

EXHIBITING FOR THE FIRST TIME ANESTHESIOLOGY® 2019

Wednesday, September 18

Webinar Presentation

ANESTHESIOLOGY® 2019

OCTOBER 19-23 | ORANGE COUNTY CONVENTION CENTER | ORLANDO, FL

American Society of **Anesthesiologists®**



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Items to Review Today:

- ANESTHESIOLOGY Annual Meeting 101
- Exhibit Space Package
- Inline Booth and Display Rules
- Official Contactors/EACs
- Upcoming Deadlines
- Exhibitor Resource Center
 - Required Forms
- Shipping In/Out, Material Handling

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ANESTHESIOLOGY Annual Meeting 101:

Meeting Schedule:

Saturday, October 19: 7 a.m.- 5 p.m.

Sunday, October 20: 7:45 a.m.- 5 p.m.

Monday, October 21: 8 a.m.- 5 p.m.

Tuesday, October 22: 7:45 a.m.- 4:45 p.m.

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Exhibits Schedule:

Exhibit Installation Hours:

Tuesday, October 15: 12:30 - 4:30 p.m. (Approved Early Move In Only)

Wednesday, October 16: 8 a.m. - 4:30 p.m.

Thursday, October 17: 8 a.m. - 4:30 p.m.

Friday, October 18: 8 a.m. - 6 p.m.

Exhibit Hours:

Saturday, October 19: 10 a.m. - 4 p.m.

Grand Opening Reception: 10:30 - 11:50 a.m.

Lunch: 12 - 1:30 p.m.

Break: 3 - 3:45 p.m.

Sunday, October 20: 9 a.m. - 4 p.m.

Break: 9 - 9:45 a.m.

Lunch: 12 - 1 p.m.

Break: 3 - 3:45 p.m.

Monday, October 21: 9 a.m. - 1 p.m.

Break: 9 - 9:45 a.m.

Closing Lunch: 11:45 a.m. - 1 p.m. (lunch will be provided in the exhibit hall)

Exhibit Dismantle Hours:

Monday, October 21: 1 - 7 p.m.

Tuesday, October 22: 8 a.m. - 4:30 p.m.

Wednesday, October 23: 8 - 10 a.m.

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ANESTHESIOLOGY Annual Meeting 101:

Orange County Convention Center

- Exhibits – Hall WA3, WA4 and WB1 –West Building Level II
- General Session – Valencia Ballroom – West Building
- ASA Member Services – Level I Lobby – West Building
- Exhibitor Registration – Level I Lobby – West Building

Registered exhibitors may pick up their badges during below hours:

Thursday, October 17: 8 a.m. - 5 p.m.

Friday, October 18: 8 a.m. - 5 p.m.

Saturday, October 19: 8 a.m. - 5 p.m.

Sunday, October 20: 8 a.m. - 5 p.m.

Monday, October 21: 8 a.m. – 12 p.m.

