

# ANESTHESIOLOGY 2012

AMERICAN SOCIETY OF ANESTHESIOLOGISTS ANNUAL MEETING

OCTOBER 13-17, 2012

WASHINGTON, D.C.



EXHIBIT ■ CORPORATE SUPPORT ■ ADVERTISING

# OPPORTUNITIES



## FUTURE ANNUAL MEETINGS

October 12-16, 2013.....	San Francisco, CA
October 11-15, 2014.....	New Orleans, LA
October 24-28, 2015.....	San Diego, CA
October 22-26, 2016.....	Chicago, IL

# ANESTHESIOLOGY 2012

## AMERICAN SOCIETY OF ANESTHESIOLOGISTS ANNUAL MEETING

For over 60 years, the ASA Annual Meeting has been the most comprehensive anesthesia-related educational event in the world, bringing together top influential and notable professionals in anesthesiology, pain medicine and critical care medicine.

Attendees come to **ANESTHESIOLOGY 2012** to learn the newest techniques, obtain critical information to better serve their patients and grow their practices. They come to the exhibits seeking information on the latest products, services and technologies useful in the practice of anesthesia.

The American Society of Anesthesiologists invites you to participate in **ANESTHESIOLOGY 2012**, the ASA Annual Meeting in Washington, D.C., October 13-17, 2012, located at Walter E. Washington Convention Center.

Washington, D.C. is home to more embassies than any other city in the world, giving it a truly international flavor. A city brimming with a unique history and diverse population that have made the city a melting pot of rich culture. The ASA Annual Meeting is expected to welcome nearly 12,000 health care professionals to Washington, D.C. this year, affording exhibitors, corporate sponsors and advertisers access to the highest-quality leads.

Your participation in this meeting offers exceptional opportunities to align your products and services with the most elite professionals in anesthesiology. This year's meeting offers more excitement than ever before.

Please review the enclosed materials, where you will find limitless opportunities to increase your presence and exposure to this special audience.

Do not miss this opportunity to connect with health care professionals such as anesthesiologists, nurse anesthetists, anesthesiologist assistants, respiratory therapists and pharmacists.

### ATTENDEE BUILDER PROMOTIONS

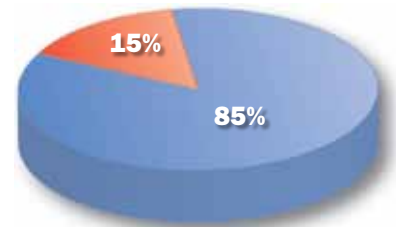
- **Welcome Reception** – A networking opportunity to connect with decision-makers in the exhibit hall.
- **Opening Session** – James Carville, “The Ragin Cajun”, America’s best-known political consultant and Mary Matalin, a celebrated conservative voice and political contributor for CNN.
- **Enhanced marketing efforts** to increase both domestic and international attendees.

### Projected Attendance in Washington, D.C.

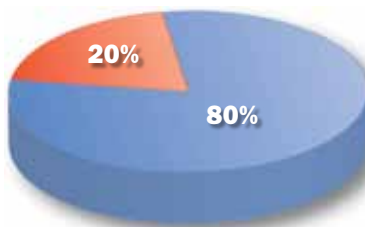
Anesthesiologists (Member and Nonmember).....	10,200
Other Health Care Professionals (nurse anesthetists, anesthesiologist assistants, respiratory therapists, and pharmacists).....	1,800
Projected International Attendance.....	20%

### 2012 ASA Projected Attendance

- Anesthesiologists  
Member/Non-Member
- Other (composed of  
nurse anesthetists,  
anesthesiologist  
assistants, respiratory  
therapists and  
pharmacists)



### 2012 ASA Projected Global Attendance



- U.S. Key Decision-Makers
- International Key Decision-Makers

# EXHIBITOR INFORMATION

## Value Enhancements

- Reduced number of educational sessions over lunch hours and elimination of lunch panels.
- Morning and afternoon breaks in the exhibit hall during the three-day marketing opportunity.
- Networking opportunities with decision-makers throughout the meeting.
- ASA Bistro, an expansive luncheon program on the exhibit floor, increasing quality of luncheon services to attendees and exhibitors while remaining onsite and in the exhibit hall.
- ASA Meeting and Exhibit Guide will be in the hands of all attendees before, during and well after the meeting.

