



2026 EVENT PROSPECTUS

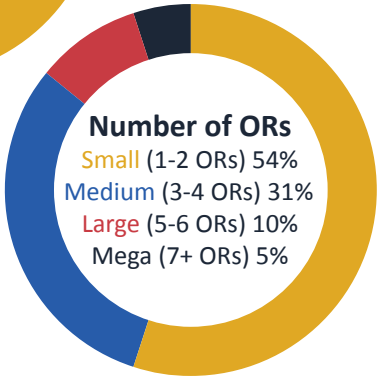
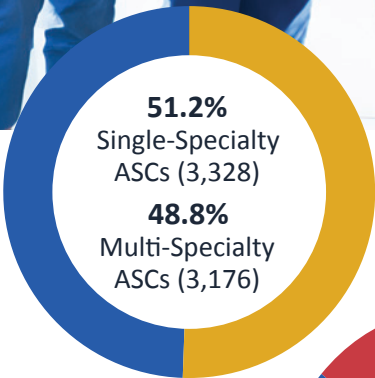
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The Ambulatory Surgery Center Association (ASCA) is the national membership trade association that represents ambulatory surgery centers (ASCs) across the country. The Society for Ambulatory Anesthesia (SAMBA) is the leader in the perioperative care of the ambulatory surgical patient with a membership of over 800 physicians who actively practice ambulatory, office-based and non-operating room anesthesia. ASCs are modern healthcare facilities that have transformed the outpatient experience for millions of Americans by providing them with a more convenient alternative to hospital-based outpatient procedures—and done so with a strong track record of quality care and positive patient outcomes.

ASCA represents the interests of outpatient surgery centers across all specialties, offering advocacy and resources to help them deliver safe, high-quality, and cost-effective patient care. ASCA members rely on ASCA’s educational resources and programs to help them improve their business operations and patient experience. **Learn more about becoming an ASCA Affiliate Member on page 14.**

