

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

Present

18th Annual Ambulatory Surgery Centers — Improving Profitability and Business and Legal Issues Conference

OCTOBER 27 – 29, 2011

WESTIN MICHIGAN AVENUE - CHICAGO, ILLINOIS

Exhibitor/Sponsor Prospectus

The 18th 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, developers and administrators. It attracts a great deal of surgeons, and CEOs. In 2010, more than 800 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 2011.

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 27, 2011

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 28, 2011

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-7:00 pm	Networking Reception & Exhibits (Reception in Exhibit Hall)
7:00 pm	Exhibit Breakdown

Saturday, October 29, 2011

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 18TH ANNUAL AMBULATORY SURGERY CENTERS —
Improving Profitability and Business and Legal Issues Conference



Sam Donaldson



Bill Walton

- 1 The best concentration of ASC owners, surgeons and administrators of any conference in the ASC industry.
- 2 The most business focused conference in the ASC industry.
- 3 Exhibit hall and almost all meetings on the same floor.
- 4 Set exhibit hours and numerous efforts and cash raffles to make sure the exhibit hall is very busy.
- 5 Opportunities to create networking opportunities within and around the conference.
- 6 A full invitation to attend every educational session, including keynote speakers, Sam Donaldson, Bill Walton and Adrian Gostick.
- 7 The best industry chance to network and meet decision makers — whether leaders of national chains, orthopedic and 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 15, 2011, 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 September 1, 2011 – 100 percent. Payments are non-refundable after September 1, 2011.

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 2011.

Full-year advertisers and full-year advertisement discounts are only available if your company has signed up to advertise for 2011 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 27, 2011 (12:00 pm–4:30 pm). All exhibitors must dismantle their exhibits between 7:00–9:00 pm on Friday, October 28, 2011. Exhibitors cannot dismantle before 7:00 pm Friday, October 28, 2011.

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

Westin Michigan Avenue

Phone: 1-800-627-8385 • Fax 1-312-397-5580

909 North Michigan Avenue, Chicago, IL 60611

Group Name: ASC Communications Conference

Group Rate: \$269/night

To make reservations online:

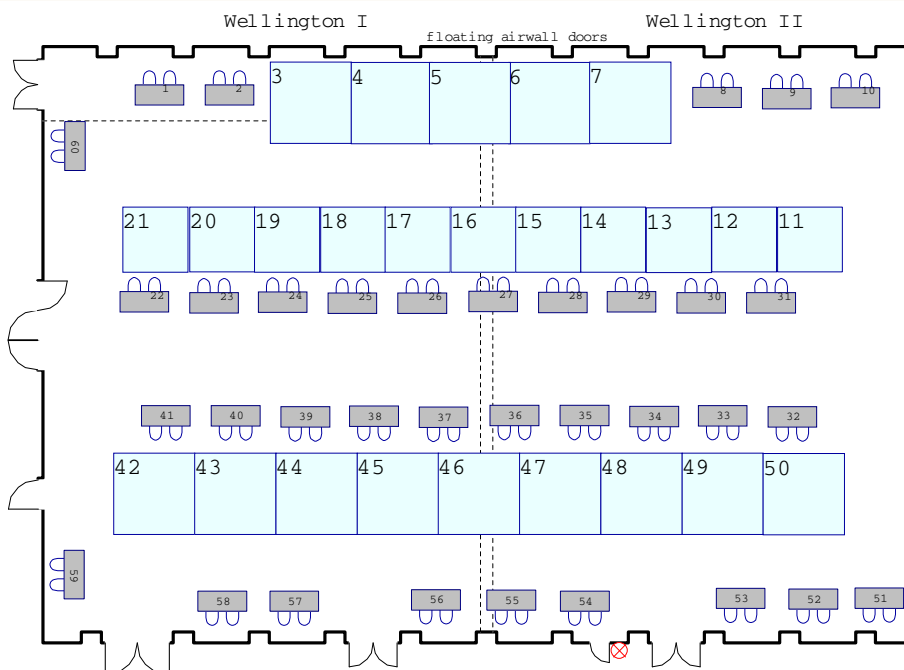
<http://www.starwoodmeeting.com/Book/ascoctober>

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

Discounted rates apply until the reservation deadline September 22, 2011 or until all rooms in the group block have been reserved, whichever occurs first. After September 22, 2011, guest rooms and discounted group rates may not be available.

ASC Communications, ASC Association, Ambulatory Surgery Foundation, Beckers ASC Review
**18th Annual Ambulatory Surgery Centers —
Improving Profitability and Business
and Legal Issues Conference**
OCTOBER 27 – 29, 2011

Westin Hotel – Wellington Ballroom



18th Annual Ambulatory Surgery Centers — Improving Profitability and Business and Legal Issues Conference

EXHIBITOR OPPORTUNITIES

BECKER'S ASC REVIEW
FULL-YEAR ADVERTISER**

NON FULL-YEAR
ADVERTISER**

GOLD EXHIBITOR \$4,400 \$4,850

- 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 \$3,300 \$3,750

- 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 \$2,200 \$2,550

- 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) Either One (1) Single booth or tabletop or double size booth or 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.