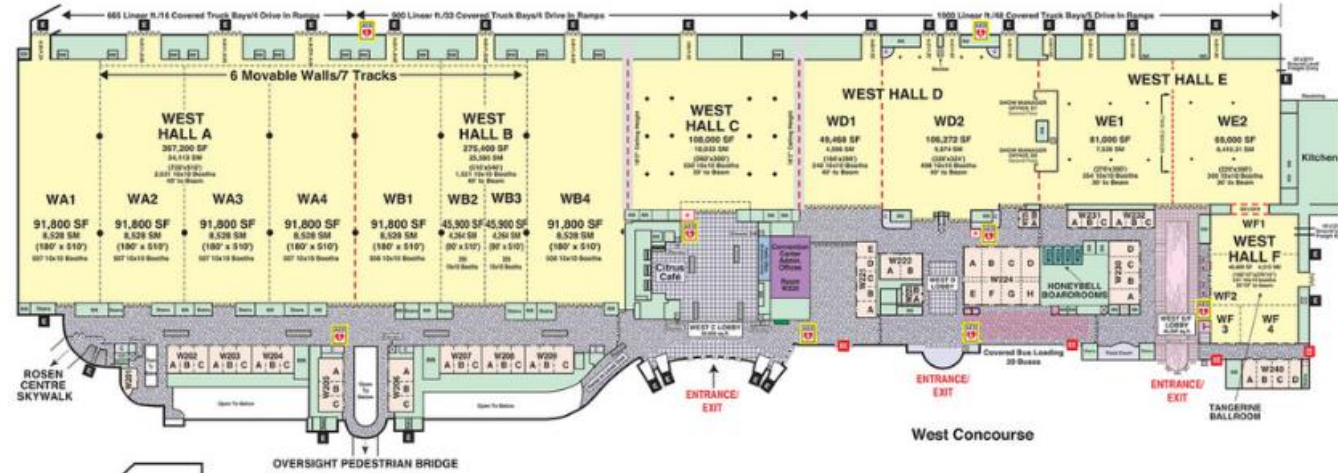
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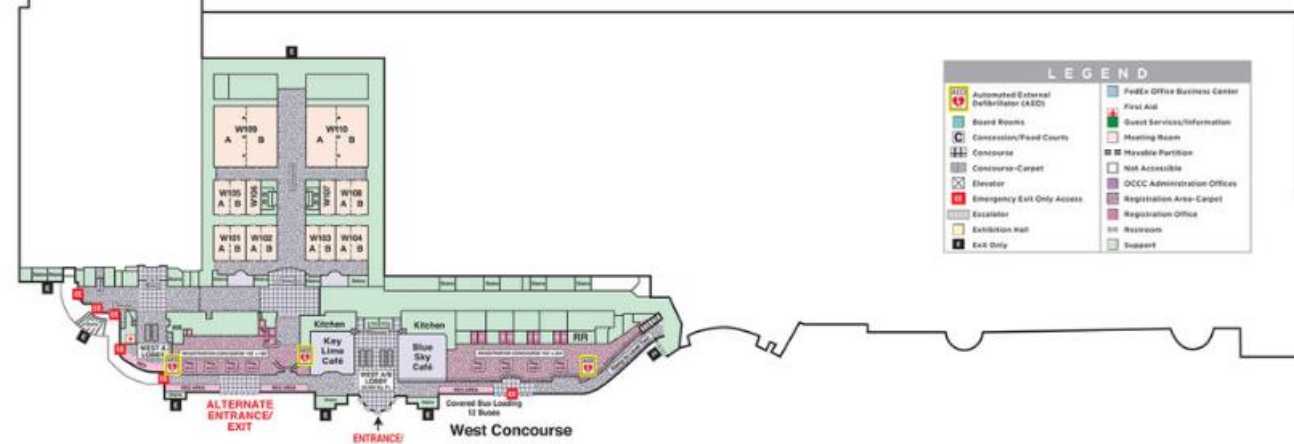
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WEST CONCOURSE

West Building Level II - Exhibit Halls/Meeting Room



West Building Level I - Registration



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ANESTHESIOLOGY Annual Meeting 101:

- Onsite Exhibitor Services
 - Exhibitor Service Center
 - Exhibit Management
 - Freeman Service Desk
 - Other Official Contractor

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Exhibitor
Service Center



Secondary
Entrance

Main
Entrance

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Bringing the Service Desk to You:

- Freeman Concierge Elite
 - Contact if you are missing furniture, utilities, freight, etc.
 - Flyer left in your exhibit space will provide you with the contact #
 - Freeman First Time Exhibitor Program
 - Your Company ID sign will have an *
 - Freeman will contact you in advance of the meeting to offer assistance
 - Concierge Elite will visit you personally, as well as Exhibit Management
 - Post show contact to review invoice and answer any questions
 - Floor Managers
 - Contact with policy or general meeting questions

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What is Included in my Exhibit Space:

- 8' high back drape (gray) and 3' high side rails (gray)
 - Inline exhibits only
 - Tuxedo aisle carpet
- 7"x44" company ID sign (Company name and booth # - inline exhibits)
- Inclusion in:
 - Printed Exhibits Guide (confirmed by August 23)
 - Mobile app
 - Online listing

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What is Included in my Exhibit Space:

- Two (2) complimentary exhibitor booth personnel badges per 10'x10' (100 sq. ft.)
 - Additional exhibitor personnel badge over the allotment may be purchased
 - \$80/each badge through Sunday, October 6
 - \$130/each badge starting Monday, October 7 through the meeting
- Admittance to General Scientific Session based on seating availability