## Exhibit Location

Walter E. Washington Convention Center, Washington, D.C. - Halls A and B

## Exhibit Dates

October 13-15, 2012

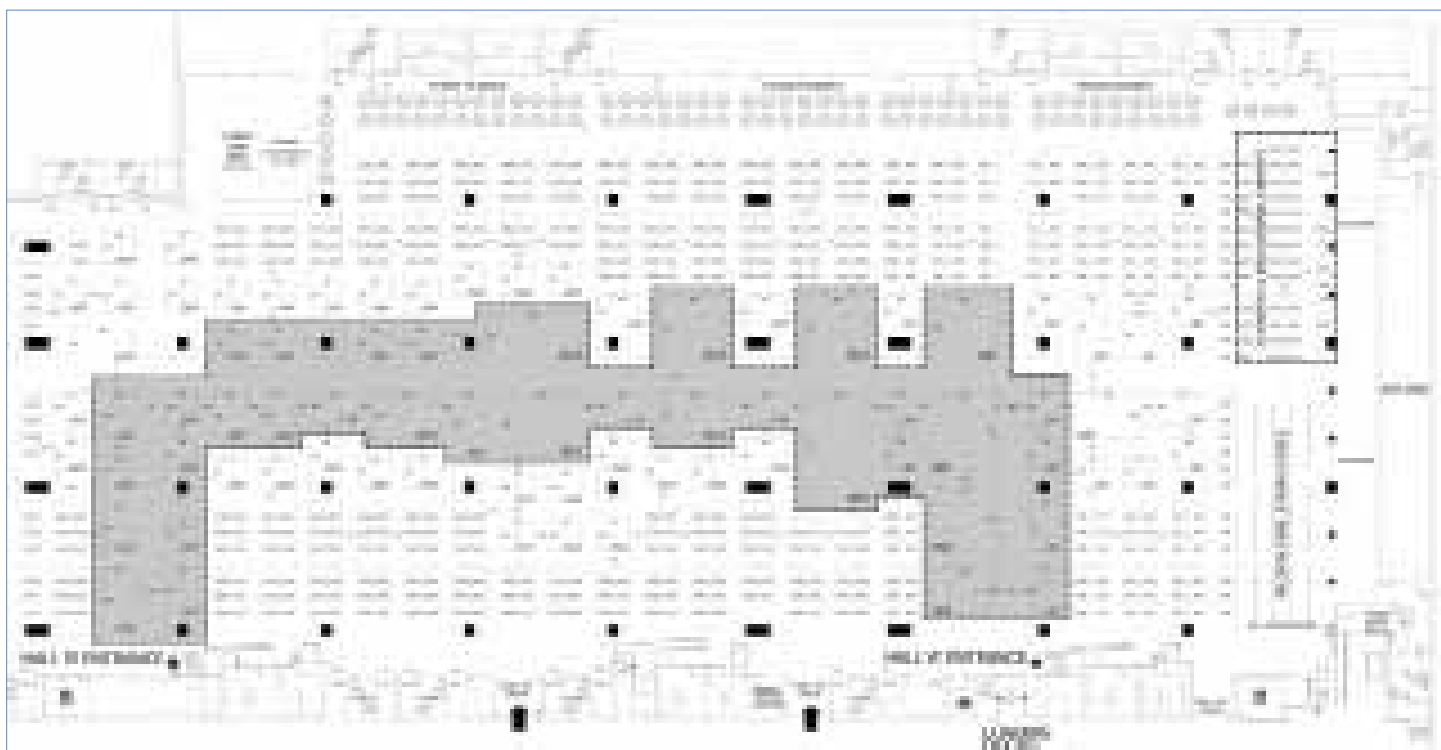
## Exhibit Hours

- Saturday, October 13 – 11 a.m. to 6:30 p.m.
- Sunday, October 14 – 9 a.m. to 5 p.m.
- Monday, October 15 – 9 a.m. to 3 p.m.

Don't miss this opportunity to meet with attendees seeking information on new products, services and technologies useful in the practice of anesthesiology. Become an exhibitor today!

## As an ANESTHESIOLOGY 2012 Exhibitor, you have the opportunity to:

- Network with nearly 12,000 health care professionals in the anesthesiology profession.
- Increase product sales by generating qualified leads.
- Introduce new products and services.
- Conduct market research.
- Build visibility for your company in a competitive marketplace.



**Booth Pricing**

10' x 10' (inline).....	\$4,000/\$4,420 (prime area)
10' x 10' (corner).....	\$4,315/\$4,785 (prime area)
20' x 20' .....	\$17,265/\$18,990 (prime area)
20' x 30' .....	\$25,895/\$28,495 (prime area)
20' x 40' .....	\$34,530/\$37,985 (prime area)
30' x 30' .....	\$38,845/\$43,055 (prime area)
20' x 50' .....	\$43,160/\$47,475 (prime area)
30' x 40' .....	\$51,790/\$56,990 (prime area)
30' x 50' .....	\$64,740/\$71,240 (prime area)
40' x 40' .....	\$69,055/\$75,970 (prime area)
30' x 60' .....	\$76,440/\$86,165 (prime area)
40' x 50' .....	\$86,320/\$94,950 (prime area)
50' x 50' .....	\$107,845/\$118,635 (prime area)

**Space Assignment**

ASA assigns exhibit space on a priority point-based system in order to recognize a company's past exhibiting history with the Society. Exhibit applications received after the November 1, 2011 priority point deadline are assigned space on a first-come, first-served basis.

**Points are assigned on the following basis:**

- 10 points for each 10' x 10' equivalent space.
- 25 bonus points for every five years of consecutive exhibiting.
- 1 point for every \$1,000 spent in ASA's corporate sponsorship program or advertising.
- Double priority points are awarded for companies pre-registering in Washington, D.C. for

**ANESTHESIOLOGY 2013** in San Francisco, CA.

**ASA Career Connection**

The ASA Career Connection is a unique opportunity for recruiters to have dedicated space for their recruiting needs. Located on the exhibit floor, the Career Connection offers smaller, private space in a more intimate setting to allow you to maximize your recruitment efforts. Included in the Career Connection package is a 120-day job posting on the ASA Career Site. This year, the Career Connection will be open the same hours as the exhibit hall, allowing for optimal traffic.

**Career Connection Hours**

- Saturday, October 13 – 11 a.m. to 6:30 p.m.
- Sunday, October 14 – 9 a.m. to 5 p.m.
- Monday, October 15 – 9 a.m. to 3 p.m.

To reserve your space, please contact **Rose Berg**, Exhibit Sales Specialist, at (847) 268-9177 or e-mail [r.berg@asahq.org](mailto:r.berg@asahq.org).

For questions about posting an ad on the ASA Career Center, please contact **Alexander Kahl**, Sales and Marketing Manager, at (847) 268-9104 or e-mail [a.kahl@asahq.org](mailto:a.kahl@asahq.org).

# EXHIBITOR INFORMATION

## 2012 ASA Annual Meeting Pre/Post-Registration List

To assist in your marketing efforts, ASA will make the Annual Meeting Pre/Post-Registration list available to exhibitors beginning September 15, 2012. The Pre/Post-Registration list contains attendee contact information captured during the registration process. At members' request, no telephone, e-mail addresses or fax numbers are provided.

### Promotional Right

One direct mail piece of company literature to the pre/post-registration attendees list is allowed.

A completed Pre/Post-Registration Mailing List Order Form & Use Agreement signed and filed with ASA is required. A prototype of the direct mail piece must be submitted to ASA for approval prior to receiving the mailing list.

