



Ambulatory Surgery
Center Association

2024 EVENT PROSPECTUS

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WHAT IS AN ASC?

Ambulatory Surgery Centers—known as ASCs—are modern health care facilities focused on providing same-day surgical care, including diagnostic and preventive procedures. ASCs have transformed the outpatient experience for millions of Americans by providing a more convenient alternative to hospital-based outpatient procedures—and done so with a strong track record of quality care and positive patient outcomes.

WHAT IS ASCA?

The Ambulatory Surgery Center Association (ASCA) is the national membership association that represents ambulatory surgery centers (ASCs) and provides advocacy and resources to assist ASCs in delivering high quality, cost-effective ambulatory surgery to all of the patients they serve.

ASCA represents ambulatory surgery centers throughout the country. As of August 2023, the ASC industry continues to grow with 6,179 Medicare-certified ASC facilities and 18,950 ORs across the country. ASCA Affiliates are invited to take advantage of the diverse marketing, advertising, exhibit and sponsorship opportunities ASCA has to offer to stay connected with the ambulatory surgery industry, in front of ASCA's members and ahead of the competition.

WHY PARTNER WITH ASCA?

According to ASCA's Member Survey, one of the top reasons for joining ASCA is for the educational resources and programs that help them improve business operations and patient experience.



Strategically showcase your products and services to the ASC market



Reach key decision makers at ASCs across the country



Gain access to the physicians, administrators, owners, materials managers, nursing directors, infection preventionist and billing staff at ASCs of all types and sizes



Stay in front of your current and future customers year-round

90%

of ASCA members report having influence over buying decisions

46%

of ASCA members state that they have buying authority

12,000+

active ASC professionals supported by ASCA's facility membership

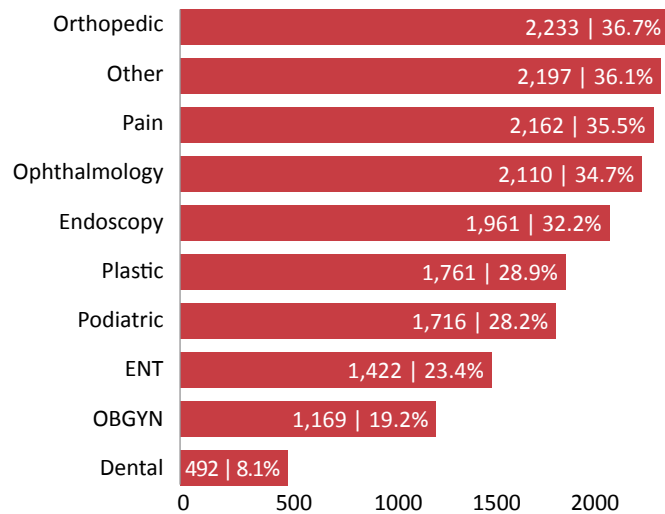
ASC INDUSTRY OVERVIEW

per ASC Data's 2022 Annual Report

ASC Industry Snapshot

6,087 Number of Medicare-Certified ASCs in the US	18,739 Total Number of ORs in ASCs across the US	3,082 (50.6%) Number of Single-Specialty ASCs	3,005 (49.4%) Number of Multi-Specialty ASCs	3.86 Average Number of ORs in Multi-Specialty ASCs	2.32 Average Number of ORs in a Single-Specialty ASCs
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Number of ASCs by Specialty Type



Note: Percentages will not add to 100 as some centers have more than one specialty.

Top Specialty Combinations in Multi-Specialty ASCs

Two Specialties Offered

Orthopedic Pain	17%
Ophthalmologic Plastic	12%
Endoscopy Other	10%

Three Specialties Offered

Orthopedic Pain Podiatric	19%
Orthopedic Other Pain	16%
Orthopedic Pain Plastic	4%

Four Specialties Offered

Orthopedic Other Pain Podiatric	11%
Orthopedic Pain Plastic Podiatric	6%
ENT Orthopedic Pain Podiatric	6%

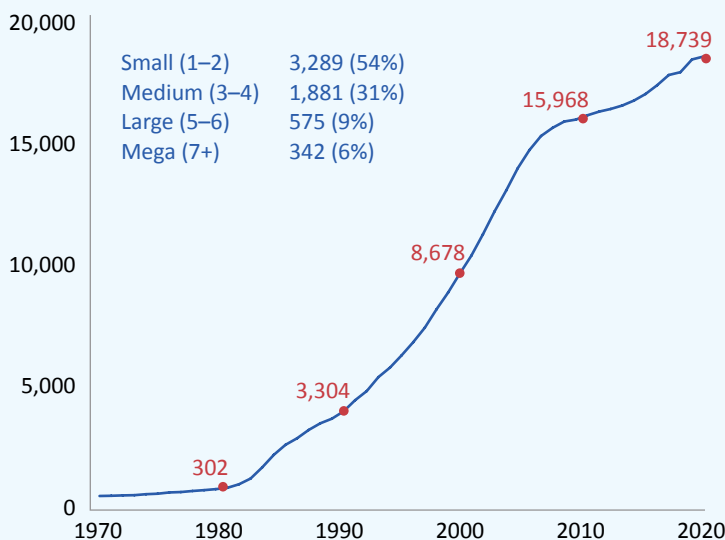
Five Specialties Offered

Orthopedic Other Pain Plastic Podiatric	6%
ENT Orthopedic Other Pain Podiatric	5%
ENT Orthopedic Pain Plastic Podiatric	4%

Note: "Other" typically represents General Surgery, Cardiology, Trauma, Neurosurgery, Vascular, Urology, and Pediatrics.

