

ASC Communications, Inc. Proudly Presents

# THE 6<sup>TH</sup> ANNUAL ORTHOPEDICS, PAIN MANAGEMENT AND SPINE DRIVEN ASC CONFERENCE: IMPROVING PROFITS, BUSINESS AND LEGAL ISSUES

June 19–21, 2008

THE WESTIN MICHIGAN AVENUE – CHICAGO, ILLINOIS

## EXHIBITOR/SPONSOR PROSPECTUS

The 6<sup>th</sup> Annual Orthopedics, Pain Management and Spine Driven ASC Conference: Improving Profits, Business and Legal Issues developed by ASC Communications provides the ideal opportunity to meet CEOs and the Senior Leadership of the largest and most successful ASC companies and surgeons, administrators and owners and operators of Ambulatory Surgery Centers.

Last year, for example, the orthopedic driven conference attendees included more than 20 company CEO's and many more leaders of companies. Overall, more than 480 people were at this cutting edge event in 2007. Further, the meeting attracts a terrific number of surgeons, owners and operators of surgery centers. We offer CME credit and attract a great number of physicians who either own surgery centers or are considering developing or investing in surgery centers.

The conference is focused on the most growth oriented and profitable part of the ASC business, orthopedics and spine and to a lesser extent, pain management.

Whether you are a company that sells medical products or a company that develops and operates ASCs, there is no greater place to meet contacts and grow profitable relationships.

We have again expanded the program. We have more physicians, more companies and more celebrated speakers than ever before. We cover both the overview from 30,000 feet plus the nuts and bolts of operations and challenges in the orthopedic, pain management and spine driven ASC market.

Tucker Carlson, Noted Political Columnist and TV Commentator, will be speaking about the Intersection of Presidential Politics and HealthCare. Given the closeness to the 2008 Presidential race, he should be great to listen to.

The conference will have limited exhibitor and sponsorship opportunities. Our goal is to make sure our exhibitors and advertisers get the very best possible value from the meeting. For example, in addition to the usual and outstanding opportunities, we have added the chance to sponsor and introduce the keynote speaker. We have tried to provide enough benefits and exposure for each sponsorship to make the sponsorships a great value.

We have a few spots as Senior Leadership Sponsors that will include an incredible amount of exposure to the ASC Industry. There will be larger signage, more introductions, special advertising and a better chance to highlight your company than ever before. If you are seeking business in this sector, this will be an ideal way to highlight your company. We are limited to 3 Senior Leadership Sponsorships.

We have tailored the conference to add more times in which people can interact with meeting participants. I.e., we have added dedicated exhibit times and lengthened those times. Each sponsor and exhibitor is, of course, also welcome to attend the lectures and meetings.

We welcome you to join us in June 2008. We are again excited to host this conference.

To register for exhibit space, please complete the application and (1) mail to **315 Vernon Ave., Glencoe, IL 60022**, or (2) Fax to **(866) 678-5755** or (3) Call **(800) 417-2035**.

## PRELIMINARY CONFERENCE AND EXHIBIT SHOW AGENDA

### Thursday, June 19, 2008

<b>12:00 pm-4:30 pm</b>	<b>Exhibit Set-Up</b>
2:00 pm-5:00 pm	Pre-Conference Concurrent Sessions
<b>5:00 pm-7:00 pm</b>	<b>Networking Reception &amp; Exhibits (Reception in Exhibit Hall)</b>

### Friday, June 20, 2008

7:00 am-8:00 am	Registration & Continental Breakfast (Exhibit Hall)
7:00 am-10:00 am	Exhibits Open All Day
8:00 am-10:30 am	General Session
<b>10:30 am-11:30 am</b>	<b>Dedicated Break Exhibit Time</b>
<b>12:30 pm-1:30 pm</b>	<b>Networking Lunch (Not in Exhibit Hall)</b>
1:30 pm-2:50 pm	Concurrent Sessions
<b>2:50 pm-3:50 pm</b>	<b>Dedicated Break Exhibit Time</b>
<b>5:00 pm-6:30 pm</b>	<b>Networking Reception &amp; Exhibits</b>
7:00 pm	Exhibit Breakdown

