

ASC Communications, Inc. & FASA Proudly Present



THE 14<sup>TH</sup> ANNUAL

Foundation for  
AMBULATORY  
SURGERY in America  
MEETING AMERICA'S SURGICAL NEEDS

# Ambulatory Surgery Center Conference & Exhibits

OCTOBER 18 – 20, 2007

THE WESTIN MICHIGAN AVENUE – CHICAGO, ILLINOIS

## PRELIMINARY CONFERENCE AND EXHIBIT SHOW AGENDA

Thursday, October 18, 2007

**12:00-4:30 pm** Exhibit Set-Up  
**2:00-5:15 pm** Pre Conference  
Concurrent Sessions  
**5:15-7:00 pm** Networking  
Reception and  
Exhibits (Reception  
in Exhibit Hall)

Friday, October 19, 2007

**7:00-8:00 am** Registration, Exhibits  
and Continental  
Breakfast (Breakfast  
in Exhibit Hall)  
**10:15-11:15 am** Networking Break  
and Exhibits  
**12:30-1:30 pm** Networking Lunch &  
Exhibits  
**1:20-3:15 pm** Concurrent Sessions  
**3:15-4:10 pm** Networking Break  
and Exhibits  
**4:10-5:15 pm** Concurrent Session  
**5:15-7:30 pm** Networking  
Reception & Exhibits  
(Reception in  
Exhibit Hall)

Saturday, October 20, 2007

**8:00-9:00 am** Networking Breakfast  
**9:00-11:40 am** General Session  
**11:40-12:40 pm** Networking Lunch  
**12:40-2:00 pm** Concurrent Sessions  
**2:00 pm** Meeting Adjourns

## EXHIBITOR/SPONSOR PROSPECTUS

The 14<sup>th</sup> Annual Ambulatory Surgery Center Conference developed by ASC Communications, in connection with FASA as a leading cosponsor, provides an outstanding opportunity for exhibitors and sponsors to interact with surgeons, administrators, owners of Ambulatory Surgery Centers (ASCs), owners of ASC chains and a wide variety of participants in the ASC industry.

The Conference focuses on improving the profitability of surgery centers and on business and legal issues related to ASCs.

This event attracted more than 500 people in 2006. Moreover, it attracts the kinds of people who are focused on improving their surgery centers and the surgery center industry. I.e., the kinds of people who are so vital to companies that provide products and services to ASCs.

The Conference will offer a great number of sponsorship and exhibit opportunities. 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 tailored the Conference to add more times in which people can interact with meeting participants. I.e., we have added more dedicated exhibit times and lengthened those times. Each sponsor and exhibitor, is of course, also welcome to attend the lectures and meetings.

This Conference focuses principally on business issues related to surgery centers. If it is often a challenge to get in front of ASC decision makers and physician and business leaders, this meeting addresses that problem. It brings a great deal of heavily business focused leadership and owners to one place. The conference provides an outstanding educational opportunity for such persons. It also provides a tremendous networking and business development opportunity for our exhibitors and sponsors.

We welcome you to join us in October 2007. We are again excited to host this conference.

We have offered special discounts to companies that are full year advertisers in the *ASC Review* and companies which are members of FASA.

Please complete the application and/or contact Ken Freeland at (858) 565-9921 or at [ken@pcmisandiego.com](mailto:ken@pcmisandiego.com) or Tom Tucker at (202) 337-1892 or at [tom@bluehouse.us](mailto:tom@bluehouse.us) to reserve your exhibit space or sponsorship opportunity today.

Visit [www.beckersasc.com](http://www.beckersasc.com) and [www.fasa.org](http://www.fasa.org)

