

ANESTHESIOLOGY[®] 2019

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



The Human Side of Medicine:
Putting Patients First



Exhibitor Prospectus

RESERVE YOUR EXHIBIT SPACE TODAY!

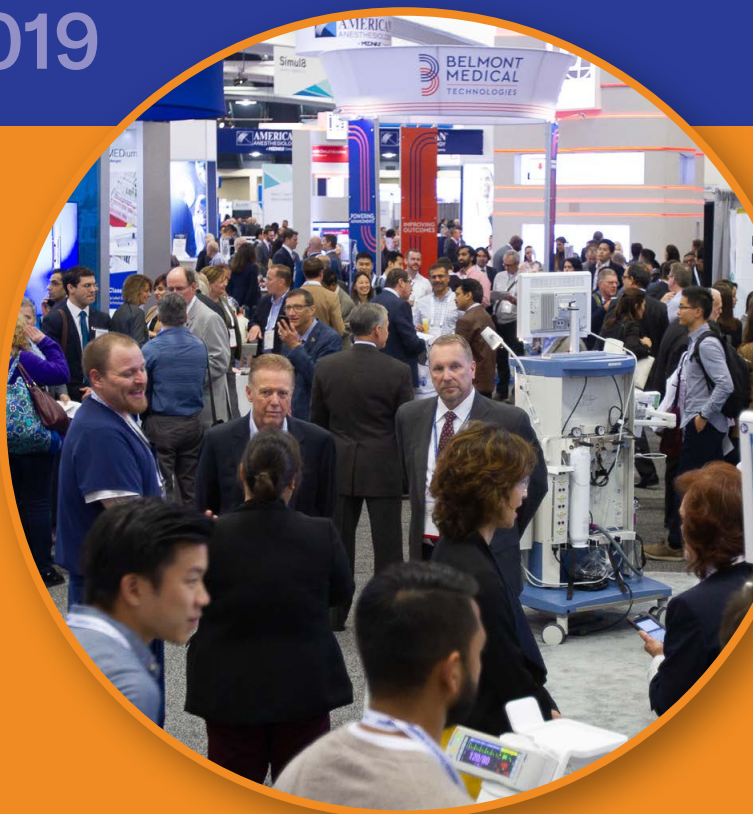
(800) 564-4220 • (703) 631-6200 • asaexhibits@spargoinc.com
goanesthesiology.org



American Society of
Anesthesiologists[™]

Reach Your Perfect Audience!

- 14,000+ total participants from 80+ countries
- 10,000+ professional attendees
- 300 exhibitors
- Nearly 500 global presenters
- Over 350 educational sessions, special lectures and hands-on workshops



Capture the attention of influential professionals in anesthesiology, pain management and critical care medicine at ANESTHESIOLOGY 2019, the preeminent anesthesia educational conference in the world.

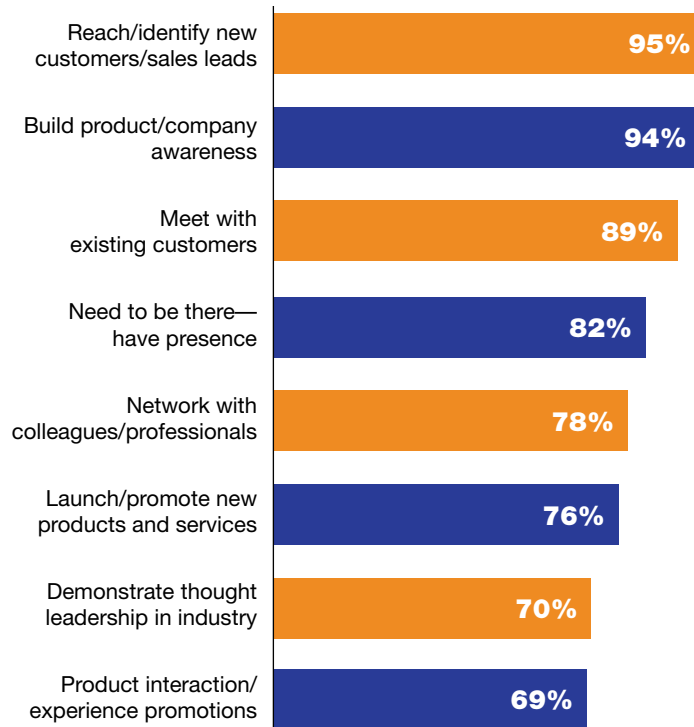
Over 10,000 influencers, decision makers and anesthesia professionals will be in Orlando, providing exhibitors the opportunity to generate new sales leads, build brand awareness, strengthen relationships with existing customers and create new ones! Become an exhibitor and connect with health care professionals such as physician anesthesiologists, nurse anesthetists, anesthesiologist assistants, respiratory therapists and pharmacists seeking information on the latest products, services and technologies to improve the quality and safety of patient care.