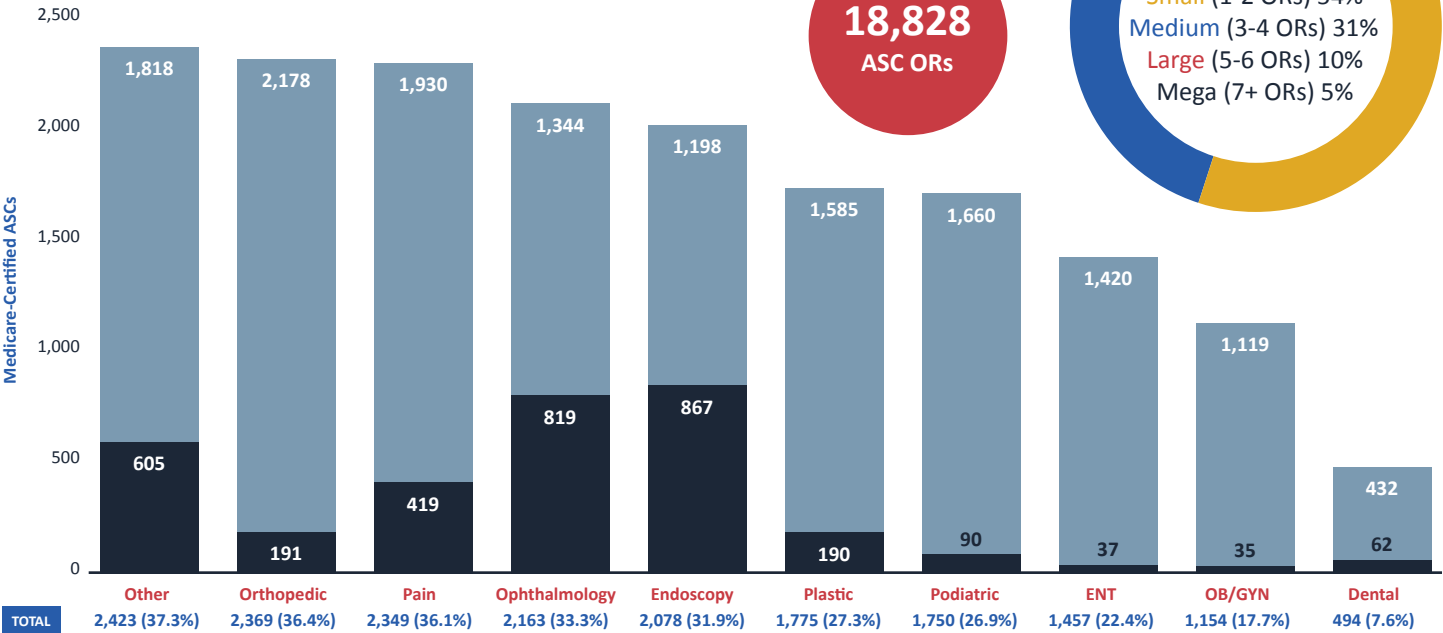


ASC INDUSTRY OVERVIEW

Q2 2025 Report

BY SPECIALTY

Single-Specialty vs. Multi-Specialty ASCs



JOIN THE LARGEST ASC CONFERENCE IN THE COUNTRY



ASCA ★ SAMBA
CONFERENCE & EXPO
WASHINGTON, DC ★ MAY 13-16, 2026

ASCA's Annual Conference & Expo, together with the Society for Ambulatory Anesthesia (SAMBA), is bringing together thousands of ASC professionals and 250+ anesthesiologists for three days of networking, continuing education and more in the nation's capitol.

THE INDUSTRY GOLD STANDARD JUST GOT BETTER

The Annual Conference & Expo features 60+ education sessions led by some of the most experienced professionals in the ASC community. Get the full picture of outpatient surgery—from every angle! As the national voice for Ambulatory Surgery Centers, **ASCA** brings expertise in business, operations, and regulatory affairs. This year we're thrilled to have **SAMBA, the Society for Ambulatory Anesthesia**, joining us at the 2026 Conference & Expo. This exciting collaboration brings together ASC clinical and operational leaders with experts in outpatient anesthesia. By uniting these communities, ASCA + SAMBA 2026 will offer a richer, more interdisciplinary learning and networking experience for the entire ASC community.



ASCA is the best conference of the year for us. It brings together a remarkable community of ASC leaders who are genuinely eager to learn, collaborate, and drive the industry forward. What stands out most is the spirit of shared purpose—attendees are not just there to consume information, but to help one another elevate patient care.

As a vendor offering solutions that aren't mandated but are designed to make care safer and more efficient, we find this audience uniquely aligned with our mission. The level of engagement and openness to innovation makes ASCA an exceptional environment for meaningful conversations and lasting partnerships."

—Alex Yampolsky, PharmD, CEO, MedServe, MedServeRx.com



Hotel photos courtesy of Gaylord National Resort & Convention Center.

ASCA 2025 BY THE NUMBERS

2,200+

total attendance

1,329

ASC-focused healthcare
professionals, representing
546 Independent ASCs & 273
Corporate-Owned ASCs

52%

of attendees were from
an ASC with between 2–4 ORs

21%

of attendees were from
an ASC with 5+ ORs

67%

of attendees were
Administrators or Clinical
Operations/Nurse Management

98%

of exhibitors surveyed said their
participation at ASCA 2025 was a
success

55%

of exhibitors surveyed reported
leaving ASCA 2025 with
more than 21 quality leads

4 WAYS TO PARTICIPATE



ASCA ★ SAMBA
CONFERENCE & EXPO
WASHINGTON, DC • MAY 13-16, 2026

Attendance at ASCA + SAMBA 2026 is limited to professionals from ASC facilities. For vendors and product/service providers, the only way to join us at ASCA + SAMBA 2026 is through one of the following opportunities:

1

SPONSORSHIPS TOP VISIBILITY

ASCA + SAMBA 2026 sponsorships help set your company apart. Whether you're looking to enhance the visibility of your exhibit booth or to drive brand awareness through a stand-alone sponsorship, sponsors lead the way at ASCA's annual conference! See Sponsorship Levels, Pricing & Benefits on page 7. Exhibit space sold separately.

starting at \$7,500

2

EXHIBITING

Exhibit space is offered in 10 x 10 increments and provides you with a minimum of 4 Attendee Registrations. See Exhibit Booth Pricing on page 6.

starting at \$5,500

3

AFFILIATE ENTRY DISPLAY*

For companies that are new to the ASC space that are not quite ready for a traditional exhibit booth, we have 12 table displays available. Participation includes:

- 6' Table and 2 Chairs
Participating exhibitors are allowed to display banners behind their table top with a max width of 8' permitted.
- 2 Attendee Registrations
- Attendee Report
- Listing within the ASCA + SAMBA 2026 Mobile App

\$4,250

NEW

4

AFFILIATE PACKAGE*

Available to companies that have not previously exhibited, sponsored or attended an ASCA annual conference. If you are new to the ASC industry and not yet ready to exhibit, the Affiliate Package will provide will provide you with the following access:

- 2 Attendee Registrations
- Attendee Report

\$3,000

*Active Affiliate Membership is required to participate

COMPLIMENTARY SPONSOR & EXHIBITOR PERKS

ATTENDEE REPORT

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

EXHIBITOR PREVIEW

To help drive leads and create more meaningful conversations in the exhibit hall, attendees receive a digital PDF that outlines exhibitors' expertise, product/service areas and contact info for their lead sales rep. **FREE**

EXHIBITOR 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**

ASCA + SAMBA 2026 participants have the chance to...

