



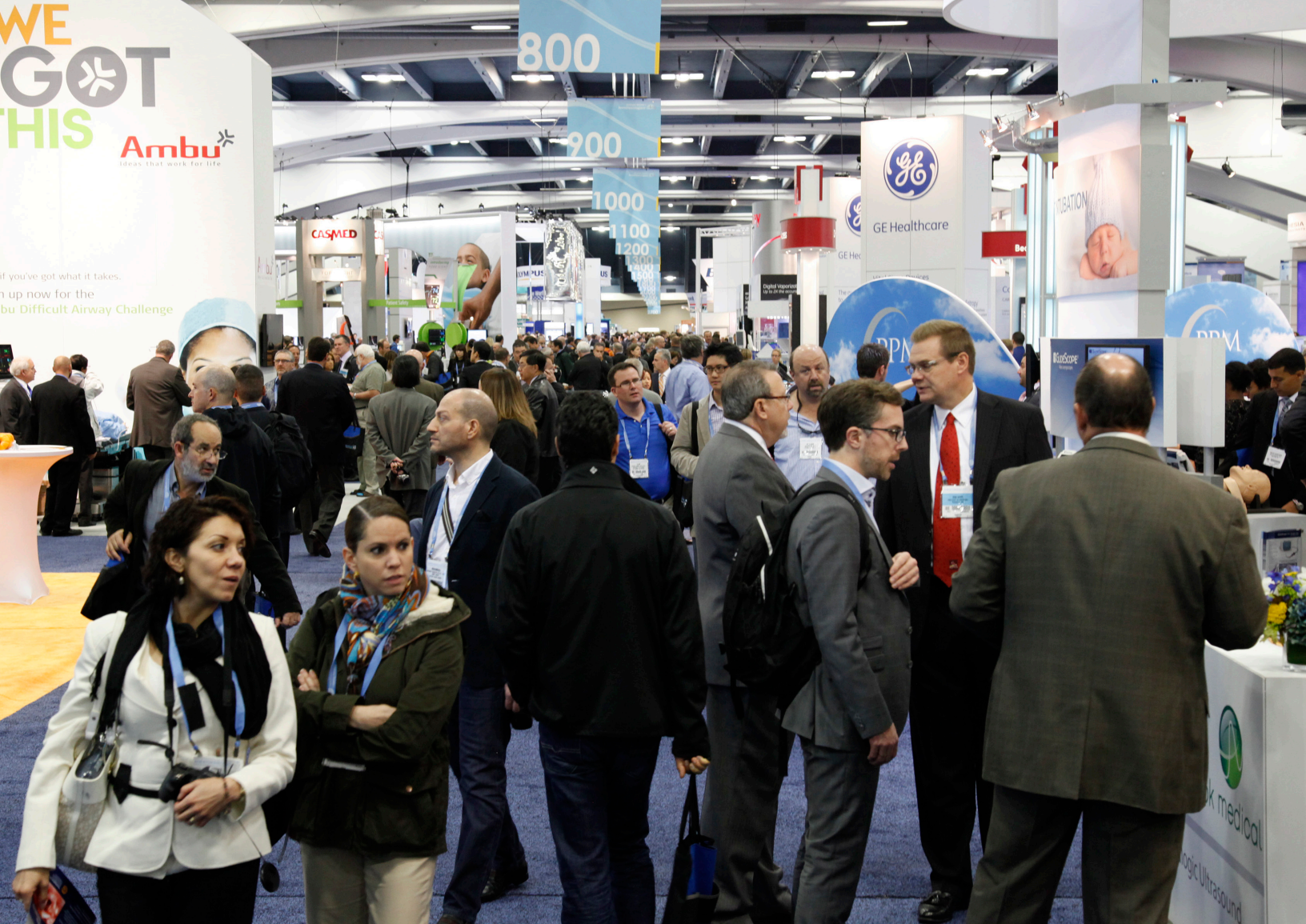
Join the Leaders in Anesthesiology

Marketing Prospectus
Exhibit – Advertise – Support



Join the Leaders in Anesthesiology

Marketing Prospectus
Exhibit



For more than 65 years, the ASA® annual meeting has been the most comprehensive anesthesia-related educational event in the world, bringing together top influential and notable professionals in anesthesiology, pain medicine and critical care medicine. Attendees come to the ANESTHESIOLOGY® 2015 annual meeting to learn the newest techniques, obtain critical information to better serve their patients and grow their practices. They come to the exhibits seeking information on the latest products, services and technologies useful in the practice of anesthesia.

The American Society of Anesthesiologists® invites you to participate in the ANESTHESIOLOGY® 2015 annual meeting in San Diego, October 24-28, centrally located at the San Diego Convention Center.

ANESTHESIOLOGY® 2015 is expected to welcome over 13,000 health care professionals, affording exhibitors, corporate supporters and advertisers access to the highest quality leads. Do not miss this opportunity to connect with health care professionals such as physician anesthesiologists, nurse anesthetists, anesthesiologist assistants, respiratory therapists and pharmacists.

Your participation in this meeting offers exceptional opportunities to align your products and services with the most elite professionals in anesthesiology. This year's ASA annual meeting offers more excitement than ever before. Please review the enclosed materials, where you will find limitless opportunities to increase your presence and exposure to this special audience.

ANESTHESIOLOGY 2015
San Diego OCTOBER 24-28



Attendee Builder Promotions

Welcome Reception – A networking opportunity to connect with decision-makers in the Connection Center (exhibit hall).

Opening Session – Saturday, October 24, 9-10:30 a.m. at the San Diego Convention Center, featuring D. Michael Abrashoff, former Naval Commander and Author of *“It’s Your Ship”*, speaking on leadership.

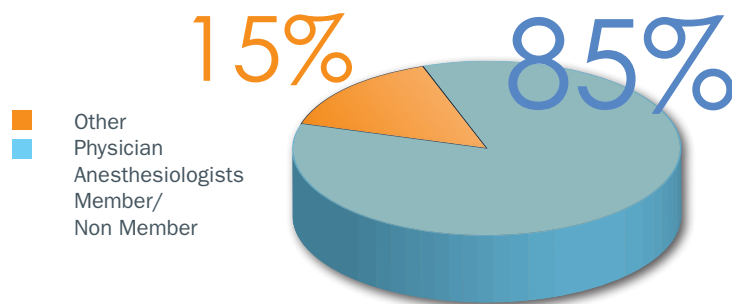
Industry Product Theaters – An opportunity to present product or services information to attendees during peak traffic times.

Product & Technology EXPERIENCE – Engage in short informal discussions and provide hands-on technical solutions to experts by experts on your product or technology.

Projected Attendance For San Diego, California*

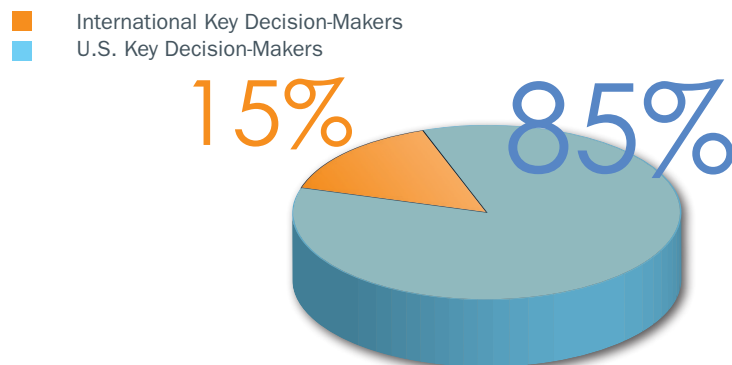
Physician Anesthesiologists (Member and Nonmember)	10,000
Other Health Care Professionals (nurse anesthetists, anesthesiologist assistants, respiratory therapists, and pharmacists)	3,000
Projected International Attendance	23%

2015 ASA Projected Attendance



Other – (composed of nurse anesthetists, anesthesiologist assistants, respiratory therapists and pharmacists)

2015 ASA Projected Global Attendance



*This information is based on historical numbers from the previous annual meeting held in California, with strong support from California physician anesthesiologists and international participants.