“It was exciting to educate attendees and for them to really embrace what we are doing.”

“ASA is the premier venue for meeting physician anesthesiologists in the U.S.”

DID YOU KNOW...

According to the Center for Exhibition Industry Research, the most popular objectives for exhibiting are:



SOURCE: CEIR

The 2019 exhibit hall is an experiential environment to engage your target audience

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 draw attendees to the exhibit hall one last time before the hall closes.
- **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 highest scoring 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 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

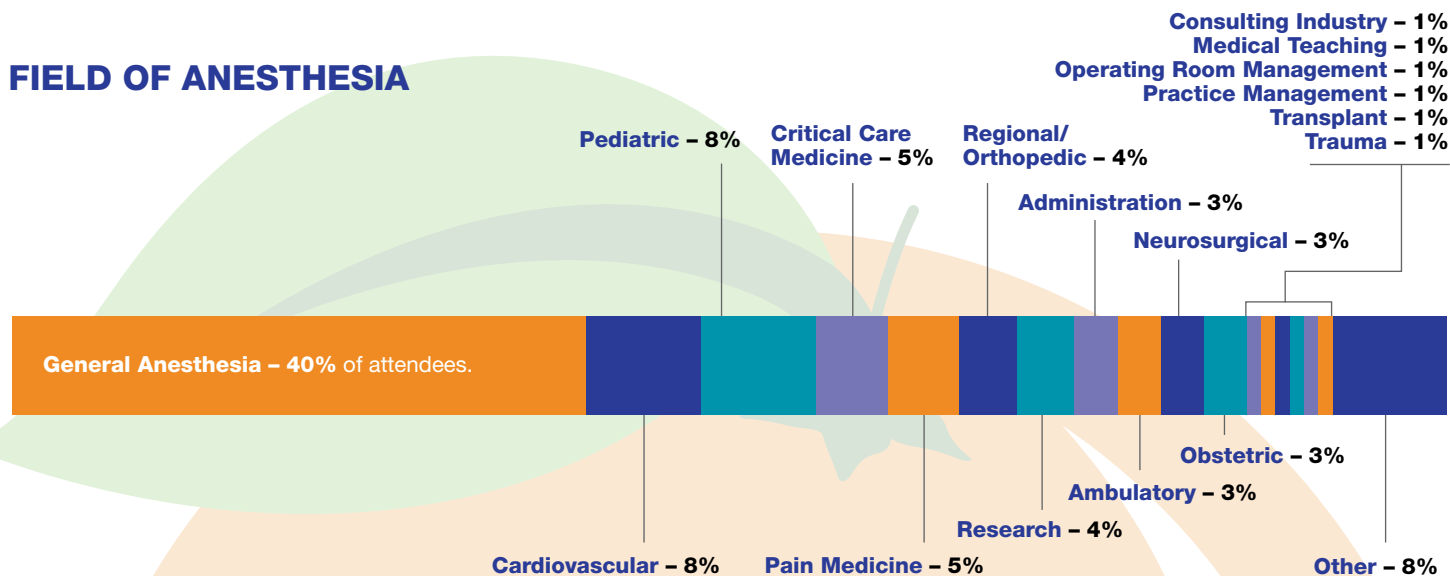
- The **Grand Opening Reception** (10:30 – 11:50 a.m.) will take place directly after the Opening Session, with no major sessions or breakouts for three hours (10:30 a.m. – 1:30 p.m.).
- **Five breaks** where refreshments are provided for attendees.
- The **Simul8 Challenge**, powered by Airway Ex, invites 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