- Connect with attendees looking to improve the efficiencies at their surgery centers
- Reach key decision-makers from ASCs, 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



Register for ASCA + SAMBA 2026!
Fill out and submit the ASCA + SAMBA 2026 Application and Contract at
ascassociation.org/ASCA2026App

ASCA + SAMBA 2026 CONFERENCE SCHEDULE

FOR SPONSORS, EXHIBITORS & AFFILIATES

Tuesday May 12

12:00pm–5:00pm

Exhibitor Badge Pick-Up
& Booth Set-Up

Wednesday May 13

8:00am–3:00pm

Exhibitor Badge Pick-Up
& Booth Set-Up

4:00pm–5:00pm

Affiliate Pre-Meeting Sessions

5:00pm–7:00pm

Welcome Reception

ASCA + SAMBA 2026
kicks off with a Welcome
Reception in the exhibit hall,
with drinks, refreshments
and fun cash giveaways!

Thursday May 14

7:00am–8:00am

Attendee Breakfast

8:00am–9:00am

Breakout Sessions

9:10am–10:10am

Breakout Sessions

10:10am–11:10am

Exhibit Hall Morning Break

11:00am–12:30pm

General Session

12:30pm–2:00pm

Lunch & Learn Sessions

12:30pm–2:30pm

Exhibit Hall Luncheon

12:50pm–1:50pm

SAMBA Lunch Seminar Symposia

2:20pm–3:35pm

Breakout Sessions

3:35pm–3:45pm

Afternoon Snack Break

3:45pm–5:00pm

Breakout Sessions

5:00pm–7:00pm

Exhibit Hall Happy Hour
& SAMBA Moderated
Poster Session

The exhibit hall will remain
open on Thursday, May 14,
from 10am to 7pm to
accommodate any exhibitor
meetings or demos.

Friday May 15

6:15am–7:30am

Wellness Morning

7:30am–8:30am

Attendee Breakfast

7:30am–8:30am

SAMBA Breakfast Seminar
Symposia

8:00am–9:30am

Breakout Sessions

9:30am–11:30am

Exhibit Hall Morning Break

11:30am–12:50pm

Breakout Sessions

12:00pm–5:00pm

Exhibit Hall Tear-Down

12:50pm–2:00pm

ASC Celebration Luncheon

12:50pm–1:50pm

SAMBA Lunch Seminar
Symposia

2:10pm–3:25pm

Breakout Sessions

3:25pm–3:45pm

Afternoon Snack Break

3:45pm–5:00pm

Breakout Sessions

6:00pm–9:00pm

ASCA's Social Event

Saturday May 16

7:30am–8:30am

SAMBA Breakfast Seminar
Symposia



ASCA puts you face-to-face with the leaders shaping ambulatory surgery. The Complimentary Attendee Report and seamless logistics turned introductions into meaningful conversations. We left energized, informed, and confident in our ROI. Already planning for next year!"