Number of ORs in ASCs per Year

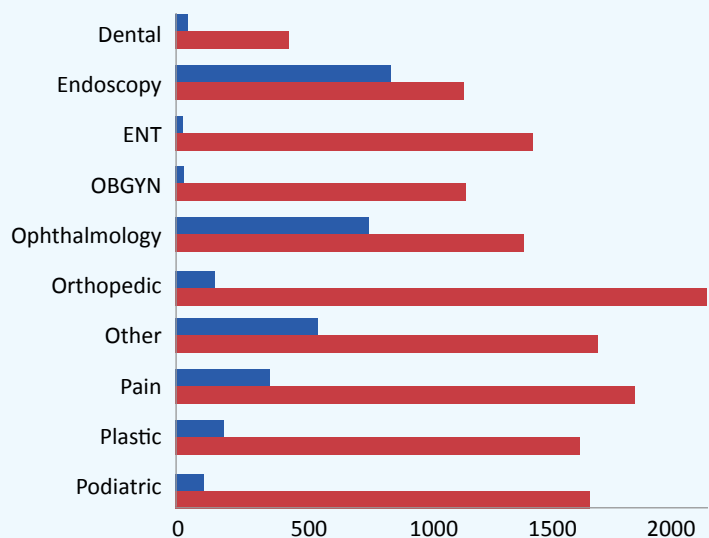
Facility Size by Number of Operating Rooms



Note: This group reflects the most recent reported number of operating rooms per ASC and does not account for changes in number of operating rooms since the ASC has opened.

Number of ASCs by Specialty Type for Single and Multi-Specialty Centers

■ = Single-Specialty; ■ = Multi-Specialty








Note: Percentages will not add to 100 as some centers have more than one specialty.

ASCA AFFILIATE PROGRAM

ASCA offers a five-tiered recognition program to all companies that serve the ASC community. For an annual fee of \$975, a company is recognized as an ASCA Affiliate and receives the first tier of benefits. Companies can achieve higher Affiliate status based on their annual advertising, exhibits and sponsorships spend with ASCA, with each additional tier offering added visibility and compounding benefits.

ascassociation.org/affiliate

					
ASCA Affiliate Benefits	annual fee \$975	annual spend \$6,500+	annual spend \$17,500+	annual spend \$40,000+	annual spend \$75,000+
Inclusion in ASCA's online Corporate Member and Affiliate Directory	✓	✓	✓	✓	✓
Company-wide access to ASCA Connect, ASCA's professional networking site	✓	✓	✓	✓	✓
Access to ASC Focus magazine, ASCA News Digest, and ASCA's News and Government Affairs Email Updates	✓	✓	✓	✓	✓
Member discount on exhibit space at ASCA events, ASC Data subscription, ASCA publications and on postings within the ASCA career center	✓	✓	✓	✓	✓
Access to thousands of ASC professionals in ASCA Connect's online Membership Directory	✓	✓	✓	✓	✓
Consideration for speaking and authoring opportunities for ASCA events and publications	✓	✓	✓	✓	✓
Annual Report of ASCA's Clinical & Operational Benchmarking Survey Results	✓	✓	✓	✓	✓
Unique ASCA Affiliate level logo for promotional use in industry-wide advertisements		✓	✓	✓	✓
Biannual virtual meetings and Q&A with ASCA's leadership		✓	✓	✓	✓
Special recognition on designated Affiliate webpage and onsite at ASCA's Annual Conference & Expo			✓	✓	✓
Access to premier exhibit booth locations at ASCA events			✓	✓	✓
Promotion in a special ASCA News Digest e-newsletter "Thank You" message			✓	✓	✓
Expanded Report of ASCA's Clinical & Operational Benchmarking Survey Results				✓	✓
Company logo featured on ASCAssociation.org				✓	✓
Complimentary company-wide access to ASCA's annual Webinar Series				✓	✓
Inclusion in a special "Thank You" email to ASCA members				✓	✓
Inclusion to invite-only events with ASCA's Board of Directors				✓	✓
Two shared content posts in ASCA News Digest				✓	✓
Individual briefings on the state of the ASC industry with ASCA leadership					✓
Complimentary Podcast Guest Spot					✓
Two shared content posts on the ASC Focus website					✓

Affiliate Logo Use Guidelines

The ASCA Affiliate logo is designed to show your affiliation with and support for ASCA and the ASC community. The logo is NOT to be used to suggest ASCA's support for or endorsement of your company or any product or service. The ASCA Affiliate logo may be used on company websites, industry advertising and convention displays but may not appear on products or sales materials for services your company provides.

ASCA's EVENT OFFERINGS IN 2024

There are plenty of different opportunities to engage directly with ASC professionals throughout the year.