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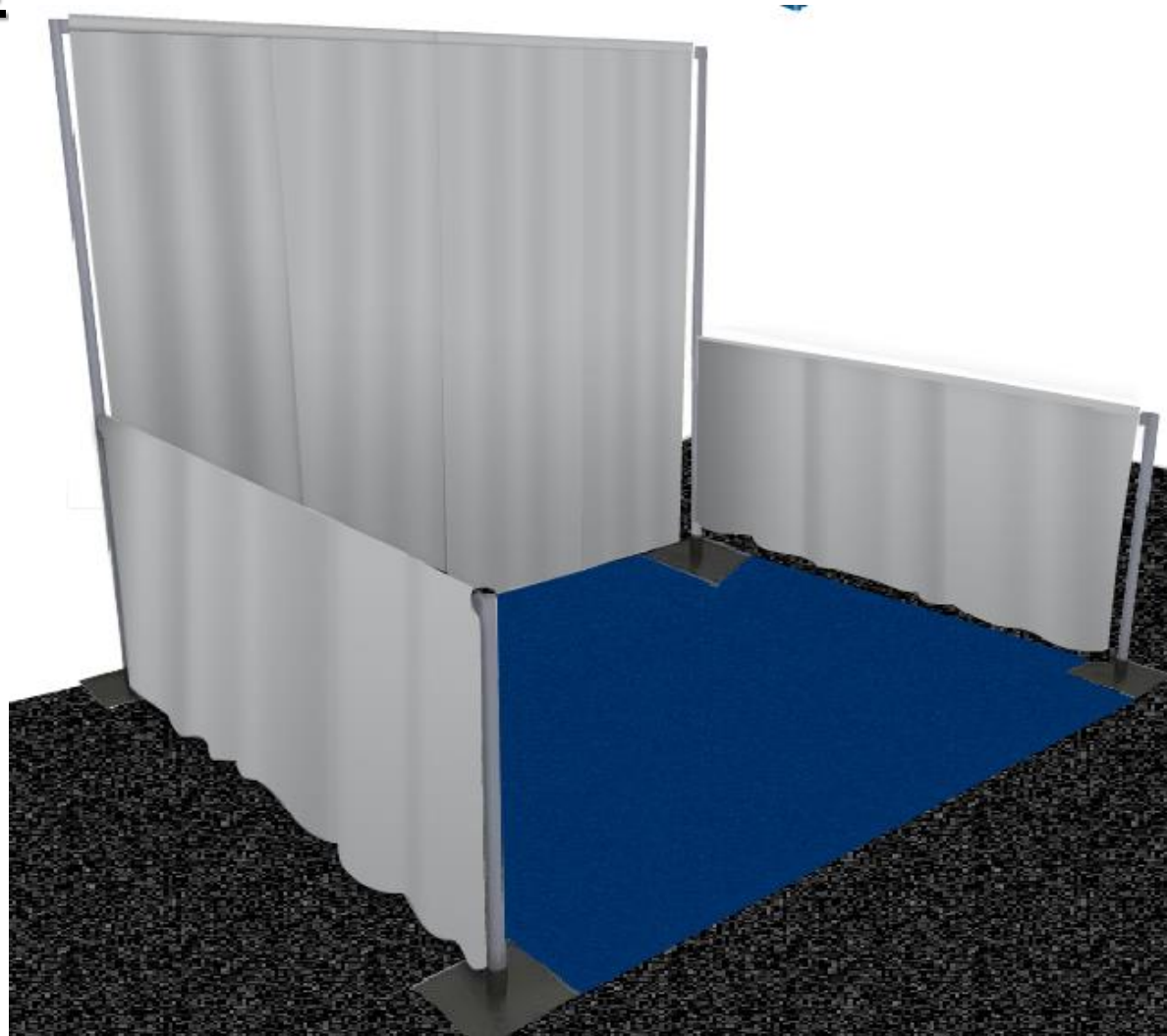
What is NOT Included in my Exhibit Space :

- Booth Carpet/Approved Floor Covering (required)
- Furnishings such as tables, chairs, etc.
- Electrical
- Internet service

Deadline to order services and receive the discount/advance rate through Freeman is **Wednesday, September 25**

Please check with the [deadline checklist](#) for all contractor deadlines

Inline Booth:



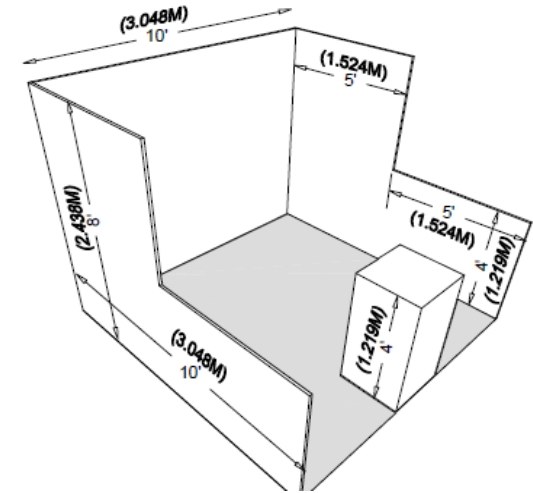
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Inline Booth – Display Rules:

- Hanging signs are not permitted
- Maximum height is 8' in the rear half (5') of the space
- 4' height restriction imposed on all materials in the remaining space forward to the aisle



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Official Contractors:

- General Services Contractor – [Freeman](#)
 - Furnishings
 - Materials Handling
 - Hanging Signs and Rigging
 - Installation and Dismantle Labor
 - Cleaning/Porter Service
- Orange County Convention Center - [OCCC](#)
 - Electrical
 - Rigging and Sign Hanging
 - Aerial Lighting
 - Cable TV
 - Gases
 - Plumbing
- Internet – [SmartCity](#) (*exclusive*)
- Audio Visual - [PSAV](#)
- Catering – [Centerplate](#) (*exclusive*)

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Official Contractors:

- Floral – [TLC National Convention Plant Services](#)
- Lead Management Services – [Experient](#)
- Staffing Services – [Image Model Talent Agency](#)
- Security Services – [THM Security Group](#)

[Full list of Official Contractors and Contact Information](#)

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Notification of Intent to Use an EAC:

- Exhibitors who will utilize the services of a third-party contractor, other than one of the official contractors, must submit the EAC Form and Certificate of Liability Insurance for each EAC
- Certificate of Liability Insurance naming the following as additional insured:
 - American Society of Anesthesiologists
 - SPARGO, Inc.
 - Freeman
 - Orange County Convention Center
- The Certificate of Liability Insurance must include Comprehensive General Liability coverage with limits not less than \$2,000,000 including Contractual Liability and Product Liability coverage and Workers' Compensation and Occupational Disease insurance in full compliance with all federal and state laws.

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- BLE beacons: attached to attendee badges at registration
- Beacon signals are received by lead retrieval devices
- Next level information available on device and in portal



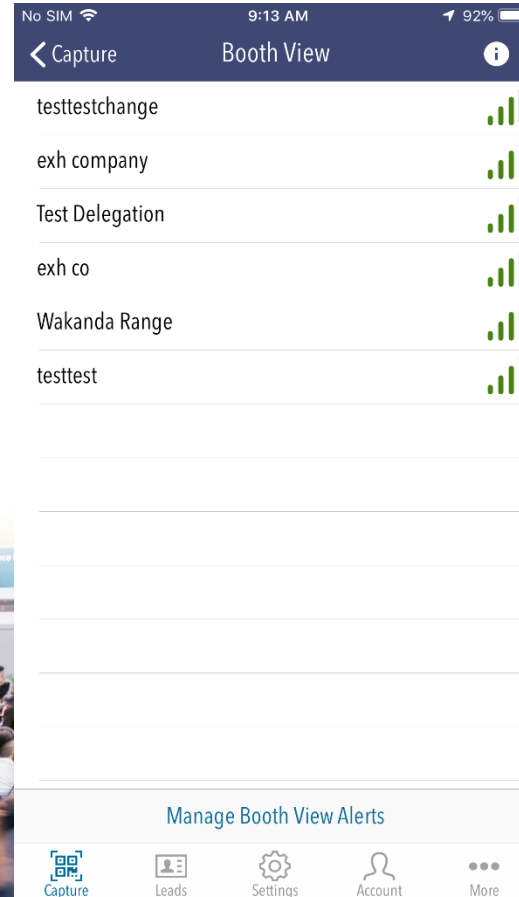
e^{vent}Bit[®]

- Exhibitors have access to data on
 - Aisle and Booth Traffic
 - Dwell Time
 - Even more specific data on scanned leads
 - Companies in the area