### Services

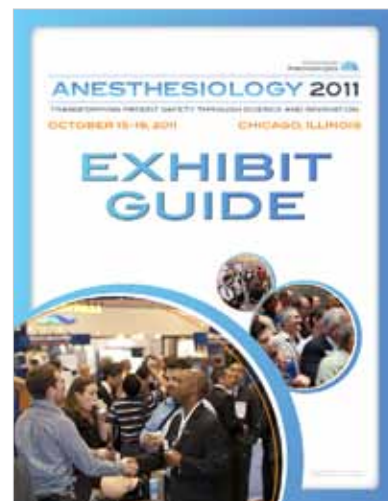
A one-time-use only Pre/Post Registration list will be electronically available through December 28, 2012.

**Rates:** \$200 set-up fee and \$500 per 1,000 names.

For more information about these opportunities, please contact **Barb Turbett**, Exhibit and Meetings Assistant, at (847) 268-9120 or e-mail [b.turbett@asahq.org](mailto:b.turbett@asahq.org).

## ASA Exhibit Guide\* Increase visibility on any budget

- **Logo Stopper**  
Having your company or product logo next to your exhibit listing in the Exhibit Guide is a great way to grab readers' attention.
- **New Product Flag**  
Readers will quickly see you are introducing a new product by displaying a New Product Flag next to your exhibit listing.



### Rates:

**Logo Stopper** (½" x ½") \$500

**New Product Flag** (½" x ½") \$500

### Deadlines

**Space reservation/payment due:** August 17, 2012

**Materials due:** August 17, 2012

# ANESTHESIOLOGY 2011 EXHIBITORS

(Exhibitors as of 08-15-11)

15<sup>th</sup> WFSA World Congress of Anaesthesiologists

## A

A.M. Bickford, Inc.  
Abbott  
abeo  
AccuVein  
ACIGI/Fujiyoki, Dr.Fuji  
Acuitek  
Advanced Infusion, Inc.  
AdvantEdge Healthcare Solutions  
AES, Inc.  
Aircraft Medical Ltd.  
Airtraq LLC  
Ambu, Inc.  
American Anesthesiology  
American Express OPEN  
American Medical Association  
American Quantity Survey  
Ameridose  
An-Alarm  
Anesthesia Associates, Inc.  
Anesthesia Business Consultants  
Anesthesia Call Accountant  
Anesthesia Revenue Management  
Anesthesia Safety Products  
AnesthesiaCare  
Anesthesiologist Assistant Programs  
Anesthesiology News  
Anesthetix of TEAMHealth  
Anthem Associates, LLC  
APAC  
ApolloMD Anesthesia  
APP Pharmaceuticals  
ARC Medical, Inc.  
Arizant Healthcare, Inc.  
Armstrong Medical Industries, Inc.  
Armstrong Medical LTD  
Army Medical Recruiting  
Audio-Digest Foundation  
Augustine Temperature Management

## B

B. Braun Medical, Inc.  
**ASA INDUSTRY SUPPORTER**  
Baxter Healthcare  
BD  
Belmont Instrument Corp.  
Besmed Health Business Corp.  
Beutlich LP, Pharmaceuticals  
Bio Medical Technologies  
Bioness  
BK Medical  
Bluestar Enterprises, Inc.  
BMEYE BV  
Board Stiff LIVE

BOMImed  
Boston Scientific  
Brain Tunnelgenix Technologies Corp.

## C

Cadence Pharmaceuticals  
Cadence Pharmaceuticals - Medical Affairs  
Cadwell Laboratories, Inc.  
Cambridge University Press  
Cardinal Health  
Cardiotronic  
CareFusion  
Carnegie Surgical LLC  
**2011 ASA ANNUAL MEETING SUPPORTER**  
CASMED  
Centurion Medical Products Corp.  
Cerner  
Cheetah Medical, Inc  
Chinese Society of Anesthesiology  
Christie Medical Holdings, Inc.  
Cincinnati Sub-Zero  
CIVCO Medical Solutions  
Clarus Medical, LLC  
CNSystems Medizintechnik AG  
CODAN  
CODONICS, INC.  
Colin/Mediana Tech  
CompHealth  
CompOne Services, Ltd.  
Comprehensive Medical Management  
ConMed  
Continental Anesthesia Ltd  
Cook Medical  
Cortical Dynamics  
Cosman Medical  
**2011 ASA ANNUAL MEETING SUPPORTER**  
Covidien  
Criticare, Inc.  
Cumberland Medical Affairs  
Cumberland Pharmaceuticals

## D

Daiwha Corporation, Co. Ltd.  
Dannemiller  
Deltex Medical  
Department of Veterans Affairs (HRRO)  
Digi-Trax Corporation  
Disposcope USA, LLC  
Dr. Jensen Board Prep  
Draeger Medical Inc.  
Duke Clinical Research Institute  
Dupaco  
DVMI Da Vinci Medical, Inc.  
Dynasthetics LLC

## E

**2011 ASA ANNUAL MEETING SUPPORTER**  
Edwards Lifesciences  
Elsevier  
Enthermics Medical Systems

Epimed International, Inc.  
Esaoite North America  
ETView  
European Society of Anaesthesiology  
ExpertPlan Inc.

## F

Flexicare, Inc.  
Fresenius Kabi Canada  
FUJIFILM Medical Systems U.S.A., Inc.  
Fukuda Denshi  
Futuremed

## G

GCX Corporation  
**2011 ASA ANNUAL MEETING SUPPORTER**  
GE Healthcare  
Geisinger Health System  
Genesis HealthCare System  
GFMS, LLC  
Global Medical Staffing

## H

H+H System, Inc.  
Havel's Inc.  
HeartWorks by Inventive Medical Ltd.  
Heine USA, LTD  
Helena Laboratories-POC  
HemoCue, Inc.  
Honeywell Safety Products  
Hospira  
Hospital Device Research  
Hospitech Respiration Ltd.  
HoverTech International  
Hsiner Co.,LTD.

