

## Meeting Exhibit and Promotion Opportunities

**A Unique Audience Will Come Together in Scottsdale, Arizona and San Francisco, California to Learn More About Your Company's Products and Services!** The attendees at this year's Annual and Mid Year Meetings will be comprised of owners and operators of ambulatory surgical facilities and experts who practice ambulatory anesthesia and pain management in settings from office-based to free-standing ASC's to tertiary care medical centers.

### The Following Products are Traditionally on Display at SAMBA Meetings:

- Airways
- Anesthesia Circuits
- Anesthesia Machines
- Anesthesia Monitoring Equipment
- Apnea Monitors
- Biting Services
- Capnograph Monitors
- Difficult Airway
- Management Devices
- Dopplers
- Electrodes
- Employment/Recruiting Services
- Endotracheal Tubes
- Epidurals
- Epiduroscopes
- Financial Services
- Infusion Pumps
- Intrathecal Pump Devices
- Intubation Fiberscopes
- Laryngoscopes
- Local Anesthesia Agents
- Narcotics
- Patient Warming Devices
- Peripheral Nerve Stimulators
- Point of Care Testing
- Practice Management
- Publishers
- Pulse Oximeters
- Regional Anesthesia
- Needles, Catheters, and Kits
- Simulation
- Temperature Monitors
- Ultrasound Equipment

### Join these leading companies who support and exhibit at SAMBA Meetings:

- Abbott Laboratories, Inc.
- Advance Surfaces
- Antraq, LLC
- Ambu, Inc.
- Anesthesia Business Consultants
- Anesthesia Healthcare Partners
- Anesthesiology News
- ARC Medical, Inc.
- Arizant Healthcare, Inc.
- Arrow International, Division of Teleflex Medical
- Aspect Medical Systems, Inc.
- Astra Pharmaceuticals
- Augustine Medical, Inc.
- B. Braun Medical
- Baxter Healthcare Corporation
- Cadwell Laboratories
- Cardinal Medical
- Cook Medical
- Covidien
- Datas, Onmeda
- Draeger Healthcare
- Eas
- Elsevier
- E-Surg
- GE Healthcare
- GlaxoSmithKline
- Hospira
- I-flow Corporation
- Inwega Pain Management
- Intersurgical, Inc.
- ION Healthcare
- King Systems Corporation
- Liberty Professional Billing
- Lippincott Williams & Wilkins
- LMA North America, Inc.
- Mallinckrodt
- MEDAC
- MedFin
- Merck and Co.
- Minrad International, Inc.
- North American Partners in Anesthesia
- Novartis Consumer Health, Inc.
- OBAMED Inc.
- On-Q C-bloc
- Organon USA Inc.
- Pajunk Medical Systems
- Pharmacia
- Philips Healthcare
- PPM Information Solutions
- Preferred Physicians Medical
- Prompote
- Roche Laboratories
- Rx Elite
- Sagent Pharma
- Saller Labs
- Seale
- Shareable Ink
- Smiths Medical
- Sonoma Inc.
- SonoSite, Inc.
- South Oakland Services, Inc.
- Stryker
- Veritron Medical
- Vital Signs, Inc.
- Woodside Biomedical
- ZARS

SAMBA members will be coming to meet with you and your sales representatives to learn how your company's products and services can help them to practice ambulatory anesthesia more safely and more economically, and to more efficiently track outcome data. These highly qualified professionals exert a broader influence on buying decisions than typical medical convention attendees.

The SAMBA Annual and Mid Year Meetings provides you with an excellent opportunity to meet more bona fide prospects in just a few short days than you would meet in weeks using more expensive, conventional sales techniques.

## 2013 SAMBA Mid Year Meeting

The SAMBA Mid Year Meeting is presented one day prior to the ASA Annual Meeting. Sponsors and Exhibitors enjoy the convenience of having staff and equipment already at the ASA Meeting, and for a nominal fee, can exchange dialogue with the decision makers of ambulatory and office-based surgery centers.



Friday, October 11, 2013 in San Francisco, California

### Mid Year Meeting Exhibitor - \$1,000

- Sign recognition at the meeting
- Recognition in the SAMBA program guide
- Access for up to 2 persons to the exhibit hall

### Mid Year Meeting Exhibit Hours:

(Times are approximate)

Friday, October 11, 2013

7:00 - 7:55 a.m. Breakfast with Exhibitors

9:45 - 10:00 a.m. Coffee Break with Exhibitors

2:00 - 2:15 p.m. Coffee Break with Exhibitors

\* additional access to each attendee for 3 hours during workshops

### Industry Sponsored Symposium - \$2,500

(Times are approximate)

Friday, October 11, 2013

7:00 - 8:00 a.m. Breakfast

### Topics from the 2012 SAMBA Mid Year Meeting included...

#### Panel Presentation 1

- Economic and Practice Management Issues in Setting Up a Fast Track High Throughput Ambulatory Center
- Fast Track Problem Patients - Obesity, OSA, and Chronic Pain
- Anesthetic Technique for Fast Tracking: State of the Art

#### Panel Presentation 2

- Delayed Discharge and Unanticipated Admission Rates
- Multimodal Pain Strategies for Faster Discharge

#### Lunch Lecture: The Company Model and Other Ambulatory Payment Issues

#### Panel Presentation 3

- Do Anesthesia Techniques Effect Cancer Outcomes?
- Alternative Post Discharge Arrangements

#### Panel Presentation 4

- Infectious Disease Issues for the ASC
- What's New in CMS Regulations
- Anesthetic Drug Shortages
- What Do I Do Now?