—Steve Stuth, Head of Marketing, Whitman Partners

**ASCA + SAMBA 2026 offers
9 hours of dedicated,
uninterrupted expo hall
viewing time for attendees.**

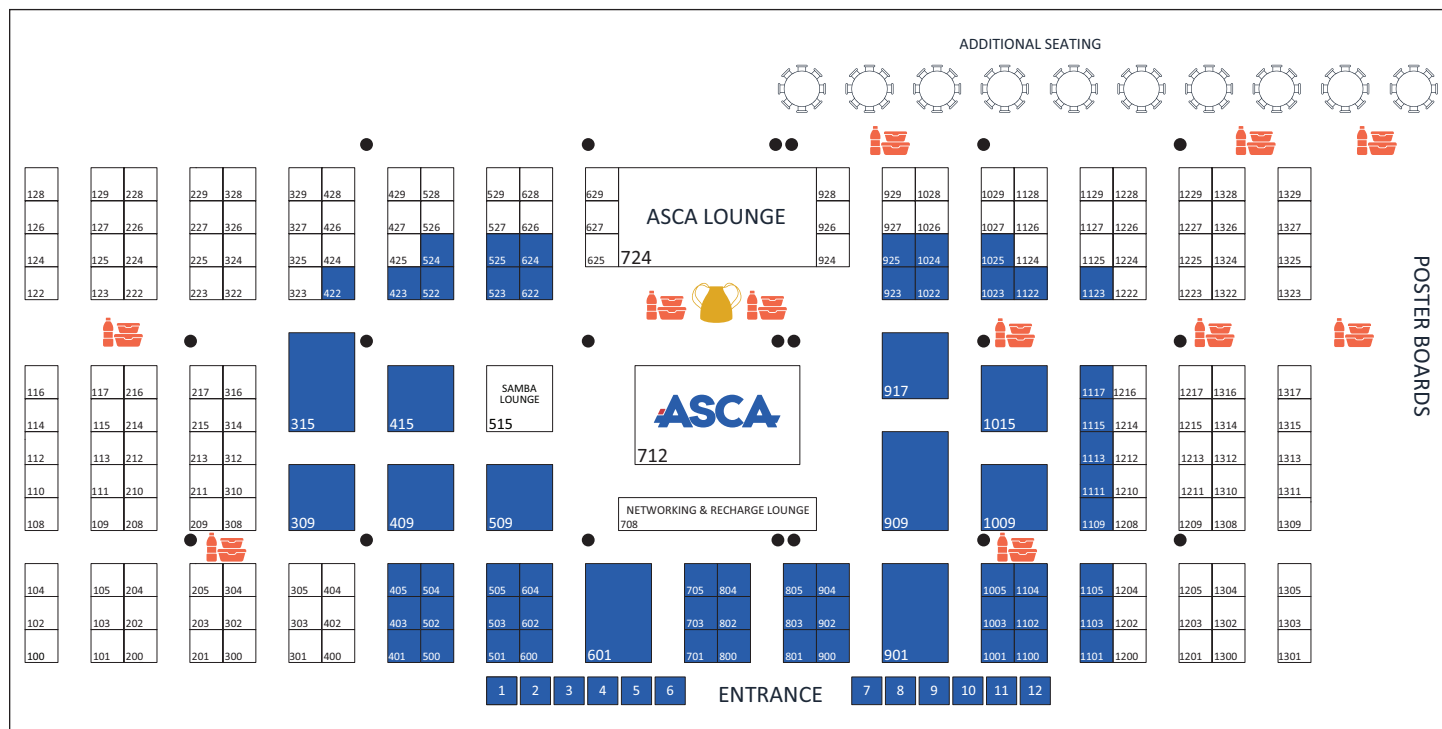


EXHIBIT HALL MAP & BOOTH PRICING

Showcase your products and services to potential customers from across the country! Exhibiting at ASCA + SAMBA 2026 is your chance to meet face-to-face with a qualified audience of ASC professionals.



View the ASCA + SAMBA 2026 Online Floor Plan for the latest availability: ascassociation.org/ASCA2026Expo



Blue booths are reserved for ASCA + SAMBA 2026 Sponsors/Annual ASC Focus Advertisers | Black circle ● indicates a pillar



Food and/or Beverage



Conference Swag Wall

EXHIBIT BOOTH PRICING

10' x 10'

Affiliate \$5,500

Non-Affiliate \$7,000

Includes: 4 Exhibitor Registrations

10' x 20'

Affiliate \$11,000

Non-Affiliate \$14,000

Includes: 8 Exhibitor Registrations

10' x 30'

Affiliate \$16,500

Non-Affiliate \$21,000

Includes: 12 Exhibitor Registrations

20' x 20'

Affiliate \$22,000

Non-Affiliate \$28,000

Includes: 16 Exhibitor Registrations

20' x 30'

Affiliate \$33,000

Non-Affiliate \$42,000

Includes: 24 Exhibitor Registrations

ASCA + SAMBA 2026 Sponsors earn additional Exhibitor Registrations, determined by the sponsorship level.

SPONSORSHIPS

Make a major impact at ASCA + SAMBA 2026 as a sponsor. With 6 sponsorship levels and 35 individual sponsorships to choose from, you decide exactly how big of a splash you make.