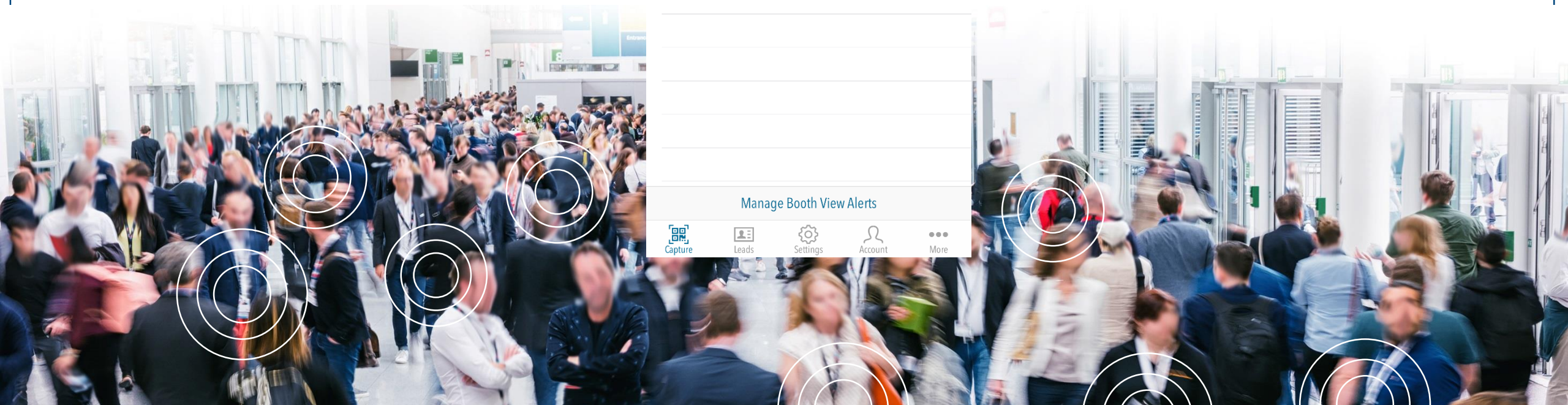
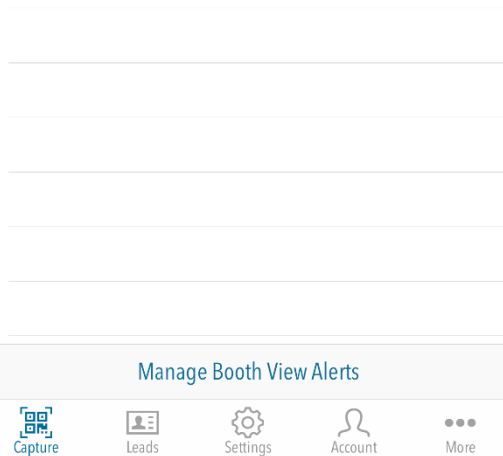
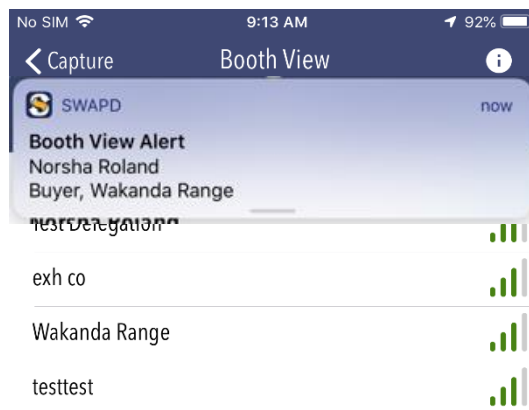
eVentBit®

- Booth View



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- Booth View
- Booth View Alerts



