Support and Exhibition Prospectus

American Society of Regional Anesthesia and Pain Medicine
Advancing the Science and Practice of Regional Anesthesia and Pain Medicine

40th Annual Regional Anesthesiology and Acute Pain Medicine Meeting
May 14-16, 2015
Las Vegas, Nevada
Caesars Palace Hotel

www.asra.com
Dear Colleagues,

It is my great pleasure to invite you to participate in the 40th Annual Regional Anesthesiology and Acute Pain Medicine Meeting taking place in Las Vegas, Nevada on May 14-16, 2015. We are excited about this historic meeting, as it represents the 40th anniversary of the rebirth of our society in 1975. A special celebration event will be held on Saturday evening to mark the momentous occasion. You won’t want to miss it!

Medicine and anesthesiology have undergone dramatic changes in the past several years, both as a function of health care reform and physician led innovation. It is these changes that have inspired the meeting’s scientific program where cutting-edge knowledge and experience can be shared with world-renowned experts in the field of regional anesthesiology and pain medicine.

We believe that sustained learning is maximized when content is presented in a variety of formats that move beyond the standard didactic lecture. As such, we have streamlined the meeting to emphasize shorter presentations, experiential learning, simulation, and more attendee participation. You’ll choose from academic sessions that range from how to prosper in the era of the Affordable Care Act to the introduction of new alternatives for local anesthetics. Innovative formats include a completely open, audience driven session on the prescription opioid drug crisis. Another will be a first ever session where attendees submit videos addressing strategies for starting a regional anesthesia service.

We are excited to welcome back the highly acclaimed Stanford University simulation group to run critical simulation sessions on management of regional anesthesia emergencies, including local anesthetic toxicity. If you scan our workshop offerings, you will find world-class international faculty housed in some 31 sessions consisting of 4 comprehensive, 20 ask-the-experts, 5 hands-on, and 2 simulation workshops.

Other meeting highlights include Dr. Zeev Kain who will be speaking on how regional anesthesia and pain medicine fits into the perioperative surgical home model. Drs. Marcel Durieux and Daniel Sessler will be updating the community on cutting-edge research on the relationship between anesthetic techniques and cancer recurrence. Dr. Marc Huntoon from the ASRA journal Regional Anesthesia and Pain Medicine will moderate a session examining scenarios in which authors conduct themselves in ethically solid fashions; the opposite of the ethical violations addressed in the 2014 meeting in Chicago.

We look forward to welcoming you to the electrifying city of Las Vegas and are confident that this meeting will be a memorable experience for all.

With best wishes,

Brian Sites, MD
Chair, Scientific/Education Planning Committee
Joseph Neal, MD
President, ASRA
Julie Simper, CCMEP, CMP
Director of CME and Meetings
ASRA is making many of the changes that you’ve been asking for with new and exciting exhibit and promotional opportunities. Highlights for 2015 include:

- All meeting activities located in one location; with a central, larger exhibit hall
- Exhibition now opens at meeting commencement Thursday morning
- New exhibit hall activities including hospitality rooms, internet café, and ASRA chat room
- Additional promotional opportunities, including more non-CME promotional session times
- 40th anniversary celebration Saturday night at the Omnia nightclub rooftop terrace

1,000 plus participants expected.

Participant Demographics 2014

Top 16 State Breakdown

- California – 85
- Illinois – 79
- New York – 74
- Pennsylvania – 59
- Massachusetts – 41
- Texas – 33
- Wisconsin – 31

Meeting Statistics: Workplace

- University Hospital 51%
- Hospital 40%
- Private Practice 6%
- Other 3%
Participant Demographics 2014

Meeting Statistics: Expertise

- Clinical Practitioner: 65%
- Clinician Researcher: 5%
- Health Administrator: 4%
- Nurse/Healthcare Practitioner: 5%
- Student/Other: 2%
- Resident/Research Fellow: 18%

Meeting Statistics: Age

- Under 30: 12%
- 30-40: 43%
- 41-50: 20%
- 51-65: 23%
- 65+: 3%
Exhibition Information

Exhibit Floor Plan

Exhibition Hours (Subject To Change)

