

ANESTHESIOLOGY[®] 2016

CHICAGO★ OCTOBER 22-26

2016 ANNUAL MEETING SUPPORTER PACKAGE

Recognition

- Use of official Annual Meeting Supporter designation, three months
- Shared logo recognition in ASA Corporate Supporter thank you ad in:
 - ASA MONITOR, two issues
 - Anesthesiology, one issue
- Shared logo recognition as an ASA Annual Meeting Supporter on goanesthesiology.org, the annual meeting website, minimum three months
- Shared text recognition in Go ANESTHESIOLOGY, promotional piece sent to more than 40,000 prospective attendees, monthly eblasts, four issues
- Recognition as an ASA Annual Meeting Supporter in ASA TV
- Recognition through ASA social media

Visibility

- Shared recognition (text) on all Corporate Support signage in high traffic areas, includes Resident and Medical School Program areas
- Shared logo recognition
 - ASA Daily News, printed registration issue distributed at registration
 - ANESTHESIOLOGY Meeting & Exhibit 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, four issues
- Annual Meeting Supporter designation at exhibit booth
- Highlighted designation of company's exhibit booth as an Annual Meeting Supporter in ANESTHESIOLOGY Meeting & Exhibit Guide
- Highlighted exhibit booth position in exhibit hall map in ANESTHESIOLOGY Meeting & Exhibit Guide
- ASA Annual Meeting Supporter ribbons for all company staff

Promotion

- Opportunity to insert/distribute company literature in registration bags
- One time use of annual meeting attendee mailing list, pre-meeting
- Provide a promotional give-away piece to be distributed at the Resident & Medical Student Welcome Reception

Participation

- Four (4) invitations to the Resident & Medical Student Opening Reception
- One table (four representatives) at a Mix & Mingle with ASA Corporate Supporters
- One additional badge per 100 square feet of booth space
- Opportunity to host a focus group in conjunction with the annual meeting
- Opportunity to host a non-accredited satellite symposium, morning or evening (discounted fee)

Review

- Fulfillment report following annual meeting
- Meeting with ASA staff to review supporter objectives

RESIDENT AND MEDICAL STUDENT PROGRAM HIGHLIGHT

Welcome Reception

Friday, October 21

7:30-9:30 pm:

- This event will open the Resident & Medical Student Program (no opening session)
- Designated tables/areas with appropriate signage for all participating Annual Meeting Supporters (4 company representatives)
- Resident and Medical Student Component Chair to introduce Annual Meeting Supporters and acknowledge their contributions
- Opportunity to distribute a give-away promoting company from their table/area.

Mix & Mingle with ASA Corporate Supporters

Saturday, October 22

4-5 pm:

- 4 company representatives
- Exclusive event for Corporate Supporters, residents and fellows.
- Opportunity to network
- Held in conjunction with and adjacent to the medical student Meet & Greet
- Special communication to be sent to residents and fellows attending the annual meeting

Awards Breakfast

Sunday, October 23

7:30-9:00 am

- 2 company representatives
- Networking event for Annual Meeting Supporters and leaders of the ASA Resident and Medical Student Components
- Resident and Medical Student Component Chair to introduce Annual Meeting Supporters and invite to network and continue discussions over breakfast
- Event closes with a brief awards ceremony

ASA Marketing and Communication

- Special communications to all residents and fellows
- Posted and promoted on resident and fellow pages of goanesthesiology.org
- Promoted in ANESTHESIOLOGY 2016 Meeting & Exhibit Guide
- Part of posted resident and fellow program schedule

For additional information, please contact:

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