



NEWSPAPER RACKS

Place your company logo and advertising on 10 newspaper distribution racks in prime locations throughout the Ernest N. Morial Convention Center. Thousands of anesthesiology leaders will pick up a newspaper from these racks every day to stay on top of the meeting's latest news and events. As an option, your logo may also appear on apparel worn by daily distribution personnel as they distribute the *Daily News* to all attendees.

You receive:

- ◆ A company logo on the front of all 10 racks.
- ◆ A product-specific advertisement on the side panels of each rack.
- ◆ A full-page, four-color ad within all four issues of the *Daily News*.

Your company logo may also act as a moving billboard on apparel worn by handout personnel (sponsor to provide apparel subject to ASA approval).

Rates

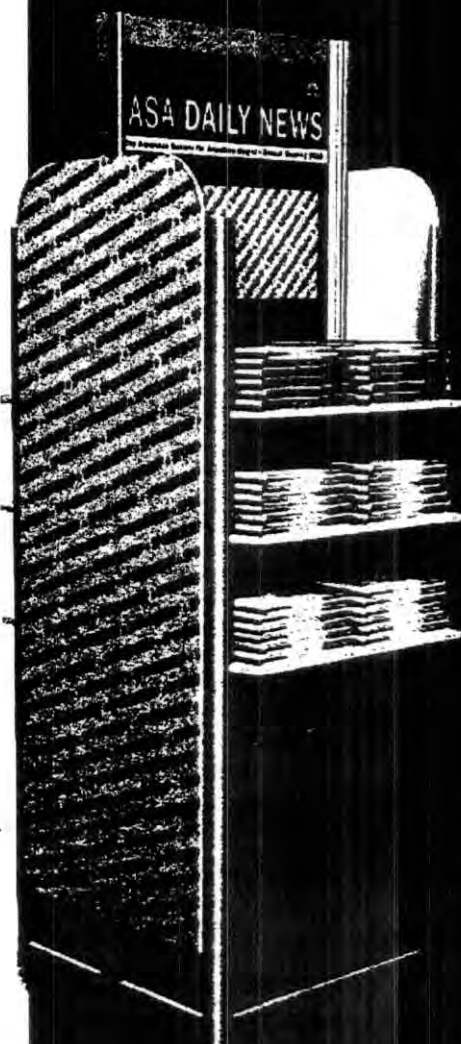
\$22,000 (includes newspaper racks plus a full-page, four-color ad in all four issues of the *ASA Daily News*)

\$12,000 (includes only the newspaper racks)

Deadlines

Rack space reservation/payment due: August 21, 2009

Rack materials due: August 28, 2009



ADVERTISING INFORMATION

Rates include insertion in all four issues

Size	Dimensions (width x height)	Four Color
Rack Premium (full-page, four color ad)		\$22,000
Side Panel	17" x 46"	
Logo Area	15.75" x 7"	
Full Page, Four Color Ad in <i>Daily News</i>	10 1/4" x 14"	
Rack Premium (racks only)		\$12,000
Side Panel	17" x 46"	
Logo Area	15.75" x 7"	

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

OFFICIAL ePREVIEW

The official ePreview presents news about the upcoming ASA Annual Meeting in two different editions e-mailed to 43,000 members before the meeting.

- ◆ Generate awareness of your company during the key planning time before the meeting.
- ◆ Drive traffic to your company Web site with a text acknowledgment and a linked banner ad on each page of the ePreview.

EXCLUSIVE OPPORTUNITY INCLUDES:

- ◆ Interactive banner ad that links to your Web site on each page of the official ePreview site (140 pixels x 500 pixels, 72 dpi).
- ◆ Tab acknowledgment with link to your company Web site.
- ◆ Banner ad that links to your Web site on e-mail blast to 43,000 members (550 pixels x 140 pixels, 72 dpi).



Rates

\$22,000 for both issues.

\$12,000 for one issue. Advertiser to choose issue.

Deadlines

Space reservation/payment due: July 31, 2009

Materials due: August 6, 2009

OFFICIAL *DAILY NEWS*, ONLINE EDITION SPONSOR

Published four days during the ASA Annual Meeting and posted on ASA's Web site www.asahq.org, the *Daily News* will be available in an interactive edition to all members worldwide. Reach your target audience and members who could not attend the meeting via daily e-mail blasts to ASA's entire membership.

EXCLUSIVE OPPORTUNITY INCLUDES:

- ◆ Interactive Banner ad that links to your Web site on the official *Daily News*, Online Edition page (550 pixels x 140 pixels, 72 dpi).
- ◆ Interactive Banner ad that links to your Web site opposite Front Cover of the *Daily News*, Online Edition.
- ◆ Banner ad that links to your Web site on four e-mail blasts to 43,000 members (550 pixels x 140 pixels, 72 dpi).

Rate

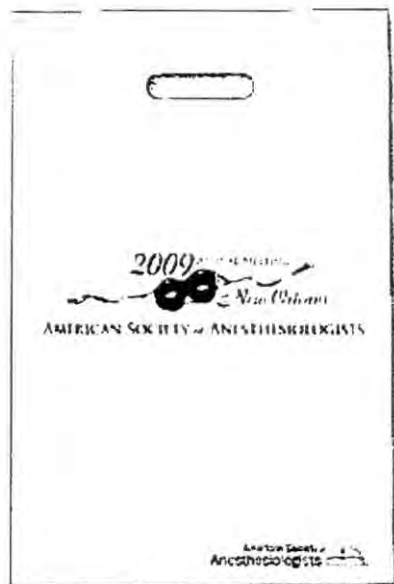
\$15,000

Deadlines

Space reservation/payment due: September 14, 2009

Materials due: September 16, 2009

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



OFFICIAL ASA DOCTOR'S BAG

Distributed the morning of Sunday, October 18th, the Doctor's Bag showcases select advertising literature and promotional items. Doctors appreciate receiving this type of information in their hotel rooms to help them plan their time at the meeting.

- ◆ Reach leading anesthesiologists when they are most receptive to your message.
- ◆ Deliver your message to approximately 6,000 attendee hotel room doors.
- ◆ Drive traffic to your booth as leading decision-makers use these materials to plan their itineraries.

Insert information

Delivery date: October 18, 2009

Quantity: 6,000

Insert sizes: Maximum size is 8½" x 11"

Maximum weight is 8 oz.

Rate

\$9,500 per insert

Restrictions

Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the bag. Prices are based on an average-sized paper insert. A minimum of four inserts must be reserved for the Doctor's Bag to be delivered on a particular day.

Deadlines

Space reservation/prototype/payment due: August 21, 2009

Materials due: August 28, 2009

ADVERTISE ON AND IN THE BAG

Have your message be the first that attendees see when they pick up their bags! Your corporate or product-specific logo and message are printed in color on one side of the bag, drawing extra attention to your presence. Sponsor also receives an insert inside the bag. You get maximum visibility in this Doctor's Bag Premium.

Rate

\$20,000

Deadlines

Space reservation/prototype/payment due: July 27, 2009

Materials due: August 3, 2009



For more information, please contact: Rose Berg ◆ 847-268-9177 ◆ r.berg@asahq.org

OFFICIAL ASA EXHIBIT GUIDE

Distributed at registration, the new ASA Exhibit Guide provides attendees information they need on the go, including a schedule-at-a-glance; floor plans; maps; detailed exhibit listings sorted alphabetically, by product and category; and other pertinent meeting information. Your advertisement in the only official exhibit guide will:

- ◆ **Drive traffic to your booth.**
Attendees will use the Exhibit Guide to plan their schedules and navigate exhibits.
- ◆ **Boost your visibility.**
Ensure your company stands out among other exhibitors competing for attendees' attention.
- ◆ **Gain repeat exposure.**
Reinforce your message again and again as users reference the guide during the meeting and throughout the year.

MAXIMIZE VISIBILITY WITH PREMIUM PLACEMENT

Drive traffic to your booth and leave a lasting impression with one of the following three premium cover positions.

Premium Cover Position Options and Rates

\$20,000 for the Back Cover
\$15,000 for the Inside Front Cover
\$12,000 for the Inside Back Cover

Deadlines

Space reservation/payment due: August 21, 2009
Materials due: August 28, 2009

ADVERTISING INFORMATION

Size	Dimensions (width x height)
Standard options	
Exhibitor Guide Size	8½" x 11"
Bleed Cover Size	8¾" x 11¼"
Non Bleed Cover Size	8" x 10½"
Live Area for Inside Covers	7¾" x 10½"



LOGO STOPPER

Having your company or product logo next to your exhibit listing in the Exhibitor Guide is a great way to grab readers' attention.

Logo Dimensions
½" x ½"

Rate
\$500

NEW PRODUCT FLAG

Readers will quickly see you are introducing a new product by displaying a New Product Flag next to your exhibit listing.

Flag Dimensions
½" x ½"

Rate
\$500

For more information, please contact: Rose Berg ◆ 847-268-9177 ◆ r.berg@asahq.org



PRODUCT SPONSORSHIPS



Registration Tote Bags

Co-sponsored \$31,000/Exclusive \$125,000

This is an opportunity for an exclusive or up to four (4) companies to achieve immediate recognition when attendees walk the Ernest N. Morial Convention Center and beyond with the official ASA meeting bag. Your company logo is printed on one side of the bag and distributed to attendees at registration. Sponsorship includes bag, production and fulfillment.



Meeting Padfolio

\$85,000

Attendees will use this item during the meeting and later in their offices. This opportunity allows for your company logo, subject to ASA approval, printed on the front. Sponsorship includes padfolio, production and fulfillment.



Laptop Protector

\$75,000

This Eco 100% recycled laptop sleeve will be used long after the meeting. Made from 100% post-consumer recycled material, it holds a standard 15" laptop. Company name and logo printed on one side. Artwork is subject to ASA approval.



Meeting Clipboard

\$75,000

Attendees will use this item during the meeting and beyond. This opportunity allows for your company logo, subject to ASA approval, to be printed on the front or back of the clipboard. Sponsorship includes clipboard, production and fulfillment.



Badge Holders/Lanyards (vinyl pouch includes cord)

\$40,000

Your company name/logo, subject to ASA approval, is visible and promoted throughout the entire meeting. Each badge holder or lanyard is distributed at registration to all attendees. Be the exclusive ASA badge holder sponsor. Sponsorship includes badge holder, production and fulfillment.



NEW!

Flash Drive

\$20,000

Sponsor's company logo is placed on the Flash Drive packaging only. Flash drives are loaded with Refresher Course abstracts.



Registration Area Pens

\$20,000

Company name and logo printed on pens and distributed at registration to all attendees in the registration area. Sponsorship includes pens, production and fulfillment. Artwork is subject to ASA approval.



Door/Shower Hangers

Per Headquarter hotel \$10,000

Advertising door hangers are a striking way to leave your message on the attendee hotel door or in their shower. This item provides a direct, simple and effective way to get your message across. Hotel delivery charge included. Sponsorship includes hangers, production and fulfillment. Available at the two Headquarter hotels, New Orleans Marriott or Hilton New Orleans Riverside. Artwork is subject to ASA approval.



Popout™ Maps

\$10,000

Help attendees journey through New Orleans using your own custom-branded foldout map. Maps measure 5.1" x 3.75" and are to be distributed at the registration bins. Includes production cost. Artwork is subject to ASA approval.



Water Coolers

\$10,000

This opportunity allows for your company logo, subject to ASA approval, to be placed on strategically based water coolers in the hospitality areas in the Exhibit Hall and convention hall lobby areas.



NEW!

Promotional Items

\$7,500

Your company provides promotional items such as pens, highlighters, notebooks, lip balm, mints, hand sanitizers, etc. to be distributed to all attendees in the registration area. Artwork is subject to ASA approval.



BRANDING SPONSORSHIPS



Shuttle Buses

\$70,000

Available for up to four sponsors, or ask for exclusive sponsor pricing. Buses will shuttle attendees throughout the day from their hotels to the Ernest N. Morial Convention Center and back again. Promote your product and/or company logo throughout the city. Color banners are located on the boarding side of the bus. Sponsorship includes fulfillment, production and installation costs.



WiFi

Co-sponsored \$35,000/Exclusive \$60,000

Be the "official wireless provider" or co-sponsor WiFi for the duration of the 2009 ASA Annual Meeting. The entire system is available in all contracted Ernest N. Morial Convention Center space with the exception of the exhibit halls and the Conference Auditorium. Your company logo will appear on screen splash at log-on and signage throughout the Ernest N. Morial Convention Center.



Wellness Initiative Center

\$55,000

Good health is the key to quality of life. We invite your organization to support the ASA's Wellness Initiative by sponsoring the first on-site Wellness Screening Program. Participants will take advantage of on-site convenience and educational reports. A comprehensive screening consists of blood test profiles similar to the one that doctors use to help determine early stages of disease and disorders. Your company name and logo will appear on signage throughout the designated screening area located in the exhibit hall and inside ASA meeting materials.



Escalator Signage

\$30,000

Reach attendees each day of the meeting with your company name and logo located in these high-traffic areas. Fulfillment and production costs are the responsibility of the advertiser, subject to ASA approval. Banners must be ordered through official show contractors.



Annual Meeting Session Download Areas

\$25,000

Your company's message will appear prominently on a splash screen when attendees download and print session information at several locations throughout the Ernest N. Morial Convention Center. These areas are sure to draw much traffic as ASA moves from a printed program book to electronic content only. Sign recognition for the sponsor will also be provided in these areas.



E-mail Stations

\$25,000

Enhance your visibility as attendees check e-mail and stay connected. This exclusive sponsor receives company logo "screenies" around the monitors, company logo on screen savers and a link to your home page for the duration of the meeting.



Relaxation/Massage Station

\$25,000

Generate booth traffic and outstanding visibility by exclusively sponsoring this relaxing service. Attendees must stop by your booth to receive their massage vouchers. Your company logo will appear on the vouchers and premier placement of company logo on massage station signage. Sponsors will provide the vouchers subject to ASA approval.



Airport Baggage Claim Banners

\$20,000

Be there as attendees arrive at the airport in New Orleans. Your company will welcome attendees to New Orleans with product-specific signage prominently displayed in baggage claim. Fulfillment and production costs are the responsibility of the advertiser, subject to ASA approval.



Hotel Key Cards

Per Headquarter hotel \$20,000

Promote your company and products to attendees and other exhibitors staying at the select hotels. Limit one sponsor per hotel. Design and artwork must be ASA approved. Sponsorship includes production and fulfillment. Available at the two Headquarter hotels, New Orleans Marriott or the Hilton New Orleans Riverside.



Help Desks

Exclusive \$12,000

Your brand will command these high-traffic areas where attendees take their meeting questions. Exclusive sponsor receives recognition in these areas and may provide notepads and pens, subject to ASA approval.



Exhibitor & Product Locator Stations

\$10,000

Your company's message and branding will be prominently displayed on one or more splash screens as well as the menu screen, and your company listing will be enhanced compared to the other exhibitors. Placement of your logo will appear on all print-outs that attendees request.

Each Navigator system has a floorplan for attendees to see where their selected companies are located. Logo and booth number will be on each printed floorplan for additional exposure.



Ground Transportation

Exclusive \$10,000

(To/from airport and hotel) Allows attendees to book their ground transportation (in advance) online and receive corporate-level service exclusive of long waits at the airport. Yours can be the first message attendees see as airport greeters hold up their names on a clipboard with your company name and logo. Company name and logo will appear on the front page of the transportation Web site, airport signage and e-mail communications.



Hotel Video

\$10,000

Broadcast your message to attendees in their hotel rooms on the convention channel over five days. This opportunity is available to only one sponsor per select hotel. Set-up and distribution fees are extra. Sponsor provides video, subject to ASA approval.



Schedule-at-a-Glance Board

\$10,000

Keep your brand in front of attendees each time they view the schedule-at-a-glance boards by displaying your company name and logo in several prominent locations throughout the Ernest N. Morial Convention Center.



Room Drop

\$9,500

Take advantage of this distribution opportunity to reach attendees in their hotel rooms with your promotional item that includes your product-specific name and logo. The Room Drop will only be on Sunday October 18. The rate includes a quantity of 6,000 for a single product provided by the sponsor and subject to ASA approval.



Electronic Leader Boards

Per Headquarter hotel \$7,500

Electronic promotional displays broadcasted in hotel lobby and in main guest elevators. Available at the two Headquarter hotels, New Orleans Marriott or the Hilton New Orleans Riverside. Sponsorship includes production and fulfillment.



Restaurant Reservations Desk

\$7,500

This professionally staffed area allows attendees to make dinner reservations during their trip to New Orleans. Sponsor receives signage recognition and may provide notepads and pens to use in this area, subject to ASA approval.



Televisor Lobby Kiosks

Per Headquarter hotel \$7,500

Promotional displays broadcasted on information kiosks in hotel lobbies and in main guest elevators. Available at the two Headquarter hotels, New Orleans Marriott or the Hilton New Orleans Riverside. Sponsorship includes production and fulfillment.



Beaming Stations

\$5,500

Attendees will instantly up-load important meeting information to their smartphone or other device. Provides opportunity to receive meeting and exhibitor information and even shuttle bus schedules on their devices. Sponsor receives recognition on the screen saver at three stations, subject to ASA approval.



Art Exhibit

\$5,000

Increase visibility by sponsoring the Art Exhibit where attendees display their passion for art every year. Sponsor receives product-specific recognition on signs in the area and in the Exhibit Guide, subject to ASA approval.



Exhibitor/Future Meetings Information

See Rates Below

This interactive lobby display provides an affordable opportunity for all exhibitors to efficiently and effectively market their products/services. Video and touch screen features allow Exhibitors to reach meeting attendees before they ever step into the exhibit hall. Literature pockets provide a low-cost highly visible opportunity to promote new products, in-booth demos, show specials and specific branding before the attendee enters the Exhibit Hall. This is also the area where universities and other organizations provide their literature about their future meetings to ASA attendees.

Spotlight Sponsor Panel	\$3,000
Messaging Videos	\$1,800
Electronic Brochures	\$750
Eye-level Premium Spot	\$600
Literature Pocket	\$500



Online Showcasing

Per 200 Words \$500/Per Video \$1,000

Take advantage of this opportunity to increase your Annual Meeting booth traffic and maximize your exposure before and after the meeting. Boost your online presence by bridging your company's product information directly to the ASA Web site. Members use the site to plan booth visits, select sessions and activities and get a sneak peak at the products and services that exhibitors are showcasing in their booths. Make sure your branding message gets to the attendees during the planning process so they feel compelled to visit your booth.



Aisle Sponsorship

Per Aisle \$2,500

Soar above the crowd with an aisle banner displaying your company logo and booth number. Choose just one or ask about package pricing for all aisle banners.

NETWORKING SPONSORSHIPS



Celebration of Advocacy Opening Session

\$75,000

Don't miss out on this opportunity to be the official sponsor of the first opening session at the American Society of Anesthesiologists Annual Meeting. The Celebration of Advocacy session will be a 90-minute session on Saturday, October 17 at the Ernest N. Morial Convention Center in New Orleans. It will introduce new national advocacy initiatives as well as promote the ASA's Branding and Grassroots Programs. Sponsor receives recognition of sponsoring the food and beverage for this event with their company name and logo on signs at the meeting as well as in ASA's meeting materials.



Hospitality Areas

Per Area \$20,000/For Both Areas \$35,000

Sunday - Tuesday

9:00 – 10:30 a.m. Coffee

(No coffee Sunday morning in exhibit hall)

2:00 – 3:00 p.m. Sodas

Centrally located in the exhibit hall in two 20' x 20' hospitality areas with coffee or sodas at designated times throughout the day. Sponsor will receive product-specific recognition above one or both hospitality areas, and may provide cups and napkins, at sponsor's expense.



Early Morning Coffee

Per Day \$15,000

7:00 a.m. – 8:30 a.m. & 9:00 a.m. – 10:30 a.m.

Support the morning coffee break in the Ernest N. Morial Convention Center Lobby for the duration of the meeting. Sponsor receives recognition with company logo in the coffee areas and up to two 22' x 24' directional signs leading attendees to the areas. Sponsor may provide napkins and cups with company or product logo at sponsor's expense, subject to ASA approval.

Saturday, 10/17

Sunday, 10/18

Monday, 10/19

Tuesday, 10/20



Afternoon Refreshment Break

\$10,000

2:00 p.m. – 3:00 p.m., Saturday October 17

Support the afternoon soda break in the Ernest N. Morial Convention Center Lobby on the first day of the meeting. Sponsor receives recognition with a company or product logo in the refreshment areas and up to two 22' x 24' directional signs leading attendees to the areas. Sponsor may provide napkins and cups with company or product logo at sponsor's expense, subject to ASA approval.



EXHIBITOR SPONSORSHIP/ADVERTISING AGREEMENT

2009 American Society of Anesthesiologists Annual Meeting

All sponsorship and advertising subject to ASA approval.

American Society of
Anesthesiologists 

Please complete the following information:

Sponsor/Advertiser: _____ Agency (if applicable): _____

Billing Information: _____ Agency _____ Advertiser _____ Contact Name: _____

Billing Address: _____ City, State Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Product Sponsorships

Badge Holders/Lanyards	_____ \$40,000	Promotional Items	_____ \$7,500
Door/Shower Hangers	_____ \$10,000	Registration Area Pens	_____ \$20,000
Flash Drives	_____ \$20,000	Registration Tote Bags	_____ \$125,000
Laptop Protectors	_____ \$75,000	(Exclusive)	
Meeting Clipboard	_____ \$75,000	Registration Tote Bags	_____ \$31,000
Meeting Padfolio	_____ \$85,000	(Co-sponsor)	
Popout™ Maps	_____ \$10,000	Water Coolers	_____ \$10,000

Branding Sponsorships

Airport Baggage Claim Banners	_____ \$20,000	Help Desks (Exclusive)	_____ \$12,000
Aisle Sponsorship (Per Aisle)	_____ \$2,500	Hotel Key Cards (1)	_____ \$20,000
Annual Meeting Session		Hotel Key Cards (2)	_____ \$20,000
Download Areas	_____ \$25,000	Hotel Video	_____ \$10,000
Art Exhibit	_____ \$5,000	Online Showcasing (200 Words)	_____ \$500
Beaming Stations	_____ \$5,500	Online Showcasing (Video)	_____ \$1,000
Electronic Leader Boards	_____ \$7,500	Relaxation/Massage Station	_____ \$25,000
E-mail Stations	_____ \$25,000	Restaurant Reservation Desk	_____ \$7,500
Escalator Signage	_____ \$30,000	Room Drop (Sun. Oct.18)	_____ \$9,500
Exhibitor/Future Meetings Information:		Schedule-At-A-Glance	_____ \$10,000
Electronic Brochure	_____ \$750	Shuttle Buses (Per Sponsor)	_____ \$70,000
Eyelevel Premium Spot	_____ \$600	Shuttle Buses	Call for exclusive pricing
Messaging Video	_____ \$1,800	Televator Lobby Kiosks	_____ \$7,500
Per Pocket	_____ \$500	WiFi (Exclusive)	_____ \$60,000
Spotlight Sponsor Panel	_____ \$3,000	WiFi (Co-sponsor)	_____ \$35,000
Exhibitor & Product Locator Stations	_____ \$10,000	Wellness Initiative Center	_____ \$55,000
Ground Transportation (Exclusive)	_____ \$10,000		

Networking/Hospitality Sponsorships

Afternoon Refreshment Break		Early Morning Coffee (Per Day):	
Saturday, Oct. 17	_____ \$10,000	Saturday, Oct. 17	_____ \$15,000
Celebration of Advocacy		Sunday, Oct. 18	_____ \$15,000
Opening Session	_____ \$75,000	Monday, Oct. 19	_____ \$15,000
		Tuesday, Oct. 20	_____ \$15,000
		Hospitality Area (One Area)	_____ \$20,000
		Hospitality Areas (Both Areas)	_____ \$35,000



EXHIBITOR SPONSORSHIP/ADVERTISING AGREEMENT

2009 American Society of Anesthesiologists Annual Meeting
All sponsorship and advertising subject to ASA approval.

ADVERTISING OPPORTUNITIES

ASA Annual Meeting Registration Book

Back Cover – ½ Page Ad	_____	\$10,000
Inside Back Cover- Full Page	_____	\$10,000
Inside Front Cover-Full Page	_____	\$15,000
Inside First Page- Full Page	_____	\$12,000

Exhibit Guide

Back Cover	_____	\$20,000
Inside Back Cover	_____	\$12,000
Inside Front Cover	_____	\$15,000
Logo Stopper	_____	\$500
"New Product" Flag	_____	\$500

ASA Doctor's Bag

Bag Premium (Per Side)	_____	\$20,000
Doctor's Bag Insert (Oct. 18 only)	_____	\$9,500

Daily News

	Black & White	Four-Color
Back Cover	_____	\$14,000
Inside Front Cover	_____	\$12,900
Inside Back Cover	_____	\$12,350
Front Page Banner Ad	_____	\$9,000
Full Page	_____ \$9,650	_____ \$11,300
Junior Page	_____ \$7,500	_____ \$9,100
½ Page	_____ \$5,900	_____ \$7,500
¼ Page	_____ \$4,000	_____ \$5,600
⅛ Page	_____ \$3,000	_____ \$4,600
Products & Services		
Showcase Ads	_____	\$995

Daily News, Online Edition Sponsor

Exclusive Opportunity	_____	\$15,000
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ePreview

Exclusive Opportunity (Both Issues)	_____	\$22,000
Exclusive Opportunity (One Issue)	_____	\$12,000

Rack Advertisement

(with full-page, four-color ad in all four issues of the ASA Daily News)	_____	\$22,000
Rack Advertisement Only	_____	\$12,000

Terms

- ✦ Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed or e-mailed signed copy of this agreement is also binding.
- ✦ Advertising agency and/or client are liable should one or the other default. No cancellations accepted.
- ✦ All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum \$500 late fee will be charged for materials received after the materials deadline.
- ✦ Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

Option to pay by credit card

☐ VISA ☐ MasterCard ☐ American Express

Card Number: _____

Expiration Date: _____

Authorized Signature: _____

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature _____

Title _____

Please send insertion orders to:

Attn: Rose Berg
520 N. Northwest Hwy.
Park Ridge, IL 60068-2573
Ph: 847-268-9177
Fax: 847-825-1692
r.berg@asahq.org
www.asahq.org

Attn: Alexander Kahl
520 N. Northwest Hwy.
Park Ridge, IL 60068-2573
Ph: 847-268-9104
Fax: 847-825-2085
a.kahl@asahq.org
www.asahq.org

American Society of
Anesthesiologists



MECHANICAL SPECIFICATIONS

DEADLINES

ASA Annual Meeting Registration Book

Space reservation/payment due: May 22, 2009

Materials due: May 29, 2009

Exhibit Guide

Space reservation/payment due: August 21, 2009

Materials due: August 28, 2009

ASA Doctor's Bag

Insert space reservation/prototype/payment due: August 21, 2009

Materials due: August 28, 2009

Daily News

Space reservation/payment due: August 21, 2009

Materials due: August 28, 2009

Daily News, Online Edition

Space reservation/payment due: September 14, 2008

Materials due: September 16, 2008

ePreview

Space reservation/payment due: July 31, 2009

Materials due: August 6, 2009

Newspaper racks

Space reservation/payment due: August 21, 2009

Materials due: August 28, 2009

ASA Sponsorships

Space reservation/payment due: June 1, 2009

Prototype due: June 15, 2009

Digital specifications for Daily News, Online Edition

- ✦ Banner ad must be in JPG, GIF, or Flash at 72 dpi. Recommended Maximum Initial Download Fileweight is 40k. Recommended Animation Length is 15 seconds.
- ✦ E-mail blast Banner ad must be in JPG or GIF at 72 dpi.
- ✦ Banner ads are 500 pixels wide by 140 pixels high (horizontal banner). Banner ads must be submitted at actual size.
- ✦ Electronic ad opposite front cover must be in JPG, GIF, Flash or PDF at 72 dpi. Contact Alexander Kahl for size requirements.
- ✦ For linked ads, URL must be submitted along with creative material. Both the ad and the URL for linking are subject to approval by the ASA.