**ASRA Preliminary Exhibit Floor Plan Subject to Change**

**Exhibition and Support Contacts**

Jack Edelman  
ASRA Account Executive  
Email: jack.edelman@ajj.com  
Phone: 856-256-2313

Rick Gabler  
National Sales Manager  
Email: rick.gabler@ajj.com  
Phone: 856-256-2314

Sharon Hampton  
Marketing Coordinator  
Email: sharon.hampton@ajj.com  
Phone: 856-256-2432

Anthony J Jannetti, Inc.  
East Holly Avenue, Box 56  
Pitman, NJ 08071-0056

Meeting Venue  
Caesars Palace Hotel  
3570 Las Vegas Boulevard South  
Las Vegas, NV 89109  
Phone: 866-227-5938

Exhibit Hall  
Forum Ballroom  
Salons 9, 10, 11 & 25

Tuesday, May 12  
2:00 - 5:00 pm  Exhibitor Set up

Wednesday May 13  
8:00 - 5:00 pm  Exhibitor Set up

Thursday, May 14  
7:00 - 8:15 am  Exhibit Hall Open - Breakfast 7:00 - 7:45 am  
9:15 - 10:15 am  Exhibit Hall Open - Morning Break 9:30 - 10:00 am  
3:15 - 4:45 pm  Exhibit Hall Open - Afternoon Break 3:30 - 4:30 pm  
5:45 - 7:45 pm  Exhibit Hall Open - Wine & Bubbly Reception 6 - 7:30 pm

Friday, May 15  
7:15 - 8:15 am  Exhibit Hall Open - Breakfast 7:30 - 8:00 am  
9:15 - 10:45 am  Exhibit Hall Open - Morning Break 9:30 - 10:30 am  
2:45 - 4:15 pm  Exhibit Hall Open - Afternoon Break 3:00 - 4:00 pm

Saturday, May 16  
7:15 - 8:15 am  Exhibit Hall Open - Breakfast 7:30 - 8:00 am  
9:15 - 10:30 am  Exhibit Hall Open - Morning Break 9:30 - 10:15 am  
10:45 - 4:00 pm  Dismantle
Exhibition Information

Booth Prices (Including Pipes And Drapes)

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
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<tbody>
<tr>
<td>10’ x 10’</td>
<td>$3,100</td>
</tr>
<tr>
<td>10’ x 20’</td>
<td>$6,200</td>
</tr>
<tr>
<td>20’ x 20’</td>
<td>$12,400</td>
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</tbody>
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Booth Prices Include:

- An identification sign
- Pipes and drapes
- The following furniture:
  - One 6’ draped table
  - Two chairs
  - One wastebasket
- Access to main sessions *
- Registration list (no emails are included)
- General cleaning of aisles
- Listing in the program guide
- Basic electricity (up to 20 amps)
- 100 word company / product profile in the program guide

If you are not interested in making use of the pipes and drapes or the furniture, please indicate that on the booking form.

Exhibitor Personnel Registration *

- Companies paying the exhibit fee will receive a predetermined number of exhibitor badges, depending on the size of booth space purchased, as detailed below
- Exhibitors are allowed to attend main meeting sessions at no charge; (priority seating to paid participants); standard registration fees must be paid for participation in PBLD’s, workshops, special events, etc.
- In order to receive CME credit, the company representative must register as a learner and pay the appropriate fees
- Absolutely no promotional activities or conversations will be permitted in the educational rooms immediately prior to, during, or after a CME session

All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name and their name if they choose.

- Two (2) exhibitor badges will be given for 10’ X 10’ booth
- Three (3) exhibitor badges will be given for 10’ X 20’ booth
- Four (4) exhibitor badges will be given for 20’ X 20’ booth
- 1 additional exhibitor badge for every 100 square feet booked thereafter

Exhibitors’ Technical Manual

An exhibitors’ technical manual outlining all technical aspects of exhibiting will be circulated 2-3 months prior to the meeting. It will include the following:

- Technical details about the venue
- Final exhibition details and information
- Contractor details
- Services available to exhibitors and order forms

Hotel Reservations

What is the room rate for the hotel?
ASRA has secured the exceptionally reduced rate of $209 for deluxe sleeping rooms located in the towers nearest the meeting space. Book early as the ASRA room rate is hundreds of dollars cheaper than standard rates. The block will fill quickly and the rate is only available until Saturday, April 11, 2015.