Become an exhibitor

The American Society of Anesthesiologists invites you to participate as an exhibitor at the ANESTHESIOLOGY® 2015 annual meeting being held at the San Diego Convention Center in San Diego, California, October 24-28, 2015.

We expect over 13,000 health care professionals will be in attendance in San Diego this year, affording exhibitors, corporate sponsors and advertisers more access to the highest quality leads than any other meeting.

Value Enhancements

- New networking opportunities during dedicated break and lunch times.
- Welcome Reception in Connection Center (exhibit hall) on Saturday, October 24.
- Daily raffle prizes sponsored by ASA to increase engagement in the Connection Center.
- Expanded Connection Lounges with WiFi, charging stations, networking and lounge areas.
- ANESTHESIOLOGY® 2015 Meeting & Exhibit Guide will be in the hands of all attendees before, during and well after the meeting.
- Opening session and other educational programs conveniently located adjacent to the Connection Center.
- Industry Product Theater – scheduled product and innovation presentations
- Product & Technology EXPERIENCE – short informal hands-on demonstrations and discussions from experts to experts

Exhibit Location

San Diego Convention Center – Halls B-G

Exhibit Dates

October 24-26, 2015

Exhibit Hours

Saturday, October 24 – 10:30 a.m. - 6:45 p.m.

Sunday, October 25 – 9 a.m. - 4 p.m.

Monday, October 26 – 9 a.m. - 1 p.m.

Don't miss this opportunity to meet with attendees seeking information on new products, services and technologies useful in the practice of anesthesiology.

As an ASA annual meeting exhibitor, you have the opportunity to:

- Network with over 13,000 health care professionals in the anesthesiology profession.
- Increase product sales by generating qualified leads.
- Introduce new products and services.
- Conduct market research.
- Build visibility for your company in a competitive marketplace.

Booth Pricing – 2015

10' x 10' (inline).....	\$4,499/\$4,972 (prime area)
10' x 10' (corner)	\$4,854/\$5,382 (prime area)
20' x 20'	\$19,420/\$21,362 (prime area)
20' x 30'	\$29,129/\$32,053 (prime area)
20' x 40'	\$38,841/\$42,728 (prime area)
30' x 30'	\$43,696/\$48,431 (prime area)
20' x 50'	\$48,549/\$53,403 (prime area)
30' x 40'	\$58,256/\$64,105 (prime area)
30' x 50'	\$72,823/\$80,135 (prime area)
40' x 40'	\$77,677/\$85,455 (prime area)
30' x 60'	\$85,984/\$96,923 (prime area)
40' x 50'	\$97,098/\$106,806 (prime area)
50' x 50'	\$121,310/\$133,448 (prime area)

For more information or to reserve your exhibit space please contact Craig Baker at (703) 631-6200 or e-mail asaexhibits@jspargo.com.



Space Assignment

ASA assigns exhibit space on a priority-based system in order to recognize a company's past exhibiting history and supporter status with the Society. Exhibit applications received after the October 13, 2014 priority point deadline will be assigned booth space on a first-come, first-served basis.

Points are earned on the following basis:

- 10 points for each 10' x 10' equivalent space.
- 25 bonus points for every five years of consecutive exhibiting.
- An additional 25 points are earned when Travel Planners, the official ASA housing company is used to book reservations for exhibit personnel.
- 1 point for every \$1,000 spent in ASA's corporate supporter program or advertising.
- Double priority points are awarded for companies pre-registering in New Orleans during the ANESTHESIOLOGY® 2014 annual meeting.

Enhanced Exhibitor Listings

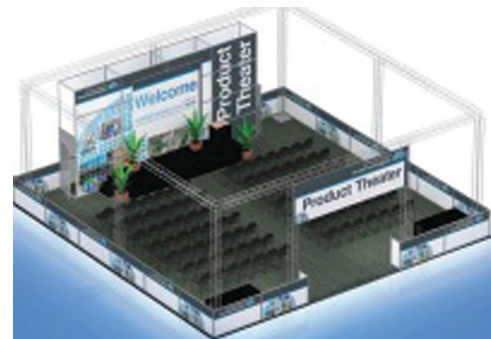
Stand out on the ANESTHESIOLOGY® 2015 website, printed Meeting & Exhibits Guide and mobile app by purchasing an enhanced exhibitor profile listing. Extended and Premium listing upgrades are available with longer company and product descriptions, logos, press releases, product photos and corporate videos.

Enhanced Listing Upgrade Rates

\$1,250 for the Extended listing
\$2,550 for the Premium listing

Industry Product Theaters

The American Society of Anesthesiologists invites you to take advantage of the opportunity to present product or services information to attendees during ANESTHESIOLOGY® 2015. The product theaters are positioned on the exhibit floor and presentations will be scheduled during peak traffic times.



The theaters will be set with a low riser, a standing lectern and seating for 100 people. Each presenter will have a 30 or 60 minute time slot to present their products and services to the audience.

Included with a Product Theater:

- Theater seating for 100 people
- Audio visual package that includes: 1 lectern, 1 lavalier microphone and 2 monitors
- Lead retrieval device

Promotion - (if committed before print date July 1, 2015)

- Prior to the meeting – A one-time use of the attendees list to send a direct mail piece to pre-registered attendees (shared promotion of product theater agenda in print or digital)
- Onsite – Exhibit hall entrance unit and product theater entrance unit
- Option to purchase ASA Bistro or concessions coupons to the San Diego Convention Center

Investment: \$18,000 for a 30 minute session or \$27,000 for a 60 minute session

**In order to use the product theater, companies must be an ANESTHESIOLOGY® 2015 exhibitor.*

Expand your presence

Product & Technology EXPERIENCE

This is a dedicated area near an entrance to the exhibit hall that provides an opportunity to better showcase your products and latest technologies. Your participation extends your company's presence beyond the booth and specifically targets attendees as they first enter the hall. The area is open daily during exhibit dates from 11:30 a.m. - 2:30 p.m.

This is a perfect way to:

- Provide hands-on technical training to experts by experts for using your device or technology
- Allow attendees to see breakthrough demonstrations of your product or technology
- Provide healthcare professionals a hands-on experience or a first-look at what's new in the healthcare marketplace
- Engage in short discussions and provide expert solutions
- Give attendees another reason to visit your booth

Investment: \$5,000 for one day, \$7,500 for 2 days and \$10,000 for 3 days.

Exhibitor Suites/Headquarters

The Exhibitor Suites or Headquarters are perfect places for your company to hold small staff meetings, meetings with existing and potential clients or hosting a small hospitality suite.

Note: Educational Symposia, Sessions, Focus Groups or Group Demonstrations are NOT permitted inside the meeting suites/headquarter offices.

Exhibitors are responsible for any additional furnishings above the standard included package such as telecommunications, food and beverage, AV, etc.

Exhibitor Suites – Each suite is reserved for the full three day event, and includes 1 conference table, 10 chairs, 2 wastebaskets, electrical (1 powered outlet), private restroom and signage outside the entrance. There are only 3 suites available and are reserved on a first-come, first-served basis.

Rate: \$10,000 for all three exhibit days.

Exhibitor Headquarters – Space (hard walls) in the exhibit hall dedicated to your company for the three day event. The headquarter office includes a carpeted 10' x 20' or 20' x 20' area, 1 conference table, 6 chairs (10 chairs for 20' x 20'), 2 wastebaskets, electrical (1 powered outlet) and signage outside the entrance. There are 6 offices available to reserve on a first-come, first-served basis.

Exhibitor Headquarters Rates

\$4,000 for 10' x 20' space on the show floor
\$8,000 for 20' x 20' space on the show floor

Welcome & Wine Reception Opportunity

Reserve one of the wines, champagne or micro beers on our list that will be poured directly from your exhibit space by a server during Saturday evening's Welcome Reception in the Exhibit Hall. We'll provide you with a server, wine/champagne or beer, glasses, and a skirted table from which to serve. You'll also receive recognition on printed materials. Only one company is allowed to reserve each of the wines on a first come, first served basis.