**ASC Communications, Inc. & FASA  
14<sup>TH</sup> ANNUAL ASC CONFERENCE  
EXHIBITOR/SPONSOR APPLICATION**

**EXHIBITOR OPPORTUNITIES**

<b>ASC REVIEW FULL- YEAR ADVERTISER AND FASA MEMBER**</b>	<b>NON FULL-YEAR ADVERTISER AND FASA MEMBER**</b>
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- |   |                |                |
|---|----------------|----------------|
| <b>GOLD EXHIBITOR</b>   | <b>\$3,500</b> | <b>\$3,750</b> |
| <ul style="list-style-type: none"> <li>■ Larger Exhibit Space (12' x 30")</li> <li>■ 3 Full Conference Registrations &amp; 4 Exhibit Hall Only Registrations</li> <li>■ 1/2 Page 4-Color Ad in Conference Syllabus</li> <li>■ Company name, contact information and product description in Conference Syllabus</li> </ul> |                |                |
| <b>SILVER EXHIBITOR</b>   | <b>\$2,250</b> | <b>\$2,500</b> |
| <ul style="list-style-type: none"> <li>■ Regular Exhibit Space (6' x 30")</li> <li>■ 2 Full Conference Registrations &amp; 2 Exhibit Hall Only Registrations</li> <li>■ 1/4 Page 4-Color Ad in Conference Syllabus</li> <li>■ Company name, contact information and product description in Conference Syllabus</li> </ul> |                |                |

- |   |                |                |
|---|----------------|----------------|
| <b>EXHIBIT ONLY</b>   | <b>\$1,750</b> | <b>\$2,000</b> |
| <ul style="list-style-type: none"> <li>■ Regular Exhibit Space (6' x 30")</li> <li>■ 1 Full Conference Registration &amp; 2 Exhibit Hall Only Registrations</li> <li>■ Company name and contact information and product description in Conference Syllabus</li> </ul> |                |                |

**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 Exhibitor Registrations are available for \$300 per person.

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

**SPONSORSHIP OPPORTUNITIES**

(Exhibitor space sold separately)

- |   |   |
|---|---|
| <b>GOLD SPONSOR:</b>  | <b>\$14,000 – \$5,000</b>                                 |
| <b>ASC REVIEW FULL-<br/>YEAR ADVERTISER AND<br/>FASA MEMBER**</b> | <b>NON FULL-YEAR<br/>ADVERTISER AND<br/>FASA MEMBER**</b> |
| <i>Friday Networking Luncheon</i> . . . . .                       | <b>\$8,000 . . . . . \$9,000</b>                          |
| <i>Saturday Networking Luncheon</i> . . . . .                     | <b>\$8,000 . . . . . \$9,000</b>                          |
| <i>Thursday Networking Reception</i> . . . . .                    | <b>\$8,000 . . . . . \$9,000</b>                          |
| <i>Friday Networking Reception</i> . . . . .                      | <b>\$8,000 . . . . . \$9,000</b>                          |

- |  |                                    |
|--|------------------------------------|
| <i>Thursday Pre-Conference Meeting</i> . . . . . | <b>\$5,000 . . . . . \$6,000</b>   |
| <i>Conference Tote Bags</i> . . . . .            | <b>\$5,000 . . . . . \$6,000</b>   |
| <i>Keynote Speaker Sponsorship</i> . . . . .     | <b>\$14,000 . . . . . \$15,000</b> |

**GOLD SPONSOR BENEFITS:**

- 3 Full Conference Registrations
- Full Page 4-Color Ad in Conference Syllabus
- Company name, contact information and product description in Conference Syllabus
- One promotional item in Conference Tote Bag
- Special Recognition Announcements & Signage at Conference and at related events
- One Time Use of Attendee List for Pre-Approved Mailing
- Company logo, link, and contact information on Becker's ASC website: [www.beckersasc.com](http://www.beckersasc.com)

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

**SILVER SPONSOR: \$4,000 – \$5,000**

<b>ASC REVIEW FULL- YEAR ADVERTISER AND FASA MEMBER**</b>	<b>NON FULL-YEAR ADVERTISER AND FASA MEMBER**</b>
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- |   |                                  |
|---|----------------------------------|
| <i>Friday Continental Breakfast</i> . . . . .   | <b>\$4,000 . . . . . \$4,500</b> |
| <i>Saturday Continental Breakfast</i> . . . . . | <b>\$4,000 . . . . . \$4,500</b> |
| <i>Badge Lanyards</i> . . . . .                 | <b>\$4,500 . . . . . \$5,000</b> |
| <i>Conference at A Glance</i> . . . . .         | <b>\$4,500 . . . . . \$5,000</b> |
| <i>Thursday PM Networking Break</i> . . . . .   | <b>\$4,000 . . . . . \$4,500</b> |
| <i>Friday AM Networking Break</i> . . . . .     | <b>\$4,000 . . . . . \$4,500</b> |
| <i>Friday PM Networking Break</i> . . . . .     | <b>\$4,000 . . . . . \$4,500</b> |
| <i>Saturday AM Networking Break</i> . . . . .   | <b>\$4,000 . . . . . \$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
- One Time Use of Attendee List for Pre-Approved Mailing
- Company logo and link on Becker's ASC website: [www.beckersasc.com](http://www.beckersasc.com)
- Full-Year Advertiser indicates Annual Advertiser in the *Becker's ASC Review*.