How do I make my own hotel reservations?
To book your room online at the ASRA reduced rate, please visit https://aws.passkey.com/g/28808220
or
Call Caesars Palace at 1-866-227-5944 (mention ASRA and/or meeting code SCASR5).

Exhibition Terms & Conditions

The Terms and Conditions of exhibiting are included in this prospectus. Please note that signing of the support and exhibition booking form indicates acceptance of these terms and conditions. The exhibition booking form will be held as a valid liable contract, by which both parties will be bound.
Marketing Opportunities

There will be a number of opportunities for companies to promote their products/services during the ASRA meetings. Companies wishing to hold industry meetings greater than 20 participants must work through ASRA.

All supporting companies will be recognized in the following locations:
ASRA’s meeting website — Onsite signage — Printed meeting materials — Mobile App

Industry Organized Non-CME Promotional Session

- Any educational session directly influenced, organized, or financed by industry will be considered an industry organized Non-CME promotional session
- Separate times for promotional sessions (not competing with educational sessions) will be made available
- These promotional activities will not offer CME credit (by ASRA or another provider)
- The content outline and speaker selection must be submitted to ASRA for approval (by the Scientific/Education Planning Committee) two months prior to the activity
- Industry supported promotional sessions will be clearly indicated in the meeting timetable/program as: “Non-CME promotional session organized by…” (the term “sponsored” is not to be used)
- Promotional/marketing materials created by the company must include:
  - “Non-CME promotional session organized by: company name”
  - “The American Society of Regional Anesthesia and Pain Medicine (ASRA) has provided space for this Non-CME promotional session. The program was independently produced, not subject to review by ASRA, and is not part of the scientific/educational program offered by ASRA.”
  - Session timeslots approved as outlined
  - Pre-meeting registration mailing list 30 days prior (on or before April 14, 2015)
  - Pre-meeting designated mail shot for the Non-CME promotional session. The pre-meeting mail shot will be sent by ASRA on the industry supporter’s behalf and will include all Non-CME promotional session information
  - Session hall with standard A/V set (including but not limited to screen, projector, podium, microphone, house sound) for presentation (additional requests at the expense of the supporter).
  - Delegate bag insert for session invitation (invitation provided by supporter and subject to approval)

Industry Organized Non-CME Promotional Session Time Slots

PLENARY Sessions – There will not be any sessions competing with the following time slots. Light breakfast included.
- Friday, May 15, 7:00-7:45 am (plenary) - $18,000
- Saturday, May 16, 7:00-7:45 am (plenary) - $18,000

There are only two available – Book Early!

PARALLEL Lunch or Dinner Sessions – Concurrent with another Non-CME session. Does not include food and beverage, which can be arranged directly with the venue.
- Friday, May 15, 12:15-1:15 pm (parallel x 2) - $18,000 each
- Friday, May 15, 6:00-7:00 pm (parallel x 2) - $16,000 each

Slight schedule changes may occur with the times listed above.

40th Anniversary Celebration Industry Support Package $2,000

Saturday night, May 16, 2015, at the Omnia nightclub.
- 3 complementary tickets to the 40th Anniversary Celebration ($600 value)
- Logo on signage and in program guide

Exhibitors may purchase additional tickets at $200 each.

Meeting Lanyards $6,500
- Logo on lanyard distributed to all participants

Internet Café/ASRA Chat Room $7,500

There will be an internet café equipped with workstations in the exhibit hall where attendees may check emails, chat and network with ASRA attendees.
- Display company logo on screen saver and background
- Chat room branded with company’s recognition of support
Marketing Opportunities

Meeting Bags
$9,500
ASRA will provide the participants’ meeting bags.
• Company logo will appear on each participant’s bag

Charging Stations
$7,500 for both or individually $4,000 each
Mobile device charging stations have rapidly become a “must have” utility at all conferences, trade shows and exhibitions and ASRA will feature two in exhibition hall. Have them branded with your company logo.

