

ASC Communications, ASC Association,
Ambulatory Surgery Foundation, and Beckers ASC Review

Present

19th Annual Ambulatory Surgery Centers —
**Improving Profitability and Business
and Legal Issues Conference**

* * *

OCTOBER 25 – 27, 2012

SWISSOTEL • CHICAGO, ILLINOIS

Exhibitor/Sponsor Prospectus

The 19th Annual ASC Communications and ASC Association Ambulatory Surgery Centers: Improving Profitability and Business and Legal Issues Conference is the single most business focused event in the ASC industry.

This conference focuses heavily on ASC owners, surgeons and administrators. It attracts a great deal of surgeons, and CEOs. In 2011, more than 900 people joined this conference.

If physicians and ASC owners and operators are your target audience, this is the perfect conference for you and your company.

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. We have tried to provide enough benefits and exposure for each sponsorship to make the sponsorships a great value.

Each sponsor and exhibitor is, of course, also welcome to attend the lectures and meetings.

We welcome you to join us in October 2012.

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, October 25, 2012

12:00 pm-4:30 pm **Exhibit Set-Up**

1:00 pm-5:00 pm *Pre-Conference*

Concurrent Sessions

5:15 pm-7:00 pm **Networking Reception
& Exhibits (Reception
in Exhibit Hall)**

Friday, October 26, 2012

7:00 am-8:00 am *Registration &
Continental Breakfast*

8:00 am-10:30 am *General Sessions*

10:30 am-11:30 am **Dedicated Break
Exhibit Time**

12:30 pm-1:30 pm **Networking Lunch
(Not in Exhibit Hall)**

1:30 pm-2:50 pm *Concurrent Sessions*

2:50 pm-3:50 pm **Dedicated Break
Exhibit Time**

5:15 pm-6:30 pm **Networking Reception
& Exhibits
(Reception in Exhibit Hall)**

6:30 pm *Exhibit Breakdown*

Saturday, October 27, 2012

7:30 am-8:30 am *Continental Breakfast*

8:30 am-1:00 pm *Conference Sessions*

1:00 pm *Meeting Adjourn*

Great Reasons to Exhibit

AT THE 19TH ANNUAL AMBULATORY SURGERY CENTERS - IMPROVING
PROFITABILITY AND BUSINESS AND LEGAL ISSUES CONFERENCE



Tony LaRussa



Howard Dean



Ari Fleischer

- 1 The best concentration of ASC owners, surgeons and administrators of any conference on the ASC Industry.
- 2 The most business focused conference in the ASC industry.
- 3 Exhibit hall and meetings all in close proximity.
- 4 Set exhibit hours and numerous efforts and cash raffles to make sure the exhibit hall is very busy.
- 5 Networking opportunities within and around the conference.
- 6 A full invitation to attend every educational session, including keynote speakers, Tony LaRussa, Howard Dean and Ari Fleischer.
- 7 The best industry chance to network with and meet decision makers - whether leaders of national chains, orthopedic, spine and pain management physicians or ASC owners and administrators.

EXHIBITOR/SPONSOR GUIDELINES AND INFORMATION

Certificate of Insurance

Please provide a certificate of insurance by September 17, 2012, which indemnifies ASC Communications, Inc. 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 August 1, 2012 – 100 percent. Payments are non-refundable after August 1, 2012.

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* Full Year Advertiser for 2012.

Full-year advertisers and full-year advertisement discounts are only available if your company has signed up to advertise for 2012 in full.

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.

Installation and Dismantle

The installation of exhibits may begin and must be completed on Thursday, October 25, 2012 (12:00 pm–4:30 pm). All exhibitors must dismantle their exhibits between 6:30–8:30 pm on Friday, October 26, 2012. Exhibitors may **not dismantle before 6:30 pm** Friday, October 26, 2012.