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

## OTHER SPONSORSHIP OPPORTUNITIES

**CONFERENCE SYLLABUS:** ..... **\$7,500**  
 2-Page, 4-color ..... \$2,800  
 Inside Front Cover, 4-color ..... \$2,500  
 Inside Back Cover, 4-color ..... \$2,000  
 Full Page Ad, 4-color ..... \$1,700  
 1/2 Page Ad, 4-color ..... \$1,400

**CYBER CAFÉ:** ..... **\$5,000**  
 The 14<sup>th</sup> Annual Ambulatory Surgery Center 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:** ..... **\$4,000**  
 Showcase your company's name and logo on personalized spring water bottles for distribution to all conference attendees.

**MAILING LIST RENTALS:** ..... **\$300**  
 ASC Communications, Inc. Conference exhibitors and sponsors may enhance their advertising strategy by rental of the conference attendee mailing list for direct marketing of their products and services. The attendee mailing list will be available for rent for a one-time use, pre-approved mailing for ASC Conference exhibitors and sponsors only. The mailing list will be available October 4<sup>th</sup>, 2007 for \$300.00. Please call (858) 565-9921 or email ken@pcmisandiego.com or Tom Tucker at (202) 337-1892 or at tom@bluehouse.us for further information.

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

Full Page 6 Issues	<b>\$15,000/Year</b>	_____
Full Page 3 Issues	<b>\$9,000/Year</b>	_____
Full Page 1 Issue	<b>\$3,200/Year</b>	_____
1/2 Page 6 Issues	<b>\$11,000/Year</b>	_____
1/2 Page 3 Issues	<b>\$6,900/Year</b>	_____
1/2 Page 1 Issue	<b>\$2,500/Year</b>	_____
1/4 Page 6 Issues	<b>\$9,900/Year</b>	_____
1/4 Page 3 Issues	<b>\$5,400/Year</b>	_____
1/4 Page 1 Issue	<b>\$1,700/Year</b>	_____



- Please take an additional discount of 10% on solely the 6x rate and solely if your company was a 2007 Full Year advertiser (6 Issues).
- Ask About E-Weekly 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 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 people per issue. It has few rivals for circulation. The issues are provided to our own mailing list, to 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: \_\_\_\_\_

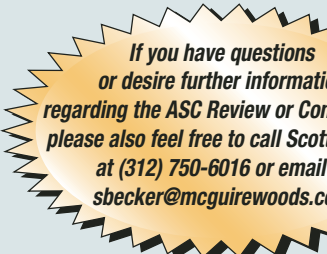
**CREDIT CARD INFORMATION:**  
     
 Credit Card #: \_\_\_\_\_  
 Expiration Date: \_\_\_\_\_  
 3-Digit Security Code: \_\_\_\_\_  
 Cardholder's Name (printed): \_\_\_\_\_  
 Cardholder's Signature: \_\_\_\_\_

If paying by check, please make payable to **ASC Communications.**  
 Fax Orders to:  
**Tom Tucker** **Jessica Cole**  
 Phone: (202) 337-1600 or Phone: (312) 505-9387  
 Fax: (202) 337-5738 Fax: (866) 678-5866  
 Email: tom@bluehouse.us Email: jess.m.cole@gmail.com

**CHOOSE THE ISSUE:**  
 Please check the boxes below to indicate the issues in which you would like to advertise.

Issue	Space	Materials
<input type="checkbox"/> Sept/Oct 2007	Aug 1	Aug 8
<input type="checkbox"/> Nov/Dec 2007	Oct 1	Oct 8
<input type="checkbox"/> Jan/Feb 2008	Dec 1	Dec 8
<input type="checkbox"/> Mar/Apr 2008	Feb 1	Feb 8
<input type="checkbox"/> May/June 2008	April 1	April 8
<input type="checkbox"/> July/Aug 2008	June 1	June 8
<input type="checkbox"/> Sept/Oct 2008	Aug 1	Aug 8
<input type="checkbox"/> Nov/Dec 2008	Oct 1	Oct 8