## I

I-Flow Corporation - A Kimberly-Clark  
Healthcare Company  
ICU Medical, Inc.  
IMACOR, Inc.  
iMDsoft  
Instrumentation Industries, Inc.  
Integrated Medical Management, Inc.  
Interrad Medical, Inc.  
Intersurgical, Inc.  
IntuBrite, LLC  
Invivo  
iProcedures, LLC  
IRadimed Corporation

## J

JavMed.com (The Journal of Audio-Visual  
Medicine)

## K

Karl Storz Endoscopy - America, Inc.  
King Systems  
Kuo Software LLC  
Kyoto Kagaku Co., Ltd.

**L**

LIDCO, Limited  
Life-Tech, Inc.  
Lightning Bolt Solutions, Inc.  
Lippincott Williams & Wilkins - Wolters  
Kluwer Health  
LMA North America  
LocumTenens.com

**M**

Mainline Medical Inc.  
Man & Machine Inc.  
MAQUET, Inc.

**2011 ASA ANNUAL MEETING SUPPORTER**

Masimo  
McGraw-Hill  
McKesson  
Med Man Simulations, Inc.  
Medac, Inc.  
Medaxion, LLC  
Medcon  
Medelix Business Services  
Medi-Corp, Inc.  
Medical Billing Specialists, Ltd.  
Medical Doctor Associates  
Medical Management Professionals  
Medical Protective  
Medical Web Technologies  
Medline Industries  
Medplus Inc.  
Medrad, Inc.  
MedSleuth, Inc.  
Mercury Medical  
Mercy Ships  
Merge Healthcare  
Merrill Lynch, Pierce, Fenner, & Smith  
MHAUS  
MHP International  
Micropore Inc.  
Mindray North America  
Mirador Biomedical Inc.  
Mitra US, Inc.  
Mizuho OSI  
Moog Medical Devices  
MPI, Inc.  
Mylan, Inc.

**N**

National Anesthesia Services, Inc.  
National Board of Echocardiography, Inc.  
Nationwide Anesthesia Services, Inc  
Net Connect Healthcare Systems, LLC  
NeurogesX, Inc.  
Neurowave Systems Inc.  
Nihon Kohden America  
Nonin Medical, Inc.  
North American Partners in Anesthesia  
North American Spine Society  
NorthStar Anesthesia, P.A.  
Northwest Anesthesia Seminars

NOVAMED USA

NuMask, Inc.

**O**

Oceanus Insurance Company  
Olympus America, Inc.  
Omneotech  
Omniceil, Inc.  
OPC-Optimal Pain Control  
OpenTempo  
Oridion Capnography, Inc.  
Outpatient Surgery Magazine  
Oxford University Press

**P**

Pajunk Medical Systems  
Pall Medical  
Parker Medical  
Patient Shield Concepts LLC  
PENTAX Medical Company  
Penlon, Inc./Penlon Ltd.  
**ASA INDUSTRY SUPPORTER**  
PharMEDIUM Services, LLC  
Philips Healthcare  
Physician Scheduler  
Physicians Accounting, Ltd.  
Physicians Business Network  
Picis, Intl  
Pikeville Medical Center, Inc.  
Piramal Critical Care  
Plexus Information Systems, Inc.  
PPM Information Solutions, Inc.  
PracticeMatch Locum Tenens  
Preferred Physicians Medical  
PULSION Medical Systems  
Purdue Pharma L.P.

**Q**

QGenda.com

**R**

Rodinia LLC  
Rotem, Inc.

**S**

S&S Technoogy  
Sagent Pharmaceuticals, Inc.  
Salix Pharmaceuticals, Inc  
Salter Labs  
Se Woon Medical Co., Ltd.  
Sentec, by Master Dist. Bemes, Inc.  
Shamrock Labeling Systems  
Shareable Ink  
Sheridan Healthcare, Inc.  
Sierra Health Services  
Simulab Corporation  
Smisson-Cartledge Biomedical, LLC  
Smiths Medical  
Society for Airway Management  
Society for Ambulatory Anesthesia

(SAMBA)

Somnia Anesthesia  
Sonosite  
Spacelabs Healthcare  
Spectrum Medical Group  
Spectrum Medical Inc.  
Springer  
Staff Care, Inc.  
StatVideo LLC  
Stryker  
Summit Medical Products, Inc.  
SunMed  
Surgical Directions LLC  
**ASA INDUSTRY SUPPORTER**  
Surgical Information Systems

**T****ASA INDUSTRY SUPPORTER**

Teleflex  
Temena  
Tenzing  
The Doctors Company  
The New York State Society of  
Anesthesiologists, Inc.  
The Royster Group  
Touch of Life Technologies  
TreyMed, Inc.  
Trucorp Ltd.  
Truphatek Int. Ltd.  
Tuoren Medical

**U**

Ultrasonix Medical Corporation  
United States Drug Testing Laboratories  
University of Tennessee-Physicians Exec  
MBA Program  
US Navy Recruiting Command  
US WorldMeds  
Uscom

**V**

Valley Technology, Division of Pivotal  
Health Solutions  
VBM Medical Inc.  
Verathon Medical  
Vertos Medical  
Vidacare Corporation  
VITAID

**W**

Westmed  
Wiley Blackwell  
Woo Young Medical Co., Ltd.

