way connected with the exhibitor's occupation of display space or the acts or omissions of exhibitor's agents, servants, contractors, or employees, except for claims for damage or injuries caused by or resulting from the negligence of the Society and the Morial Convention Center and their respective agents, servants, and employees. Exhibitor acknowledges responsibility for obtaining insurance in such amounts deemed appropriate to comply with exhibitor's obligations herein and for exhibitor's own protection.

31. Green Meeting

As ASA takes steps toward a greener meeting, we encourage exhibitors to plan their exhibiting materials carefully to minimize waste as much as possible.

32. Sponsorship and Advertising Opportunities

ASA offers a number of sponsorship and advertising opportunities for exhibitors to increase their visibility within the anesthesiology, pain management, and critical care medicine markets.

- **Official On-Site Daily News:** Boost your visibility in the newspaper delivered each day to attendees, who

are looking for the latest events and updates. There is an opportunity for every budget.

- **Doctor's Bag:** Showcase your literature and promotional items in this widely distributed resource, delivered to hotels on strategic meeting date(s).
- **Annual Meeting Exhibit Guide:** The guide offers key cover sponsorships as well as advertising areas inside the guide.
- **Hotel Key Cards:** A visible message that reaches attendees as they come and go from headquarters hotels.
- **Email Stations:** Reach out to attendees as they stay connected. Sponsorship includes recognition above 20 email stations, on screen savers and a direct link to their company home page.
- **Registration Tote Bags:** This sturdy tote bag will feature the sponsoring company's logo. It will be distributed to attendees at registration.

Many additional sponsorships are available. The complete list of sponsorships will be described in a brochure to be sent to exhibitors this winter.

Sponsors who reserve by August 14, 2009 are provided with the following opportunities for recognition:

- Sponsorship ribbon for booth staff
- Acknowledgement in the Show Daily
- Acknowledgement on the ASA Web site
- Acknowledgement in the program supplement
- Acknowledgement in the ASA *Newsletter*, with total membership distribution.

If you have any questions regarding sponsorship or advertising opportunities, contact Rose Berg at 847-268-9177 or email at r.berg@asahq.org

33. Exhibit Reception

A reception will be held in the exhibit hall on Sunday, October 18 from 4:30 – 6:00 p.m. This reception will provide exhibitors with an opportunity for dedicated time with ASA Annual Meeting attendees.

2008 EXHIBITING COMPANIES

ASA gratefully acknowledges the support of the following companies:

A

A.M. Bickford
Abbott
Abeo Summit HMR
ACIGI Fujiyoki
Acuıtec
Adolor Corp./GlaxoSmithKline
Advanced Neuromodulation Systems
Advantedge Healthcare Solutions
AI Medical Devices, Inc.
Aircraft Medical LTD
AIRPAL Patient Transfer Systems, Inc.
Airtraq, LLC
Allen Medical Systems
Alliance Recruiting Resources
Alpharma Pharmaceuticals
Aisius Corporation
All Star Recruiting
Ambu, Inc.
American Medical Association
American Society Of Regional Anesthesia
and Pain Medicine
Amico Accessories
Anecare, Inc.
Anesthesia Associates, Inc.
Anesthesia Business Consultants, LLC
Anesthesia Call Accountant
Anesthesia Healthcare Partners
Anesthetix Management, Inc.
Anesthesia Medical Specialties
Anesthesia Safety Products
Anesthesiology News
Anthem Associates, LLC
Anesthesiologist Assistant Programs
Anew International
APAC
ApolloMD
APS Medical Billing
ARC Medical, Inc.
Arizant Healthcare
Armstrong Medical Industries, Inc.
Army Medical Recruiting
Artromick International, Inc.
Aspect Medical Systems
Atstaff Physician Scheduler
Augustine Biomedical and Design
Avancen LLC
Axiom Worldwide

B

B. Braun Medical, Inc.
Barkey GmbH
Baxter Healthcare Corporation
BD
Belmont Instrument Corp.
Bionochē Pharma USA
Biosound Esaote Ultrasound
Bluestar Enterprises
Board Stiff Live
Boston Scientific-Neuromodulation

C

Cadwell Laboratories
Calloway Labs
Cambridge University Press
Cardinal Health
Cardiotronic, Inc.
Cas Medical Systems, Inc.
CCR Medical, Inc.
Cephalon, Inc.
Cheetah Medical, Inc.
Cincinnati Sub-Zero
Civco Medical Solutions
Clarus Medical, LLC
Cleveland Clinic
CNSystems Medizintechnik
CompHealth
CompONE Services, LTD
Conmed Corporation
Cook Medical
Cooper Research, Inc.
Cosman Medical, Inc.
Covidien
CPR, Inc.
Criticare Systems, Inc.
Curlin Medical

D

D & Y
Dannemiller Memorial Educational Found.
Datascope Patient Monitoring
Daxor Corporation
Deltex Medical
Dept. Of Veteran Affairs
Doctors Company, The
Doctors Without Borders
Docusys
Dr. Jensen Board Prep
Draeger Medical
Dupaco
Dynatherm Medical, Inc.

E

Edwards Lifesciences
Eisai, Inc.
eko Systems, Inc.
EKR Therapeutics, Inc.
Elcam Medical, Inc.
Endo Pharmaceuticals
Enthermics Medical Systems
Epimed International
Escalon Vascular Access
Express Systems And Parts Network
EZC Medical

F

Flexicare, Inc.
Fresenius Kabi
Future Health Concepts
Futuremed America, Inc.

G

Gaymar
GCX Corporation
GE Healthcare
General Anesthesia Services, Inc.
Global Medical Staffing
GPRO/Duke Clinical Research Institute

H

H & H System, Inc.
Happy Feet, Inc.
Havel's, Inc.
HCA Healthcare
Healthpac Computer Systems, Inc.
Heine
Helena Laboratories
HK Surgical
Hospira
HRA Research
Hutchinson Technology
Hypnoz Therapeutic Devices, Inc.
Hy-Tape International

I

I-Flow Corporation
Imacor
iMDsoft
Indian Health Service
Indigo Orb, Inc.
Instrumentation Industries, Inc.
Integrated Medical Management, Inc.
International Anesthesia Research
Society (IARS)
International Medical Development
International Medical Recruitment
Intersurgical, Inc.
Inventive Medical, LTD
Invivo
Ion Healthcare
IRadimed Corporation

J

Jackson & Coker
John Daniel Staffing Group

K

Kaiser Permanente
Karl Storz Endoscopy of America
Kimberly Clark Corporation
King Faisal Specialist Hospital
King Pharmaceuticals, Inc.
King Systems Corporation

L

Lexi-Comp, Inc.
Lidco, LTD
Life-Tech, Inc.
Lightning Bolt Solutions, Inc.
Linde Healthcare/Kendall & Davis

LMA North America, Inc.
Locum Leaders
Locumtenens.com

M

MacFarlane Research
Mainline Medical, Inc.
Masimo
Maxim Physician Resources
McGraw Hill Professional
McKesson
Med Man Simulations, Inc.
MEDAC
Medcon
Medelix Business Services, LLC
Medenet, Inc.
Medical Associates Consulting
Medical Doctor Associates, Inc.
Medical Management Professionals
Medical Protective
Medicines Company, The
Medi-Corp, Inc.
Medline Industries
Mednet America
Medrad, Inc.
Med-Storm Innovation
Medtronic, Inc.
Mercury Medical
Mercy Ships
Merlyn Medical
Mexys
MHAUS
MicroVision Medical
Midwest Anesthesia Supplies
Mindray
Minrad International, Inc.
MIPM Mammendorfer
MMI MedCarts, Inc.
Morpheus Medical
MPI, Inc.

N

Nada Chair
National Academy Of Perioperative
Echocardiography
The National Advanced Driving Simulator
National Board Of Echocardiography
Nationwide Anesthesia Services
Navaro Medical Solutions
NeuroWave Systems, Inc.
Nihon Kohden America, Inc.
North American Partners In Anesthesia
Northwest Anesthesia Seminars, Inc.
NovaMed, USA
Novo Nordisk
NuMask, Inc.

O

Obamed Inc. (Cardinal Medical Specialties)
Olympus Surgical America
Omneotech
On Call Medical Coats

Open Tempo (Formerly 6 Degrees)
Oridion Medical
Outpatient Surgery Magazine
Oxford University Press

P

Pajunk Medical Systems
Pall Medical
Paragon Service
Penlon America
Pfizer, Inc.
Pharmedium Services
Philips Healthcare
Physicians Business Network
Picis
Pinnacle Partners In Medicine
PPM Information Solutions
Practice Management Group, LLC
Precision Software, Inc.
Preferred Physicians Medical
Premier Anesthesia
Professional Billing Service
ProMedical, Inc.
Progressive Dynamics, Inc.
Propper Manufacturing Co., Inc.
Pulsion Medical, Inc.

Q

Quest Medical, Inc.

R

RADlyn, LLC
RC McLean And Associates
Rapid Sequence Anesthesia Solutions
(Liberty Professional Billing)
Reinhardt Medical Group
Ren-Lor Medical
Respironics, Inc.
RXElite

S

Safer Sleep, LLC
Salter Labs
Saunders/Mosby-Elsevier, Inc.
Schering-Plough
Schreiner MediPharm
Sedation Systems
Shamrock Labeling Systems
Sharn Anesthesia, Inc.
Sheridan Healthcare, Inc.
Shimadzu Medical Systems
Sienco, Inc.
Sierra Health Services, LLC
SimMedical
Simulab Corporation
Smisson-Cartledge Biomedical, LLC
Smiths Medical
Society For Ambulatory Anesthesia
Society For Education In Anesthesia
Society For Obstetric Anesthesiology &
Perinatology

Somanetics Corporation
Somnia, Inc.
SonoSite
Sorenson Medical, Inc.
South Oakland Services
Spacelabs Healthcare
SpineMed
Sprixx, Inc.
Staff Care, Inc.
Stryker
Sungwon Medical Co., Ltd
Sunmed, Division Of Azimuth
Supertech, Inc.
Surgical Information Systems

T

te ma na
Teleflex Medical
Tensys Medical
Tenzing
Terason
Tianjin Medis and AES, Inc.
Time Med Labeling Systems
TIVA Healthcare, Inc.
TreyMed, Inc.
Tri-State Hospital Supply Corp.
TruCorp Ltd
Truphatek

U

Ultrascope
Ultrasonix Medical Corporation
Univ. Of Tennessee Physician Executive MBA
US Navy Recruiting

V

VBM Medical, Inc.
Verathon Medical
Vidacare Corporation
VISTA Staffing Solutions, Inc.
Vitaid
Vital Signs, Inc.
Vocera Communications, Inc.

W

Weatherby Locums
Westmed, Inc.
Wilburn Medical
Wiley-Blackwell
Wolfe Tory Medical, Inc.
Wolters Kluwer Health - Lippincott Williams &
Wilkins

Z

Zefon International, Inc.
Zimmer & Associates
Zotec Partners



Photo courtesy of the New Orleans Metropolitan Convention and Visitors Bureau.

EXHIBITORS ADVISORY COMMITTEE

The 2009 Exhibitors Advisory Committee is chaired by:

Carol Fields
Edwards Lifesciences
One Edwards Way
Irvine, CA 92614

The committee members are:

Danielle Everett
Smiths Medical

Jane Gleason
McKesson

Matt McConnell
RC McLean & Associates

Jayne O'Connor
Olympus Surgical America

Jeffrey B. Gross, M.D., adjunct
Patricia A. Kapur, M.D., adjunct
Beverly K. Philip, M.D., adjunct

American Society of
Anesthesiologists  New Orleans
2009 Annual Meeting

520 N. Northwest Highway
Park Ridge, IL 60068-2573
(847) 825-5586 • Fax (847) 825-1692
www.asahq.org • mail@asahq.org

2008 Annual Meeting
American Society of Anesthesiologists



Technical Exhibit Prospectus



October 18-22, 2008
Orange County Convention Center
Orlando, Florida

2008 Annual Meeting 

American Society of Anesthesiologists



Orlando

2008 ANNUAL MEETING

Meeting Dates: October 18-22, 2008

Location: Orange County Convention Center

Exhibit Location: West Halls CD

Exhibit Dates: October 19-21, 2008

Exhibit Installation: October 16 through October 18

Exhibit Dismantling: October 21 (1 p.m.) through October 23 (noon)

FUTURE ANNUAL MEETINGS

October 17-21, 2009 New Orleans

October 16-20, 2010 San Diego

October 15-19, 2011 Chicago

October 13-17, 2012 Washington, D.C.

October 12-16, 2013 San Francisco

2007 ASA ANNUAL MEETING REGISTRATION FIGURES					
Member	Nonmember	Exhibitors	Spouses	Others*	Total
8,029	1,932	4,021	3,198	2,293	19,473
 INTERNATIONAL ATTENDANCE 4,484					
 *Nurse anesthetists, anesthesiology assistants, respiratory therapists, pharmacists, exhibitor guests, etc.					

Cover photo courtesy of the Orlando / Orange County Convention and Visitors Bureau, Inc.®

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Dear Exhibitor:

The American Society of Anesthesiologists invites you to apply for Technical Exhibit space at its 2008 Annual Meeting. The exhibit program will be held **October 19-21** at the Orange County Convention Center in Orlando, Florida.

The American Society of Anesthesiologists continues to grow, with over 43,000 specialists. Reported registration for the 2007 Annual Meeting was 19,473, our highest ever. Professional attendance was approximately 12,254 which included 4,484 international professionals. The Technical Exhibit Program gives you the opportunity to meet many of our members who are looking for current information on new products, services, and technologies useful in the practice of anesthesia.

Exhibits will be open on Sunday afternoon from 12:30 p.m. until 6 p.m., Monday from 9 a.m. to 4 p.m. and Tuesday from 9 a.m. to 3 p.m. See page five for the complete schedule, including set-up and dismantling times.

A reception will be held in the exhibit hall on Sunday from 4:30 to 6 p.m., allowing exhibitors dedicated time with attendees.

Exhibit space will be reserved again on the basis of a priority point system. The system is explained on page six. **Please read the Information and Regulations Governing Exhibits thoroughly.** We suggest that you provide copies to appropriate personnel within your company, and to booth designers, exhibitor-appointed contractors, and other vendors who are involved with your exhibit.

The **2008 Exhibitor Calendar**, with dates and deadlines for exhibitors, is on page five. We hope you find it helpful.

We look forward to your participation at the 2008 ASA Annual Meeting. Please contact us at 847-825-5586 if you have any questions about our Technical Exhibit Program.

Jill A. Formeister
Director of Meetings and Exhibits
j.formeister@asahq.org

Jeffrey R. Schulz
Exhibits Manager
j.schulz@asahq.org

May 1	Exhibitor applications must be received by this date to take advantage of the priority point system for booth assignments. Applications received after this date will be assigned on a first come, first served basis.
May 15	Housing opens for exhibitors. Airline information is also available online.
May 19	Booth assignments will be mailed by this date.
June 2	Deadline for submission of product listings for the program book. Exhibitors may cancel booth space without penalty until this date. After this date, exhibitors who cancel forfeit the deposit.
June 25	Exhibitor service kits available online.
August 1	Total booth rental must be paid by this date. A schematic of any booth space larger than 20' x 20' is required.
August 1 to September 1	Exhibitors who cancel forfeit 60% of booth rental.
August 15	ASA will mail to exhibitors the order forms and cost information for requesting preregistrants' mailing information.
September 1	No refund for booth cancellations received after this date.
September 10	Freeman warehouse begins accepting advance freight.
September 15	Exhibitor orders for furniture, electricity, etc. should be received by Freeman. Exhibitor representatives' preregistration deadline.
September 25	Insurance certificates and complete client lists due at ASA from exhibitor -appointed contractors.
October 10	Last date for receipt of advance freight at Freeman warehouse.
October 16	First date for receipt of freight at the Orange County Convention Center.
October 16-18	Exhibit set-up, 8 a.m. to 11 p.m. Exhibitors must begin their set-up by 6 p.m. on Saturday, October 18.
October 18	Annual Meeting begins. Last date for receipt of freight at the Orange County Convention Center.
October 19	Exhibit area open, 12:30 to 6 p.m. (Exhibit hall reception, 4:30 to 6 p.m.)
October 20	Exhibit area open, 9 a.m. to 4 p.m.
October 21	Exhibit area open, 9 a.m. to 3 p.m.
October 21	Exhibit dismantling, 3 p.m. to midnight.
October 22	Exhibit dismantling, 8 a.m. to midnight.
October 23	Exhibit dismantling, 8 a.m. to noon.

Exhibit Information and Regulations

1. Booth Prices

Size	Rental	Deposit
10' x 10' (Inline)	\$3,150	\$500
10' x 10' (corner)	\$3,250	\$500
20' x 20'	\$12,700	\$2,000
20' x 30'	\$19,000	\$3,000
20' x 40'	\$25,300	\$4,000
20' x 50'	\$31,600	\$5,000
30' x 40'	\$37,900	\$6,000
30' x 50'	\$47,350	\$7,500
40' x 40'	\$50,500	\$8,000
40' x 50'	\$63,100	\$10,000
50' x 50'	\$78,850	\$12,500

A direct link to your company's Web site from ASA's Annual Meeting Web site will be posted from June 2, 2008 until May 1, 2009.

2. Space Assignment

The American Society of Anesthesiologists will assign technical exhibit space on a priority system based on points. This system is designed to recognize a company's past exhibits with the Society. Strict adherence to this system allows ASA to process each company's application fairly.

A. POINTS WILL BE ASSIGNED ON THE FOLLOWING BASIS:

- 10 points for each 10' x 10' equivalent space in which the applicant has exhibited since 1948.
- 25 bonus points for every five years of consecutive exhibiting since 1948.
- Booth space applications must be received no later than May 1, 2008 to take advantage of earned priority points.
- Booth assignments will be mailed by May 19.