### Saturday, June 21, 2008

7:30 am-8:30 am	Continental Breakfast
8:30 am-1:00 pm	Conference Sessions
1:00 pm	Meeting Adjourn



**THE 6<sup>TH</sup> ANNUAL ORTHOPEDICS,  
PAIN MANAGEMENT AND SPINE DRIVEN CONFERENCE  
EXHIBITOR/SPONSOR APPLICATION**

**BECKER'S ASC REVIEW  
FULL-YEAR ADVERTISER\*\***      **NON FULL-YEAR  
ADVERTISER\*\***

<b>Thursday Networking</b>		
<i>Reception (1)</i> . . . . .	<b>\$8,000</b>	<b>\$9,000</b>
<b>Friday Networking</b>		
<i>Reception (1)</i> . . . . .	<b>\$8,000</b>	<b>\$9,000</b>
<b>Thursday Pre-Conference (1)</b> . . . . .		
	<b>\$5,000</b>	<b>\$7,000</b>
<i>Conference Tote Bags (1)</i> . . . . .	<b>\$5,000</b>	<b>\$6,000</b>

**EXHIBITOR OPPORTUNITIES**

**BECKER'S ASC REVIEW  
FULL-YEAR ADVERTISER\*\***      **NON FULL-YEAR  
ADVERTISER\*\***

**GOLD EXHIBITOR      \$3,700      \$4,000**

- Larger Exhibit Space (12' x 30")
- 5 Full Conference Registrations
- Company name, contact information and product description in Conference Syllabus
- Literature in Conference Tote Bag (provided by exhibitor)

**SILVER EXHIBITOR      \$2,500      \$2,700**

- Regular Exhibit Space (6' x 30")
- 4 Full Conference Registrations
- Company name, contact information and product description in Conference Syllabus
- Literature in Conference Tote Bag (provided by exhibitor)

**EXHIBIT ONLY      \$1,750      \$2,000**

- Regular Exhibit Space (6' x 30")
- 2 Full Conference Registrations
- Company name and contact information and product description in Conference Syllabus

The above payment includes:

- 1) Either One (1) - 6' x 30" Tabletop or One (1) 12' x 30" Tabletop space, Two (2) or Four (4) Chairs, 24-hour security and Exhibitor service kit
- 2) Additional Conference Registrations are available for \$500 per person.

We also have 3 Premier Exhibit opportunities available in the foyer immediately outside the exhibit hall for \$2500. There are a few restrictions that come with this booth location.

\*\*To take advantage of the lower price, a party must be a 2008 full year advertiser (6 issues) in the *Becker's ASC Review*.

**SPONSORSHIP OPPORTUNITIES**

(Exhibitor space sold separately)

**GOLD SPONSOR: \$5,000 to \$25,000**

**BECKER'S ASC REVIEW  
FULL-YEAR ADVERTISER\*\***      **NON FULL-YEAR  
ADVERTISER\*\***

**Senior Leadership\*  
(only 3 available)** . . . . . **\$22,500** . . . . . **\$25,000**

**Keynote Speaker  
Sponsorship (1)** . . . . . **\$12,500** . . . . . **\$15,000**

**Friday Networking  
Luncheon (1)** . . . . . **\$8,000** . . . . . **\$9,000**

\*The Senior Leadership Sponsorship includes 10 full conference registrations, a double exhibit booth, a hotel suite for 3 nights, large signage, introductions and 1 full page ad in the May/June issue of *Becker's ASC Review*.

**GOLD SPONSOR BENEFITS:**

- 4 Full Conference Registrations (10 for Senior Leadership Sponsor or 7 for Keynote Speaker Sponsor)
- Full Page 4-Color Ad in Conference Syllabus
- Company name, contact information and product description in Conference Syllabus
- Literature or Promotional item in Conference Tote Bag (provided by sponsor)
- Special Recognition Announcements & Signage at Conference and at related events

\*\*To take advantage of the lower price, a party must be a 2008 full year advertiser (6 issues) in the *Becker's ASC Review*.