**Z**

Zefon International  
ZOLL Medical Corporation  
Zotec Partners

ANESTHESIOLOGY 2010

OF ANESTHESIOLOGISTS ANNUAL MEETING

# A Special Thank You to Corporate Supporters

Industry Supporters

**Baxter** **Teleflex**  
MEDICAL

ASA Annual Meeting Supporters

**Esval Inc.** **GE Healthcare**

**Maxima** **Moog Medical**

**PharMEDium**



ANESTHESIOLOGY 2010

OF ANESTHESIOLOGISTS ANNUAL MEETING

# A Special Thank You to ASA Corporate Supporters

ASA Industry Supporters

**Baxter** **Teleflex**  
MEDICAL

ASA Annual Meeting Supporters

**Esval Inc.** **GE Healthcare**

**Maxima** **Moog Medical**

**PharMEDium**

Elevator

CORPORATE SUPPORT

# ASA CORPORATE SUPPORTER PROGRAM: *Your Gateway to the Specialty*

The ASA Corporate Supporter Program delivers access, visibility, and recognition throughout the year to participating companies. Joining the ASA Corporate Supporter Program is an ideal way to demonstrate your company's commitment to the specialty while having access to the broadest range of anesthesiologists. Whether you are looking to boost your company's profile, showcase your support, or network with thought leaders, the ASA Corporate Supporter Program is your gateway to the specialty.

The ASA Corporate Supporter Program offers two levels of participation.

At the highest level, ASA offers two packages:

- Industry Supporter: available to pharmaceutical, medical device, and AIMS companies
- Practice Management Supporter: available to non-medical, practice-related companies whose business is not part of the continuum of care but whose products and services are used in a professional setting.

These are multi-year agreements designed to allow year-round visibility and recognition with ASA members. Industry and Practice Management Supporters are limited to 12 companies.

At the secondary level, ASA offers the Annual Meeting Supporter package. This enhances the participating organization's presence before, during, and after the ASA Annual Meeting. Annual Meeting Supporters are limited to 10 companies.

For more information, please contact **Sara Moser**, Director of Corporate Development and Sponsorships, at (847) 268-9230 or e-mail [s.moser@asahq.org](mailto:s.moser@asahq.org).

## EXCLUSIVE ASA CORPORATE SUPPORTER OPPORTUNITY ASA CORPORATE NON-CME EDUCATIONAL UPDATES

The Corporate Non-CME Educational Update events give companies an opportunity to present evidence-based medical and scientific information about products and services to ASA members and Annual Meeting attendees. ASA offers nine opportunities for companies to present their material – no more than three events on any given night:

- Saturday, October 13
- Sunday, October 14
- Monday, October 15

Opportunities are offered to ASA Industry and Practice Management Supporters and then to Annual Meeting Supporters. Corporate Supporters interested in offering Corporate Update events must submit a completed application accompanied by full payment by July 6, 2012.

**Investment:** \$20,000

(Any additional hotel fees for food and beverage, AV, labor, etc. are the responsibility of the Corporate Update host.)

## ASA IS PROUD TO ACKNOWLEDGE AND THANK THE CURRENT ASA INDUSTRY AND PRACTICE MANAGEMENT SUPPORTERS.

**Industry Supporters** (as of August 2011):

**Baxter**

PharMEDium

 SURGICAL  
INFORMATION  
SYSTEMS

**Teleflex®**

**2011 ASA Practice Management Supporter:**

 **ANESTHESIA**  
BUSINESS CONSULTANTS

Access to Decision Makers	Industry and Practice Management Supporters	Annual Meeting Supporters
Invitations (2) to participate in annual ASA Corporate Supporter Invitational Meeting	√	
Individual meeting with ASA Leadership	√	
Individual meeting with ASA Executive Staff	√	
Ability to place feature article in ASA electronic member newsletter	√	
Invitations (2) to the President and President-elect Reception	√	
Ability to market a special offer to ASA members	√	
Ability to host a roundtable or focus group with ASA Board, committee members, members, or event attendees	√	
Ability to place one non-commercial question in ASA member survey and access results	√	
<b>Year-Round Recognition</b>		
Shared logo in thank-you/Corporate Supporter Program ad in ASA NEWSLETTER, <i>Anesthesiology</i> , and the ASA Annual Report	√	√ 3 months
Company description and link on ASA Corporate Supporter page of ASA website	√	
Press release announcing company's participation in the program	√	
Ability to use supporter designation and logo in corporate communications, website, press releases, professional education materials, and promotional materials	√	√ Designation only
<b>Annual Meeting and Conference on Practice Management Visibility</b>		
Logo on recognition signage at the Annual Meeting in high traffic areas including registration area, opening session, ASA President and President-elect Reception, ASA Resource Center, email stations, and at company's exhibit booth	√	√ Text Only
Shared logo in thank-you ad in ASA Daily News, Annual Meeting registration brochure, meeting program guide, exhibit guide	√	√
Logo and recognition as ASA Corporate Supporter on computer screens at email stations	√	
Logo and link to company website on ASA Annual Meeting home page	√	√ 3 months
Verbal acknowledgement by ASA Leadership at Annual Meeting Opening Session/Opening Reception, and President and President-elect Reception	√	
Ability to distribute company/product information through insert in meeting registration bags, hotel door drops, and at the ASA Resource Center	√	√ Registration Bags Only
Additional meeting badges – two (2) per 100 square of exhibit booth space at Annual Meeting	√	1 additional badge per 100 Sq. Ft.
Use of annual Meeting attendee list (pre-registration or post meeting)	√	

# SPOTLIGHT ON ASA ANNUAL MEETING SUPPORTERS

Each year, more than 300 companies across the anesthesiology field vie for the attention of approximately 11,000 healthcare professionals at the ASA Annual Meeting. The ASA Corporate Supporter Program offers you the perfect way to set yourself above the crowd.

## ASA Annual Meeting Supporter Benefits Promotional Rights:

- Three-month promotional timeframe
- Use of official ASA Annual Meeting Supporter designation
- Display/Inserts:
  - Insert company literature in Annual Meeting registration bags (11,000 healthcare professionals)
- Publications/Collateral Materials:
  - Shared logo/ID recognition in ASA Corporate Supporter thank you ad in:
    - ASA NEWSLETTER – one of the most widely-read anesthesiology-related publications, produced monthly, distributed to ASA members, circulation 43,646 – 2Xs per year
    - Anesthesiology – ASA's scientific journal, published monthly, distributed to ASA members, circulation of 41,947 – 1X per year
    - ASA Daily News – official newspaper of the Annual Meeting, published first four days of the meeting, on-site distribution – 1 issue
    - Annual Meeting Registration Brochure – mailed to 46,000 member in June
    - ASA Meeting Guide/Exhibit Guide – distributed on-site

## Website:

- Logo/ID on Annual Meeting home page with link to company website – up to 3 months

## Signage and Recognition:

- ASA thank you signage (text only) at Annual Meeting in high-traffic/VIP locations including:
  - Registration Area
  - Opening Session
  - ASA Resource Center
- Sign for exhibit booth designating company an ASA Annual Meeting Supporter.