ASCA's National Advocacy Day

February 26–28, 2024
Washington, DC

[ascassociation.org/
nationaladvocacyday](https://ascassociation.org/nationaladvocacyday)

Sponsorships: \$7,500
(10 available)

ASCA's National Advocacy Day brings together more than 100 successful ASC professionals committed to the advancement of the ASC industry. As a sponsor, you'll receive recognition in the promotion of the event as well as exclusive engagement and networking opportunities. Benefits include:

- **Participation:** Join the facility leaders in Capitol Hill visits, meetings, presentations and networking throughout the day.
- **Engagement:** Each sponsor will be assigned a group of 7 to 9 attendees to join them for dinner following the visits to Capitol Hill.
- **Exclusive Handouts/Giveaways/Swag:** You are welcome to provide any/all of these options for attendees onsite in Washington, DC.

Additional Benefits

- 2 Conference Registrations
- Post-Show Mailing List
- Logo Recognition and Listing on Website
- Special Recognition in Emails, Marketing, Announcements
- Digital Collateral in Mobile Event App

To learn more about sponsorship opportunities, reach out to Chris Schriever, Director of Affiliate Relations at 202.337.1892
[ascassociation.org/
education-and-events](https://ascassociation.org/education-and-events)

Virtual Courses

Coding | January 8–9, 2024

Accreditation | February 5–9, 2024

Human Resources | June 3–4, 2024

Sterile Processing & Infection Prevention | August 5–6, 2024

Sponsorships: \$4,000 per session; 1 sponsor per session

ASCA's Virtual Courses offer highly flexible opportunities to reach ASC administrators, clinical directors, office managers, coders and billing professionals at their convenience. Each of these vibrant courses is broadcast live as scheduled and then becomes available on demand thereafter. Sponsorship of a Virtual Course provides you with leads and added brand recognition. Benefits include:

- A 30-90 second commercial played at the beginning of selected session(s).
- Attendee Report: Name, Title, Organization, Email Address, City/State, Primary Function, # of ORs and Procedure Rooms, Specialties Served, Areas of Interest (Products/Services & Companies).
- Up to 8 complimentary registrations (access to CEUs may require an additional fee).

ASCA's Regulatory Compliance Update

A New Educational Experience

Are you staying up-to-date with the latest ASC regulatory compliance standards? Ensuring compliance is not just a requirement; it's a critical aspect of maintaining trust, mitigating risk and achieving long-term success. Our new ASCA Compliance Series goes into the intricacies of ASC regulatory standards, provides expert insights and equips ASC professionals with the tools and knowledge they need to navigate compliance challenges within their ASC with confidence. This exclusive member-only resource is included with an ASCA membership. Sponsorship of the Regulatory Compliance Update provides you with leads and added brand recognition. Benefits include:

- A 30-90 second commercial played at the beginning of selected session(s).
- Attendee Report: Name, Title, Organization, Email Address, City/State, Primary Function, # of ORs and Procedure Rooms, Specialties Served, Areas of Interest (Products/Services & Companies).

ASCA Board Events

Don't miss this exclusive opportunity to participate, inform and engage directly with members of the ASCA Board of Directors and ASCA leadership. These unique sponsorships put you right in the middle of the action at key leadership events.

ASCA Board Retreat & One World Surgery Facility Tour

Punta Cana, Dominican Republic | January 12–14, 2024

Sponsorship: \$4,000 | Limited to 3 sponsors

ASCA Board Dinner

Alexandria, VA | November 9, 2024

Sponsorship: \$2,500 | Limited to 1 sponsor



ASCA's EVENT OFFERINGS IN 2024

ASC Administrator Development Program

Sponsorships: \$3,500 (5 available)

The ASC Administrator Development Program is a year-long mentoring program that matches newer and aspiring administrators with more experienced peers to strengthen and broaden the knowledge and professional network of all participants. Sponsors have the opportunity to engage, inform and network with both the experienced and up-and-coming ASC administrators. Benefits include:

- **Recognition:** Your branding will be featured in emails to mentees/mentors and on in-person meeting signage.
- **Participation:** Join in-person meetings, presentations and networking events.
- **Exclusive Handouts/Giveaways/Swag:** You are welcome to provide any/all of these options for attendees when meeting in person.

Additional Benefits

- Participant Mailing List
- Logo Recognition and Listing on Website
- Special Recognition in Emails, Marketing, Announcements

ASCA 2024
ORLANDO: APRIL 17-20
ascassociation.org/ASCA2024

Be a part of the largest ambulatory surgery center meeting in the country.

The Ambulatory Surgery Center Association's Annual Conference & Expo is a three-day event centered around networking and education. Each year, it brings together thousands of ASC professionals looking to earn continuing education credits and learn more about how to improve the efficiencies at their surgery centers.

2,200+
total attendance

1,200+
ASC-specific
healthcare
professionals

60+
educational
sessions

The Industry Gold Standard

ASCA's Annual Conference & Expo offers highly sought-after clinical, regulatory, business and financial insights from some of the best and most experienced professionals within the ASC community. It features opportunities for attendees to earn CEs, including nursing contact hours, AEU credits for the CASC credential and IPCHs for the CAIP credential. And with Attendee Registration starting at just \$695, ASCA makes this essential education accessible to a wide audience of healthcare professionals.