B. No reservations by telephone, facsimile, or e-mail are accepted under this system. **VISA and MasterCard are accepted for up to a maximum of \$3,250 per year. American Express is not accepted. All checks for payment of booth space must be drawn on a U.S. bank. No exceptions.**

C. Remember that many firms will apply for space and many will request the same booths. Although every effort is made to honor your requests, we may be able to accommodate you better if your choices are in different areas of the floor plan. Because the priority point system reflects exhibit history, much of the best space is likely to be assigned to long-time exhibitors.

D. Applications for space should list six or more choices. Every effort will be made to confirm one of your choices.

E. You may obtain a better location if your choices are not all corner booths.

F. On your application, please notify us if there are firms which you do not wish to be located adjacent to or opposite from. Please note that proximity problems are also a major factor in booth assignments and may be a reason you are not assigned one of your choices.

G. Assignments will be made beginning on May 1, 2008. Applications received after that date will be processed in the order received and priority points will not apply.

NOTE: In case of a point tie, priority will be given in the order in which applications are received.

3. Adjustment of Exhibit Floor Plan

The floor plan is on pages 8 and 9. The Society reserves the right to add or remove booths if necessary.

4. Payment and Cancellation Terms

A deposit of \$500 per 10' x 10' equivalent must be sent to the American Society of Anesthesiologists with the application. Please note also that a schematic of any booth space larger than 20' x 20' is required by August 1. **Applications received without the correct deposit will be returned. Payments made by check must be drawn on a U.S. bank. Credit cards are accepted for a maximum of \$3,250 per year only.** Deposit retention is contingent upon acceptance of space assignments. Space assignments are considered accepted unless the exhibitor



Photo courtesy of Ellen Dallager Photography

Exhibit Information and Regulations

notifies the Society otherwise within 10 days of date of mailing notification of assignment. **The remainder must be paid on or before August 1, 2008.**

If cancellation of exhibit space is necessary after **June 2, 2008**, the exhibitor will forfeit the deposit. Exhibitors cancelling between **August 1, 2008 and September 1, 2008** will forfeit 60% of the exhibit rental. Exhibitors cancelling **after September 1, 2008** will forfeit **100%** of the exhibit rental.

Delinquent Accounts

In the event the indebtedness evidence hereby is collected by or through an attorney, the American Society of Anesthesiologists hereof shall be entitled to recover reasonable attorney's fees to the extent permitted by applicable laws. Should the delinquent account be placed with a collection agency, the exhibitor also will be liable to repay a twenty-five percent (25%) service collection fee. This may include, but is not limited to, filing fees, court costs, collection agency fees and attorney fees.

5. Exhibit and Set-Up Hours

SET-UP

Thurs. 10/16	8 a.m. - 11 p.m.
Fri. 10/17	8 a.m. - 11 p.m.
Sat. 10/18	8 a.m. - 11 p.m.*

EXHIBIT HOURS

Sun. 10/19	12:30 p.m. - 6 p.m.
Mon. 10/20	9 a.m. - 4 p.m.
Tues. 10/21	9 a.m. - 3 p.m. **

DISMANTLING

Tues. 10/21	4 p.m. - 11 p.m.
Wed. 10/22	8 a.m. - 11 p.m.
Thurs. 10/23	8 a.m. - Noon

* All exhibitors must begin their set-up by 6 p.m. on Saturday.

** Early move-out is NOT allowed.

Freeman Decorating Company will install all exhibit installation not begun by 6 p.m. on Saturday, October 18, with the appropriate charges billed to the exhibitor. No set-up will be allowed on Sunday morning, October 19.

All empty crates must be labeled for removal from the exhibit floor by 6 p.m. on Saturday, October 18. All crates not ready for removal at this time must be within the perimeter of the booth space.

EXHIBITS MUST BE SET UP AND DISMANTLED ONLY DURING HOURS INDICATED. Exhibits must

be staffed during all exhibit hours on October 19, 20, and 21. Exhibits must be packed and ready for removal from the exhibit floor no later than noon on Thursday, October 23.

6. Location of Exhibits and Scientific Sessions

Scientific sessions will be held at the Orange County Convention Center. Scientific and Technical exhibits will be in West Halls CD at the Convention Center.

7. Exhibitor Listing in Annual Meeting Program

A list of exhibitors who apply for space by June 2 will be published in the program mailed to each Society member and provided to each registrant.

8. No Smoking Policy

Smoking is not permitted in the exhibit hall at any time during move-in, show hours, or move-out by exhibit personnel, exhibit suppliers, or meeting attendees.

9. Hotel and Travel Information

All housing will be arranged through the ASA Housing Bureau. Rates and locations will be listed on the Hotel Reservation Form that will be sent to all exhibitors in May. Airline information will also be available concerning reservations through United Airlines.

10. Shuttle Bus Service

Shuttle bus service will be available between hotels listed on the housing form and the Orange County Convention Center. The shuttle bus schedule indicating pickup points and times will be available to exhibitors when they pick up their name badges at the meeting.

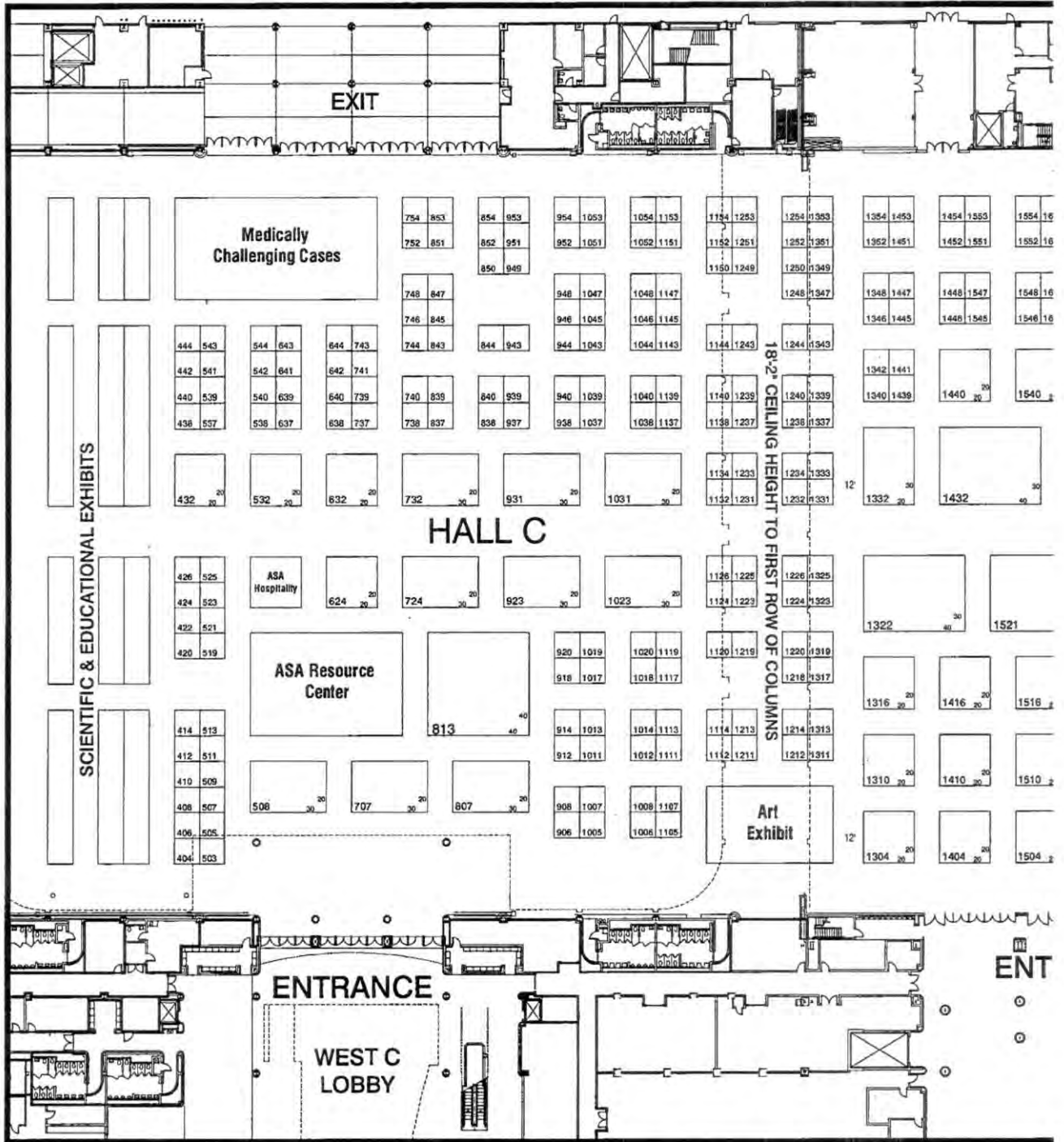
11. Carpet and Drapes

To improve the appearance of the exhibit hall, **carpet is required in all booth spaces and is to be provided at the exhibitor's expense.** It is suggested that the carpet be compatible with the exhibit hall colors of green carpet and silver drape. Scientific and Educational booths will have silver carpet and 8' back wall and side rail of green drapes.

12. Electrical Service

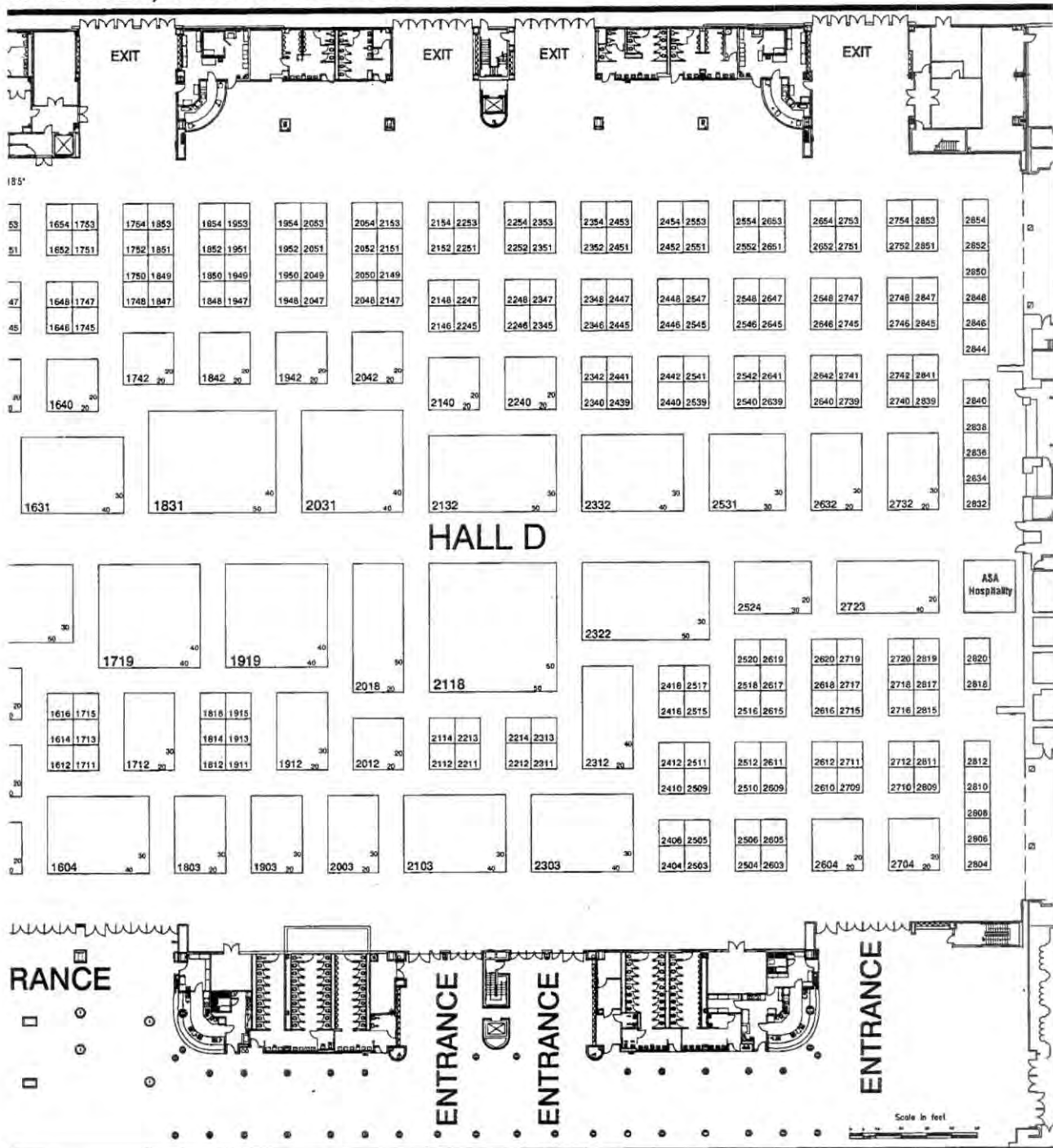
The exhibitor must arrange for all necessary electrical service, preferably in advance. Electrical forms will be included in the service kit. Forms must be completed and returned to the Orange County Convention Center.

**EXHIBIT HALL- AMERICAN SOCIETY OF AN
OCTOBER 18-22, 2008
ORANGE COUNTY CONVENTIO**



2008 BOOTH PRICES AND DEPOSITS							
Size	Rental	Deposit	Size	Rental	Deposit	Size	Rental
10' x 10' (Inline)	\$3,150	\$500	20' x 40'	\$25,300	\$4,000	40' x 40'	\$5
10' x 10' (Corner)	\$3,250	\$500	20' x 50'	\$31,600	\$5,000	40' x 50'	\$6
20' x 20'	\$12,700	\$2,000	30' x 40'	\$37,900	\$6,000	50' x 50'	\$7
20' x 30'	\$19,000	\$3,000	30' x 50'	\$47,350	\$7,500		

ESTHESIOLOGISTS 2008 ANNUAL MEETING
- ORLANDO, FLORIDA
IN CENTER, WEST HALLS C&D



Rental	Deposit
\$10,500	\$8,000
\$13,100	\$10,000
\$18,850	\$12,500

- SPECIAL INFORMATION**
1. Exhibit dates are October 19-21
 2. All booths are 10' deep and 10' wide, except where indicated.
 3. No peninsula or end-cap booths are allowed.
 4. Exhibitors in linear booths must install displays along the 8' drape in the back of the booth to face the booths directly across the numbered aisles.

Exhibit Information and Regulations

13. Furnishings and Signs

Furniture, decorations, signs, and miscellaneous items may be rented from The Freeman Companies. The complete exhibitor service kit will be online in June, 2008. A link will be provided from ASA's Web site at www2.asahq.org.

A 7" x 44" identification sign will be provided for all in-line booths.

14. Prizes, Contests, Lotteries

Prizes, contests, lotteries or drawings are strictly prohibited at any time.

15. Giveaways

Giveaways are allowed if they are tasteful, available in sufficient quantities to general booth traffic, are not connected to any kind of contest or drawing, and are latex-free. (See Item 18.) Giveaways must not obstruct booth traffic and must be stored within the booth space or in an approved area through the general contractor.

16. Exhibit Specifications and Restrictions

Exhibits must conform to the usual requirements. Technical exhibitors shall be restricted to those acceptable to the American Society of Anesthesiologists. Acceptable exhibitors are companies whose products or services must be relevant professionally to the practice of anesthesia and in good taste. No novelty items, including jewelry and T-shirts, may be sold from the exhibit booth. No subletting of space will be permitted.

Exhibits may not project beyond the space allotted. No exhibit will be permitted to span an aisle by ceiling or floor covering. Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected during the set-up time. The decorator, with ASA's approval, will provide draping deemed necessary and submit the charges to the exhibitor.

Linear booths (10' x 10') may use a height of 8', providing it does not interfere with any other exhibitor's view. Linear booths, including signage, may not project above the 8' backdrop. Linear booths will include an 8' high backdrop and 36" high curtain sidewalls. All display fixtures over 4' in height and placed within 10 linear feet of adjoining exhibits must be confined to that area of the exhibitor's space which is within 5' of the backline. **No peninsula booths are allowed.**

Island booths may use a height of 20'. Island exhibits must be accessible from all four sides and must be arranged to allow see-through visibility. They must not obstruct substantially the view of, or interfere with, other exhibitors' displays.

Aisles must be kept clear for traffic. Exhibitors' activities, personnel, giveaways, and equipment must be confined within the booth space. No loudspeakers, public address systems, lights, or other equipment that may be annoying to adjacent exhibitors shall be permitted in the booths. Sound leakage must not interfere with any other exhibitor.

Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floor, or other parts of the building or furniture. **Display or company logos may not be suspended from the ceiling.** ASA and the Orange County Convention Center must approve in advance any special lighting or lighting trusses that must be secured to the ceiling.

Distribution of promotional gummed stickers or labels is prohibited. Anything in connection therewith necessary or proper for protection of the building, equipment, or furniture will be at the expense of the exhibitor.

17. Food Items

Approval for the distribution of food and beverage items must be obtained from the ASA and the Orange County Convention Center caterer. Popcorn, peanuts and other loose items are prohibited.

18. Latex-Free Meeting

Exhibitors are prohibited from using latex products such as gloves, balloons and other latex-based promotional items due to the significant prevalence of latex sensitivity among anesthesiologists.

19. Prohibition of Exhibitor-Sponsored Scientific Sessions

Commercial firms which exhibit at the Annual Meeting will not be permitted to conduct or sponsor educational activities, presentations, or meetings in Orlando from, and including, Friday, October 17 through Wednesday, October 22, 2008. Only normal sales presentations describing products and their functions are allowed in exhibit booths, hotel sleeping rooms and suites, and at dinners and receptions. ASA provides the scientific education at the meeting. **To avoid conflicts with the Annual Meeting scientific program, physicians may not make any scheduled, live presentations in Technical Exhibit booths or**

at exhibitor-sponsored functions.

20. Prohibition of Symposia

Commercial firms are not allowed to sponsor scientific symposia at the meeting from Friday, October 17 through Wednesday, October 22, 2008.