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### EXHIBITOR RATES

	FULL YR ADV	NON-FULL YR ADV
<input type="checkbox"/> Gold Exhibitor . . . . .	\$3,500 _____	\$3,750 _____
<input type="checkbox"/> Silver Exhibitor . . . . .	\$2,250 _____	\$2,500 _____
<input type="checkbox"/> Exhibit Only . . . . .	\$1,750 _____	\$2,000 _____
<input type="checkbox"/> Additional Exhibitor Badge		\$300 _____

### SPONSOR RATES

#### GOLD SPONSOR

	FULL YR ADV	NON-FULL YR ADV
<input type="checkbox"/> Conference Tote Bags . . . . .	\$5,000 _____	\$6,000 _____
<input type="checkbox"/> Networking Luncheon . . . . . <i>(Friday or Saturday)</i>	\$8,000 _____	\$9,000 _____
<input type="checkbox"/> Networking Receptions . . . . . <i>(Thursday or Friday)</i>	\$8,000 _____	\$9,000 _____
<input type="checkbox"/> Pre-Conference Meeting . . . . .	\$5,000 _____	\$6,000 _____
<input type="checkbox"/> Syllabus . . . . .	\$7,500 _____	\$8,500 _____

#### SILVER SPONSOR

	FULL YR ADV	NON-FULL YR ADV
<input type="checkbox"/> Badge Lanyards . . . . .	\$4,000 _____	\$4,750 _____
<input type="checkbox"/> Bottled Water . . . . .	\$4,000 _____	\$5,000 _____
<input type="checkbox"/> Conference at a Glance . . . . .	\$4,000 _____	\$5,000 _____
<input type="checkbox"/> Continental Breakfast(s) . . . . . <i>(Friday or Saturday)</i>	\$4,000 _____	\$4,500 _____
<input type="checkbox"/> Cyber Café . . . . .	\$5,000 _____	\$6,000 _____
<input type="checkbox"/> Networking Breaks . . . . . <i>(Thursday PM, Friday AM/PM, Saturday PM)</i>	\$4,000 _____	\$5,000 _____

#### OTHER SPONSORSHIP OPPORTUNITIES

<input type="checkbox"/> Advertising In The Conference Syllabus	
2-Page, 4-color . . . . .	\$2,800 _____
Inside Front Cover, 4-color . . . . .	\$2,500 _____
Inside Back Cover, 4-color . . . . .	\$2,000 _____
Full Page Ad, 4-color . . . . .	\$1,700 _____
1/2 Page Ad, 4-color . . . . .	\$1,400 _____
<input type="checkbox"/> Labeled Bottled Water . . . . .	\$4,000 _____
<input type="checkbox"/> Mailing List Rentals: . . . . .	\$300 _____

### TO REGISTER

**Mail or Fax Exhibitor/Sponsor Application to:**

Professional Conference Mgmt. Attn: Ken Freeland 7916 Convoy Court San Diego CA 92111 Phone: (858) 565-9921 Fax: (858) 565-9954 Email: ken@pcmisandiego.com	or	Bluehouse Attn: Tom Tucker 2168 Wisconsin Avenue NW Washington DC 20007 Phone: (202) 337-0600 Fax: (202) 337-5738 Email: tom@bluehouse.us
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### 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:

\_\_\_\_\_

Products and/or companies that you **DO** 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: \_\_\_\_\_

### FOR MORE INFORMATION CONTACT

Professional Conference Mgmt. Attn: Ken Freeland 7916 Convoy Court San Diego CA 92111 Phone: (858) 565-9921 Fax: (858) 565-9954 Email: ken@pcmisandiego.com	or	Bluehouse Attn: Tom Tucker 2168 Wisconsin Avenue NW Washington DC 20007 Phone: (202) 337-0600 Fax: (202) 337-5738 Email: tom@bluehouse.us
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#### OR FOR FASA MEMBERSHIP INFORMATION

Visit [www.fasa.org](http://www.fasa.org)  
 Phone: (703) 836-8808  
 Fax: (703) 549-0976

*Visit [www.beckersasc.com](http://www.beckersasc.com) and [www.fasa.org](http://www.fasa.org)*



## EXHIBITOR/SPONSOR GUIDELINES AND INFORMATION

### Certificate of Insurance

Please provide a certificate of insurance by September 17, 2007, 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: September 3, 2007–100%; September 17, 2007–50%  
Payments are non-refundable after September 17, 2007.

### ASC Review Full Year Advertisers and FASA Members

Where it provides the reduced price for FASA Members and Annual ASC Review Advertisers, please note you must be both an active FASA Member and an ASC Review Advertiser for 2008. For more information on FASA Membership visit [www.fasa.org](http://www.fasa.org) or call (703) 836-8808.

