

ANESTHESIOLOGY 2012

AMERICAN SOCIETY OF ANESTHESIOLOGISTS ANNUAL MEETING

OCTOBER 13-17, 2012

WASHINGTON, D.C.



— CORPORATE SUPPORT —

OPPORTUNITIES

ASA CORPORATE SUPPORTER PROGRAM: *Your Gateway to the Specialty*

The ASA Corporate Supporter Program delivers access, visibility, and recognition throughout the year to participating companies. Joining the ASA Corporate Supporter Program is an ideal way to demonstrate your company's commitment to the specialty while having access to the broadest range of anesthesiologists. Whether you are looking to boost your company's profile, showcase your support, or network with thought leaders, the ASA Corporate Supporter Program is your gateway to the specialty.

The ASA Corporate Supporter Program offers two levels of participation.

At the highest level, ASA offers two packages:

- Industry Supporter: available to pharmaceutical, medical device, and AIMS companies
- Practice Management Supporter: available to non-medical, practice-related companies whose business is not part of the continuum of care but whose products and services are used in a professional setting.

These are multi-year agreements designed to allow year-round visibility and recognition with ASA members. Industry and Practice Management Supporters are limited to 12 companies.

At the secondary level, ASA offers the Annual Meeting Supporter package. This enhances the participating organization's presence before, during, and after the ASA Annual Meeting. Annual Meeting Supporters are limited to 10 companies.

For more information, please contact **Sara Moser**, Director of Corporate Development and Sponsorships, at (847) 268-9230 or e-mail s.moser@asahq.org.

EXCLUSIVE ASA CORPORATE SUPPORTER OPPORTUNITY - *ASA Corporate Non-CME Educational Updates*

The Corporate Non-CME Educational Update events give companies an opportunity to present evidence-based medical and scientific information about products and services to ASA members and Annual Meeting attendees. ASA offers nine opportunities for companies to present their material – no more than three events on any given night:

- Saturday, October 13
- Sunday, October 14
- Monday, October 15

Opportunities are offered to ASA Industry and Practice Management Supporters and then to Annual Meeting Supporters. Corporate Supporters interested in offering Corporate Update events must submit a completed application accompanied by full payment by July 6, 2012.

Investment: \$20,000

(Any additional hotel fees for food and beverage, AV, labor, etc. are the responsibility of the Corporate Update host.)

ASA IS PROUD TO ACKNOWLEDGE AND THANK THE CURRENT ASA INDUSTRY AND PRACTICE MANAGEMENT SUPPORTERS.

Industry Supporters (as of September 2011):



ASA Practice Management Supporter (as of September 2011):



Access to Decision Makers	Industry and Practice Management Supporters	Annual Meeting Supporters
Invitations (2) to participate in annual ASA Corporate Supporter Invitational Meeting	√	
Yearly individual meeting with ASA Leadership and Executive Staff	√	
Yearly individual meeting with ASA Staff	√	
Ability to place feature article in ASA electronic member newsletter	√	
Invitations (2) to the President and President-Elect Reception	√	
Ability to market a special offer to ASA members	√ Practice Management Supporter only	
Ability to host a roundtable or focus group with ASA Board, committee members, members, or event attendees	√ Practice Management Supporter only	
Ability to place one non-commercial question in ASA member survey and access results	√ Practice Management Supporter only	
Year-Round Recognition		
Shared logo in thank-you/Corporate Supporter Program ad in ASA NEWSLETTER, <i>Anesthesiology</i> , and the ASA Annual Report	√	√ 3 months
Company description and link on ASA Corporate Supporter page of ASA website	√	
Press release announcing company's participation in the program	√	
Ability to use supporter designation and logo in corporate communications, website, press releases, professional education, and promotional materials	√	√ Designation only
Annual Meeting Visibility		
Logo on recognition signage at the Annual Meeting in high traffic areas including registration area, opening session, ASA President and President-Elect Reception, ASA Resource Center, email stations, and at company's exhibit booth	√	√ Text Only
Shared logo in thank-you ad in ASA <i>Daily News</i> , Annual Meeting registration brochure, meeting program guide, exhibit guide	√	√
Logo and recognition as ASA Corporate Supporter on computer screens at email stations	√	
Logo and link to company website on ASA Annual Meeting home page	√	√ 3 months
Verbal acknowledgement by ASA Leadership at Annual Meeting Opening Session/Opening Reception, and President and President-Elect Reception	√	
Ability to distribute company/product information through insert in meeting registration bags, hotel door drops, and at the ASA Resource Center	√	√ Registration Bags Only
Additional meeting badges – two (2) per 100 square feet of exhibit booth space at Annual Meeting	√	1 additional badge per 100 Sq. Ft.
Use of Annual Meeting attendee list (pre-registration or post meeting)	√	

SPOTLIGHT:

ASA Annual Meeting Supporters

Each year, more than 300 companies across the anesthesiology field vie for the attention of approximately 12,000 healthcare professionals at the ASA Annual Meeting. The ASA Corporate Supporter Program offers you the perfect way to set yourself above the crowd.

ASA Annual Meeting Supporter Benefits

Promotional Rights:

- Three-month promotional timeframe
- Use of official ASA Annual Meeting Supporter designation

Participation Opportunity:

- One additional badge per 100 square feet of booth space at the Annual Meeting

Display/Inserts:

- Insert company literature in Annual Meeting registration bags (12,000 healthcare professionals)

Publications/Collateral Materials:

- Shared logo/ID recognition in ASA Corporate Supporter thank you ad in:
 - ASA NEWSLETTER – one of the most widely-read anesthesiology-related publications, produced monthly, distributed to ASA members, circulation 43,646 – 2Xs per year
 - *Anesthesiology* – ASA’s scientific journal, published monthly, distributed to ASA members, circulation of 41,947 – 1X per year
 - ASA Daily News – official newspaper of the Annual Meeting, published first four days of the meeting, on-site distribution – 1 issue
 - Annual Meeting Registration Brochure – mailed to 46,000 members in June
 - ASA Meeting Guide/Exhibit Guide – on-site distribution

Website:

- Logo/ID on Annual Meeting home page with link to company website – up to 3 months

Signage and Recognition:

- ASA thank you signage (text only) at Annual Meeting in high-traffic/VIP locations including:
 - Registration Area
 - Opening Session
 - ASA Resource Center
- Sign for exhibit booth designating company an ASA Annual Meeting Supporter.

Supporter Services:

- Annual post-meeting fulfillment report

Investment: \$25,000

To learn more about becoming an ASA Corporate Supporter, please contact **Sara Moser**, Director of Corporate Development and Sponsorships, at **847.268.9230** or email **s.moser@asahq.org**.

A SPECIAL THANK YOU TO THE 2011 ASA ANNUAL MEETING SUPPORTERS:

- | | | |
|------------|------------------------|-----------------|
| ▪ CASMED | ▪ CSL Behring | ▪ GE Healthcare |
| ▪ Covidien | ▪ Edwards Lifesciences | ▪ Masimo |

ANESTHESIOLOGY 2010
OF ANESTHESIOLOGISTS ANNUAL MEETING

A Special Thank You to Corporate Supporters

Industry Supporters

Baxter **Teleflex**
MEDICAL

ASA Annual Meeting Supporters

Covidien **GE Healthcare**

Medtronic **Moog Medical**

PharMEDium



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Elevator

CORPORATE SUPPORT