Digital specifications for ePreview

- ✦ Banner ad must be in JPG, GIF, or Flash at 72 dpi, 140 pixels wide by 500 pixels high (vertical banner). Recommended Maximum Initial Download Fileweight is 40k. Recommended Animation Length is 15 seconds.
- ✦ E-mail blast Banner ad must be in JPG or GIF at 72 dpi, 500 pixels wide by 140 pixels high (horizontal banner).
- ✦ Banner ads must be submitted at actual size.
- ✦ URL must be submitted along with creative material. Both the ad and the URL for linking are subject to approval by the ASA.

How to participate in the ASA Doctor's Bag

1. Reserve space in the Doctor's Bag on or before the space deadline.
2. Supply a prototype of your insert for approval by ASA. A copy of the insert must be pre-approved by ASA regardless of prior approval for other promotional opportunities at the meeting. Early submission is to your benefit. Submit a PDF of your prototype via e-mail to: Rose Berg; 847-268-9177 r.berg@asahq.org
3. If changes are necessary, a copy of the revised insert must be resubmitted. ASA will notify you of final approval.
4. Ship Inserts to be received by the materials deadline. ASA will supply a shipping label with complete shipping information. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box that is shipped. Please do not ship the full quantity to ASA, or you may incur additional costs.

Important notes

- ✦ Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for Doctor's Bag inserts.
- ✦ The Doctor's Bag price is based on an average-sized paper insert. Contact Rose Berg; 847-268-9177 r.berg@asahq.org for other options and pricing.
- ✦ A minimum of four inserts from any combination of advertisers must be reserved for a Doctor's Bag to be delivered on a particular day.
- ✦ Doctor's Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.
- ✦ The advertiser is responsible for sending the correct number of inserts. If materials are received by the printed deadline, ASA will attempt to verify quantities received and notify advertisers of shortages. ASA will not be responsible for shortages due to an incorrect number of inserts received. Please submit an additional three to five percent overage to allow for potential growth of roomblocks.

How to participate in the ASA Annual Meeting Registration Book, Exhibit Guide, and Product Sponsorships.

Contact Rose Berg; 847-268-9177 r.berg@asahq.org for further information.

Print requirements

- ✦ High Resolution or Press Quality PDFs required for all ads.
- ✦ Fonts must be outlined or embedded.
- ✦ All colors should be converted to CMYK (except black text).
- ✦ Crop marks and color bars should be outside printable area
- ✦ Only one ad per PDF document. (Submit spreads as single-page files, indicating right hand page [RHP] and left hand page [LHP] in file names.)

Document setup

- ✦ QuarkXPress or Adobe InDesign should be used for ad layouts. Convert the file into a High Resolution or Press Quality PDF.
- ✦ Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels). Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- ✦ All colors must be CMYK (except black text); no Pantone colors.
- ✦ Ink density is not to exceed 300%.
- ✦ Black text 12 points or smaller should be black only.

Unacceptable file types

Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted.

Submitting digital files

Contact your ASA representative for your upload instructions and unique login and password.

Proofs

Contract proofs are required for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy. Without an accurate color proof, ASA cannot be held responsible for the outcome of color on press.

Submitting required proofs for Daily News, Newspaper Racks, ePreview and Daily News Online Edition.

Mail proofs to:
American Society of Anesthesiologists
Attn: Alexander Kahl
520 N. Northwest Hwy.
Park Ridge, IL 60068-2573

Submitting required proofs for Doctor's Bag, Exhibit Guide, Registration Book and Product Sponsorships.

Mail proofs to:
American Society of Anesthesiologists
Attn: Rose Berg
520 N. Northwest Hwy.
Park Ridge, IL 60068-2573

Important notes

- ✦ All advertising is subject to the approval of ASA.
- ✦ A minimum \$500 late fee will be charged for materials received after the deadline.
- ✦ Payment is due at space deadline. All prices are net.
- ✦ All signed agreements are firm. No cancellations are accepted.
- ✦ No agency commission or cash discounts accepted.
- ✦ Ads sized to exact dimensions are expected. Resizing and mechanical or production services are an additional charge. All efforts are made to preserve advertising materials in their original condition. However, ASA will not be responsible for lost or damaged ad materials after publication. ASA will not be responsible for final reproduction quality of any materials provided that do not meet the defined specifications of this publication.

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication. While every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

American Society of
Anesthesiologists 
520 N. Northwest Highway • Park Ridge, IL 60068-2573

2009 ANNUAL MEETING

New Orleans

AMERICAN SOCIETY *of* ANESTHESIOLOGISTS

Harvest successful relationships

Connect with more than 17,000 attendees and increase your visibility within the anesthesiology, pain management and critical care medicine markets with these official meeting opportunities.



2008 Annual Meeting
American Society of Anesthesiologists
 **Orlando**
October 18-22, 2008

Dear exhibitor,

The American Society of Anesthesiologists Annual Meeting will be held October 18–22, 2008, in Orlando, Fla. The 61st Annual Meeting offers several 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 official on-site *Daily News*, ePreview and eDaily, Doctor's Bag, *ASA Annual Meeting Program* and ASA sponsorships.

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.

Thank you for your support of the ASA Annual Meeting. We look forward to seeing you in Orlando.

Best regards,

Patricia A. Kapur M.D.

Patricia A. Kapur, M.D.

2008 ASA Annual Meeting Chair

Beverly Philip M.D.

Beverly Philip, M.D.

2008 ASA Annual Meeting Vice Chair

Official ASA Annual Meeting Program



This essential publication provides complete descriptions of educational sessions, schedules, exhibitors and product listings, social activities, floor plans and other program information.

Your message will:

- Reach up to 40,000 anesthesiologists at home as they plan their itineraries before the meeting.
- Be one of only two advertisements to reach leading decision-makers.
- Put your message in potential attendees' hands in August—weeks before the meeting.

Advertising information

Size	Dimensions (width x height)	Four-color
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Premium cover positions

Inside Front Cover	8-1/2" x 10-7/8"	\$15,000
Inside Back Cover	8-1/2" x 10-7/8"	\$10,000

Deadlines

Space reservation/payment due: **June 23, 2008**

Materials due: **June 30, 2008**

Official ASA Doctor's Bag

Distributed the morning of Sunday, October 19, the Doctor's Bag showcases select advertising literature and promotional items. Doctors appreciate receiving this type of information in their hotel rooms to help them plan their time at the meeting.

- Reach leading anesthesiologists when they are most receptive to your message.
- Deliver your message to approximately 5,500 attendee hotel room doors.
- Drive traffic to your booth as leading decision-makers use these materials to plan their itineraries.

Insert information

Delivery date: October 19, 2008

Rate: \$9,450 per insert

Quantity: 5,500

Insert sizes: Maximum size is 8-1/2" x 11"
Maximum weight is 8 oz.

Restrictions

Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the bag. Prices are based on an average-sized paper insert. A minimum of four inserts must be reserved for the Doctor's Bag to be delivered on a particular day.

Insert deadlines

Space reservation/prototype/payment due:

September 9, 2008

Materials due: **September 17, 2008**



CORPORATE OR
PRODUCT-SPECIFIC
LOGO AND/OR
MESSAGE HERE

Advertise on and in the bag

Be the first message attendees see when they pick up their bags! Your corporate or product-specific logo and message are printed in color on one side of the bag,

drawing extra attention to your presence. Sponsor also receives an insert inside the bag. You get maximum visibility in this Doctor's Bag Premium.

\$15,000

Bag Premium deadlines

Space reservation/prototype/payment due:

July 28, 2008

Materials due: **August 4, 2008**

Cathleen Gorby:

All rates are net. No cancellations accepted.



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.

Publication dates

October 18, 19, 20 and 21, 2008

Deadlines

Space reservation/payment due:

September 1, 2008

Materials due: September 8, 2008

Advertising information

Rates include insertion in all four issues.

Size	Dimensions (width x height)	Black-and-white	Four-color
Premium options			
Back Cover	10-1/4" x 14"		\$14,000
Inside Front Cover	10-1/4" x 14"		\$12,900
Inside Back Cover	10-1/4" x 14"		\$12,350
Front Page Banner	10-1/4" x 2"		\$9,000
Rack Premium (with full-page, full color ad)			\$22,000
Rack Premium (racks only)			\$12,000
Standard options			
Full Page	10-1/4" x 14"	\$9,650	\$11,300
Junior Page	7-1/2" x 10"	\$7,500	\$9,100
1/2 Page	10-1/4" x 7" or 5" x 14"	\$5,900	\$7,500
1/4 Page	5" x 7"	\$4,000	\$5,600
1/8 Page	5" x 3-1/2"	\$3,000	\$4,600
Products & Services Showcase Ad	2-3/8" x 3-1/4"		\$995

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 2-3/8" x 3-1/4" 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.

\$995 each





Deadlines

Rack space reservation/payment
due: **August 15, 2008**

Rack materials due: **August 22, 2008**

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**, \$14,000; **Inside Front Cover** \$12,900; **Inside Back Cover** \$12,350

Front Page Banner Ad

(10-1/4" x 2") Your message can have incredible presence with your banner ad at the bottom of the front page of the official daily.
\$9,000

Newspaper Racks

Place your company logo on 10 newspaper distribution racks in prime locations throughout the Orange County Convention Center. Thousands of anesthesiology leaders will pick up a newspaper from these racks every day to stay on top of the meeting's latest news and events. As an option, your logo may also appear on apparel worn by daily distribution personnel as they distribute the *Daily News* to all attendees. You receive:

- A company logo on the front of all 10 racks.
- A product-specific advertisement on the side panels of each rack.
- A full-page, four-color ad within all four issues of the *Daily News*.

Your company logo may also act as a moving billboard on apparel worn by handout personnel (*sponsor to provide apparel subject to ASA approval*).

\$22,000 (*includes newspaper racks plus a full-page, four-color ad in all four issues of the daily*)

\$12,000 (*includes only the newspaper racks*)

Cathleen Gorby:

All rates are net. No cancellations accepted.

ASA 00336

Official ePreview

Two different editions e-mailed to 40,000 members before the meeting, the official ePreview presents news about the upcoming ASA Annual Meeting.

- Generate awareness of your company during the key planning time before the meeting.
- Drive traffic to your company Web site with a text acknowledgement and a linked banner ad on each page of the ePreview.

Exclusive opportunity includes:

- Banner ad on each page of the official ePreview site (140 pixels x 500 pixels, 72 dpi).
- Banner ad links to your company Web site.
- Text acknowledgment with link to your company Web site.

\$16,000 for both issues.

\$9,000 for each issue. *Advertiser to choose issue.*

Deadlines

Space reservation/payment due: **July 30, 2008**

Materials due: **August 6, 2008**



Official Daily News, Online Edition



Published four days during the ASA Annual Meeting and for 90 days after the meeting, the official eDaily makes the highlights of each day's issue of the *Daily News* available to an audience around the world through an interactive site.

- Reach your target audience and members who couldn't attend the meeting as ASA's daily e-mail blast drives recipients to the Web site.
- Drive traffic to your company Web site for more information with a linked banner ad on each page of the site.

Exclusive opportunity includes:

- Banner ad on each page of the official online daily site (140 pixels x 500 pixels, 72 dpi).
- Banner ad links to your company Web site.
- Text acknowledgment with link to your company Web site.

\$15,000

Deadlines

Space reservation/payment
due: **September 2, 2008**

Materials due: **September 8, 2008**

Command attention with 2008 ASA sponsorships



SHUTTLE BUSES

Put your message on the move as attendees are transported from their hotels to the Orange County Convention Center and back again. Buses will shuttle attendees throughout the day. Banners on the boarding side of the bus are available in eye-catching, full color—a moving billboard that promotes your product and company logo throughout the city. No other form of advertising offers a lower cost per impression than vehicle graphics.

Sponsorship includes:

- Signage on all shuttle bus routes and schedule signs at each hotel and the convention center.
- Banner on the boarding side of the bus in your choice of colors.
- Headrest wraps.
- Fulfillment, production and installation costs.

\$60,000



HOTEL VIDEO

Reach attendees in their hotel rooms with your message broadcast on the hotel convention channel over five days. This limited opportunity is available to only one sponsor per select hotels. Set-up and distribution fees are extra. *Sponsor provides video, subject to ASA approval.*

\$10,000 per hotel



HOTEL KEY CARDS

Meet attendees coming and going with your message on hotel key cards. Promote your company and products to attendees staying at select hotels. Hurry, this opportunity is limited to one sponsor per hotel. Fulfillment, production and distribution fees are extra. *Design and artwork must be provided by sponsor, subject to ASA approval.*

\$10,000 per hotel



REGISTRATION BAGS

Create lasting visibility with your product-specific logo or advertisement on high-quality bags distributed at registration. Sponsor also receives visibility outside the Annual Meeting when attendees use the bag after the meeting. *Sponsor provides bags, subject to ASA approval.*

\$20,000

Cathleen Gorby: Ph: (913) 780-6923 • Fax: (913) 780-4344 • cgorby@arconmedia.com

All rates are net. No cancellations accepted.

Sponsorship opportunities, continued



LANYARDS

Make your message visible to every Annual Meeting attendee. Sponsor may place a company name and logo on lanyards to be distributed at registration. *Sponsor provides 15,000 lanyards, subject to ASA approval.*

\$10,000



POPOUT™ MAPS

Help attendees navigate Orlando using your own custom-branded PopOut™ map. These unique foldout maps, which measure 5.1" x 3.75" folded down, make great keepsakes of the meeting. Sponsorship includes your product-specific logo on the front of a minimum of 5,000 PopOut™ maps distributed at registration bins. Ask about additional distribution opportunities.

\$5,000 sponsorship



E-MAIL STATIONS

Gain repeat exposure as attendees check e-mail and stay connected. Exclusive sponsor receives product-specific recognition above e-mail stations, "screenies" around monitors, logo on screen-savers and a direct link to your company home page for the duration of the Annual Meeting. *Sponsor to provide a minimum of 50 reams of printer paper (company or product logo watermark optional) and mouse pads for the area, subject to ASA approval.*

\$10,000



MESSAGE CENTER

Boost your visibility with your company name and product logo over the highly visited area where attendees leave and retrieve messages. These electronic message boards help attendees find each other and set appointments if they don't have each other's personal contact information. Exclusive sponsor receives recognition above each station and on monitor screen-savers. *Sponsor to provide a minimum of 20 reams of printer paper (company or product logo watermark optional) for the area, subject to ASA approval.*

\$5,500



HELP DESKS

Your brand will command these high-traffic areas where attendees get questions answered. *Exclusive sponsor receives product-specific recognition in these areas, and may provide notepads and pens, subject to ASA approval.*

\$10,000



BEAMING STATIONS

Hook up with attendees as they instantly up-load important meeting information to their smartphone or other device. Information is becoming increasingly "mobile" and these stations give physicians an opportunity to efficiently receive meeting and exhibitor information—even shuttle bus schedules—on their devices. *Sponsor receives product-specific recognition on the screen-saver at three beaming stations, subject to ASA approval.*

\$5,500



HOSPITALITY AREAS

Centrally located in the exhibit hall, two 20' x 20' hospitality areas will provide attendees with coffee or sodas at designated times throughout the day. Sponsor will receive product-specific recognition above one or both hospitality areas, and may provide cups and napkins.

\$20,000 per area
\$35,000 for both areas



WATER BOTTLES AND COOLERS

To support good environmental practices, ASA will offer a refillable water bottle with attendee materials at registration. Gain visibility with thousands of attendees by placing your product-specific logo on these bottles as well as signage at water coolers located in key meeting areas. *Sponsor provides 5,000 water bottles, subject to ASA approval.*

\$20,000



RESTAURANT RESERVATIONS DESK

This highly visited, professionally staffed area allows attendees to make dinner reservations during their trip to Orlando. *Sponsor receives product-specific recognition and may provide notepads and pens to use in this area, subject to ASA approval.*

\$5,000



ESCALATOR SIGNAGE

Want BIG exposure? Reach thousands of attendees each day of the meeting with your product-specific signage located in these high-traffic areas. *Fulfillment and production costs are the responsibility of the advertiser, subject to ASA approval. Banners must be ordered through official show contractors.*

\$20,000 per area



AIRPORT BAGGAGE CLAIM BANNERS

Be the first message attendees see as they arrive at the airport in Orlando. Your company will welcome attendees to Orlando with product-specific signage prominently displayed in Baggage Claim. *Fulfillment and production costs are the responsibility of the advertiser, subject to ASA approval.*

\$20,000



ART EXHIBIT

Increase your visibility by sponsoring this feature of the exhibit hall where attendees display their passion for art every year. *Sponsor receives product-specific recognition and may distribute literature in the area, subject to ASA approval.*

\$5,000

Cathleen Gorby: Ph. (913) 780 6926

Fax (913) 780-4344 • cgorby@ascendmedia.com

All rates are net. No cancellations accepted.

MECHANICAL SPECIFICATIONS

Deadlines

ASA Annual Meeting Program

Space reservation/payment due:

June 23, 2008

Materials due: **June 30, 2008**

ASA Doctor's Bag

Insert space reservation/prototype/

payment due: **Sept. 9, 2008**

Materials due: **Sept. 17, 2008**

ASA Doctor's Bag Premium

Insert space reservation/prototype/

payment due: **July 28, 2008**

Materials due: **August 4, 2008**

Daily News

Space reservation/payment due:

September 1, 2008

Materials due: **September 8, 2008**

Newspaper racks

Space reservation/payment due:

August 15, 2008

Materials due: **August 22, 2008**

ePreview

Space reservation/payment due:

July 30, 2008

Materials due: **August 6, 2008**

Daily News, Online Edition

Space reservation/payment due:

September 2, 2008

Materials due: **September 8, 2008**

ASA Sponsorships

Space reservation/payment due:

July 30, 2008

Prototype due: **August 8, 2008**

Print requirements

- PDF/X-1a files are required for all ads. View specifications at www.swop.org or <http://www.adobe.com/designcenter/acrobat/articles/acrobatpdfx.html>.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (12-point offset).
- Only one ad per PDF document. (Submit spreads as single-page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names.)

Document setup

- QuarkXPress or Adobe InDesign should be used for ad layouts. For information on creating a PDF/X-1a, visit www.adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be Type 1 or OpenType (Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only, (C=0%, M=0%, Y=0%, K=100%).

Unacceptable file types

- Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Free-hand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Media sales representative.

Submitting digital files

- Contact your Ascend Media representative for your upload instructions and unique login and password.

Proofs

- Contract proofs are required for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP*-approved. View specifications online at www.swop.org. Without an accurate SWOP*-provided proof, Ascend Media cannot be held responsible for the outcome of color on press.

Submitting required proofs

Mail proofs to:

Ascend Media, LLC
Attn: ASA
7015 College Blvd., Suite 600
Overland Park, KS 66211
(913) 469-1110

Please remit payments to:

Ascend Media, LLC
P.O. Box 414674
Kansas City, MO 64141-4674

Digital specifications for Daily News, Online Edition or ePreview

- All digital ads must be in JPG or GIF format at 72 dpi.
- Banner ads on digital products are 140 pixels wide by 500 pixels high. Banner ads must be submitted at actual size.
- For linked ads, URL must be submitted along with creative material. Both the ad and the URL for linking are subject to the approval of the association.

How to participate in the ASA Doctor's Bag

1. Reserve space in the Doctor's Bag on or before the space deadline.
2. Supply a prototype of your insert for approval by ASA. A copy of the insert must be pre-approved by ASA regardless of prior approval for other promotional opportunities at the meeting. Early submission is to your benefit. Submit a PDF of your prototype via e-mail to your Ascend Media representative or submit two copies by overnight service to Ascend Media LLC, 7015 College Blvd., Suite 600, Overland Park, KS 66211.
3. If changes are necessary, a copy of the revised insert must be resubmitted. Ascend Media will notify you of final approval.
4. Ship inserts to be received by the materials deadline. Ascend Media will supply a shipping label with complete shipping information. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box that is shipped. Please do not ship the full quantity to Ascend Media, LLC, or you may incur additional costs.

The advertiser is responsible for sending the correct number of inserts. If materials are received by the printed deadline, Ascend Media will attempt to verify quantities received and notify advertisers of shortages. Ascend Media will not be responsible for shortages due to an incorrect number of inserts received. Please submit an additional three- to five-percent overage to allow for potential growth of roomblocks.

How to participate in the ASA Annual Meeting Program

Contact medical account specialist Cathleen Gorbey at cgorbey@ascendmedia.com or (913) 780-6923 for further information.

Important notes

- Only exhibitors may purchase sponsorships.
- All advertising is subject to the approval of ASA.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment is due at space deadline. All prices are net.
- All signed agreements are firm. No cancellations are accepted.
- No agency commission or cash discounts accepted.
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for Doctor's Bag inserts.
- The Doctor's Bag price is based on an average-sized paper insert. Contract an Ascend Media sales representative for other options and pricing.
- A minimum of four inserts from any combination of advertisers must be reserved for a Doctor's Bag to be delivered on a particular day.
- Doctor's Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication. While every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

DAILY NEWS AD SIZES AND DIMENSIONS (width x height)

Publication size: 11-3/8" x 15" (finished size)

Newspaper ads do not bleed. Newspapers do not take a final bindery trim.