21. Exhibitor Demonstrations

Demonstrations by exhibitors should contribute to the attendees in a professional way. Demonstrations and adequate space for an audience should be available within the confines of the individual exhibitor's booth. No interference with normal traffic flow or infringement on neighboring exhibits will be allowed. Booth personnel and giveaways must remain within the booth space.

22. Music

Exhibitors will not be permitted to play music in the exhibit hall. There are stringent licensing fees for the playing of music at a meeting.

23. Proper Attire

Proper attire consistent with the decorum of the ASA Annual Meeting is required of exhibitor personnel. **During show hours, this includes installation and dismantling company employees.**

24. Photographing and Videotaping

Exhibitors may not photograph or videotape any other company's exhibit on the exhibit floor.

25. Shipment of Exhibit Material

Exhibitors may ship their displays and product in



Photo courtesy of Ellen Dallager Photography

advance to the Freeman Companies warehouse or directly to the Orange County Convention Center during set-up days.

Advance Shipments

Exhibitors may advance ship to the Freeman Companies September 10th to October 10th. Materials should be sent at the exhibitor's risk and expense to:

American Society of Anesthesiologists Annual Meeting
Exhibiting Company Name
Booth # _____
C/O the Freeman Companies
10088 General Drive
Orlando, FL 32824

Charges for materials received between these dates will be \$66.00 per cwt. and will include receipt and delivery to the booth, removal, storage and return of empty crates, and reloading of shipment at the conclusion of the meeting.

Direct Shipments

Exhibitors may ship directly to the Orange County Convention Center on October 16th, 17th, and 18th.

Materials should be sent at the exhibitor's risk and expense to:

American Society of Anesthesiologists Annual Meeting
Exhibiting Company Name
Booth # _____
C/O the Freeman Companies
Orange County Convention Center West Hall C/D
9800 International Drive
Orlando, FL 32819

Charges for materials received on these dates during straight time hours will be \$60.00 per cwt. and will include receipt and delivery to the booth, removal, storage and return of empty crates and return of empty crates and reloading at the conclusion of the meeting.

Additional specialty drayage rates will be detailed in the On-Line Exhibitor Services Manual.

26. Orlando Union Regulations

Exhibit Installation and Dismantling

Currently, there is an agreement with local IATSE Union to provide labor for the installation and dismantling of exhibits. Full-time employees of the exhibiting company may set their own exhibits without assis-

Exhibit Information and Regulations

tance from this local. However, any labor services provided by any other than full-time employees of the exhibiting company, must be rendered by the union. Proof of full-time employment status of anyone working on exhibit installation, dismantling or cleaning of your exhibit, may be required. Labor can be ordered in advance by completing the display order form available in the online service manual, or on-site, at the service desk.

Material Handling

Exhibitors may hand-carry their own materials into the exhibit facility. The use of or rental of dollies, flat trucks or other material handling equipment is not permitted. Access to loading docks will be controlled by the general contractor in order to provide a timely and safe installation and dismantle. Only full-time employees of the exhibiting company will be allowed to hand-carry materials into the convention center. Hotel personnel will not be permitted to deliver materials to exhibit booths.

Display Labor Rates

Labor will be available from Freeman Companies for display installation and dismantling.

Display labor rates for straight time (Monday – Friday 8 a.m. – 4:30 p.m.) will be \$79.00 per hour if ordered in advance. Straight time labor rates ordered on show site will be \$132.00 per hour.

Display labor rates for overtime (6 p.m. – 8 a.m. Monday – Friday, and 4:30 p.m. to 12:00 a.m. Saturday and Sunday), will be \$120.00 per hour.

Display labor rates for double time (12:00 A.M. – 6:00 A.M. and Holidays), will be \$160.00 per hour.

27. Empty Crates

"Empty Crate" labels will be available at the Service Desk and should be placed on crates when ready for removal to the storage area. Empty crates will be picked up and stored by The Freeman Companies and returned to your booth at the close of the meeting.

28. Hazardous Waste

Hazardous waste is any material being stored, recycled or thrown away that could cause injury or death or pollute air, land or water. Exhibitors that generate materials fitting the above description of hazardous waste in the course of their meeting activities should:

- Be aware of the full scope of the hazards associated with their wastes.

- Conform to the requirements of all regulatory agencies having jurisdiction in the location of the creation of hazardous wastes.
- Ensure that all company personnel or agents who could possibly be engaged in the transportation, containerization, use, coordination or disposal are fully informed of associated risks.

The exhibiting company will be responsible for any costs or expense associated with the removal or disposal of hazardous wastes resulting from the activities of the exhibiting company or an agent of the exhibiting company.

29. Fire Safety Regulations

All curtains, drapes and decorations must be of fire retardant materials. Exits, fire extinguishers, fire hoses and fire sprinkler closets must be visible and accessible at all times. Compressed gases are allowed only in approved containers at the Orange County Convention Center. Only a one-day supply will be allowed in the display area and must be secured. Storage of compressed gasses is not allowed at the Orange County Convention Center. Storage services will be available through Freeman. Use of two wire extension cords is prohibited. All temporary wiring must be accessible and free from debris and storage materials. All packing containers, wrapping materials and display materials must be removed from behind booths and placed in storage. Helium balloons are not allowed in the hall. Flammable liquids with flash point less than 110 degrees Fahrenheit are prohibited and may not be used or brought into the building. Combustible liquids with flash points higher than 110 degrees Fahrenheit must be stored in and dispensed from approved safety cans, and must be removed from the building before the show opens.

30. Security and Liability

Each exhibitor must provide for the safeguarding of its goods, materials, equipment, and display at all times. Although guards will be on duty, neither ASA, the Orange County Convention Center nor Freeman will be responsible for loss of any material or property of the exhibitor by or for any cause. Exhibitors can arrange for guard service for their booths. Exhibitor property passes are required to remove equipment from the exhibit hall and will be available at the Freeman service desk.

The exhibitor must surrender the occupied space in the same condition as it was at the time of occupation. The exhibitor is responsible for all damage to the

exhibit hall, and for any and all claims and demands on account of any injury or death or damage to property occurring in or upon the exhibitor's booth space or because of the acts of the exhibitor, exhibitor's employees, servants, agents, licensees or contractors; and exhibitor agrees to indemnify and hold harmless the Society and the Orange County Convention Center, from and against any and all liability and claims and demands which may arise from or be asserted in connection with the foregoing undertakings and responsibilities of the exhibitor. Neither ASA nor the Orange County Convention Center, their agents, servants, contractors, or employees, are liable for injuries to any person or for damage to property owned or controlled by the exhibitor, which claims for damages or injuries may be incident to or arise from or be in any way connected with the exhibitor's occupation of display space or the acts or omissions of exhibitor's agents, servants, contractors, or employees, except for claims for damage or injuries caused by or resulting from the negligence of the Society and the Orange County Convention Center and their respective agents, servants, and employees. Exhibitor acknowledges responsibility for obtaining insurance in such amounts deemed appropriate to comply with exhibitor's obligations herein and for exhibitor's own protection.

31. Sponsorship and Advertising Opportunities

ASA offers a number of sponsorship and advertising opportunities for exhibitors to increase their visibility within the anesthesiology, pain management, and critical care medicine markets.

- **Official On-Site Daily News:** Boost your visibility in the newspaper delivered each day to attendees, who are looking for the latest events and updates. There is an opportunity for every budget.
- **Doctor's Bag:** Showcase your literature and promotional items in this widely distributed resource, delivered to hotels on strategic meeting date(s).
- **Official Annual Meeting Program:** Reaching 34,000 anesthesiologists months before the meeting, the program offers key cover sponsorships.
- **Hotel Key Cards:** A visible message that reaches attendees as they come and go from headquarters hotels.
- **Email Stations:** Reach out to attendees as they stay connected. Sponsorship includes recognition above 20 email stations, on screen savers and a direct link to their company home page.

Additional sponsorships are available. The complete list of sponsorships will be described in the rate card to be mailed to exhibitors this spring.

Sponsors who reserve by August 15, 2008 are provided with the following opportunities for recognition:

- Sponsorship ribbon for booth staff
- Acknowledgement in the Show Daily
- Acknowledgement on the ASA Web site
- Acknowledgement in the program supplement
- Acknowledgement in the ASA Newsletter, with total membership distribution.

Our publishing partner, Ascend Media, is ready to work on your promotional plan. If you have any questions regarding sponsorship or advertising opportunities, contact Cathleen Gorby at 913-780-6923 or email at cgorby@ascendmedia.com.

32. Exhibit Reception

A wine and cheese reception will be held in the exhibit hall on Sunday, October 19 from 4:30 – 6:00 p.m. This reception will provide exhibitors with an opportunity for dedicated time with ASA Annual Meeting attendees.

2007 Exhibiting Companies

ASA gratefully acknowledges the support of the following companies:

A

6 Degrees Software and Consulting
Abbott
Accumetrics, Inc.
Acuity Care Technology Outpatient Care Technology
Adolor Corporation/ GlaxoSmithKline
Advanced Bionics
Advanced Brain Monitoring, Inc.
Advanced Neuromodulation Systems, Inc.
AI Medical Devices, Inc.
Alliance Recruiting Resources
Aloka Ultrasound
Alpharma
Ambu, Inc.
American Healthcare Products
American Medical Association
American Society of Regional Anesthesia and Pain Medicine
Ameridose Company
AmSol
Anecare Laboratories
Anesthesia Associates, Inc.
Anesthesia Business Consultants
Anesthesia Call Accountant
Anesthesia Healthcare Partners
Anesthesia Labels
Anesthesia Medical Specialties
Anesthesiologist Assistant Programs
Anesthesiology News
APAC
ApolloMD
APS Medical Billing
ARC Medical, Inc.
Arizant Healthcare, Inc.
Armstrong Medical Industries, Inc.
Army Medical Recruiting U.S. Army Mission Support
Arrow International
Artromick International, Inc.
Aspect Medical Systems
Atrion Medical Products
AtStaff, Inc.
Augustine Biomedical and Design
Axiom Worldwide
Axon Systems, Inc.

B

B. Braun Medical, Inc.
Bard Medical Division StatLock Stabilization Devices
Barkey GmbH & Co.
Baxter Healthcare Corporation
Bay Area Anesthesia, Inc.
Bay Corporation
Bayer Healthcare Pharmaceuticals
BD

Bedford Laboratories
Belmont Instrument Corp.
Sentec, by Master Distributor Bemis, Inc.
Bickford, A.M., Inc.
BioSound Esaote
BOMImed

C

C & C International Imports, Inc.
Caduceux
Cadwell Laboratories
Cambridge University Press
Cardinal Health
Cardiotronic, Inc.
C-Arms International, Inc.
CAS Medical Systems, Inc.
Cephalon, Inc.
Cerner Corporation
Cincinnati Sub-Zero Products, Inc.
Clarus Medical
Cleveland Clinic
Collins Financial Services, Inc.
CompHealth
CompONE Services, LTD
Concert Medical, LLC
Conmed Corporation
Cook Medical
Cosman Medical, Inc.
Covidien (formerly Nellcor Puritan Bennett)
Curlin Medical
Custom Compounding Centers

D

D & Y
Daniel Staffing Group
Danmeter
Datascope Corporation
Daxor Corporation
Docs Scheduler (Acme Express, Inc.)
Doctors' Company, The
Doctors Without Borders
Docusys, Inc.
Dr. Jensen Board Prep
 Draeger Medical, Inc.
Dupaco
Dynatherm Medical, Inc.

E

Edwards Lifesciences
Eko Systems, Inc.
EKR Therapeutics, Inc.
Elcam Medical, Inc.
Elsevier, Inc.
Endo Pharmaceuticals
Engineered Medical Systems
Enthermics Medical Systems
Epimed International, Inc.
EZC Medical

F

Flexicare, Inc.
Fresenius Kabi
Fujiyoki/ACIGI
Futuremed

G

G.L. Medical
Gaymar Industries
GCX Corp.
GE Healthcare
Geisinger Health System
Global Medical Staffing, Ltd
Goldway, Inc.
GPRO - Global Perioperative Research Org./Duke Clinical Research Institute

H

H + H System, Inc.
Haemoscope Corp.
Happy Feet (Medicus USA)
Havel's, Inc.
Heine USA
Helena Laboratories Point of Care
Hospira Worldwide, Inc.
HRA Research
Hy-Tape International

I

I-Flow Corporation
iMDsoft Ltd.
Indigo Orb, Inc.
Informa Healthcare
Instrumentation Industries, Inc.
Integra Pain Management
International Anesthesia Research Society (IARS)
International Medical Development
Intersurgical, Inc.
Inviro Medical
Ion Healthcare

J

Jackson and Coker
Joyther Medical Co., LTD
JV Park, LLC

K

Kaiser Permanente
Karl Storz Endoscopy of America
Keomed, Inc.
Kimberly Clark Corporation
King Systems Corporation
Klimamed AG
Kyphon, Inc.

L

Lexi-Comp, Inc.
Liberty Professional Billing
Lidco LTD
Lifestat/Airstat

Life-Tech
Lightning Bolt Solutions, Inc.
Linde Healthcare/Kendall & Davis
Lionville Systems
LMA North America, Inc.
Locumtenens.com

M

Mainline Medical, Inc.
Masimo
McKesson (formerly Per-Se)
RC McLean and Associates, Inc.
MEDAC
Medelix Business Services, LLC
Medenet, Inc.
MedFinancial
Medical Doctor Associates, Inc.
Medical Management Professionals
Medical Protective
Medicines Company, The
Medline Industries, Inc.
MedMan Simulations, Inc/Gas Man
Medrad
Medstar (formerly U.S. Jaclean)
Med-Storm Innovation AS
Medtronic, Inc.
Merck & Co., Inc.
Mercury Medical
Merlyn Medical
Mexys
MGI Pharma, Inc.
MHAUS
MicroVision Medical
Mindray Co., LTD
Minrad International, Inc.
MIPM Mammendorfer Institut für
Physik und Medizin GmbH
MMI MedCarts, Inc.
Mobile Anesthesiologists
Myelotec, Inc.

N

National Academy of Perioperative
Echocardiography
Nationwide Anesthesia Services
Neoteric Technology, Ltd.
NeuroTherm, Inc.
Nightingale Vantage Med Corp.
Nihon Kohden America, Inc.
North American Partners
in Anesthesia
Northwest Anesthesia Seminars
NovaMed, LLC
NuMask, Inc.

O

Oceanic Medical Products, Inc.
Olympus Surgical America
Omega Critical Care
Omniceil
Organon USA Inc.
Oridion Capnography

Outpatient Surgery Magazine
Oxford University Press

P

Pajunk Medical Systems
Pall Medical
Parker Medical
Patient Shield Concepts, LLC
PDL Biopharma, Inc.
Penlon Limited/Keomed
Pentax Corporation
Pfizer, Inc.
Pharmaceutical Systems, Inc. (PSI)
PharMEDium Services, LLC
Phillips Medical Systems
Physicians Business Network
Picis
PPM Information Solutions
Precision Information Services
Precision Software
Preferred Physicians Medical
Premier Anesthesia
Pri-Cara, Unit of Ortho-McNeil, Inc.
Progenics Pharmaceuticals, Inc.
Prompte
Propper Manufacturing Co., Inc.
Pulsion Medical, Inc.

Q

Quest Medical, Inc.

R

RADlyn, LLC
Remedica
Ren-Lor
ResMed Corp.
Respironics, Inc.
RXElite

S

S & S Medcart
Safer Sleep, LLC
Salter Labs
Saudi Aramco
Saunders
Saunders/Mosby-Elsevier, Inc.
Schiller America
Sentinel Staffing
Shamrock Scientific Specialty
Systems, Inc.
Sharn Anesthesia, Inc.
Sheridan Healthcare, Inc.
Sienco, Inc.
Sierra Health Services, LLC
Simulab Corporation
Smiths Medical
Society for Ambulatory
Surgery (SAMBA)
Society for Education in
Anesthesia (SEA/HVO)
Society for Obstetric Anesthesia
and Perinatology

Somanetics Corporation
Somnia, Inc.
SonoSite
Sorenson Medical, Inc.
SourceMark, LLC
South Oakland Services, Inc.
Spacelabs Medical
Staff Care, Inc.
Stago
Step Forward Company
Stryker
Sun-Med, Division of Azimuth Corp.
Supacam
Supertech, Inc.
Surgical Information Systems

T

Teleflex Medical, Hudson
RCI, Rusch
Tensys Medical, Inc.
Tenzing
ThermoTx/Cosmo Health
Tianjin Medis Int'l Trade Co., LTD
TimeMed Labeling Systems, Inc.
TreyMed, Inc.
Tri-anim
Trimor Medical, Inc.
TruCorp, Ltd

U

UltraScope
Ultrasonix Medical Corp.
Unalys
University of Tennessee
USCOM, Inc.

V

V & F Instruments
VasoCom, Inc.
VBM Medical, Inc.
Verathon Medical
VISTA Staffing Solutions, Inc.
Vitaid
Vital Signs, Inc.

