

Extend Your Reach and **Develop Relationships**

For a company to stay top-of-mind with ASA members, it is important to make contact throughout the year. There are a number of avenues to develop relationships, extend your reach and increase access to ASA members year-round.

ASA Industry Supporter

For companies looking for the most visibility, consider becoming an ASA Industry Supporter.

Value Drivers

The three main drivers of the Industry Supporter opportunity are access to ASA members, the ability to showcase your organization's thought leadership, and access to critical data.

Access to ASA Members, Leadership and Staff

Industry Supporters receive a substantial number of opportunities to benefit from a year-round relationship with ASA. Access to ASA members, leadership and staff, and premium shared recognition in all ASA publications and at all ASA meetings helps Industry Supporters increase brand awareness. Additionally, the opportunity to engage with ASA members via a focus group at an ASA sponsored event, online or on a conference call twice a year provides the Industry Supporter with valuable member insights.

"This is the largest professional organization of anesthesiologists in the world and there is no better place to gain exposure and create a brand reputation among the users of anesthesia products. We as a specialty, I think, have a very keen appreciation of how much the quality of the products that we use influences the quality of the care we deliver so I think there's a natural partnership there and the corporate supporter program really captures the nature of that relationship."



Alexander Hannenberg, M.D.
ASA Past President
ASA Charitable Foundation President

Ability to Showcase Thought Leadership

The Industry Supporter package includes exclusive opportunities to present the company's scientific and educational material through a link on the ASA website, through articles in ASAP, the member weekly e-newsletter, and through a non-accredited symposium presentation at the annual meeting. Additionally, Supporters are given a premium promotional opportunity through an Industry Supporter kiosk.

"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



Access to Data

ASA provides Industry Supporters with access to data about physician anesthesiologists and perioperative care on a national level. Information about member demographics is provided to Industry Supporters at no additional cost.

Founded in 2008, the Anesthesia Quality Institute (AQI) is now a leader among medical specialty registries. In 2014, AQI's National Anesthesia Clinical Outcomes Registry grew to include data from more than 255 practices, representing 37,000 providers, 3,600 facilities and more than 22 million cases. AQI's Anesthesia Incident Reporting System (AIRS) has captured more than 1,300 detailed case reports from adverse events and near-misses in real clinical practice.



ASA Industry Supporter

\$125,000 per year (two-year commitment)
Limited to 10 companies

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

Year-Round

Recognition

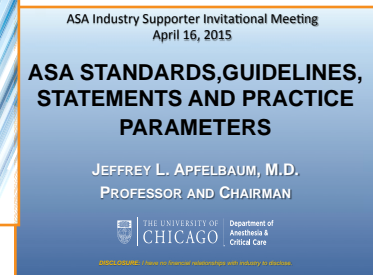
- Use of official ASA Industry Supporter designation
- Ability to use ASA Industry Supporter logo on communication materials
- Shared logo recognition on ASA home page with link to ASA Corporate Supporter page
- Company description on Corporate Supporter page and link to two-minute company advertorial
- Shared logo recognition on asahq.org/psh
- Shared logo recognition in ASA Corporate Supporter ad in:
 - Annual Report
 - *ASA MONITOR*, 12 issues per year, circulation 49,000+
 - *Anesthesiology*, four issues per year, circulation 50,000+
- Press release announcing participation in Corporate Supporter Program
- Recognition through ASA social media

Participation Opportunities

- Yearly dedicated meeting with ASA leadership and executive staff
- Invitation for two representatives to the annual ASA Corporate Supporter Invitational Meeting
- Access to Anesthesia Quality Institute (AQI) Industry Supporter Dashboard providing aggregate data about physician anesthesiologists and perioperative care in the U.S. from member services and AQI
- Opportunity to participate in update conference calls with ASA leadership and staff
- Opportunity to present company's scientific and educational material through a link on the ASA website
- Opportunity to engage with ASA members either in person, online or via conference call, twice 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 the ASA member e-newsletter, *ASAP*, twice 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 dedicated meeting with ASA staff
- Semiannual fulfillment reports
- Yearly evaluation survey
- ASA Industry Supporter Invitational Meeting evaluation survey



Annual Meeting

Recognition

- Shared logo recognition on goanesthesiology.org, the annual meeting website, minimum three months
- Shared logo recognition in Go ANESTHESIOLOGY, monthly eblast sent to more than 40,000 prospective attendees, four 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

Visibility

- Shared logo recognition in Connect ANESTHESIOLOGY, monthly eblast sent to all registered attendees, four 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:
 - Reg News, printed registration issue distributed at registration
 - Daily News, official e-newsletter distributed every day during the annual meeting
 - ANESTHESIOLOGY Preliminary Program
 - ANESTHESIOLOGY Meeting & Exhibit Guide
- Highlighted designation of company's exhibit booth as an Industry Supporter in ANESTHESIOLOGY Meeting & Exhibit Guide
- Highlighted exhibit booth position in exhibit hall map in ANESTHESIOLOGY Meeting & Exhibit Guide

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-meeting

Participation Opportunities

- Opportunity to present a non-accredited satellite symposium at the convention center between 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 sq. ft. of booth space
- First opportunity to host an additional non-accredited satellite symposium, morning or evening (additional fee)



PRACTICE MANAGEMENT Conference

Recognition

- Verbal recognition at the opening session

Visibility

- Shared logo recognition on PRACTICE MANAGEMENT website, minimum three 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

Promotional Opportunities

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

Participation Opportunities

- Inclusion in the Exhibit Hall Traffic Building Event

ASA® Quality Meeting (AQM)

Recognition

- Verbal recognition by ASA leadership/staff at opening session

Visibility

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

Promotional Opportunities

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

Participation Opportunities

- Two registrations to the meeting

For more information, contact:

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