Investment: TBD

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For more information or to reserve your exhibit space please contact Craig Baker at (703) 631-6200 or e-mail asaexhibits@jspargo.com.



ANESTHESIOLOGY® 2015 Pre/Post-Registration List

To assist in your marketing efforts, ASA will make the Attendee Pre/Post-Registration list available to exhibitors beginning September 21, 2015.

The Pre/Post-Registration list contains attendee contact information captured during the registration process for attendees opting in to receive pre-show mailing information. At members' request, no telephone, e-mail addresses or fax numbers are provided.

Promotional Right

One direct mail piece of company literature to the pre/post-registration attendees list is allowed.

A completed Pre/Post-Registration Mailing List Order Form & Use Agreement signed and filed with ASA is required. A prototype of the direct mail piece must be submitted to ASA for approval prior to receiving the mailing list.

Services

A one-time use only Pre/Post Registration list will be electronically available through December 31, 2015.

Investment: \$1,495

For more information or to reserve your exhibit space please contact Craig Baker at (703) 631-6200 or e-mail asaexhibits@jspargo.com.



Take a look at past exhibiting companies!

**ANESTHESIOLOGY® 2014
Exhibitors**

3M Critical & Chronic Care Solutions
3M Health Care - Infection Prevention Division
A.M. Bickford, Inc.
AbbVie
abeo
AccuVein Inc.
AcelRx Pharmaceuticals
Advanced Infusion, Inc.
Advantech Corp.
AdvantEdge Healthcare Solutions (AHS)
Affiliated Subspecialty Society Pavilion
Airtraq LLC
Airway Associates
Ambu, Inc.
American Anesthesiology
American Physician Institute
Analogic Ultrasound
AneScan
Anesthesia Associates, Inc. (AincA)
Anesthesia Business Consultants, LLC
Anesthesia Innovation & Management
Anesthesia Mobile Billing
Anesthesia Safety Products
AnesthesiaOS – Medical Information Records, LLC
Anesthesiologist Assistant Programs
Anesthesiology News
ApolloMD Anesthesia
ARC Medical, Inc.
Armstrong Medical Industries, Inc.
Army Medical Recruiting
Atlanta BioMedical Corp (ABC)
Audio-Digest Foundation
Augustine Temperature Mgmt
B. Braun Medical, Inc.
Bard Access Systems
Baxter Healthcare
BD
Belize Asset Management
Belmont Instrument Corp.
BevMD
Biolight Co., Ltd.
Cadence Pharmaceuticals - Medical Affairs
CAE Healthcare
Cambridge University Press
Capital Anesthesia Billing Services
Cardinal Health
Cardiotronic Osypka Medical CareFusion
Carnegie Surgical LLC
CASMED
Centurion Medical Products
CEP America
Cerner
Cheetah Medical, Inc
Chinese Society of Anesthesiology
CHISON MEDICAL IMAGING CO.,LTD
Christie Medical Holdings, Inc.
CIM med GmbH
Clarus Medical, LLC
Clear Guide Medical
CNSystems
CODAN

CODONICS INC.
CONENDO SURGICAL
Continental Anesthesia Ltd
Cook Medical
Covidien
Cumberland Medical Affairs
Cumberland Pharmaceuticals
Deltex Medical
Department of Veterans Affairs (HRMO)
Dispo-Med (Malaysia) Sdn Bhd
Doctors Disability Specialists
Dr. Jensen Board Prep
Draeger Medical Inc.
Dupaco
DVMI DaVinciMed International, LLC
Dynasthetics LLC
Eagle Pharmaceuticals, Inc.
ECOM Medical, Inc.
EDAN, INC.
Edwards Lifesciences
Elsevier
EmCare Anesthesia Services
Entermics Medical Systems
Epimed International, Inc.
ePREOP Inc
ETView
European Society of Anaesthesiology
EZ Call
eZono AG
FIDES
Flexicare, Inc.
FUJIFILM SonoSite, Inc.
Fukuda Denshi
Futuremed
Gauss Surgical, Inc.
GCX Corporation
GE Healthcare
Geisinger Health System
General Anesthetic Services, Inc.
Grifols USA, LLC.
H+H System, Inc.
Haemonetics
Happy Feet USA
Havel's Inc.
HAWAIIAN MOON
HeartWorks by Inventive Medical
Heine USA, LTD
Hitachi Aloka Medical
Hospira
Hospitech Respiration
HoverTech International
HOYA SERVICE CORPORATION
HRA Healthcare Research & Analytics
Hypnoz Therapeutic Devices, Inc.
I-Flow, LLC, A Kimberly-Clark Health Care Company
iMDsoft
Infinite Therapeutics
Instrumentation Industries, Inc.
Intermedix ARM
Intersurgical, Inc.
IntuBrite, LLC
Invivo
iProcedures, LLC
IRadimed Corporation
iStream Technologies
IU Kelley School Business of Medicine Physician MBA
Karl Storz Endoscopy - America, Inc.
Kit Check
LIDCO, Limited
Lightning Bolt Solutions, Inc.

LocumTenens.com
Magic Masseur
Mainline Medical Inc.
Masimo
McGraw-Hill Medical
McKesson
MD Conference Express
Med Man Simulations, Inc.
Medac, Inc.
Medaxion, Inc
MEDCOM FLOW
MEDHOST
Medical Doctor Associates
Medical Solutions, Inc.
Medisim LTD
Medline Industries
MedSpace Exploration
Merck
Mercury Medical
Mespere Lifesciences
MHAUS
Mindray North America
MIRU. Medical Systems
Mizuho OSI
Molnlycke Health Care
Moog Medical Devices
MPI, Inc.
Mylan, Inc.
National Board of Echocardiography, Inc.
Nationwide Anesthesia Services, Inc.
Neurowave Systems Inc.
Nihon Kohden America
Nonin Medical, Inc.
North American Partners in Anesthesia
NorthStar Anesthesia, PA.
Northwest Anesthesia Seminars
NOVAMED USA
NuMask, Inc.
NWAC Networking World Anesthesia Convention
OBP Medical
Ochsner Health System
Octapharma
Olympus America Inc.
ONE Management Services Company
OpenTempo, Inc.
Oricare, Inc.
Origin Healthcare Solutions
Ornim Medical LTD
Otto Trading
Outpatient Surgery Magazine
Oxford University Press
Pacira Pharmaceuticals, Inc. - EXPAREL®
PAION AG
Pajunk Medical Systems
Pall Medical
Panasonic Corporation
Parish Management Consultants LLC
Parker Medical
Perioperative Services, LLC
PGA in New York City
PharMedium Services, LLC
Philips Healthcare
PHS Medical
PhyMed Healthcare Group
Physicians Business Network
Picis, an Optum Company
Piramal Critical Care
Plexus Information Systems, Inc.
PPM Information Solutions, Inc.
Preferred Physicians Medical
Proove Biosciences, Inc
Pulmodyne

QGenda, Inc.
Respiratory Motion, Inc.
Rivanna Medical
S&S Technology
Samsung Electronics America
Sedasys, a Division of Ethicon US, LLC
Sentec, by Master Dist. Bemes, Inc.
Sewoon Medical Co., Ltd
Shamrock Labeling Systems
Shareable Ink
Sheridan Healthcare, Inc.
Shift Administrators
Sidra Medical and Research Center
Siemens Medical Solutions USA, Inc.
Sierra Health Services
Simulab Corporation
SIUI Ultrasound
Smiths Medical
Society for Airway Management
Somnia Anesthesia
SonoScape Ultrasound
SonoSim, Inc
Spacelabs Healthcare
Springer
Staff Care, Inc.
Stryker
Summit Medical Products, Inc.
SurgeryFlow Inc.
Surgical Information Systems
SurgicalCloud
Survey Vitals
Tahoe Institute for Rural Health Research
Talis Clinical LLC
TeamHealth
Teleflex Medical
TEM Systems, Inc
Teraon
The Doctors Company
The Medicines Company
Timesco Healthcare Ltd
TIVA Healthcare, Inc.
TreyMed, Inc.
Tri-anim Health Services
Trucorp Ltd.
TrueLearn, Inc.
Tuoren Medical
U.S. Anesthesia Partners
Ultimate Creations Inc
Ultrascope
University of Tennessee-Physicians Exec MBA Program
US Navy Recruiting Command
VBM Medical Inc.
Verathon Medical
Vidacare Corporation
VitaHEAT Medical
Vivid Medical, Inc.
Vuetek Scientific
WELL LEAD MEDICAL CO., LTD
Westmed
WFSA
Wolters Kluwer Health
Xhale Assurance, Inc.
Zefon International
Zhejiang UE Medical Corp.
ZOLL Medical Corporation
Zotec Partners



Join the Leaders in Anesthesiology

Marketing Prospectus
Advertise

Advertising Opportunities

The ANESTHESIOLOGY® 2015 annual meeting, taking place on October 24-28 in San Diego, California, is the premier educational event for anesthesiologists and unites more than 13,000 healthcare professionals from over 90 countries.