**SILVER SPONSOR: \$4,000 – \$5,000**

**BECKER'S ASC REVIEW  
FULL-YEAR ADVERTISER\*\***      **NON FULL-YEAR  
ADVERTISER\*\***

<b>Friday Continental</b>		
<i>Breakfast (1)</i> . . . . .	<b>\$4,000</b>	<b>\$4,500</b>
<b>Saturday Continental</b>		
<i>Breakfast (1)</i> . . . . .	<b>\$4,000</b>	<b>\$4,500</b>
<i>Badge Lanyards (1)</i> . . . . .	<b>\$4,500</b>	<b>\$5,000</b>
<i>Conference at A Glance (1)</i> . . . . .	<b>\$4,500</b>	<b>\$5,000</b>
<b>Friday AM</b>		
<i>Networking Break (1)</i> . . . . .	<b>\$4,000</b>	<b>\$4,500</b>
<b>Friday PM</b>		
<i>Networking Break (1)</i> . . . . .	<b>\$4,000</b>	<b>\$4,500</b>
<b>Saturday AM</b>		
<i>Networking Break (1)</i> . . . . .	<b>\$4,000</b>	<b>\$4,500</b>

**SILVER SPONSOR BENEFITS:**

- 2 Full Conference Registrations
- 1/2 Page 4-Color Ad in Conference Syllabus
- Company name, contact information and product description in Conference Syllabus
- Signage at sponsored event
- Full-Year Advertiser indicates Annual Advertiser in the *Becker's ASC Review*.
- 4 Full Conference Registrations

\*\*To take advantage of the lower price, a party must be a 2008 full year advertiser (6 issues) in the *Becker's ASC Review*.

## SPECIAL SPONSORSHIP OPPORTUNITIES

**CONFERENCE SYLLABUS:** ..... \$8,000  
 (Includes front cover or back cover ad and signage)  
 2-Page, 4-color ad in Syllabus ..... \$5,000  
 Full page ad in Syllabus ..... \$3,500

**CYBER CAFÉ:** ..... \$5,000  
 The 6<sup>th</sup> Annual Ambulatory Surgery Center, Orthopedics, Spine and Pain Management Driven Conference & Exhibits Cyber Café will be located on the same floor as the general session and exhibit hall allowing attendees with easy access to the Internet.

**LABELED BOTTLED WATER:** ..... \$5,000  
 Showcase your company's name and logo on personalized spring water bottles for distribution to all conference attendees.

3 full conference registrations included with each of these Sponsorships.

### BECKER'S ASC REVIEW ADVERTISING – ALL 4 COLOR

Full Page 6 Issues	\$17,000/Year	_____
Full Page 3 Issues	\$10,500/Year	_____
Full Page 1 Issue	\$3,600/Year	_____
1/2 Page 6 Issues	\$12,000/Year	_____
1/2 Page 3 Issues	\$7,200/Year	_____
1/2 Page 1 Issue	\$2,500/Year	_____
1/4 Page 6 Issues	\$9,900/Year	_____
1/4 Page 3 Issues	\$5,400/Year	_____
1/4 Page 1 Issue	\$1,700/Year	_____

- Ask About E-Weekly and Web Site Advertising

#### Advertising Information

**1. Highly Focused on Cutting Edge Business and Legal Issues.** The *ASC Review* is not diluted with a great deal of content that is of little value to the reader. Rather, for the person involved in operating a surgical program, operating a surgery center, investing in a surgery center, or owning a surgery center, there is no more focused magazine than the *ASC Review*. It covers the latest and the most important business and legal issues related to surgery centers. Moreover, the publishers' unique perspective provides, on a constant basis, practical and useful information related to surgery centers. There is simply no more focused magazine than the *ASC Review*.