## Supporter Services:

- Annual post-meeting fulfillment report

**Investment:** \$25,000

To learn more about becoming an ASA Corporate Supporter, please contact **Sara Moser**, Director of Corporate Development and Sponsorships, at **847.268.9230** or email **s.moser@asahq.org**.

A special thank you to the 2011 ASA Annual Meeting Supporters:

- CASMED
- Covidien
- CSL Behring
- Edwards Lifesciences
- GE Healthcare
- Masimo



### Member Feedback Fuels Website Redesign

### How Much Evidence in Evidence-Based Medicine?

### A Great Value in Patient Warming

SCRIP - Top 10

EcoSmart  
Sustainable  
Energy Solutions

ADVERTISING

# MAXIMIZE YOUR EXPOSURE

The American Society of Anesthesiologists Annual Meeting, **ANESTHESIOLOGY 2012**, gives exhibitors the opportunity to maximize their exposure to this influential group of anesthesiology professionals by offering a variety of advertising choices this year.

## Registration Brochure\*

This magazine-style publication provides you with your first opportunity to reach **ANESTHESIOLOGY 2012** meeting attendees with your advertising message.



The **ANESTHESIOLOGY 2012** Registration Brochure provides information on:

- Scientific sessions, panels and instructional courses.
- Registration and housing.
- Technical and scientific exhibits.
- Social events and tour details.

## Advertising Benefits

- Mails to over 53,000 members and medical professionals active in the anesthesiology industry.
- June mailing and long shelf life – your ad will be seen repeatedly as meeting attendees refer to the Registration Brochure to plan their trip to Washington, D.C. in early October.
- Distribution at key International Congresses.

## Deadlines

Space reservation/payment due: **April 20, 2012**

Materials due: **April 27, 2012**

## Advertising Information (4-color process)

Ad Dimensions (width x height)

Trim Size .....	11" x 8 ½"
Live Area.....	10" x 7 ½"
Ad size – including ¼" bleed on all sides.....	11 ¼" x 8 ¾"
Ad size with NO bleed.....	10" x 7 ½"

## Advertising Space Availability & Rates

Outside Back Cover .....	\$15,000
Inside Front Cover .....	\$12,000
Inside Back Cover .....	\$10,000
Full-Page (5 available).....	\$8,000

For complete details and pricing, please contact **Alexander Kahl**, Sales and Marketing Manager, at (847) 268-9104, or e-mail at [a.kahl@asahq.org](mailto:a.kahl@asahq.org).

## ASA Daily News\*



As the official newspaper for **ANESTHESIOLOGY 2012**, the *ASA Daily News* is the most dominant publication at the meeting, with exclusive on-site distribution via the registration bag, newsstands, distribution personnel and hotel room delivery in the ASA Hotel Drop Bag. The *ASA Daily News* is the only source for day-to-day coverage of meeting events, and session and speaker information. Among many other features, it includes an up-to-date floor plan, activity information in the host city, and information on the top happenings at the meeting.

### Advertising Benefits

- Reach more than 12,000 health care professionals.
- Be seen repeatedly as your ad appears in four separate issues during the meeting.
- Drive traffic to your booth and generate awareness of your company.
- Connect with all 46,000 members via the online interactive edition.

**Publication Dates:** October 12, 13, 14 and 15, 2012

### Deadlines

**Space reservation/payment due:** August 17, 2012

**Materials due:** August 24, 2012

## Grow your brand with PREMIUM PLACEMENT

### Premium Cover Positions

Drive traffic to your booth, build your brand, and leave a lasting impression with one of three premium cover positions: Back Cover, Inside Front Cover, and Inside Back Cover.

### Front Page Banner Ad (10 ¼" x 2")

Your message can have incredible presence with your banner ad at the bottom of the front page of the *Daily*.

### Special Placement

Guarantee your position in the *ASA Daily News* by selecting a specific page (excludes Premium Cover Positions).

### Ad Rotation

Update readers daily and provide more information by selecting to rotate different insertions throughout the four publication dates (insertion dimensions cannot change; excludes Premium Cover Positions and Products & Services Showcase Ads).

### Increase Visibility on Any Budget

Boost the visibility of your product or service to more than 12,000 leading decision-makers with a Products & Services Showcase Ad. Your 2 ¾" x 3 ¼" ad includes a four-color photograph, 50-word description, booth number, company name, address and logo. Ad creation (layout, typesetting and one proof) is included in the price.

### Advertising Information

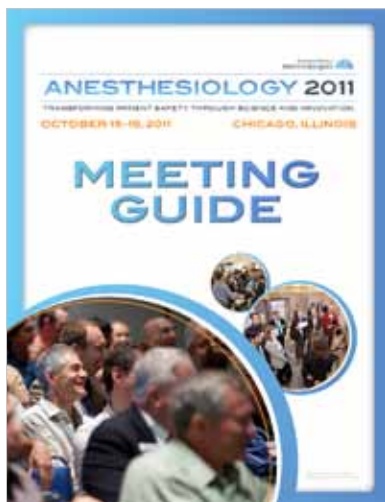
Rates include insertion in all four issues.

