

PRACTICE MANAGEMENT 2012

JANUARY 27-29, 2012 ■ BUENA VISTA PALACE RESORT ■ ORLANDO, FLORIDA



EXHIBIT ■ CORPORATE SUPPORT ■ ADVERTISING
OPPORTUNITIES

PRACTICE MANAGEMENT 2012

THIS MEETING IS SPONSORED BY THE AMERICAN SOCIETY OF ANESTHESIOLOGISTS AND IS DESIGNATED AS A CONTINUING MEDICAL EDUCATION ACTIVITY FOR PHYSICIANS.

PRACTICE MANAGEMENT 2012 is designed for Anesthesiologists and Practice Administrators interested in acquiring, maintaining or expanding the skills needed to improve practice management, quality and patient safety. The CME approved educational program will draw the type of valuable prospects you want to meet at your exhibit.

PRACTICE MANAGEMENT 2012 **Program Overview**

PRACTICE MANAGEMENT 2012 is the premier CME event for the latest information that impacts anesthesiology practices. Regulatory, legislative and accreditation changes are discussed and debated, best practices and workable solutions are presented, and networking events allow for dialogue with speakers, peers and exhibitors. Leaders and experts examine the rapidly evolving health care environment, and offer their insights and predictions on what will work or not work. Designed for physicians and practice administrators, this annual educational event delivers the latest information you need to navigate in today's complex practice environment.

Learning objectives for **PRACTICE MANAGEMENT 2012**

- Address the latest practice issues.
- Provide the viewpoints of Administrative Anesthesiologists.
- Improve practice quality.
- Provide attendees with the opportunity to meet face-to-face in small group settings with experts in the field of Practice Management.



Join these leading companies by making PRACTICE MANAGEMENT 2012 a regular part of your marketing effort:

(Exhibitors as of July 1, 2011)

- abeo
- AdvantEdge Healthcare Solutions (AHS)
- Anesthesia Business Consultants, LLC
- Anesthesia Revenue Management
- Anesthesiologists Professional Assurance Co. (APAC)
- Avid Anesthesiology Solutions, LLC
- CompONE Services, Ltd.
- Frost-Arnett
- iMDSoft
- InsMed Insurance Agency, Inc.
- Kellison & Company
- LocumTenens.com
- Medac, Inc.
- Medcon
- Medical Billing Specialists, Ltd.
- Medical Management Professionals
- Medical Protective
- Perioperative Servicing, LLC
- Physicians Accounting, Ltd.
- Physicians Business Network
- PPM Information Solutions, Inc.
- Preferred Physicians Medical
- ProMedical, Inc.
- QGenda.com
- Revenue Recovery Corporation
- Sheridan Healthcare
- Sierra Health Services, LLC
- Spectrum Medical Group
- Spinfusion, Inc.
- Surgical Directions, LLC
- Tenzing
- Zotec Partners





It's All in the Numbers ...

- Over 700 attendees are expected at PRACTICE MANAGEMENT 2012.
- 2/3 of the attendees will be Anesthesiologists.
- 1/3 of the attendees will be Practice Managers.
- 100% of responding exhibitors at the 2011 Conference indicated on a survey that the attendees at this Conference were a qualified audience, as pertaining to the products and/or services they marketed at the Conference.



ASA Members and Practice Managers will be attending...

- To learn about state-of-the-art advances in practice management.
- To hear about the newest research in this dynamic field.
- To view your products and services.
- To evaluate and compare products and services.

Welcome and Wine Tasting Reception-Support Opportunity

Select a wine from our fabulous list and we'll provide you with five bottles of that wine to pour directly from your booth. We'll also provide you with everything you need to conduct the pouring. ASA will not be serving wine from the bar in the exhibit hall during the reception. Details and pricing will be released later in 2011.



Exhibition Rules and Regulations

1. Exhibition Dates and Hours

The exhibition hall will be open to attendees as follows:

Friday, January 27, 2012 11:15 a.m.–8:30 p.m.

Please note we will have a **Luncheon** from 11:30 a.m.–12:30 p.m., an **afternoon break** from 2:45–3 p.m. and a **Welcome Reception** from 7–8:30 p.m. in the Exhibit Hall.

Lunch will be provided for exhibitors at 12:30 p.m. The Exhibit Hall will be closed from 5:00–6:30 p.m.

Saturday, January 28, 2012 9 a.m.–4 p.m.