e^{vent}Bit®

Dashboard

SWAP

EVENTBIT

All Time ▼



Summary



Aisle Traffic
1313



Your Visitors
245



Avg Minutes
8.2



Scanned Leads
170

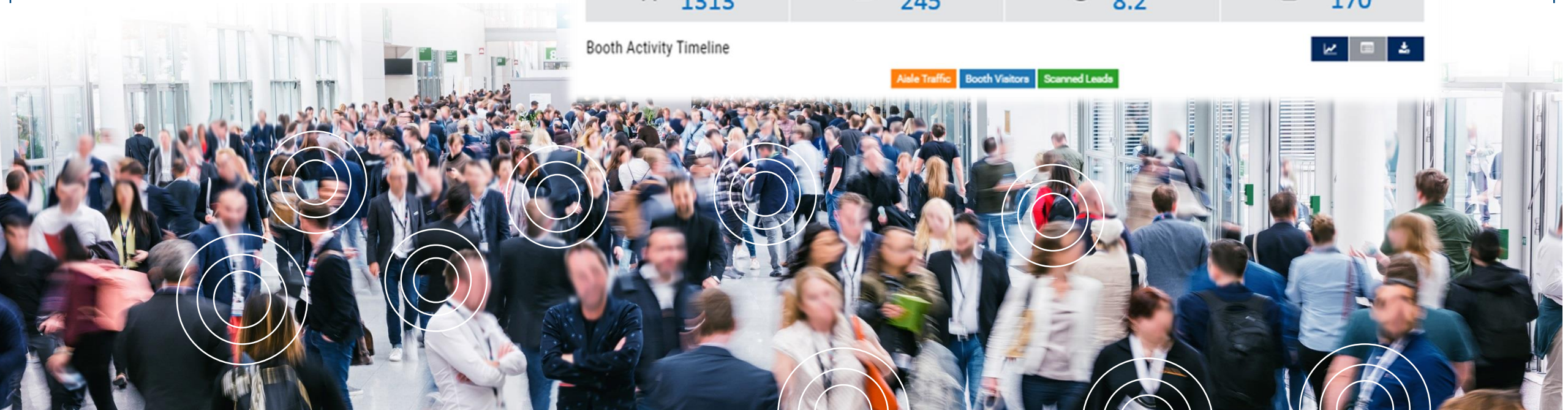
Booth Activity Timeline



Aisle Traffic

Booth Visitors

Scanned Leads



eventBit®

For more information on eventBit, please contact
William Harris, your lead services representative:

William.Harris@experient-inc.com

888-268-0380



Upcoming Deadlines:

Complete list of Deadlines/Checklist

- Wednesday, September 25
 - [Freeman Advance Price](#)
 - [Orange County Convention Center Incentive Price](#)
 - [Internet – SmartCity](#)
 - [Catering – Centerplate](#)
- Monday, October 7
 - [Audio Visual Equipment Advance Price Deadline - PSAV](#)

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Online Exhibitor Resource Center:

- Link to Exhibitor Resource Center:
<https://events.jspargo.com/Anesthesiology19/Public/Content.aspx?ID=76357>
- Enter your company password to:
 - Complete your information for the online and mobile app listings (“Edit Booth Info”)
 - Complete Required Forms
 - Access Freeman Online Ordering
 - Register your badges

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Online Exhibitor Portal:



Edit Booth Info

Deadline for Printed Directory - Friday, August 16 - Manage the information that appears in your exhibit profile so attendees know to visit you in the exhibit hall. *NOTE: The exhibitor directory has gone to print. You may update your company information for the online exhibitor directory and mobile app.*



My Account

Print your account statement, see when the next payment is due, or make a payment online.



Press Releases

For Premium Listings Only - Enter newsworthy information about your company, products and your presence at the meeting. **Premium Exhibitor Listings are available. [Click here for more information.](#)**



Required Forms

Submit various forms for review such as Exhibitor Insurance, Freeform Booth Approval, Booth Activity Request, Drawing/Raffle/Giveaway Approval, Food & Beverage Distribution Request, and Exhibitor Appointed Contractor Form. Deadline to submit forms noted above is **Friday, September 6**. *Please note: the Booth Presentation Form is due by **Friday, August 16**.*



Freeman Online Ordering

Place your order with Freeman by **Wednesday, September 25** to receive discount pricing. In some cases, an additional 10% discount is available for ordering online by the September 25 deadline.



Register Your Exhibit Booth Personnel

Register the individuals who will be working in your booth onsite.

NOTE: Your exhibit space package includes (2) complimentary exhibitor booth personnel badges per 10'x10' booth (100 sq. ft.). Additional exhibitor booth personnel badges over the allotment may be purchased for an additional \$80/each through Sunday, October 6 at 11:59 p.m. (ET.) Beginning on Monday, October 7, the price for exhibitor booth personnel badges over the allotment is \$130/each.



Products

For Premium Listings Only - Have a product(s) you would like to showcase? You receive up to (2) products (which includes a photo and description.)

Premium Exhibitor Listings are available. [Click here for more information.](#)

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Drawing/Raffle/Giveaway Policies:

- The ASA Rules and Regulations are designed to create a fair and equitable business environment for all participating companies and meeting attendees.
- Small token gifts may be distributed from an exhibitor's booth with prior approval.
- Exhibiting companies that interact with physicians and other healthcare professionals during the ANESTHESIOLOGY 2019 annual meeting are asked to review the codes of ethics developed by PhRMA and AdvaMed.