Attendees come to discover the newest techniques, learn critical information to better serve their patients, obtain information on the latest products, services and technologies and grow their practices. They choose from over 600 sessions designed in 10 clinical tracks: ambulatory anesthesia, cardiac anesthesia, critical care medicine, fundamentals of anesthesia, neuroanesthesia, obstetric anesthesia, pain management, pediatric anesthesia, regional anesthesia and acute pain.

Advertising is an excellent way for exhibitors and companies in the field of anesthesiology to promote their products and services and ensure the best experience possible at the ANESTHESIOLOGY® 2015 annual meeting.

Opportunity	Page	Price Range
Print		
ANESTHESIOLOGY® 2015 Preliminary Program	3	\$10,000-15,000
ANESTHESIOLOGY® 2015 Meeting & Exhibits Guide	3	\$8,000-15,000
ANESTHESIOLOGY® 2015 Registration News	3	\$6,400-\$17,000
ANESTHESIOLOGY® 2015 Exhibit Hall/City Map	3	\$2,500-\$5,000
Video		
ASA TV News	4	\$20,000
Electronic		
GO ANESTHESIOLOGY® 2015/CONNECT ANESTHESIOLOGY® 2015	5	\$5,000-\$15,000
ASA Daily News	5	\$3,500
Mobile App	5	\$5,000-\$20,000
Web		
goanesthesiology.org	5	\$12,000
Digital		
Convention center monitors	6	\$10,000
ePoster monitors	6	\$7,500

Contact Information

Advertising Sales Manager
 Christine Kenney
 The Walchli Tauber Group, Inc.
 p: (443) 512-8899, x115
 m: (443) 252-0571
 christine.kenney@wt-group.com



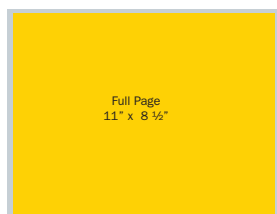
The ANESTHESIOLOGY® 2015 Preliminary Program

This printed piece will be mailed to more than 70,000 ASA members and non-member anesthesiologists prior to the opening of registration. It will outline the entire meeting and highlight special features and new offerings for 2015.

- Back cover** – \$15,000
- Inside front cover** – \$12,000
- Inside back cover** – \$10,000

Mechanical specifications:

AD Size: Non-Bleed Size (width x height)	Bleed Size (with 1/8" bleed)	(trim size)
Full Page (Landscape) 11" x 8 1/2"	11.125" x 8.625"	11" x 8 1/2"



The ANESTHESIOLOGY® 2015 Meeting & Exhibits Guide

Given to every attendee upon arrival, this guide provides essential information on sessions, networking opportunities, the Connection Center and special events. The 2015 version will include even more information than last year, featuring content that was only available through digital download in 2014.

- Back cover** – \$15,000
- Inside front cover** – \$12,000
- Inside back cover** – \$10,000
- Run of Book** – \$8,000

Mechanical specifications:

AD Size: Non-Bleed Size (width x height)	Bleed Size (with 1/8" bleed)	(trim size)
Full Page (Portrait) — Size TBD		

NEW! ANESTHESIOLOGY® 2015 Registration News

Distributed at the convention center on Friday and Saturday as attendees pick up their registration materials, this printed tabloid features hotel locations, shuttle schedules, key information to navigate the annual meeting and important exhibits to see while on the show floor. Ad size and prices are as follows:

- Cover 2** – \$15,000
- Cover 3** – \$12,000
- Cover 4** – \$17,000
- Full Page Color** – \$10,200
- Junior Page Color** – \$9,500
- 1/2 Page Color** – \$8,800
- 1/4 Page Color** – \$6,400



NEW! ANESTHESIOLOGY® 2015 Exhibit Hall Map - with city highlights

Fold-up map gives attendees an in-depth view of the exhibit floor and insightful information about the host city. Attached to ANESTHESIOLOGY® 2015 Registration News Friday issue and handed out at registration counters and in the Connection Center on the exhibit hall floor.

- Back Cover** – \$5,000
- Inside Single Square** – \$2,500

Please contact christine.kenney@wt-group.com for information and specs on required files.

ASA TV

Reach the industry like never before by placing a 30-second ad in our exclusive annual meeting news broadcast. ASA TV features on-the-spot coverage of all the happenings from the ANESTHESIOLOGY® 2015 annual meeting including highlights from the previous day's events, interviews, session specific segments and much more.

Each broadcast will offer the opportunity for a 30-second commercial to air before and after the video. All news broadcast can be seen:

At the San Diego Convention Center:

- Looped on digital monitors
- Looped at charging stations in Connection Lounges

On the Web:

- goanesthesiology.org – ASA annual meeting site
- ASA YouTube Channels

Through Email:

- ASA Daily News – daily e-Newsletter sent to all meeting attendees as well as ASA members unable to attend

Additional Distribution:

- Looped on shuttle buses
- Looped on dedicated television station in select hotels

One 30-second spot – \$20,000 per day
(Friday-Wednesday)

Please contact christine.kenney@wt-group.com for information and specs on required files.



GO ANESTHESIOLOGY® 2015

This communication piece will promote the wide variety of events offered at the annual meeting. It will be eblasted to all ASA members, healthcare professionals who have attended meetings in the past and all those in the ASA database who would benefit from attending. Go ANESTHESIOLOGY® 2015 will be sent monthly April through October.

CONNECT ANESTHESIOLOGY® 2015

Connect will focus on important meeting information helping attendees maximize their experience and highlight ways for attendees to network with colleagues, leaders and advocacy groups. It will be sent via monthly email to all registered attendees, July through October.

Combined sends average over 51,000 recipients, which increases as CONNECT begins in July.

2014 open rate:
GO – 36%
CONNECT – 47%

Placements:

Top Banner (600x80)
Middle Banner (600x80)

Packages: (per placement)

GO Preview
April/May - \$3,500
GO October - \$3,500

CONNECT October - \$3,500

GO + CONNECT

June – 2 Sends/\$5,000

GO + CONNECT

July – 3 Sends/\$8,000

GO + CONNECT

August – 3 Sends/\$8,000

GO + CONNECT

September – 4 Sends/\$10,000

6 Sends/\$15,000

Required email files:

Images should be web ready jpg format only, no animation



ASA Daily News

The e-newsletter will be sent out daily to approximately 40,000+ attendees and ASA members during the ANESTHESIOLOGY® 2015 annual meeting (Friday-Wednesday). Each issue will summarize the day's events and highlight those that will take place throughout the remainder of the meeting. ASA Daily News will be eblasted to all annual meeting attendees as well as all ASA members who are unable to attend this year.

