LIVE Exhibitor Town Hall, May 4, 2021
Attendee Questions and Answers

American Society of Anesthesiologists (ASA) will have a robust in-person meeting in San Diego, CA, October 8-12, 2021. The meeting includes over 330 education sessions with 35+ Continuing Medical Education (CME) credits available. This year’s meeting will feature Doris Kearns Goodwin as the keynote speaker, the Emery A. Rovenstine Memorial Lecture, the John W. Severinghaus Lecture, Abstracts and Medically Challenging Cases, Problem-Based Learning Activities, and 12 Educational Tracks in the areas of research, trauma, ethics, and resident focused programs. There will be a smaller, yet engaging, Virtual Track to this year’s meeting.

Attendee Questions and Answers:

Q  How many attendees will you have at ANESTHESIOLOGY 2021 (in-person meeting and virtual track)?
A  We are estimating total attendance to be 10,000. We do not know the breakout for in-person verses virtual — that will be driven by the environment at the time.

Q  What are the Exhibit Hall hours and how does this year’s schedule compare to past years’ hours when it comes to unopposed time (attendee time with exhibitors when no ASA CME education is taking place)?
A  In 2021, we have increased the amount of unopposed time for attendees to engage with exhibitors. We have also added several valuable educational activities to the Exhibit Hall to draw attendees to this important space.

ANESTHESIOLOGY 2021 Exhibit Hall hours

Saturday, October 9: EXHIBIT HALL OFFICIALLY OPEN 11:30 a.m. — 5 p.m.
- 6:30 — 8:30 a.m. Exhibit Hall Early Riser Hours
  complimentary coffee / 1.25 hrs. unopposed time
- 11:30 a.m. — 1 p.m. Grand Opening Reception
  complimentary food & beverages / exhibitor sponsored food & beverages / unopposed time

Sunday, October 10: EXHIBIT HALL OPEN 10 a.m. — 6:45 p.m.
- 12 p.m. — 1 p.m. Lunch in the Exhibit Hall
  food for purchase / unopposed time
- 5 p.m. — 6:45 p.m. Evening Reception in the Exhibit Hall
  complimentary hors d’oeuvres & beverages / exhibitor sponsored food & beverages / unopposed time
Monday, October 11: EXHIBIT HALL OPEN 9 a.m. — 1 p.m.

- 11:30 a.m. — 1 p.m. Last Day Lunch in the Exhibit Hall complimentary food & beverages / unopposed time

Q Did attendees request the “Exhibit Hall Early Riser Hours” on Saturday morning? Is there support for this from the exhibitor and attendee community? What if we can’t staff at that time – is it OK for our booth to be “closed” and will it be secure?

A The idea for Exhibit Hall Early Riser Hours came from comments that members of the Annual Meeting Oversight Committee (AMOC) received from attendees. Anesthesiologists are early risers, having to be in the OR very early. They have asked why the exhibit hall isn’t open before ASA programming begins and indicated that they would have more time to explore the hall were it opened before education sessions began.

ASA presented the idea to the Exhibitor Advisory Group and received strong support and approval for the idea. This new initiative will be aggressively marketed to the Anesthesiology community and we believe will be well received by attendees.

We strongly recommend that exhibitors staff their booths and have provided a break between Early Riser Hours and the Grand Opening Reception to help with staffing issues. This will be a unique opportunity to have the attendees undivided attention.

Q What will ASA do to promote attendance in the Exhibit Hall?

A ASA has added many new features to the Exhibit Hall for ANESTHESIOLOGY 2021 making it a destination in itself. In addition to seven hours of unopposed time during the events listed above, the exhibit hall will include:

- **Center Stage** – offering ASA programmed education (including FAER Swimming with Sharks and a live-audience podcast recording) and the opportunity for exhibitors to present their own medical/clinical education programs
- **The Hands-On Learning Experience** area – offering two ASA POCUS sessions and the opportunity for exhibitors to present their own hands-on learning programs
- **Connection Lounges** – offering subspecialty societies, common interest groups, alumni groups the opportunity to schedule “meet-ups” for networking
- **ASA Resource Center** – offering small group demos of new ASA education products and opportunities to meet the editors-in-chief of both *Anesthesiology* and *ASA Monitor*

The exhibit hall will be promoted as a “must attend” destination at ANESTHESIOLOGY 2021 in all marketing and promotional efforts.
Q What safety protocols (e.g., require proof of vaccination, require mask wearing) will you have in place for Annual Meeting attendees?
A We are committed to offering a safe environment for all attendees and are working with the San Diego Convention Center (SDCC)* and state and local authorities to put a plan in place before registration goes live in June. We will introduce new scan-and-go badge pickup procedures, touchless ticketing for sessions, and socially distanced sessions and exhibits.

Q What will the Exhibit Hall look like as far as social distancing and safety protocols?
A We are committed to offering a safe environment in the Exhibit Hall for our exhibitors and attendees. We continue to monitor the situation and will release safety protocols specific to the Exhibit Hall in July.

Q Will Hands-on Workshops be available in 2021?
A Yes, ASA will present approximately 30 hands-on workshops, a similar number to past years, for CME credit outside of the exhibit hall. Additionally, we are introducing two ASA-programmed POCUS hands-on learning experiences in the Exhibit Hall and offering the opportunity for exhibitors to host their own hands-on learning experiences.

Q Will there be Cadaver Lab(s) at this year’s Annual Meeting?
A Of the approximately 30 ASA hands-on workshops, 1 will include cadaver work. The cadaver workshop will be presented twice.

Q When will the Exhibitor Service Kit be available?
A Tradeshow Logic will be sending out the Exhibitor Service Kit in early June.

Q When will the housing block open for Exhibitors?
A The housing block will open with registration in June.

*San Diego Convention Center (SDCC) has a diligent infection prevention program, temperate year-round weather, and collaboration with centers worldwide — which is why they are one of the nation’s safest and cleanest venues for large-scale events. In July 2020, SDCC became one of the first convention centers in the United States to achieve the GBAC STAR™ facility accreditation, the cleaning industry’s gold standard for facilities. This accreditation requires stringent protocols for cleaning, disinfection, and infectious disease prevention.

In addition to the GBAC accreditation, Centerplate San Diego was the first catering team in North America to receive the RiseSAFE hygiene verification label for food and beverage services.