Two units are available for support
• High top table – 42” high
• 12 open bay charging cords
• 4 outlets to charge laptops
• Cords protected under glass
• Spill proof rim
• Several areas for branding

Free Standing Meter Board Sign
$1,500 per Meter Board (limited supporters)
Free standing meter board signs are an effective, affordable way to communicate with ASRA attendees. These two-sided meter boards display your artwork in high traffic areas within the exhibit hall and ASRA convention space which can carry your corporate logo and booth number.

Floor Decals
$1,750 for (5) Decals (limited to 3 supporters)
Floor decals are a great way to drive traffic to your exhibit booth providing recognition, and distinguishing your company from your competitors. Decals will be placed throughout the convention space (approved areas) in the ASRA convention space. Decals are approximately 24” H x 24” W (live area for artwork is approximately 18”x18”). Approval from venue and artwork required.

Table Tent Advertising
$1,250 for (5) Table Tents (front & back)
Table tent advertising in the ASRA networking areas within the exhibit hall provides great exposure in busy gathering areas seen by hundreds of attendees each day.

Notepads And Pens
$3,500 + Notepads And Pens (to be provided in kind)
Supporter will provide notepads and pens for distribution.
• Branded notepads and pens will be provided to all participants in the meeting bag

Hospitality Suites/Meeting Rooms
Price Depending On The Size Of The Room
An opportunity to have a room on the show floor or rent room at the venue that will be used as a hospitality suite. The supporting company will be able to host and entertain its guests throughout the event. Companies will have the option to order catering at an additional cost.
• Opportunity to brand the hospitality suite
• Acknowledgement on directional signage outside suite

Wine/Champagne Pour - Networking Reception
$800/5 Bottles or $1,500/10 Bottles
Five or ten bottles of wine/champagne are selected from a predetermined wine list to be served during the networking reception on Thursday, May 14, 2015. The wine/champagne is served from your exhibit during the networking reception.
• Includes company listing and booth location on a wine/champagne pour menu distributed to all participants during the networking reception

Promotional Material Distribution
$1,750
Inclusion of promotional material, such as a flyer, in the participants’ meeting bags. Please note that the material must be provided by supporter and must be approved by ASRA.
* The distribution arrangement for session invitations and promotional inserts may change. Companies will be advised accordingly.

Program Guide Advertisements
The printed program guide will be distributed to all attendees in Las Vegas. It contains useful information about the meeting and its events. This opportunity allows you to place four color advertisements. Rates are net non-commissionable.

<table>
<thead>
<tr>
<th>Type</th>
<th>Back Page</th>
<th>Inside Back</th>
<th>Run of Book Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Guide</td>
<td>$4,000</td>
<td>$3,000</td>
<td>$2,250</td>
</tr>
</tbody>
</table>

All supporting companies will be recognized in the following locations:
ASRA’s meeting website — Onsite signage — Printed meeting materials — Mobile App
General Information

Contracts & Confirmation

Supporters
Once a support booking form is received, a contract will be sent to you for signature with an accompanying invoice. This contract should be signed and returned with a 60% deposit payment. Upon receipt of the support booking form, ASRA will reserve the items listed in it. Completion of the support booking form by the supporter shall be considered as a commitment to purchase the items.

Exhibitors
Once an exhibition booking form is received, a confirmation of exhibition will be mailed to you with an accompanying invoice.

Support Terms & Conditions
Terms and conditions of support are included in this prospectus and will be included in the support agreement.

Payment Information

Terms of Payment for Supporters/Exhibitors
100% upon receipt of the support/booking form and first invoice.

All payments must be received before the start date of the meeting. Should the supporter/exhibitor fail to complete payments prior to the commencement of the meeting, ASRA will be entitled to cancel the reservation and cancellation will be subject to cancellation fees as outlined in the prospectus.

Payment Methods

OPTION 1: Payment by check
Please make checks payable to: American Society of Regional Anesthesia and Pain Medicine

Regular Mail to:
American Society of Regional Anesthesia and Pain Medicine
East Holly Ave, Box 56, Pitman, NJ 08071

Overnight Delivery:
American Society of Regional Anesthesia and Pain Medicine
200 East Holly Ave, Sewell, NJ 08080

OPTION 2: Payment by credit card
In order to pay by credit card, please fill out the credit card authorization form in the prospectus.