As an ASCA 2024 Sponsor or Exhibitor, you can

- Connect with attendees who view exhibitors as a primary source for purchasing information
- Reach key decision-makers from ASCs across the country, including administrators, physicians, owners, materials managers, nursing directors and billing staff
- Network with current and future customers
- Strategically showcase your products and services to the ASC market

ASCA 2024 SPONSORSHIP + EXHIBIT OPPORTUNITIES

ASCA 2024
ORLANDO: APRIL 17-20
ascassociation.org/ASCA2024

Our targeted sponsorship and exhibit programs are designed to maximize your engagement with attendees. With a dynamic exhibit hall and an array of creative networking and marketing opportunities, this event is a unique opportunity to showcase your products and services to ASC professionals from across the country.

Last year's conference, by the numbers

80%

of attendees were C-Level Executives, Administrators, Owners, Physicians and Directors

91%

of exhibitor survey respondents said their participation at ASCA 2023 was a success

50%+

of exhibitor survey respondents rated their experience as an 8 out of 10 or higher

70%

of exhibitor survey respondents reported leaving ASCA 2023 with more than 20 qualified leads

EXHIBITOR PERKS

All ASCA 2024 exhibitors will receive access to the following complimentary programs:

NEW

Attendee Exhibitor Preview

The new Attendee Exhibitor Preview puts the emphasis on the 'reverse tradeshow'—helping to raise awareness, drive leads and create more meaningful conversations in the exhibit hall. In the weeks leading up to the conference, attendees will receive a digital PDF that outlines the expertise and product/service areas of every exhibitor, along with the contact information for your lead sales representatives. **FREE**

NEW

ASC Shop

Start generating leads before the conference even begins! The new ASC Shop program is designed to provide exhibitors with qualified leads and help attendees make the most of their time onsite at ASCA 2024. As attendees register for the conference, they will fill out an Attendee Profile. Within this profile, they will have the opportunity to opt-in to ASC Shop and indicate which specific products and services they are interested in learning about while they are onsite in Orlando. Our team will then take these qualified leads and share their profiles with applicable exhibitors before the conference begins. A helpful win-win for both exhibitors and attendees! **FREE**

ASCA 2024 Attendee Report

To help prepare your team for Orlando, we will provide the following attendee information two weeks before ASCA 2024: Name, Title, Organization, City/State, Primary Function, # of ORs and Procedure Rooms, Specialties Served, Areas of Interest (Products/ Services & Companies). **FREE**

Exhibit Hall Passport

The Exhibit Hall Passport brings further traffic into the exhibit hall and allows for greater networking opportunities with attendees. The Exhibit Hall is divided into color-coded districts and attendees will tour the hall and have their passports "stamped" at each exhibit space they visit for the chance to win cash prizes. **FREE**

Exhibit Hall Drawings

Let us know if you are offering any prizes or drawings at your exhibit space and we will highlight these giveaways in the ASCA Meetings app! This is a great way to increase your visibility and drive traffic to your booth. **FREE**

Register now!

ASCA 2024 Application and Contract:
ascassociation.org/ASCA2024Expo



SPONSOR

Are you looking to make an impact at ASCA 2024? Maximize your visibility by becoming an ASCA 2024 sponsor. With 6 sponsorship levels and 29 individual sponsorships to choose from, you decide exactly how big of a splash you'll make.

Sponsorship Benefits	Bronze \$7,500	Silver \$15,000	Gold \$27,500	Diamond \$32,500	Platinum \$35,000	Title \$40,000
Exhibitor Registrations	1	2	4	6	8	10
Pre & Post Show Mailing List	✓	✓	✓	✓	✓	✓
NEW Complimentary Attendee Registrations	2	2	3	4	4	5
Access to Premier Booth Locations	✓	✓	✓	✓	✓	✓
Listing on ASCA's Annual Website	✓	✓	✓	✓	✓	✓
Tiered Recognition & Signage	✓	✓	✓	✓	✓	✓
Publish Digital Collateral in ASCA's Mobile App		✓	✓	✓	✓	✓
ASC Focus Onsite Feature			✓	✓	✓	✓
Invitations to the ASCA Board Meet & Greet				✓	✓	✓
Welcome Banner						✓
Deliver 'Welcome' Message During Opening General Session						✓



For more information on the ASCA Affiliate Program please see the ASCA 2024 Media Kit



Complimentary Attendee Registrations

Sponsors will have the opportunity to offer free ASCA 2024 attendee registration to current or prospective clients who are first-time ASCA Conference & Expo attendees. **FREE**

Register now!

ASCA 2024 Application and Contract: ascassociation.org/ASCA2024Expo

Title Sponsorship \$40,000

Secure maximum visibility throughout the entirety of the conference.

SOCIAL EVENT

Host an epic backyard party at the Gaylord Palms Resort! Every attendee is invited to eat, drink and dance the night away with friends new and old. Your company will be mentioned in emails promoting the social event, throughout the conference and at various times during the party itself. Additionally, a member of your executive team will get to kick off the conference with a recorded video welcoming attendees to Orlando and an in-person message during Thursday morning's opening General Session.



Diamond Sponsorships \$32,500

Help us liven things up with some of the conference's most popular events.

EXHIBIT HALL RECEPTIONS

Take part in the excitement of Wednesday's Welcome Reception and Thursday's Happy Hour. This year's Welcome Reception will further add to the fun with \$10,000 in cash giveaways! Your company will be recognized with custom-branded napkins and a specialty cocktail served near your exhibit space.