2014 open rate: 30%

Placements:

Top banner

(728x90 or 468x60) – \$3,000

Skyscraper

(160 x 600) – \$3,000

Required email files:

Images should be web ready jpg format only, no animation

goanesthesiology.org

ASA has restructured the annual meeting site to enhance its features. Presented in responsive design, goanesthesiology.org offers comprehensive information covering all aspects of the annual meeting. The website offers a variety of advertising opportunities and launches in April.

Top Banner (468x60)

Run of site

April-Oct 31st – \$27,500

Leaderboard/Skyscraper (728x90/160x600)

Run of site

20% share of voice

April-Oct 31 – \$12,000

Required web files:

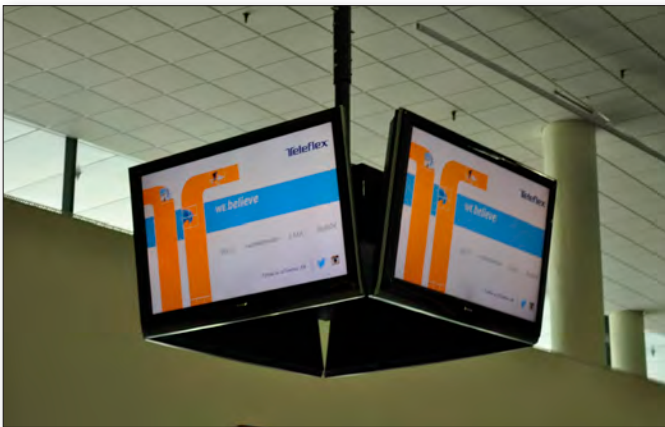
Images should be web ready jpg/gif format only



Convention Center Monitors

Convention center monitors will be placed throughout common areas that will provide information about educational sessions and highlight daily events. Exhibitors and companies within the field of anesthesiology will have the opportunity to have their advertisement run as part of the looped ASA information.

30-second ad – \$10,000



ePoster Monitors

Poster presentations offer cutting edge research and are therefore of great interest to meeting attendees. ASA is bringing the posters into the exhibit hall and opening the monitors to advertising.

Monitors in exhibit hall – \$7,500 (Saturday-Tuesday)



ANESTHESIOLOGY® 2015 Mobile App

The 2015 meeting in San Diego will mark the return of a native mobile app, complete with all-encompassing information for ANESTHESIOLOGY® 2015. Reach the fingertips of all attendees on-site and members not lucky enough to attend that want to stay in touch with all the happenings from ANESTHESIOLOGY® 2015.

Please contact christine.kenney@wt-group.com for information and specs on required files.



Join the Leaders in Anesthesiology

Marketing Prospectus
Support

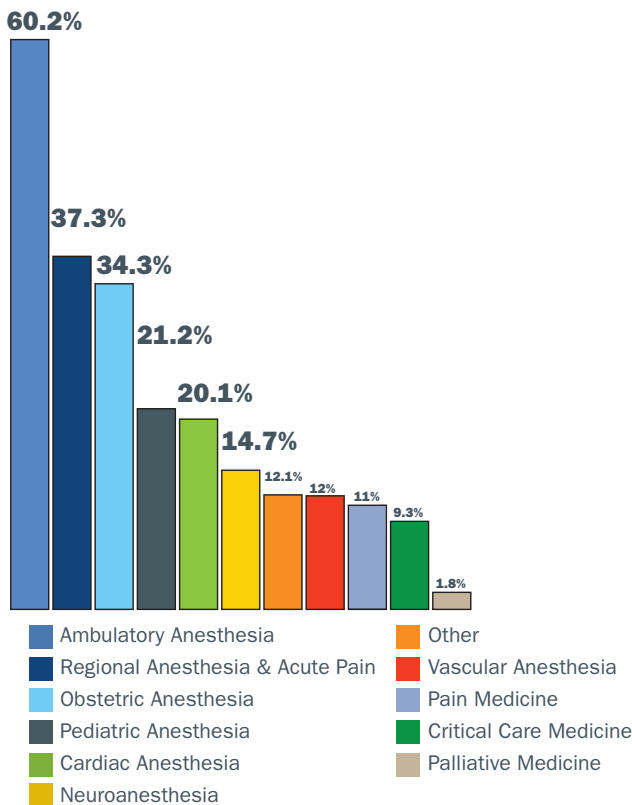
Why become an ASA Corporate Supporter

When you need to reach the anesthesiology community, there's no better choice than the American Society of Anesthesiologists. Our 52,000 plus members include anesthesiologists, anesthesiology residents and medical students, anesthesiologist assistants (AAs), Certified Registered Nurse Anesthetists (CRNAs), AA students and CRNA students.

Who We Are

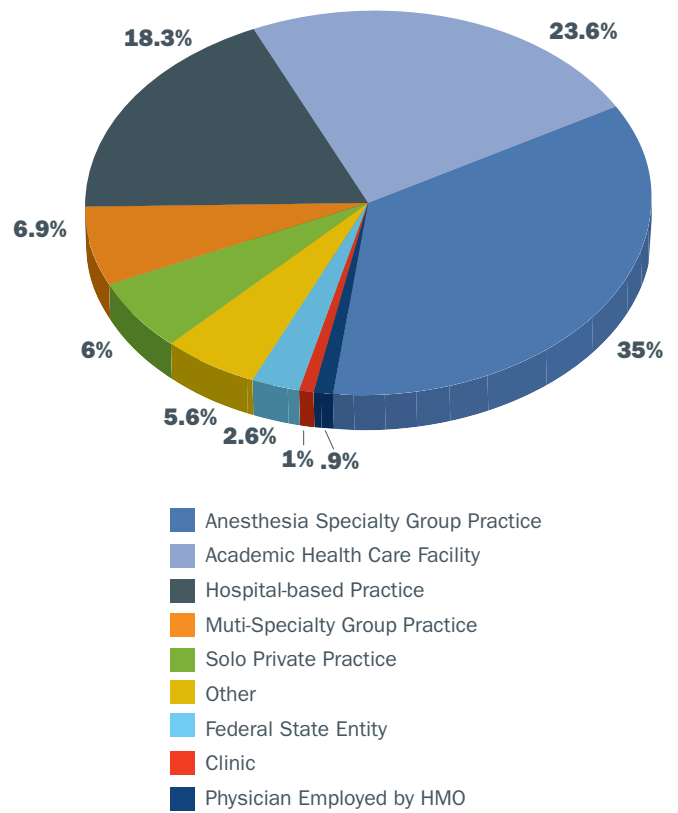
Founded in 1905, ASA is the premier anesthesiology professional society and represents more than 62% of all practicing anesthesiologists in the United States. ASA leads through innovation in patient safety, clinical care, advocacy, education and research.

In a 2014 member survey*, when asked to indicate all areas of daily work activity, ASA members provided the following information:



*2014 The Learning Studio 360 Degree Assessment.

The breakdown for primary work setting for ASA members is shown below.



*2014 The Learning Studio 360 Degree Assessment.

For more information, contact:

Sara Moser, MS
 Director of Marketing and Corporate Development
 American Society of Anesthesiologists
 1061 American Lane
 Schaumburg, IL 60173-4973
 p: (847) 268-9230 | e: s.moser@asahq.org

ASA Industry Supporter

\$125,000 per year (two-year commitment)

Limited to 10 companies

The Industry Supporter opportunity encompasses the year-round activities and initiatives of the entire Society and its members. This is a multi-year agreement, designed to allow organizations year-round visibility and recognition with ASA members. It also includes unequaled positioning at all of ASA's meetings and conferences.