Ad Dimensions (width x height)	4-Color Process	Black & White
<b>Premium Options</b>		
Back Cover (10 ¼" x 14")	\$14,000	
Inside Front Cover (10 ¼" x 14")	\$12,900	
Inside Back Cover (10 ¼" x 14")	\$12,350	
Front Page Banner (10 ¼" x 2")	\$9,000	
<b>Standard Options</b>		
Full Page (10 ¼" x 14")	\$11,300	\$9,650
Junior Page (7 ½" x 10")	\$9,100	\$7,500
Half Page		
horizontal (10 ¼" x 7")		
vertical (5" x 14")	\$7,500	\$5,900
Quarter Page (5" x 7")	\$5,600	\$4,000
Eighth of a Page (5" x 3 ½")	\$4,600	\$3,000
Products & Services Showcase Ad (2 ¾" x 3 ¼")	\$995	
Special Placement	\$1,150	
Ad Rotation	\$300	

# MAXIMIZE YOUR EXPOSURE

## ASA Meeting Guide, Exhibit Guide & Scientific Abstract Guide\*

Distributed at registration, these three guides provides attendees all the essential information they need in three easy-to-use guides, including: a daily schedule; learning tracks and discussions; special sessions, general information; activities; floor plans; maps; and most importantly, detailed exhibit listings sorted alphabetically by product and category as well as other pertinent meeting information.



### Advertising Benefits

- **Drive traffic to your booth.** Attendees will use the guides to plan their daily schedules and navigate exhibits.
- **Boost your visibility.** Ensure your company stands out among other exhibitors competing for attendees' attention.
- **Gain repeat exposure.** Reinforce your message again and again as users reference the guide during the meeting and throughout the year.

## Maximize Visibility with PREMIUM PLACEMENT Premium Cover Positions

Drive traffic to your booth, build your brand, and leave a lasting impression with one of three premium cover positions: Back Cover, Inside Front Cover, and Inside Back Cover.

### Increase visibility on any budget

- **Logo Stopper - \$500**  
Having your company or product logo next to your exhibit listing in the Exhibit Guide is a great way to grab readers' attention.
- **New Product Flag - \$500**  
Readers will quickly see you are introducing a new product by displaying a New Product Flag next to your exhibit listing.

### Deadlines

**Space reservation/payment due:** August 17, 2012

**Materials due:** August 23, 2012

### Advertising Information

Rates include insertion in all four issues.



#### Ad Dimensions

(width x height)

Trim size: 8 1/2" x 11"

Live Area: 7 1/4" x 10"

Size with bleeds: 8 3/4" x 11 1/4"

Size with no bleeds: 7 1/4" x 10"

#### Premium Options

Back Cover (all three guides) \$20,000

Inside Front Cover (all three guides) \$15,000

Inside Back Cover (all three guides) \$12,000

#### Standard Options

Front and Back Tabs (Meeting Guide and Exhibit Guide only) \$11,300 \$9,650

Non-Tab Positioning (Meeting Guide and Exhibit Guide only) \$10,000 \$8,300

Logo Stopper (1/2" x 1/2") (Exhibit Guide only) \$500

New Product Flag (1/2" x 1/2") (Exhibit Guide only) \$500

#### 4-Color Process

#### Black & White

For complete details and pricing, please contact **Alexander Kahl**, Sales and Marketing Manager, at (847) 268-9104, or e-mail at [a.kahl@asahq.org](mailto:a.kahl@asahq.org).



#### ASA Hotel Drop Bag Advertising Opportunity\*

Distributed the morning of Sunday, October 14, the Hotel Drop Bag showcases select advertising literature. Attendees appreciate receiving information in the comfort of their hotel rooms to help plan their time at the Annual Meeting.



- Reach leading anesthesiologists when they are most receptive to your message.
- Deliver your message to over 6,000 attendee hotel rooms.
- Drive traffic to your booth as leading decision-makers use these materials to plan their itineraries.

#### Promotional Right

Insertion of company literature (maximum size of 8 1/2" x 11" and maximum weight of 8 oz.) in the hotel drop bag for Sunday, October 14 delivery.

**Rate:** \$10,000

This opportunity will be reserved on a first-come, first-served basis.

#### Deadlines

**Space reservation/payment due:** September 10, 2012

**Materials due:** September 17, 2012

For complete details and pricing, please contact **Alexander Kahl**, Sales and Marketing Manager, at (847) 268-9104, or e-mail at [a.kahl@asahq.org](mailto:a.kahl@asahq.org).

# ONLINE ADVERTISING



## ASA Annual Meeting Mobile App\*

Don't miss the opportunity to reach attendees through the latest technology. There are only six "Advertiser Opportunities" and one "Premium Advertiser" available for the **ANESTHESIOLOGY 2012** Mobile App.

### Attendees will use the improved mobile app:

- Before the start of **ANESTHESIOLOGY 2012** to create their own schedule of what sessions and classes they'll attend, and which exhibitors they want to see. They'll send IMs, tweets, and e-mails to their friends and colleagues to let them know which ones they're choosing and make plans to meet up at the event. They can also find favorite local restaurants, hotels, and points of interest. They'll be able to easily exchange contact information with each other.
- During the event they'll use the app to check their schedule, find a meeting room, booth, or restaurant, recall which exhibitors they wanted to visit, exchange contact information, and exchange IMs, tweets, and e-mails with others at the event and elsewhere.
- After the event they'll use the app to recall session papers and exhibitors, and stay in touch with contacts they made through the event.

There are six "Advertiser Opportunity" packages available this year for the **ANESTHESIOLOGY 2012** Mobile App.

## The "Advertiser Opportunity" package includes the following:

### Top Screen Banner

Places content as a banner on the top of the home screen, top level exhibitor screen, and top level session screen as well as other screens where room is available. Banners can be any content, such as a company logo. Banner is active and when tapped will take the user to another screen determined by you. Rotated with other banners over 6-second intervals.

### Advertising Benefits

- 10% click-through rate!
- Drive traffic to your booth or company website before, during and after the meeting

**View:** 1/8 Screen

**Duration:** Rotating every 6 seconds per banner.

### Featured Feed Notification (during the meeting)

Broadcasts a 140-character message to all event app users in the notification area of the smart phone. Can tap to your detail page or other link of your choosing.