Covers and Full Page 10-1/4" x 14"	Junior Page 7-1/2" x 10"	1/4 Page 5" x 7"	1/8 Page 5" x 3-1/2"
1/2 Page Horizontal 10-1/4" x 7"	1/2 Page Vertical 5" x 14"	Front-Page Banner 10-1/4" x 2"	Products & Services Showcase 2-3/8" x 3-1/4"

ASA ANNUAL MEETING PROGRAM

AD SIZES AND DIMENSIONS

(width x height)

Publication size:

8-1/2" x 10-7/8"

(finished size)

Covers
Bleed 8-3/4" x 11-1/2"
Trim 8-1/2" x 10-7/8"
Live Area 7-3/4" x 10-3/8"

NEWSPAPER RACK

AD SIZES AND DIMENSIONS

(width x height)

Final rack dimensions:

Front header panel:
15-3/4" wide x 19" high

Base side panels:
14-1/2" wide x 47-1/2" high

Available ad space (for advertisers):

Front header panel:
Corporate logo space
15-3/4" wide x 7" high

Base side panels:
14-1/2" wide x 47-1/2" high

ADVERTISER'S SPACE

COMPANY LOGO

for exhibitor sponsorship opportunities at the
2008 American Society of Anesthesiologists Annual Meeting
 Subject to acceptance by Ascend Media, LLC. *All advertising subject to ASA approval.*

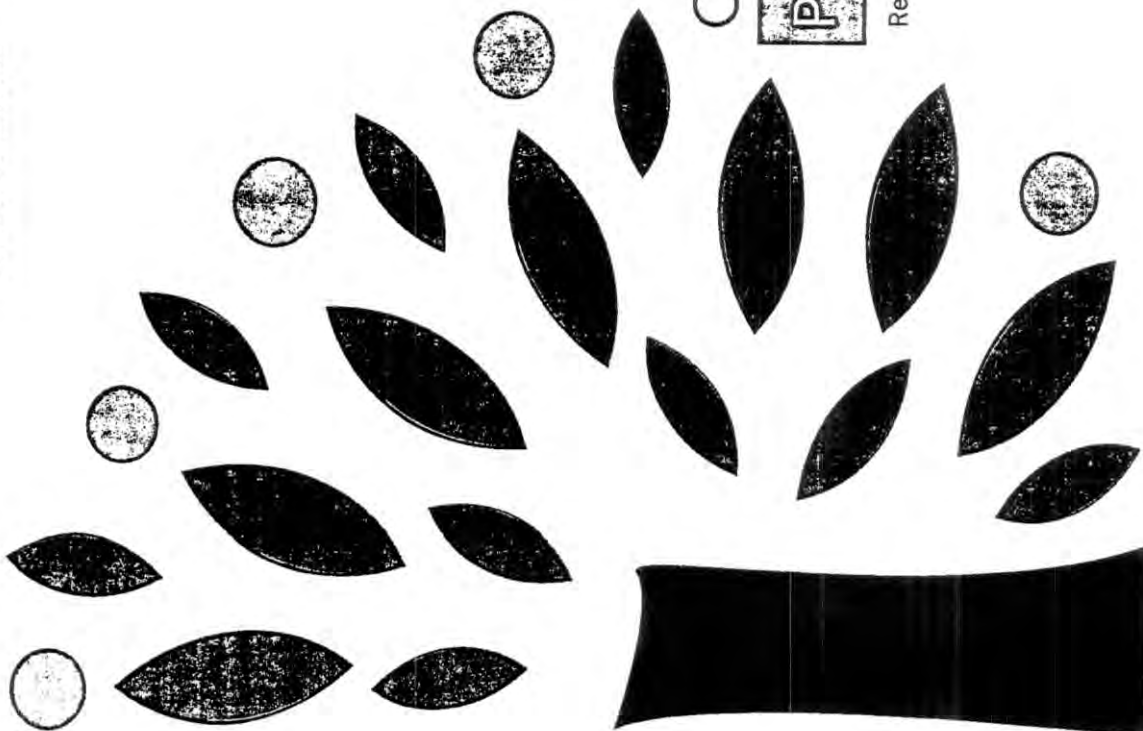
E-mail: _____



2008 Annual Meeting
American Society of Anesthesiologists
Orlando
October 18-22, 2008

Advertising representative:
ASCEND MEDIA
7015 College Blvd., Suite 600
Overland Park, KS 66211

Contact Cathleen Gorby
Ph. (913) 780-6923
Fax (913) 780-4344
cgorby@ascendmedia.com



CONNECTING

PEOPLE, PRODUCTS AND KNOWLEDGE

Reach more than 17,000 attendees at the ASA Annual Meeting with these advertising opportunities.

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Hold the attention of more than 18,000 attendees with these official meeting opportunities.

Doctor's Bag

*Annual Meeting
Program*

ASA Daily News

Sponsorship Program

ASA



AMERICAN SOCIETY
OF ANESTHESIOLOGISTS

ANNUAL MEETING • OCTOBER 13-17, 2007
SAN FRANCISCO, CALIFORNIA



ASA AMERICAN SOCIETY
OF ANESTHESIOLOGISTS

Dear Exhibitor,

The American Society of Anesthesiologists Annual Meeting will be held October 13-17, 2007, in San Francisco. The 60th Annual Meeting offers several 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 official on-site Doctor's Bag, *Annual Meeting Program*, *ASA Daily News*, and a Sponsorship Program.

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.

With each sponsorship opportunity, you receive the following added values to enhance your exposure at this key meeting—demonstrating your support, leadership and commitment to anesthesiology and its subspecialties. Sponsorships must be reserved by August 10, 2007, to receive this full list of added values:

- ☐ Sponsorship ribbons for booth staff.
- ☐ Recognition in the on-site *ASA Daily News*.
- ☐ Recognition on the ASA Web site.
- ☐ Recognition in the *ASA Annual Meeting Program Supplement*.
- ☐ Recognition in the *ASA Newsletter* (distributed to more than 39,000 ASA members).

Sponsorships are sold on a first-come, first-served basis, so act now to reserve your special opportunity. Thank you for your support of the Annual Meeting, and we look forward to seeing you in San Francisco.

Best regards,

M. Christine Stock, M.D.
2007 ASA Annual Meeting Chair

Patricia A. Kapur, M.D.
2007 ASA Annual Meeting Vice Chair



ASA Annual Meeting Daily News

In addition to being distributed in the Doctor's Bag, the *ASA Daily News* is personally handed to physicians as they arrive and is readily available in newspaper racks located in key locations in all three buildings of the Moscone Center.

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

Physicians review their new issue repeatedly each day, providing advertisers with unbeatable repeat visibility!

Your advertisement:

- ☐ Reaches more than 18,000 attendees.
- ☐ Is seen repeatedly as your ad appears in four separate issues.
- ☐ Drives traffic to your booth and generates awareness of your company.

Advertising Information

Ad location/size	Dimensions	Black & white	Four-color
Back Cover	10-1/4" x 14"		\$14,000
Inside Front Cover	10-1/4" x 14"		\$12,900
Inside Back Cover	10-1/4" x 14"		\$12,350
Full Page	10-1/4" x 14"	\$9,650	\$11,300
Junior Page	7-1/2" x 10"	\$7,500	\$9,100
1/2 Page	10-1/4" x 7" or 5" x 14"	\$5,900	\$7,500
1/4 Page	5" x 7"	\$4,000	\$5,600
1/8 Page	5" x 3-1/2"	\$3,000	\$4,600

Rates include insertion in all four issues.

Publication dates: October 13, 14, 15 and 16, 2007

Deadlines

Space reservation/payment due: **August 21, 2007**

Materials due: **August 29, 2007**

**SAVE
10%**

If you advertise in both
the Doctor's Bag and
the *ASA Daily News*!

Contact Cathleen Gorby today.
Ph. (913) 780-6923
Fax (913) 780-4344
cgorby@ascendmedia.com

ASA Doctor's Bag

Distributed the morning of Sunday, October 14, the Doctor's Bag showcases select advertising literature and promotional items. Doctors appreciate receiving this type of information in their hotel rooms to help them plan their time at the meeting.

Your insert:

- ☐ Reaches leading anesthesiologists when they are most receptive to your message.
- ☐ Is delivered to approximately 5,500 attendee hotel room doors.
- ☐ Drives traffic to your booth as leading decision-makers use these materials to plan their itineraries.

Insert Information

Delivery date: October 14, 2007
 Rate: **\$9,450** per insert
 Quantity: 5,500

Insert Specifications

Maximum size: 8-1/2" x 11"
 Maximum weight: 8 oz.
 Restrictions: Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the bag. Prices are based on an average-sized paper insert. A minimum of four inserts must be reserved from any combination of advertisers for the Doctor's Bag to be delivered.

**SAVE
10%**

If you advertise in both the Doctor's Bag and the *ASA Daily News*!



Deadlines

Space reservation/payment due: **August 29, 2007**
 Materials due: **September 7, 2007**

Contact a
medical account
specialist today.

Cathleen Gorby
 Ph. (913) 780-6923
 Fax (913) 780-4344
cgorby@ascendmedia.com

Maureen Mauer
 Ph. (913) 780-6633
 Fax (913) 780-0088
mmauer@ascendmedia.com

Jan Ryon
 Ph. (913) 681-9025
 Fax (913) 851-0075
jryon@ascendmedia.com

All rates are net.

Products and Services Showcase Ad

Boost the visibility of your products or service to 18,000 leading anesthesiologists with a Products & Services Showcase Ad. Your 2-3/8" x 3-1/4" ad includes a four-color photograph, 50-word description, booth number, company name, address and logo. Ad creation (layout and typesetting) is included in the price. Your ad will run in all four issues of the *ASA Daily News*.

Advertiser rate: **\$995** each

Deadlines

Space reservation/payment due: **August 21, 2007**

Materials due: **August 29, 2007**



Newspaper Racks

Place your company logo on 10 newspaper distribution racks placed in prime locations throughout the convention center. Thousands of leaders in anesthesiology will pick up a newspaper from these racks every day to stay on top of the meeting's latest news and events. As an option, your logo may also appear on apparel worn by daily distribution personnel as they distribute the *ASA Daily News* to all attendees. You receive:

- ☐ A company logo on the front of all 10 racks.
- ☐ A product-specific advertisement on the side panels of each rack.
- ☐ A full-page, four-color ad within all four issues of the *ASA Daily News*.

Your company logo may also act as a moving billboard on apparel worn by handout personnel (sponsor to provide apparel subject to ASA approval).

Advertiser rate: **\$22,000** (includes a full-page four-color ad in all four issues of the daily)
\$12,000 (for only the newspaper racks)

Deadlines

Space reservation/payment due: **August 16, 2007**

Materials due: **August 23, 2007**



All rates are net.



Command attention

with these



Shuttle Buses

Put your message on the move as attendees are transported from their hotels to the Moscone Center and back again. In 2007, buses will shuttle throughout the day between 20 hotels and two stops at the Moscone Center. Banners on the boarding side of the bus are available in eye-catching, full color—a moving billboard that promotes your product and company logo throughout the city. No other form of advertising offers a lower cost per impression than vehicle graphics.

Your sponsorship includes:

- ☐ Signage on all shuttle bus routes and schedule signs at each hotel and the convention center.
- ☐ Banner on the boarding side of the bus in your choice of colors.
- ☐ Fulfillment, production and installation costs.

Design and artwork must be provided by sponsor, subject to ASA approval.

\$55,000 sponsorship, including production costs



Early Morning Coffee

Support an early-morning eye-opener coffee break from 8 to 9:30 a.m. in the Moscone Center for the duration of the meeting. Sponsor receives recognition with a company or product logo in the coffee areas and up to two 22" x 24" directional signs leading attendees to the areas. Sponsor may also provide napkins and cups with company or product logo at their expense, subject to ASA approval.

\$10,000 per day

\$30,000 exclusive sponsorship for all four days



Hotel Video

Reach attendees in their hotel rooms with your message broadcast on the hotel convention channel over five days. This limited opportunity is available to only one sponsor per co-headquarter hotel (Hilton San Francisco or San Francisco Marriott). Set-up and distribution fees are extra. Sponsor provides video, subject to ASA approval.

\$10,000 exclusive sponsorship per hotel

Deadlines

Space reservation/payment due: **August 10, 2007**

Materials due: **August 17, 2007**

All rates are net.

ASA

sponsorship opportunities



Hotel Key Cards

Meet attendees coming and going with your message on hotel key cards. This is a unique opportunity to promote your company and products to attendees as they check into one of two Annual Meeting co-headquarter hotels (Hilton San Francisco or San Francisco Marriott). Hurry, this opportunity is limited to one sponsor per co-headquarter hotel. Fulfillment, production and distribution fees extra. Design and artwork must be provided by sponsor, subject to ASA approval.

\$10,000 exclusive sponsorship per hotel



E-mail Stations

Gain repeat exposure as attendees check e-mail and stay connected. Exclusive sponsor receives recognition above more than 20 e-mail stations, on screen-savers, and a direct link to your company home page for the duration of the Annual Meeting. Sponsor to provide a minimum of 50 reams of printer paper (company or product logo watermark optional) and 20 mouse pads for the area, subject to ASA approval.

\$9,000 exclusive sponsorship



Message Centers

Boost your visibility with your company name and product logo over multiple, highly visited stations where attendees leave and retrieve messages. Exclusive sponsor receives recognition above each station and on monitor screen-savers and a direct link to your company home page. Sponsor to provide a minimum of 20 reams of printer paper with a company or product logo watermark for the area, subject to ASA approval.

\$5,500 exclusive sponsorship



Beaming Stations

Hook up with attendees as they use the *Personal Digital Assistant Guide*, which gives physicians an opportunity to download important Annual Meeting information onto any PDA. They can instantly receive meeting and exhibitor information—even shuttle bus schedules—on their devices. Sponsor receives product-specific recognition on the splash screen at three beaming stations and may provide mouse pads for the area, subject to ASA approval.

\$5,500 exclusive sponsorship

Contact a
medical account
specialist today.

Cathleen Gorby
Ph. (913) 780-6923
Fax (913) 780-4344
cgorby@ascendmedia.com

Maureen Mauer
Ph. (913) 780-6633
Fax (913) 780-0088
mmauer@ascendmedia.com

Jan Ryon
Ph. (913) 681-9025
Fax (913) 851-0075
jryon@ascendmedia.com

Sponsorship opportunities, continued

Sign up to become the official sponsor of one of the following items to be distributed at registration during the course of the Annual Meeting.

PopOut™ Maps

Help navigate attendees around San Francisco using your own custom-branded PopOut™ map. This unique fold-out map, which measures 5.1" x 3.75" folded down, makes a great keepsake of the meeting. Sponsorship includes your logo on the front of a minimum of 5,000 PopOut™ maps distributed at registration bins.

\$5,000 sponsorship (\$9,800 estimated production plus shipping to be billed additionally)



Notepads With Pens

In this highly intensive educational environment, help attendees keep all their notes organized in this 5" x 7" bound, lined-paper notepad with attached pen. Sponsor's company or product logo will appear on a minimum of 5,000 silver notepad covers for great exposure to attendees in the registration area.

\$5,000 sponsorship (\$12,000 estimated production plus shipping to be billed additionally)



Business Card Holders

Help attendees organize contact information with this 4.5" x 5.1" business card holder, which holds 48 cards. Imagine seeing your company or product logo on a minimum of 5,000 soft, padded vinyl covers as attendees use it while networking. Available in a variety of cover colors, the card holder is sure to be appreciated when attendees pick them up in registration bins.

\$5,000 sponsorship (\$6,500 estimated production costs plus shipping to be billed additionally)



Deadlines

Space reservation/payment due: **August 10, 2007**

Materials due: **August 17, 2007**

For a customized proposal, please contact your medical account specialist.

Contact Cathleen Gorby today.
Ph. (913) 780-6923
Fax (913) 780-4344
cgorby@ascendmedia.com

All rates are net.



ASA Annual Meeting Program

This essential publication provides complete descriptions of educational sessions, schedules, exhibitors and product listings, social tour activities, floor plans and other program information. Your message:

- ☐ Reaches up to 35,000 anesthesiologists at home as they plan their itineraries before the meeting.
- ☐ Is one of only two advertisements to reach leading decision-makers.
- ☐ Puts your message in potential attendees' hands in August—weeks before the meeting.

Advertising Information

Ad location/size	Dimensions	Four-color
Inside Front Cover	8-1/2" x 10-7/8"	\$15,000
Inside Back Cover	8-1/2" x 10-7/8"	\$10,000

ASA Annual Meeting Program Specifications

Ad location/size	Dimensions
Inside covers	
Bleed	8-3/4" x 11-1/8"
Trim	8-1/2" x 10-7/8"
Live Area	7-3/4" x 10-3/8"

Deadlines

Space reservation/payment due: **June 22, 2007**
Materials due: **June 29, 2007**



Contact a medical account specialist today.

ASA

Mechanical Specifications

ASA Daily News

AD SIZES AND DIMENSIONS (width x height)

Publication size: 11-3/8" x 15" (no trim)

Note: Newspaper ad dimensions are for nonbleed/live area only. Newspaper ads cannot bleed.

Covers and Full Page 10-1/4" x 14"	Junior Page 7-1/2" x 10"
1/2 Page horizontal 10-1/4" x 7"	1/2 Page vertical 5" x 14"
1/4 Page 5" x 7"	1/8 Page 5" x 3-1/2"

ASA Annual Meeting Program

AD SIZES AND DIMENSIONS

(width x height)

Publication size: 8-1/2" x 10-7/8"

Covers 8-1/2" x 10-7/8"	Bleed 8-3/4" x 11-1/8"
	Trim 8-1/2" x 10-7/8"
	Live Area 7-3/4" x 10-3/8"

Newspaper rack

AD SIZES AND DIMENSIONS (width x height)



Materials required

- PDF/X-1a files required for all ads. View specifications at www.swop.org or <http://www.adobe.com/designcenter/acrobat/articles/acro6pdfx.html>.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (*except black text).
- Crop marks and color bars should be outside printable area (12pt offset).
- Only one ad per PDF document. (Submit spreads as single-page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names.)

Document setup

- QuarkXPress or Adobe InDesign should be used for ad layouts. For information on creating a PDF/X-1a, visit www.adobe.com.
- Photoshop - 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, .tif or .eps format, binary encoding (no JPEG and no extra channels).
- Illustrator - outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be Type 1 or OpenType (Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (*except black text); no PMS/Pantone colors.
- Ink density not to exceed 300%.
- *Black Text 12 pt. or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).

Unacceptable file types

- Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Media Sales Representative.

Submitting digital files

- Contact your Ascend Media Representative for your upload instructions and unique login and password.

Proofs

- Contract Proofs are required for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP[®] approved. View specifications online at www.swop.org. Without an accurate SWOP[®]-provided proof, Ascend Media cannot be held responsible for the outcome of color on press.

Submitting required proofs

- Mail proofs to:
Ascend Media, LLC
Attn: ASA Daily News
7015 College Blvd., Suite 600
Overland Park, KS 66211
(913) 469-1110

Remit payments to

- Ascend Media, LLC
7015 College Blvd., Suite 600,
Overland Park, KS 66211

How to participate in the Doctor's Bag

- Reserve space in the Doctor's Bag on or before the space deadline.
- Supply a prototype of your insert for approval by ASA. A copy of the insert must be preapproved by ASA regardless of prior approval for other promotional opportunities at the meeting. Early submission is to your benefit. Submit a PDF of your prototype via e-mail to your Ascend Media representative or submit two copies by overnight service to Ascend Media LLC, 7015 College Blvd., Suite 600, Overland Park, KS 66211.
- If changes are necessary, a copy of the revised insert must be resubmitted. Ascend Media will notify you of final approval.
- Ship inserts to be received by the materials deadline. Ascend Media will supply a shipping label with complete shipping information. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box that is shipped. Please do not ship the full quantity to Ascend Media, LLC, or you may incur additional costs.

The advertiser is responsible for sending the correct number of inserts. If materials are received by the printed deadline, Ascend Media will attempt to verify quantities received and notify advertisers of shortages. Ascend Media will not be responsible for shortages due to an incorrect number of inserts received. Please submit an additional 3- to 5-percent overage to allow for potential growth of room blocks.

How to participate in the ASA Annual Meeting Program

- Contact medical account specialist Cathleen Gorby at (913) 780-6923 for further information.

Important notes

- Only exhibitors may advertise.
- All advertising is subject to the approval of ASA. A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. No cancellations are accepted.
- No agency commission or cash discounts accepted.
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for Doctor's Bag inserts.
- The Doctor's Bag price is based on an average-sized paper insert. Contact an Ascend Media sales representative for other options and pricing.
- A minimum of four inserts from any combination of advertisers must be reserved for a Doctor's Bag to be delivered on a particular day.
- Doctor's Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication. While every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

ASCEND MEDIA ADVERTISING AGREEMENT

11

for exhibitor sponsorship opportunities at the 2007 American Society of Anesthesiologists Annual Meeting

Subject to acceptance by Ascend Media LLC. All advertising subject to ASA approval.

Please complete the following information:

Advertiser: _____ Agency (if applicable): _____
Billing Information: ☐ Agency ☐ Advertiser Contact Name: _____
Billing Address: _____ Phone: _____ Fax: _____
City, State, ZIP: _____ E-mail: _____

Doctor's Bag #70718		Sponsorships #74220	
Oct. 14 Doctor's Bag Insert	_____ \$9,450 per item	Shuttle Buses	_____ \$55,000
Advertise in both the Doctor's Bag and the ASA Daily News	_____ 10% total discount	Early Morning Coffee	_____ \$10,000 per day
			_____ \$30,000 all four days
Daily News #70026		Hotel Video	_____ \$10,000 per hotel
SIZE	BLACK-AND-WHITE	Hotel Key Cards	_____ \$10,000 per hotel
	FOUR-COLOR	E-mail Stations	_____ \$9,000
Back Cover	_____ \$14,000	Message Centers	_____ \$5,500
Inside Front Cover	_____ \$12,900	Beaming Stations	_____ \$5,500
Inside Back Cover	_____ \$12,350	PopOut™ Maps	_____ \$5,000
Full Page	_____ \$9,650	Notepads With Pens	_____ \$5,000
Junior Page	_____ \$7,500	Business Card Holders	_____ \$5,000
1/2 Page	_____ \$5,900		
1/4 Page	_____ \$4,000		
1/8 Page	_____ \$3,000		
Products and Services Showcase Ad	_____ \$995		

All rates are net. TOTAL AMOUNT: \$ _____ Please write your initials next to selected opportunities.

Terms

Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed, signed copy of this agreement is also binding.

Advertising agency and/or client are liable should one or the other default. No cancellations accepted.

All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum \$500 late fee will be charged for materials received after the materials deadline.

Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

Option to pay by credit card

☐ VISA ☐ MasterCard ☐ American Express ☐ Discover Expiration Date: _____

Card Number _____

Authorized Signature _____

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title _____

PO# (if necessary) _____

Please send insertion orders to:

Ascend Media, LLC

Attn: Cathleen Gorby

7015 College Blvd., Suite 600

Overland Park, KS 66211

Ph. (913) 780-6923

Fax (913) 780-4344

cgorby@ascendmedia.com

www.ascendmedia.com

Please send ad materials to: ads@ascendmedia.com





Advertising representative:
Ascend Media
7015 College Blvd., Suite 600
Overland Park, KS 66211

Get the attention

of leading anesthesiologists
at the ASA Annual Meeting
October 13–17, 2007,
in San Francisco.

Complete sponsorship  advertising information enclosed.

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Hold their attention

with these official
meeting opportunities:

- Doctor's Bag
- Annual Meeting Program
- ASA Daily News
- Sponsorship Program
- Meeting Notebook



**AMERICAN SOCIETY
OF ANESTHESIOLOGISTS**

Annual Meeting
October 14-18, 2006
Chicago, Illinois



AMERICAN SOCIETY OF ANESTHESIOLOGISTS

Dear Exhibitor,

The American Society of Anesthesiologists Annual Meeting will be held October 14–18, 2006, in Chicago. The 59th Annual Meeting offers several 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 official on-site **Doctor's Bag**, **Annual Meeting Program**, **ASA Daily News**, the **Sponsorship Program** and the **Meeting Notebook**.

These are proven methods—at every budget level—for exposing your products or services, building traffic to your booth and helping prepare decision-makers for your personal message in face-to-face discussions.

With each sponsorship opportunity, you receive the following added values to enhance your exposure at this key meeting—demonstrating your support, leadership and commitment to anesthesiology and its subspecialties. Sponsorships must be reserved by August 18, 2006, to receive this full list of added values:

- Sponsorship ribbons for booth staff.
- Recognition in the on-site ASA Daily News.
- Recognition on the ASA Web site.
- Recognition in the ASA Annual Meeting Program supplement.
- Recognition in the ASA Newsletter (distributed to more than 40,000 ASA members).

Sponsorships are sold on a first-come, first-served basis, so act now to reserve your special opportunity. Thank you for your support of the Annual Meeting, and we look forward to seeing you in Chicago.

Best regards,

Rebecca S. Twerky, M.D., M.P.H.
2006 ASA Annual Meeting Chair

M. Christine Stock, M.D.
2006 ASA Annual Meeting Vice Chair

Contact a medical
account specialist
today.

Cathleen Gorby

Ph. (913) 780-6923
Fax (913) 780-4344
cgorby@ascendmedia.com

Maureen Mauer

Ph. (913) 780-6633
Fax (913) 780-0088
mmauer@ascendmedia.com

Jan Ryon

Ph. (913) 681-9025
Fax (913) 851-0075
jryon@ascendmedia.com

ASA Doctor's Bag

Distributed Sunday morning, the Doctor's Bag showcases select advertising literature, promotional items and product giveaways. Your insert:

- Reaches leading anesthesiologists when they are most receptive to your message.
- Is delivered to more than 5,900 attendees' hotel room doors.
- Drives traffic to your booth as leading decision-makers use these materials to plan their itineraries.

Insert information

Delivery date: October 15, 2006
Rate: \$9,450 per insert
Quantity: 5,900

Insert specifications

Maximum size: 8-1/2" x 11"
Maximum weight: 8 oz.
Restrictions: Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the bag. Prices are based on an average-sized paper insert. A minimum of four inserts must be reserved from any combination of advertiser for the Doctor's Bag to be delivered.