**To take advantage of the lower price, a party must be a 2010 full-year advertiser (9 issues) in the *Becker's ASC Review*.

SPONSORSHIP OPPORTUNITIES

(Exhibitor space sold separately)

GOLD SPONSOR: \$5,000 to \$15,000

BECKER'S ASC REVIEW
FULL-YEAR ADVERTISER**

NON FULL-YEAR
ADVERTISER**

Corporate Partner*
(only 3 available) \$11,000 \$13,000

**Keynote Speaker
Sponsorship (2)** \$9,000 \$11,000

**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 signage, and lots of additional coverage.

BECKER'S ASC REVIEW
FULL-YEAR ADVERTISER**

NON FULL-YEAR
ADVERTISER**

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

GOLD SPONSOR BENEFITS:

- 4 Full Conference Registrations (10 for Senior Leadership 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

**To take advantage of the lower price, a party must be a 2011 full year advertiser (9 issues) in the *Becker's ASC Review*.

SILVER SPONSOR: \$4,000 – \$5,000

BECKER'S ASC REVIEW
FULL-YEAR ADVERTISER**

NON FULL-YEAR
ADVERTISER**

Friday Continental Breakfast (1)	\$.500	\$.000
Saturday Continental Breakfast (1)	\$.000	\$.500
Badge Lanyards (2)	\$.500	\$.000
Conference at A Glance (2)	\$.500	\$.000
Friday AM Networking Break (1)	\$.000	\$.500
Friday PM Networking Break (1)	\$.000	\$.500
Saturday AM Continental Breakfast (1)	\$.500	\$.000
Break Spots in Exhibit Hall (3)	\$.500	\$.000

SILVER SPONSOR BENEFITS:

- 2 Full Conference Registrations
- Company name, contact information and product description in Tote Bag
- Signage at sponsored event
- Full-Year Advertiser indicates Annual Advertiser in the *Becker's ASC Review*.

**To take advantage of the lower price, a party must be a 2011 full year advertiser (9 issues) in the *Becker's ASC Review*.

18th 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@mcguirewoods.com
jessica@beckersasc.com

VISIT: www.beckersasc.com

EXHIBITOR RATES

	FULL YR ADV	NON-FULL YR ADV
<input type="checkbox"/> Gold Exhibitor	\$4,400	\$4,850
<input type="checkbox"/> Silver Exhibitor	\$3,300	\$3,750
<input type="checkbox"/> Exhibit Only	\$2,200	\$2,550
<input type="checkbox"/> Additional Conference Registration		\$500

SPONSOR RATES

GOLD SPONSOR

	FULL YR ADV	NON-FULL YR ADV
<input type="checkbox"/> Corporate Partner (only 3 available)	\$11,000	\$13,000
(Suite and 10 conference registrations included)		
<input type="checkbox"/> Keynote Speaker	\$9,000	\$11,000
<input type="checkbox"/> Networking Luncheon	\$8,000	\$9,000
(Friday)		
<input type="checkbox"/> Networking Receptions	\$8,000	\$9,000
(Circle Thursday or Friday)		
<input type="checkbox"/> Thursday Pre-Conference Meeting	\$5,000	\$7,000
<input type="checkbox"/> Conference Tote Bags	\$6,000	\$7,000
<input type="checkbox"/> Room Key Sponsor	\$6,000	\$7,000
<input type="checkbox"/> USB Flash Drive	\$6,000	\$7,000

Industry-Specific Category Sponsorships

<input type="checkbox"/> ASC Billing Company	\$5,000	\$7,000
<input type="checkbox"/> ASC Finance Company	\$5,000	\$7,000
<input type="checkbox"/> ASC Implants and Devices	\$5,000	\$7,000
<input type="checkbox"/> ASC Health Information Technology	\$5,000	\$7,000
<input type="checkbox"/> Construction, Design Build	\$5,000	\$7,000
<input type="checkbox"/> Accreditation	\$5,000	\$7,000
<input type="checkbox"/> Insurance	\$5,000	\$7,000

SILVER SPONSOR

	FULL YR ADV	NON-FULL YR ADV
<input type="checkbox"/> Continental Breakfast(s)	\$4,500	\$5,000
(Friday or Saturday)		
<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
(Thursday PM, Friday AM, Friday PM, Saturday AM – Circle one)		
<input type="checkbox"/> Break Spots in Exhibit Hall	\$2,500	\$3,000

SPECIAL SPONSORSHIP OPPORTUNITIES

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

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 2011 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 2011 *Becker's ASC Review*

☐ September/October 2011 *Becker's Orthopedic & Spine Review*

CREDIT CARD INFORMATION:



Credit Card #: _____

Expiration Date: _____

3-Digit Security Code: _____

Cardholders Name (printed): _____

Cardholders Billing Address (as it appears on statement): _____

Cardholders 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

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EMAIL: sbecker@mcguirewoods.com
jessica@beckersasc.com

VISIT: www.beckersasc.com

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18TH ANNUAL AMBULATORY SURGERY CENTERS —
Improving Profitability and Business and Legal Issues Conference
315 Vernon Avenue
Glencoe, IL 60022

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54452
Permit No 24

Improving Profitability and Business and Legal Issues Conference

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OCTOBER 27 — 29, 2011

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!