W

Weatherby Locums, Inc.
Westmed, Inc.
Wiley-Blackwell
Wolfe Tory Medical, Inc.
Wolters Kluwer Health-Lippincott
Williams & Wilkins
www.NadaChair.com

Y

YM BioSciences, Inc.
Yuma Regional Medical Center

Z

Zefon International, Inc.
Zonare



Photo courtesy of Orlando / Orange County Convention and Visitors Bureau, Inc.®

Exhibitors Advisory Committee

The 2008 Exhibitors Advisory Committee is chaired by:

Carol Fields
Edwards Lifesciences
One Edwards Way
Irvine, CA 92614

The committee members are:

Lisa D'Onofrio
Cephalon

Jayne O'Connor
Olympus Surgical America

Karen Stedman
Sonosite

Patricia A. Kapur, M.D., adjunct
Beverly K. Philip, M.D., adjunct
M. Christine Stock, M.D., adjunct

520 N. Northwest Highway
Park Ridge, IL 60068-2573
Phone: 847-825-5586
Fax: 847-825-1692
Web: www.ASAhq.org

2008 Annual Meeting 
American Society of Anesthesiologists
 **Orlando**

3/08

ASA 00280



AMERICAN SOCIETY
OF ANESTHESIOLOGISTS

**Annual Meeting
Technical Exhibit Prospectus**



**October 13-17, 2007
Moscone Center
San Francisco, California**

2007 ANNUAL MEETING

Meeting Dates: October 13-17, 2007
 Location: Moscone Center
 Exhibit Location: Hall ABC, South Building
 Exhibit Dates: October 14-16, 2007
 Exhibit Installation: October 11 through October 13
 Exhibit Dismantling: October 16 (4 p.m.) through October 18 (noon)

FUTURE ANNUAL MEETINGS

October 18-22, 2008 Orlando
 October 17-21, 2009 New Orleans
 October 16-20, 2010 San Diego
 October 15-19, 2011 Chicago
 October 13-17, 2012 Washington, D.C.

2006 ASA ANNUAL MEETING REGISTRATION FIGURES

Member	Nonmember	Exhibitors	Spouses	Others*	Total
7,805	1,806	4,009	3,003	1,874	18,497

INTERNATIONAL ATTENDANCE
2,385

*Nurse anesthetists, anesthesiology assistants, respiratory therapists, pharmacists, exhibitor guests, etc.

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Dear Exhibitor:

The American Society of Anesthesiologists invites you to apply for Technical Exhibit space at its 2007 Annual Meeting. The exhibit program will be held October 14-16 at Moscone Center in San Francisco, California.

The American Society of Anesthesiologists continues to grow, with over 42,000 specialists. Reported registered attendance at the 2006 Annual Meeting was 18,497, our highest attendance ever. Professional attendance was approximately 11,500, which included 2,385 international professionals. The Technical Exhibit Program gives you the opportunity to meet many of our members who are looking for current information on new products, services, and technologies useful in the practice of anesthesia.

Exhibits will be open on Sunday afternoon from 12:30 p.m. until 6 p.m. and on Monday and Tuesday from 9 a.m. to 4 p.m. See page five for the complete schedule, including set-up and dismantling times.

A reception will be held in the exhibit hall on Sunday from 4:30 to 6 p.m., allowing exhibitors dedicated time with attendees.

Exhibit space will be reserved again on the basis of a priority point system. The system is explained on page six. **Please read the Information and Regulations Governing Exhibits thoroughly.** We suggest that you provide copies to appropriate personnel within your company, and to booth designers, exhibitor-appointed contractors, and other vendors who are involved with your exhibit.

The **2007 Exhibitor Calendar**, with dates and deadlines for exhibitors, is on page five. We hope you find it helpful.

We look forward to your participation at the 2007 ASA Annual Meeting. Please contact us at 847-825-5586 if you have any questions about our Technical Exhibit Program.

Jill A. Formeister
Director of Scientific Affairs
j.formeister@asahq.org

Jeffrey R. Schulz
Exhibits Manager
j.schulz@asahq.org

May 1	Exhibitor applications must be received by this date to take advantage of the priority point system for booth assignments. Applications received after this date will be assigned on a first come, first served basis.
May 15	Housing opens for exhibitors
May 18	Booth assignments will be mailed by this date.
June 1	Deadline for submission of product listings for the program book. Exhibitors may cancel booth space without penalty until this date. After this date, exhibitors who cancel forfeit the deposit. Hotel and airline information available online.
June 25	Exhibitor service kits available online.
August 1	Total booth rental must be paid by this date.
August 1 to September 3	Exhibitors who cancel forfeit 60% of booth rental.
August 15	ASA will mail to exhibitors the order forms and cost information for requesting preregistrants' mailing information.
September 3	No refund for booth cancellations received after this date.
September 10	Freeman warehouse begins accepting advance freight.
September 21	Exhibitor orders for furniture, electricity, etc. should be received by Freeman. Exhibitor representatives' preregistration deadline.
September 21	Insurance certificates and complete client lists due at ASA from exhibitor-appointed contractors.
October 3	Last date for receipt of advance freight at advance warehouse.
October 10	First date for receipt of freight at Moscone Center.
October 11-13	Exhibit set-up, 8 a.m. to 11 p.m. Exhibitors must begin their set-up by 6 p.m. on Saturday, October 13.
October 13	Annual Meeting begins. Last date for receipt of freight at Moscone Center.
October 14	Exhibit area open, 12:30 to 6 p.m. (Exhibit hall reception, 4:30 to 6 p.m.)
October 15-16	Exhibit area open, 9 a.m. to 4 p.m.
October 16	Exhibit dismantling, 4 p.m. to midnight.
October 17	Exhibit dismantling, 8 a.m. to midnight
October 18	Exhibit dismantling, 8 a.m. to noon.

Exhibit Information and Regulations

1. Booth Prices

Size	Rental	Deposit
10' x 10' (Inline)	\$3,150	\$500
10' x 10' (corner)	\$3,250	\$500
20' x 20'	\$12,700	\$2,000
20' x 30'	\$19,000	\$3,000
20' x 40'	\$25,300	\$4,000
20' x 50'	\$31,600	\$5,000
30' x 40'	\$37,900	\$6,000
30' x 50'	\$47,350	\$7,500
40' x 40'	\$50,500	\$8,000
40' x 50'	\$63,100	\$10,000
50' x 50'	\$78,850	\$12,500

A direct link to your company's Web site from ASA's Annual Meeting Web site will be posted from June 1, 2007 until May 1, 2008.

2. Space Assignment

The American Society of Anesthesiologists will assign technical exhibit space on a priority system based on points. This system is designed to recognize a company's past exhibits with the Society. Strict adherence to this system allows ASA to process each company's application fairly.

A. POINTS WILL BE ASSIGNED ON THE FOLLOWING BASIS:

- 10 points for each 10' x 10' equivalent space in which the applicant has exhibited since 1948.
- 25 bonus points for every five years of consecutive exhibiting since 1948.
- Booth space applications must be received no later than May 1, 2007 to take advantage of earned priority points.
- Booth assignments will be mailed by May 18.

B. No reservations by telephone, facsimile, or e-mail are accepted under this system. **VISA and MasterCard are accepted for up to a maximum of \$3,250 per year. American Express is not accepted. All checks for payment of booth space must be drawn on a U.S. bank. No exceptions.**

C. Remember that many firms will apply for space and many will request the same booths. Although every effort is made to honor your requests, we may be able to accommodate you better if your choices are in different areas of the floor plan. Because the priority point system reflects exhibit history, much of the best space is likely to be assigned to long-time exhibitors.

D. Applications for space should list eight or more choices. Every effort will be made to confirm one of your choices.

E. You may obtain a better location if your choices are not all corner booths.

F. On your application, please notify us if there are firms which you do not wish to be located adjacent to or opposite from. Please note that proximity problems are also a major factor in booth assignments and may be a reason you are not assigned one of your choices.

G. Assignments will be made beginning on May 1, 2007. Applications received after that date will be processed in the order received and priority points will not apply.

NOTE: In case of a point tie, priority will be given in the order in which applications are received.

3. Adjustment of Exhibit Floor Plan

The floor plan is on pages 8 and 9. The Society reserves the right to add or remove booths if necessary.

4. Payment and Cancellation Terms

A deposit of \$500 per 10' x 10' equivalent must be sent to the American Society of Anesthesiologists with the application. **Applications received without the correct deposit will be returned. Payments made by check must be drawn on a U.S. bank. Credit cards are accepted for a maximum of \$3,250 per year only.** Deposit retention is contingent upon acceptance of space assignments. Space assignments are considered accepted unless the exhibitor notifies the Society otherwise within 10 days of date of mailing notification of assignment. **The remainder must be paid on or before August 1, 2007.**



Photo courtesy of Ellen Dallager Photography

If cancellation of exhibit space is necessary **after June 1, 2007**, the exhibitor will forfeit their deposit. Exhibitors cancelling between **August 1, 2007 and September 3, 2007** will forfeit 60% of the exhibit rental. Exhibitors cancelling **after September 3, 2007** will forfeit 100% of the exhibit rental.

Delinquent Accounts

In the event the indebtedness evidence hereby is collected by or through an attorney, the American Society of Anesthesiologists hereof shall be entitled to recover reasonable attorney's fees to the extent permitted by applicable laws. Should the delinquent account be placed with a collection agency, the exhibitor also will be liable to repay a twenty-five percent (25%) service collection fee. This may include, but is not limited to, filing fees, court costs, collection agency fees and attorney fees.

5. Exhibit and Set-Up Hours

SET-UP

Thurs. 10/11	8 a.m. - 11 p.m.
Fri. 10/12	8 a.m. - 11 p.m.
Sat. 10/13	8 a.m. - 11 p.m.*

EXHIBIT HOURS

Sun. 10/14	12:30 p.m. - 6 p.m.
Mon. 10/15	9 a.m. - 4 p.m.
Tues. 10/16	9 a.m. - 4 p.m. **

DISMANTLING

Tues. 10/16	4 p.m. - 11 p.m.
Wed. 10/17	8 a.m. - 11 p.m.
Thurs. 10/18	8 a.m. - Noon

* All exhibitors must begin their set-up by 6 p.m. on Saturday.

** Early move-out is NOT allowed.

Freeman Decorating Company will install all exhibit installation not begun by 6 p.m. on Saturday, October 13, with the appropriate charges billed to the exhibitor. No set-up will be allowed on Sunday morning, October 14.

All empty crates must be labeled for removal from the exhibit floor by 6 p.m. on Saturday, October 13. All crates not ready for removal at this time must be within the perimeter of the booth space.

EXHIBITS MUST BE SET UP AND DISMANTLED ONLY DURING HOURS INDICATED. Exhibits must be staffed during all exhibit hours on October 14, 15, and 16. Exhibits must be packed and ready for removal from the exhibit floor no later than noon on Thursday, October 18.

6. Location of Exhibits and Scientific Sessions

Scientific sessions will be held at Moscone Center in the North, South and West Buildings. Scientific and technical exhibits will be in Hall ABC (South Building).

7. Exhibitor Listing in Annual Meeting Program

A list of exhibitors who apply for space by **June 1** will be published in the program mailed to each Society member and provided to each registrant.

8. No Smoking Policy

Smoking is not permitted in the exhibit hall at any time during move-in, show hours, or move-out by exhibit personnel, exhibit suppliers, or meeting attendees.

9. Hotel and Travel Information

All housing will be arranged through the ASA Housing Bureau. Rates and locations will be listed on the Hotel Reservation Form that will be sent to all exhibitors in May. Airline information will also be available concerning reservations through United Airlines.

10. Shuttle Bus Service

Shuttle bus service will be available between hotels listed on the housing form and Moscone Center. The shuttle bus schedule indicating pickup points and times will be available to exhibitors when they pick up their name badges at the meeting.

11. Carpet and Drapes

To improve the appearance of the exhibit hall, **carpet is required in all booth spaces and is to be provided at the exhibitor's expense.** It is suggested that the carpet be compatible with the exhibit hall colors of teal carpet and silver drape. Scientific and Educational booths will have silver carpet and teal 8' back wall and side rail drapes.

12. Electrical Service

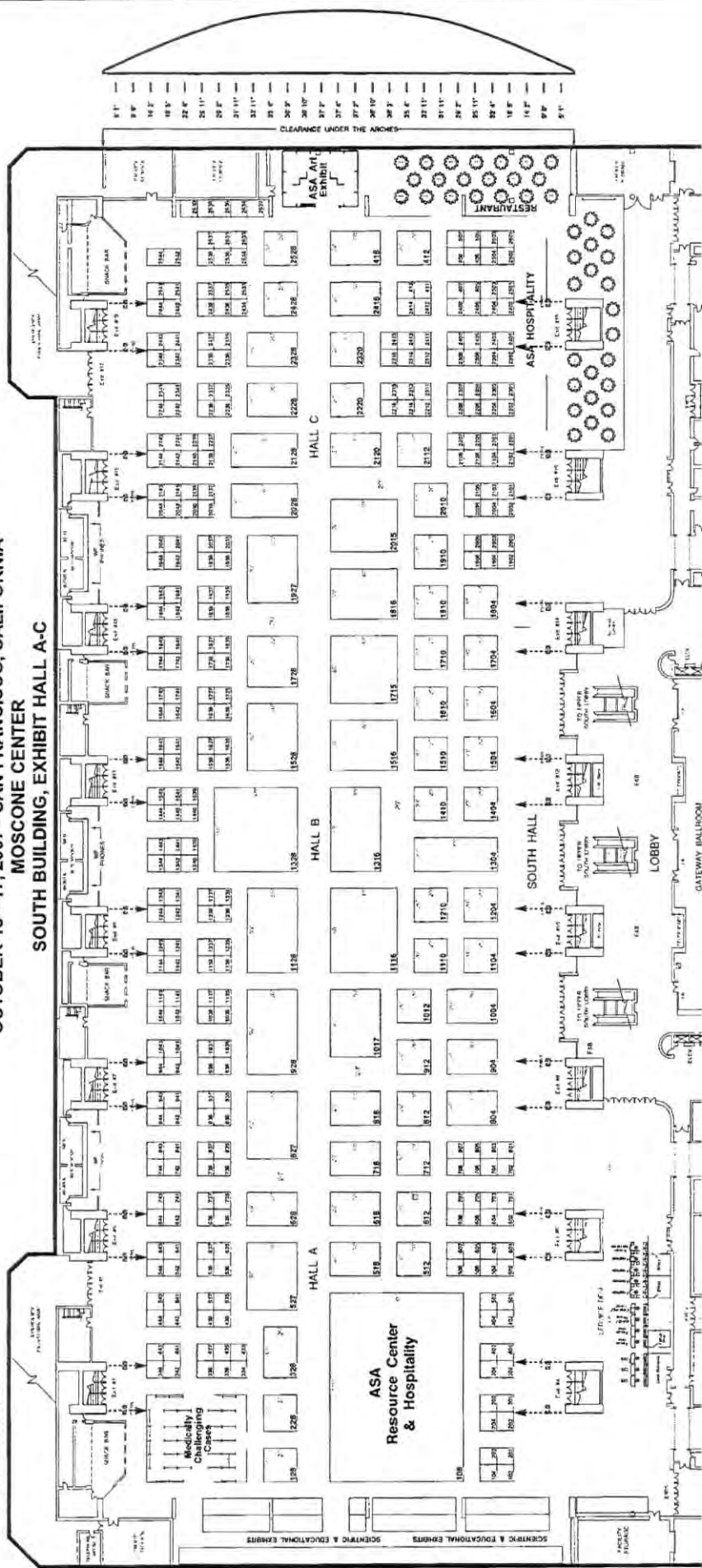
The exhibitor must arrange for all necessary electrical service, preferably in advance. Electrical forms will be included in the service kit. Forms must be completed and returned to the address or fax number on the form.

13. Furnishings and Signs

Furniture, decorations, signs, and miscellaneous items may be rented from The Freeman Companies. The complete exhibitor service kit will be online in June, 2007. A link will be provided from ASA's Web site at www2.asahq.org.

**EXHIBIT HALL - AMERICAN SOCIETY OF ANESTHESIOLOGISTS 2007 ANNUAL MEETING
OCTOBER 13 - 17, 2007 - SAN FRANCISCO, CALIFORNIA**

**MOSCONE CENTER
SOUTH BUILDING, EXHIBIT HALL A-C**



ARROWS INDICATE LOCATIONS OF ARCHES THROUGHOUT THE HALL
HEIGHT BELOW ARCH AT FRONT IS 18'-2"
HEIGHT BELOW ARCH AT BACK IS 12'-2"

SPECIAL INFORMATION

1. Exhibit dates are October 14-16
2. All booths are 10' deep and 10' wide, except where indicated.
3. No peninsula or end-cap booths are allowed.
4. Exhibitors in linear booths must install displays along the 8' drupe in the back of the booth to face the booths directly across the numbered aisles.
5. Refer to diagram to the right of the floorplan to see the placement of ceiling arches and the resulting differences in ceiling height throughout the hall.

2007 BOOTH PRICES AND DEPOSITS

Size	Rental	Deposit	Size	Rental	Deposit
10' x 10' (Inline)	\$3,150	\$500	20' x 40'	\$25,300	\$4,000
10' x 10' (Corner)	\$3,250	\$500	20' x 50'	\$31,600	\$5,000
20' x 20'	\$12,700	\$2,000	30' x 40'	\$37,900	\$6,000
20' x 30'	\$19,000	\$3,000	30' x 50'	\$47,350	\$7,500
			40' x 40'	\$50,500	\$8,000
			40' x 50'	\$63,100	\$10,000
			50' x 50'	\$78,850	\$12,500

Exhibit Information and Regulations

13. Furnishings and Signs cont.

A 7" x 44" identification sign will be provided for all in-line booths.

14. Prizes, Contests, Lotteries

Prizes, contests, lotteries or drawings are strictly prohibited at any time.

15. Giveaways

Giveaways are allowed if they are tasteful, available in sufficient quantities to general booth traffic, are not connected to any kind of contest or drawing, and are latex-free. (See Item 16.) Giveaways must not obstruct booth traffic and must be stored within the booth space or in an approved area through the general contractor.

16. Exhibit Specifications and Restrictions

Exhibits must conform to the usual requirements. Technical exhibitors shall be restricted to those acceptable to the American Society of Anesthesiologists. Acceptable exhibitors are companies whose products or services must be relevant professionally to the practice of anesthesia and in good taste. No novelty items, including jewelry and T-shirts, may be sold from the exhibit booth. No subletting of space will be permitted.

Exhibits may not project beyond the space allotted. No exhibit will be permitted to span an aisle by ceiling or floor covering. Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected during the set-up time. The decorator, with ASA's approval, will provide draping deemed necessary and submit the charges to the exhibitor.