Please note we will have a morning break from 9:30–10 a.m., a **Luncheon** from 11:30 a.m.–1 p.m. and an **afternoon break** from 3:30–4 p.m. Lunch will be provided for exhibitors at 1 p.m. Exhibits close at 4 p.m. (*Times subject to minor changes.*)

Move-In/Move-Out Dates and Hours

Move-In/Exhibit Installation:

Thursday, January 26, 2012
6 p.m. (*Time subject to change*)

Friday, January 27, 2012
8–10 a.m.

All exhibits must be complete and all empties removed by 10 a.m. on Friday, January 27.

Move-Out/Exhibit Dismantling:

Saturday, January 28, 2012
4–10 p.m.

Sunday, January 29, 2012
8 a.m.–12 p.m.

No exhibitor, nor any employee, agent or servant of an exhibitor, shall be permitted to enter the exhibit hall until 90 minutes before the official opening hour, nor allowed to remain later than 90 minutes after the official closing hour, except on the last day of the exhibition.

2. Exhibition Standards

Exhibits and promotional materials should be dignified, truthful and designed to provide useful and reliable information. The exhibition of a product or service at the PRACTICE MANAGEMENT 2012 meeting does not constitute an ASA endorsement of the product or service or of the claims made. Drugs or devices which require pre-market approval from the FDA or which must comply with established product standards will not be eligible to exhibit unless FDA approval has been obtained or the appropriate product standard is met. ASA reserves the right not to sell space for the exhibition of any product or service that is at issue or in litigation with a government agency.

3. Permissible Exhibits/Product and Material Distribution

All business activities of the exhibitor must be within the exhibitor's allotted exhibit space. In connection with distribution of product samples in the exhibitor's booth(s), these samples must be distributed at least two feet inside the booth. The servicing or consumption of alcohol is prohibited. The use of propane, butane or other combustible bottled gas is prohibited. Helium balloons are not permitted. At the request of ASA, made at any time or times before or during the exhibition, exhibitor must promptly furnish ASA with sample products, packages, labels, advertising and promotional literature that would be or is being distributed before exhibitor will be eligible to participate or continue in the exhibition. ASA reserves the sole and absolute right to determine which firms and products are appropriate in its judgment for inclusion in the exhibition and to refuse, cancel or restrict any applicant or exhibit that ASA considers undesirable for any reasons. This provision applies to exhibitor's conduct, articles, printed matter, samples, questionnaires or any thing that ASA deems objectionable. If ASA decides that any of these do not meet its standards or are not suitable, the exhibitor must at once comply with ASA demands or can withdraw and, if appropriate, receive a refund of the rental fee paid, prorated for the unused portion. Exhibits may not project beyond the space allotted. No exhibit will be permitted to span an aisle, or ceiling or floor covering. Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance.

The exhibits will be inspected during the set-up time. The decorator, with ASA's approval, will provide draping deemed necessary and submit the charges to the exhibitor.

All 10x10 booths may use a height of 8', providing it does not interfere with any other exhibitor's view. All the booths, including signs, may not project above the 8' backdrop.

All 10x10 booths will include an 8' backdrop and 36" high curtain sidewalls. Aisles must be kept clear for traffic. Exhibitors' activities, personnel, giveaways, and equipment must be confined within the booth space. No loudspeakers, public address systems, lights, or other equipment that may be annoying to adjacent exhibitors shall be permitted in the booths. Sound leakage must not interfere with any other exhibitor. Nothing shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floor, or other parts of the building or furniture.

Distribution of promotional gummedstickers or labels is prohibited. Any damage occurring from distribution of these types of items where the building management must repair or clean the building, equipment or furniture will be at the expense of the exhibitor.

4. Prohibition of Exhibitor-Sponsored Educational Sessions

Commercial firms that exhibit at PRACTICE MANAGEMENT 2012 will not be permitted to conduct or sponsor educational activities, presentations or meetings at the Buena Vista Palace Resort, Orlando, Florida, from and including Friday, January 27, to Sunday, January 29, 2012. Only normal sales presentations describing products and their functions are allowed in exhibit booths and hotel sleeping rooms and suites.

5. Space Assignment

PRACTICE MANAGEMENT 2012 will use a priority point system for assigning booth space. All changes to the layout of the final floorplan will be done at ASA's discretion. Open spaces on the floorplan may be filled with additional booth spaces if needed.

6. Facility

Buena Vista Palace Resort
1900 North Buena Vista Drive
Orlando, Florida 32836
(407) 827-6363

Please review the entire Prospectus. It includes important information about your company's participation in and contribution to the meeting. The rules and regulations noted in this Prospectus are part of the application for space.

