

The **ANESTHESIOLOGY 2019** exhibit hall is an experience attracting your target market

WHAT'S NEW

- **Innovation Row** gives startups the opportunity to showcase their offerings at an affordable price.
- The **ASA Resource Center** and **International Pavilion** will be conveniently located in the exhibit hall.
- The **Last Day Lunch** on Monday afternoon will bring attendees to the exhibit hall one last time before the conclusion of the meeting.
- **All ASA education sessions** will take place in the convention center near the exhibit hall.
- **Crucial governance sessions** will be held in the convention center.
- **Networking events for residents and medical students** will be held in the convention center in very close proximity to the exhibit hall.
- The exhibit hall will have **extended hours on Saturday**; opening 30 minutes earlier than 2018.
- **e-Abstracts, Medically Challenging Cases** and the **Self-Study Program** will be held in close proximity to the exhibit hall.

ENHANCEMENTS

- **Dedicated exhibit time** unopposed by all the major sessions and breakouts (10:30 a.m. – 1:30 p.m. on Saturday), 30 minutes more than 2018.
- **Smart Stage** MED Talks offering exhibitors the opportunity to host short presentations throughout the day on the latest research, hot topics and new products.
 - Presenters of the 12 highest scored Medically Challenging Cases will present their findings at the Smart Stage and educate their peers on a subject about which they are passionate.

“ASA is our largest opportunity to meet face-to-face with physician anesthesiologists.”

“Great venue location. Exhibit hall hours are just right.”

Don't miss out! For information about how to become an exhibitor, call **(703) 631-6200** or email **asaexhibits@spargoinc.com**.



CONTINUING SUCCESSSES

- The **Grand Opening Reception** (10:30 – 11:50 a.m.) will take place directly after the Opening Session, with no major sessions or breakouts for three hours (10:30 a.m. – 1:30 p.m.).
- **Five breaks** where refreshments are provided for attendees.
- The **Simul8 Challenge**, powered by Airway Ex, invites attendees to compete in video games to increase their anesthesiology skills and knowledge and win prizes. Last year, over 5,100 cases were played over the course of only 2.5 days.
- **Lounges** offer space to relax, complete with free Wi-Fi, charging stations, credit claiming kiosks, social media feeds and ASA TV.

FREE LEAD-GENERATING PROGRAM FOR EXHIBITORS

The **VIP Guest Invite Program** is a complimentary email marketing campaign allowing exhibitors to invite customers and buyers to receive complimentary access to the exhibit hall.