Linear booths (10' x 10') may use a height of 8', providing it does not interfere with any other exhibitor's view. Linear booths, including signage, may not project above the 8' backdrop. Linear booths will include an 8' high backdrop and 36" high curtain sidewalls. All display fixtures over 4' in height and placed within 10 linear feet of adjoining exhibits must be confined to that area of the exhibitor's space which is within 5' of the backline. **No peninsula booths are allowed.**

Island booths may use a height of 20'. Island exhibits must be accessible from all four sides and must be arranged to allow see-through visibility. They must not obstruct substantially the view of, or interfere with, other exhibitors' displays.

Aisles must be kept clear for traffic. Exhibitors' activities, personnel, giveaways, and equipment must be confined within the booth space. No loudspeakers, public address systems, lights, or other equipment that may be annoying to adjacent exhibitors shall be permitted in the booths. Sound leakage must not interfere with any other exhibitor.

Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floor, or other parts of the building or furniture. **Display or company logos may not be suspended from the ceiling.** ASA and Moscone Center must approve in advance any special lighting or lighting trusses that must be secured to the ceiling.

Distribution of promotional gummed stickers or labels is prohibited. Anything in connection therewith necessary or proper for protection of the building, equipment, or furniture will be at the expense of the exhibitor.

17. Food Items

Approval for the distribution of food and beverage items must be obtained from the ASA and the Moscone Center caterer. Popcorn, peanuts and other loose items are prohibited.

18. Latex-Free Meeting

Exhibitors are prohibited from using latex products such as gloves, balloons and other latex-based promotional items due to the significant prevalence of latex sensitivity among anesthesiologists.

19. Prohibition of Exhibitor-Sponsored Scientific Sessions

Commercial firms which exhibit at the Annual Meeting will not be permitted to conduct or sponsor educational activities, presentations, or meetings in San Francisco from, and including, Friday, October 12 through Wednesday, October 17, 2007. Only normal sales presentations describing products and their functions are allowed in exhibit booths, hotel sleeping rooms and suites, and at dinners and receptions. **To avoid conflicts with the Annual Meeting scientific program, physicians may not make any scheduled, live presentations in Technical Exhibit booths or at exhibitor-sponsored functions.**

20. Prohibition of Symposia

Commercial firms are not allowed to sponsor scientific symposia at the meeting from Friday, October 12 through Wednesday, October 17, 2007.

21. Exhibitor Demonstrations

Demonstrations by exhibitors should contribute to the attendees in a professional way. Demonstrations and adequate space for an audience should be available within the confines of the individual exhibitor's booth. No interference with normal traffic flow or infringement on neighboring exhibits will be allowed. Booth personnel and giveaways must remain within the booth space.

22. Music

Exhibitors will not be permitted to play music in the exhibit hall. There are stringent licensing fees for the playing of music at a meeting.

23. Proper Attire

Proper attire consistent with the decorum of the ASA Annual Meeting is required of exhibitor personnel. **During show hours, this includes installation and dismantling company employees.**

24. Photographing and Videotaping

Exhibitors may not photograph or videotape any other company's exhibit on the exhibit floor.



Photo courtesy of Ellen Dallager Photography

25. Shipment of Exhibit Material

Exhibitors may ship their displays and product in advance to the Freeman Companies warehouse or directly to the Moscone Center during set up days.

Advance Shipments

Exhibitors may advance ship to the Freeman Companies September 10th to October 3rd. Materials

should be sent at the exhibitor's risk and expense to:

American Society of Anesthesiologists 2007 Annual Meeting
 Exhibiting Company Name
 Booth # _____
 C/O the Freeman Companies
 Yellow Freight Systems
 201 Haskins Way
 South San Francisco, CA 94080

Charges for materials received between these dates will be \$74.00 per cwt. Charges for shipments received after October 3rd will be \$95.00 per cwt.

Direct Shipments

Exhibitors may ship directly to The Moscone Center October 11th, 12th, and 13th.

Materials should be sent at the exhibitor's risk and expense to:

American Society of Anesthesiologists 2007 Annual Meeting
 Exhibiting Company Name
 Booth # _____
 C/O the Freeman Companies
 The Moscone Center
 Exhibit Halls A/B/C
 747 Howard Street
 San Francisco, CA 94103

Charges for materials received on these dates will be \$79.00 per cwt. and will include receipt and delivery to the booth, removal, storage and return of empty crates and reloading at the conclusion of the meeting.

Overtime drayage services will be \$97.00 per cwt. and will include receipt and delivery to the booth, removal, storage and return of empty crates and reloading at the conclusion of the meeting.

Special handling drayage services will be \$95.00 per cwt. and will include receipt and delivery to the booth, removal, storage and return of empty crates and reloading at the conclusion of the meeting.

Additional specialty drayage rates will be detailed in the On-Line Exhibitor Services Manual.

26. San Francisco Union Regulations

Exhibit Installation and Dismantling

By definition, the installation or dismantling of Exhibits which require the use of hand tools, or takes one person more than 30 minutes, or exceeds 10 feet in any direction, falls within the jurisdiction of Local 510 of

Exhibit Information and Regulations

the Sign Display and Crafts Union. Exhibitors are allowed to handle and set up the products they manufacture; however, all background materials, display boards, or stands – anything the products are displayed upon, attached to or made part of, as well as laying of floor tiles and carpets, must be installed by union labor. Display Labor can be ordered in advance, with or without supervision, by returning the Display order form available from the on-line service manual, or on show site at the Freeman Service Desk.

Material Handling

Teamsters Union Local #85 has jurisdiction over the loading and unloading of materials and the Union also has jurisdiction over the operation of material handling equipment; including dollies and hand trucks.

Exhibitors may "hand carry" material provided it can be carried by one person in one trip, using no material handling equipment. Hand-carried items may not come through the loading docks. Union jurisdiction precludes hotel personnel from delivering materials to exhibit booths.

Display Labor Rates

Labor will be available from Freeman Companies for display installation and dismantling.

Display labor rates for straight time (Monday - Friday 8 A.M. - 5 P.M.) will be \$102.00 per hour if ordered in advance. Straight time labor rates ordered on show site will be \$132.00 per hour.

Display labor rates for overtime (5 P.M. - 8 A.M. Monday - Friday, and all day Saturday, Sunday, and Holidays), will be \$180.00 per hour. Show site overtime labor will be available for \$233.00 per hour.

27. Empty Crates

"Empty Crate" labels will be available at the Service Desk and should be placed on crates when ready for removal to the storage area. Empty crates will be picked up and stored by The Freeman Companies and returned to your booth at the close of the meeting.

28. Hazardous Waste

Hazardous waste is any material being stored, recycled or thrown away that could cause injury or death or pollute air, land or water. Exhibitors that generate materials fitting the above description of hazardous waste in the course of their meeting activities should:

- Be aware of the full scope of the hazards associated with their wastes.

- Conform to the requirements of all regulatory agencies having jurisdiction in the location of the creation of hazardous wastes.
- Ensure that all company personnel or agents who could possibly be engaged in the transportation, containerization, use, coordination or disposal are fully informed of associated risks.

The exhibiting company will be responsible for any costs or expense associated with the removal or disposal of hazardous wastes resulting from the activities of the exhibiting company or an agent of the exhibiting company.

29. Fire Safety Regulations

All curtains, drapes and decorations must be of fire retardant materials. Exits, fire extinguishers, fire hoses and fire sprinkler closets must be visible and accessible at all times. Compressed gases are allowed only in approved containers at Moscone Center. Only a one-day supply will be allowed in the display area and must be secured. Storage of compressed gasses is not allowed at Moscone Center. Storage services will be available through Freeman. Use of two wire extension cords is prohibited. All temporary wiring must be accessible and free from debris and storage materials. All packing containers, wrapping materials and display materials must be removed from behind booths and placed in storage. Helium balloons are not allowed in the hall. Flammable liquids with flash point less than 110 degrees Fahrenheit are prohibited and may not be used or brought into the building. Combustible liquids with flash points higher than 110 degrees Fahrenheit must be stored in and dispensed from approved safety cans, and must be removed from the building before the show opens.

30. Security and Liability

Each exhibitor must provide for the safeguarding of its goods, materials, equipment, and display at all times. Although guards will be on duty, neither ASA, Moscone Center nor Freeman will be responsible for loss of any material or property of the exhibitor by or for any cause. Exhibitors can arrange for guard service for their booths. Exhibitor property passes are required to remove equipment from the exhibit hall and will be available at the Freeman service desk.

The exhibitor must surrender the occupied space in the same condition as it was at the time of occupation. The exhibitor is responsible for all damage to the exhibit hall, and for any and all claims and demands on account of any injury or death or damage to prop-

erty occurring in or upon the exhibitor's booth space or because of the acts of the exhibitor, exhibitor's employees, servants, agents, licensees or contractors; and exhibitor agrees to indemnify and hold harmless the Society and Moscone Center, from and against any and all liability and claims and demands which may arise from or be asserted in connection with the foregoing undertakings and responsibilities of the exhibitor. Neither ASA nor Moscone Center, their agents, servants, contractors, or employees, are liable for injuries to any person or for damage to property owned or controlled by the exhibitor, which claims for damages or injuries may be incident to or arise from or be in any way connected with the exhibitor's occupation of display space or the acts or omissions of exhibitor's agents, servants, contractors, or employees, except for claims for damage or injuries caused by or resulting from the negligence of the Society and Moscone Center and their respective agents, servants, and employees. Exhibitor acknowledges responsibility for obtaining insurance in such amounts deemed appropriate to comply with exhibitor's obligations herein and for exhibitor's own protection.

31. Sponsorship and Advertising Opportunities

ASA offers a number of sponsorship and advertising opportunities for exhibitors to increase their visibility within the anesthesiology, pain management, and critical care medicine markets.

- **Official On-Site Daily News:** Boost your visibility in the newspaper delivered each day to attendees, who are looking for the latest events and updates. There is an opportunity for every budget.
- **Doctor's Bag:** Showcase your literature and promotional items in this widely distributed resource, delivered to hotels on strategic meeting date(s).
- **Official Annual Meeting Program:** Reaching 34,000 anesthesiologists months before the meeting, the program offers key cover sponsorships.
- **Hotel Key Cards:** A visible message that reaches attendees as they come and go from headquarters hotels.
- **Email Stations:** Reach out to attendees as they stay connected. Sponsorship includes recognition above 20 email stations, on screen savers and a direct link to their company home page.

Additional sponsorships are available. The complete list of sponsorships will be described in the rate card to be mailed to exhibitors this spring by Ascend Media.

Sponsors who reserve by August 15, 2007 are provided with the following opportunities for recognition:

- Sponsorship ribbon for booth staff
- Acknowledgement in the Show Daily
- Acknowledgement on the ASA Web site
- Acknowledgement in the program supplement
- Acknowledgement in the ASA Newsletter, with total membership distribution.

Our publishing partner, Ascend Media, is ready to work on your promotional plan. If you have any questions regarding sponsorship or advertising opportunities, contact Cathleen Gorby at 913-780-6923 or email at cgorby@ascendmedia.com.

32. Exhibit Reception

A wine and cheese reception will be held in the exhibit hall on Sunday, October 14 from 4:30 - 6:00 p.m. This reception will provide exhibitors with an opportunity for dedicated time with ASA Annual Meeting Attendees.



Photo courtesy of Ellen Dallager Photography

2006 Exhibiting Companies

ASA gratefully acknowledges the support of the following companies:

A

21st Century Millennium, LLC
Abbott Point of Care
Ace Medical
Acuity Care Technology Outpatient Care Technology
Advanced Bionics
Advanced Infusion, Inc.
Advanced Neuromodulation Systems, Inc.
Advanced Simulation Corporation
AliMed, Inc.
Alliance Recruiting Resources
Aloka Ultrasound
Alpharma
American Eagle Medical
American Society of Interventional Pain Physicians
American Society of Regional Anesthesia and Pain Medicine
Americans for Medical Advancement
Analogic Corporation
Anecare Laboratories
Anesthesia Associates, Inc.
Anesthesia Business Consultants
Anesthesia Call Accountant
Anesthesia Healthcare Partners
Anesthesia Management Partners
Anesthesia Services, LTD
Anesthesiologist Assistants Programs
APAC - Anesthesiologists Professional Assurance Co., (APAC)
ARC Medical, Inc.
Arcadia Medical
Arizant Healthcare Inc.
Armstrong Medical Industries, Inc.
Army Medical Recruiting
Arrow International
Artromick International, Inc.
ASA/PAC
Aspect Medical Systems
AtStaff, Inc.
Axiom Worldwide
Axon Systems, Inc.

B

B. Braun Medical, Inc.
Bard Access Systems
Baxter Healthcare Corporation
Bayer Healthcare
BD

Bedford Laboratories
Belmont Instrument Corp.
Bickford, A.M., Inc.
Biosensors International
Blackwell Publishing
Blue Bell Biomedical
BOMImed, Inc.

C

C & C International Imports, Inc.
Cambridge University Press
Cardinal Health
Cardinal Medical Specialties
Cardiopulmonary Corp.
Cardiotronic, Inc.
C-Arms International, Inc.
CBIZ Medical Management Professionals
Centrac DC
Cephalon, Inc.
Cincinnati Sub-Zero Products, Inc.
Clarus Medical
CompHealth
CompONE, LTD
Comprehensive Medical Management, Ltd
Cosman Medical, Inc.
Curlin Medical
Custom Compounding Centers

D

D & Y (formerly Daniel & Yaeger)
Danmeter
Datascope Corporation
Daxor Corporation
Diagnostica Stago/Biodis
Docs 2000 (Acme Express, Inc.)
Doctors' Company, The
Doctors Without Borders
Dr. Jensen Board Prep
 Draeger Medical Inc.
Dupaco
Dynatherm Medical, Inc.

E

Edwards Lifesciences
Eko Systems, Inc.
Elan Pharmaceuticals, Inc.
Elsevier, Inc.
Endo Pharmaceuticals
Engineered Medical Systems
Engivity, LLC
Enthermics Medical Systems
Epimed International Inc.
Everest Biomedical

F

Flexicare, Inc.

FoliageSoftware
ForeFront Medical Billing
Futuremed

G

Gas Man/Med Man Simulations, Inc.
Gaymar Industries
GCX Corp.
GE Healthcare
Glaxo Smith Kline and Adolor Corporation
Global Medical Staffing, Ltd
Goldway Inc.
GPRO - Global Perioperative Research Organization
Gyrus ACMI

H

H + H System, Inc.
Havel's, Inc.
HBL Anesthesia Services
Healthcare Business Services Group (HBSGI)
Heine USA
Helena Laboratories Point of Care
Hilbro Instruments Ltd.
Hospira Worldwide, Inc.
HRA Research

I

ICU Medical, Inc.
iMDsoft Ltd.
Indian Health Service
Indigo Orb, Inc.
Inditherm Medical
InstruMed, Inc.
Integra Spinal Specialties
International Anesthesia Research Society (IARS)
International Medical Development
Inviro Medical
Invivo
Ion Healthcare

J

John Galt Systems

K

Kaiser Permanente
Kendall & Davis/Linde Healthcare
Kimberly Clark Corporation
King Systems Corporation

L

Larsen & Toubro LLC
Legend Medical Devices, Inc.
Liberty Professional Billing
Lidco LTD

Lieberman Research Worldwide
 Life-Tech
 Lightning Bolt Solutions, Inc.
 Lionville Systems
 LMA North America, Inc.
 Locumtenens.com
 Luminetx Corporation
 Luna Innovations
 Lutheran Health Network

M

Mainline Medical, Inc.
 Market Research
 Masimo
 McGraw Hill Medical Publishing
 MEDAC
 Medcon Financial Services
 Medelix Business Services, LLC
 Medenet, Inc.
 MedFinancial, LLC
 Medline Industries, Inc.
 MedLink
 Medrad
 Medwave, Inc.
 MedX
 Mercury Medical
 Merlyn Medical
 Micro Touch
 Mindray Co., Ltd
 Minrad International, Inc.
 MIPM Mammendorfer Institut
 Modern Metals Ind.
 MT MonitorTechnik GmbH &
 Co.KG
 Myco Medical
 Myelotec, Inc.

N

National Academy of Perioperative
 Echocardiography
 National Library of Medicine
 National Medical Products, Inc.
 Nationwide Anesthesia Services
 Nellcor Puritan Bennett/ Tyco
 Healthcare
 Neuro-DX-Associates, Inc.
 Nihon Kohden America, Inc.
 Northwest Anesthesia Seminars
 NovaMed, LLC
 Novo Nordisk

O

O.R. Comfort LLC
 Oak Mountain Technologies
 Olympus Surgical America
 Omega Critical Care
 Omnicell
 Organon USA Inc.