The ASA reserves the right to refuse space to any company whose products or services, in the judgment of the Society, do not meet the educational, scientific or practice needs of our members and meeting registrants.

7. Exhibit Space Fees

Inline Booth\$2,100
Corner Booth \$2,400

The price of the booth includes, in addition to the space itself:

- An identification sign showing the company name
- General cleaning of aisles
- 5 complimentary exhibit registrations per 10' x 10' booth, if pre-registered.
- One copy per booth of the PRACTICE MANAGEMENT 2012 meeting program.

8. Deposits and Payments

Online applications will not be processed without full payment. All payments made by check should be payable to ASA and must be drawn on a U.S. bank, no exceptions. VISA, MasterCard and AMEX are also accepted. Payment retention is contingent upon acceptance of space assignments. Space assignments are considered accepted unless the exhibitor notifies the Society within 10 days of date of mailing notification of assignment.

**Complete Your
Application Now!**

American Society of Anesthesiologists
Attn: Rose Berg
520 N Northwest Hwy.
Park Ridge, IL 60068
Phone: (847) 268-9177 Fax: (847) 825-1692
E-mail: r.berg@asahq.org

9. Cancellation or Reduction of Space

All cancellations or reductions in space must be sent in writing on company letterhead to **Michael Alberts**, Exhibits Manager at (847) 268-9149 (m.alberts@asahq.org) or at the address listed previously under *Deposits and Payments*.

Exhibitors canceling or reducing their space **from July 2 through October 1** will forfeit 60% of total booth rental. Exhibitors canceling **after October 1** will forfeit 100% of total booth rental.

10. Delinquent Accounts

In the event the indebtedness evidence hereby is collected by or through an attorney, the American Society of Anesthesiologists hereof shall be entitled to recover reasonable attorney's fees to the extent permitted by applicable laws. Should the delinquent account be placed with a collection agency, the exhibitor also will be liable to repay a twenty-five percent (25%) service collection fee. This may include, but is not limited to, filing fees, court costs, collection agency fees and attorney fees.

11. Exhibitor Personnel

A company may register up to five individuals per 10' x 10' booth equivalent at no charge during advance registration only. A \$100 per person fee will be charged for all representatives registered over this number.

The exhibitor badge allows admittance to the exhibit hall and, on a space available basis, to the general session. The exhibitor badge does not allow attendance to any breakout sessions, CBA sessions, the Resident session or any other pre-conference sessions.

12. Badge Distribution

All badges for representatives who are registered in advance will be distributed on-site at the Exhibitor Registration Desk. A pre-registered representative of the company may sign for any or all badges for that company.

13. Guest Badges

Every effort will be made to assure that only properly identified and authorized registrants enter the exhibit hall. Commercial exhibitors' guest badges are designed to allow access to the exhibit floor to individuals whom an exhibitor has a legitimate need to have present. These individuals may be:

- VIPs for parent company
- advertising agency representatives
- exhibit designers or builders
- exhibitor appointed contractors
- consultants
- industry analysts
- exhibitor's original equipment manufacturer

Guest badges must not be issued to physicians or allied health individuals who should be registered through the Society's registration process for educational sessions and exhibit viewing. Badges should not be used as a form of registration for personnel working the booth. The exhibiting company is responsible for the actions of their guest. Misuse of the exhibitor guest badge system may result in the expulsion of the exhibitor and guest from the exhibit hall.

14. Prizes, Contests and Lotteries

Prizes, contests and lotteries must have prior approval from ASA. A form will be included in the Exhibitor Service Kit.

15. Giveaways

Giveaways are allowed if they are tasteful, available in sufficient quantities to general booth traffic and are latex-free. Giveaways must not obstruct booth traffic and must be stored within the booth space or in an approved area through the general contractor.

For more information on approved items, please contact **Michael Alberts**, exhibits manager at (847) 268-9149 or at m.alberts@asahq.org.

16. Latex-Free Meeting

Exhibitors are prohibited from using latex products such as gloves, balloons and other latex-based promotional items due to the significant prevalence of latex sensitivity among anesthesiologists.

17. No Smoking Policy

Smoking is not permitted in the exhibit hall at any time during move-in, show hours, or move-out by exhibit personnel, exhibit suppliers, or meeting attendees.

18. Food Items

Approval for the distribution of food and beverage items must be obtained from ASA and the Houston Hilton-Americas caterer. Popcorn, peanuts and other loose items are prohibited.