Year-Round Recognition

- Year-round recognition timeframe
- Use of official ASA Industry Supporter designation
- Ability to use ASA Industry Supporter logo on communication materials
- Shared logo recognition on ASA home page with link to ASA Corporate Supporter page
- **New:** Company description on Corporate Supporter page and link to two-minute company advertorial
- Shared logo recognition on asahq.org/psh
- Shared logo recognition in ASA Corporate Supporter ad in:
 - ASA Annual Report
 - ASA NEWSLETTER, 12 issues per year
 - *Anesthesiology*, 4 issues per year
- Press release announcing participation in Corporate Supporter Program
- Recognition through ASA social media

Year-Round Participation Opportunities

- Yearly individual meeting with ASA leadership and executive staff
- Invitation for two representatives to the annual ASA Corporate Supporter Invitational Meeting
- **New:** Access to AQI Industry Supporter Dashboard providing aggregate data on anesthesiologists and perioperative care in the United States, from member services and the AQI
- Opportunity to participate in update conference calls with ASA leadership and staff
- **New:** Opportunity to present company's scientific and educational material through a link on the ASA website
- **New:** Opportunity to engage with members either in person, online or via conference call, 2x per year
- Access to *Anesthesia in the United States* annual edition, including aggregated data from the National Anesthesia Clinical Outcomes Registry (NACOR™), the work product of AQI™
- Feature article in ASA electronic member newsletter, *ASAP*, 2x per year
- First opportunity to engage in society wide strategic initiatives that are identified for industry participation
- Photo opportunities with ASA leadership/celebrities/keynote speakers at VIP functions

Supporter review and feedback

- Yearly individual meeting with ASA staff
- Semi-annual fulfillment reports
- Yearly evaluation survey
- Invitational Meeting evaluation survey

"At Teleflex, our purpose is to improve the health and quality of people's lives. We strive to achieve this by creating innovative solutions for unmet clinical needs in critical care and surgery. This continuing relationship with the ASA enables us to connect clinicians and technology in a way that helps improve patient outcomes and reduces the cost of healthcare delivery."

Justin McMurray
President and General Manager
Teleflex Anesthesia & Respiratory



Teleflex®



ASA Industry Supporter

Annual Meeting Recognition

- Shared logo recognition on goanesthesiology.org, the annual meeting website, minimum 3 months
- Shared logo recognition in Go ANESTHESIOLOGY® , monthly eblast sent to over 50,000 prospective attendees, 4 issues
- Visual and verbal recognition by ASA leaders at the opening session
- Logo and verbal recognition as an ASA Industry Supporter in ASA TV, broadcast throughout the annual meeting

Annual Meeting Visibility

- Shared logo recognition in Connect ANESTHESIOLOGY® , monthly eblast sent to all registered attendees, 4 issues
- Shared logo recognition on all Corporate Support signage in high traffic areas throughout the meeting
- Company logo and Industry Supporter designation on hanging banner located above exhibit booth
- ASA Industry Supporter ribbons for all company personnel at the annual meeting
- Shared logo recognition in:
 - ASA Daily News, printed registration issue distributed at registration
 - ASA Daily News, official e-news letter distributed every day during the annual meeting
 - ANESTHESIOLOGY® Preliminary Program
 - ANESTHESIOLOGY® Pocket Guide
- Highlighted designation of company's exhibit booth as an Industry Supporter in ANESTHESIOLOGY® Pocket Guide
- Highlighted exhibit booth position in exhibit hall map in ANESTHESIOLOGY® Pocket Guide

Annual Meeting Promotional Opportunities

- Opportunity to insert/distribute company's literature in registration bags
- Opportunity to promote company and/or products:
 - Industry Supporter Kiosk
- One time use of annual meeting attendee mailing list, pre- or post-meeting

Annual Meeting Participation Opportunities

- **New:** Opportunity to present a Corporate Non-CME Educational Update Program at the convention center between the hours of 11 a.m. and 1 p.m.
- Invitations for two representatives to attend the annual ASA President and President-Elect Reception
- Two additional badges per 100 square feet of booth space
- First opportunity to host a Corporate Non-CME Educational Update Program, morning or evening (additional fee)



"At Merck, we are committed to developing innovative products and services that advance science and improve patient care in the surgical suite. We proudly support the ASA and their members as they lead the charge to improve outcomes, patient safety, and patient care."

Robert A. McMahon
President, US Market
Merck & Co., Inc.



ASA Industry Supporter

PRACTICE MANAGEMENT Recognition

- Verbal recognition at the opening session

PRACTICE MANAGEMENT Visibility

- Shared logo recognition on PRACTICE MANAGEMENT website, minimum 3 months
- Shared logo recognition on all Corporate Support signage in high traffic areas throughout conference
- Shared logo recognition as Industry Supporter in ASA Corporate Supporter thank you ad:
 - PRACTICE MANAGEMENT Preliminary program
 - PRACTICE MANAGEMENT Meeting & Exhibit Guide
- ASA Industry Supporter ribbons for all company personnel

PRACTICE MANAGEMENT Promotional Opportunities

- Opportunity to insert/distribute company's literature in registration bags
- One time use of conference attendee mailing list, pre- or post-conference

PRACTICE MANAGEMENT Participation Opportunities

- Inclusion in the Exhibit Hall Traffic Building Event



ASA® Quality Meeting (AQM) Recognition

- Verbal recognition by ASA leadership/staff at opening session

ASA® Quality Meeting (AQM) Visibility

- Shared logo recognition on all Corporate supporter signage in high-traffic areas throughout the meeting

ASA® Quality Meeting (AQM) Promotional Opportunity

- One time use of AQM attendee list, pre- or post meeting

ASA® Quality Meeting (AQM) Participation Opportunity

- Two (2) registrations to the meeting

"Edwards Lifesciences is honored to support the ASA and the Perioperative Surgical Home model of care. We are dedicated to providing the anesthesia community with the valuable information and education support needed for fluid optimization and enhanced surgical recovery in at-risk surgery patients."

David Adelman
General Manager, Hemodynamic Monitoring Solutions, Critical Care
Edwards Lifesciences



ASA Annual Meeting Supporter

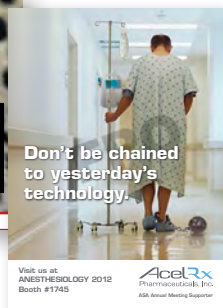
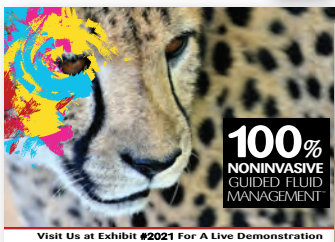
Investment: \$25,000

Limited to 10 companies

The Annual Meeting Supporter opportunity encompasses the ANESTHESIOLOGY® 2015 annual meeting as a whole. This opportunity includes a defined recognition package that enhance the participating organization's presence for a three-month period before, during and after the annual meeting. This five-day, everything anesthesiology event October 24-28, 2015, in San Diego, CA. attracts upwards of 13,000 attendees from around the world to grow, share and network.

Annual Meeting Recognition

- Use of official Annual Meeting Supporter designation, 3 months
- Shared logo recognition in ASA Corporate Supporter thank you ad in:
 - ASA NEWSLETTER, 2 issues
 - Anesthesiology, 1 issue
- Shared logo recognition as an ASA Annual Meeting Supporter on goanesthesiology.org, the annual meeting website, minimum 3 months
- Shared text recognition in Go ANESTHESIOLOGY®, promotional piece sent to over 50,000 prospective attendees, monthly eblasts, 4 issues
- Recognition as an ASA Annual Meeting Supporter in ASA TV, broadcast throughout the annual meeting
- Recognition through ASA social media



Annual Meeting Visibility

- Shared recognition (text) on all Corporate Support signage in high traffic areas throughout the meeting
- Shared logo recognition
 - ASA Daily News, printed registration issue distributed at registration
 - ANESTHESIOLOGY® Preliminary Program
 - ANESTHESIOLOGY® Pocket Guide
- Shared text recognition
 - ASA Daily News, official e-newsletter distributed every day during the annual meeting
 - Connect ANESTHESIOLOGY®, communication piece sent to all registered annual meeting attendees, monthly eblast, 4 issues
- Annual Meeting Supporter designation at exhibit booth
- Highlighted designation of company's exhibit booth as an Annual Meeting Supporter in ANESTHESIOLOGY® Pocket Guide
- Highlighted exhibit booth position in exhibit hall map in ANESTHESIOLOGY® Pocket Guide
- ASA Annual Meeting Supporter ribbons for all company staff at the annual meeting Annual Meeting

Annual Meeting Promotional Opportunities

- Opportunity to insert/distribute company literature in registration bags
- One time use of annual meeting attendee mailing list, pre- or post-meeting

Annual Meeting Participation Opportunities

- One additional badge per 100 square feet of booth space
- Opportunity to host a focus group in conjunction with the annual meeting
- Second option to host a Corporate Non-CME Educational Update Program, morning or evening (additional fee)

Supporter review

- Fulfillment report following annual meeting
- Meeting with ASA staff to review supporter objectives

PRACTICE MANAGEMENT Conference Supporter

Investment: \$10,000

Limited to 5 companies

The Conference Supporter opportunity encompasses the ASA practice management conference as a whole. This opportunity includes a defined recognition package that enhance the participating organization's presence for a three-month period before, during and after the PRACTICE MANAGEMENT 2016 conference. This premier business event for physician anesthesiologists and practice administrators occurs January 29-31, 2016 at the San Diego Hilton Bayfront, San Diego, CA. and attracts upwards of 1,000 attendees.