Oridion Capnography USA
 Outpatient Surgery Magazine
 Oxford University Press

P

Pall Medical
 Paragon Service
 Parker Medical
 PDA Verticals/pdaMD
 PDL BioPharma, Inc.
 Penlon Limited
 Pentax Corporation
 Per-Se Technologies
 Pfizer, Inc.
 Pharmacy Creations
 PharMEDium Services LLC
 Philips Medical Systems
 Physicians Business Network
 Picis
 Precision Information Services
 Precision Software
 Preferred Physicians Medical
 Premier Anesthesia
 Pro Research
 Prompte
 Propper Manufacturing Co., Inc.
 Pulsion Medical Systems AG

R

RADlyn LLC
 Ren-Lor
 ResMed Corp.
 Respronics, Inc.
 Roche
 RXElite

S

Safer Sleep LLC
 Salmon Medical Innovations, LLC
 Salter Labs
 Saunders/Mosby - Elsevier, Inc.
 Sequel Systems
 Shamrock Scientific Specialty
 Systems Inc.
 Sharn Anesthesia, Inc.
 Sheridan Healthcare, Inc.
 Sienco, Inc.
 Sigma
 Simulab Corporation
 Smiths Medical
 Society of Critical Care Medicine
 Somanetics Corporation
 Somnia, Inc.
 South Oakland Services, Inc.
 Spacelabs Medical
 Spectrum Healthcare Resources
 Step Forward Company
 Stryker

Summit HMR, Inc.
 Sun-Med, Inc./Bay Medical
 Supacam
 Supertech, Inc.
 Surgical Directions, LLC
 Surgical Information Systems

T

Team Health Anesthesia
 Management Services
 Teleflex Medical, Hudson RCI,
 Rusch
 Tensys Medical, Inc.
 Tenzing
 Tera Recon, Inc.
 Tianjin Medis Int'l Trade Co., LTD
 TimeMed Labeling Systems, Inc.
 TIVA HealthCare, Inc.
 Tri-anim
 TruCorp Ltd
 TSI Incorporated

U

U.S. Jaclean, Inc.
 UMass Memorial Medical Center
 United Educators formerly
 Encyclopedia Britannica
 University of Tennessee
 USCOM Ultrasonic Cardiac Output
 Monitors

V

V & F Instruments
 Vantage Med
 VasoCom, Inc.
 VBM Medical Inc.
 VISTA Staffing Solutions, Inc.
 Vitaid
 Vital Signs Inc.

W

Weatherby Locums, Inc.
 Westmed Inc.
 Wolfe Tory Medical, Inc.
 Wolters Kluwer Health Lippincott
 Williams & Wilkins

Y

YM BioSciences, Inc.
 Yuma Regional Medical Center

Z

Zefon International, Inc.
 Zimmer
 Zonare



Photo courtesy of the San Francisco Convention and Visitors Bureau

Exhibitors Advisory Committee

The 2007 Exhibitors Advisory Committee is chaired by:

Carol Fields
Edwards Lifesciences
One Edwards Way
Irvine, CA 92614

The committee members are:

Jayne O'Connor
Olympus Surgical America

Karen Stedman
Sonosite

Patricia A. Kapur, M.D., adjunct
M. Christine Stock, M.D., adjunct
Rebecca S. Twersky, M.D., adjunct



**AMERICAN SOCIETY
OF ANESTHESIOLOGISTS**

520 N. Northwest Highway
Park Ridge, IL 60068-2573
Phone: 847-825-5586 Fax: 847-825-1692 Web: www.ASAhq.org

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ASA 00295



AMERICAN SOCIETY
OF ANESTHESIOLOGISTS

**Annual Meeting
Technical Exhibit Prospectus**



**October 14-18, 2006
McCormick Place
Chicago, Illinois**

2006 ANNUAL MEETING

Meeting Dates: October 14-18, 2006

Location: McCormick Place

Exhibit Location: Hall B1, North Building

Exhibit Dates: October 15-17, 2006

Exhibit Installation: October 11 through October 14

Exhibit Dismantling: October 17 (4 p.m.) through October 18 (midnight)

FUTURE ANNUAL MEETINGS

October 13-17, 2007 San Francisco

October 18-22, 2008 Orlando

October 17-21, 2009 New Orleans

October 16-20, 2010 San Diego

October 15-19, 2011 Chicago



Photo courtesy of Ellen Dallager Photography

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Dear Exhibitor:

The American Society of Anesthesiologists invites you to apply for Technical Exhibit space at its 2006 Annual Meeting. The exhibit program will be held October 15-17 at McCormick Place in Chicago, Illinois.

The American Society of Anesthesiologists continues to grow, with over 40,000 specialists. Reported registered attendance at the 2005 Annual Meeting was 14,305, a lower number than usual due to moving the meeting to Atlanta seven weeks out, after Hurricane Katrina devastated New Orleans. Professional attendance was approximately 8,500, which included 1,550 international professionals. The Technical Exhibit Program gives you the opportunity to meet many of our members who are looking for current information on new products, services, and technologies useful in the practice of anesthesia.

Exhibits will be open on Sunday afternoon from 12:30 p.m. until 6 p.m. and on Monday and Tuesday from 9 a.m. to 4 p.m. See page seven for the complete schedule, including set-up and dismantling times.

A reception will be held in the exhibit hall on Sunday from 4:30 to 6 p.m., allowing exhibitors dedicated time with attendees.

Exhibit space will be reserved again on the basis of a priority point system. The system is explained on page six. **Please read the Information and Regulations Governing Exhibits thoroughly.** We suggest that you provide copies to appropriate personnel within your company, and to booth designers, exhibitor-appointed contractors, and other vendors who are involved with your exhibit.

The **2006 Exhibitor Calendar**, with dates and deadlines for exhibitors, is on page five. We hope you find it helpful.

We look forward to your participation at the 2006 ASA Annual Meeting. Please contact us at 847-825-5586 if you have any questions about our Technical Exhibit Program.

Jill A. Formeister
Director of Scientific Affairs
j.formeister@asahq.org

Jeffrey R. Schulz
Exhibits Manager
j.schulz@asahq.org

May 1	Exhibitor applications must be received by this date to take advantage of the priority point system for booth assignments. Applications received after this date will be assigned on a first come, first served basis.
May 15	Booth assignments will be mailed by this date.
June 1	Deadline for submission of product listings for the program book. Exhibitors may cancel booth space without penalty until this date. After this date, exhibitors who cancel forfeit the deposit. Hotel and airline information available online.
June 23	Exhibitor service kits available online.
August 1	Total booth rental must be paid by this date.
August 1 to September 1	Exhibitors who cancel forfeit 60% of booth rental.
August 15	ASA will mail to exhibitors the order forms and cost information for requesting diskettes with preregistrants' mailing information.
September 1	No refund for booth cancellations received after this date. Freeman warehouse begins accepting advance freight.
September 15	Exhibitor orders for furniture, electricity, etc. should be received by Freeman. Exhibitor representatives' preregistration deadline.
September 25	Insurance certificates and complete client lists due at ASA from exhibitor-appointed contractors.
October 6	Last date for receipt of advance freight at Freeman warehouse.
October 11	First date for receipt of freight at McCormick Place.
October 11-14	Exhibit set-up, 8 a.m. to 11 p.m. Exhibitors must begin their set-up by 6 p.m. on Saturday, October 14.
October 14	Annual Meeting begins. Last date for receipt of freight at McCormick Place.
October 15	Exhibit area open, 12:30 to 6 p.m. (Exhibit hall reception, 4:30 to 6 p.m.)
October 16-17	Exhibit area open, 9 a.m. to 4 p.m.
October 17	Exhibit dismantling, 4 p.m. to midnight.
October 18	Exhibit dismantling, 8 a.m. to midnight.

Exhibit Information and Regulations

1. Booth Prices

Size	Rental	Deposit
10' x 10' (Inline)	\$3,150	\$500
10' x 10' (Corner)	\$3,250	\$500
20' x 20'	\$12,700	\$2,000
20' x 30'	\$19,000	\$3,000
20' x 40'	\$25,300	\$4,000
20' x 50'	\$31,600	\$5,000
30' x 40'	\$37,900	\$6,000
30' x 50'	\$47,350	\$7,500
40' x 40'	\$50,500	\$8,000
40' x 50'	\$63,100	\$10,000
50' x 50'	\$78,850	\$12,500

Booth fees include a direct link to your company's Web site from ASA's Annual Meeting Web site. Links will be posted from June 1, 2006 until May 1, 2007.

2. Space Assignment

The American Society of Anesthesiologists will assign technical exhibit space on a priority system based on points. This system is designed to recognize a company's past exhibits with the Society. Strict adherence to this system allows ASA to process each company's application fairly.

A. POINTS WILL BE ASSIGNED ON THE FOLLOWING BASIS:

- 10 points for each 10' x 10' equivalent space in which the applicant has exhibited since 1948.
- 25 bonus points for every five years of consecutive exhibiting since 1948.

B. No reservations by telephone, facsimile, or e-mail are accepted under this system. **VISA and MasterCard are accepted for up to a maximum of \$3,250 only. American Express is not accepted.**

C. Remember that many firms will apply for space and many will request the same booths. Although every effort is made to honor your requests, we may be able to accommodate you better if your choices are in different areas of the floor plan. Because the priority point system reflects exhibit history, much of the best space is likely to be assigned to long-time exhibitors.

D. Applications for space should list eight or more choices. Every effort will be made to confirm one of your choices.

E. You may obtain a better location if your choices are not all corner booths.

F. On your application, please notify us if there are firms which you do not wish to be located adjacent to

or opposite from. Please note that proximity problems are also a major factor in booth assignments and may be a reason you are not assigned one of your choices.

G. Assignments will be made beginning on May 1, 2006. Applications received after that date will be processed in the order received and priority points will not apply.

NOTE: In case of a point tie, priority will be given in the order in which applications are received.

3. Adjustment of Exhibit Floor Plan

The floor plan is on pages 8 and 9. The Society reserves the right to add or remove booths if necessary.

4. Payment and Cancellation Terms

A deposit of \$500 per 10' x 10' equivalent must be sent to the American Society of Anesthesiologists with the application. **Applications received without the correct deposit will be returned. Payments must be made by check or credit card. Credit card payments are limited to \$3,250 per year.** Deposit retention is contingent upon acceptance of space assignments. Space assignments are considered accepted unless the exhibitor notifies the Society otherwise within 10 days of date of mailing notification of assignment. **The remainder must be paid on or before August 1, 2006.**

If cancellation of exhibit space is necessary **after June 1, 2006**, the exhibitor will forfeit the \$500 deposit. Exhibitors cancelling between **August 1, 2006 and September 1, 2006** will forfeit 60% of the exhibit rental. Exhibitors cancelling **after September 1, 2006** will forfeit 100% of the exhibit rental.



Photo courtesy of Ellen Dallager Photography

5. Exhibit and Set-Up Hours

SET-UP

Wed. 10/11 8 a.m. - 11 p.m.
Thurs. 10/12 8 a.m. - 11 p.m.
Fri. 10/13 8 a.m. - 11 p.m.
Sat. 10/14 8 a.m. - 11 p.m.*

EXHIBIT HOURS

Sun. 10/15 12:30 p.m. - 6 p.m.
Mon. 10/16 9 a.m. - 4 p.m.
Tues. 10/17 9 a.m. - 4 p.m. **

DISMANTLING

Tues. 10/17 4 p.m. - Midnight
Wed. 10/18 8 a.m. - Midnight

* All exhibitors must begin their set-up by 6 p.m. on Saturday.

**Early move-out is NOT allowed.

Freeman Decorating Company will install all exhibit installation not begun by 6 p.m. on Saturday, October 14, with the appropriate charges billed to the exhibitor. No set-up will be allowed on Sunday morning, October 15.

All empty crates must be labeled for removal from the exhibit floor by 6 p.m. on Saturday, October 14. All crates not ready for removal at this time must be within the perimeter of the booth space.

Exhibits must be packed and ready for removal from the exhibit floor no later than midnight on Wednesday, October 18. **EXHIBITS MUST BE SET UP AND DISMANTLED ONLY DURING HOURS INDICATED. Exhibits must be staffed during all exhibit hours on October 15, 16, and 17.**

6. Location of Exhibits and Scientific Sessions

Scientific sessions will be held at McCormick Place in the North Building and Lakeside Center (East Building). Scientific and technical exhibits will be in Hall B1 (North Building).

7. Exhibitor Listing in Annual Meeting Program

A list of exhibitors who apply for space by **June 1** will be published in the program mailed to each Society member and provided to each registrant.

8. No Smoking Policy

Smoking is not permitted in the exhibit hall at any time during move-in, show hours, or move-out by exhibit personnel, exhibit suppliers, or meeting attendees.

9. Hotel and Travel Information

All housing will be arranged through the ASA Housing Bureau. Rates and locations will be listed on the Hotel Reservation Form that will be available to all exhibitors by June 1, 2006. Airline information will also be available concerning reservations through United Airlines.

10. Shuttle Bus Service

Shuttle bus service will be available between hotels listed on the housing form and McCormick Place. The shuttle bus schedule indicating pickup points and times will be available to exhibitors when they pick up their name badges at the meeting.

11. Carpet and Drapes

To improve the appearance of the exhibit hall, **carpet is required in all booth spaces and is to be provided at the exhibitor's expense.** For Technical Exhibits, it is suggested that the carpet be compatible with the exhibit hall colors of cranberry carpet and silver drape. Scientific and Educational booths will have cranberry carpet and cranberry 8' back wall and side rail drapes.

12. Electrical Service

The exhibitor must arrange for all necessary electrical service, preferably in advance. Electrical forms will be included in the service kit. Forms must be completed and returned to McCormick Place.

13. Furnishings and Signs

Furniture, decorations, signs, and miscellaneous items may be rented from The Freeman Companies. The complete exhibitor service kit will be online in June, 2006. A link will be provided from ASA's Web site at www2.asahq.org.

A 7" x 44" identification sign will be provided for all in-line booths.

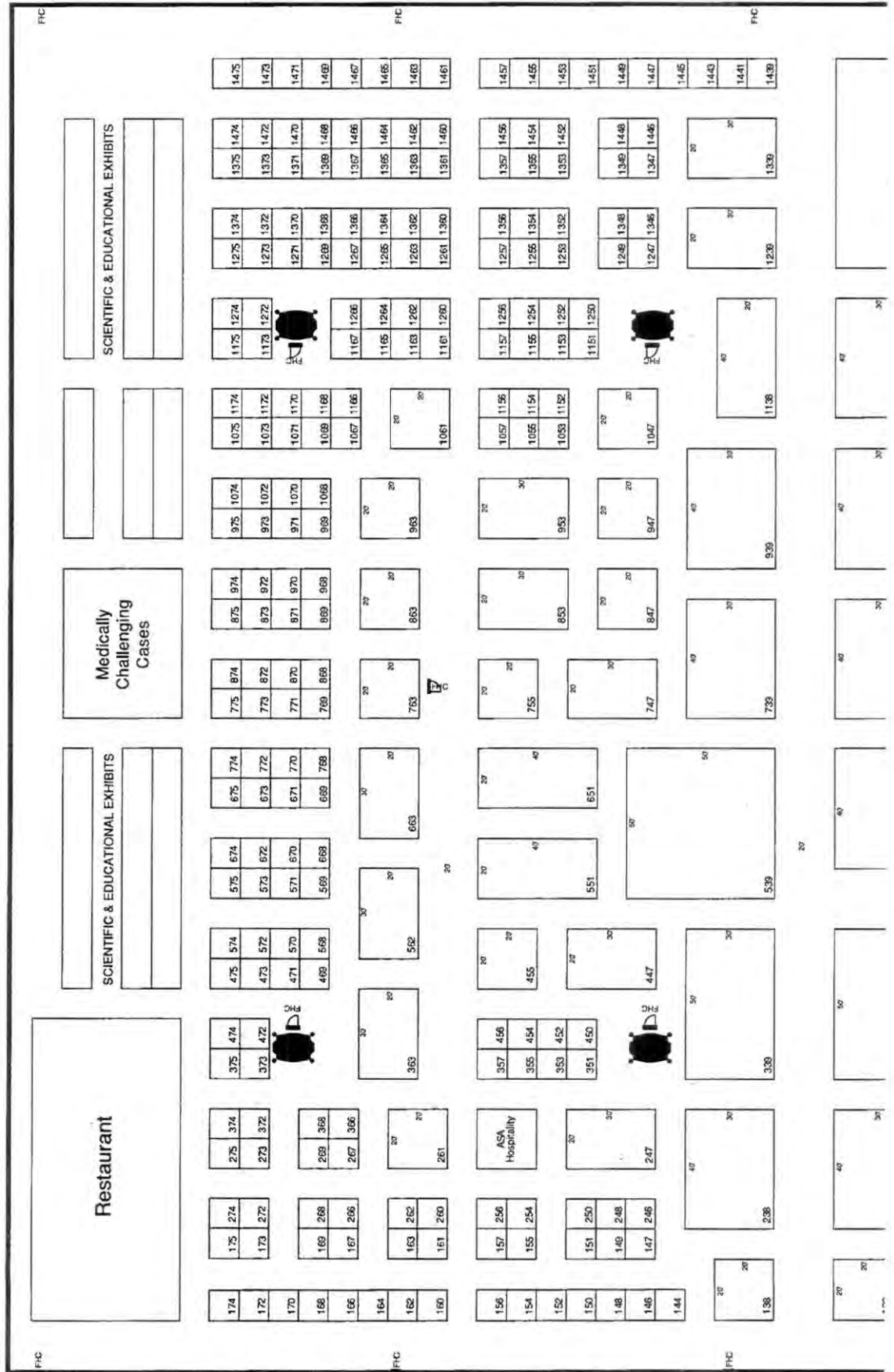
14. Prizes, Contests, Lotteries

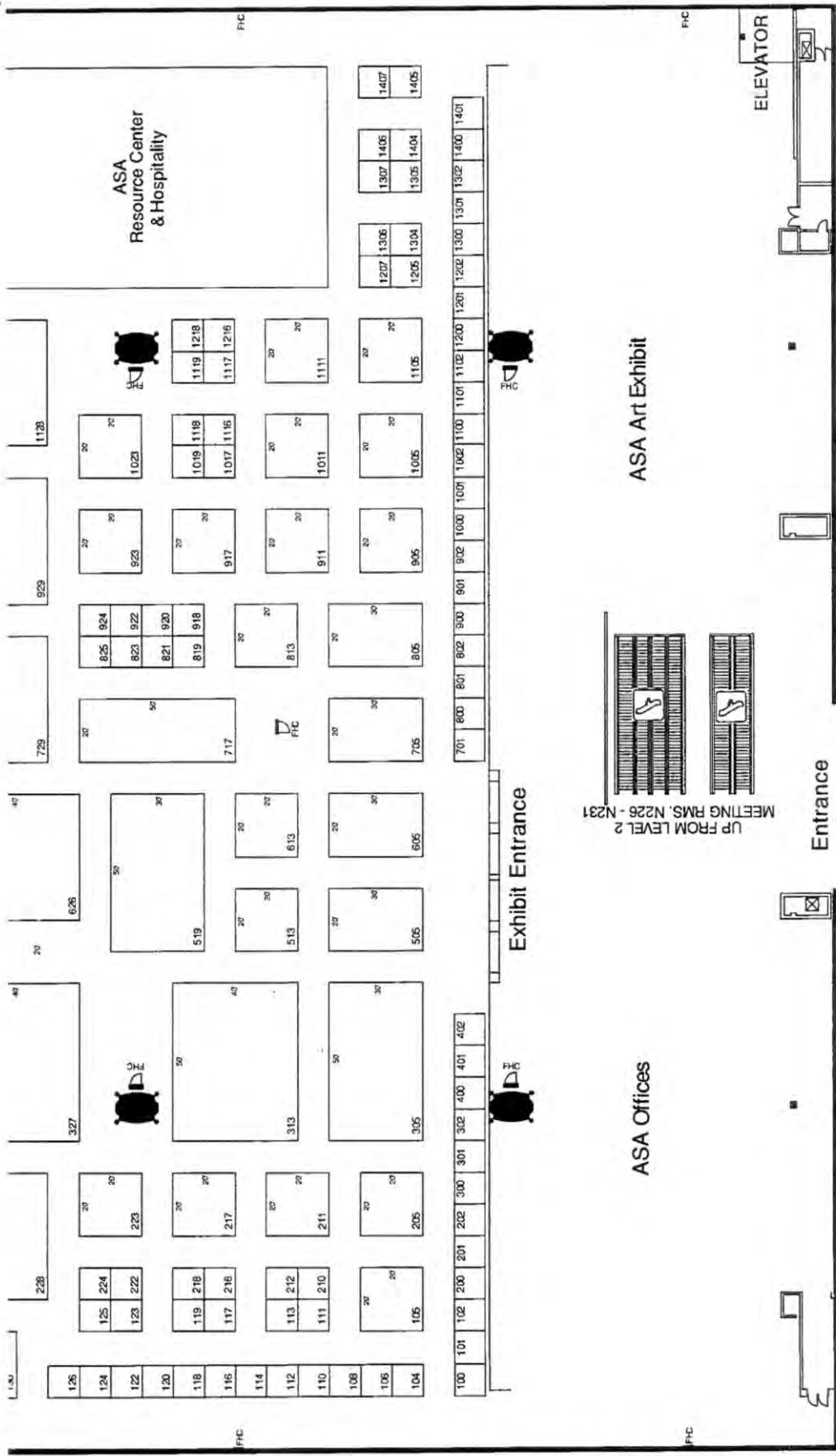
Prizes, contests, lotteries or drawings at any time are strictly prohibited.


