



Join the Leaders in Anesthesiology

Marketing Prospectus
Support

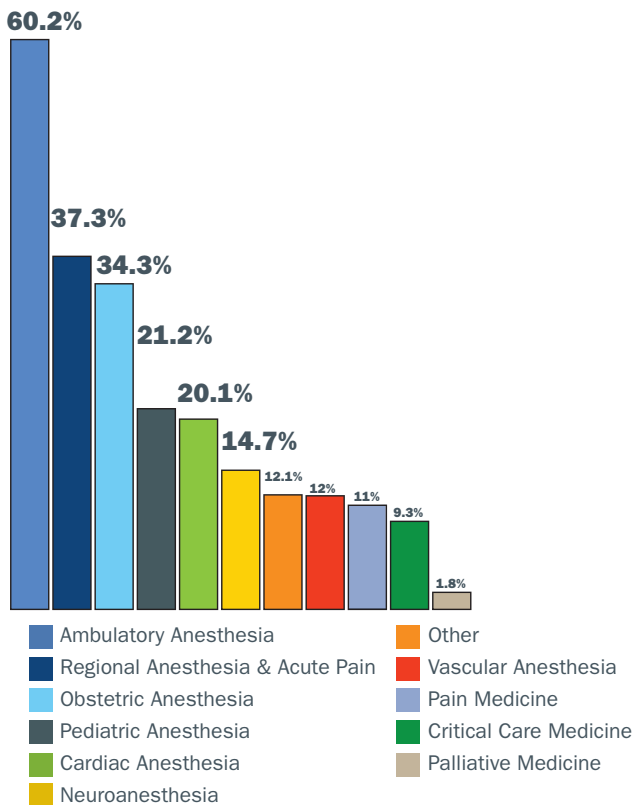
Why become an ASA Corporate Supporter

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

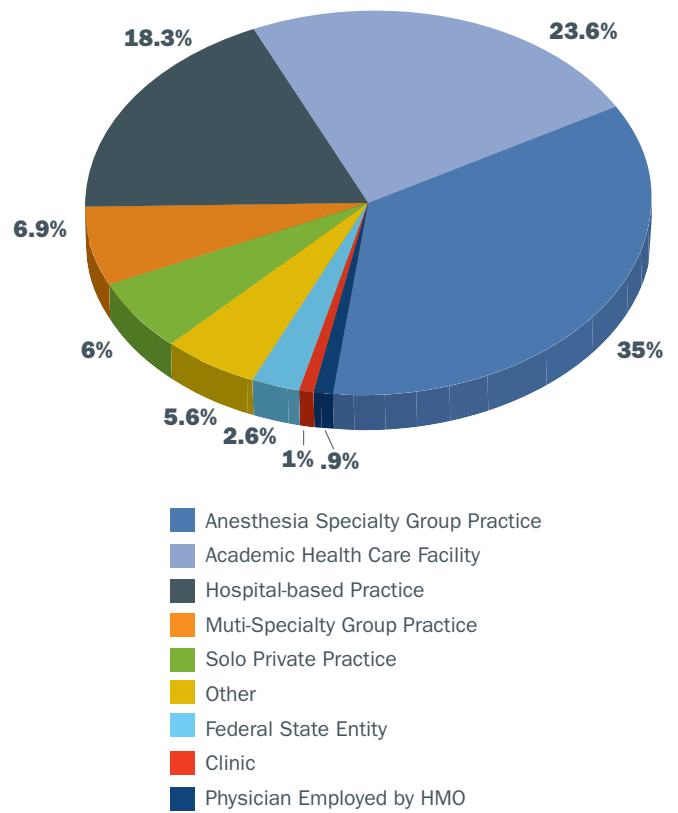
Founded in 1905, ASA is the premier anesthesiology professional society and represents more than 62% of all practicing anesthesiologists in the United States. ASA leads through innovation in patient safety, clinical care, advocacy, education and research.

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

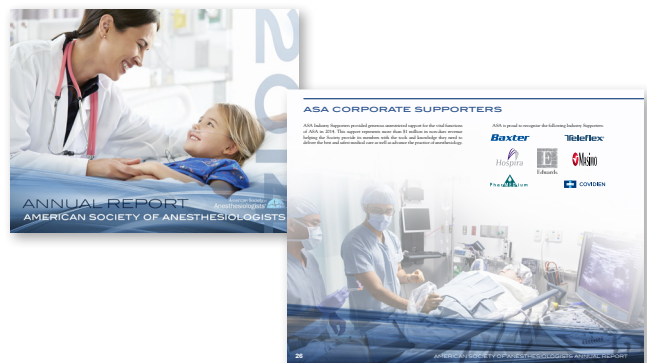
- Yearly individual meeting with ASA staff
- Semi-annual fulfillment reports
- Yearly evaluation survey
- Invitational Meeting evaluation survey

"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

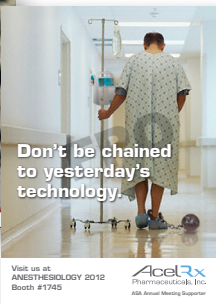
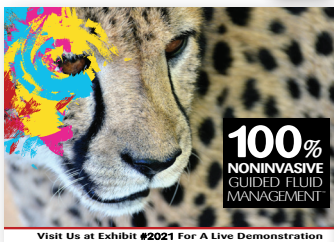
Investment: \$25,000

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

ASA raffle doubles up on hot prizes!
Earn a chance to win these valuable prizes: MacBook Air, Apple TV, iPad2 Air

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.

How to Play and WIN!
You must be present to win.

Booth #530 | Booth #326 | Booth #219 | Booth #426 | Booth #224

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 | US ANESTHESIA | sedasys | SHERIDAN
Booth #530 | Booth #326 | Booth #219 | Booth #426 | Booth #224

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 the title, it states 'Huntington Beach, California | Pre-Conference: June 26 | Main Conference: June 27-28'. A row of five small images shows various scenes: a resort pool, medical professionals, a sunset over water, a patient in a hospital bed, and a medical professional attending to a patient. 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: _____