WELLNESS PROGRAM

Get the attendees moving with this year's 5k Run/1k Walk and Yoga class! Whether you're a regular runner, a big-time yogi or a total wellness newbie, everyone is welcome to join us for both activities or stop by for just one. Your company logo will be widely visible throughout the course and featured on the Wellness Program t-shirts that are available to all attendees.

SPONSOR



Platinum Sponsorships \$35,000

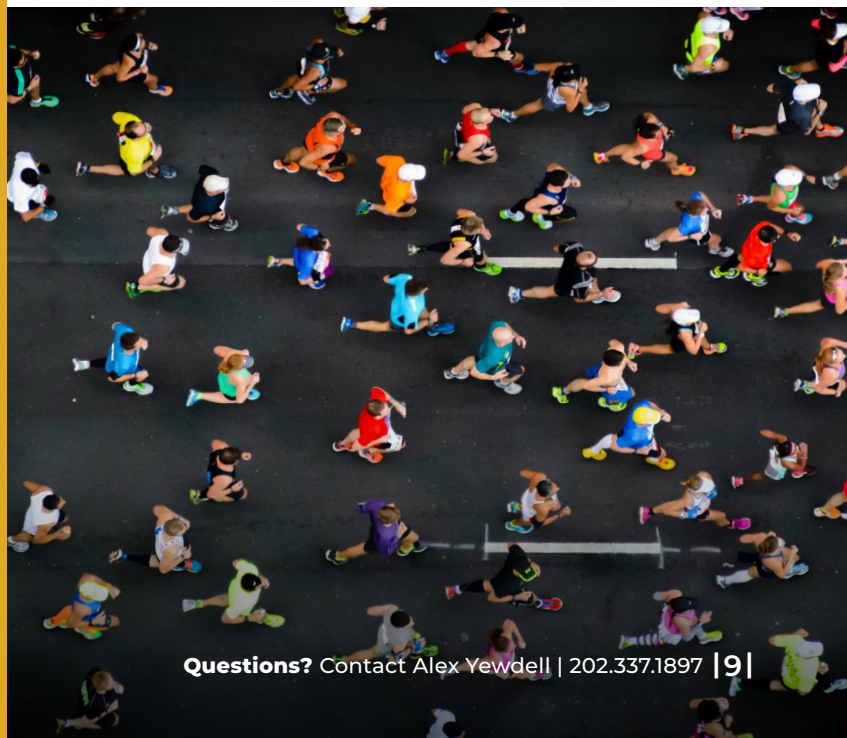
Integrate your brand into the conference and engage directly with attendees.

KEYNOTE SPEAKER

Welcome and entertain attendees as they gather to hear Thursday's Keynote Speaker! You'll have the opportunity to address the audience with a brief message before welcoming the speaker to the stage. Your company's branding will also be featured in the General Session signage.

MOBILE APP

Attendees will rely on the ASCA 2024 mobile app for convenient access to essential conference details, including: the full schedule, list of speakers, sponsors, exhibitors and complete floor plans of the meeting space and hotels, general sessions and exhibit hall. Your company will be recognized in email blasts promoting the mobile app features and highlighted within the app through rotating advertisements.



SPONSOR

Gold Sponsorships \$27,500

Gain incredible exposure through mid-day events and conference essentials.

ASC CELEBRATION LUNCHEON

Address the attendees as they kick back at the annual Celebration Luncheon. Located outside of the exhibit hall in a more formal setting, this luncheon provides attendees with an intermission between intensive education sessions. Your company's name and logo will be featured on custom-branded napkins and signage.

ATTENDEE MEETING BAGS

Your company's name and logo will be seen on the arm of every attendee as they collect their conference materials and keep them organized in these popular custom-branded bags.

CONFERENCE WIFI

Complimentary, open-access WiFi will be available throughout the entire conference area. Attendees will automatically be directed to your customized landing page when they connect to the Internet. Plus, you'll receive added visibility on the promotional items that provide the log-in details.

DAILY BREAKFAST & EXHIBIT HALL LUNCHEON

Help attendees stay fueled and focused throughout the day with a tasty continental breakfast and a healthy buffet luncheon. Your company's name and logo will be featured on custom-branded napkins and signage.

Silver Sponsorships \$15,000

Stay top of mind with conference swag and one-on-one visibility opportunities.

BADGE LANYARDS

Put your company's name and logo into the hands of every attendee. These custom-printed badge lanyards are given to every attendee along with their required conference badge.

CHAIR MASSAGES

Each year, attendees flock to the exhibit hall to enjoy a free chair massage from professional massage therapists. Your company's branding will be prominently displayed within the massage area.

CONFERENCE & EXPO BADGES

Place your company on the back of every ASCA conference badge and ensure that every attendee will get a good look at your messaging at least twice a day, and likely more frequently!

CONFERENCE NOTEBOOK

Help attendees keep track of what they've learned and who they've met. Your logo and branding will be featured front and center on this high-quality notebook provided to all attendees.

HOTEL KEY CARDS

Reach attendees outside of the exhibit hall! You'll be able to fully customize the hotel key cards given to every attendee staying at the host hotel, guaranteeing that they'll see your branding regularly.



NETWORKING & RECHARGE AREA

Located at the front of the exhibit hall, this area is where attendees will come to gather, network or host a small meeting while recharging themselves and/or their devices. This will be the first thing attendees see when they walk into the exhibit hall—and with branded table tops and accessories, your company will be front and center.