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

SWISSOTEL

Phone: 1-888-737-9477 • Fax: 1-312-565-0540
323 E. Wacker Drive, Chicago, IL 60601

Group Name: ASC Communications, Inc. Conference
Group Rate: \$299 Single/Double

To make reservations online:

<https://resweb.passkey.com/go/aschhs2012>

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

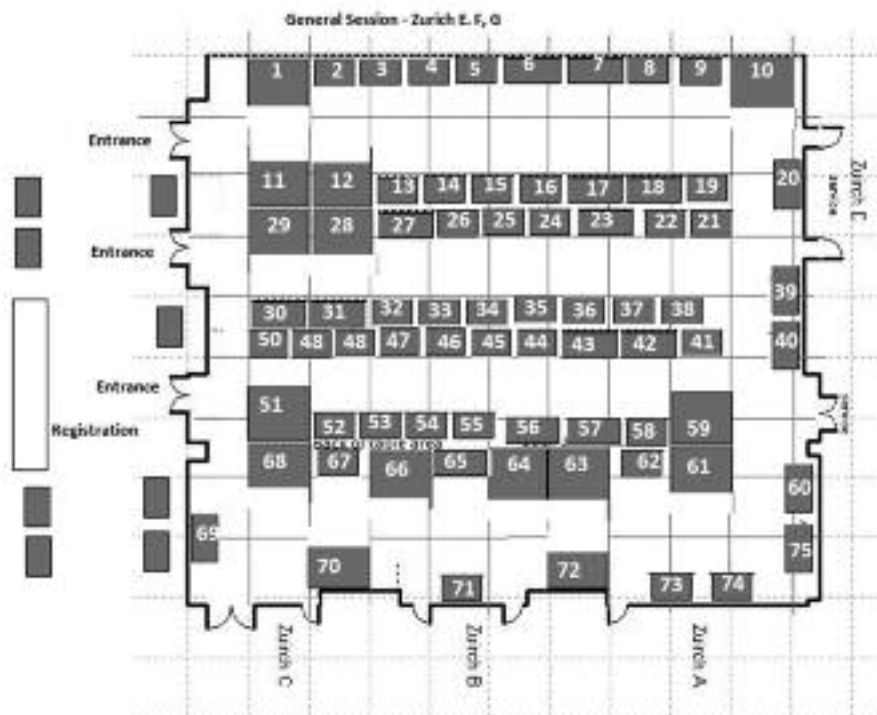
Discounted rates apply until the reservation deadline September 25, 2012 or until all rooms in the group block have been reserved, whichever occurs first. After September 25, 2012 guest rooms and discounted group rates may not be available.

ASC Communications, ASC Association, Ambulatory Surgery Foundation, Beckers ASC Review

19th Annual Ambulatory Surgery Centers — Improving Profitability and Business and Legal Issues Conference

OCTOBER 25 – 27, 2012

Swissotel – Zurich Salon 1 & 2



Improving Profitability and Business and Legal Issues Conference

EXHIBITOR OPPORTUNITIES

BECKER'S ASC REVIEW
FULL-YEAR ADVERTISER**

NON FULL-YEAR
ADVERTISER**

GOLD EXHIBITOR \$4,750 \$5,000

- Larger Exhibit Space (8' x 10')
- 4 Full Conference Registrations
- Company name, contact information and product description in Conference Tote Bag
- Literature in Conference Tote Bag (provided by exhibitor)

SILVER EXHIBITOR \$3,600 \$4,000

- Regular Exhibit Space (8' x 8')
- 3 Full Conference Registrations
- Company name, contact information and product description in Conference Tote Bag
- Literature in Conference Tote Bag (provided by exhibitor)

EXHIBIT ONLY \$2,500 \$2,800

- Regular Exhibit Space (Tabletop)
- 2 Full Conference Registrations
- Company name and contact information and product description in Conference Tote Bag

Limited booth spaces available.

The above payment includes:

- 1) One (1) single booth or tabletop and two (2) chairs, 24-hour security and Exhibitor Services Kit.
- 2) Additional Conference Registrations are available for \$500 per person.

**To take advantage of the lower price, a party must be a 2012 full-year advertiser (9 issues) in the *Becker's ASC Review*.

SPONSORSHIP OPPORTUNITIES

(Exhibitor space sold separately)

GOLD SPONSOR: \$6,000 to \$15,000

BECKER'S ASC REVIEW
FULL-YEAR ADVERTISER**

NON FULL-YEAR
ADVERTISER**

Corporate Partner*
(only 3 available) \$13,000 \$15,000

Keynote Speaker Sponsorship (2) \$10,000 \$12,000

Friday Networking Luncheon (2) \$8,000 \$9,000

Thursday Networking Reception (2) \$8,000 \$9,000

Friday Networking Reception (2) \$8,000 \$9,000

*The Corporate Partner Sponsorship includes 10 full conference registrations, large banner signage, and lots of additional coverage.