19. Music

Exhibitors will not be permitted to play music in the exhibit hall. There are stringent licensing fees for the playing of music at a meeting.

20. Proper Attire

Proper attire consistent with the decorum of PRACTICE MANAGEMENT 2012 is required of exhibitor personnel and company employees during show hours, which includes exhibitor installation and dismantling.

21. Photographing and Videotaping

Exhibitors and attendees may not photograph or videotape any other company's exhibit on the exhibit floor.

PRACTICE MANAGEMENT 2012

Meeting Contacts

Michael Alberts, CMP, CEM

Exhibits Manager
 American Society of Anesthesiologists
 Tel: (847) 268-9149
 Fax: (847) 825-1692
 m.alberts@asahq.org

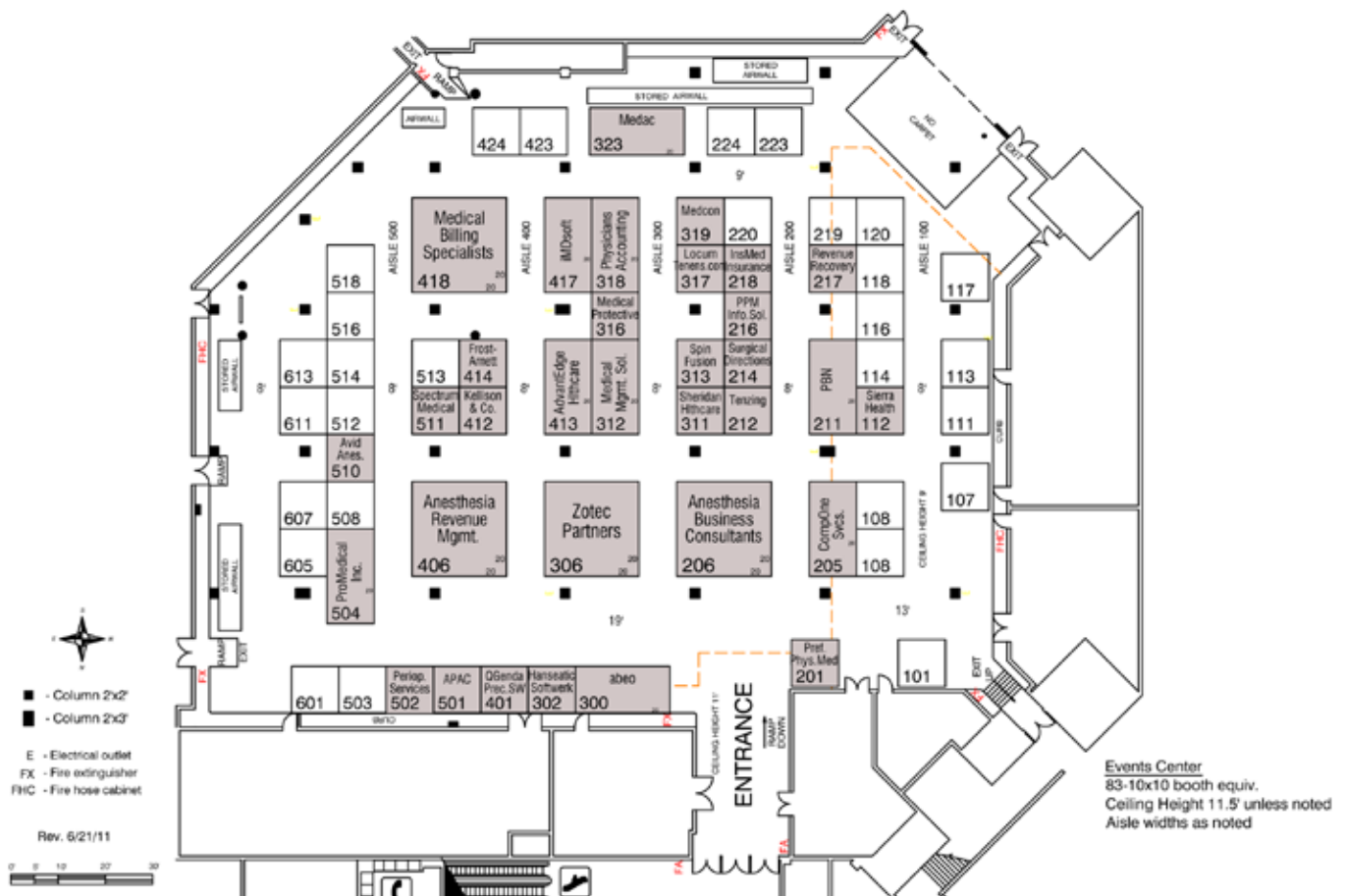
Rose Berg, CMP

Exhibits and Sales Specialist
 American Society of Anesthesiologists
 Tel: (847) 268-9177
 Fax: (847) 825-1692
 r.berg@asahq.org


PRACTICE MANAGEMENT 2012

Events Center ■ Buena Vista Palace Resort, Orlando, Florida.