PODCAST PROGRAM



ASCA is proud to add to the conversation and discuss pertinent industry topics with key players in the ASCA space. This is an annual sponsorship opportunity that puts your message at the start of every episode of ASCA's Advancing Surgical Care podcast.

REGISTRATION & CHECK-IN

With your company's logo displayed prominently throughout the conference registration and check-in area, you'll be the first thing attendees see when they arrive at the conference and the last thing they see at the end of each day.

REUSABLE DRINKWARE

2 available

Whether you opt for tumblers, water bottles or something else entirely, these drinkware items will be branded with your company's name and logo. Your branding will also be featured on water stations conveniently located inside the exhibit hall, so attendees can refill and use their reusable drinkware again and again.

Bronze Sponsorships \$7,500

Boost your visibility with creative branding opportunities.

EXHIBIT HALL PASSPORT

Take part in the excitement of the grand prize drawings during the Celebration Luncheon. Your company will receive additional visibility on the Exhibit Hall Passport as well as on signs throughout the exhibit hall.

EXHIBITOR PREVIEW

NEW

The Attendee Exhibitor Preview puts the emphasis on the 'reverse tradeshow'—helping to raise awareness, drive leads and create more meaningful conversations in the exhibit hall. In the weeks leading up to the conference, attendees will receive a digital PDF that outlines the expertise and product/service areas of every exhibitor, along with the contact information for their lead sales representatives. You will receive exclusive branding and visibility in this handy reference guide.

PENS & POST-ITS

2 available

Put your company logo on the pens and Post-Its that attendees will be using throughout the conference and beyond!

PING-PONG & CORNHOLE

Back by popular demand! This year's exhibit hall will feature two custom-branded Ping-Pong tables and Cornhole sets, keeping your company in front of attendees as they let loose, connect and have a little fun.

RED CARPET PHOTO WALL

NEW

A new attraction! The red carpet experience will welcome attendees to the exhibit hall with a fun photo opp set-up—giving you a highly customizable and integrated marketing opportunity.

SPECIALIZED SNACK CARTS

4 available

NEW

Provide attendees with the post-session pick-me-up they didn't know they needed! Strategically placed inside the exhibit hall, these branded carts will be available in your choice of theme—Coffee, Candy, Bakery or Popcorn—to deliver a fun refreshment in between sessions on Thursday and Friday.

This is a co-sponsored item.

SPONSOR

Lunch & Learn

**NEW
ADD-ON**

Host a 90-Minute Lunch & Learn on Thursday. Engage with attendees in a private setting.

You choose the speaker and set the topic; we provide lunch, an assigned session room and a presentation time. Lunch and Learn sessions will be added to the agenda and promoted before and during the conference. Interested attendees can join just as they would any other session. Available to sponsors at all levels. **\$4,500**

CUSTOM SPONSORSHIP

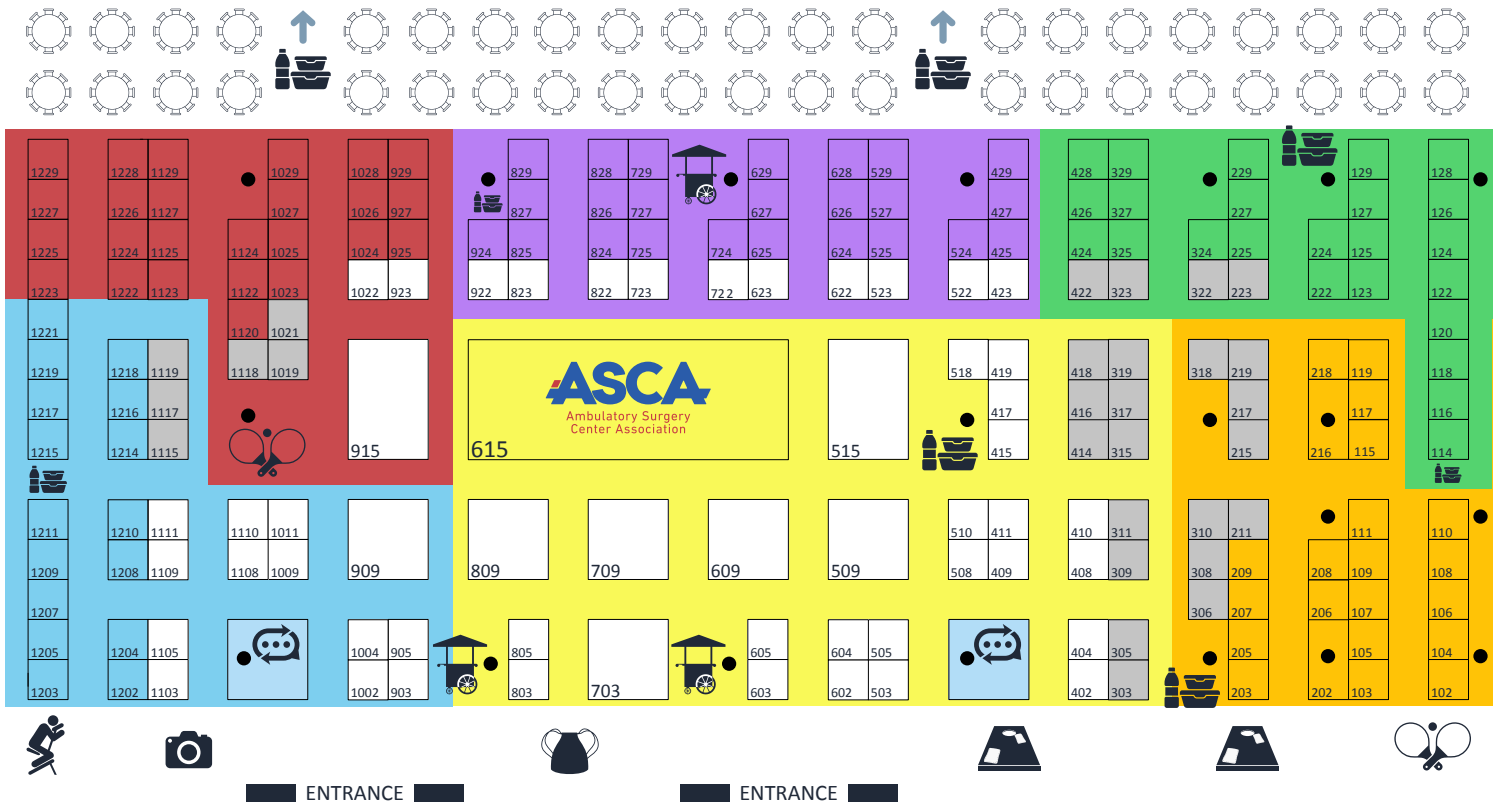
Have you seen a creative and unique sponsorship at another event? Let us know about it and we can work together to bring it to ASCA 2024!