**SAVE 10% if you
advertise in both
the Doctor's Bag and
the ASA Daily News**

Deadlines

Space reservation/payment due: **September 6, 2006**
Payment due: **September 12, 2006**



Photo courtesy of Ellen Dellager Photography



ASA Annual Meeting

Distributed by handout personnel, in the Doctor's Bags, and in racks at key locations throughout the convention center, the ASA Daily News is the daily newspaper of the Annual Meeting and is the source for meeting news, speaker information, an up-to-date floorplan and exhibitor information. Your advertisement:

- Reaches more than 14,000 attendees.
- Is seen repeatedly as your ad is inserted in four separate issues.
- Drives traffic to your booth and generates awareness of your company.

Advertising information

Size	Dimensions	Black & White	Four-color
Back Cover	10-1/4" x 14"		\$14,000
Inside Front Cover	10-1/4" x 14"		\$12,900
Inside Back Cover	10-1/4" x 14"		\$12,350
Full Page	10-1/4" x 14"	\$9,650	\$11,300
Junior Page	7-1/2" x 10"	\$7,500	\$9,100
1/2 Page	10-1/4" x 7" or 5" x 14"	\$5,900	\$7,500
1/4 Page	5" x 7"	\$4,000	\$5,600
1/8 Page	5" x 3-1/2"	\$3,000	\$4,600
Products & Services			
Showcase Ad	2-3/8" x 3-1/4"		\$995

Rates include insertion in all four issues.

Publication dates: October 14, 15, 16 and 17, 2006

Deadlines

Space reservation/payment due: **August 15, 2006**
Materials due: **August 22, 2006**

**SAVE 10% if you
advertise in both
the Doctor's Bag and
the ASA Daily News**

Contact Ph. (913) 780-6923
Cathleen Gorby Fax (913) 780-4344
today. cgorby@ascendmedia.com

Daily News



Products and Services Showcase Ad

Boost the visibility of your products or service with 14,000 leading anesthesiologists with a Products & Services Showcase Ad. Your 2-3/8" x 3-1/4" ad includes a four-color photograph, 50-word description, booth number, company name, address and logo. Ad creation (layout and typesetting) is included in the price. Your ad will run in all four issues of the ASA Daily News.

\$995 each

Deadlines

Space reservation/payment due: **August 30, 2006**
Materials due: **September 6, 2006**

Distribution Package

Place your company logo on five daily distribution racks in prime locations throughout the convention center and on apparel worn by daily distribution personnel as they distribute the ASA Daily News to all attendees. Thousands of leaders in anesthesiology will pick up a newspaper from these racks every day to stay on top of the meeting's latest news and events. You receive:

- A company logo on the front of all five racks.
- A product-specific advertisement (approximately 11-1/2" x 37") on the side panels of each rack.
- A full-page, four-color ad within all four issues of the ASA Daily News.
- Your company logo may act as a moving billboard on apparel worn by handout personnel (sponsor to provide apparel subject to ASA approval).

\$22,000

Deadlines

Space reservation/payment due: **August 18, 2006**
Materials due: **August 25, 2006**



Command attention with these



SHUTTLE BUSES

Put your message on the move as attendees are transported from their hotels to McCormick Place and back again. In 2006, buses will shuttle throughout the day between 16 hotels and two stops at McCormick Place.

Signs on boarding side of the bus are available in eye-catching, full color—a moving billboard that promotes your product and company logo throughout the city. No other form of advertising offers a lower cost per impression than vehicle graphics. Your sponsorship includes:

- Signage on all shuttle bus stop signs at each hotel and the convention center
- Banner on boarding side of the bus in your choice of colors
- Fulfillment, production and installation costs

Design and artwork must be provided by sponsor, subject to ASA approval.

\$20,000 exclusive sponsorship, plus \$33,500 estimated production charges



EARLY MORNING COFFEE

Support an early-morning eye-opener coffee break from 8 to 9:30 a.m. in the McCormick Place Lakeside and North buildings for the duration of the meeting. Sponsor receives recognition with a company or product logo in the coffee areas and up to two 22" x 24" directional signs leading attendees to the areas. Sponsor may provide napkins and cups with company or product logo at their expense, subject to ASA approval.

\$30,000 exclusive sponsorship. Per day options available.



BOTTLED WATER

Quench attendees' thirst with your company or product message on water bottles distributed at the Lakeside and North buildings. Sponsor receives signage on water stations. Bottles are distributed from 2 to 3 p.m. daily. 5,000 water bottles per day to be provided by sponsor, subject to ASA approval.

\$5,000 exclusive sponsorship. Per day options available.



HOTEL VIDEO

Reach attendees in their hotel rooms with your message broadcast on the hotel convention channel over five days. This limited opportunity is available to only one sponsor per co-headquarter hotel (The Hilton Chicago, The Hyatt Regency Chicago, or The Chicago Marriott Downtown). Set-up and distribution fees extra. Sponsor provides video, subject to ASA approval.

\$10,000 exclusive sponsorship per hotel

Contact Ph. (913) 780-6923
Cathleen Gorby Fax (913) 780-4344
today. cgorby@ascendmedia.com

sponsorship opportunities

HOTEL KEY CARDS

Meet attendees coming and going with your message on hotel key cards. This is a unique opportunity to promote your company and products to attendees as they check into one of three Annual Meeting co-headquarter hotels (The Hilton Chicago, The Hyatt Regency Chicago, The Chicago Marriott Downtown). Hurry, this opportunity is limited to one sponsor per co-headquarter hotel. Fulfillment, production and distribution fees extra. Design and artwork must be provided by sponsor, subject to ASA approval.

\$10,000 exclusive sponsorship per hotel



E-MAIL STATIONS

Have repeat exposure as attendees check e-mail and stay connected. Exclusive sponsor receives recognition above 20 e-mail stations and on screen savers and a direct link to your company home page for the duration of the Annual Meeting.

Sponsor will provide a minimum of 50 reams of printer paper with a company or product logo watermark and 20 mouse pads for the area, subject to ASA approval.

\$9,000 exclusive sponsorship



MESSAGE CENTERS

Boost your visibility with your company name and product logo over these 12 highly visited centers where attendees leave and retrieve messages. Exclusive sponsor receives recognition above each station and on screen savers and a direct link to your company home page. Sponsor will provide a minimum of 20 reams of printer paper with a company or product logo watermark and 12 mouse pads for the area, subject to ASA approval.

\$5,500 exclusive sponsorship



BEAMING STATIONS

Hook up with attendees as they use the Personal Digital Assistant Guide, which gives physicians an opportunity to download important Annual Meeting information onto any PDA. They can instantly receive meeting and exhibitor information—even shuttle bus schedules—on their device. Sponsor receives product-specific recognition on the splash screen at two beaming stations and may provide mouse pads for the area, subject to ASA approval.

\$5,500 exclusive sponsorship



Deadlines

Space reservation/payment due: August 18, 2006

Materials due: August 25, 2006



ASA Annual Meeting sponsorship opportunities, continued

RESERVATION STATION

Help attendees taste all that the Windy City has to offer. Your exclusive sponsorship of the reservation station includes signage recognition at the station. Sponsor may provide note paper with a company or product logo for reservation assistant to provide recommendations and reservation details at sponsor's expense and subject to ASA approval.

\$7,500 exclusive sponsorship

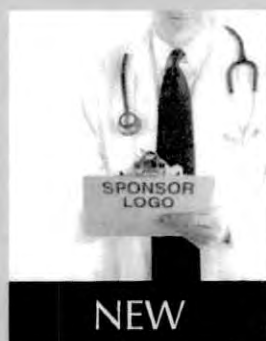


PENS AND HIGHLIGHTERS

What is the most requested implement at the Annual Meeting? A pen to take notes and take home. Exclusive sponsor receives their company or product logo on pens or highlighters to be distributed in registration bins. Sponsor to provide 10,000 pens or highlighters.

\$5,000 exclusive pen sponsorship

\$5,000 exclusive highlighter sponsorship



DOCTOR'S CLIPBOARDS

Provide 5,000 attendees with a custom-printed clipboard to use at the Annual Meeting and take back for use in their offices. Distributed at registration bins, these 9-1/8" x 14" plastic clipboards have a metal clip at the top. The back of the clipboard is printed with the sponsor's two-color product and/or logo design. Design and artwork must be provided by sponsor, subject to ASA approval.

\$27,000 exclusive sponsorship



POCKET MAPS

Help navigate attendees around Chicago using your own custom-branded pocket map. Exclusive sponsorship includes your logo on the front of 10,000 pocket maps distributed at registration bins.

\$21,500 exclusive sponsorship

Deadlines

Space reservation/payment due: **August 18, 2006**

Materials due: **August 25, 2006**

Contact Ph. (913) 780-6923
Cathleen Gorby Fax (913) 780-4344
today. cgorby@ascendmedia.com

Annual Meeting Notebook

Available to 14,000 attendees in registration bins, the 6" x 9" spiral-bound Annual Meeting Notebook provides important meeting information, including shuttle routes and schedules; a meeting at-a-glance; city, restaurant and hotel information; daily planner; expense tracker; receipt envelope; and notes pages. Your message:

- Reaches attendees on-site as they use this reference to navigate the meeting and Chicago.
- Is seen repeatedly as attendees use the notebook to record notes and contact information as well as after the meeting when they reference the material.
- Includes full-page, four-color ads on the back cover, inside back cover, inside front cover, first right-hand page as well as two additional pages inside; front-cover recognition; and a company logo on all notes pages inside. Sponsor receives 100 copies of the Annual Meeting Notebook for their booth.

\$38,000 exclusive sponsorship

Deadlines

Space reservation/payment due: **August 11, 2006**

Ad materials due: **August 17, 2006**

ASA Annual Meeting Program

This must-have guide includes schedules and program information. Your message:

- Reaches up to 40,000 anesthesiologists at home as they plan their itineraries.
- Is one of only two advertisements to reach leading decision-makers in the program.
- Puts your message in potential attendees' hands in early August—months before the meeting.

Advertising information

Inside Front Cover	8-1/2" x 10-7/8"	\$15,000
Inside Back Cover	8-1/2" x 10-7/8"	\$10,000

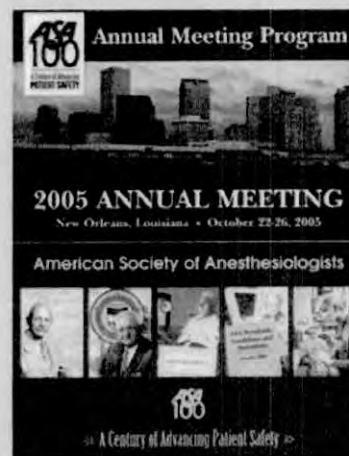
ASA Annual Meeting Program Specifications

Size	Dimensions
Inside covers	
Bleed	8-3/4" x 11-1/8"
Trim	8-1/2" x 10-7/8"
Live Area	7-3/4" x 10-3/8"

Deadlines

Space reservation/payment due: **June 1, 2006**

Materials due: **June 30, 2006**



ASA Annual Meeting Daily News

Ad sizes and dimensions (width x height)

Publication size: 11-3/8" x 15" (no trim)

Note: Newspaper ad dimensions are for non-bleed/live area only. Newspaper ads cannot bleed.

Covers and Full Page 10-1/4" x 14"	Junior Page 7-1/2" x 10"
1/2 Page horizontal 10-1/4" x 7"	1/2 Page vertical 5" x 14"
1/4 Page 5" x 7"	1/8 Page 5" x 3-1/2"

Annual Meeting Notebook

Ad sizes and dimensions (width x height)

Publication size: 6" x 9" (trim)

Trim size: Final page dimensions.

Bleed: Size required for an ad to bleed off the edges of a page.

Nonbleed/Live Area: Size of a nonbleed ad or space in a bleed ad in which all art and text should fall.

Full Page only Bleed 6-1/4" x 9-1/4" Trim 6" x 9" Live Area 5-1/4" x 8-3/4"

Spread ads must be two separate full-page ads.

Mechanical Specifications

Mechanical specifications for print materials

- Art files should be at least 300 dpi at desired print size and originate in Adobe Photoshop, Adobe Illustrator or Macromedia Freehand.
- High-resolution press-ready PDFs or native files required. PDFs must have fonts embedded or outlined. Layout files should be in QuarkXpress or Adobe InDesign.
- Unacceptable file types include, but are not limited to, Corel Draw, Microsoft Publisher, Microsoft Word and PowerPoint. The publisher cannot be held responsible for problems on press caused by incorrect PDF files.
- All colors should be CMYK.
- Fonts should be Type 1 Adobe fonts. True Type fonts cannot be used.

Submitting ad materials

- All ad materials must include a color proof, regardless of the method used to send them. Without an accurate color proof, the publisher cannot be held responsible for the color outcome.
- Art files, layout files and all fonts may be submitted on disk (a Zip, Jaz, CD or DVD), via email or via the Ascend FTP site.
- Files 2MB or smaller may be emailed to ads@ascendmedia.com. (Please include the publication name and advertiser name in the subject line.)
- Files larger than 2MB may be submitted at ftp.ascendmedia.com (please contact an Ascend Media representative for password information). If submitting via FTP, please notify Ascend Media by email at ads@ascendmedia.com. (Put the publication name and advertiser name in the subject line.)

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication. While every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

How to participate in the Doctor's Bag

1. Reserve space in the Doctor's Bag on or before the space deadline.
2. Supply a prototype of your insert for approval by ASA. A copy of the insert must be preapproved by ASA regardless of prior approval for other promotional opportunities at the meeting or conference. Early submission is to your benefit. Submit a PDF of your prototype via email to your Ascend Media representative or submit two copies by overnight service to Ascend Media LLC, 7015 College Blvd., Suite 600, Overland Park, KS 66210.
3. If changes are necessary, a copy of the revised insert must be resubmitted. Ascend Media will notify you of final approval.
4. Ship inserts to be received by the materials deadline. Ascend Media will supply a shipping label with complete shipping information. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box that is shipped. Please do not ship the full quantity to Ascend Media, LLC, or you may incur additional costs. The advertiser is responsible for sending the correct number of inserts. If materials are received by the printed deadline, Ascend Media will attempt to verify quantities received and notify advertisers of shortages. Ascend Media will not be responsible for shortages due to an incorrect number of inserts received. Please submit an additional three- to five-percent overage to allow for potential growth of room blocks.

How to participate in the Annual Meeting Program

- Contact sales specialist Cathleen Gorby at (913) 780-6923 for further information.

Important notes

- Only exhibitors may advertise.
- All advertising is subject to the approval of ASA.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. No cancellations are accepted.
- No agency commission or cash discounts accepted.
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for Doctor's Bag inserts.
- The Doctor's Bag price is based on an average-sized paper insert. Contact Cathleen Gorby for other options and pricing.
- A minimum of four inserts from any combination of advertisers must be reserved for a Doctor's Bag to be delivered on October 15, 2006.
- Doctor's bag circulation is based on projected attendance and room blocks at the time the rate card is printed.

ASCEND MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Media, LLC
All advertising subject to ASA approval.



AMERICAN SOCIETY
OF ANESTHESIOLOGISTS

Annual Meeting

Please complete the following information:

Advertiser: _____ Agency (if applicable): _____

Billing Information: ☐ Agency ☐ Advertiser

Contact Name: _____

Billing Address: _____ City, State, ZIP: _____

Phone: _____ Fax: _____ Email: _____

Doctor's Bag	#60718
Oct. 15 Doctor's Bag Insert	_____ \$9,450 per item
Advertise in both the Doctor's Bag and the ASA Daily News	_____ 10% total discount

Daily News		#60026
SIZE	BLACK-AND-WHITE	FOUR-COLOR
Back Cover		_____ \$14,000
Inside Front Cover		_____ \$12,900
Inside Back Cover		_____ \$12,350
Full Page	_____ \$9,650	_____ \$11,300
Junior Page	_____ \$7,500	_____ \$9,100
1/2 Page	_____ \$5,900	_____ \$7,500
1/4 Page	_____ \$4,000	_____ \$5,600
1/8 Page	_____ \$3,000	_____ \$4,600
Products and Services Showcase Ad		_____ \$995
Distribution Package		_____ \$22,000

Annual Meeting Program	#64222
Inside Front Cover	_____ \$15,000
Inside Back Cover	_____ \$10,000

Sponsorships	#64220
Shuttle Buses	_____ \$20,000
Early Morning Coffee	_____ \$30,000
Bottled Water	_____ \$5,000
Hotel Video	_____ \$10,000
Hotel Key Cards	_____ \$10,000
E-mail Stations	_____ \$9,000
Message Centers	_____ \$5,500
Beaming Stations	_____ \$5,500
Reservation Station	_____ \$7,500
Pens and Highlighters	_____ \$5,000 Pens _____ \$5,000 Highlighters
Doctor's Clipboards	_____ \$27,000
Pocket Maps	_____ \$21,500

Annual Meeting Notebook	#60403
Annual Meeting Notebook	_____ \$38,000

All rates are net.

Please write your initials next to selected opportunities.

Total Amount: \$ _____

Terms

Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed, signed copy of this agreement is also binding.

Advertising agency and/or client are liable should one or the other default. Any ad agency signing for a client will be held responsible for the fulfillment of this non-cancelable contract.

All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum \$500 late fee will be charged for materials received after the materials deadline.

Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

Option to pay by credit card

☐ VISA ☐ MasterCard ☐ American Express ☐ Discover Expiration Date _____

Card Number _____ Authorized Signature _____

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title _____

PO# (if necessary) _____

Please send insertion orders to:

Ascend Media, LLC
Attn: Cathleen Gorby
7015 College Blvd., Suite 600
Overland Park, KS 66211
Ph. (913) 780-6923
Fax (913) 780-4344
cgorby@ascendmedia.com
www.ascendmedia.com

Please send ad materials to: ads@ascendmedia.com



ASA AMERICAN SOCIETY
OF ANESTHESIOLOGISTS

Advertising representative:

Ascend Media

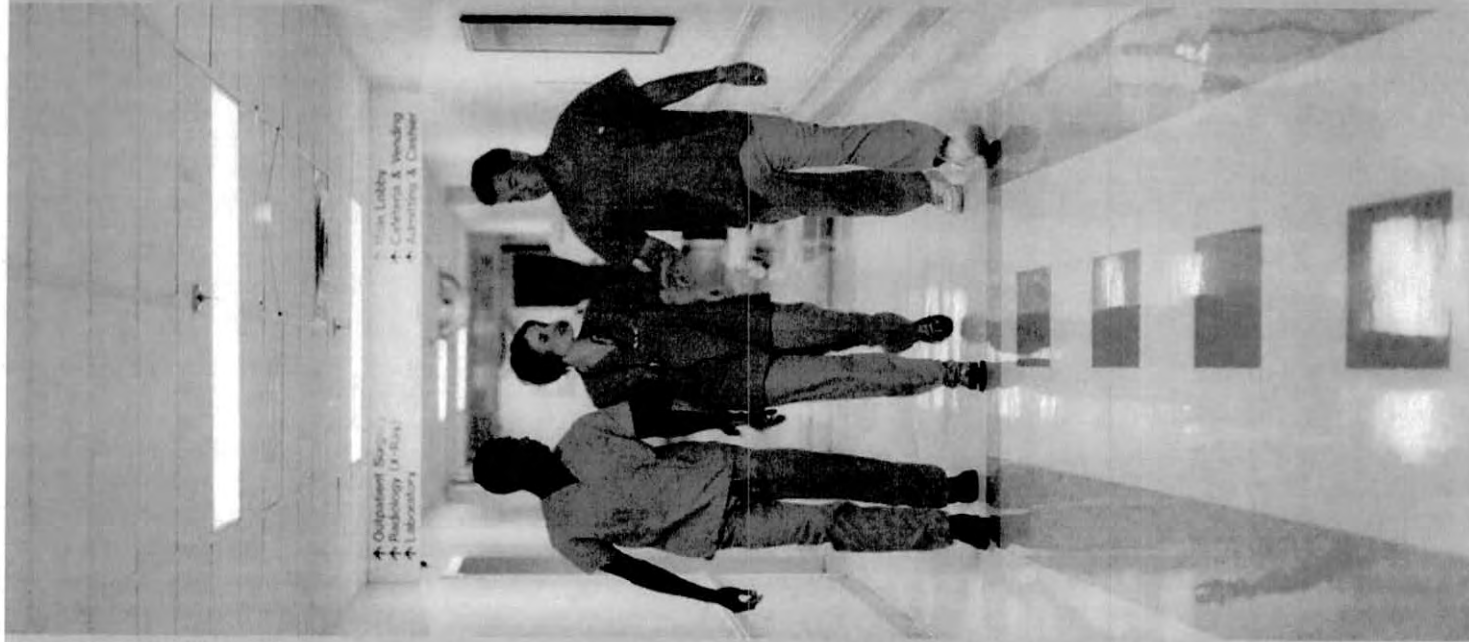
7015 College Blvd., Suite 600

Overland Park, KS 66211

Get the attention

of leading anesthesiologists
at the ASA Annual Meeting
October 14 – 18, 2006
in Chicago, Illinois.

Complete Sponsorship and
Advertising Information Enclosed.



If your company markets products and services relating to the management of an anesthesiology practice, you should plan now to exhibit at this prestigious event devoted exclusively to this highly specialized audience!

2009 ASA Conference on Practice Management

January 23 - 25, 2009 • Arizona Grand Resort • Phoenix, AZ



Greater Phoenix CVB

ASA

AMERICAN SOCIETY
OF
ANESTHESIOLOGISTS

www.asahq.org

EXHIBITOR PROSPECTUS

Welcome to the ASA Conference on Practice Management

*This meeting is sponsored by the
American Society of Anesthesiologists
and is designated as a continuing medical
education activity for physicians*



An Information-Packed Educational Program Will Present a Curriculum with Take Home Value

The ASA Conference on Practice Management is recognized for its thought-provoking program, presenting information on new techniques and ideas that participants can take home and immediately put to use in their practices. The CME-approved educational program will draw the type of valuable prospects you want to meet at your exhibit.

ASA Members and Practice Managers Will Be Attending...

- To learn about state-of-the-art advances in practice management.
- To hear about the newest research in this dynamic field.
- To view your products and services.
- To evaluate and compare products and services.

Program Objectives

After attending this conference, the participants should be able to:

Handle disruptive colleagues more effectively;

Negotiate institutional contracts and subsidies more effectively;

Understand how anesthesia information systems can demonstrate quality;

List threats to the future of anesthesia practices as well as solutions to those threats;

Know how to avoid back tax liabilities with anesthesia contractors;

Include pay-for-performance measures in hospital contracts;

Know what customer satisfaction means for anesthesiologists;

Manage their practices better through systems thinking;

Learn how to lead an anesthesiology group for success;

Know how the ASA represents anesthesiologists.

Learning Objectives for the 2009 ASA Conference on Practice Management:

- Address the latest practice issues.
- Provide the viewpoints of Administrative Anesthesiologists.
- Improve practice quality.
- Provide attendees with the opportunity to meet face-to-face in small group settings with experts in the field of Practice Management.

It's All in the Numbers...

- Approximately 550 attendees are expected at the 2009 Conference.
- 2/3 of the attendees will be Anesthesiologists.
- 1/3 of the attendees will be Practice Managers.
- 100% of responding exhibitors at the 2008 Conference indicated on a survey that the attendees at this Conference were a qualified audience, as pertaining to the products and/or services they marketed at the Conference.



AMERICAN SOCIETY
OF ANESTHESIOLOGISTS

Join These Leading Companies by Making the ASA Conference on Practice Management a Regular Part of Your Marketing Effort:

6 Degrees Software and Consulting	Medcon
ABEO	Medenet
Advantage Healthcare Solutions	Medical Business Bureau, LLC
All Care Consultants	Medical Management Professionals
Alliance Recruiting Resources, Inc.	Medical Management Resources, Inc.
Anesthesia Business Consultants	Medi-Corp, Inc.
Anesthesia Business Group (ABG)	Medlink Computer Sciences, LLC
Anesthesia Call Accountant	MedNet America
APAC	National Anesthesia Services
Auditing for Compliance and Education	Nationwide Anesthesia Services, Inc.
Avid Anesthesiology Solutions, LLC	Navaro Medical Solutions, Inc.
CaduceuX	Nightingale/Northern Health
C. Tech Collections Inc.	OnyX MD
CompONE Services, Ltd.	PHI Medical Office Solutions
Comprehensive Medical Management	Physician Office Partners
DocuSys, Inc.	Physicians Business Network
Dominion Medical Management Inc.	Pinnacle Partners in Medicine
eko systems, Inc.	PPM Information Solutions, Inc.
Frost-Arnett Company	Preferred Physicians Medical
GE Healthcare	Professional Data Management
HealthCare Management Systems	Pro Medical, Inc.
Health Directions, LLC	RC McLean & Associates, Inc.
iMed Group	Reinhardt Medical Group, Inc.
InsMed Insurance Agency, Inc.	Sheridan Healthcare
Kellison & Company	Sierra Health Services
Liberty Professional Billing	South Oakland Services
Lightning Bolt Solutions, Inc.	Spinfusion, LLC
McKesson Corporation	Sy.Med Development, Inc.
Medac	Tenzing
	The Coding Network, LLC
	TIVA HealthCare, Inc.
	Whitaker Medical
	Zotec Solutions, Inc.

Increase Your Visibility With These Support Opportunities!