Cancellation/Modification Policy
All payments, cancellations and/or reductions in space must be sent in writing to Jack Edelman at jack.edelman@ajj.com

ASRA shall retain:
- 25% if the cancellation/modification is made before January 30, 2015
- 50% if the cancellation/modification is made between January 30 - February 27, 2015
- 100% if the cancellation/modification is made after February 27, 2015

2014 Exhibitors

1st Providers Choice
AcelRx
Aeon Clinical Laboratories
Alleva
Ambu
Analogic Ultrasound
Anesthesia Innovation & Management
Anesthesiology News (McMahon Publishing)
B.Braun Medical Inc.
Cadence
Carolina Liquid Chemistries Corp
CIVCO Medical Solutions
Complete Medical Services
CTSS/TOMR2Development
Cumberland Pharmaceuticals, Inc.
Durect
ENSr Medical, Inc.
eZono AG
Fujifilm Sonosite
Fukuda Denshi
GE
Havel’s, Inc.
I-Flow, LLC - a Kimberly-Clark Health Care Company
InfuSystem
Medex Research
Mindray
North American Spine Society
Pacira Pharmaceuticals
Pajunk Medical Systems, LP
PharMEDium
Quest Diagnostics
Safersonic
Shareable Ink
Smiths Medical
Summit Medical Products, Inc.
Teleflex
Terason
The American Board of Anesthesiology
Touch of Life Technologies
Wolters Kluwer Health
XenoPort, Inc.
CME Policies on Separation of Promotional from Educational Activities

Exhibit and Promotional Activity Fees Shall be Separate and Distinct From Commercial Support

- Complimentary exhibit and/or promotional activities will not be provided to those companies providing commercial support (educational grants or in-kind support)
- A separate and distinct fee must be paid for exhibit space or other promotional activities during the activity for which support was provided

Separation of Promotional Activities from the Physical Space and Place of the Educational Activity

- Absolutely no promotional activities will be permitted in the same room immediately prior to, during, or after a CME activity
- Exhibit materials must be in a room or area separate from the education and the exhibits must not interfere, or in any way, compete with the learning experience
- All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor’s space only; canvassing or distributing promotional materials outside the exhibitor’s rented exhibit space is not permitted
- Specific times are established for exhibit viewing and/or other promotional activities (including industry supported satellite symposia)
- Food and beverage may be served by ASRA in the exhibit hall in order to encourage interactions between attendees and exhibiting companies

Separation of Promotional Activities from the Educational Course Materials

- ASRA does not include any product promotional information in its educational materials that are used to support learning during a CME activity (copies of slides, handouts, abstracts, etc.)
- Exceptions to this include:
  - The required commercial support disclosure (company name only, no trade names or product group messages)
  - Logistical information such as the time/location of industry organized promotional sessions, exhibitor listing, etc.
- Promotional information is only allowed in logistical support materials (printed program guide, tote bag, etc.). Promotional materials in the program guide will be grouped in a section in the back of the program. All such materials must be distributed outside the educational meeting room

Non-CME Promotional Session Guidelines

- Any educational session directly influenced, organized, or financed by industry will be considered an industry organized Non-CME promotional session
- Separate times for promotional sessions (not competing with educational sessions) will be made available
- These promotional activities will not offer CME credit (by ASRA or another provider)
- The content outline and speaker selection must be submitted to ASRA for approval (by the Scientific/Education Planning Committee) two months prior to the activity
- Industry supported promotional sessions will be clearly indicated in the meeting timetable/program as: “Non-CME promotional session organized by…” (the term “sponsored” is not to be used)
- Promotional/marketing materials created by the company must include:
  - “Non-CME Promotional Session organized by: Company ABC”
  - “The American Society of Regional Anesthesia and Pain Medicine (ASRA) has provided space for this Non-CME promotional session. The program was independently produced, not subject to review by ASRA, and is not part of the scientific/educational program offered by ASRA.”