Shaded areas indicate sold booths.





American Society of
Anesthesiologists 

PRACTICE MANAGEMENT 2011

AMERICAN SOCIETY OF ANESTHESIOLOGISTS CONFERENCE ON PRACTICE MANAGEMENT

**Special Thanks to ASA
Practice Management
Supporter:**



**ANESTHESIA
BUSINESS CONSULTANTS**

**and ASA
Industry Supporters:**

Baxter

**Teleflex®
MEDICAL**



NEW for *PRACTICE MANAGEMENT 2012!* *Become an ASA Conference Supporter*

Maximize your company's presence at PRACTICE MANAGEMENT 2012 by participating as an ASA Conference Supporter, the newest addition to the ASA Corporate Supporter Program.

This is a limited opportunity available to those companies who want an increased presence at this unique conference devoted exclusively to a highly specialized audience of anesthesiologists and practice managers who come to learn about the latest products and practices in this ever-changing field.

As a Conference Supporter, your company will be one of the first that over 700 attendees see via online recognition, onsite signage and through your company's insert in attendee registration bags. Your company will be part of the Exhibitor Traffic-Building Promotion designed to increase attendee traffic to your exhibit during the conference.

ASA Conference Supporter designation is limited to five companies.

ASA Conference Supporter

Supporter Rights

- Three-month recognition timeframe
- Use of official Conference Supporter designation

Display/Inserts

- Cost of purchasing exhibit booth space at PRACTICE MANAGEMENT 2012 is in addition to the Conference Supporter fee
- Opportunity to participate in an Exhibitor Traffic-Building Promotion
- Opportunity at PRACTICE MANAGEMENT 2012 to insert/distribute company's literature in:
 - Registration bags

Publications/Collateral Material

- Cost of purchasing advertising space in ASA NEWSLETTER and Anesthesiology is in addition to the Conference Supporter fee
- Shared logo/ID recognition in ASA Corporate Supporter thank you ad in:
 - ASA NEWSLETTER; two times per year
 - Anesthesiology; one time per year
 - Conference on Practice Management collateral material
- Designation as Conference Supporter in the PRACTICE MANAGEMENT 2012 Resource & Exhibit Guide

Website

- Recognition as a Conference Supporter on asahq.org:
 - Logo/ID on PRACTICE MANAGEMENT 2012 Supporter page; three months

Signage and Recognition

- General ASA thank you signage (text recognition) at PRACTICE MANAGEMENT 2012 in high-traffic/VIP locations including:
 - Registration Area
 - Wine Reception in Exhibit Hall
 - ASA Booth
- Sign for exhibit booth at PRACTICE MANAGEMENT 2012 designating company as a Conference Supporter

Sponsorship Review and Feedback

- Annual post-conference fulfillment report from ASA detailing benefits delivered

Investment

- The fee to participate as a Conference Supporter is \$10,000 and is limited to just five companies on a first-come, first-served basis.



To learn more about the ASA Corporate Supporter Program, please contact: **Sara Moser**, Director of Corporate Development and Sponsorships, at (847) 268-9230 or by e-mail: s.moser@asahq.org.

Elevate Your Company's Leadership Position

The American Society of Anesthesiologists is pleased to offer the ASA Corporate Supporter Program to interested companies. The Program was formed out of the belief that establishing lasting relationships with companies in the anesthesiology industry allows ASA and corporate supporters the ability to advance the goals of the specialty and better serve and communicate with the anesthesiology community.



The ASA Practice Management Supporter package is the highest-level support package available to non-medical, practice-related companies. Practice-related refers to a company whose business is not part of the continuum of care provided by anesthesiologists but whose products or services would be used in a professional setting (e.g., coding, insurance, consulting, etc.).