## Corporate Support and Promotion Opportunities

Increase Your Company's Visibility with These Additional Opportunities!

### Moderated Poster Discussion Sessions

Friday, April 12, 2013

Refreshments will be provided to attendees as they are led by moderators through the poster presentations covering the latest research and advances in ambulatory anesthesia. Two moderated poster sessions will be held on Friday, where attendees can earn Category 1 CME credits.

Annual Meeting: \$1,000

### Non-CME Related Support/Promotional Opportunities

#### Annual Business Meeting Luncheon

Friday, October 11, 2013

The luncheon presents an opportunity for attendees to network and discuss the day's learning experience as well as to receive an update on SAMBA programs and activities.

Mid Year Meeting: \$3,000

#### Welcome Reception

Thursday, April 11, 2013

This well-attended event provides your company with the opportunity to host the attendees as they unwind from a busy day of meetings. As the attendees mingle, they renew old acquaintances and make new ones.

Annual Meeting: \$5,000

#### Wine Pouring during Welcome Reception

Thursday, April 11, 2013

This is a great, affordable way to draw more attendees to your booth during the Welcome Reception in the Exhibit Hall on Thursday evening. Select a wine from our fabulous list and we'll provide you with five bottles of that wine to pour directly from your booth. We'll also provide you with everything you need to conduct the pouring. SAMBA will not be serving wine from the bar in the exhibit hall during the reception. Please contact John Enright at jenright@redshellogistics.com for information regarding wine selections. Sponsorships start at \$500 for five bottles of wine.

#### Program Guide

The Program Guide is a valuable resource distributed to attendees at registration and contains useful information about the meeting.

This exclusive opportunity will allow the sponsoring company to place a full-page, 4-color advertisement on the back cover of the program. For ACCME compliance, this program is a separate piece from the Syllabus.

Annual Meeting: \$3,000

Mid Year Meeting: \$1,000

#### Meeting Syllabus CD-Rom

This educational resource will be distributed to attendees and will contain useful information about the meeting and its events. This exclusive opportunity will allow the sponsoring company to place a full-page, 4-color advertisement in a file separate from the education material on the CD.

Annual Meeting: \$5,000

Mid Year Meeting: \$2,000

#### Meeting Bags

This sturdy tote bag with handle will feature the SAMBA logo on one side and the sponsoring company's logo on the other. (Product logos may not be used). It will be distributed to SAMBA attendees at registration. The bag will be 2-color. Additional charges apply for additional colors.

Annual Meeting: \$5,000

Mid Year Meeting: \$1,500

#### Meeting Lanyards

Placed conveniently in the registration area, attendees will pick up this easy-to-wear lanyard to hang their badge around their neck with your company's name and/or logo (1-color) prominently printed along the length of the lanyard.

Annual Meeting: \$1,500

Mid Year Meeting: \$750

#### E-mail Stations

Your company name will be at everyone's fingertips when you sponsor the E-mail stations, which are made available to all attendees during the meeting. There will be several computer stations located near the registration area of the meeting.

Annual Meeting: \$5,000

Mid Year Meeting: \$3,000

#### Hotel Drop

Reach all attendees at the Grand Hyatt San Antonio through a door drop. Create and print a promotional product featuring your company (product advertisement not allowed) and SAMBA will coordinate a door drop to all guests at the hotel.

Annual Meeting: \$750

#### Bag Placement

Reach all attendees by placing your promotional product (product advertisement not allowed) in each registrant's registration packet.

Annual Meeting: \$500

Mid Year Meeting: \$250

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## Corporate Support and Promotion Opportunities (cont.)

### Website [www.SAMBAhq.org](http://www.SAMBAhq.org)

Reach thousands of ambulatory and office based anesthesiologists through the Society's website, [www.sambahq.org](http://www.sambahq.org). Our website contains information for both practitioners and patients. The ENewsletter is used to draw viewers to the website. Select information contained in the website is directly distributed on Facebook and Twitter. SAMBA is currently developing applications for all smart phones. The mission is to provide information for physicians and the general public concerning anesthesia for patients undergoing outpatient surgery.

\$2,500

### Newsletter

SAMBA's newsletter, Ambulatory Anesthesia, is the premier print newsletter dedicated to ambulatory anesthesia. The Newsletter is published quarterly and sent to the membership. The January edition is sent to all ASA Active and Resident members in addition to the SAMBA membership. Take advantage of this opportunity by obtaining extra copies for additional distribution when your company sales people meet with physicians and other care providers.

\$750-\$1,000 (varied by ad sizes)

### ENewsletter

SAMBA's ENewsletter is distributed monthly to SAMBA's entire membership as well as others, including you, who can sign up. The ENewsletter includes information about recent studies related to anesthesia for ambulatory surgery, provides links to the web site about different questions practitioners might have concerning the practice of ambulatory anesthesia and informs the reader about upcoming activities that may be of interest to the reader. The ENewsletter is an excellent way to reach your target market with direct links to your website.

\$250



Please contact Nicole Bradle via email at [N.Bradle@asahq.org](mailto:N.Bradle@asahq.org) or via phone at (847) 825-5586 for information regarding any of the above items.