Company Representative Session Attendance Guidelines

- Commercial Support (grants and/or in-kind):
  - Complimentary registrations will not be provided to those companies providing commercial support; a separate and distinct fee must be paid for attendance during the activity for which commercial support was provided
- Exhibition and Promotional Support:
  - Companies paying the exhibit fee will receive a predetermined number of exhibitor badges, depending on the size of booth space purchased
  - Exhibitors are allowed to attend the main meeting sessions at no charge (priority seating to paid participants); standard registration fees must be paid for participation in PBLD’s, workshops, special events, etc.
  - In order to receive CME credit, the company representative must register as a learner and pay the appropriate fees
CME Policy

CME Policies on Separation of Promotional from Educational Activities

- Absolutely no promotional activities or conversations will be permitted in the educational rooms immediately prior to, during, or after a CME session
  
- **In-Kind Technical Support:**
    
    - In-kind support is sought from multiple companies, except when other equal but competing products or services are not available, therefore, therefore representatives from multiple companies will participate
    
    - A limited number of technical support badges will be provided for those companies providing support in-kind, requiring representatives to demonstrate the operational aspects or ensure proper functioning of a device
    
    - Participation is managed in strict compliance with the ACCME's Accreditation Criteria and Standards for Commercial Support
  
  1. ASRA is responsible for all decisions regarding the educational elements (planning, content, faculty selection, presentation, evaluation, etc.). Industry representatives in no way influence any portion of the CME activity; including how the in-kind support will be used or allocated to the educational sessions.
  
  2. Industry employees shall be easily identifiable by their company and meeting badges.
  
  3. The industry representative shall only contribute technical information about the use of the equipment.
  
  4. The industry representative shall NOT expand their input into areas of clinical medicine, e.g.:
     - No indications for use
     - No comparisons between competing products
     - No comparisons between the device, invasive surgery, and/or medical treatment

  5. ASRA's faculty and staff provide strict supervision to ensure proper professional behavior by industry representatives.

  6. ASRA reserves the right to physically limit the technician's access to the educational setting; requesting the technician's participation only when questions arise or further assistance is needed.

**Commercial Interest May Not Be the Agent Providing Access to the CME Activity**

- ASRA never uses a commercial interest as the agent providing a CME activity to learners (distribution of self-study CME activities or arranging for electronic access to CME activities)

- ASRA may provide a commercial interest with a limited number of brochures for audience generation only, but this is never the sole marketing method (others include direct mail, email promotions, etc.)

**Onsite Monitoring**

The separation of promotional materials and activities from the educational arena is strictly enforced throughout the activity by ASRA's onsite staff.
The American Society of Regional Anesthesia and Pain Medicine (ASRA) is the largest subspecialty medical society in anesthesiology. It is our vision to be the leader in regional anesthesia and acute and chronic pain medicine through innovations in education and research. Our mission is to advance the science and practice of regional anesthesia and pain medicine. We do that by addressing the clinical and professional educational needs of physicians and scientists; ensuring excellence in patient care utilizing regional anesthesia and pain medicine; and investigating the scientific basis of the specialty.

The American Society of Regional Anesthesia was founded on August 2, 1923. The Society was reborn in 1975. ASRA is the largest subspecialty society in anesthesiology. There are approximately 4,000 members, including physicians and scientists and a rich international distribution.

- Education – in regional anesthesia and pain management
- Research – in regional anesthesia and pain management
- Pain Medicine – grounded in continuing education and quality scientific research

The symbols or icons merely expand upon the mission and emphasize the historical developments of regional anesthesia and control of pain

- Poppy Pods – are a reminder of the unique role of opium and its alkaloids for the control of acute and chronic pain
- Open Books – represent the recording of scientific knowledge and dissemination of the critiqued information to the medical community
- Syringe – symbolizes technical aspects of the practice of regional anesthesia and pain management
  - The finger rings emphasize the need for exquisite control and safety

The logo of the American Society of Regional Anesthesia and Pain Medicine depicts the core of the Society’s mission and includes features that embellish the essence of that mission in a symbolic way. The Triangle – represents the three interconnected functions of the Society:

The overall shape of the Logo is in the form of the point of a needle, representing another essential tool for regional anesthesia, and the diamond shape dimensions emphasize precision and durable quality.

National Office

American Society of Regional Anesthesia and Pain Medicine

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