PRACTICE MANAGEMENT Recognition

- Use of official Conference Supporter designation, 3 months
- Verbal recognition at opening session
- Shared logo recognition in ASA Corporate Supporter thank you ad in:
 - ASA NEWSLETTER, 2 issues
 - Anesthesiology, 1 issue
- Shared logo recognition on PRACTICE MANAGEMENT website

PRACTICE MANAGEMENT Visibility

- Shared logo recognition on all Corporate Support signage in high traffic areas throughout the meeting
- Shared logo recognition
 - PRACTICE MANAGEMENT Preliminary Program
 - PRACTICE MANAGEMENT Meeting & Exhibit Guide
- Conference Supporter designation at exhibit booth at conference
- Logo accompanying company description in PRACTICE MANAGEMENT Meeting & Exhibit Guide
- Highlighted exhibit booth position in exhibit hall map in PRACTICE MANAGEMENT Meeting & Exhibit Guide
- Highlighted designation of company's exhibit booth as a Conference Supporter in PRACTICE MANAGEMENT Meeting & Exhibit Guide
- Shared logo recognition in the PRACTICE MANAGEMENT exhibit hall traffic building event material
- ASA Conference Supporter ribbons for all company staff at PRACTICE MANAGEMENT

PRACTICE MANAGEMENT Promotional Opportunities

- Opportunity to insert/distribute company literature in registration bags
- One time use of PRACTICE MANAGEMENT attendee mailing list, pre- or post-meeting

PRACTICE MANAGEMENT Participation Opportunities

- Complimentary registration to a pre-conference
- Opportunity to participate in PRACTICE MANAGEMENT exhibit hall traffic building event

Supporter review

- Fulfillment report following conference

PRACTICE MANAGEMENT 2015
JANUARY 23-25 | ATLANTA-MARRIOTT MARQUIS | ATLANTA, GA

PRACTICE MANAGEMENT 2015
Conference Supporters

PRACTICE MANAGEMENT 2015
JANUARY 23-25 | ATLANTA-MARRIOTT MARQUIS | ATLANTA, GA

ASA raffle doubles up on hot prizes!

Earn a chance to win these valuable prizes: MacBook Air, Apple TV, iPad2 Air

Drawing will be held on Friday, 7:45 p.m. in the Exhibit Hall.
You must be present to win.

How to Play and WIN!
Earn one raffle ticket from each exhibitor you visit. Double your chances to win and earn two raffle tickets for each ASA Conference Supporter you visit.

TEAMhealth Booth #530 | US Anesthesia Booth #326 | sedasys Booth #219 | SHERIDAN Booth #426

in the ASA raffle!
Prizes: MacBook Air, iPad Air 2, Apple TV

ASA raffle doubles up on hot prizes!

Who can participate:
ASA PRACTICE MANAGEMENT 2015 attendees

Where:
Exhibit Hall, International Ballroom

When:
Friday, 12:30 a.m.-4:30 p.m. and 6:30-8 p.m.
Saturday, 9 a.m.-4 p.m.

Winners selected:
Friday, 7:45 p.m. and Saturday, 3:45 p.m.
You must be present to win.

How to play and WIN:
Earn one raffle ticket from each exhibitor you visit. DOUBLE your chances to win and earn two raffle tickets for each ASA Conference Supporter you visit.

TEAMhealth Booth #530 | US Anesthesia Booth #326 | sedasys Booth #219 | SHERIDAN Booth #426

Place your raffle tickets in any of the three drums located in the exhibit hall. Put all your tickets in one drum or spread your chances over all three prizes. The more you collect, the more chance you have to win.

Good luck!

PSH Summit Supporter

Investment: \$7,500

Limited to 7 companies

The Summit Supporter opportunity encompasses the Annual Perioperative Surgical Home Summit as a whole. This opportunity includes a defined recognition package that enhance the participating organization's presence for a three-month period before, during and after the summit. The Annual Perioperative Surgical Home Summit introduces physicians, health care administrators and care team members to the innovative Perioperative Surgical Home (PSH) model of care. This meeting is jointly provided by the American Society of Anesthesiologists and University of California, Irvine Department of Anesthesiology and Perioperative Care and occurs June 27-28, 2015 at the Hyatt Regency Huntington Beach Resort & Spa in Huntington Beach, CA. and attracts upwards of 500 attendees.

PSH Summit Recognition

- Use of official Summit Supporter designation, 3 months
- Verbal recognition at opening session
- Shared logo recognition in ASA Corporate Supporter thank you ad in:
 - ASA NEWSLETTER, 2 issues
 - Anesthesiology, 1 issue
- Shared logo recognition on PSH website

PSH Summit Visibility

- Shared logo recognition on all Corporate Support signage in high traffic areas throughout the meeting
- Shared logo recognition
 - PSH Summit Preliminary Program
 - PSH Summit Meeting & Exhibit Guide
- Summit Supporter designation at exhibit table top
- Logo accompanying company description in PSH Summit Meeting & Exhibit Guide
- ASA Summit Supporter ribbons for all company staff at summit

PSH Summit Promotional Opportunity

- One time use of PSH Summit attendees mailing list, pre- or post-meeting

PSH Summit Participation Opportunities

- Complimentary registration to the PSH Summit pre-conference
- Invitation to PSH Summit reception

Supporter review

- Fulfillment report following conference



The banner features a blue background with abstract circular shapes in shades of blue and green. The text 'ANNUAL PERIOPERATIVE SURGICAL HOME SUMMIT' is prominently displayed in white and green. Below this, it states 'Huntington Beach, California | Pre-Conference: June 26 | Main Conference: June 27-28'. A row of five small images shows various scenes from the summit: a large conference hall, two men in white coats talking, a sunset over water, a woman in a white coat attending to a patient, and another woman in a white coat. At the bottom, logos for the American Society of Anesthesiologists and UC Irvine Health Department of Anesthesiology & Perioperative Care are shown. A call to action reads 'Register by May 13 and save!' with the website 'www.asahq.org/psh-summit'.

ASA Corporate Non-CME Educational Update Program

The American Society of Anesthesiologists (ASA) is pleased to offer a program for ASA Corporate Supporters and exhibiting companies at the ANESTHESIOLOGY® 2015 annual meeting in San Diego, CA.

This program provides an opportunity for Corporate Supporters and exhibitors to present evidence-based medical and scientific information about their current drugs, devices and solutions.

Scheduling

Corporate Non-CME Educational Update events can be scheduled as follows (please note, priority is given to Industry Supporters and events are scheduled on a first-come, first-served basis). There will be no more than 4 programs scheduled during each day and time frame.

- Saturday, October 24
6-8 a.m. | 7-10 p.m.
- Sunday, October 25
6-8 a.m. | 7-10 p.m.
- Monday, October 26
6-8 a.m. | 7-10 p.m.