15. Giveaways

Giveaways are allowed if they are tasteful, available in sufficient quantities to general booth traffic, are not connected to any kind of contest or drawing, and are latex-free. (See Item 18.) Giveaways must not obstruct booth traffic and must be stored within the booth space or in an approved area through the general contractor.

**EXHIBIT HALL- AMERICAN SOCIETY OF ANESTHESIOLOGISTS 2006 ANNUAL MEETING
 OCTOBER 14-18, 2006 - CHICAGO, ILLINOIS
 McCORMICK PLACE NORTH
 LEVEL 3, EXHIBIT HALL B1**





- SPECIAL INFORMATION**
1. Exhibit dates are October 15-17
 2. All booths are 10' deep and 10' wide, except where indicated.
 3. No peninsula or end-cap booths are allowed.
 4. Exhibitors in linear booths must install displays along the 8' drupe in the back of the booth to face the booths directly across the numbered aisles.
 5.  indicates floor-to-ceiling columns that measure 10' x 14'. Firehoses are attached.

2006 BOOTH PRICES AND DEPOSITS

Size	Rental	Deposit	Size	Rental	Deposit
10' x 10' (Inline)	\$3,150	\$500	30' x 40'	\$37,900	\$6,000
10' x 10' (Corner)	\$3,250	\$500	30' x 50'	\$47,350	\$7,500
20' x 20'	\$12,700	\$2,000	40' x 40'	\$50,500	\$8,000
20' x 30'	\$19,000	\$3,000	40' x 50'	\$63,100	\$10,000
20' x 40'	\$25,300	\$4,000	50' x 50'	\$78,850	\$12,500
20' x 50'	\$31,600	\$5,000			

Exhibit Information and Regulations

16. Exhibit Specifications and Restrictions

Exhibits must conform to the usual requirements. Technical exhibitors shall be restricted to those acceptable to the American Society of Anesthesiologists. Acceptable exhibitors are companies whose products or services must be relevant professionally to the practice of anesthesia and in good taste. No novelty items, including jewelry and T-shirts, may be sold from the exhibit booth. No subletting of space will be permitted.

Exhibits may not project beyond the space allotted. No exhibit will be permitted to span an aisle by ceiling or floor covering. Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected during the set-up time. The decorator, with ASA's approval, will provide draping deemed necessary and submit the charges to the exhibitor.

Linear booths (10' x 10') may use a height of 8', providing it does not interfere with any other exhibitor's view. Linear booths, including signage, may not project above the 8' backdrop. Linear booths will include an 8' high backdrop and 36" high curtain sidewalls. All display fixtures over 4' in height and placed within 10 linear feet of adjoining exhibits must be confined to that area of the exhibitor's space which is within 5' of the backline. **No peninsula booths are allowed.**

Island booths may use a height of 20'. Island exhibits must be accessible from all four sides and must be arranged to allow see-through visibility. They must not obstruct substantially the view of, or interfere with, other exhibitors' displays.

Aisles must be kept clear for traffic. Exhibitors' activities, personnel, giveaways, and equipment must be confined within the booth space. No loudspeakers, public address systems, lights, or other equipment that may be annoying to adjacent exhibitors shall be permitted in the booths. Sound leakage must not interfere with any other exhibitor.

Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floor, or other parts of the building or furniture. **Display or company logos may not be suspended from the ceiling.** ASA and McCormick Place must approve in advance any special lighting or lighting trusses that must be secured to the ceiling.

Distribution of promotional gummed stickers or labels is prohibited. Anything in connection therewith necessary or proper for protection of the building, equipment, or furniture will be at the expense of the exhibitor.

17. Food Items

Approval for the distribution of food and beverage items must be obtained from the ASA and the McCormick Place caterer. Popcorn, peanuts and other loose items are prohibited.

18. Latex-Free Meeting

Exhibitors are prohibited from using latex products such as gloves, balloons and other latex-based promotional items due to the significant prevalence of latex sensitivity among anesthesiologists.

19. Prohibition of Exhibitor-Sponsored Scientific Sessions

Commercial firms which exhibit at the Annual Meeting will not be permitted to conduct or sponsor educational activities, presentations, or meetings in Chicago from, and including, Friday, October 13 through Wednesday, October 18, 2006. Only normal sales presentations describing products and their functions are allowed in exhibit booths, hotel sleeping rooms and suites, and at dinners and receptions. **To avoid conflicts with the Annual Meeting scientific program, physicians may not make any scheduled, live presentations in Technical Exhibit booths or at exhibitor-sponsored functions.**

20. Prohibition of Symposia

Commercial firms are not allowed to sponsor scientific symposia at the meeting from Friday, October 13 through Wednesday, October 18, 2006.

21. Exhibitor Demonstrations

Demonstrations by exhibitors should contribute to the attendees in a professional way. Demonstrations and adequate space for an audience should be available within the confines of the individual exhibitor's booth. No interference with normal traffic flow, sound disturbances, or infringement on neighboring exhibits will be allowed. Booth personnel and giveaways must remain within the booth space.

22. Music

Exhibitors will not be permitted to play music in the exhibit hall. There are stringent licensing fees for the playing of music at a meeting.

23. Proper Attire

Proper attire consistent with the decorum of the ASA Annual Meeting is required of exhibitor personnel. **During show hours, this includes installation and dismantling company employees.**

24. Photographing and Videotaping

Exhibitors may not photograph or videotape any other company's exhibit on the exhibit floor.

25. Shipment of Exhibit Material

Exhibitors may ship their displays and products in advance to the Freeman warehouse or directly to McCormick Place during set-up days.

Advance Shipments. Exhibitors may advance ship to Freeman from Friday, September 1 through Friday, October 6. Materials should be sent at the exhibitor's risk and expense to:

American Society of Anesthesiologists 2006 Annual Meeting

Name of Exhibiting Company and Booth Number
c/o Freeman
2500 W. 35th Street
Chicago, IL 60632

Charges for materials received at the warehouse between September 1 and October 6 will be \$82.00 per CWT. Charges for shipments received at the warehouse after October 6 will be charged an additional 25% for late arrival.

Direct Shipments. Exhibitors may ship directly to McCormick Place from October 11-14. Materials should be sent at the exhibitor's risk and expense to:

American Society of Anesthesiologists 2006 Annual Meeting

Name of Exhibiting Company and Booth Number
c/o Freeman
McCormick Place
23rd and Lake Shore Drive
Chicago, IL 60616

Charges for materials received on these dates will be \$67.00 per CWT and will include receipt and delivery to the booth, removal, storage, and return of empty crates, and reloading onto the carrier at the conclusion of the meeting.

Special Handling Services will be provided for an additional \$15.00 per CWT for crated shipments and \$20.00 per CWT for uncrated shipments.

All of the above is based upon a 200 lb. minimum.

26. Chicago Union Regulations

Union Jurisdictions at McCormick Place

McCormick Place is a union building and jurisdictions are clearly established. Generally, you can do simple things within your booth, provided you do not use any

of the tools or equipment normally associated with a particular trade.

The following guidelines apply at McCormick Place:

Riggers

Responsible for uncrating, unskidding, positioning, and reskidding of all machinery. However,

- Exhibitors may carry in computers and small appliances, provided the movement may be reasonably done by hand.
- Exhibitors may remove small computers and small appliances from crates or boxes, provided that this can be done without a forklift or any power equipment. Exhibitors removing large items, which require the use of tools to release/remove restraining straps, would require rigging labor.
- For computer equipment and small appliances, crew sizes for operations requiring a rigger will be determined by the size of the job. If only one man is needed to do the work, then only one rigger will be required.
- After a piece of equipment is delivered, the exhibitor can reposition it provided that power equipment is not required.
- Exhibitors can move and unpack boxes/crates as long as tools and equipment are not needed.

Teamsters

Responsible for the handling of all material (except machinery) in and out of the exhibit hall. Exhibitors may carry in small packages, including pop-up booths, provided they can be hand-carried. **Hand-carrying does not apply to any loading dock area.**

Millwrights

Responsible for handling the assembly of machinery, conveyors and machinery parts, and the leveling of machinery and conveyors.

Cleaning/Porter Service

Show Ready is the exclusive cleaning contractor. No other cleaning services, including exhibitor-appointed contractors, are allowed to perform these services.

Display Labor

(Unified Labor Force Combining Carpenters and Decorators)

Responsible for uncrating of exhibits and display materials, installing and dismantling exhibits including cabinets, fixtures, shelving units, furniture; laying of floor tile and carpets; hanging and installation of non-electric

Exhibit Information and Regulations

signs; recreating of exhibits and machinery; installing and dismantling scaffolding, bleachers and ganging of chairs; installing of all drape, cloth and/or tacked fabric panels; and Velcro signs used in a booth that require tools or more than one person for installation. **However:**

- Exhibitors may hang their own signs or graphics within their booth provided there is no use of power tools, ladders, lifts, or similar equipment. This rule applies regardless of booth size.
- Exhibitors may also skirt tables, provided they do it with their own custom-fit skirts without the use of staples, snaps, or Velcro.
- In connection with exhibits ***no larger than 300 net square feet***, one exhibitor or full-time company representative may erect and tear down booths by hand without mechanical assistance or ladders.

Tippling. ASA forbids the giving of gratuities to those assisting with exhibit set-up and removal, including employees of The Freeman Companies.

Display Labor Rates. Labor will be available from The Freeman Companies for display installation and dismantling. Display labor rates will be \$83 per hour straight time (Monday-Friday, 8 a.m. – 4:30 p.m.), \$130 per hour overtime (4:30 p.m. to 8:30 p.m. Monday through Friday, 8 a.m. to 4:30 p.m. Saturday), and \$163 per hour double time (8:30 p.m. to 8 a.m. Monday through Saturday, all day Sunday and holidays).

Exhibitor-Appointed Contractors. All exhibitor-appointed contractors must conduct their activities within the confines of their client's booth. This includes desks, ladders and toolboxes. **All exhibitor-appointed contractors must supply the American Society of Anesthesiologists with a copy of a certificate of insurance naming the American Society of Anesthesiologists and their agents as additional-insured and a list of all clients by September 25.**

Exhibitor-appointed contractors who do not comply with the above deadlines will be restricted from supplying services to any exhibitors not designated before the above deadline. Alternative labor and materials will be available from the official suppliers. *It is the exhibitor's responsibility to notify its appointed contractor of these regulations.*

27. Empty Crates

"Empty Crate" labels will be available at the Service Desk and should be placed on crates when ready for removal to the storage area. Empty crates will be picked up and stored by The Freeman Companies and returned to your booth at the close of the meeting.

28. Hazardous Waste

Hazardous waste is any material being stored, recycled or thrown away that could cause injury or death or pollute air, land or water. Exhibitors that generate materials fitting the above description of hazardous waste in the course of their meeting activities should:

- Be aware of the full scope of the hazards associated with their wastes.
- Conform to the requirements of all regulatory agencies having jurisdiction in the location of the creation of hazardous wastes.
- Ensure that all company personnel or agents who could possibly be engaged in the transportation, containerization, use, coordination or disposal are fully informed of associated risks.

The exhibiting company will be responsible for any costs or expense associated with the removal or disposal of hazardous wastes resulting from the activities of the exhibiting company or an agent of the exhibiting company.

29. Fire Safety Regulations

All curtains, drapes and decorations must be of fire retardant materials. Exits, fire extinguishers, fire hoses and fire sprinkler closets must be visible and accessible at all times. Compressed gases are allowed only in approved containers at McCormick Place. Only a one-day supply will be allowed in the display area and must be secured. Storage of compressed gasses is not allowed at McCormick Place. Storage services will be available through Freeman. Use of two wire extension cords is prohibited. All temporary wiring must be accessible and free from debris and storage materials. All packing containers, wrapping materials and display materials must be removed from behind booths and placed in storage. Helium balloons are not allowed in the hall. Flammable liquids with flash point less than 110 degrees Fahrenheit are prohibited and may not be used or brought into the building. Combustible liquids with flash points higher than 110 degrees Fahrenheit must be stored in and dispensed from approved safety cans, and must be removed from the building before the show opens.

30. Security and Liability

Each exhibitor must provide for the safeguarding of its goods, materials, equipment, and display at all times. Although guards will be on duty, neither ASA, McCormick Place nor Freeman will be responsible for loss of any material or property of the exhibitor by or for any cause. Exhibitors can arrange for guard serv-

ice for their booths. Exhibitor property passes are required to remove equipment from the exhibit hall and will be available at the Freeman service desk.

The exhibitor must surrender the occupied space in the same condition as it was at the time of occupation. The exhibitor is responsible for all damage to the exhibit hall, and for any and all claims and demands on account of any injury or death or damage to property occurring in or upon the exhibitor's booth space or because of the acts of the exhibitor, exhibitor's employees, servants, agents, licensees or contractors; and exhibitor agrees to indemnify and hold harmless the Society and McCormick Place, from and against any and all liability and claims and demands which may arise from or be asserted in connection with the foregoing undertakings and responsibilities of the exhibitor. Neither ASA nor McCormick Place, their agents, servants, contractors, or employees, are liable for injuries to any person or for damage to property owned or controlled by the exhibitor, which claims for damages or injuries may be incident to or arise from or be in any way connected with the exhibitor's occupation of display space or the acts or omissions of exhibitor's agents, servants, contractors, or employees, except for claims for damage or injuries caused by or resulting from the negligence of the Society and McCormick Place and their respective agents, servants, and employees. Exhibitor acknowledges responsibility for obtaining insurance in such amounts deemed appropriate to comply with exhibitor's obligations herein and for exhibitor's own protection.

31. Sponsorship and Advertising Opportunities

ASA offers a number of sponsorship and advertising opportunities for exhibitors to increase their visibility within the anesthesiology, pain management, and critical care medicine markets.

- **Official On-Site Daily News:** Boost your visibility in the newspaper delivered each day to attendees, who are looking for the latest events and updates. There is an opportunity for every budget.
- **Doctor's Bag:** Showcase your literature and promotional items in this widely distributed resource, delivered to hotels on strategic meeting date(s).
- **Official Annual Meeting Program:** Reaching 34,000 anesthesiologists months before the meeting, the program offers key cover sponsorships.
- **Official Meeting Notebook:** The guide that references important meeting and city information, as well as providing a place for notes, receipts and business cards.

- **Hotel Key Cards:** A visible message that reaches attendees as they come and go from headquarters hotels.
- **Shuttle Buses:** An exclusive opportunity to be "on the move" with attendees to and from McCormick Place. Sponsor receives recognition on signage at each shuttle bus stop, on printed bus schedules, in the official Annual Meeting Program and in the program supplement.
- **Email Stations:** Reach out to attendees as they stay connected. Sponsorship includes recognition above 20 email stations, on screen savers and a direct link to their company home page.
- **Clipboard:** Your product message on the back of a handy clipboard that will be carried by attendees at McCormick Place and beyond.

Additional sponsorships are available. The complete list of sponsorships will be described in the rate card to be mailed to exhibitors this spring by Ascend Media.

Sponsors who reserve by August 15, 2006 are provided with the following opportunities for recognition:

- Sponsorship ribbon for booth staff
- Acknowledgement in the Show Daily and Meeting Notebook
- Acknowledgement on the ASA Web site
- Acknowledgement in the program supplement
- Acknowledgement in the ASA Newsletter, with total membership distribution.