EXHIBIT

This is your chance to meet face-to-face with a qualified audience of ambulatory surgery center professionals. As an ASCA 2024 exhibitor, you'll be able to showcase your products and services to potential customers from across the country.

ASCA 2024 Application and Contract: ascassociation.org/ASCA2024Expo

Please note: All white booths shown below are reserved for ASCA 2024 Sponsors and ASC Focus Annual Advertisers. All grey booths are reserved for ASC Focus Advertisers. / black circle ● indicates a pillar.



	Food and/or Beverage		Chair Massage		Red Carpet Photo Wall
	Specialty Cart/Bar		Ping Pong/Corn Hole		Conference Swag Wall
					Networking/Recharge Area

Exhibit Booth Costs

10' x 10'	10' x 20'	10' x 30'	20' x 20'	20' x 30'
Affiliate \$5,500	Affiliate \$11,000	Affiliate \$16,500	Affiliate \$22,000	Affiliate \$33,000
Non-Affiliate \$7,000	Non-Affiliate \$14,000	Non-Affiliate \$21,000	Non-Affiliate \$28,000	Non-Affiliate \$42,000
Includes: 4 Exhibitor Registrations	Includes: 8 Exhibitor Registrations	Includes: 12 Exhibitor Registrations	Includes: 16 Exhibitor Registrations	Includes: 24 Exhibitor Registrations

ASCA 2024 Sponsors earn additional Exhibitor Registrations, determined by the sponsorship level.

ASCA exhibitors see a meaningful return on their investment—it's the reason why they keep coming back to exhibit year after year.



Discounted Affiliate Member rates are only available to 2024 ASCA Affiliate Members that have paid the 2024 annual fee in full.

8+ hours
of dedicated,
uninterrupted
exhibit hall
viewing time

EXHIBITOR SCHEDULE

EXHIBITOR REGISTRATION AND SET-UP

Tuesday, April 16

12:00 pm–5:00 pm

Wednesday, April 17

8:00 am–3:00 pm

Wednesday, April 17

6:00 PM–8:00 PM

EXHIBIT HALL WELCOME RECEPTION

Appetizers, beer, wine and specialty cocktails will be provided to attendees and exhibitors in the exhibit hall.

Thursday, April 18

9:00 AM–10:00 AM

EXHIBITOR APPRECIATION BREAKFAST

Coffee and pastries will be provided for exhibitors.

10:00 AM

EXHIBIT HALL OPENS

10:10 AM–11:00 AM

EXHIBIT HALL BREAK

Refreshments will be provided to attendees and exhibitors in the exhibit hall.

12:30 PM–2:30 PM

EXHIBIT HALL LUNCHEON

Food and beverages will be provided to attendees and exhibitors in the exhibit hall.

5:00 PM–7:00 PM

EXHIBIT HALL HAPPY HOUR

Appetizers, beer, wine and specialty cocktails will be provided to attendees and exhibitors in the exhibit hall.

Friday, April 19

10:00 AM

EXHIBIT HALL OPENS

10:15 AM–11:40 AM

EXHIBIT HALL BREAK

Refreshments will be provided to attendees and exhibitors in the exhibit hall.

12:00 PM

EXHIBIT HALL OFFICIALLY CLOSES

6:00 PM–10:00 PM

EXHIBITOR TEARDOWN

ASCA 2024 SOCIAL EVENT

Exhibitors are invited to join us for an epic backyard party onsite at the Gaylord Palms Resort!

The exhibit hall will remain open on **Thursday, April 18 from 10:00 AM–7:00 PM** to accommodate any meetings or demos scheduled in the exhibit hall.