**2. Readership.** The *ASC Review* is now distributed to 20,000 to 25,000 people per issue. It has few rivals for circulation. The issues are provided to essentially all ASCs in the country. This includes a mix of orthopedic surgeons, pain management physicians, ophthalmologists, gastroenterologists, neurosurgeons, ENT physicians, other surgeons, ambulatory surgical

center administrators, industry leaders, hospital directors of surgery, and other operators of surgical programs. The leadership at the *ASC Review* works incredibly hard to find and acquire the right lists to provide the right exposure to advertisers in the *ASC Review*. We spend heavily on developing and buying mailing lists to make sure we are reaching the right target audience at all times.

**CONTACT:**

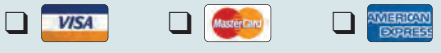
Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/ZIP: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

**CHOOSE THE ISSUE:**

Please check the boxes below to indicate the issues in which you would like to advertise.

- Issue**
- Mar/Apr 2008
  - May/June 2008
  - July/Aug 2008
  - Sept/Oct 2008
  - Nov/Dec 2008
  - Jan/Feb 2009
  - Mar/Apr 2009

**CREDIT CARD INFORMATION:**



Credit Card #: \_\_\_\_\_  
 Expiration Date: \_\_\_\_\_  
 3-Digit Security Code: \_\_\_\_\_  
 Cardholder's Name (printed): \_\_\_\_\_  
 Cardholder's Signature: \_\_\_\_\_

If paying by check, please make payable to **ASC Communications.**

### 3 EASY WAYS TO ORDER

- 1 MAIL TO:** ASC Communications, Inc.  
315 Vernon Ave.  
Glencoe, IL 60022
- 2 FAX TO:** (866) 678-5755
- 3 CALL:** (800) 417-2035

### FOR MORE INFORMATION

**CALL:** (800) 417-2035  
**EMAIL:** [jessica@beckersasc.com](mailto:jessica@beckersasc.com)  
[emily@beckersasc.com](mailto:emily@beckersasc.com)  
[ryan@bluehouse.us](mailto:ryan@bluehouse.us)  
[sbecker@mcguirewoods.com](mailto:sbecker@mcguirewoods.com)  
**VISIT:** [www.beckersasc.com](http://www.beckersasc.com)

ASC Communications, Inc.

6<sup>TH</sup> ANNUAL ORTHOPEDICS, PAIN MANAGEMENT AND  
 SPINE DRIVEN CONFERENCE: IMPROVING PROFITS, BUSINESS AND LEGAL ISSUES  
**APPLICATION & CONTRACT**

**PRIMARY CONTACT INFORMATION**

(PLEASE TYPE OR PRINT)

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/ZIP: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Web Address: \_\_\_\_\_

**BOOTH REQUESTS**

Please list your top (3) three booth choices. We will assign booths according to the date your application and payment was received. We will try to accommodate your choice(s) listed below.

#1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_

Products and/or companies that you **DO NOT** wish to be in proximity:  
 \_\_\_\_\_

**PAYMENT INFORMATION**

Checks: Make payable to **ASC Communications, Inc.**



Credit Card #: \_\_\_\_\_  
 Expiration Date: \_\_\_\_\_  
 3-Digit Security Code: \_\_\_\_\_  
 Cardholder's Name (printed): \_\_\_\_\_  
 Cardholder's Signature: \_\_\_\_\_

**3 EASY WAYS TO REGISTER**

- 1 MAIL TO:** ASC Communications, Inc.  
315 Vernon Ave.  
Glencoe, IL 60022
- 2 FAX TO:** (866) 678-5755
- 3 CALL:** (800) 417-2035

**FOR MORE INFORMATION**

**CALL:** (800) 417-2035  
**EMAIL:** jessica@beckersasc.com  
 emily@beckersasc.com  
 ryan@bluehouse.us  
 sbecker@mcguirewoods.com  
**VISIT:** www.beckersasc.com

**EXHIBITOR RATES**

	FULL YR ADV	NON-FULL YR ADV
<input type="checkbox"/> Gold Exhibitor . . . .	\$3,700 _____	\$4,000 _____
<input type="checkbox"/> Silver Exhibitor . . . .	\$2,500 _____	\$2,700 _____
<input type="checkbox"/> Exhibit Only . . . . .	\$1,750 _____	\$2,000 _____
<input type="checkbox"/> Premier Exhibit <i>(in foyer, only 3 available)</i>		\$2500 _____
<input type="checkbox"/> Additional Conference Registration		\$500 _____