Our publishing partner, Ascend Media, is ready to work on your promotional plan. If you have any questions regarding sponsorship or advertising opportunities, contact Cathleen Gorby at 913-780-6923 or email at cgorby@ascendmedia.com.

32. Exhibit Reception

A wine and cheese reception will be held in the exhibit hall on Sunday, October 15 from 4:30 – 6:00 p.m. This reception will provide exhibitors with an opportunity for dedicated time with ASA Annual Meeting attendees.

2005 Exhibiting Companies

ASA gratefully acknowledges the support of the following companies:

A

Abbott Point of Care
Action Products, Inc.
Acuity Care Technology Outpatient Care Technology
Advanced Biomedical Technologies
Advanced Infusion, Inc.
Advanced Simulation Corporation
AIG Domestic Accident & Health
Air National Guard
Aircraft Medical LTD
Ambu, Inc.
American Eagle International, LLC
American Medical Association
Analogic Corporation
Anecare Laboratories
Anesthesia Associates, Inc.
Anesthesia Business Consultants
Anesthesia Call Accountant
Anesthesia Management Partners
Anesthesiologist Assistants Programs
Anesthesiologists Professional Assurance Co. (APAC)
Anesthesiology News
Anew International
APS Medical Billing
ARC Medical, Inc.
Arizant Healthcare Inc.
Armstrong Medical Industries, Inc.
Arrow International
Artromick International, Inc.
Aspect Medical Systems
Aspen Medical Products
Athena Health
Atrion Medical Products
AtStaff, Inc.
Augustine Biomedical and Design
Axiom Worldwide
Axon Systems, Inc.

B

B. Braun Medical, Inc.
Bard Access Systems
Baxter Healthcare Corporation
Bayer Pharmaceuticals Corporation
BD
Bedford Laboratories
Belmont Instrument Corp.
BETA Biomed Services, Inc.
Bickford, A.M., Inc.
Biosensors International
Blackwell Publishing
Blue Bell Biomedical
Brathwaites Olivier Medical Inc.
Burlington Medical Supplies, Inc.

C

Caduceux

Cambridge University Press
Cardinal Health
Cardinal Medical Specialties
Cardiopulmonary Corp./Ivy Biomedical Systems
C-Arms International, Inc.
CBIZ Medical Management Professionals
Cerner Corporation
Cincinnati Sub-Zero Products, Inc.
Clarus Medical
CompHealth
CompOne Services, LTD
Comsort, Inc.
Cook Critical Care
Cosman Medical, Inc.
Cosmo Health International

D

Dale Medical Products, Inc.
Daniel & Yeager
Danmeter A/S
Datascope Corporation
Daxor Corporation
Docs 2000 (Acme Express, Inc.)
Doctors' Company, The
DocuSys
Dr. Jensen Board Prep
Drager Medical Inc.
Dupaco
Dux Dental
Dynatherm Medical, Inc.

E

EBI
eComputerized Physician Records
Edwards Lifesciences
Eko Systems, Inc.
Elcam Medical Inc.
Encyclopedia Britannica
Endo Pharmaceuticals
Engineered Medical Systems/Danmeter
Enthermics Medical Systems
Epimed International Inc.
Escalon Vascular Access
ESP Pharma
Essential Oral Board Review, The
Anesthesiology Consultants
Ethox International, Inc.
Everest Biomedical
Exhibithek

F

Forest Pharmaceuticals, Inc.
Fujiiryoki/ACIGI
Futuremed Amercia

G

Gaymar Industries
GCX Corp.
GE Healthcare

Glaxo Smith Kline
GlaxoSmithKline and Adolor Corporation
Global Medical Staffing, Ltd
GPRO - Global Perioperative Research Organization
Gyrus ACMI

H

H + H System, Inc.
Haemonetics Corporation
Haemoscope Corp.
Halocarbon Laboratories
Havel's, Inc.
Healthcare Business Services Group (HBSGI)
Healthpac Computer Systems, Inc.
Healthtronics
Heine USA
Helena Laboratories
HemoCue, Inc.
Hospira Worldwide, Inc.
HRA Research
Hudson RCI, Rusch, Teleflex Medical
Hy-Tape International

I

ICU Medical, Inc.
IDX Systems Corporation
I-Flow Corporation
IMD, International Medical Development
iMDsoft
Imogen Systems
Indian Health Service
InstruMed, Inc.
Instrumentation Industries, Inc.
Integra Spinal Specialties
International Anesthesia Research Society (IARS)
Intrasafe Medical, LLC
Invivo
IRadimed Corporation

J

JC Nationwide
JMS North America Corporation

K

Kadlec Medical Center
Kaiser Permanente
Karl Storz Endoscopy of America
Kendall & Davis/Linde Healthcare
Kimberly Clark Corporation
King Systems Corporation

L

Laerdal Medical Corp.
Lidco, Limited
Life-Tech
Lionville Systems
Lippincott/Williams & Wilkins

LMA North America, Inc.
Locumtenens.com

M

Magmedix, Inc.
Mainline Medical, Inc.
Masimo
Maxim Staffing Solutions
McGraw Hill Medical Publishing
McKinley Medical, LLC
Med Man Simulations, Inc. / Gas Man
MEDAC
MedCon Financial Services
Medenet, Inc.
Medical Doctor Associates, Inc.
Medical Information Solutions, Inc.
Medical Protective
Medi-Corp, Inc.
Medline Industries, Inc.
MedNet
Medrad
MedX Staffing
Mercury Medical
MHAUS
Mindray Co., LTD
Ministry Health Care
Minrad International, Inc.
ML International
Modular Services Company
Multigon Industries, Inc.

N

National Academy of Perioperative
Echocardiography
National Spine Relief, Inc.
Nationwide Medical Billing Resources
Nellcor Puritan Bennett/ Tyco
Healthcare
Nihon Kohden America, Inc.
North American Partners in
Anesthesia
Northwest Anesthesia Seminars

O

O.R. Comfort LLC
Oak Mountain Technologies
Olympus Surgical and Industrial
America, Inc.
Omicell
Organon Pharmaceuticals USA Inc.
Oridion Medical Ltd.
Ortho McNeil Pharmaceutical, Inc.
Outpatient Surgery Magazine
Oxford University Press

P

Pajunk Medical Systems
Pall Medical
Paragon Service
Parker Medical
PdaMD
Penlon Limited

Per-Se Technologies
Pfizer, Inc.
Philips Medical Systems
Physicians Business Network
Picis
Precision Software
Preferred Physicians Medical and PPM
Information Solutions, Inc.
Premier Anesthesia
Pro-Medical, Inc.
Prompte
Propper Manufacturing Co., Inc.
Pulsion Medical Systems

Q

Quest Medical, Inc.

R

RC McLean and Associates, Inc.
Ren-Lor
Respironics, Inc.
Roche
rxMark

S

Salter Labs
Saunders/Mosby - Elsevier
Shamrock Scientific Specialty
Systems Inc.
Sharn Anesthesia, Inc.
Sheridan Healthcare, Inc.
Sienco, Inc.
Sierra Health Services, LLC
Smiths Medical
Somanetics Corporation
Somnia, Inc.
SonoSite
Sorenson Medical, Inc.
South Oakland Services, Inc.
Southmedic, Inc.
Spacelabs Medical

Spectrum Healthcare Resources
Staff Care, Inc.
Stryker
Sun-Med/Bay Medical
Supertech, Inc.
Surgical Information Systems, Inc.

T

Team Health Anesthesia Management
Services
Tensys Medical, Inc.
The France Foundation
The Research Group
Tianjin Medis Int'l Trade Co., LTD
Time Research Limited
TimeMed Labeling Systems, Inc.
TIVA HealthCare, Inc.
Tri-anim

U

U.S. Army Mission Support BN
U.S. Jaclean, Inc.
University of Tennessee
USCOM Ultrasonic Cardiac
Output Monitors

V

Vantage Med/Northern Health
VBM Medical Inc.
Venetec International
Vitaid
Vital Signs Inc.
Voice Factor

W

Weatherby Locums, Inc.
Westmed Inc.
Whitaker Medical
Wolfe Tory Medical, Inc.
Woo Young Medical Co., Ltd.



Photo courtesy of Ellen Dallager Photography

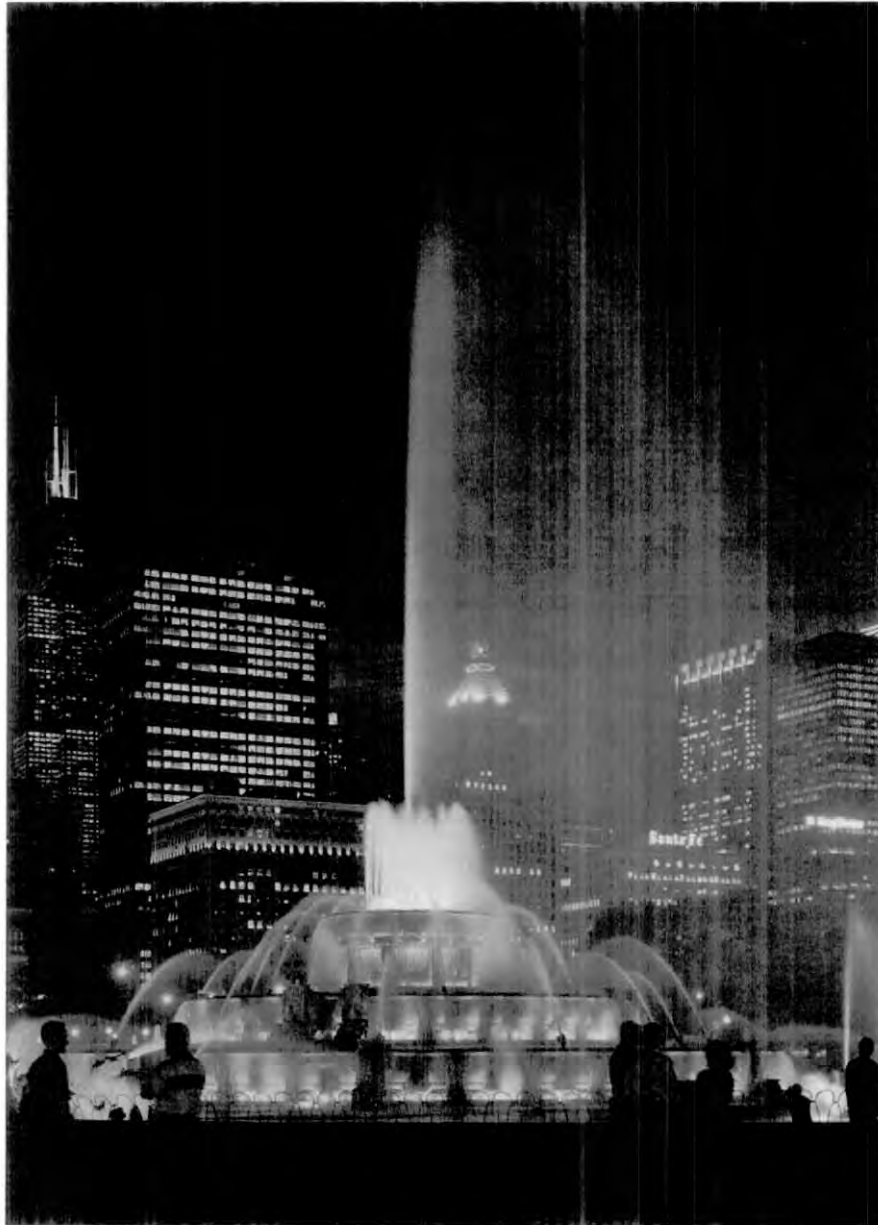


Photo courtesy of the Chicago Convention and Tourism Bureau

Exhibitors Advisory Committee

The 2006 Exhibitors Advisory Committee is chaired by:

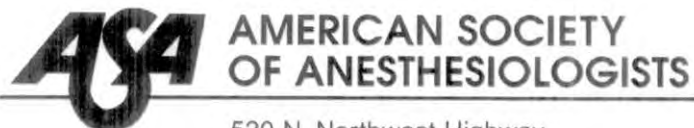
Jill Bonnema
Arizant Healthcare, Inc.
Medical Market Investigations
10393 W. 70th St.
Eden Prairie, MN 55344

The committee members are:

Carol Fields
Edwards Lifesciences

Niki Hogan
Daniel & Yeager

Susan L. Polk, M.D., adjunct
M. Christine Stock, M.D., adjunct
Rebecca S. Twersky, M.D., adjunct



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ASA 2009 SPONSORSHIP AND ADVERTISING OPPORTUNITIES

2009 ANNUAL MEETING

New Orleans

AMERICAN SOCIETY *of* ANESTHESIOLOGISTS

OCTOBER 17-21, 2009

American Society of
Anesthesiologists 

ASA 00312

Dear exhibitor:

The American Society of Anesthesiologists Annual Meeting will be held October 17-21, 2009 in New Orleans, Louisiana. The 62nd Annual Meeting offers many opportunities to increase your visibility within the anesthesiology, pain management and critical care medicine markets.

To help exhibitors maximize their exposure to this influential group, we are offering a variety of marketing choices, including: the print and online editions of the official *Daily News*, online edition and ePreview, *Doctor's Bag*, *ASA Exhibit Guide* and *ASA Product, Branding and Networking/Hospitality Sponsorships*.

New this year...ASA will award **1 point for every \$1,000 received in sponsorship and/or advertising purchases** toward your company's current priority point total for 2010 exhibit space. As an added value, most sponsorships include fulfillment and production costs.

These are proven methods—at every budget level—for exposing your products or services, driving traffic to your booth and helping prepare decision-makers for your personal message in face-to-face discussions. ASA continues to develop sponsorship opportunities and welcomes your suggestions and innovative ideas. Thank you for your support of the ASA Annual Meeting.

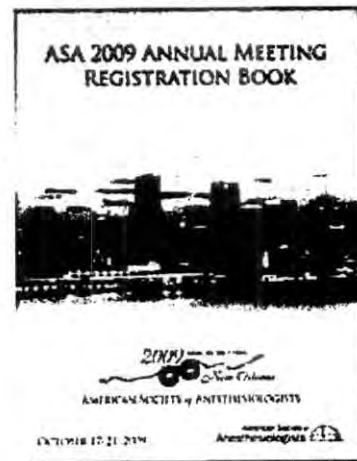
We look forward to seeing you in New Orleans.

OFFICIAL ASA ANNUAL MEETING REGISTRATION BOOK

This essential publication provides complete descriptions of educational sessions, schedules, registration forms, social activities and other program information for member attendees.

YOUR MESSAGE WILL:

- ◆ Reach over 43,000 anesthesiologists at home as they plan their itineraries before the meeting.
- ◆ Be one of only four advertisements to reach leading decision-makers.
- ◆ Put your message in potential attendees' hands in June - months before the meeting.



Rates

\$15,000 for the Inside Front Cover
\$12,000 for the Inside First Page
\$10,000 for the Back Cover
\$10,000 for the Inside Back Cover

Deadlines

Space reservation/payment due: May 22, 2009
Materials due: May 29, 2009

ADVERTISING INFORMATION

Size (width x height)	Dimensions	Four Color
Premium cover positions		
Inside Front Cover	8½" x 10⅞"	\$15,000
Inside First Page	8½" x 10⅞"	\$12,000
Back Cover	½ Page	\$10,000
Inside Back Cover	8½" x 10⅞"	\$10,000

For more information, please contact:

Rose Berg ◆ 847-268-9177 ◆ r.berg@asahq.org



OFFICIAL *DAILY NEWS*

As the official daily newspaper for the ASA Annual Meeting, the *Daily News* is the most dominant publication at the meeting, with exclusive on-site distribution and hotel room delivery in the ASA Doctor's Bag. *Daily News* is the only source for day-to-day coverage of meeting events, session and speaker information, and up-to-date floor plan and exhibitor information.

- ◆ Reach more than 17,000 attendees.
- ◆ Be seen repeatedly as your ad appears in four separate issues during the meeting.
- ◆ Drive traffic to your booth and generate awareness of your company.
- ◆ Connect with all 43,000 members via the online interactive edition.

Publication dates

October 17, 18, 19 and 20, 2009

Deadlines

Space reservation/payment due: August 21, 2009

Materials due: August 28, 2009

GROW YOUR BRAND WITH PREMIUM PLACEMENT

PREMIUM COVER POSITIONS

Drive traffic to your booth, build your brand, and leave a lasting impression with one of three premium cover positions: Back Cover, Inside Front Cover, Inside Back Cover and Front Page Banner.

FRONT PAGE BANNER AD

(10¼" x 2") Your message can have incredible presence with your banner ad at the bottom of the front page of the official daily.

INCREASE VISIBILITY ON ANY BUDGET

Boost the visibility of your product or service to more than 17,000 leading decision-makers with a Products & Services Showcase Ad. Your 2¾" x 3¼" ad includes a four-color photograph, 50-word description, booth number, company name, address and logo. Ad creation (layout, typesetting and one proof) is included in the price.

ADVERTISING INFORMATION

Rates include insertion in all four issues

Size	Dimensions (width x height)	Four Color	Black & White
Premium options			
Back Cover	10¼" x 14"	\$14,000	
Inside Front Cover	10¼" x 14"	\$12,900	
Inside Back Cover	10¼" x 14"	\$12,350	
Front Page Banner	10¼" x 2"	\$9,000	
Standard options			
Full Page	10¼" x 14"	\$11,300	\$9,650
Junior Page	7½" x 10"	\$9,100	\$7,500
Half Page	10¼" x 7" or 5" x 14"	\$7,500	\$5,900
Quarter Page	5" x 7"	\$5,600	\$4,000
Eighth of a Page	5" x 3½"	\$4,600	\$3,000
Products & Services Showcase Ad	2¾" x 3¼"	\$995	

For more information, please contact: Alexander Kahl ◆ 847-268-9104 ◆ a.kahl@asahq.org