EXHIBITOR GUIDE

Important Dates

OCTOBER 31, 2023

Right of First Refusal
Deadline for
ASCA 2023 Sponsors

February 21, 2024**

Lead Retrieval
Discount Deadline

February 28, 2024

Ad Materials Due for
ASC Focus, ASCA 2024
Onsite Issue

MARCH 1, 2024

Ad Materials Due for
Onsite Advertising

March 10, 2024**

Furniture/Electrical
Discount Deadline

March 15, 2024

Pre-Show Mailing List
Distributed

APRIL 1, 2024

Exhibitor Badge
Registration Deadline

Exhibit Hall Drawing Form
Submission Deadline

APRIL 5, 2024

ASCA 2024 Attendee
Report Distributed

APRIL 9, 2024

ASC Shop Leads
Distributed

MAY 1, 2024

Post-Show Mailing
List Distributed

**Dates subject to change

Exhibitor Registration

Each 10' x 10' exhibit space earns 4 Exhibitor Registrations, providing your attendee(s) with full access to the ASCA Conference & Expo, including all education sessions. Additional registrations are available for a fee.

Space Assignment

Exhibit booth space will be assigned on a first-come, first-served basis, according to the date of payment and ASCA Affiliate Member level. Spaces will not be assigned nor held until the exhibit fee is paid in full. All assignments will be made in accordance with exhibitors' requests whenever possible. When your exhibit booth has been assigned, you will receive a confirmation email with your assignment. ASCA reserves the right to make the final determination of all exhibit booth assignments.

Booth Details

Each 10' x 10' booth space includes: 8' back drapery and 3' side drapery (suspended on aluminum piping) and one 7" x 44" company identification sign. All booths are unfurnished and carpeting is not included. Exhibitors are not mandated to carpet their booth space. WiFi is available free of charge within guest rooms, public areas and convention spaces.

Furniture & Flooring Rentals

All furniture and flooring needs will be managed by Freeman. Visit the Exhibitor Service Center for the order form.

ASCA 2024 Freeman Exhibitor Package

10' x 10' Classic Carpet: \$240

6' Skirted Table: \$195

2 Limerick Chairs: \$80 x 2 = \$160

Total: \$595

A 20% discount is available to exhibitors who book this package directly with Freeman **before March 10, 2024**.

Exhibitor Service Kit

The Exhibitor Service Kit can be accessed on the ASCA 2024 Conference & Expo website: ascassociation.org/annualconference.

Hotel Information

ASCA has secured discounted room rates for conference attendees at the Gaylord Palms Resort & Convention Center, the location of ASCA 2024. For reservation information, visit ascassociation.org/annualconference.



CREATIVE MARKETING & ADVERTISING OPPORTUNITIES

Capture the attention of attendees throughout the conference area and beyond.

ONSITE SIGNAGE Innovation Pedestals

Inside the exhibit hall. Highlight your success stories or the industry-changing technology your company is bringing to the ASC space. These custom-branded display pedestals are strategically placed to deliver visibility outside of your exhibit space.

- Sponsors: **\$1,500**
- Exhibitors: **\$2,000**

Pathfinders

Inside the exhibit hall. Direct attendees to your booth with floor graphics that feature your company and booth number.

- 30" Square or Round Graphic: **\$475 each**

Meterboards

Outside the exhibit hall. Share a message with attendees as they come and go between educational sessions.

- 36" x 84" Single-Sided: **\$2,000**
- 36" x 84" Two-Sided: **\$2,500**

Additional Onsite Signage Opportunities

Outside the exhibit hall. From elevator door and window clings to banners and logo projections, there are a number of different ways to display your branding. **Reach out for details and pricing.**

DIRECT MAIL

Mailing List Rental

The attendee mailing list will be available for a one-time, pre-approved mailing for exhibitors and sponsors only. The pre-show mailing list will be available 5 weeks before the conference starts and the post-show mailing list 1 week after the conference ends. Mailing list rental rules apply and must be agreed to in order to receive the rental list. **\$1,000**

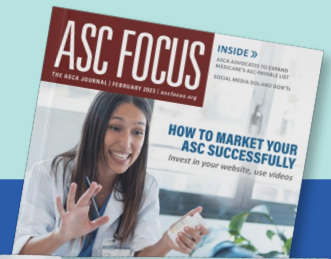
Hotel Room Drops

Outside the exhibit hall. Deliver materials and messaging straight to the hotel rooms of attendees. Arranged with the hotel, room drops help amplify your message.

Reach out for details and pricing.

ASCA BOARD LUNCH MEET & GREET SPONSORSHIP

Available to 3 sponsors, your sponsorship includes two invitations to this invitation-only event with the ASCA Board of Directors and ASCA's leadership team. This is a tremendous opportunity to network and discuss the latest industry news, products and trends. **\$3,500**



PRINT + DIGITAL ADVERTISING

ASC Focus Onsite Feature

The April issue of *ASC Focus* receives bonus distribution onsite at the ASCA Conference & Expo. It includes a Featured Exhibitors section to draw attention to companies exhibiting in Orlando, showcasing their logo and booth number.

- 7.5 " x 5" Placement: **\$1,250**

Meeting Website

Attendees use the official meeting website to register for the conference, view current information, plan their schedule and review a list of exhibitors.

- Spotlight Ad (300 x 250): **\$500**

Targeted Advertising Program

From specific attendee targeting to geofencing the hotel and conference center, we can help you reach ASCA attendees even when they are not in the exhibit hall or on the mobile app.

Reach out for details and pricing.