### Advertising Benefits

- Broadcast your important message to all event app users – right onto their smart phones! Your 140-character message is rotated into the home screen notifications section at the time and date you specify and remains there for a minimum of 2 hours. Attendee tap brings up detail page or link of your choice. Perfect for PRs, product announcements and time sensitive promotions.

**View:** 1/8 Screen

**Duration:** 6 seconds every rotation.

**Rate:** \$4,000 (Top Screen Banner & Featured Feed Notification)

### Deadlines

**Space reservation/payment due:** August 24, 2012  
(to make September Launch Date)

**Materials due:** August 24, 2012  
(to make September Launch Date)

## The Premium Advertiser opportunity includes the following:

### Splash Screen

Fills the entire phone screen with your content - logo, picture, even video. Splash screen appears every time the application is opened for a minimum of 5 seconds.

### Advertising Benefits

- Put your brand in front of every attendee every time they open the event app - before, during, and after the event. Your content is displayed on the entire screen of the Smartphone for at least 5 seconds as the application loads. Put your company right under the eyes of all the attendees several times a day, throughout the life of the event.

**View:** Entire Screen

**Duration:** 5 seconds

### 3 Top Screen Banners

Same as “Advertiser Opportunity” with a total of three banners

### 3 Featured Feed Notifications

Same as “Advertiser Opportunity” with a total of three (3) notifications, one before the meeting, one during and one after.

**Rate:** \$15,000.00. (Splash Screen, 3 Top Screen Banner & 3 Featured Feed Notifications)

### Deadlines

**Space reservation/payment due:** August 13, 2012  
(to make September Launch Date)

**Materials due:** August 13, 2012  
(to make September Launch Date)

For complete details and pricing, please contact **Alexander Kahl**, Sales and Marketing Manager, at (847) 268-9104, or e-mail at [a.kahl@asahq.org](mailto:a.kahl@asahq.org).

### ePreview\*

The ePreview presents news about the upcoming ASA Annual Meeting in four different editions e-mailed to 46,000 members before the meeting.



### Advertising Benefits

- Generate awareness of your company during the key planning time before the meeting.
- Drive traffic to your company website with a text acknowledgment and a linked banner ad on each page of the ePreview.

### Exclusive opportunity includes:

- Banner ad that links to your website on each page of the ePreview site (140 pixels x 500 pixels, 72 dpi).
- Tab acknowledgment with link to your company website.
- Banner ad that links to your website on e-mail blast to 46,000 members (550 pixels x 140 pixels, 72 dpi).

### Rates

- \$40,000 for all issues.
- \$32,000 for three issues. Advertiser to choose issues.
- \$22,000 for two issues. Advertiser to choose issues.
- \$12,000 for one issue. Advertiser to choose issue.

### Deadlines

**Space reservation/payment due (first issue):** May 25, 2012

**Materials due:** June 1, 2012

For complete details and pricing, please contact **Alexander Kahl**, Sales and Marketing Manager, at (847) 268-9104, or e-mail at [a.kahl@asahq.org](mailto:a.kahl@asahq.org).

# ONLINE ADVERTISING

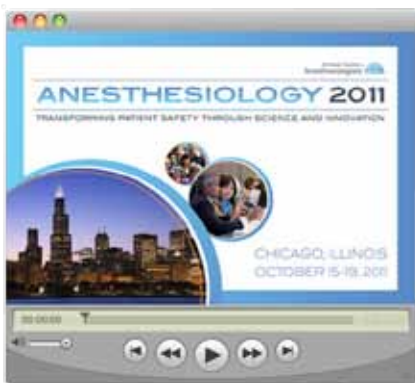
## ANESTHESIOLOGY 2012 Welcome Video\*

Shown on the ASA website and Annual Meeting shuttle buses, the **ANESTHESIOLOGY 2012** Welcome Video presents attendees with information about the Annual Meeting, including introductions from the ASA President, Annual Meeting Chair and the Local Host as well as information about special events, the venue and key attractions in Washington, D.C..

### Advertising Benefits

- Reach 46,000 members with the only advertising opportunity on the **ANESTHESIOLOGY 2012** website prior to the start of the meeting.
- Reach 12,000 health care professionals while the video plays in shuttle buses as they ride to and from the venue.

### Opportunity Includes:



- Static Visual Ad with 15 second voice over.
- Placement within the video on **ANESTHESIOLOGY2012.org**.
- Placement within the video on shuttle buses.

**Rate:** \$8,000

### Deadlines

**Space reservation/payment due:** July 2, 2012

**Materials due:** July 16, 2012

### Exclusive Opportunity Available.

For complete details and pricing, please contact **Alexander Kahl**, Sales and Marketing Manager, at (847) 268-9104, or e-mail at [a.kahl@asahq.org](mailto:a.kahl@asahq.org).

## ASA Daily News, Online Edition Advertiser\*

- Published five days during **ANESTHESIOLOGY 2012** and posted on ASA's website [www.asahq.org](http://www.asahq.org), the *ASA Daily News* will be available in an interactive edition to all members worldwide.

### Advertising Benefits

- Reach 12,000 health care professionals and the remaining 35,000 members who could not attend the meeting via daily e-mail blasts to ASA's entire membership.
- Drive traffic to your company website with exclusive banner ads and premium position ads.

### Exclusive opportunity includes:

- Banner ad that links to your website on the *ASA Daily News* Online Edition page (550 pixels x 140 pixels, 72 dpi).
- Exclusive "Left-of-Cover" premium position interactive ad on the *ASA Daily News* Online Edition.
- Banner ad that links to your website on four e-mail blasts to 46,000 members (550 pixels x 140 pixels, 72 dpi).

**Rate:** \$15,000

### Deadlines

**Space reservation/payment due:** September 12, 2012

**Materials due:** September 14, 2012

For complete details and pricing, please contact **Alexander Kahl**, Sales and Marketing Manager, at (847) 268-9104, or e-mail at [a.kahl@asahq.org](mailto:a.kahl@asahq.org).