Visit www.beckersasc.com

Thursday Pre-Conference (1)	\$6,000	\$7,000
Conference Tote Bags (2)	\$6,500	\$7,500
Room Key Sponsorship	\$7,000	\$8,000
USB Flash Drive	\$7,000	\$8,500
Mobile App	\$6,000	\$7,000
Industry-Specific Category Sponsorships – EXCLUSIVE		
ASC Billing Company	\$6,000	\$7,000
ASC Finance Company	\$6,000	\$7,000
ASC GPO	\$6,000	\$7,000
ASC Implants and Devices	\$6,000	\$7,000
ASC Health Information		
Technology	\$6,000	\$7,000
Construction, Design Build	\$6,000	\$7,000
Accreditation	\$6,000	\$7,000
Insurance	\$6,000	\$7,000

GOLD SPONSOR BENEFITS:

- 4 Full Conference Registrations (10 for Corporate Partner Sponsor or 7 for Keynote Speaker Sponsor)
- Literature or Promotional item in Conference Tote Bag (provided by sponsor)
- Special Recognition Announcements & Signage at Conference and at related events
- Logo, company description and URL link to your web site on our conference web site
- Full company listing with logo on conference mobile application

**To take advantage of the lower price, a party must be a 2012 full year advertiser (9 issues) in the *Becker's ASC Review*.

SILVER SPONSOR: \$3,000 – \$6,500

BECKER'S ASC REVIEW
FULL-YEAR ADVERTISER**

NON FULL-YEAR
ADVERTISER**

Friday Continental		
Breakfast (1)	\$4,500	\$5,000
Saturday Continental		
Breakfast (1)	\$4,500	\$5,000
Badge Lanyards (2)	\$5,000	\$6,000
Aluminum sports bottle	\$5,500	\$6,500
Travel Mug	\$5,500	\$6,500
Note pads	\$5,000	\$6,000
Phone Charging Station	\$5,000	\$6,000
Conference at A Glance (2)	\$5,000	\$6,000
Friday AM		
Networking Break (1)	\$4,000	\$4,500
Friday PM		
Networking Break (1)	\$4,000	\$4,500
Saturday AM		
Floor stickers (4)	\$3,500	\$4,000
Track Sponsor	\$3,000	\$3,500
Magazine Rack (2)	\$3,000	\$3,500
Break Spots in Exhibit Hall (3)	\$3,000	\$3,500

SILVER SPONSOR BENEFITS:

- 2 Full Conference Registrations
- Company name, contact information and product description in Tote Bag
- Signage at sponsored event
- Logo, company description and web site on our conference web site
- Basic company listing with logo on conference mobile app (upgrade to a full listing for only \$500 extra)
- Full-Year Advertiser indicates Annual Advertiser in the *Becker's ASC Review*.

**To take advantage of the lower price, a party must be a 2012 full year advertiser (9 issues) in the *Becker's ASC Review*.

19th Annual Ambulatory Surgery Centers — Improving Profitability and Business and Legal Issues Conference

APPLICATION & CONTRACT

PRIMARY CONTACT INFORMATION

(PLEASE TYPE OR PRINT)

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

BOOTH OR TABLE TOP 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. We have limited booths available.

#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: _____

Cardholder's Name (printed): _____

Billing address (as it appears on statement)

City _____ State _____ Zip _____

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: sbecker@beckershealthcare.com
jcole@beckershealthcare.com

VISIT: www.beckersasc.com

EXHIBITOR RATES

	FULL YR ADV	NON-FULL YR ADV
<input type="checkbox"/> Gold Exhibitor	\$4,750	\$5,000
<input type="checkbox"/> Silver Exhibitor	\$3,600	\$4,000
<input type="checkbox"/> Exhibit Only	\$2,500	\$2,800
<input type="checkbox"/> Additional Conference Registration		\$500