Sponsorship Benefits	Bronze \$7,500	Silver \$15,000	SAMBA \$12,500+	Gold \$30,000	Diamond \$35,000	Platinum \$40,000	Title \$45,000
Complimentary Exhibitor Registrations	1	2	2	4	6	8	10
Pre & Post Show Mailing List	✓	✓	✓	✓	✓	✓	✓
Inclusion in Exhibit Hall Bingo	✓	✓	✓	✓	✓	✓	✓
Access to Premier Booth Locations (Exhibit space sold separately)	✓	✓	✓	✓	✓	✓	✓
Listing on ASCA's Annual Website	✓	✓	✓	✓	✓	✓	✓
Tiered Recognition & Signage	✓	✓	✓	✓	✓	✓	✓
Digital Collateral Published in ASCA's Mobile App		✓	✓	✓	✓	✓	✓
3 Complimentary Attendee Registrations—for clients or customers outside of your organization		✓	✓	✓	✓	✓	✓
Invitations to the ASCA Board Meet & Greet/ SAMBA VIP Dinner			✓		✓	✓	✓
Complimentary <i>ASC Focus</i> Onsite Half Page Feature				✓	✓	✓	✓
Two Welcome Emails Introducing Our Top Sponsors				✓	✓	✓	✓
Welcome Signage						✓	✓
Recorded 'Welcome' Video that Kicks Off the Keynote Session							✓



Register for ASCA + SAMBA 2026! Fill out and submit the ASCA 2026 Application and Contract at ascassociation.org/ASCA2026App

Exclusive

TITLE SPONSORSHIP

\$45,000

Secure maximum visibility throughout the entirety of the conference and help us host the biggest ASC party of the year.

SOCIAL EVENT

Get ready to rewind and rock out at our 90s-themed party, featuring the incredible sounds of The White Ford Broncos! Our stunning waterfront venue is nestled on the banks of the Potomac River, offering the ideal setting for a night of nostalgic celebration overlooking the iconic Washington, D.C. skyline. Attendees will enjoy delicious food and refreshing beverages, groove to classic 90s hits and mingle with colleagues under the dazzling lights of the Capitol. It's the perfect opportunity to relive your favorite decade in style!

Your company will be front and center the entire night and promoted extensively in the lead up to the conference. Additionally, a member of your executive team will get to kick off the conference with a recorded video welcoming attendees to Washington, D.C., played prior to the Keynote Session.

DIAMOND 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 + SAMBA 2026 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 emails promoting the mobile app features and highlighted within the app through rotating advertisements.

DIGITAL MEDIA

Bridging the gap between ASCA's year-round digital media offerings and the Annual Conference & Expo, the Digital Media sponsor will help raise awareness for ASCA's Advancing Surgical Care Podcast, ASCA Audio Update and 2026 Webinar Series.

On top of cross-promotional branding onsite, you will also receive recognition and exclusive ad placements across all three digital offerings throughout the year.

SPONSOR

PLATINUM SPONSORSHIPS

\$40,000

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

EXHIBIT HALL EVENTS: WELCOME RECEPTION + HAPPY HOUR

We're thrilled to announce we're ramping up the fun and excitement in Washington D.C. for 2026! Following a Capital City theme, get ready for an emphasis on sophisticated sips and everyone's favorite gourmet bites — from artisanal sliders to international street food. This year's Exhibit Hall Events will kick off the Annual Conference & Expo on Wednesday. And if attendees needed another reason to join in on the fun, we are bringing back the cash giveaways, offering \$5,000 in prizes!

With branded commemorative cups, custom gourmet food carts, enhanced entertainment, and more, the co-sponsors of the Exhibit Hall Events will lead the way during the exhibit hall's busiest periods!



See the full list of sponsorship benefits by tier on page 7.



GOLD SPONSORSHIPS

\$30,000

Gain incredible exposure through ASCA Annual Conference & Expo staples.



LANYARDS + CONFERENCE GUIDE

Put your company's brand in the hands of every attendee with custom-printed badge lanyards. You pick the color, you approve the design and we make sure all of the attendees are wearing them onsite. Going further, with the addition of the Conference Guide you also help attendees navigate their conference experience.

OFFICIAL CONFERENCE HAT

Attendees have always loved the conference shirts, so this year we're adding to the fun. Now you can keep your company top of mind (literally) with the official conference hats! These branded caps will be a quality keepsake for attendees to bring home after the conference wraps up.

OFFICIAL CONFERENCE SHIRTS

One of our most popular giveaways is getting even better! After watching these shirts fly off the shelves over the years, we're helping you make an even bigger impact with high-quality material that will keep this year's shirt (and your branding!) in people's wardrobes long after the conference ends.