**SPONSOR RATES**

**GOLD SPONSOR**

	FULL YR ADV	NON-FULL YR ADV
<input type="checkbox"/> Senior Leadership <i>(only 3 available) . . . .</i>	\$22,500 _____	\$25,000 _____
		<i>(Suite and 10 conference registrations included)</i>
<input type="checkbox"/> Keynote Speaker . . . .	\$12,500 _____	\$15,000 _____
		<i>(Tucker Carlson)</i>
<input type="checkbox"/> Networking Luncheon . . . . .	\$8,000 _____	\$9,000 _____
		<i>(Friday)</i>
<input type="checkbox"/> Networking Receptions . . . . .	\$8,000 _____	\$9,000 _____
		<i>(Circle Thursday or Friday)</i>
<input type="checkbox"/> Thursday Pre-Conference Meeting . . . . .	\$5,000 _____	\$7,000 _____
<input type="checkbox"/> Conference Tote Bags . . . . .	\$5,000 _____	\$6,000 _____

**SILVER SPONSOR**

	FULL YR ADV	NON-FULL YR ADV
<input type="checkbox"/> Continental Breakfast(s) . . . . .	\$4,000 _____	\$4,500 _____
		<i>(Friday or Saturday)</i>
<input type="checkbox"/> Badge Lanyards . . . . .	\$4,500 _____	\$5,000 _____
<input type="checkbox"/> Conference at a Glance . . . . .	\$4,500 _____	\$5,000 _____
<input type="checkbox"/> Networking Breaks . . . . .	\$4,000 _____	\$4,500 _____
		<i>(Thursday PM, Friday AM, Friday PM, Saturday AM – Circle one)</i>

**SPECIAL SPONSORSHIP OPPORTUNITIES**

<input type="checkbox"/> Syllabus . . . . .	\$8,000 _____
<input type="checkbox"/> Advertising In The Conference Syllabus	
2-Page, 4-color . . . . .	\$5,000 _____
Full Page Ad, 4-color . . . . .	\$3,500 _____
<input type="checkbox"/> Cyber Café . . . . .	\$5,000 _____
<input type="checkbox"/> Labeled Bottled Water . . . . .	\$5,000 _____

**TOTAL PAYMENT ENCLOSED**

Total Enclosed . . . . . \$ \_\_\_\_\_

## EXHIBITOR/SPONSOR GUIDELINES AND INFORMATION

### Certificate of Insurance

Please provide a certificate of insurance by May 19, 2008, which indemnifies ASC Communications against, and holds harmless from any complaints, suits or liabilities resulting from negligence of the exhibitor in connection with the exhibitor's use of display space.

### Cancellations

Refunds are available for cancellations when received by: May 2008 – 100%. Payments are non-refundable after May 2008.

### ASC Review Full Year Advertisers

Where it provides the reduced price for Annual *Becker's ASC Review* Advertisers, please note you must be a *Becker's ASC Review* Advertiser for 2008.

### Exhibit Booth Assignments

Exhibit space will not be assigned or held until the rental fee is paid and will begin according to date application and payment is received. A confirmation letter indicating booth number will be sent once assigned. All booth assignments will be made in keeping with exhibitor's request whenever possible. ASC Communications, Inc. reserves the rights to make the final determination of all assignments.

Full year advertisers and full year advertisement discounts are only available if your company has signed up to advertise for 2008.

For all Silver and Bronze Sponsors who would like to upgrade their exhibit space, we can offer you a bigger booth for an additional \$1,750 for full-year advertisers and \$2,000 for non full-year advertisers.

### Installation and Dismantle

The installation of exhibits may begin on Thursday, June 19, 2008 (12:00 pm–4:30 pm) and must be completed by 9:30 am Friday, June 20, 2008. All exhibitors must dismantle their exhibits between 7:30–9:30 pm on Friday, June 20, 2008. Exhibitors cannot dismantle before 7:00 pm Friday, June 20, 2008.