Welcome Reception

This is a great, affordable way to draw more attendees to your booth during the Welcome Reception on Friday evening in the exhibit hall. Select one of the hors d'oeuvres from the menu provided and we will set them up on a table to serve from your exhibit space. There are a limited number of these available, so be sure to sign up today! **Sponsorships start at \$1,000**

Exhibitor Reception

This well-attended event provides your company with the opportunity to host the attendees as they unwind from a busy day of meetings on Saturday, January 24th. Hosted in the exhibit hall, the attendees will have this additional unopposed time to meet again with exhibitors while they enjoy cocktails and hors d'oeuvres. *****Sponsored by ABC*****

Attendee Luncheon in Exhibit Hall

Be the exclusive sponsor of the attendee lunch, which will be held inside the Exhibit Hall on Saturday, January 24th. *****Sponsored by ABC*****

Clipboards

This useful item will be handed out to attendees at registration, providing them with a handy tool during their note-taking both during the meeting and in their businesses. The

sponsoring company's logo (1-color) will be printed on the back of the board, which will be available at registration. Additional charges apply for additional colors. **\$7,500**

Meeting Bags

This sturdy tote bag with handle will feature the sponsoring company's logo. It will be distributed to Conference attendees at registration. The logo will be 2-colors. Additional charges apply for additional colors. *****Sponsored by Tenzing*****

Meeting Bag Inserts

Reach each attendee directly – send us a marketing brochure to place inside the meeting bag given to all attendees at registration. A minimum of three (3) inserts must be reserved for this opportunity to be available. (All inserts must be approved by the American Society of Anesthesiologists.) For more information, contact Tricia Petersen at tpetersen@sasyes.com or (712) 643-1343. **Rate per insert: \$2,000**

Cyber Café

Your company name will be at everyone's fingertips when you sponsor the Cyber Café, which is made available to all attendees during the meeting. There will be several computer stations located near the registration area of the meeting. **\$7,500**

Meeting Lanyards

Placed conveniently in the registration area, attendees will pick up this easy-to-wear lanyard to hang their badge around their neck – with your company's name and/or logo (1-color) prominently printed along the length of the lanyard. **\$4,000**

Sponsor Benefits:

All sponsors will enjoy the following benefits:

- Acknowledgement in the Meeting Syllabus
- On-site signs in heavy traffic areas.
- Recognition from the podium at the start of each day's program.
- Visibility to the ASA member attendees.

Exhibit Hours:

Friday, January 23, 2009:

3:00 p.m. – 5:00 p.m.

7:00 p.m. – 9:00 p.m.

Welcome Reception in Exhibit Hall

Saturday, January 24, 2009:

12:00 p.m. – 2:00 p.m.

Lunch in Exhibit Hall

6:30 p.m. – 8:30 p.m.

Exhibitor Reception in Exhibit Hall

(Times subject to minor changes.)

Exhibition Rules and Regulations

1. Exhibition Dates and Hours

The exhibition hall will be open to attendees as follows:

Friday, January 23, 2009:

3:00 p.m. – 5:00 p.m.

7:00 p.m. – 9:00 p.m. – Welcome Reception in Exhibit Hall

Saturday, January 24, 2009:

12:00 p.m. – 2:00 p.m. – Lunch in Exhibit Hall

6:30 p.m. – 8:30 p.m. – Exhibitor Reception in Exhibit Hall

(Times subject to minor changes.)

Move-In/Move-Out Dates and Hours

Move-In/Exhibit Installation:

Thursday, January 22, 2009

1:00 p.m. – 4:30 p.m.

Friday, January 23, 2009

8:00 a.m. – 1:00 p.m.

All exhibits must be complete and all empties removed by 1:00 p.m. on Friday, January 23rd.

Move-Out/Exhibit Dismantling:

Saturday, January 24, 2009

8:30 p.m. – 10:30 p.m.

Sunday, January 25, 2009

8:00 a.m. – 12:00 p.m.

No exhibitor, nor any employee, agent or servant of an exhibitor, shall be permitted to enter the exhibit hall until 90 minutes before the official opening hour, nor allowed to remain later than 90 minutes after the official closing hour, except on the last day of the exhibition.

2. Exhibition Standards

Exhibits and promotional materials should be dignified and truthful and designed to provide useful and reliable information. The exhibition of a product or service at the Conference on Practice Management meeting does not constitute an ASA endorsement of the product or service or of the claims made. Drugs or devices which require pre-market approval from the FDA or which must comply with established product standards will not be eligible to exhibit unless FDA approval has been obtained or the appropriate product standard is met. ASA reserves the right not to sell space for the exhibition of any product

or service that is at issue or in litigation with a government agency.

3. Permissible Exhibits/Product and Material Distribution

All business activities of the exhibitor must be within the exhibitor's allotted exhibit space. In connection with distribution of product samples in the exhibitor's booth(s), these samples must be distributed at least two feet inside the booth. The servicing or consumption of alcohol is prohibited. The use of propane, butane or other combustible bottled gas is prohibited. Helium balloons are not permitted. Participating firms will be limited to those which have anesthesia practice management products, equipment or services. At the request of ASA, made at any time or times before or during the exhibition, exhibitor must promptly furnish ASA with sample products, packages, labels, advertising and promotional literature that would be or is being distributed before exhibitor will be eligible to participate or continue in the exhibition. ASA reserves the sole and absolute right to determine which firms and products are appropriate in its judgment for inclusion in the exhibition and to refuse, cancel or restrict any applicant or exhibit that ASA considers undesirable for any reasons. This provision applies to exhibitor's conduct, articles, printed matter, samples, questionnaires or any thing that ASA deems objectionable. If ASA decides that any of these do not meet its standards or are not suitable, the exhibitor must at once comply with ASA demands or can withdraw and, if appropriate, receive a refund of the rental fee paid, prorated for the unused portion.

Exhibits may not project beyond the space allotted. No exhibit will be permitted to span an aisle or 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.

All 10x10 booths may use a height of 8', providing it does not interfere with any other exhibitor's view. All the booths, including signs, may not project above the 8' backdrop. All 10x10 booths will include an 8' backdrop and 36" high curtain sidewalls.

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.

Distribution of promotional gummed stickers or labels is prohibited. Any damage occurring from distribution of these types of items where the building management must repair or clean the building, equipment or furniture will be at the expense of the exhibitor.

4. Prohibition of Exhibitor-Sponsored Educational Sessions

Commercial firms that exhibit at the Conference on Practice Management will not be permitted to conduct or sponsor educational activities, presentations or meetings at the Arizona Grand Resort in Phoenix, AZ, from and including Friday, January 23, to Sunday, January 25, 2009. Only normal sales presentations describing products and their functions are allowed in exhibit booths and hotel sleeping rooms and suites.

5. Space Assignment

The Conference on Practice Management will use a priority point system for assigning booth space. All changes to the layout of the final floorplan will be done at ASA's discretion. Open spaces on the floorplan may be filled with additional booth spaces if needed.

6. Facility

Arizona Grand Resort
8000 South Arizona Grand Parkway
Phoenix, AZ 85044
(602) 438-9000

Please review the entire Prospectus. It includes important information about your company's participation in and contribution to the meeting. The rules and regulations noted in this Prospectus are part of the application for space.

The ASA reserves the right to refuse space to any company whose products or services, in the judgment of the Society, do not meet the educational, scientific or practice needs of our members and meeting registrants.

Exhibition Rules and Regulations

7. Exhibit Space Fees

Priority space assignment deadline:

September 26, 2008\$1,900

The price of the booth includes, in addition to the space itself:

- An identification sign showing the company name
- General cleaning of aisles
- 5 complimentary exhibit registrations per 10' x 10' booth, if pre-registered
- One copy per booth of the Annual Meeting Syllabus

8. Deposits and Payments

A 50% deposit must accompany the application. **Applications will not be processed until the appropriate deposit is received.** All payments must be made by check, payable to Strategic Alliance Services or by credit card. Completed applications with deposits should be mailed to:

Tricia Petersen
Strategic Alliance Services, LLC
202 North 12th Street
Dunlap, IA 51529
Phone: (712) 643-1343
Fax: (712) 643-2207
E-mail: tpetersen@sasyes.com

9. Full Payment

The balance of the booth fee is due on or before **September 26, 2008**. If the balance is not received by the due date, the booth space may be cancelled and reassigned without notification or refund of deposit. **No company may exhibit unless full payment for booth space has been received.** Final payment should be sent to the address listed above.

10. Cancellation or Reduction of Space

All cancellations or reductions in space must be sent in writing on company letterhead to Tricia Petersen (tpetersen@sasyes.com) at the address listed above. If written cancellation or booth reduction is received by:

July 25, 2008 - Full refund less \$200

July 26 - September 26, 2008 -
Forfeit entire deposit (50% of booth cost)

After September 26, 2008 - No refunds

11. Exhibitor Personnel

A company may register five individuals per 10' x 10' booth at no charge during advance registration only. **A \$100 per person fee will be charged for all representatives registered over this number.**

The exhibitor's badge allows admittance to the exhibit hall and, on a space available basis,

to the general session. The exhibitor's badge does not allow attendance to any breakout sessions.

12. Badge Distribution

All badges for representatives who are registered in advance will be distributed on-site at the Exhibitor Registration Desk. A pre-registered representative of the company may sign for any or all badges for that company.

13. Guest Badges

Every effort will be made to assure that only properly identified and authorized registrants enter the exhibit hall. Technical exhibitors' guest badges are designed to allow access to the exhibit floor to individuals whom an exhibitor has a legitimate need to have present. These individuals may be:

- VIP's for parent company
- advertising agency representatives
- exhibit designers or builders
- exhibitor appointed contractors
- consultants
- industry analysts
- an exhibitor's original equipment manufacturer

Guest badges must not be issued to physicians or allied health individuals who should be registered through the Society's registration process for educational sessions and exhibit viewing. Badges should not be used as a form of registration for personnel working the booth. The exhibiting company is responsible for the actions of their guest. Misuse of the exhibitor guest badge system may result in the expulsion of the exhibitor and guest from the exhibit hall.

14. Vendor Badges

Individuals who want to view the exhibit floor but are not affiliated with an exhibiting company may register for one day at \$100.

15. Contests and Drawings

Contests and prize contests, drawings, raffles, or lotteries of any description, held at any time or place during the Conference on Practice Management, are strictly prohibited.

16. 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. Giveaways must not obstruct booth traffic and must be stored within the booth space or in an approved area through the general contractor. For more information on approved items, please contact Tricia Petersen at (712) 643-1343 or at tpetersen@sasyes.com.

17. 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.

18. 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.

19. Food Items

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

20. 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.

21. Proper Attire

Proper attire consistent with the decorum of the ASA Conference on Practice Management is required of exhibitor personnel. During show hours, this includes installation and dismantling company employees.

22. Photographing and Videotaping

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

Annual Meeting Contacts 2009 ASA Conference on Practice Management

Tricia Petersen
Exhibits Manager, COPM
Strategic Alliance Services
202 North 12th Street
Dunlap, IA 51529
(712) 643-1343
Fax: (712) 643-2207
tpetersen@sasyes.com

Fred Stone
General Contractor, COPM
Strategic Alliance Services
(817) 337-3050
fredstone@sasyes.com

Exhibitor Contract for Exhibit Space and Sponsorships



AMERICAN SOCIETY OF ANESTHESIOLOGISTS

2009 ASA Conference on Practice Management • January 23-25, 2009 • Phoenix, AZ

Priority exhibit space assignment deadline: September 26, 2008

Exhibit Space Reservation (\$1,900)

☐ Please reserve an exhibit space for my company at the 2009 ASA Conference on Practice Management, January 23 – 25, 2009 in Phoenix, AZ.

Please e-mail a short description (50 word limit) of your company and products for inclusion in the Meeting Syllabus to Tricia Petersen at tpetersen@sasyes.com.

Special Requests (i.e. prefer not to be next to or across from...) *Although we will make every effort to respect your wishes, we cannot guarantee this will happen.*

PLEASE PRINT OR TYPE

Exhibitor Name (Full Legal Name) _____

Contact Name (To whom all correspondence is sent) _____

Display Name (Name to be displayed on booth sign, if different from legal name) _____

E-mail _____

Exhibitor Address _____

City _____

State _____

ZIP Code _____

Phone _____

Fax _____

Authorized Representative _____

Title _____

The above named Exhibitor hereby applies for the reservation and use of the number of exhibit booths designated above at the 2009 ASA Conference on Practice Management, and agrees to the terms and conditions set forth herein.

Authorized Signature (Not valid unless signed) _____

Date _____

Sponsorship Opportunities

Please check the sponsorship opportunity you wish to support.

☐ Welcome Reception

☒ Exhibitor Reception – Sponsored by Anesthesia Business Consultants

☒ Attendee Luncheon in Exhibit Hall – Sponsored by Anesthesia Business Consultants

☐ Clipboards

☒ Meeting Bags – Sponsored by Tenzing

☐ Meeting Bag Inserts

☐ Cyber Café

☐ Meeting Lanyards

Payment Information

(50% deposit must accompany completed application, balance due on or before September 26, 2008.)

If paying by company check, please make checks payable to Strategic Alliance Services and return with this form. Credit card payments can be faxed to (712) 643-2207. *(Please note that the charge on your card will appear as Strategic Alliance Services, LLC.)*

PAYMENT TYPE:

☐ Check ☐ VISA ☐ MasterCard ☐ American Express

Printed Name on Card _____

Card # _____

Security Code _____

Exp. Date _____

Authorized Signature _____

2009 ASA Conference on Practice Management

c/o Strategic Alliance Services

Attn: Tricia Petersen

202 North 12th Street • Dunlap, IA 51529 • Phone: (712) 643-1343 • Fax: (712) 643-2207

EXHIBIT HALL FLOORPLAN



AMERICAN SOCIETY
OF
ANESTHESIOLOGISTS

www.asahq.org

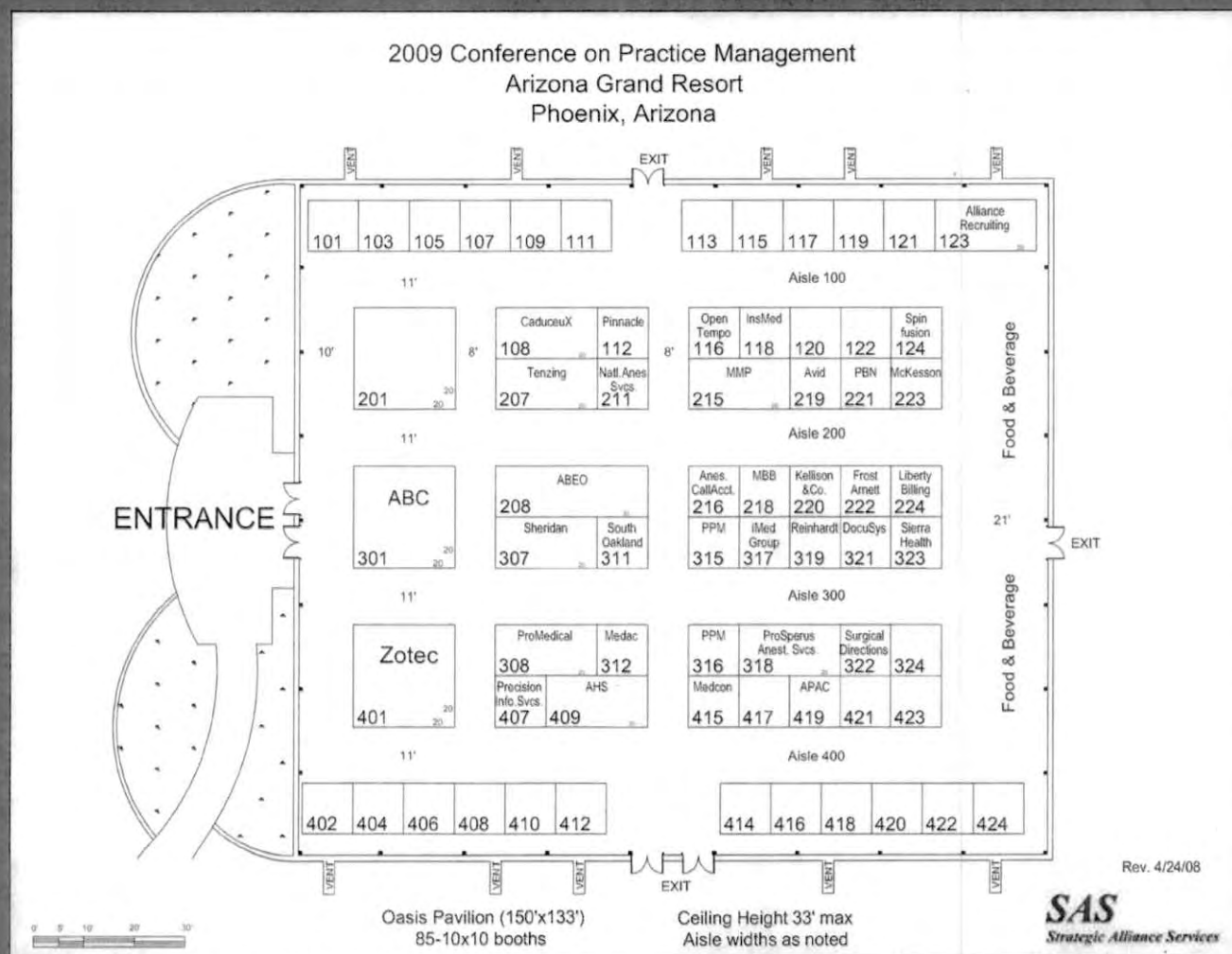
2009 ASA Conference on Practice Management

January 23 - 25, 2009

Arizona Grand Resort

Phoenix, AZ

**Booth Assignments and Exhibitor Information Available by Contacting
Tricia Petersen at (712) 643-1343 or via e-mail at tpetersen@sasyes.com**



EXHIBITOR PROSPECTUS

If your company markets products and services relating to the management of an anesthesiology practice, you should plan now to exhibit at this prestigious event devoted exclusively to this highly specialized audience!



AMERICAN SOCIETY
OF
ANESTHESIOLOGISTS

www.asahq.org

2008 ASA Conference on Practice Management

January 25-27, 2008

Tampa Marriott Waterside Hotel

Tampa, Florida



Welcome to the ASA Conference on Practice Management

This meeting is sponsored by the American Society of Anesthesiologists and is designated as a continuing medical education activity for physicians. In addition to lectures and panel discussions, this conference offers breakout sessions that allow attendees to select areas of greatest personal interest. These sessions focus on leadership, department, hospital, staffing and surgery center issues.

An information-packed educational program will present a curriculum with take home value.

The ASA Conference on Practice Management is recognized for its thought-provoking program, presenting information on new techniques and ideas that participants can take home and immediately put to use in their practices. The CME-approved educational program will draw the type of valuable prospects you want to meet at your exhibit.



AMERICAN SOCIETY
OF ANESTHESIOLOGISTS

Cover photo is courtesy of the Tampa Bay Convention & Visitors Bureau.

2



Program Objectives

After attending this conference, the participants should be able to:

- Handle disruptive colleagues more effectively;
- Negotiate institutional contracts and subsidies more effectively;
- Understand how anesthesia information systems can demonstrate quality;
- List threats to the future of anesthesia practices as well as solutions to those threats;
- Know how to avoid back tax liabilities with anesthesia contractors;
- Include pay-for-performance measures in hospital contracts;
- Know what customer satisfaction means for anesthesiologists;
- Manage their practices better through systems thinking;
- Learn how to lead an anesthesiology group for success;
- Know how the ASA represents anesthesiologists.

ASA 00377

The following are some of the learning objectives for the 2008 ASA Conference on Practice Management:

- Address the latest practice issues.
- Provide the viewpoints of Administrative Anesthesiologists.
- Improve practice quality.
- Provide attendees with the opportunity to meet face-to-face in small group settings with experts in the field of Practice Management.

It's all in the numbers...

- A total of 511 participants attended the 2007 ASA Conference on Practice Management, and the conference is expected to see additional growth in the future.
- 94% of responding exhibitors at the 2007 Conference indicated on a survey that the attendees at this Conference were a qualified audience, as pertaining to the products and/or services they marketed at the Conference.
- 2/3 of the attendees will be Anesthesiologists.
- 1/3 of the attendees will be Practice Managers.

ASA members and Practice Managers will be attending...

- To learn about state-of-the-art advances in practice management.
- To hear about the newest research in this dynamic field.
- To view your products and services.
- To evaluate and compare products and services.

Join these leading companies by making the ASA Conference on Practice Management a regular part of your marketing effort:

AMPH, Inc.
Anesthesia Business Consultants
Anesthesia Business Group (ABG)
Anesthesia Call Accountant
Auditing for Compliance and
Education
Avid Anesthesiology Solutions,
LLC
CaduceuX
CBIZ Medical Management
Professionals
C. Tech Collections Inc.
Cerner Corporation
CompONE Services, Ltd.
Daniel & Yeager (D&Y)
DocuSys, Inc.
E & A Medical Billing & Insurance
Services
eko systems, inc.
Frost-Arnett Company

HealthCare Management Systems
Health Directions, LLC
HealthTronics
InsMed Insurance Agency, Inc.
Kellison & Company
Liberty Professional Billing
Medac
Medenet
Medical Management Resources,
Inc.
Medlink Computer Sciences, LLC
Mednet America
MedSuite
MedX Staffing
National Anesthesia Services
Olympus Surgical
Per-Se Technologies
Physicians Business Network
Precision Information Services
Preferred Physicians Medical

Professional Billing and
Management Services, Inc.
Professional Management Group,
Inc.
Propper Manufacturing
Pro Medical, Inc.
RC McLean & Associates, Inc.
Reinhardt Medical Group, Inc.
Roche
Sheridan Healthcare
Sierra Health Services
South Oakland Services
Spinfusion, LLC
Summit HMR, Inc.
Sy.Med Development, Inc.
Tenzing
The Coding Network, LLC
TIVA HealthCare, Inc.
VantageMed
Zotec Solutions, Inc.

Increase Your Visibility With These Support Opportunities!

Welcome Reception

This fun event is sure to get the Conference off to a great start. Attendees will be invited to the exhibit hall for hors d'oeuvres and cocktails the evening of Friday, January 25th, where they can renew old acquaintances and make new ones. This casual atmosphere will encourage communication between attendees and exhibitors as the attendees make their initial explorations through the exhibit hall. This event can be sponsored exclusively by one company or co-sponsored by two companies.

Exclusive Sponsorship: \$40,000

Co-Sponsorship: \$20,000 each

Exhibitor Reception

This well-attended event provides your company with the opportunity to host the attendees as they unwind from a busy day of meetings on Saturday, January 26th. Hosted in the exhibit hall, the attendees will have this additional unopposed time to meet again with exhibitors while they enjoy cocktails and hors d'oeuvres.

*****Sponsored by Anesthesia Business Consultants *****

Attendee Luncheon in Exhibit Hall

Be the exclusive sponsor of the attendee lunch, which will be held inside the Exhibit Hall on Saturday, January 26th.

*****Sponsored by Anesthesia Business Consultants *****

Clipboards

This useful item will be handed out to attendees at registration, providing them with a handy tool during their note-taking both during the meeting and in their businesses. The sponsoring company's logo (1-color) will be printed on the clip and on the board, which will be available at registration. Additional charges apply for additional colors.

1 Sponsorship Available: \$7,500

4

Meeting Bags

This sturdy tote bag with handle will feature the sponsoring company's logo. It will be distributed to Conference attendees at registration. The logo will be 2-colors. Additional charges apply for additional colors.

*****Sponsored by Tenzing*****

Meeting Bag Inserts

Reach each attendee directly – send us a marketing brochure or clever keep-sake to place inside the meeting bag given to all attendees at registration. A minimum of three (3) inserts must be reserved for this opportunity to be available. (All inserts must be approved by the American Society of Anesthesiologists.) Contact Cheryl Klein for more information.

Rate per insert: \$2,000

Sponsor Benefits:

All sponsors will enjoy the following benefits:

- Acknowledgement in the Meeting Syllabus
- On-site signs in heavy traffic areas.
- Recognition from the podium at the start of each day's program.
- Visibility to the ASA member attendees.

Exhibit Hours:

Friday, January 25, 2008

7:00 p.m. – 9:00 p.m. – Welcome Reception in Exhibit Hall

Saturday, January 26, 2008

12:00 p.m. – 2:00 p.m. – Lunch in Exhibit Hall

6:30 p.m. – 8:30 p.m. – Exhibitor Reception

(Times subject to minor changes.)

Exhibition Rules and Regulations

1. Exhibition Dates and Hours

The exhibition hall will be open to attendees as follows:

Friday, January 25, 2008

7:00 p.m. – 9:00 p.m.

Welcome Reception in Exhibit Hall

Saturday, January 26, 2008

12:00 p.m. – 2:00 p.m.

Lunch in Exhibit Hall

6:30 p.m. – 8:30 p.m.

Exhibitor Reception

(Times subject to minor changes.)

Move-In/Move-Out Dates and Hours

Friday, January 25, 2008

8:00 a.m. – 5:00 p.m.

Move-In/Exhibit Installation

Saturday, January 26, 2008

8:30 p.m. – 10:30 p.m.

Move-Out/Exhibit Dismantling

Sunday, January 27, 2008

8:00 a.m. – 12:00 p.m.

Move-Out/Exhibit Dismantling

No exhibitor, nor any employee, agent or servant of an exhibitor, shall be permitted to enter the exhibit hall until 90 minutes before the official opening hour, nor allowed to remain later than 90 minutes after the official closing hour, except on the last day of the exhibition.