Submission Process

All Corporate Update programs will be reviewed by ASA before being accepted. Upon acceptance, Corporate Supporters will be assigned a room based on availability. Events will be held at the Hilton San Diego Bayfront Hotel (the ASA headquarters hotel) or another nearby hotel.

Send completed applications along with faculty and program description to Joan Bianchi, ASA Corporate Development Coordinator at j.bianchi@asahq.org.

Deadline to submit an application is Friday, July 24, 2015.

Please include the following information:

- Application to host a Corporate Update Program
- Program title
- Faculty list including affiliations
- Program description

Qualifications and Terms

As a condition of participation, any corporation participating in the program must qualify and abide by the following terms.

1. Presentations must comply with the standards set for industry by the Food and Drug Administration (FDA).
2. Corporate Update programs can NOT offer continuing medical education (CME) to invitees or participants.
3. Opportunities to host Corporate Update programs are only offered to companies and corporations currently exhibiting at the ANESTHESIOLOGY® 2015 annual meeting.
4. Qualified corporations interested in offering a Corporate Update program must apply to ASA using the attached application form. The application must be complete, submitted by the deadline of July 24, 2015, and accompanied by full payment.
5. ASA leadership (current elected officers of the Society and members of the annual meeting planning committees) and ASA staff may not participate in any Corporate Update program as faculty, hosts or in any other role besides that of an attendee who receives no honoraria or reimbursement. ASA staff may be assigned to monitor the program as well as distribute and collect evaluation forms.
6. Meeting space is limited. Once approved, accommodations are assigned on a first come basis with ASA Industry Supporters receiving first preference, Annual Meeting Supporters second preference and exhibiting companies third.
7. Any hotel fees for food and beverage minimums, audio-visual, set-up fees, decorator fees, electrical, labor, etc. are the responsibility of the Corporate Update program host.
8. ASA will allow access to meeting rooms as follows (unless special arrangements are made with the designated hotel):
 - Sunday morning sessions: Starting at 5 a.m.
 - Evening sessions: Starting at 5:30 p.m.Corporate Update programs including related activities (e.g., reception) can begin as follows:
 - Sunday morning sessions: no earlier than 6 a.m. and conclude no later than 8 a.m.
 - Evening sessions: no earlier than 7 p.m. and conclude no later than 10 p.m.

ASA Corporate Non-CME Educational Update Program

9. All promotion, on-site materials and communication with ASA annual meeting attendees must be approved by ASA staff prior to distribution including any and all announcements, invitations or solicitations, envelopes, advertising, web content, etc. ASA requires two (2) business days for review/approval of materials. The event must be entitled "ASA Corporate Non-CME Educational Update Program presented by [Insert Company Name]" and must be clearly promoted only as a corporate program. The event cannot be advertised as a CME program nor can CME credits be given by any accredited organization. There can be no implication - written or otherwise - in any promotional materials or on-site materials indicating that the Corporate Update event is part of the ASA annual meeting Education or Scientific programs and/or endorsed by the ASA. The Corporate Update events may be included in the ASA annual meeting materials and on the ASA website.
10. Use of the ASA or ANESTHESIOLOGY® 2015 names and/or brand in advertising materials for derivative works is strictly prohibited. Should the hosting company choose to capture the program to be used in the future as a webinar or any other type of educational program, all marketing and promotional materials must be approved by ASA staff prior to distribution.
11. ASA provides a complimentary registration list for the sole purpose of inviting attendees to the approved Corporate Update program. Any other use or storage of the registration list is strictly prohibited. ASA annual meeting registrants can NOT be contacted by phone in an effort to invite or confirm their attendance at the Corporate Update event. Use of the attendee list for anything other than the approved invitation will result in the loss of all exhibitor priority points accumulated to date.
12. Each Corporate Update program host is responsible for directional signage and signage outside of the meeting room. Signage is permitted as follows:
 - For Sunday morning sessions: beginning at 5:30 a.m. and all signage must be removed by 8 a.m.
 - For evening sessions: beginning at 5:30 p.m. and all signage must be removed by 10:30 p.m.Signage must comply with ASA requirements for promotion outlined above.

Participation fees

The fee to offer a Corporate Non-CME Educational Update Program at ANESTHESIOLOGY® 2015 is:

- Industry Supporters: \$20,000
- Annual Meeting Supporters: \$20,000
- Exhibitors: \$35,000

Industry and Annual Meeting Supporter fee includes opportunity to place a promotional piece in ANESTHESIOLOGY® 2015 registration bags and promotion by ASA at the conference center and through social media. If the application is not completed and submitted to ASA by the deadline and accompanied by the payment, the corporation forfeits participation.

ASA Rights

1. If a company conducts a written or electronic evaluation of its Corporate Update program, ASA reserves the right to review such evaluations or a summary report of the evaluations.
2. ASA reserves the right to evaluate any and all Corporate Update programs by requesting attendees to complete additional evaluation questions or surveys either on-site at the event and/or following the event.
3. ASA reserves the right for its leadership and/or staff to attend any Corporate Update program for ASA evaluation purposes.
4. As a condition of participation, industry and organization representatives agree to observe all ASA policies and guidelines outlined in the document and other ASA publications. Violations of ASA policies and guidelines will be reviewed and sanctions may be applied.
5. ASA reserves the right to reject any application without cause or to cancel an event if the company fails to comply with the terms or misrepresents the event in any way.

Contact Information:

For more information, contact:

Joan Bianchi, Corporate Development Coordinator
American Society of Anesthesiologists
1061 American Lane
Schaumburg, IL 60173-4973
p: (847) 268-9175 | e: j.bianchi@asahq.org

ASA Corporate Non-CME Educational Update Application

Program Information

Program Title: _____

Proposed Description: _____

Learning Objectives:

1. _____

2. _____

3. _____

4. _____

Target Audience:

Presenters (please include affiliations):

1. _____

2. _____

3. _____

4. _____

Check here if marketing materials will be produced for this program.

Note: ASA requires review of all marketing materials prior to production and distribution for the proposed event.

ASA Corporate Non-CME Educational Update Application

Contact Information

Company Name: _____

Contact: _____

Title: _____

Address: _____

City: _____

State: _____ Zip: _____

Telephone: _____ Ext: _____

Email: _____

On-site representative (if different from contact person above): _____

Approved ASA Corporate Non-CME Educational Updates are restricted to the following dates & times. Please indicate preference of date and time below. Priority will be given to ASA Industry Supporters.

Morning sessions: Limited to 4 programs only:

Saturday, October 24 (between 6 and 8 a.m.)
Start time: _____ End time: _____

Sunday, October 25 (between 6 and 8 a.m.)
Start time: _____ End time: _____

Monday, October 26 (between 6 and 8 a.m.)
Start time: _____ End time: _____

Evening sessions: Limited to 4 programs per day:

Saturday, October 24 (between 7 and 10 p.m.)
Start time: _____ End time: _____

Sunday, October 25 (between 7 and 10 p.m.)
Start time: _____ End time: _____

Monday, October 26 (between 7 and 10 p.m.)
Start time: _____ End time: _____

Expected number of attendees: _____

ASA Corporate Non-CME Educational Update Application

Function Specifications

Room Set

- Conference
- Hollow Square
- U-Shape
- Classroom
- Theater
- Rounds
- Reception

Check all planned activities:

- Coffee/Tea
- Breakfast
- Reception
- Dinner
- Reception/Dinner
- Other (please describe): _____

Signature of Agreement

By your signature, you are agreeing to abide by the qualifications and terms stipulated in the ASA Corporate Non-CME Educational Update application for an event at ANESTHESIOLOGY® 2015.

Company Representative Signature: _____

Company Name: _____ Date: _____

Submit application no later than July 24, 2015

Please send application to:

Joan Bianchi, Corporate Development Coordinator
American Society of Anesthesiologists
1061 American Lane
Schaumburg, IL 60173-4973
Phone: (847) 268-9175
Email: j.bianchi@asahq.org

ASA OFFICE USE ONLY

Date received by ASA: _____

Reviewed and approved by: _____

Date approved: _____

Approved event date & time: _____