ASC CELEBRATION LUNCHEON

Show your support for the ASC industry as attendees gather for this annual sit-down luncheon. Located in a more formal dining setting outside the exhibit hall, you'll have the chance to address the attendees while they enjoy a meal between education sessions. Your company's name and logo will also be featured on custom-printed napkins and signage throughout the event.



NETWORKING & RECHARGE LOUNGE

Expand your footprint in the exhibit hall with the 600 square foot Networking & Recharge Lounge. Located in the center of the exhibit hall, parallel to the ASCA booth, this lounge will serve as a central location for attendees to gather and network. Utilize this space to host small meetings or to link up with current and potential clients. With your company's input and branding, this space will add to the experience and ambiance in the exhibit hall.

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. With improved quality and a long life after the conference, you can expect these Attendee Meeting Bags to turn into weekly grocery bags long after the conference ends.



See the full list of Gold Sponsorship benefits on page 7.

SILVER SPONSORSHIPS

\$15,000

Stay top of mind with conference swag and unique visibility opportunities.



HOTEL KEY CARDS

Reach attendees outside of the exhibit hall with fully customizable hotel key cards. Given to every attendee staying at the host hotel, you can guarantee that they see your branding and messaging multiple times a day.

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.

MASSAGE THERAPIST STATION

Provide a moment of relaxation for attendees in the exhibit hall with complimentary chair massages from professional massage therapists. Your company's branding will be prominently displayed within the massage area as well as in all promotional materials.

CUSTOM DRINKWARE

2 available

Whether you opt for tumblers, water bottles or something else entirely, these drinkware items will be branded with your company's logo. You will not only help keep attendees hydrated onsite but long after they leave Washington, DC, with drinkware that's built to last.

REGISTRATION & CHECK-IN KIOSKS

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.



MICROFIBER SCREEN WIPE

A real life-saver in today's digital age! From laptops to mobile phones and tablets, we're always fighting to keep our screens clean of those stubborn smudges. This fully customizable screen wipe will certainly be a hit—keeping your brand in front of attendees both on-site and long after the conference ends.

THURSDAY'S EXHIBIT HALL LUNCHEON

Help attendees stay fueled and focused by sponsoring the healthy buffet luncheon served Thursday afternoon in the exhibit hall. With signage and branding connected to the food and beverage carts, attendees will know that you are to thank.

WELLNESS MORNING

Co-Sponsorship

Yoga + Bootcamp + Outdoor Walk

Get the attendees up and moving with this year's Wellness Morning offering. Attendees will be able to select from one of three activities to jump start their day. As a co-sponsorship, both sponsors will be recognized both onsite and in all lead up promotional materials highlighting the Wellness Morning events.



See the full list of Silver Sponsorship benefits on page 7.

BRONZE SPONSORSHIPS

\$7,500

Boost your visibility with creative branding opportunities.



CARICATURE ARTIST

Add to the fun and excitement within the exhibit hall! The Caricature Artist will cleverly capture attendees, providing them with a memorable ASCA + SAMBA 2026 keepsake. As the sponsor, your brand will be reflected on all of the artwork and will be promoted in both the lead up to the conference and onsite.

SPECIALTY CARTS

Candy Cart
Bakery Cart
Popcorn Stand
Espresso Bar

1 available per sponsor

Provide attendees with the post-session pick-me-up they didn't know they needed! Strategically placed inside the exhibit hall, these branded Specialty Carts will be available between sessions on Thursday and Friday to deliver a fun treat.



See the full list of Bronze Sponsorship benefits on page 7.

EXHIBIT HALL BINGO

Get attendees moving around the exhibit hall as they work to complete their bingo cards by collecting stickers from participating exhibitors. By sponsoring this program your brand will be recognized on all bingo cards and you will be automatically included in the game, one of 35 participants. A dropbox for completed bingo cards will also be installed near your booth to help you attract even more attendees.

EXHIBITOR PREVIEW (DIGITAL PDF)

The 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!

PEDESTAL PRODUCT ENTRANCE DISPLAY

2 available

Create some buzz the moment attendees step foot inside the exhibit hall with 3 pedestals per sponsor installed right at the entrance! Attendees can't miss your product display and will be primed to learn more at your exhibit space.

INTERACTIVE PHOTO BOOTH

Help attendees capture fun memories at ASCA + SAMBA 2026 with an interactive photo booth. Decked out with fun masks and hats, the props always bring out the lighter side of attendees. Your brand will be displayed prominently on all images captured and on the photo booth display itself.