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Food and Beverage Distribution Policies:

- Approval for the distribution of food and beverage items must be obtained from the ASA Exposition Management and Centerplate, the exclusive provider of food and beverage at the Orange County Convention Center.
- Beverages may be distributed from the exhibitor's booth by using the following guidelines:
 - Beverages may not be displayed as a promotion or to attract attendees (with the exception of the Grand Opening Reception).
 - Beverages may be distributed to an attendee only during the course of a meeting or conference within enclosed areas of the exhibitor's booth.
 - Beverages must be provided in generic cups or glasses supplied by Centerplate.
 - Alcoholic beverages are strictly prohibited (with the exception of the Opening Reception)

Booth Activity Policies:

- All activities of each exhibitor, its employees and/or agents during the ANESTHESIOLOGY 2019 annual meeting, which are directed toward ASA meeting registrants, other than entertainment and social functions permitted, must be confined to the exhibitor's exhibit space.
- All booth activities must be professional and educational in nature and related to the field of anesthesiology.
- Passing out flyers, talking with attendees and the like are not considered booth activities and will not require approval.
- Demonstrations and other activities are to be straightforward, professional and non-combative in nature and must avoid the use of sideshow or theatrical gimmicks.
- Activity and attire of models and demonstrators shall be consistent with the professional atmosphere of the ASA meeting.
- The use of live animals, magicians, puppet shows, fortune tellers, dancers, celebrities or celebrity look-alikes, live performances of music, costumed characters, mimes, robots, balloons or other entertainment is prohibited.
- Exhibitors wishing to include in-booth entertainment such as a photo booth, caricature artist, etc. must have prior approval.

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Inbound Shipping Information:

- Shipping to the Advance Warehouse:

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Exhibiting Company Name

Booth # _____

c/o FREEMAN

10088 General Dr.

Orlando, FL 32824

Freeman will accept crated, boxed or skidded materials beginning Monday, September 16 at the above address. Materials arriving after Wednesday, October 9 will be received at the warehouse with an additional after deadline service charge. Warehouse receiving hours are Monday–Friday from 8 a.m. to 3:30 p.m.

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Inbound Shipping Information:

- Shipping to the Show Site:

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Exhibiting Company Name

Booth # _____

c/o FREEMAN

Orange County Convention Center – West Concourse

9800 International Dr

Orlando, FL 32819-8111

Freeman will receive shipments at the convention center beginning on Wednesday, October 16 at 8 a.m. Shipments arriving before this date may be refused by the facility. Any charges incurred for early freight delivery accepted by the facility are the responsibility of the exhibitor.

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Material Handling:

- Service performed by GENERAL SERVICE CONTRACTOR which includes delivery of exhibit materials from the dock to assigned space, removing empty crates, returning crates at the end of the event for re-crating, and delivering materials back to the dock for carrier loading. It is a two-way charge, incoming and outgoing. Sometimes referred to as DRAYAGE.
- Freeman is the exclusive provider of material handling services
- Material handling information and fees can be found in the [Freeman](#) portion of the [Exhibitor Service Manual](#)

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Return of Empty Containers/Outbound Shipping:

- The return of empty cartons/boxes, cases, crates, and skids will begin after all aisle carpet has been removed and will take approximately 6 hours to complete.
- If your dismantling plans require the return of your boxes or crates, please consider this when ordering your labor.
- Outbound carriers must be checked in by 8 a.m. on Wednesday, October 23. Exhibit materials that remain after this time will be rerouted or returned to the Freeman warehouse at the exhibitor's expense.
- All outbound shipments require a Material Handling Agreement. You may obtain this document and shipping labels at the Freeman Exhibitor Service Center. Return all completed MHAs to the Freeman Exhibitor Service Center only when your shipment is packed, labeled and ready to be loaded for the outbound carrier.

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Thank you for your participation in today's webinar.

Please contact me if I can assist with any exhibits related questions.

Email: stephanie.houck@spargoinc.com

Phone: 703-679-3972



WEBINAR SERIES:

- [Final Preparations - ANESTHESIOLOGY® 2019](#) - Wednesday, September 25 at 3 p.m. (EDT)

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