2. Exhibition Standards

Exhibits and promotional materials should be dignified and truthful and designed to provide useful and reliable information. The exhibition of a product or service at the Conference on Practice Management meeting does not constitute an ASA endorsement of the product or service or of the claims made. Drugs or devices which require pre-market approval from the FDA or which must comply with established product standards will not be eligible to exhibit unless FDA approval has been obtained or the appropriate product standard is met. ASA reserves the right not to sell space for the exhibition of any product or service that is at issue or in litigation with a government agency.

3. Permissible Exhibits/Product and Material Distribution

All business activities of the exhibitor must be within the exhibitor's allotted exhibit space. In connection with distribution of product samples in the exhibitor's booth(s), these samples must be distributed at least

two feet inside the booth. The servicing or consumption of alcohol is prohibited. The use of propane, butane or other combustible bottled gas is prohibited. Helium balloons are not permitted. Participating firms will be limited to those which have anesthesia practice management products, equipment or services. At the request of ASA, made at any time or times before or during the exhibition, exhibitor must promptly furnish ASA with sample products, packages, labels, advertising and promotional literature that would be or is being distributed before exhibitor will be eligible to participate or continue in the exhibition. ASA reserves the sole and absolute right to determine which firms and products are appropriate in its judgment for inclusion in the exhibition and to refuse, cancel or restrict any applicant or exhibit that ASA considers undesirable for any reasons. This provision applies to exhibitor's conduct, articles, printed matter, samples, questionnaires or any thing that ASA deems objectionable. If ASA decides that any of these do not meet its standards or are not suitable, the exhibitor must at once comply with ASA demands or can withdraw and, if appropriate, receive a refund of the rental fee paid, prorated for the unused portion.

Exhibits may not project beyond the space allotted. No exhibit will be permitted to span an aisle or 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.

All 10x10 booths may use a height of 8', providing it does not interfere with any other exhibitor's view. All the booths, including signs, may not project above the 8' backdrop. All 10x10 booths will include an 8' backdrop and 36" high curtain sidewalls.

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.

Distribution of promotional gummed stickers or labels is prohibited. Any damage occurring from distribution of these types of items where the building management must repair or clean the building, equipment or furniture will be at the expense of the exhibitor.

4. Prohibition of Exhibitor-Sponsored Educational Sessions

Commercial firms that exhibit at the Conference on Practice Management will not be permitted to conduct or sponsor educational activities, presentations or meetings at the Tampa Marriott Waterside Hotel in Tampa, Florida, from and including Friday, January 25, to Sunday, January 27, 2008. Only normal sales presentations describing products and their functions are allowed in exhibit booths and hotel sleeping rooms and suites.

5. Space Assignment

The Conference on Practice Management will use a priority point system for assigning booth space. All changes to the layout of the final floorplan will be done at ASA's discretion. Open spaces on the floorplan may be filled with additional booth spaces if needed.

6. Facility

Tampa Marriott Waterside Hotel
700 South Florida Avenue
Tampa, FL 33602

Please review the entire Prospectus. It includes important information about your company's participation in and contribution to the meeting. The rules and regulations noted in this Prospectus are part of the application for space.

The ASA reserves the right to refuse space to any company whose products or services, in the judgment of the Society, do not meet the educational, scientific or practice needs of our members and meeting registrants.

7. Exhibit Space Fees

Priority space assignment deadline:

September 28, 2007\$1,900

The price of the booth includes, in addition to the space itself:

- An identification sign showing the company name
- General cleaning of aisles
- 5 complimentary exhibit registrations per 10' x 10' booth, if pre-registered
- One copy per booth of the Annual Meeting Syllabus

Exhibition Rules and Regulations

8. Deposits and Payments

A 50% deposit must accompany the application. **Applications will not be processed until the appropriate deposit is received.** All payments must be made by check, payable to Strategic Alliance Services or by credit card. Completed applications with deposits should be mailed to:

Cheryl Klein
Strategic Alliance Services
1211 Highway 37
Dunlap, IA 51529

Phone: (712) 643-5405 / Fax: (712) 643-5499

E-mail: cklein@sasyes.com

9. Full Payment

The balance of the booth fee is due on or before **September 28, 2007**. If the balance is not received by the due date, the booth space may be cancelled and reassigned without notification or refund of deposit. **No company may exhibit unless full payment for booth space has been received.** Final payment should be sent to the address listed above.

10. Cancellation or Reduction of Space

All cancellations or reductions in space must be sent in writing on company letterhead to Cheryl Klein (cklein@sasyes.com) at the address listed above. If written cancellation or booth reduction is received by:

July 27, 2007 – Full refund less \$200

**July 28 - September 28, 2007 –
Forfeit entire deposit (50% of booth cost)**

After September 28, 2007 – No refunds

11. Exhibitor Personnel

A company may register five individuals per 10' x 10' booth at no charge during advance registration only. **A \$100 per person fee will be charged for all representatives registered over this number.**

The exhibitor's badge allows admittance to the exhibit hall and, on a space available basis, to the general session. The exhibitor's badge does not allow attendance to any breakout sessions.

12. Badge Distribution

All badges for representatives who are registered in advance will be distributed on-site at the Exhibitor Registration Desk. A pre-registered representative of the company may sign for any or all badges for that company.

13. Guest Badges

Every effort will be made to assure that only properly identified and authorized registrants enter the exhibit hall. Technical exhibitors' guest badges are designed to allow access to the exhibit floor to individuals whom an exhibitor has a legitimate need to have present. These individuals may be:

- VIP's for parent company
- advertising agency representatives
- exhibit designers or builders
- exhibitor appointed contractors
- consultants
- industry analysts
- an exhibitor's original equipment manufacturer

Guest badges must not be issued to physicians or allied health individuals who should be registered through the Society's registration process for educational sessions and exhibit viewing. Badges should not be used as a form of registration for personnel working the booth. The exhibiting company is responsible for the actions of their guest. Misuse of the exhibitor guest badge system may result in the expulsion of the exhibitor and guest from the exhibit hall.

14. Vendor Badges

Individuals who want to view the exhibit floor but are not affiliated with an exhibiting company may register for one day at \$100.

15. Contests and Drawings

Contests and prize contests, drawings, raffles, or lotteries of any description, held at any time or place during the Conference on Practice Management, are strictly prohibited.

16. 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. Giveaways must not obstruct booth traffic and must be stored within the booth space or in an approved area through the general contractor. For more information on approved items, please contact Cheryl Klein at (712) 643-5405 or at cklein@sasyes.com.

17. Latex-Free Meeting

Exhibitors are prohibited from using latex products such as gloves, balloons and other latex-based promotional items due to the sig-

nificant prevalence of latex sensitivity among anesthesiologists.

18. 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.

19. Food Items

Approval for the distribution of food and beverage items must be obtained from ASA and the Tampa Marriott Waterside Hotel caterer. Popcorn, peanuts and other loose items are prohibited.

20. 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.

21. Proper Attire

Proper attire consistent with the decorum of the ASA Conference on Practice Management is required of exhibitor personnel. During show hours, this includes installation and dismantling company employees.

22. Photographing and Videotaping

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

Annual Meeting Contacts 2008 ASA Conference on Practice Management

Cheryl Klein
Exhibits Manager, COPM
Strategic Alliance Services
1211 Highway 37
Dunlap, IA 51529
(712) 643-5405
Fax: (712) 643-5499
cklein@sasyes.com

Fred Stone
General Contractor, COPM
Strategic Alliance Services
(817) 337-3050
fred.stone2@verizon.net

Exhibitor Contract for Exhibit Space and Sponsorships



AMERICAN SOCIETY OF ANESTHESIOLOGISTS

2008 ASA Conference on Practice Management • January 25-27, 2008 • Tampa, FL

Priority exhibit space assignment deadline: September 28, 2007

Exhibit Space Reservation (\$1,900)

☐ Please reserve an exhibit space for my company at the 2008 ASA Conference on Practice Management, January 25-27, 2008, in Tampa, FL.

Please e-mail a short description (50 word limit) of your company and products for inclusion in the Meeting Syllabus to Cheryl Klein at cklein@sasyes.com.

Special Requests (i.e. prefer not to be next to or across from...) *Although we will make every effort to respect your wishes, we cannot guarantee this will happen.*

PLEASE PRINT OR TYPE

Exhibitor Name (Full Legal Name) _____

Contact Name (To whom all correspondence is sent) _____

Display Name (Name to be displayed on booth sign, if different from legal name) _____

E-mail _____

Exhibitor Address _____

City _____

State _____

ZIP Code _____

Phone _____

Fax _____

Authorized Representative _____

Title _____

The above named Exhibitor hereby applies for the reservation and use of the number of exhibit booths designated above at the 2008 ASA Conference on Practice Management, and agrees to the terms and conditions set forth herein.

Authorized Signature (Not valid unless signed) _____

Date _____

Sponsorship Opportunities

Please check the sponsorship opportunity you wish to support.

☐ Welcome Reception

☒ Exhibitor Reception – Sponsored by Anesthesia Business Consultants

☒ Attendee Luncheon in Exhibit Hall – Sponsored by Anesthesia Business Consultants

☐ Clipboards

☒ Meeting Bags – Sponsored by Tenzing

☐ Meeting Bag Inserts

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PAYMENT TYPE:

☐ Check ☐ VISA ☐ MasterCard ☐ American Express

Printed Name on Card _____

Card # _____ Security Code _____

Exp. Date _____

Authorized Signature _____

2008 ASA Conference on Practice Management

c/o Strategic Alliance Services

Attn: Cheryl Klein

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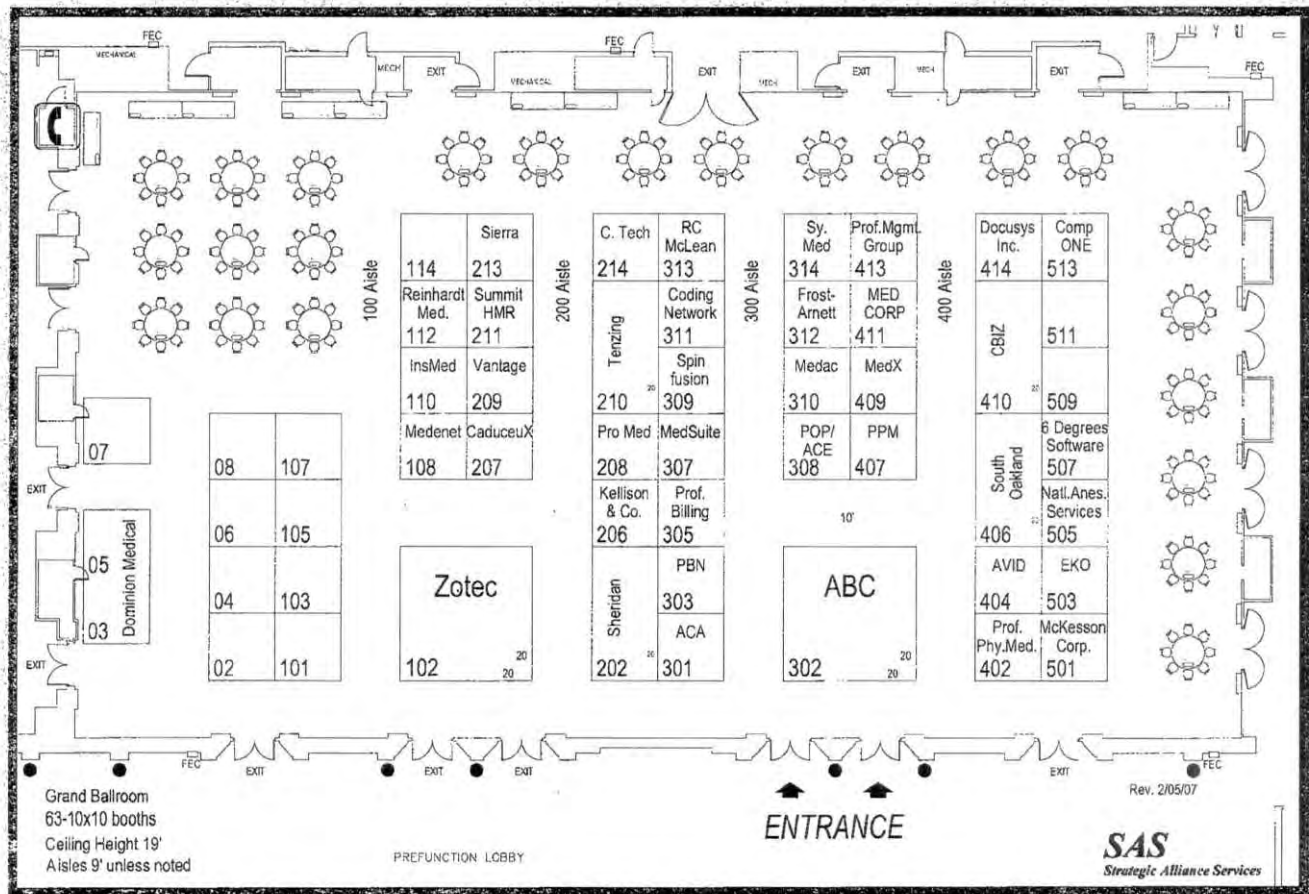
2008 ASA Conference on Practice Management

January 25-27, 2008

Tampa Marriott Waterside Hotel

Tampa, Florida

**Booth assignments and exhibitor information available by
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Rev. 2/05/07

SAS
Strategic Alliance Services

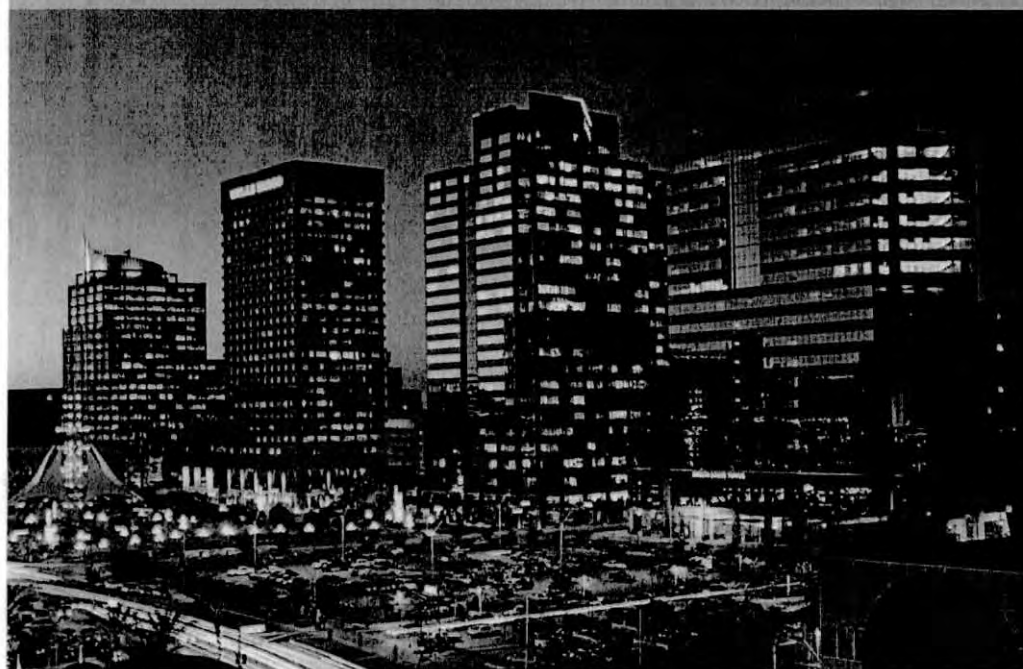
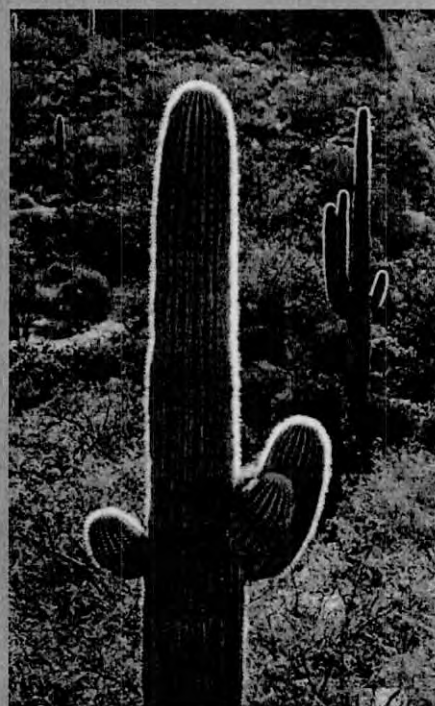
EXHIBITOR PROSPECTUS

If your company markets products and services relating to the management of an anesthesiology practice, you should plan now to exhibit at this prestigious event devoted exclusively to this highly specialized audience!

2007 ASA Conference on Practice Management

January 26-28, 2007

Pointe Hilton – Tapatio Cliffs Resort
Phoenix, Arizona



AMERICAN SOCIETY
OF
ANESTHESIOLOGISTS

www.asahq.org

Welcome to the ASA Conference on Practice Management

This meeting is sponsored by the American Society of Anesthesiologists and is designated as a continuing medical education activity for physicians. In addition to lectures and panel discussions, this conference offers breakout sessions that allow attendees to select areas of greatest personal interest. These sessions focus on leadership, and department, hospital, staffing and surgery center issues.

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AMERICAN SOCIETY
OF ANESTHESIOLOGISTS



Program Objectives

After attending this conference, the participants should be able to:

- Handle disruptive colleagues more effectively;
- Negotiate institutional contracts and subsidies more effectively;
- Understand how anesthesia information system can demonstrate quality;
- List threats to the future of anesthesia practice as well as solutions to those threats;
- Know how to avoid back tax liabilities with anesthesia contractors;
- Include pay-for-performance measures in hospital contracts;
- Know what customer satisfaction means for anesthesiologists;
- Manage their practices better through systems thinking;
- Learn how to lead an anesthesiology group for success;
- Know how the ASA represents anesthesiologists.

The following were some of the disciplines represented at the 2006 ASA Conference on Practice Management:

- (Leave room for about 4 bullet points here)

It's all in the numbers...

- A record number 478 participants attended the 2006 ASA Conference on Practice Management, and the conference is expected to see additional growth in the future.
- 94% of responding exhibitors at the 2006 Conference indicated on a survey that the attendees at this Conference were a qualified audience, as pertaining to the products and/or services they marketed at the Conference.

ASA members and practice managers will be attending...

- To learn about state-of-the-art advances in practice management.
- To hear about the newest research in this dynamic field.
- To view your products and services.
- To evaluate and compare products and services.

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Auditing for Compliance and Education
CBIZ Medical Management Professionals
C. Tech Collections Inc.
Cerner Corporation
Daniel & Yeager
Frost-Arnett Company
HealthCare Management Systems
Health Directions, LLC
HealthTronics
Liberty Professional Billing
Medenet

MedSuite
MedX Staffing
National Anesthesia Services
Olympus Surgical
Per-Se Technologies
Preferred Physicians Medical
Propper Manufacturing
Pro Medical, Inc.
Roche
Sheridan Healthcare
Sierra Health Services
South Oakland Services
Summit HMR, Inc.

Increase Your Visibility With These Sponsorship Opportunities!

Welcome Reception

This fun event is sure to get the Conference off to a great start. Attendees will be invited to the exhibit hall for hors d'oeuvres and cocktails the evening of Friday, January 26th where they can renew old acquaintances and make new ones. This casual atmosphere will encourage communication between attendees and exhibitors as the attendees make their initial explorations through the exhibit hall. This event can be sponsored exclusively by one company or co-sponsored by two companies.

Exclusive Sponsorship: \$25,000

Co-Sponsorship: \$15,000 each

Exhibitor Reception

This well-attended event provides your company with the opportunity to host the attendees as they unwind from a busy day of meetings on Saturday, January 27th. Hosted in the exhibit hall, the attendees will have this additional unopposed time to meet again with exhibitors while they enjoy cocktails and hors d'oeuvres.

*** **Sponsored by Anesthesia Business Consultants** ***

Sponsor Benefits:

All sponsors will enjoy the following benefits:

- Acknowledgement in the Meeting Syllabus
- On-site signage in heavy traffic areas.
- Recognition from the podium at the start of each day's program.
- Visibility to the ASA member attendees.

Clipboards

This useful item will be handed out to attendees at registration, providing them with a handy tool during their note-taking both during the meeting and in their businesses. The sponsoring company's logo (1-color) will be printed on the clip and on the board, which will be available at registration. Additional charges apply for additional colors.

1 Sponsorship Available: \$7,500

Meeting Bags

This sturdy tote bag with handle will feature the ASA Conference on Practice Management logo and the sponsoring company's logo. It will be distributed to Conference attendees at registration. The logos will be 2-colors. Additional charges apply for additional colors.

1 Sponsorship Available: \$8,000

Meeting Bag Inserts

Reach each attendee directly – send us a marketing brochure or clever keep-sake to place inside the meeting bag given to all attendees at registration. A minimum of three (3) inserts must be reserved for this opportunity to be available. (All inserts must be approved by the ASA Conference on Practice Management.) Contact Tricia Petersen for more information.

Rate per insert: \$2,000

Exhibit Hours:

Friday, January 26, 2007

4:30 p.m. – 6:30 p.m. – Welcome Reception in Exhibit Hall

Saturday, January 27, 2007

11:30 a.m. – 2:00 p.m. – Lunch in Exhibit Hall

7:00 p.m. – 9:00 p.m. – Exhibitor Reception

Exhibition Rules and Regulations

1. Exhibition Dates and Hours

The exhibition hall will be open to attendees as follows:

Friday, January 26, 2007

4:30 p.m. – 6:30 p.m. – Welcome Reception in Exhibit Hall

Saturday, January 27, 2007

11:30 a.m. – 2:00 p.m. – Lunch in Exhibit Hall

7:00 p.m. – 9:00 p.m. – Exhibitor Reception

No exhibitor, nor any employee, agent or servant of an exhibitor, shall be permitted to enter the exhibit hall until 90 minutes before the official opening hour, nor allowed to remain later than 90 minutes after the official closing hour, except on the last day of the exhibition.

3. Exhibition Standards

Exhibits and promotional materials should be dignified and truthful, and designed to provide useful and reliable information. The exhibition of a product or service at the COPM meeting does not constitute an ASA endorsement of the product or service, or of the claims made. Drugs or devices which require pre-market approval from the FDA or which must comply with established product standards will not be eligible to exhibit unless FDA approval has been obtained or the appropriate product standard is met. ASA reserves the right not to sell space for the exhibition of any product or service that is at issue or in litigation with a government agency.

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deems objectionable. If ASA decides that any of these do not meet its standards or are not suitable, the exhibitor must at once comply with ASA demands or can withdraw and, if appropriate, receive a refund of the rental fee paid, prorated for the unused portion.

5. Space Assignment

COPM will use a priority system for assigning booth space.

6. Facility

Pointe Hilton – Tapatio Cliffs Resort
11111 North 7th Street, Phoenix, Arizona 85020
Reservations: 1-800-947-9784
Phoenix, Arizona

Please review the entire Prospectus. It includes important information about your company's participation in and contribution to the meeting. The rules and regulations noted in this Prospectus are part of the application for space.

The ASA reserves the right to refuse space to any company whose products or services, in the judgment of the Society, do not meet the educational, scientific or practice needs of our members and meeting registrants.

9. Exhibit Space Fees

Priority space assignment deadline:

September 29, 2006\$1,900

The price of the booth includes, in addition to the space itself:

- An identification sign showing the company name
- General cleaning of aisles;
- 5 complimentary registrations per 10' x 10' booth, if pre-registered
- One copy per booth of the Annual Meeting Syllabus

10. Deposits and Payments

A 50% deposit must accompany the application. **Applications will not be processed until the appropriate deposit is received.** All payments must be made by check, payable to Strategic Alliance Services or by credit card. Completed applications with deposits should be mailed to:

Tricia Petersen

Strategic Alliance Services

202 North 12th Street

Dunlap, IA 51529

Phone: (712) 643-1343 / Fax: (712) 643-2207

Email: jtpetersen@iowatelecom.net

Exhibition Rules and Regulations

11. Full Payment

The balance of the booth fee is due on or before **September 29, 2006**. If the balance is not received by the due date, the booth space may be cancelled and reassigned without notification or refund of deposit. **No company may exhibit unless full payment for booth space has been received.** Final payment should be sent to the address listed above.

12. Cancellation or Reduction of Space

All cancellations or reductions in space must be sent in writing on company letterhead to Tricia Petersen (jtpetersen@iowatelecom.net) at the address listed above. If written cancellation or booth reduction is received by:

June 30, 2006..... Full refund less \$100
On or before September 29, 2006..... Forfeit entire deposit
(50% of booth cost)

After September 29, 2006..... No refunds

13. Exhibitor Personnel

A company may register five individuals per 10' x 10' booth at no charge during advance registration only. **A \$100 per person fee will be charged for all representatives registered over this number.**

The exhibitor's badge allows admittance to the exhibit hall and on a space available basis, to the general sessions. The exhibitor's badge does not allow attendance to any ticketed sessions.

14. Badge Distribution

All badges for representatives who are registered in advance will be distributed on-site at the Exhibitor Registration Desk. A pre-registered representative of the company may sign for any or all badges for that company.