### 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. Past exhibitors have first priority of booth assignments. 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 and your company is a FASA Member. If your company was a full-year advertiser in 2007, you are entitled to a 5 percent discount off of full-year advertising rates for 2008. Payments for 2008 advertising need not be paid until 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 Friday, October 18th (7:00–9:30am) and must be complete by 9:30am the same day. All exhibitors must dismantle their exhibits between 7:30–9:30pm on Friday, October 18th.

### 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/FASA Conference

**Group Rate:** \$239 (Sgl/DbI)

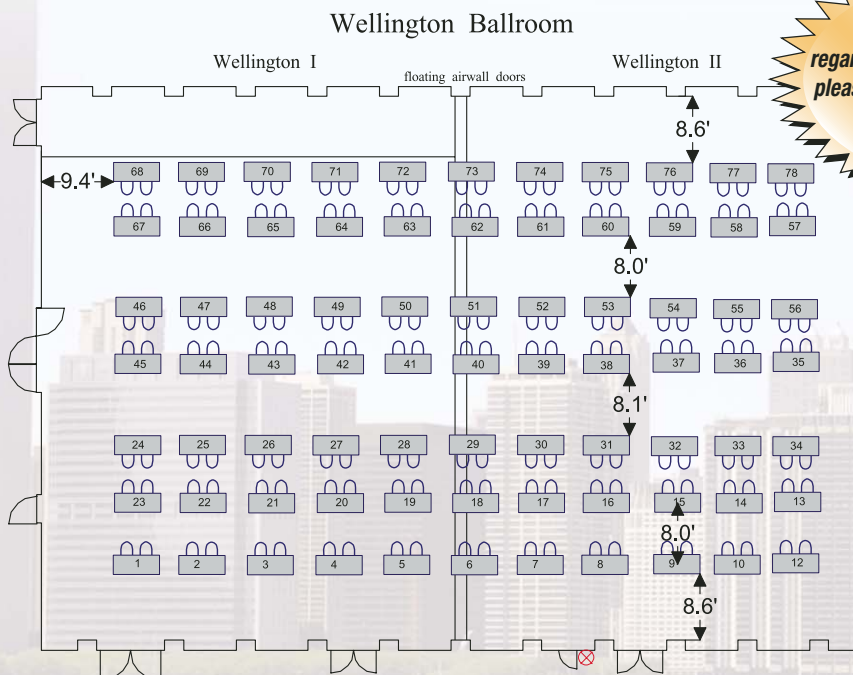
**\*\*Be sure to mention group name to receive group rate.\*\***

**Discounted rates apply until the reservation deadline September 30, 2007 or until all rooms in the group block have been reserved, whichever occurs first. After September 30, 2007 guest rooms and discounted group rates may not be available.**

## ASC Communications, Inc. & FASA 14<sup>th</sup> Annual ASC Conference & Exhibits October 18-20, 2007 Westin Michigan Avenue – Chicago, Illinois Wellington Ballroom



Foundation for  
**AMBULATORY  
SURGERY** in America  
MEETING AMERICA'S SURGICAL NEEDS



**If you have questions or desire further information regarding the ASC Review or Conference, please also feel free to call Scott Becker at (312) 750-6016 or email at [sbecker@mcguirewoods.com](mailto:sbecker@mcguirewoods.com)**

Visit [www.beckersasc.com](http://www.beckersasc.com) and [www.fasa.org](http://www.fasa.org)

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

**If you have questions regarding the ASC Review or Conference, or desire further information please also feel free to call Scott Becker, at (312) 750-6016 or email at [sbecker@mcquirewoods.com](mailto:sbecker@mcquirewoods.com)**

**EXHIBITOR/SPONSOR PROSPECTUS**

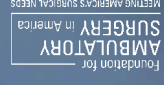
**THE WESTIN MICHIGAN AVENUE - CHICAGO, ILLINOIS**

**OCTOBER 18 - 20, 2007**

# Ambulatory Surgery Center Conference & Exhibits

**THE 14<sup>TH</sup> ANNUAL**

**ASC Communications, Inc. & FASA Proudly Present**



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

ASC Communications, Inc. & FASA  
14<sup>th</sup> Annual ASC Conference & Exhibits  
7916 Conroy Court  
San Diego, CA 92111