PING PONG

With over 9 hours of dedicated exhibit hall hours, there is plenty of time for fun in the exhibit hall. Your logo will be displayed on the ping pong tables within the exhibit hall, so attendees will know exactly who the fun exhibitor is! We will aim to place the ping pong table as close as possible to your exhibit booth.



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 + SAMBA 2026!

REACH 250+ AMBULATORY ANESTHESIA LEADERS

ASCA + SAMBA 2026 offers a unique opportunity to target anesthesiologists and CRNAs directly, as they join us for engaging educational sessions and lively discussions on advancing the practice of ambulatory surgery and anesthesia.

WHAT IS SAMBA?

SAMBA, the Society for Ambulatory Anesthesia, has a membership of over 800 physicians who actively practice ambulatory, office-based and non-operating room anesthesia, including:

- NORA Anesthesiologists
- Anesthesiologists at Freestanding ASCs
- Office-Based Anesthesiologists
- Private Practice Anesthesiologists
- Academic Ambulatory Anesthesiologists

Market your products and services to hundreds of key decision-makers in ambulatory anesthesia!



SAMBA SYMPOSIUM SPONSORSHIP

Hosting a Lunch or Breakfast Symposium provides you the opportunity to engage with attendees in a private setting. You choose the speaker and set the topic while we market your session to our vast membership, provide the meal, assigned education room and AV equipment to meet your standard presentation needs.

These engaging hour-long sessions will be added to the agenda and promoted before and during the conference. Interested attendees will join just as they would any other education session. Your logo will be included on all post-event emails sent to SAMBA attendees and your session will be included in event surveys.

Sponsorship also includes:

- 3 Additional Conference Registrations
- 3 Invitations to SAMBA's VIP Dinner on Saturday evening
- All the benefits and recognition of a Silver Sponsor (see page 7 for details)

2 Available | Lunch Seminar Symposia (Thursday or Friday):

\$15,000

2 Available | Breakfast Seminar Symposia (Friday or

Saturday): **\$12,500**



VISIBILITY ADD-ONS

Available to sponsors and exhibitors alike, these creative add-on opportunities will help you capture attendee attention throughout the conference area and beyond.



ONSITE SIGNAGE



PATHFINDERS

Direct attendees to your booth with floor graphics that feature your company and booth number.

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



METERBOARDS

Share a message with attendees as they come and go.

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

ADDITIONAL ONSITE SIGNAGE OPPORTUNITIES: reach out for details and pricing.

ASCA BOARD LUNCH MEET & GREET SPONSORSHIP

3 Available | This sponsorship includes two invitations to an 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**

AFFILIATE PRE-MEETING SESSION

5 Available to Current Affiliate Members | Engage with attendees before the conference officially begins by hosting a 60-Minute session on Wednesday afternoon. ASCA will provide a private education room equipped to meet standard AV needs, along with snacks and refreshments. You set the topic and select the speaker. **Title, description and slides are due 2/13.** **\$5,000**

LUNCH & LEARN SESSION

5 Available to ASCA + SAMBA 2026 Sponsors | Connect with attendees in a private setting by hosting a Lunch & Learn session on Thursday. You choose the speaker and set the topic. ASCA will provide lunch and an education room equipped to meet standard AV needs. Lunch & 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 education session. **Title, description and slides are due 2/13.** **\$4,500**

MAILING LIST RENTAL

The attendee mailing list is 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. Attendee email addresses are not included. **\$1,000**

ASC FOCUS ONSITE ISSUE

The May 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 Washington, DC, showcasing their logo and booth number.

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

EXHIBIT HALL BINGO

Drive even more attendees to your exhibit booth by participating in Exhibit Hall Bingo! Attendees will be incentivized to stop by your booth to collect a sticker to complete their bingo card. Attendees that complete their bingo cards will be entered to win one of three \$500 cash prizes. ASCA provides both the award prize money and all items needed to participate.

\$1,000 | Complimentary for all sponsors

EXHIBITOR GUIDE

What you need to know to get ready for ASCA + SAMBA 2026.

EXHIBITOR REGISTRATIONS

Your Exhibitor Registrations provide each member of your team with full access to the ASCA Annual Conference & Expo, including all education sessions. You will register each member of your team online before the conference. Each 10' x 10' exhibit booth comes with 4 Exhibitor Registrations, with additional registrations available for a fee.

EXHIBIT 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.

INTERNET CONNECTION

WiFi is available free of charge within guest rooms, public areas and convention spaces.



HOTEL INFORMATION

ASCA has secured discounted room rates for conference attendees and exhibitors at the Gaylord National Resort & Convention Center. For reservation information, visit ascassociation.org/annualconference.