15. Guest Badges

Every effort will be made to assure that only properly identified and authorized registrants enter the exhibit hall. Technical exhibitors' guest badges are designed to allow access to the exhibit floor to individuals whom an exhibitor has a legitimate need to have present. These individuals may be:

- VIP's for parent company
- advertising agency representatives
- exhibit designers or builders
- exhibitor appointed contractors
- consultants
- industry analysts
- an exhibitor's original equipment manufacturer

Guest badges must not be issued to physicians or allied health individuals who should be registered through the Society's registration process for educational sessions and exhibit viewing. Badges should not be used as a form of registration for personnel working the booth. The exhibiting company is responsible for the actions of their guest. Misuse of the exhibitor guest badge system may result in the expulsion of the exhibitor and guest from the exhibit hall.

16. Vendor Badges

Individuals who want to view the exhibit floor but are not affiliated with an exhibiting company may register for one day at \$100.

17. Contests and Drawings

Contests and prize contests, drawings, raffles, or lotteries of any description, held at any time or place during the COPM Conference, must be approved by ASA in advance of the Conference. Contact Tricia Petersen at (712) 643-1343 or via email at jtpetersen@iowatelecom.net.

Annual Meeting Contacts 2007 ASA Conference on Practice Management

Tricia Petersen
Exhibits Manager, COPM
Strategic Alliance Services
202 N. 12th Street
Dunlap, IA 51529
(712) 643-1343
Fax: (712) 643-2207
jtpetersen@iowatelecom.net

Fred Stone
General Contractor, COPM
Strategic Alliance Services
(817) 337-3050
fred.stone2@verizon.net

Documents Responsive to Request #3

Please explain what policies, if any that ASA plans to adopt to ensure transparency of funding in order to provide a greater public trust in the independence of your organization.



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2009 Technical Exhibits
New Orleans, LA

Exhibit Hours
Sunday, October 18 - 12:30 p.m. to 6 p.m.
Monday, October 19 - 9 a.m. to 4 p.m.
Tuesday, October 20 - 9 a.m. to 3 p.m.

Your Search Results

Select a booth number to view more detailed information.

Companies whose names appear in red have paid a fee to have their web site linked.

Booth	Company Name
No Booth	
0	
518	A M Bickford, Inc
1956 / 1958	Abbott Labs
1831	ABC (Anesthesia Business Consultants)
2649 / 2651	Abeo
631	AccuVein LLC
927	ACIGI/Fujiyoki
2840 / 2842	AcuTec
2316	Adolor Corporation/GlaxoSmithKline
526	Advanced Anesthesia Solutions, Inc.
2055	Advanced Infusion, Inc.
2151	Advantage Medical Cables and Electronics, Inc.
1650	Advantedge Healthcare Solutions
1950	AES Inc.
560	AI Medical
1624	Aircraft Medical Ltd.
2650 / 2652	Airtraq LLC
2116	Ambu, Inc.
416 / 418	American Anesthesiology
2744	American Express Open
2631	American Medical Association
2326	American Quantity Survey
2521	American Society of Regional Anesthesia and Pain Medicine (ASRA)
2252	Ameridose
2823	Ameritox
452	Amico Accessories
2256	Anecare, Inc.
715	Anesthesia Associates, Inc.
1754 / 1756	Anesthesia Healthcare Partners
544	Anesthesia Revenue Management
529	AnesthesiaCare
2626 / 2628	Anesthesiologist Assistant Programs
2023	Anesthesiology News
2324	Anesthetix Management, L.L.C.
921	Anesthesia Call Accountant
2817	Anthem Associates, LLC
2424	APAC
2721 / 2723	Apollo MD
856 / 858	Apricity, LLC
2250	ARC Medical, Inc

<u>1124</u>	Arizant Healthcare
<u>2022</u>	Armstrong Medical Industries
<u>2724 / 2726 / 2728</u>	Army Medical Recruiting
<u>1815</u>	Aspect Medical Systems
<u>456</u>	Avoca Physician Billing Services
<u>618 / 620</u>	Axiom Worldwide
<u>843</u>	B. Braun Medical, Inc.
<u>807</u>	Balch Hill Medical
<u>1632</u>	Baxter Healthcare
<u>1424</u>	BD
<u>2749</u>	Beijing Choice Electronic Technology Co., Ltd.
<u>1016</u>	Belmont Instrument Corp.
<u>707 / 709</u>	Bioniche Pharma
<u>342</u>	Biosound Esaote
<u>1757</u>	BK Medical Systems, Inc.
<u>408</u>	Blue Mountain Research
<u>2820</u>	Bluestar Enterprises, Inc.
<u>532</u>	BMEYE BV
<u>2549</u>	Board Stiff Live
<u>1854</u>	Boston Scientific
<u>1057 / 1059</u>	Cadence Pharmaceuticals
<u>616</u>	Cadwell Labs
<u>956</u>	Cambridge University Press
<u>1453</u>	Cardiotronic
<u>2428</u>	Career Staff Unlimited
<u>1052</u>	CareFusion
<u>1916</u>	CASMED
<u>2025</u>	Centurion Medical Products Corp.
<u>1824</u>	Cephalon, Inc.
<u>1144</u>	Cerner Corporation
<u>2644</u>	Cheetah Medical
<u>2715</u>	Cincinnati Sub-Zero
<u>750</u>	Civco Medical Solutions
<u>2443</u>	Clarus Medical, LLC
<u>531</u>	Codonics
<u>2638</u>	Compliance Medical Services
<u>2532</u>	CompOne Services, Ltd.
<u>921</u>	ConMed Corporation
<u>2122</u>	Cook Medical
<u>809</u>	Cosman Medical
<u>1315</u>	Covidien
<u>855</u>	CPR, Inc.
<u>336</u>	Criticare Systems, Inc.
<u>1160</u>	Cubist Pharmaceuticals
<u>825</u>	Cumberland Pharmaceuticals, Inc.
<u>2825</u>	Custom Compounding Centers
<u>2057</u>	Dannemiller
<u>1344</u>	Datascope
<u>404</u>	DaVinci Anesthesia Review Course
<u>2622</u>	Daxor Corporation
<u>603</u>	Deltex Medical
<u>417</u>	Department of Veterans Affairs (HRRO)
<u>855</u>	Digi-Trax Corporation
<u>1028</u>	Docusys
<u>419</u>	Dominion Diagnostics
<u>2827</u>	Dr. Jensen Board Prep
<u>1744</u>	Draeger Medical
<u>1853</u>	Draeger Medical
<u>1416</u>	Duke Clinical Research Institute/GPRO
<u>2127</u>	Dupaco

<u>1055</u>	DVMI Da Vinci Medical, Inc.
<u>2257</u>	Dynatherm Medical Inc.
<u>816</u>	Edwards Lifesciences
<u>1116</u>	Eisai
<u>828</u>	Elcam Medical, Inc.
<u>1259</u>	Encompass Group, LLC
<u>2425 / 2427</u>	Endo Pharmaceuticals
<u>717</u>	Enthermics Medical Systems
<u>2058 / 2060</u>	Epimed International, Inc.
<u>432</u>	Epson America
<u>2222 / 2224</u>	Escalon
<u>2344</u>	Ethox International
<u>2718</u>	First Responder Educational Services
<u>2445</u>	Flexicare
<u>708</u>	Fresenius Kabi
<u>549 / 551</u>	Fukuda Denshi
<u>2228</u>	Futuremed
<u>2327</u>	GasCoder.com
<u>907</u>	Gaymar Industries
<u>2026</u>	GCX Corporation
<u>1430</u>	GE Healthcare
<u>1157</u>	Global Medical Staffing
<u>410</u>	Gulfstream Healthcare
<u>803</u>	H & H System, Inc.
<u>2624</u>	Hanu Surgical Devices, LLC
<u>2815</u>	Happy Feet by Sole Mates
<u>649 / 651</u>	Have's Inc.
<u>2325</u>	Healthpac Computer Systems, Inc.
<u>703</u>	HeartWorks by Inventive Medical LTD
<u>929</u>	Heine USA
<u>2356</u>	Helena Laboratories
<u>834</u>	Hospira
<u>428</u>	Hot Dog International
<u>426</u>	Hot Dog USA
<u>955 / 2632</u>	HIRA Research
<u>1359</u>	Hypnoz Therapeutic Devices, Inc.
<u>2551</u>	Hytape, Inc.
<u>2232</u>	IAnesthesia LLC
<u>950</u>	ICU Medical, Inc.
<u>850</u>	i-Flow Corporation
<u>1456 / 1457</u>	IMACOR, LLC
<u>1755</u>	IMD Inc.
<u>944</u>	iMDSoft
<u>1858</u>	InsMed Insurance Agency, Inc.
<u>2451</u>	Instrumentation Industries, Inc.
<u>2432</u>	Integrated Medical Management, Inc.
<u>2831</u>	International Anesthesia Research Society (IARS)
<u>242</u>	Intersurgical Inc.
<u>550</u>	Invivo
<u>1257</u>	Iradimed
<u>622</u>	Jackson & Coker
<u>922</u>	Karl Storz Endoscopy
<u>1258 / 1260</u>	Kimberly Clark
<u>2243</u>	King Pharmaceuticals
<u>1934</u>	King Systems
<u>2526 / 2528</u>	LIDCO, Limited
<u>1060</u>	LifeSaving Medical Solutions, LLC
<u>2423</u>	Lifestat
<u>816</u>	Life-Tech
<u>2816</u>	Lightning Bolt Solutions, Inc.

<u>2732</u>	Linde Healthcare
<u>528</u>	Linear Medical Solutions
<u>2131</u>	LMA North America
<u>1555 / 1557</u>	LocumTenens.com
<u>2331</u>	Mainline Medical Inc.
<u>1058</u>	Man & Machine Inc.
<u>1543</u>	Masimo
<u>2125</u>	McGraw-Hill
<u>436</u>	McKesson
<u>615</u>	Med Man Simulations, Inc.
<u>1944</u>	Medac
<u>725</u>	Medelix Business Services LLC
<u>431</u>	Medenet, Inc.
<u>704</u>	Medical Associates Consulting
<u>2422</u>	Medical Doctor Associates
<u>2436</u>	Medical Management Professionals
<u>1556</u>	Medical Management Specialists
<u>722</u>	Medical Protective
<u>625</u>	Medi-Corp, Inc.
<u>530</u>	Medisim, Ltd
<u>604</u>	Medline Industries
<u>727</u>	Mednet America
<u>1159</u>	MedPro Solutions
<u>725 / 726</u>	Medrad, Inc.
<u>427</u>	Med-Storm Innovation
<u>2550 / 2552</u>	Medtronic, Inc.
<u>515 / 517 / 519 / 520</u>	Mercury Medical
<u>2623</u>	Mercy Ships
<u>2543</u>	Merge Healthcare
<u>2355</u>	Mexys SA
<u>2426</u>	MHAUS
<u>2751</u>	Miarc, Inc.
<u>552</u>	Mizuho OSI
<u>1256</u>	MMI Med Carts, Inc.
<u>822</u>	Moog Medical Devices (formerly Curlin Medical)
<u>909</u>	MPJ, Inc.
<u>2836</u>	National Academy of Perioperative Echocardiography
<u>2625</u>	National Board of Echocardiography, Inc.
<u>1353</u>	Nationwide Anesthesia Services, Inc.
<u>1158</u>	Neurowave Systems Inc.
<u>2044</u>	Nihon Kohden
<u>2725 / 2727</u>	Nonin Medical, Inc.
<u>903</u>	North American Partners in Anesthesia
<u>2821</u>	NorthStar Anesthesia, P.A.
<u>2349</u>	Northwest Anesthesia Seminars
<u>2121 / 2123</u>	NOVAMED USA
<u>1356</u>	Numask, Inc.
<u>2226</u>	NYSORA World Anesthesia Congress
<u>2357</u>	OBS Medical
<u>627</u>	Oceanus Insurance Company
<u>525</u>	Ochsner Health System
<u>1524</u>	Olympus America, Inc.
<u>2452</u>	Omneotech
<u>423 / 425</u>	Omniceil
<u>1456</u>	Open Tempo
<u>1334</u>	Oridion Capnography Inc
<u>752</u>	Outpatient Surgery Magazine
<u>1758</u>	Oxford University Press
<u>749 / 751</u>	Pajunk Medical Systems

<u>607</u>	Pall Medical
<u>652</u>	Parish Management Consultants LLC
<u>2834</u>	Parker Medical Associates, LLC
<u>450</u>	PaymentsMD
<u>2015</u>	Penlon America, Inc./Penlon Ltd.
<u>2516</u>	Pfizer, Inc
<u>1244</u>	PharMEDiUM Services, LLC
<u>731</u>	Philips Healthcare
<u>430</u>	Physician Risk Management
<u>610</u>	Physician Scheduler
<u>1027</u>	Physicians Business Network
<u>236</u>	Picis
<u>1957</u>	Pikeville Medical Center
<u>2818</u>	Pinnacle Partners, In Medicine
<u>2216</u>	Piramal Healthcare
<u>1655</u>	PPM Information Solutions
<u>1458</u>	Practice Match LT
<u>2731</u>	Precision Software, Inc.
<u>628</u>	Preferred Health Associates
<u>1644</u>	Preferred Physicians Medical
<u>1556</u>	Premier Anesthesia
<u>1724</u>	PriCara, Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc.
<u>415</u>	Progenics Pharmaceuticals, Inc.
<u>756</u>	Progressive Dynamics Inc.
<u>2322</u>	Propper Manufacturing Co., Inc.
<u>2522 / 2524</u>	Purdue Pharma L.P.
<u>2716</u>	Ren-Lor Medical
<u>507 / 509</u>	Rotem, Inc.
<u>2153</u>	Ruford Corporation
<u>824</u>	Salter Labs
<u>1924</u>	Saunders/Mosby-Elsevier, Inc.
<u>1658</u>	Sentec, by Master Dist. Bemes, Inc.
<u>710</u>	Shamrock Scientific Specialty Systems
<u>2628</u>	Sharn Anesthesia Inc.
<u>2527</u>	Sheridan Healthcare, Inc.
<u>1656</u>	Sierra Health Services, LLC
<u>650</u>	Simulab Corporation
<u>510</u>	SIUI Ultrasound
<u>856</u>	SmartInfuser USA
<u>826</u>	Smisson-Cartledge Biomedical, LLC
<u>1224</u>	Smiths Medical
<u>2421</u>	Society for Airway Management
<u>2722</u>	Society for Ambulatory Anesthesia (SAMBA)
<u>2621</u>	Society for Obstetric Anesthesia & Perinatology
<u>1044</u>	Somanetics Corporation
<u>520 / 522</u>	Somnia, Inc.
<u>2158</u>	Sonora Medical Systems, Inc.
<u>1133</u>	Sonosite
<u>1324</u>	Spacelabs
<u>516</u>	SpineMED-CERT Health Sciences
<u>2523</u>	Springer
<u>2321 / 2323</u>	St. Jude Medical
<u>1955</u>	Staff Care, Inc.
<u>1022</u>	Stryker
<u>848 / 851</u>	Summit Medical Products, Inc.
<u>2328</u>	Sunmed USA
<u>808</u>	Supertech, Inc.
<u>644</u>	Surgical Information Systems
<u>2418</u>	Teleflex Medical

<u>2822 / 2824</u>	Tensys Medical
<u>2822 / 2824</u>	Tensys Medical
<u>536</u>	Tenzing
<u>2626</u>	The American Board of Anesthesiology (ABA)
<u>422</u>	The Doctors Company
<u>1516</u>	The Medicines Company
<u>2531</u>	TIVA Healthcare, Inc.
<u>1355</u>	Trey Med.
<u>2027</u>	TruCorp LTD
<u>2844 / 2846</u>	Truphatek Int. LTD
<u>241</u>	Tuoren Medical
<u>2755</u>	Ultimate Escapes Luxury Destination Clubs
<u>1715</u>	Ultrasonix Medical Corporation
<u>804</u>	University of Tennessee-Physicians Exec MBA Program
<u>556</u>	US Navy Recruiting Command
<u>2346</u>	US WorldMeds
<u>959</u>	Valley Technology
<u>1953</u>	VBM Medical Inc.
<u>2236</u>	Verathon Medical
<u>2818</u>	Vidacare Corporation
<u>527</u>	Vidco, Inc.
<u>2352</u>	Vision-Sciences, Inc.
<u>2332</u>	Vista Staffing Solutions
<u>2625 / 2627</u>	VITAID
<u>830</u>	Westmed
<u>555</u>	Wilburn Medical USA
<u>420</u>	Wiley Blackwell
<u>2635</u>	Wolfe Tory
<u>617 / 619 / 621</u>	Wolters Kluwer Health-Lippincott Williams & Wilkins
<u>2832</u>	Woo Young Medical Co., LTD
<u>444</u>	Xanodyne Pharmaceuticals
<u>508</u>	Zars Pharma
<u>1354</u>	Zefon International
<u>503</u>	Zoll Medical Corporation
<u>1234</u>	Zotec Partners

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The American Society of Anesthesiologists thanks all of the Technical Exhibitors for their support and participation at the Annual Meeting. The inclusion of an exhibitor at the ASA Annual Meeting does not imply ASA's endorsement of the use of any product or service presented or discussed by the Technical Exhibitors at this meeting.

Questions?

Contact:
Jeff Schulz
Exhibits and Sponsorship Manager
847-268-9145
j.schulz@asahq.org



AMERICAN SOCIETY OF ANESTHESIOLOGISTS

October 17-21, 2009

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ASA Thanks Workshop Supporters

ASA gratefully acknowledges the support of the companies listed below who are providing equipment to be used during the following workshops.

Workshop	Company	Equipment
ACLS Workshop	Laerdal Medical	Simulators
ACLS Workshop	Philips Medical	6 HeartStart MRx Monitors
ACLS	ZOLL Medical Corporation	Defibrillators
Acupuncture Workshop	Helio Medical Supplies	Acupuncture needles
Advanced Fiberoptic Laryngoscopy	Cook Medical	Product support
Advanced Fiberoptic Laryngoscopy	lympus	Flexible endoscopes, monitors, and light sources
Advanced Fiberoptic Laryngoscopy	taid	Unilocker Bronchial Blockers
Advanced Transesophageal Echocardiography Workshop	Philips	Four Ultrasound Systems
Anesthesia Machine Workshop: Ask the Expert – Aisys and Apollo Machines	Draeger Medical, Inc.	4 Apollo Anesthesia Machines
Anesthesia Machine Workshop: Ask the Expert – Aisys and Apollo Machines	GE Healthcare	Four Anesthesia Care Stations with accessories
Basic Fiberoptic Laryngoscopy	rtraq LLC	Two AirTraQ systems
Basic Fiberoptic Laryngoscopy	bu	Three Sim Man Simulator
Basic Fiberoptic Laryngoscopy	edical	Spherical Balloon Catheters, needles, airway exchange catheters
Basic Fiberoptic Laryngoscopy	Laerdal	Three Sim Man Simulator
Basic Fiberoptic Laryngoscopy	lympus	Scopes and Head models
Basic Fiberoptic Laryngoscopy	PENTAX Medical Company	Equipment loan
Basic Fiberoptic Laryngoscopy	mulation	Dexterity Demonstration Model
Cadaver Workshop	B. Braun Medical, Inc.	Epidural needles, epidural catheters, LOR syringe, epidural sets, continuous nerve block tray, continuous nerve block set, spinal needles
Cadaver Workshop	Boston Scientific Neuromodulation	IPG kits, extension kits, lead kits, surgical spares
Cadaver Workshop	CareFusion	Needles and Trays
Cadaver Workshop	Coaman	2-RFG-1B-Radiofrequency Lesion Generators
Cadaver Workshop	Epimed	Medical Equipment
Cadaver Workshop	Epimed	Needles and catheters

	International, Inc.	
Cadaver Workshop	GE Healthcare	Three Ultrasound systems with transducers
Cadaver Workshop	GE Healthcare	Four C-Arms
Cadaver Workshop	Kimberly-Clark Health Care	RF Generator, RF Cannulae, disc biacoplasty, probes, spinal
Cadaver Workshop	Medtronic	Stimulators and pumps
Cadaver Workshop	Philips	Four C-Arms
Cadaver Workshop	Philips	Four Ultrasound Systems
Cadaver Workshop	Smith & Nephew	Catheters
Cadaver Workshop	Sonosite	Two ultrasound machines
Cadaver Workshop	St. Jude Medical	Spinal cord stimulators Product Kits
Cadaver Workshop	Stryker Interventional Spine	Vertebroplasty and radiofrequency disposable equipment and radiofrequency capital product loan
Cadaver Workshop	Teleflex Medical Inc.	19ga StimuCath Sets, 21/22ga StimuQuik needles, FlexTip Plus Epidural Sets and SureBlock Spinal kits
Clinical Difficult Airway Workshop and Airway Simulation	AIRTRAQ and KING LT Systems	All necessary equipment and samples for two separate stations, one for Laryngeal Tube and one for Airtraq. Two-three manikins at each station (4-6 total) and will include several Airtraq cameras
Clinical Difficult Airway Workshop and Airway Simulation	Cook Medical	Cricothyrotomy Catheter sets, airway exchange catheters
Clinical Difficult Airway Workshop and Airway Simulation	Laerdal	Three SimMen with Compressors
Clinical Difficult Airway Workshop and Airway Simulation	LMA	Two McGrath laryngoscopes, four manikins, extra batteries, tracheal tubes, two syringes, four ambu bags and several varieties of LMAs including: Supreme, Fastrach, Classic, and Proseal
Clinical Difficult Airway Workshop and Airway Simulation	Olympus	Two stations-each with a fiberscope, light source, monitor, tracheal tube, cuff syringe and manikin
Clinical Difficult Airway Workshop and Airway Simulation	Cook Medical	Retrograde kits, four manikins, multiple tracheal tubes, multiple syringes, multiple airway catheters, etc.
Clinical Difficult Airway Workshop and Airway Simulation	Teleflex Medical	EZ tubes, laryngoscope with optical viewing lens
Clinical Difficult Airway Workshop and Airway Simulation	Verathon Medical	Glidescope
Disaster Anesthesia: Protecting Yourself in the Hot Zone Workshop	Laerdal	Two airway management trainers
Emergency Airway Management - Pig Trachea Model Workshop	Cook Medical	Two dozen Melker Cricothyroidotomy kits
Management of the Difficult Pediatric Airway	Olympus	Pediatric intubation scopes with models and a video system
Must-Know Blocks for Ambulatory Regional Anesthesia	GE Healthcare	Two Logic E ultrasound machines with probes
Must-Know Blocks for Ambulatory Regional Anesthesia	Philips	One Ultrasound machine
Must-Know Blocks for Ambulatory Regional Anesthesia	Sonosite	Three Ultrasound machines

About SSL Certificates

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Pacemaker Workshop	Biotronik	Two pacemaker/icd programmers and demonstration units
Pacemaker Workshop	St. Jude	Pacemaker programmers, simulators, magnets and educational personnel
Pediatric Ultrasound-Guided Regional Anesthesia workshop	GE	Three Ultrasound machines with appropriate transducers
Pediatric Ultrasound-Guided Regional Anesthesia Workshop	Philips Healthcare	One Ultrasound System
Pediatric Ultrasound-Guided Regional Anesthesia Workshop	SonoSite, Inc.	Three Ultrasound Machines
Resident Regional Anesthesia	GE	Four GE Ultrasound Machines with appropriate transducers
Resident Regional Anesthesia	Sonosite	Four Sonosite Machines
Simulator Workshops	GE Healthcare	Four Anesthesia Machines
Simulator Workshops	Laerdal	Three Sim Man Simulator and One Sim Baby
Thoracic Workshop	Cook Medical	Spherical Balloon Catheters
Thoracic Workshop	Covidien	Double-Lumen Tubes
Thoracic Workshop	Laerdal	One Adult Simulator One Infant Simulator Three Airway Trainer Mannequins One Infant Airway Management Trainer
Thoracic Workshop	Olympus Surgical & Industrial America, Inc.	Cameras, scopes and light sources Six plastic Lung models
Thoracic Workshop	Vitald, Inc	Univent Tubes
Transesophageal Echocardiography-Intermediate TEE Workshop	Philips	One 3D Workstation
Transesophageal Echocardiography-Intermediate TEE Workshop	Sonosite	Four Echo machines and Chest Wall probes
Transesophageal Echocardiography Basic TEE Workshop	Philips	Ultrasound Machine
Transesophageal Echocardiography Basic TEE Workshop	Sonosite	Three Ultrasound Machines
Ultrasound and Echocardiography in the ICU and Perioperative Settings	Philips	One ultrasound machine with surface echo probes 3D
Ultrasound and Echocardiography in the ICU and Perioperative Settings	Siemens Ultrasound	X300 Equipment
Ultrasound and Echocardiography in the ICU and Perioperative Settings	SonoSite	Two ultrasound machines
Ultrasound and Echocardiography in the ICU and Perioperative Settings	Zonare Medical Systems, Inc.	One ultrasound machine
Ultrasound Workshop for Vascular Access for Adults and Pediatrics	GE Healthcare	One ultrasound machine
Ultrasound Workshop for Vascular Access for Adults and Pediatrics	TeraSon	Two ultrasound machines

Ultrasound, Simulation, and Stimulation for Peripheral Nerve Blocks Workshop	Blue Phantom	Sciatic Leg Model, Upper and Lower Extremity Simulator
Ultrasound, Simulation, and Stimulation for Peripheral Nerve Blocks Workshop	GE	Four Ultrasound machines with appropriate transducers
Ultrasound, Simulation, and Stimulation for Peripheral Nerve Blocks Workshop	Philips Medical	Two HD11 XE Ultrasound Systems
Ultrasound, Simulation, and Stimulation for Peripheral Nerve Blocks Workshop	Sonosite	Four Ultrasound machines
Ultrasound, Simulation, and Stimulation for Peripheral Nerve Blocks Workshop	Ultrasonix	Two Ultrasound Machines
Ultrasound-Guided Regional Anesthesia and Clinical Skills Workshop	Biosound Esaote	Four Ultrasound Machines
Ultrasound-Guided Regional Anesthesia and Clinical Skills Workshop	GE Healthcare	Four Ultrasound Machines with appropriate transducers
Ultrasound-Guided Regional Anesthesia and Clinical Skills Workshop	Philips	Four Ultrasound Systems
Ultrasound-Guided Regional Anesthesia and Clinical Skills Workshop	Sonosite	Four Ultrasound Machines
Ultrasound-Guided Regional Anesthesia and Clinical Skills Workshop	Ultrasonix	Two Ultrasound Machines

2008 ANNUAL MEETING HIGHLIGHTS DISCLOSURE STATEMENTS

Asterisks printed next to a speaker's or planner's name mean:

* This speaker has indicated that he or she does have a significant financial relationship with the manufacturer of a commercial product or provider of a commercial service that may be discussed in this presentation. The presenter will describe that relationship before beginning the presentation.

