

**FOCUS GROUPS**

As an ASA Corporate Supporter, we invite you to take advantage of an opportunity to host a focus group during ANESTHESIOLOGY® 2017 in Boston, MA.

**A focus group is an excellent way to gather market research from the practicing anesthesiologists.**

Each company hosting a focus group will be provided with a list of ANESTHESIOLOGY® 2017 registrants who, during the registration process, have indicated that they are interested in participating in a focus group.

**Focus Group Scheduling**

[](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwi9s7KZ1IDSAhUq7YMKHen6BtoQjRwIBw&url=http://www.associationadviser.com/index.php/tips-for-conducting-focus-groups/&bvm=bv.146094739,d.amc&psig=AFQjCNG3hYScCZLyYLMEXQwJ4ioXN5sIkQ&ust=1486648706003798)**Saturday, October 21, 2017**

* 6 – 8 a.m.
* after 5 p.m.

**Sunday, October 22, 2017**

* 6 – 8 a.m.
* after 5 p.m.

**Monday, October 23, 2017**

* 6 – 8 a.m.
* after 5 p.m.

**Tuesday, October 24, 2017**

* 6 – 8 a.m.
* after 5 p.m.

**Submission Process**

All Focus Group topics and discussion outlines will be reviewed by ASA before being accepted. Upon acceptance, ASA Corporate Supporters wishing to host a Focus Group will be assigned a room based on availability at a hotel in the ASA room block on a first come, first served basis. Send completed applications along with discussion outline and questions to Joan Bianchi, ASA Corporate Development Coordinator at [j.bianchi@asahq.org](mailto:j.bianchi@asahq.org).

**Deadline to submit an application is Friday, August 18, 2017**

Please include the following information:

* Application to host a Focus Group
* Theme, discussion outline and discussion questions
* Names, contact information and affiliation of discussion group leaders/moderators

**ANESTHESIOLOGY® 2017**

**FOCUS GROUPS**

**QUALIFICATIONS AND TERMS**

As a condition of participation, any corporation participating in the program must qualify for and abide by the following terms.

1. Companies conducting Focus Groups must comply with the standards set for industry by the Food and Drug Administration (FDA).
2. Focus Groups are only offered to corporations currently participating in the ASA Corporate Supporter program.
3. Qualified corporations interested in conducting a Focus Group must apply to ASA using the attached application form. The application must be completed and submitted by the deadline of August 18, 2017.
4. ASA leadership (current elected officers of the Society and members of the Annual Meeting planning committees) and ASA staff may not participate in any Focus Group. ASA staff may be assigned to monitor the event.
5. Meeting space is limited. Once approved, accommodations are assigned on a first come basis.
6. Any hotel fees for food and beverage minimums, audio-visual, digital recording, set-up fees, decorator fees, electrical, labor, etc. are the responsibility of the host.
7. ASA Corporate Supporters may conduct a Focus Group Saturday-Tuesday, October 21-24, 2017 from 6:00 – 8:00 a.m. or after 5:00 p.m. All efforts will be made to allow access to meeting rooms ½ hour before the event.
8. 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 "Focus Group presented by [Insert Company Name] an ASA Corporate Supporter" and must be clearly promoted only as a corporate program. ***There can be no implication - written or otherwise - in any promotional materials or on-site materials indicating that the Focus Group is part of the ANESTHESIOLOGY® 2017 education or scientific programs and/or endorsed by the ASA.***
9. ASA will provide a complimentary list of registrants who, during the registration process, expressed interest in taking part in Focus Groups. This list can be used for the sole purpose of inviting attendees to participate in a Focus Group. Any other use or storage of the list is strictly prohibited. Use of the Focus Group list for anything other than the approved invitation will result in the loss of all exhibitor priority points accumulated to date.
10. Each Focus Group host is responsible for signage outside of the meeting room. Signage outside of the meeting room door is permitted ½ hour before the beginning of the event and must be removed promptly at its conclusion. Signage must comply with ASA requirements for promotion outlined above.

**ASA RIGHTS**

1. ASA reserves the right for its leadership and/or staff to attend any Focus Group for ASA evaluation purposes.
2. As a condition of participation, industry and organization representatives agree to observe all ASA policies and guidelines outlined in this document and other ASA publications. Violations of ASA policies and guidelines will be reviewed and sanctions may be applied.
3. ASA reserves the right to reject any application without cause or to cancel an event if the Corporate Supporter 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**

Phone: **(847) 268-9175**

Email: **j.bianchi@asahq.org**

**ANESTHESIOLOGY® 2017**

**FOCUS GROUP APPLICATION**

**Contact Information**

Company Name:

Contact:

Title:

Address:

City:

State:       Zip:

Telephone:       Ext:

Email:

Focus Group Topic:

Expected number of attendees:

**Please submit discussion outline and questions as separate document with application.**

On-site representative (if different from contact person above):

Please indicate date and time preference:

Saturday, October 21:

6 – 8 a.m.

Start time:

End time:

After 5 p.m.

Start time:

End time:

Sunday, October 22:

6 – 8 a.m.

Start time:

End time:

After 5 p.m.

Start time:

End time:

Monday, October 23:

6 – 8 a.m.

Start time:

End time:

After 5 p.m.

Start time:

End time:

Tuesday, October 24:

6 – 8 a.m.

After 5 p.m.

Start time:

End time:

Check all planned activities:

Breakfast

Dinner

Other (please describe):

Room Set

Conference

Hollow Square

U-Shape

Classroom

Theater

Rounds

Reception

**Signature of Agreement**

By your signature, you are agreeing to abide by the qualifications and terms stipulated in the ASA Focus Group application for an event at ANESTHESIOLOGY® 2017.

Company Representative Signature:

Company Name:

Date:

**Submit application no later than:**

**August 18, 2017**

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**](mailto:j.bianchi@asahq.org)

ASA OFFICE USE ONLY

Date received by ASA \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Reviewed and approved by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date approved \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Approved event date & time

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