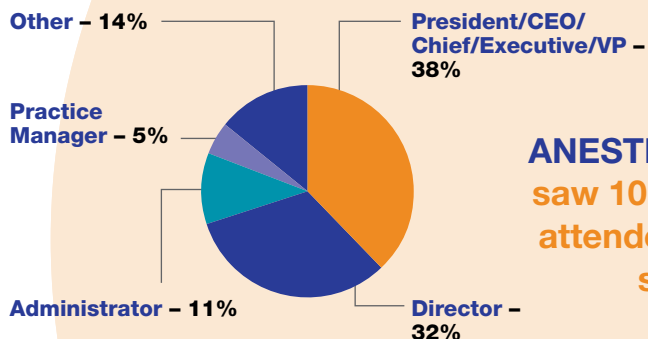
The **VIP Guest Invite Program** is a complimentary email marketing campaign allowing exhibitors to invite customers and buyers to receive complimentary access to the exhibit hall.

Prepare to connect with the anesthesiology community

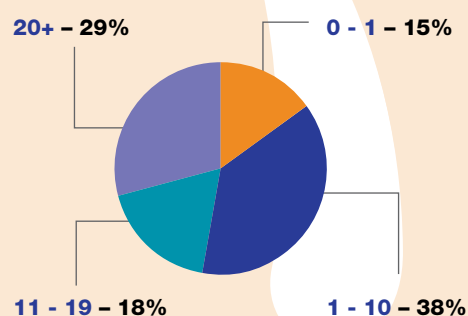
FIELD OF ANESTHESIA



JOB TITLE

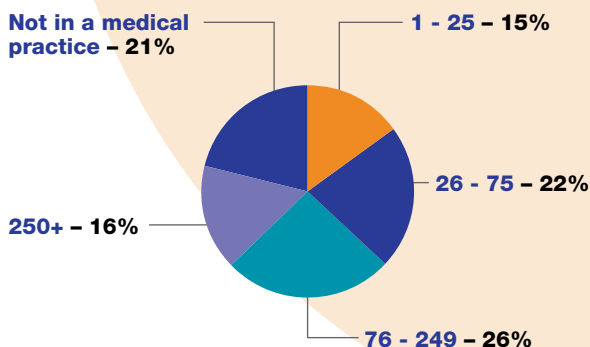


YEARS OF EXPERIENCE

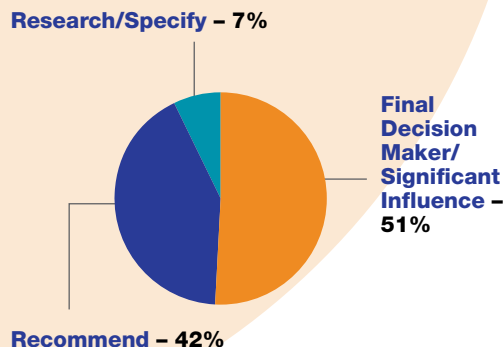


ANESTHESIOLOGY 2018
saw 10,435 professional attendees—the highest since 2013!

SIZE OF MEDICAL PRACTICE



PURCHASING RESPONSIBILITY



Ratio of professional attendees to exhibiting companies is more than 34 to 1!

ABOUT ASA

We are ASA! At the American Society of Anesthesiologists (ASA), we take pride in our dedication to raise and maintain the standards of the medical practice of anesthesiology and to improve patient care. Since 1905, our achievements have played an important role in American medicine and we've acted as an advocate for all patients who require anesthesia or relief from pain. We provide outstanding education, research and scientific knowledge to physician anesthesiologists and care team members. asahq.org

Mission: Advancing the Practice and Securing the Future

Vision: A world leader improving health through innovation in quality and safety.

Values: Patient Safety, Physician-led Care and Scientific Discovery

Strategic Pillars:

- Advocacy
- Quality and Practice Advancement
- Educational Resources
- Member Growth and Experience
- Health Systems Leadership
- Organizational Excellence

“ Had valuable interactions with physicians from all around the world. ”

“ ASA is our only direct contact with physician anesthesiologists. ”

Exhibitor Information

VENUE

Orange County Convention Center

9800 International Drive
Orlando, FL 32819

EXHIBIT HALL SCHEDULE*

Saturday, October 19 | 10 a.m. – 4 p.m.