** This speaker has indicated that he or she has no significant financial relationship with the manufacturer of a commercial product or provider of a commercial service that may be discussed in this presentation.

Advances in Obstetric Anesthesia

** David J. Birnbach, MD, MPH – have no commercial interests to disclose.

New Modes of Mechanical Ventilatory Support

** Michael A. Gropper, MD, PhD, FCCM – have no commercial interests to disclose.

Complex Regional Pain Syndrome Diagnosis and Management

* Timothy R. Lubenow, MD – discloses that he receives consulting fees from Boston Scientific and Medtronic.

New Pharmacology Options in Ambulatory Surgery

* Peter Glass, MD. – discloses that he receives consulting fees from Sphere, CeNes, Organon, Lab (Akela), Labopharm, and honoraria from Aspect, has stock options with Aspect Medical, and funded research with Pfizer.

* Walter G. Maurer, MD – discloses that he receives honoraria's from MGI Pharma, Endo Ethicon, and Prompte.

* Steven L. Shafer, MD – discloses that he receives consulting fees from Ethicon Endo-Surgery and has an Equity position with PharmacoFore.

** Frances F. Chung – have no commercial interests to disclose.

Myths in Pediatric Anesthesiology

** Zeev N. Kain, MD MBA, MA (hon), FAAP – have no commercial interests to disclose.

Chemical Dependency in Anesthesiologists

** Arnold J. Berry, MD, MPH – have no commercial interests to disclose.

Staffing and Case Scheduling For Out of the OR Cases

** Alex Macario, MD, MBA – have no commercial interests to disclose.

Anesthesia and Functional Brain Mapping

** Barbara Van de Wiele, MD – have no commercial interests to disclose.

Bariatric Surgery: Knowns, Unknowns, and What to Anticipate When These Surgical Patients Arrive At Your Hospital

** Peggy G. Dukes, MD, Jonathan Ketzler, MD, Prith Peiris, MD and Brian McGlinch, MD – all have no commercial interests to disclose.

Anesthesia For the Pregnant Patient Undergoing Non-Obstetric Surgery

** Joy L. Hawkins, MD – have no commercial interests to disclose.

Misunderstandings in Neuroanesthesia: (How may I hurt thee? Let me count the ways.)

* John C. Drummond, MD, FRCPC – discloses that he receives honoraria from Hospira.

Upper Extremity Regional Anesthesia – Essentials of Our Current Understanding

** John M. Neal, MD – have no commercial interests to disclose.

Professionalism, Ethics, and Law in Anesthesiology & Critical Care

** Carl C. Hug, Jr., MD, PhD – have no commercial interests to disclose.

Neuroanesthesia and Cardiac Anesthesia Issues

* Hilary P. Grocott, MD, FRCPC, FASE – discloses that she receives honoraria from Somanetics.

* Mark F. Newman, MD – discloses that he funded research for Regado, The Medicines Company and Medicare.

** Vesna Jevtovic-Todorovic, MD, PhD, and Joseph P. Matthew, MD, MhSc, – have no commercial interests to disclose.

Multimodal Analgesia and the acute pain patient: Beyond catheters and LAs

* Richard W. Rosenquist, MD – discloses that he receives consulting fees from Arrow International, honoraria from Pfizer, as well as funded research for Celgene.

** John C. Rowlingson, MD., May L. Chin, MD and Christopher L. Wu, MD – all have no commercial interests to disclose.

Strategies for Success in One-Lung Anesthesia

** Jerome M. Klafa, MD – have no commercial interests to disclose.

Emery A. Rovenstine – Memorial Lecture 2008

** Ronald d. Miller, MD – have no commercial interests to disclose.

How Will Pay for Performance Impact Ambulatory Anesthesia?

** Lucy Everett, MD – have no commercial interests to disclose.

Perioperative Care of the Patient with Renal Dysfunction

* Robert N. Sladen, MD – discloses that he receives honoraria and funded research from Scios, Inc.

Strategies to Reduce Cardiac Risk For Noncardiac Surgery

** Lee A. Fleisher, MD – have no commercial interests to disclose.

An Algorithmic Approach to Neuropathic Pain

** Richard L. Rauck, MD – have no commercial interests to disclose.

The ASA Translational Science Lecture

** John W. Severinghaus, MD – have no commercial interests to disclose.

Spinal Injections for the Diagnosis & Treatment of Chronic Pain

* B. Todd Sitzman, MD, MPH – discloses that he receives honoraria from Eli Lilly.

Perioperative Management of the Patient with Respiratory Disease

** David O. Warner, MD – have no commercial interests to disclose.

Cerebral Protection by Hypothermia and Anesthetics: New Insights into Mechanisms and Applications

** William L. Lanier, MD – have no commercial interests to disclose.

Evidence vs. Experience: Making Better Decisions

** Avery Tung, MD – have no commercial interests to disclose.

Anesthetic Effects on the Fetus and Newborn

** Scott Segal, MD – have no commercial interests to disclose.



December 9, 2009

ASA 2007 Annual Meeting Highlights CME Web Site

[Online CME Courses Home](#) | [View Cart](#) | [Check Out](#)

Welcome to ASA's 2007 Annual Meeting Highlights CME site. You have the opportunity to earn CME credit for courses presented at ASA's 2007 Annual Meeting **Enrollment and Registration**. Learners may choose to enroll for individual courses, or for the entire menu of courses. ASA members will be asked to register using their member number. Please have this available before proceeding to course registration.

Fees and Payment

ASA Members: \$10 per credit hour, or \$150 for the complete program of 13 courses.
Non-Members: \$50 per credit hour

Fees are collected when registering. If a course can not be completed in one session, learners may return to the uncompleted course as many times as necessary.

Education and Claiming CME Credit

Each course contains a series of slides and a lecture. Handouts are provided for further study in some courses. When a course is completed, learners will be directed to a brief course evaluation, and a printable CME credit certificate. ASA will record CME credit, and you will receive confirmation of the credit earned via e-mail. CME credit earned by ASA Members is electronically reported to the American Board of Anesthesiology at the beginning of each month. A CME letter of credit may be printed as well.

Accreditation Statement

The American Society of Anesthesiologists is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The American Society of Anesthesiologists designates this educational activity for a maximum of 21 *AMA PRA Category 1 Credit(s)*TM. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Planner Disclosure: Christine M. Stock, MD; Daniel J. Cole, MD; Ellen M. Baleman, EdD have no commercial interests to disclose.

Please note: The ideal set up for viewing these webcasts is a PC with Internet Explorer. If you are using a MAC we recommend using the Firefox web browser for MACs and the Real Player version.

Online CME Courses

You may register for more than one course at once. Check off as many courses as you want, and click "Add Selected Courses To Cart" below to start the registration process, or click "More Info" next to any course to read more about it.

- ☐ **Spinal Cord, Peripheral Nerve, and Peripheral Nerve Field Stimulation for the Treatment of Pain**
Timothy R. Deer, M.D.
Dr. Deer discloses that he receives consulting fees from Codman, St. Jude and Stryker, as well as funded research from Elian
1 credit hour
\$10.00 for ASA members, \$50.00 for Non-Member

- ☐ **The ASA Closed Claims Project and Its Registries**
Karen B. Domino, M.D., M.P.H.
Robert A. Caplan, M.D.
Jeffrey P. Morray, M.D.
Lorrie A. Lee, M.D.
Drs. Domino, Caplan, Morray and Lee have no commercial interests to disclose.
2 credit hours
\$20.00 for ASA members, \$100.00 for Non-Member

- ☐ **Intensive Insulin Therapy Is Beneficial in the Perioperative Period**
Paul G. Barash, M.D.
Douglas B. Coursin, M.D.
Shamsuddin Ahktar, M.D.
Drs. Barash, Coursin and Ahktar have no commercial interests to disclose.
2 credit hours
\$20.00 for ASA members, \$100.00 for Non-Member

No Blood, No Pus, No Pain -- Avoiding Hemorrhagic, Infectious, and Neurologic Complications

- ☐ Joseph M. Neal, M.D.
James R. Hebl, M.D.
Terese T. Horlocker, M.D.
Drs. Neal, Hebl and Horlocker have no commercial interests to disclose.
3 credit hours
\$30.00 for ASA members, \$150.00 for Non-Member
[REDACTED]
-
- ☐ **Anesthesia/Sedation for Diagnostic and Therapeutic Procedures in Children Outside the Operating Room**
Richard F. Kaplan, M.D.
Dr. Kaplan has no commercial interests to disclose.
1 credit hour
\$10.00 for ASA members, \$50.00 for Non-Member
[REDACTED]
-
- ☐ **Staying Out of Trouble in the Office**
Michael T. Walsh, M.D.
David B. Barinholtz, M.D.
Meena S. Desai, M.D.
Arnaldo Valedon, M.D.
Drs. Walsh, Barinholtz, Desai and Valedon have no commercial interests to disclose.
2 credit hours
\$20.00 for ASA members, \$100.00 for Non-Member
[REDACTED]
-
- ☐ **Rovenstine Lecture**
James E. Cottrell, M.D.
Dr. Cottrell has no commercial interests to disclose.
1 credit hours
\$10.00 for ASA members, \$50.00 for Non-Member
[REDACTED]
-
- ☐ **CAD and Stents: Perioperative Management for Cardiac and Noncardiac Surgery**
Erin A. Sullivan, M.D.
Barry A. Finegan, M.B.
Richard I. Hail, M.D.
W. Scott Beattie, M.D.
Dr. Sullivan has no commercial interests to disclose
Dr. Finegan discloses that he has funded research and received consulting fees and honoraria from Bayer, and consulting fees and honoraria from Abbott Labs
Dr. Hail discloses funded research from Bayer
Dr. Beattie discloses that he receives honoraria from Abbott Labs, has funded research from the Canadian Institute of Health Research and the Ontario Heart and Stroke Foundation and consulting fees from Novo Nordisk.
2 credit hours
\$20.00 for ASA members, \$100.00 for Non-Member
[REDACTED]
-
- ☐ **General Anesthetic Neurotoxicity: Can It Be Bad When It's So Good?**
Gregory J. Crosby, M.D.
Deborah J. Culley, M.D.
Vesna Jevtovic-Todorovic, M.D.
Piyush M. Patel, M.D.
Zhongcong Xie, M.D.
Drs. Crosby, Culley, Jevtovic-Todorovic, Patel and Xie have no commercial interests to disclose.
2 credit hours
\$20.00 for ASA members, \$100.00 for Non-Member
[REDACTED]
-
- ☐ **Plenary Session: Oxygen**
Sten G.E. Lindahl, M.D., Ph.D.
Dr. Lindahl has no commercial interests to disclose.
1 credit hours
\$10.00 for ASA members, \$50.00 for Non-Member
[REDACTED]
-
- ☐ **Complex Coagulation Abnormalities**
Patricia M. Murphy, M.D., F.R.C.P.C.
Dr. Murphy has no commercial interests to disclose.
1 credit hour
\$10.00 for ASA members, \$50.00 for Non-Member
[REDACTED]
-
- ☐ **What's New in Obstetric Anesthesia**
Linda S. Polley, M.D.
Stephen D. Pratt, M.D.
John Andrew Thomas, M.D.
Drs. Polley, Pratt and Thomas have no commercial interests to disclose.
2 credit hours
\$20.00 for ASA members, \$100.00 for Non-Member
[REDACTED]
-
- ☐ **Treatment of Cancer Pain**
Oscar A. De Leon-Casasola, M.D.
Dr. De Leon-Casasola has no commercial interests to disclose.

1 credit hour
\$10.00 for ASA members, \$50.00 for Non-Member

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Documents Responsive to Request #4

Please explain your policies on disclosure of outside income by your top executives and board members.

current (2007-2010)



Potential Conflict-of-Interest Form

Disclosure of Affiliations

A member of the American Society of Anesthesiologists (ASA) shall not serve as an officer, director, alternate director, committee member, representative to another organization or in another appointed position if that service would involve a conflict, real or apparent, with any other relationship or arrangement, financial or otherwise, participated in by the member or the member's family. ASA requires each member nominated to serve, as indicated above, to disclose his or her affiliations and execute this statement.

Disclosure of a member's affiliations is intended to assist ASA in resolving conflicts of interest. An affiliation with another organization does not necessarily mean that a conflict of interest exists or that the affiliation would unduly influence the member in his or her nominated position.

A listing of affiliations will be distributed or made available to all respective members of the Board, committee, task force or other relevant body to which the member is appointed or elected.

Affiliations

Please complete each question to the best of your knowledge. You may list your answers directly on this form and on a separate sheet of paper (provided at the end of this document), as may be required. Complete disclosure of all relevant material financial relationships and potential financial conflicts of interest is required. If you are uncertain about what might constitute a potential financial conflict of interest, err on the side of full disclosure, and, if necessary, contact ASA General Counsel with any questions or concerns.

If at any time during your tenure you become affiliated with another organization or cease an affiliation, please provide such information to the Secretary.

The following terms used in this statement have the following meanings:

"Material financial interest" means any financial interest, including all forms of compensation, which, in view of all the circumstances, is substantial enough that it would, or reasonably could, affect your judgment with respect to decision making on behalf of ASA. Determination of a material financial interest is generally a matter of personal judgment but, the following are guidelines:

- a financial ownership, partnership or substantial investment (equity or debt) interest in an entity of 5 percent or more (not minor share holding in publicly traded corporations);
- a financial ownership, partnership or substantial investment (equity or debt) interest which contributes to your income in a material way;
- significant honoraria or consulting fees; or
- a position as proprietor, director, managing partner or key employee.

"Family member" shall mean spouse, domestic partner, parent, mother-in-law, father-in-law, child, spouse of child, brother, sister or spouse of a brother or sister. Interests held by a family member shall apply to the extent such interests are known to the member.

1. Do you or a family member hold or plan to hold a material financial interest in any business which furnishes goods or services, or is seeking to furnish goods or services, to ASA?

☐ No ☐ Yes

If "Yes", Please list the name of each business and the type of goods or services involved:

2. Have you or a family member asserted or filed, or intend to assert, a lawsuit, legal complaint, personal claim for damages or formal grievance against ASA?

☐ No ☐ Yes

If "Yes", Please describe the nature and status of the legal action:

3. Do you or a family member hold or plan to hold a material financial interest in any health care business or health care facility, including a private medical practice?

☐ No ☐ Yes

If "Yes", Please list the name of each business or facility and provide a brief description of the type of business or facility:

4. Are you, or a family member, a Trustee, Director, Officer, Council or Committee member, employee or consultant of any **health care business, organization or health-related professional society** (or do you, or a family member, anticipate becoming so involved within the next 12 months)?

☐ No ☐ Yes

If "Yes", Please list the name of each entity, position held and term of position. If the entity is not nationally known, please provide a brief description of the entity:

5. Are you, or do you anticipate becoming within the next 12 months, a Trustee, Director, Officer, Council or Committee member, employee or consultant of any **non-health care** business, organization or society?

☐ No ☐ Yes

If "Yes", Please list the name of each entity, position held and term of position. If the entity is not nationally known, please provide a brief description of the entity:

6. Do you hold, or do you anticipate holding within the next 12 months, any faculty appointments?

☐ No ☐ Yes

If "Yes", Please list the name of each institution, position held and term of appointment:

7. Are you involved in, or do you anticipate becoming involved in, public representation and advocacy, including lobbying, on behalf of any organization?

☐ No ☐ Yes

If "Yes", Please list the name of each organization and describe the nature of the activities you are or will be involved in:

8. Do you hold, or do you intend to seek within the next 12 months, any political office (elected or appointed)?

☐ No ☐ Yes

If "Yes", Please list each political office:

9. Are you involved, or do you intend to become involved within the next 12 months, in any other significant political activities (excluding voting and political contributions)?

☐ No ☐ Yes

If "Yes", Please describe your political activities:

10. Are you aware of any activity of a family member that may conflict with ASA's policies or activities?

☐ No ☐ Yes

If "Yes", Please list the family member involved and the nature of the activity:

11. Are you involved in any other personal relationship, activity or interest which may raise a conflict of interest or impair your objectivity on ASA policies or issues?

☐ No ☐ Yes

If "Yes", Please describe each relationship, activity or interest:

Statement of Compliance

I understand that I am expected to comply with the requirements of this Statement of the American Society of Anesthesiologists.

To the best of my knowledge and belief, I have completely disclosed my affiliations.

I understand that I have a continuing responsibility to comply with the requirements of this Statement, and I will promptly disclose any affiliations required to be disclosed.

I, _____, hereby sign this "Statement of Compliance."

PRIOR (2006 & prior)

In accordance with action taken by the 1993 ASA House of Delegates, there now exists a new administrative procedure addressing potential conflict of interest for those serving on behalf of the Society, as follows:

An ASA member shall not serve as an ASA officer, director, alternate director, committee member, representative to another organization or other appointed position if that service would involve a conflict, real or apparent, with any other relationship or arrangement, financial or otherwise, participated in by the member or the member's spouse, children, siblings or parents. Further, a member serving ASA in one of the named capacities shall not permit the fact of the member's ASA service to be exploited in furtherance of the member's or any such relative's personal gain.

When a member is nominated to serve ASA in any of the named capacities, the member shall submit to the Secretary a statement attesting to conformity with the above standards and noting any potential exceptions. A waiver from the requirements set forth in the first paragraph may be allowed only by action of the Executive Committee of the Administrative Council, or in the case of a nominee for ASA office or an incumbent officer, by the disinterested members of the full Administrative Council.

It would therefore be appreciated if you would provide the information requested below and return this form with your committee appointment letter(s).

CONFLICT OF INTEREST DISCLOSURE STATEMENT BY
NOMINEE AS AN ASA OFFICER, DIRECTOR, ALTERNATE DIRECTOR,
COMMITTEE MEMBER, OR REPRESENTATIVE TO ANOTHER ORGANIZATION,
OR MEMBER OF THE ASA EXECUTIVE STAFF

I, _____, hereby acknowledge that if I assume the position in ASA for which I have been nominated or appointed, I will occupy a position of trust requiring the good faith exercise of independent personal judgment on ASA's behalf. In so doing, I agree to subordinate to ASA's interest any conflicting interest, real or apparent, derived from any other relationship or arrangement, financial or otherwise, participated in by me or by my immediate family (spouse, children, siblings or parents). I also agree not to permit the fact of my ASA service to be exploited in furtherance of my or any such persons' personal gain.

I hereby certify that, to the best of my knowledge, neither I nor any one of my named relatives is currently participating in any of such conflicting relationship or arrangement, except possibly the following:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

I hereby certify that if during my period of service to ASA the facts change with respect to any possible conflicting relationship or arrangement, I will immediately amend this statement and file the amended statement with ASA.

Date

Signature

ASA 00411

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.

STATEMENT ON CONFLICT OF INTEREST
(Approved by House of Delegates on October 13, 1993,
and last amended October 15, 2003)

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 are expected 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.

Excerpt ASA Administrative Procedures

Policies on Board Disclosure of Outside Income

11.2 Conflict of Interest

11.2.1 Requirement

An ASA member shall not serve as an ASA officer, director, alternate director, committee member, representative to another organization or other appointed position if that service would involve a conflict, real or apparent, with any other relationship or arrangement, financial or otherwise, participated in by the member or the member's family, as defined in the ASA Potential Conflict of Interest Disclosure Statement (COI). Further, a member serving ASA in one of the named capacities shall not permit the fact of the member's ASA service to be exploited in furtherance of the member's or any such relative's personal gain.

11.2.2 Conformity

When a member is appointed or elected to serve ASA in any of the named capacities, and no less than yearly thereafter during the term of service, the member shall complete and submit to the Secretary via the ASA website the ASA Potential Conflict of Interest Disclosure Statement (COI) attesting to conformity with the above standards and noting any potential exceptions. A listing of affiliations will be distributed or made available to all respective members of the Board, Committee, Task Force or other relevant body to which the member is appointed or elected. Please note that this form is different and separate from the disclosure forms requested by the Meetings and the Education Departments of ASA.

11.2.3 Enforcement

The Governance Unit shall monitor compliance with the policy. The Chair of such committee, task force or other relevant body, in consultation with the appropriate Section Chair, shall have primary responsibility to enforce compliance with the conflict of interest policy as it pertains to the work of the committee, task force or other relevant body. The ASA Office of General Counsel, in consultation with the Administrative Council, shall have primary responsibility to monitor and enforce the conflict of interest policy as it pertains to the Board. Each individual member of the Administrative Council shall also have the responsibility to monitor and enforce the conflict of interest policy as it pertains to the Administrative Council. On or before the commencement of a new term of office or service, the incoming committee chairs, Administrative Council and the Office of General Counsel shall initiate review of the potential Conflict of Interest Disclosure Statements and complete initial review of such statements within 30 days of the commencement of the term.

11.2.4 Non-Compliance

The Secretary shall also be notified, other than in the context of the initial review process, in the event of an alleged failure by a sitting officer, director, alternate director, committee member, representative to another organization, or other appointed position to conform to the above

standards. The Secretary shall refer any stated potential exception or alleged failure to conform to the requirements of the above standards to the Administrative Council. The Administrative Council, under its authority set forth in Title VIII of the ASA Bylaws, may determine that a conflict does not exist; determine that a conflict does exist but grant a waiver; determine that the matter should be heard by the Judicial Council; or in the case of alleged conflict by a Director or Alternate Director, refer the matter to the component society nominating the director or alternate director, for appropriate action.

11.2.5 ASA Staff

The requirements of the first paragraph above shall apply equally to members of the ASA Executive Staff, which is defined as the Executive Vice Presidents and Departmental Directors. In the case of such individuals, the Executive Committee of the Administrative Council shall be responsible for monitoring and enforcing compliance with the conflict of interest policy as it pertains to ASA Executive Staff, including the determination of any waiver or for the application of sanctions in the event of any violations of the policy.

11.2.6 Availability of Forms

The Potential Conflict of Interest Disclosure (COI) Statement and forms are available on the ASA website in the Members Only section. For those without internet access or who are not ASA members, hard copies may be obtained from the ASA Executive Office.

Prior Policy

Procedure No. 6 ORGANIZATION AND STRUCTURE

III. CONFLICT OF INTEREST

A. ASA Members and Executive Staff

- I. An ASA member shall not serve as an ASA officer, director, alternate director, committee member, representative to another organization or other appointed position if that service would involve a conflict, real or apparent, with any other

relationship or arrangement, financial or otherwise, participated in by the member or the member's spouse, children, siblings or parents. Further, a member serving ASA in one of the named capacities shall not permit the fact of the member's ASA service to be exploited in furtherance of the member's or any such relative's personal gain.

2. When a member is nominated to serve ASA in any of the named capacities, the member shall submit to the Secretary a statement attesting to conformity with the above standards and noting any potential exceptions. The Secretary shall also be notified, other than in the context of the nomination process, in the event of an alleged failure by a sitting officer, director, alternate director, committee member, representative to another organization, or other appointed position to conform with the above standards. The Secretary shall refer any stated potential exception or alleged failure to conform to the requirements of the first paragraph to the Administrative Council pursuant to the provisions of section 8.201 of the ASA Bylaws. The Administrative Council, under its authority set forth in subsection 8.201 of the ASA Bylaws, may determine that a violation does not exist; determine that a violation does exist but grant a waiver; determine that the matter should be heard by the Judicial Council; or in the case of alleged violation by a director or alternate director, refer the matter to the component society nominating the director or alternate director, for appropriate action.
3. The requirements of the first paragraph above shall apply equally to members of the ASA executive staff. In the case of such individuals, the Executive Committee of the Administrative Council shall be responsible for the determination of any waiver or for the application of sanctions in the event of any violations of such requirements.
4. Forms for complying with these requirements can be obtained from the ASA Executive Office.