KEY DEADLINES

October 10, 2025

Right of First Refusal
Deadline for
ASCA + SAMBA 2026
Sponsors

February 20, 2026

Lead Retrieval
Discount Deadline

March 13, 2026

Ad Materials Due
for Onsite Advertising

March 13, 2026

Booth Furnishings
Discount Deadline

April 8, 2026

Ad Materials Due
for *ASC Focus*—
ASCA + SAMBA 2026
Onsite Issue

April 13, 2026

Exhibitor Badge
Registration Deadline

April 13, 2026

Exhibit Hall Drawing Form
Submission Deadline

DISTRIBUTION DATES

March 31, 2026

Pre-Show Mailing List

April 13, 2026

ASCA + SAMBA 2026
Attendee Report

June 13, 2026

Post-Show Mailing List

Dates subject to change.

FURNISHING YOUR EXHIBIT BOOTH

All booths are unfurnished.
Each 10' x 10' space comes with:

- 8' back drapery
- 3' side drapery (suspended on aluminum piping and one 7" x 44" company identification sign)
- Carpeting is not included, nor are exhibitors mandated to carpet their booth space.

Furniture & Flooring Rentals

All furniture and flooring needs will be managed by Freeman. A sample Exhibitor Package from Freeman includes:

- 16 Oz. Classic Carpet—
10' x 10' Carpet = \$298
- 6'L x 24" W x 30" H
Draped Table = \$230
- 2 Limerick Chair =
\$97 each x 2 = \$194
- pricing available to exhibitors who place their order 30 days in advance of install



Submit your order form through the Exhibitor Service Kit, which can be found in the [Exhibitor Service Center](#). For additional assistance, please contact the Exhibitor Support Desk at (888) 508-5054.

ASCA AFFILIATE MEMBERSHIP

ASCA's Affiliate Membership is available to all companies that serve the ASC community. Starting with annual membership dues of \$975, a company is recognized as an ASCA Affiliate and receives the first tier of benefits. Companies can achieve higher Affiliate Membership status based on their annual advertising, exhibit and sponsorship spend with ASCA, with each additional tier offering added visibility and compounding benefits. ascassociation.org/affiliate

					
ASCA AFFILIATE BENEFITS	annual dues \$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.

OTHER ASCA EVENTS IN 2026

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.

Sponsorship: \$4,000 |
3 available per event

Additional sponsorship opportunities are available with ASCA throughout the year. Reach out to Chris Schriever at cschriever@ascassociation.org today to learn more about building a custom sponsorship program.

VIRTUAL FOCUS GROUPS

Engage directly with ASCA members in a private, small-group environment. Hosting a Virtual Focus Group gives you unparalleled access to members, buyers and key decision makers. Whether you're interested in getting real-time feedback on your services, or looking to deliver an interactive sales pitch, product demonstration or educational instruction, we'll help you design an experience that puts you in direct contact with a targeted group of ASC professionals.

HOW IT WORKS: ASCA handles all of the promotion to recruit attendees, then you handpick who you'd like to join. Once the focus group begins, you're in charge. You set the agenda, ask the questions and moderate the conversation.

Available Year-Round | \$5,000



NATIONAL ADVOCACY DAY

SEPTEMBER 2026 | WASHINGTON, DC

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



REGISTER FOR ASCA + SAMBA 2026!



Fill out and submit the
ASCA + SAMBA 2026 Application
and Contract at
ascassociation.org/ASCA2026App

ALSO INCLUDED— 3 Additional ASC Industry Resources

1 ASCA AFFILIATE MEMBERSHIP

Available to all companies that serve the ASC community, ASCA Affiliate Membership offers vendors valuable industry education, information and regulatory updates. See page 14 for details.

\$975

2 ASC QUALITY COLLABORATION SUPPORTER MEMBERSHIP

The ASC Quality Collaboration provides vendors the chance to collaborate with membership organizations and regulatory entities. This option is available to vendors and suppliers that offer solutions to ASCs.

Benefits

- + Annual Supporter Member Conference Call on Quality in the ASC Community
- + Recognition on the ASCQC Website
- + Use of the ASCQC Supporter logo

\$750

3 ASC DATA ANNUAL SUBSCRIPTION

ASCData
by BH SALES GROUP

Get the latest insights on the ASC industry with ASC Data. An annual subscription includes 4 quarterly data packages, each featuring the most up-to-date data on ambulatory surgery centers across the country.

\$4,500 for ASCA Affiliates