SPONSOR RATES

GOLD SPONSOR

	FULL YR ADV	NON-FULL YR ADV
Corporate Partner <i>(only 3 available)</i>	\$13,000	\$15,000
<i>(10 conference registrations included)</i>		
<input type="checkbox"/> Keynote Speaker	\$10,000	\$12,000
<input type="checkbox"/> Networking Luncheon <i>(Friday)</i>	\$8,000	\$9,000
<input type="checkbox"/> Networking Receptions <i>(Circle Thursday or Friday)</i>	\$8,000	\$9,000
<input type="checkbox"/> Thursday Pre-Conference Meeting	\$6,000	\$7,000
<input type="checkbox"/> Conference Tote Bags	\$6,500	\$7,500
<input type="checkbox"/> Room Key Sponsor	\$6,500	\$7,500
<input type="checkbox"/> USB Flash Drive	\$7,000	\$8,500
<input type="checkbox"/> Mobile ConferenceApp	\$6,000	\$7,000
<i>Industry-Specific Category Sponsorships</i>		
<input type="checkbox"/> ASC Billing Company	\$6,000	\$7,000
<input type="checkbox"/> ASC Finance Company	\$6,000	\$7,000
<input type="checkbox"/> ASC GPO	\$6,000	\$7,000
<input type="checkbox"/> ASC Implants and Devices	\$6,000	\$7,000
<input type="checkbox"/> ASC Health Information Technology	\$6,000	\$7,000
<input type="checkbox"/> Construction, Design Build	\$6,000	\$7,000
<input type="checkbox"/> Accreditation	\$6,000	\$7,000
<input type="checkbox"/> Insurance	\$6,000	\$7,000

SILVER SPONSOR

	FULL YR ADV	NON-FULL YR ADV
<input type="checkbox"/> Continental Breakfast(s)	\$4,500	\$5,000
<i>(Friday or Saturday)</i>		
<input type="checkbox"/> Badge Lanyards	\$5,000	\$6,000
<input type="checkbox"/> Aluminum Sports Bottle	\$5,500	\$6,500
<input type="checkbox"/> Travel Mug	\$5,500	\$6,500
<input type="checkbox"/> Note Pad	\$5,000	\$6,000
<input type="checkbox"/> Phone Charging Station	\$5,000	\$6,000
<input type="checkbox"/> Conference at a Glance	\$5,000	\$6,000
<input type="checkbox"/> Floor Stickers	\$3,500	\$4,000
<input type="checkbox"/> Track Sponsor	\$3,000	\$3,500
<input type="checkbox"/> Magazine Rack	\$3,000	\$3,500
<input type="checkbox"/> Networking Breaks	\$4,000	\$4,500
<i>(Friday AM, Friday PM – Circle one)</i>		
<input type="checkbox"/> Break Spots in Exhibit Hall	\$3,000	\$3,500
<input type="checkbox"/> Mobile application upgrade		\$500

SPECIAL SPONSORSHIP OPPORTUNITIES

<input type="checkbox"/> Online Syllabus	\$5,000
<input type="checkbox"/> Cyber Café	\$6,000
<input type="checkbox"/> Labeled Bottled Water	\$6,000
<input type="checkbox"/> Hand Sanitizer	\$5,000

TOTAL PAYMENT ENCLOSED

Total Enclosed \$ _____

SPECIAL SPONSORSHIP OPPORTUNITIES

ONLINE CONFERENCE SYLLABUS (2): \$5,000

CYBER CAFÉ (2): \$6,000

Cyber Café will be located on the same floor as the general session and exhibit hall, allowing attendees easy access to the Internet.

LABELED BOTTLED WATER (2): \$6,000

Showcase your company's name and logo on personalized spring water bottles for distribution to all conference attendees.

HAND SANITIZERS: \$5,000

2 full conference registrations included with each of these Sponsorships.

REDUCED RATES FOR CONFERENCE ISSUES SEPTEMBER/OCTOBER 2012 BECKER'S ASC REVIEW AND BECKER'S ORTHOPEDIC & SPINE REVIEW ADVERTISING – ALL 4 COLOR

Full Page \$3,200 each _____

1/2 Page \$2,100 each _____

1/4 Page \$1,500 each _____

E-Weekly Advertising 20 for [\$8,500] _____

- Ask about Web Site and E-mail Advertising

Advertising Information

1. Highly Focused on Cutting Edge Business and Legal Issues. For the person involved in operating an ASC, investing in a surgery center, or owning a surgery center, there is no more focused magazine than the *ASC Review*.

2. Readership. The *Becker's ASC Review* is distributed to 25,000 people per issue. *The Becker's Orthopedic & Spine Review* is distributed to 15,000 people per issue. The *Becker's ASC Review* is provided to essentially all ASCs in the country as well as 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 Becker's Orthopedic & Spine Review is distributed to 10,000 orthopedic and spine surgeons per issue plus 5,000 orthopedic practice group administrators.

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

September/October 2012 *Becker's ASC Review*

September/October 2012 *Becker's Orthopedic & Spine Review*

CREDIT CARD INFORMATION:



Credit Card #: _____

Expiration Date: _____

3-Digit Security Code: _____

Cardholders Name (printed): _____

Cardholders Signature: _____

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

3 EASY WAYS TO ORDER

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

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