Grand Opening

Reception: 10:30 – 11:50 a.m.

Lunch: Noon – 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: Noon – 1 p.m.

Break: 3 – 3:45 p.m.

Monday, October 21 | 9 a.m. – 1 p.m.

Break: 9 – 9:45 a.m.

Last Day Lunch: 11:45 a.m. – 1 p.m.

EXHIBIT SPACE RATES (minimum 100 sq. ft.)

Standard \$49 per sq. ft.

Premium \$52.50 per sq. ft.

Corner Premium \$300 per corner

* Hours are subject to change.

Space is limited and fills up quickly!
Reserve yours today—chances are your competitors already have.
(800) 564-4220 • (703) 631-6200
asaexhibits@spargoinc.com

ATTENDEES SEARCH FOR ADVANCES AND SOLUTIONS IN:

- Airway Management
- Anesthesia Carts
- Anesthesia Instruments
- Billing Services
- Blood Management Systems
- Blood Pressure Monitors
- Cannulas
- Critical Care Monitoring
- Education
- Imaging Systems
- Infusion Pumps
- Insurance
- Laryngoscopes
- Medication Safety & Compliance
- Needles/Syringes/Pumps
- Pain Management
- Patient Warming
- Pharmaceuticals
- Point of Care Ultrasound
- Practice Management
- Pulse Oximeters
- Software
- Staffing Services
- TEE
- Ventilation Equipment
- And more!

Take your participation to the next level

EXHIBITOR HEADQUARTERS

Perfect places to hold staff meetings, host a hospitality suite or meet with existing and potential clients, Exhibitor Headquarters are private meeting spaces in the exhibit hall, dedicated to your company for the three-day event.

“Great international event, very professional.”

“The Grand Opening Reception provided a major increase in traffic across the exhibit floor.”

PREMIUM EXHIBITOR LISTING

Increase your exposure with a Premium Exhibitor Listing package offering longer company and product descriptions, logos, press releases and product photos.



SIMUL8 CHALLENGE

Demonstrate your leadership and dedication to innovation by sponsoring one of the games in the Simul8 Challenge, powered by Airway Ex, an exciting game simulation of anesthesiology procedures, played on smart phones and tablets, some using augmented and virtual reality.

SMART STAGES

The Smart Stage provides an opportunity to host a MED Talk, a short presentation highlighting your latest research and innovations. Don't miss this opportunity to introduce a new product or service or give an educational presentation.



GRAND OPENING RECEPTION

Capture the attention of attendees by serving refreshments directly from your exhibit during Saturday's Grand Opening in the exhibit hall! Choose from a variety of specialty cocktails, coffees, other beverages and brunch foods.

ANESTHESIOLOGY 2018
Grand Opening Reception
participants captured 106%
more leads than the average of
all other exhibitors in 2018!

PRE-/POST-REGISTRATION LIST

Get your direct mail piece in front of attendees through the pre-/post-registration list containing attendee contact information captured during the registration process for those opting in.

Contact Us

EXHIBIT SALES

Contact Craig or Kristin regarding information on exhibiting or reserving exhibit space, booth moves, size changes or cancellations, updating contact or company information, upgraded exhibitor listings, Smart Stage and Grand Opening Reception packages.



Jazelle Taylor
Sales Account Manager
SPARGO, Inc.
Companies A-L
(703) 679-3949



Kristin Hudson
Account Manager
SPARGO, Inc.
Companies M-Z
(703) 995-3868

ADVERTISING AND SPONSORSHIP SALES

Contact Vito or Julie regarding advertising, sponsorships, Corporate Supporter Programs, Simul8 and Symposia.



Vito Manola
Corporate Relations Specialist
ASA
(847) 268-9226



Julie O'Heir
Senior Corporate Development
Manager
ASA
(847) 268-9184

EXHIBIT OPERATIONS

Contact Stephanie or Sharon regarding exhibit logistics, Rules and Regulations, Exhibitor Service Manual, Exhibitor Resource Center, and onsite services and facilitation.



Stephanie Houck, CEM
Senior Director
SPARGO, Inc.
(703) 679-3972



Sharon Boutin
Manager
SPARGO, Inc.
(571) 279-0028