### Right of Refusal

ASC Communications, Inc. reserves the rights to restrict or refuse exhibiting companies, which may be objectionable or otherwise, detract from keeping with the character of the exposition as a whole. ASC Communications, Inc. may prohibit installation, or request removal or discontinuance of any exhibit or promotion, which departs substantially from the design and description given advance approval. In the event of such restrictions or evictions, ASC Communications, Inc. is not liable for any refund of rental or other expenses.

## HOTEL INFORMATION

**The Westin Michigan Avenue** ■ Phone: (888) 627-8385 or directly at (312) 943-7200

908 N. Michigan Avenue, Chicago, IL 60611

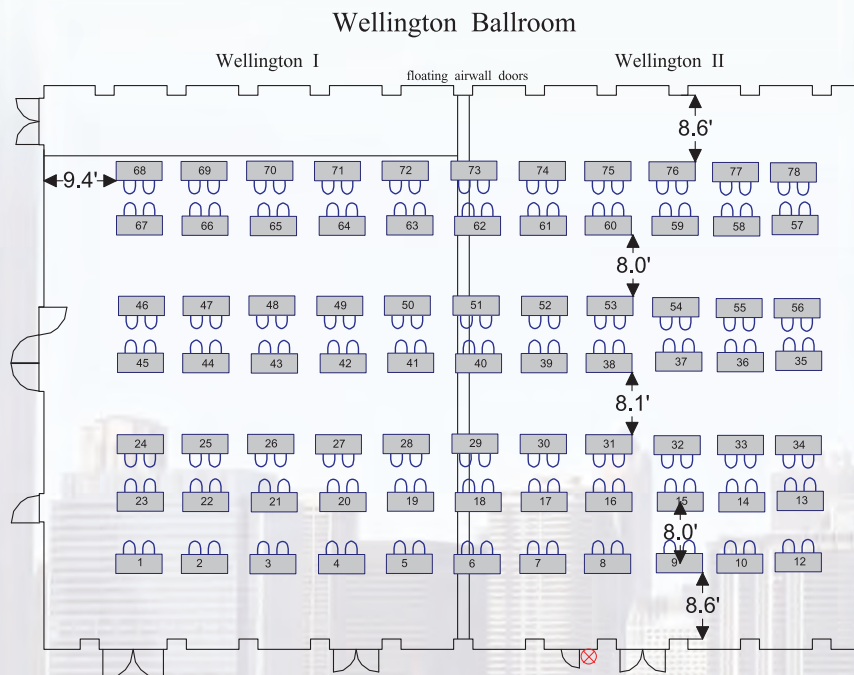
**Group Name:** ASC Communications, Inc. Conference

**Group Rate:** \$269 (Sgl/Db1)

**\*\*Be sure to mention group name to receive group rate.\*\***

**Discounted rates apply until the reservation deadline May 27, 2008 or until all rooms in the group block have been reserved, whichever occurs first. After May 27, 2008 guest rooms and discounted group rates may not be available.**

**ASC Communications, Inc.  
The 6<sup>th</sup> Annual Ambulatory Surgery Center Orthopedics,  
Pain Management and Spine Driven ASC Conference & Exhibits  
June 19-21, 2008  
Westin Michigan Avenue – Chicago, Illinois  
Wellington Ballroom**



**We also have 3 Premier Exhibit opportunities available in the foyer immediately outside the exhibit hall for \$2500. There are a few restrictions that come with this booth location.**

PRSR STD  
US Postage  
**PAID**  
Merrill WI  
54452  
Permit No 24

ASC Communications, Inc.  
The 6<sup>th</sup> Annual Orthopedics, Pain Management and Spine Driven  
ASC Conference: Improving Profits, Business and Legal Issues  
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Glencoe, IL 60022

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*June 19-21, 2008*

THE WESTIN MICHIGAN AVENUE  
CHICAGO, ILLINOIS

**EXHIBITOR/SPONSOR PROSPECTUS**

Please join us at this year's conference and exhibit show to network  
with the leaders in the Ambulatory Surgery Center industry!

