

Connect with audiences that matter.

Create relevant experiences.

Exceed your goals.

Partner with purpose.



Build relationships with anesthesiologists through unrivaled access and insight. Very influential and always short on time, anesthesiologists and anesthesia care team members can be difficult to reach. ASA helps your messages cut through by capitalizing on our industry knowledge and global access to create relevant partnerships aligned with your goals.

ASA programs can meet a wide range of objectives including dialogue with physician leaders, members and subject matter experts, relationship development, education and brand awareness. Our team will guide you in tailoring a program that bridges your audience's interests and your business needs.



Top-tier, year-round engagement: ASA Industry Supporter

Our highest-visibility opportunity, ASA Industry Supporters enjoy exceptional interaction with specialty leaders, subject matter experts, and our full membership. Each supporter relationship is unique, based on your products, needs, and objectives.

As an ASA Industry Supporter, you can:

- Share meaningful experiences with ASA leadership and members
- Provide input on important specialty and society initiatives
- Stand out with high-profile promotional placements
- Enjoy exclusive opportunities and involvement in ASA meetings



Support Critical Education and Initiatives: CME Education Grants

Continuing Medical Education (CME) Grants support the development of essential education that is provided free to ASA's 100,000 active anesthesiologist and anesthesia care team learners.

Grant funding is used to develop ASA accredited education activities to improve quality care and patient safety.



Stand out as a Year-round Group Practice or Practice Solutions Supporter

Highly-visible opportunities to engage with ASA members and practice leaders, these year-round programs provide access to our dedicated audience, so you can leverage our trusted status to build relationships.

- Year-round Supporter Program
- Business Directory/ASA Online Community



Custom research: ASA member surveys and focus groups

Engage a broad spectrum of physician anesthesiologists to collect in-depth customer feedback through a survey or focus group - either face-to-face or virtually, brought together by ASA.



Advertising

Reach the world's largest audience of physician anesthesiologists and care team members through the world's most highly rated peer-reviewed journal, an all-new magazine, and a wide range of digital vehicles. Place advertising or work with us to identify an ideal content sponsorship match.

- *ANESTHESIOLOGY*[®] journal, #1 in anesthesiology, circulation 54,000+
- *ASA Monitor*[®] news magazine, circulation 54,000+
- ASA website, more than 5,000,000 visits each year
- ASAP weekly e-news, 29% open rate
- Anesthesiology Today daily e-news, 30% open rate



Podcasts and Webinars

Work with ASA to sponsor the Central Line or Residents in a Room podcast or develop content for a non-CME educational webinar or podcast.

The options are endless—we can determine the best vehicle for your message and your desired audience, then collaborate with you to make it happen.



Meeting and event opportunities

ASA hosts two industry-leading events each year, targeted to different audiences. A variety of sponsor, advertising and exhibit programs are available to provide networking, lead generation, brand recognition and promotional value.

ANESTHESIOLOGY® Annual Meeting—The foremost event for the global anesthesiology community, ANESTHESIOLOGY puts the eyes on thousands of physician anesthesiologists, care team members, practice leaders, and related professionals on your brand. Take advantage of live and virtual opportunities before, during, and after the meeting:

- Sponsorship
- Exhibits
- Focus groups
- Satellite symposia/non-CME education
- Print, digital and specialty advertising
- USSA/AVAA Academic Meeting sponsorships and exhibits

PRACTICE MANAGEMENT™ Conference—Devoted to the quality, leadership, administration, and the business side of the specialty, this event brings together nearly 1,000 practice leaders, clinicians, and health care organizations. Create a package including a variety of live and virtual opportunities:

- Sponsorship
- Exhibits
- Focus groups
- Print, digital and specialty advertising
- Satellite symposia/Non-CME education

Anesthesia Quality and Patient Safety Meeting—A one-day interactive, virtual meeting to enhance patient safety and includes sessions, breakouts and round table discussions.

- Sponsorship
- Satellite symposia/non-CME education

Let's get started!

asahq.org/partner

Learn more about programs and pricing:



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