ASA Practice Management Supporters will have the opportunity to make a promotional offer to ASA members and sole recognition in conjunction with one component (i.e. attendee breakfast or luncheon) at the Conference on Practice Management. This package also offers year-round affiliation with ASA, on-site shared sponsor recognition at the Annual Meeting and Conference on Practice Management, recognition in ASA publications and collateral materials, visibility on ASA website, access to ASA members through member e-newsletter communications, insert opportunities and invitations to major networking events.

The Practice Management Supporter package has a minimum contract term of two years and is available for up to four companies.

2011 ASA Practice Management Supporter



The ASA Industry Supporter package is the highest-level support package available to pharmaceutical, medical device and AIMS companies. It offers year-round affiliation with ASA, on-site shared sponsor recognition at the Annual Meeting and Conference on Practice Management, recognition in ASA publications and collateral materials, visibility on ASA website, access to ASA members through member e-newsletter communications, insert opportunities and invitations to major networking events.

Current ASA Industry Supporters



To learn more about the ASA Corporate Supporter Program, please contact: **Sara Moser**, Director of Corporate Development and Sponsorships, at (847) 268-9230 or by e-mail: s.moser@asahq.org.



NEWSLETTER
PRACTICE MANAGEMENT

- Marketing
- Compliance
- Regulation
- Quality Improvement
- Patient Safety



From Main Job to Juggling the Bottom Line

Advertising Opportunities

The ASA NEWSLETTER is distributed to all dues-paying ASA members and to other non-member individuals and entities through a yearly subscription. The ASA NEWSLETTER offers its readers anesthesia-related news and events, the latest in advocacy and politics, and scientific/technical literature. It is one of the most widely read anesthesiology-related publications in the world. Twelve monthly issues are mailed and available online the first of every month. With a circulation of over 46,000 and international coverage, the ASA NEWSLETTER is the prime medium for communicating to ASA's membership and practice management professionals.



January is the **Practice Management** issue and features articles and information written by experts in the field of Practice Management including PRACTICE MANAGEMENT 2012 speakers and ASA practice management staff. The **Practice Management issue** is delivered and available online January 1st and will be distributed exclusively at PRACTICE MANAGEMENT 2012 via the registration bag and news stands.

Advertising Benefits

- Connect with the entire 46,000+ ASA membership
- Reach more than 700 attendees
- Drive traffic to your booth and generate awareness of your company
- Innovative electronic format that allows readers to view and interact with your advertisements

Closing Dates*

Issue	Space Reservation Due	Materials Due
JANUARY	November 18	November 23

Alexander Kahl

Sales and Marketing Manager

Phone: (847) 268-9104 Fax: (847) 825-2085

E-mail: a.kahl@asahq.org

Display Rates Black & White*

Frequency	Full page	1/2 page	1/4 page
1x	\$4,900	\$3,225	\$2,480
3x	\$4,725	\$3,070	\$2,370
6x	\$4,625	\$2,985	\$2,310
12x	\$4,420	\$2,885	\$2,210
24x	\$4,300	\$2,800	\$2,160
36x	\$4,200	\$2,750	\$2,125
48x	\$4,100	\$2,700	\$2,040

Display Rates Four Color*

Frequency	Full page	1/2 page	1/4 page
1x	\$7,800	\$6,125	\$5,380
3x	\$7,625	\$5,970	\$5,270
6x	\$7,525	\$5,885	\$5,210
12x	\$7,320	\$5,785	\$5,110
24x	\$7,200	\$5,700	\$5,060
36x	\$7,100	\$5,650	\$5,025
48x	\$7,000	\$5,600	\$4,940

Preferred Positions*

Cover 2	25% of earned B&W rate
Cover 3	20% of earned B&W rate
Cover 4	50% of earned B&W rate
Page 1	25% of earned B&W rate
Opposite Table of Contents	25% of earned B&W rate
Special Placement	20% of earned B&W rate

*Rates subject to change without notice

Mechanical Requirements

NEWSLETTER Trim Size: 8 1/4" x 10 1/2"

AD Size: See Chart Below

	Non-Bleed Size	Bleed Size	
	(width x height)	(with 1/8" bleed)	(trim size)
Full Page	7 1/2" x 9"	8 1/2" x 10 3/4"	8 1/4" x 10 1/2"
1/2 Page (horiz.)	7 5/16" x 4 1/4"	8 1/2" x 4 1/4"	8 1/4" x 4"
1/2 Page (vert.)	3 1/2" x 9"	4 1/4" x 10 3/4"	4" x 10 1/2"
1/4 Page	3 1/2" x 4 1/4"		