



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



## **Support and Exhibition Prospectus**

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# **42nd Annual Regional Anesthesiology & Acute Pain Medicine Meeting**

April 6-8, 2017

Marriott Marquis, San Francisco, California

[www.asra.com](http://www.asra.com)

# Dear Colleagues,

Welcome to the 42<sup>nd</sup> Annual Regional Anesthesiology and Acute Pain Medicine Meeting taking place April 6-8, 2017 in eclectic San Francisco, California! Our program this year was designed from the ground-up, with the help of your input and in response to the changing demands of our evolving specialty. There is something for everyone: experts, novices, clinicians, and administrators. **From PEC blocks to PoCUS, from practice management to cannabinoid pharmacotherapy, we have broadened our scope and sharpened our focus on what matters most** to provide you with the necessary tools to succeed in the current healthcare environment.

So, what's different? A fancier axillary block or another way to numb the ankle? We have moved beyond the technical aspects of our specialty to train you as acute pain leaders. Our **Practice Management Portfolio** will teach you how to develop, manage, and grow your acute pain practice by **mastering CMS compliance and maximizing reimbursement**. What's the point of learning new blocks if you can't bill for them later? How can you negotiate contract terms if you don't understand the economics of the service you want to provide?

To complement the business side, we have broadened our technical scope to include **bedside point-of-care ultrasonography (PoCUS)** and increased our course offerings in advanced block techniques. The visionaries who first described the **PEC, serratus plane, iPACK, quadratum lumborum, and transverse oblique lumbar plexus blocks** were invited as faculty for our workshops. In order to maximize your exposure and learning, all sessions are more interactive than ever.

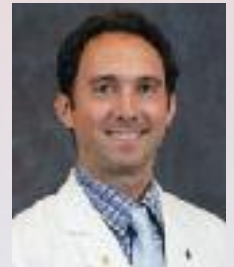
Finally, we have also incorporated **more chronic pain medical management sessions** in response to our growing role as inpatient pain physicians and key players in **ERAS models (enhanced recovery after surgery)**. **From methadone pharmacotherapy to major joint clinical pathways**, you will learn what it takes to succeed as a holistic perioperative pain expert.

If you only attend one meeting this year, make it this one. Get all the training, MOCA 2.0 CME's, and networking you need in one event at a **beautiful venue**, in an **exciting city**, and with on-site wine tastings to experience some of the local wine country flavors.

Kind regards,



Andres Missair, MD, EDRA  
Chair, Scientific/Education Planning  
Committee 2017



**1,012+** participants expected  
in San Francisco, CA!

# NEW ENHANCEMENTS FOR

## ASRA's 2017 Meetings!

### ASRA now accepts industry supported Non-CME ancillary events

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ASRA has established that Industry Supported Non-CME Ancillary Events can take place in conjunction with the 42<sup>nd</sup> Annual Regional Anesthesiology and Acute Pain Medicine Meeting. These sessions are designated as ancillary events and will be charged a one-time access fee per time slot.

(See page 11 for details)

### Exclusive Meeting Sponsorship Packages

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These truly “Exclusive” Meeting sponsorship packages provide incredible visibility, branding, recognition and outstanding value to our supporters. Only one sponsor will be accepted at each level of support: Platinum, Gold, Silver & Bronze.

*Support Packages Include:*

- Exhibit Space
- Ancillary Event Fees
- Recognition Floor Decals (in front of your exhibit booth)
- Full Meeting Registrations (for company employees)
- Wine/Bubbly Pour Sponsorship
- Saturday Night Celebration Sponsorship
- WiFi/Internet Cafe Sponsorship
- Mobile App Sponsorship

Each support package has been designed to provide exceptional value and savings. See which package meets your marketing needs. (See page 8 for details)

### Exhibit Hall Grand Opening

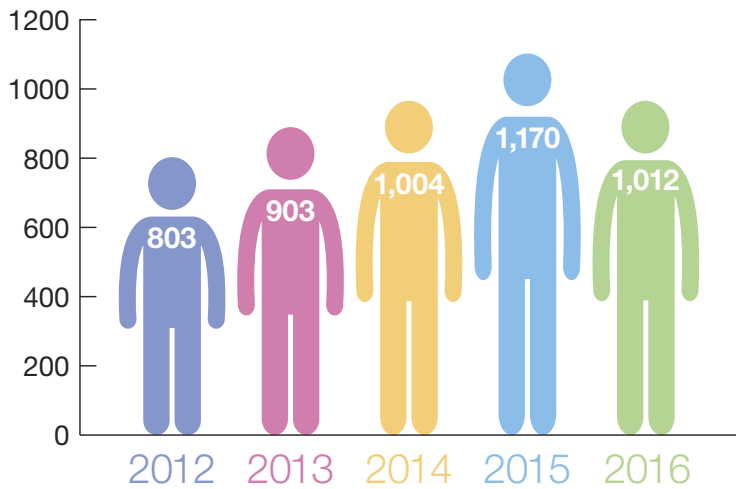
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Based on your feedback, the exhibition now opens Thursday early evening with our Wine and Bubbly Networking Reception! Always an attendee favorite as participants get their first chance to visit exhibits. The Wine/Bubbly Pour is a great way to attract attendees to your booth. Your pre-selected bottles of wine/bubbly are served from your exhibit during the networking reception ensuring great traffic flow. (See page 10 for details)



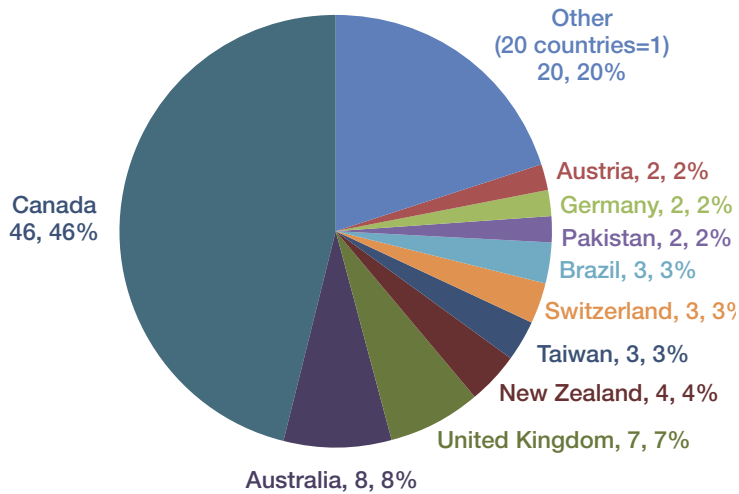
# PARTICIPANT DEMOGRAPHICS

## Meeting Attendance



## Meeting Statistics

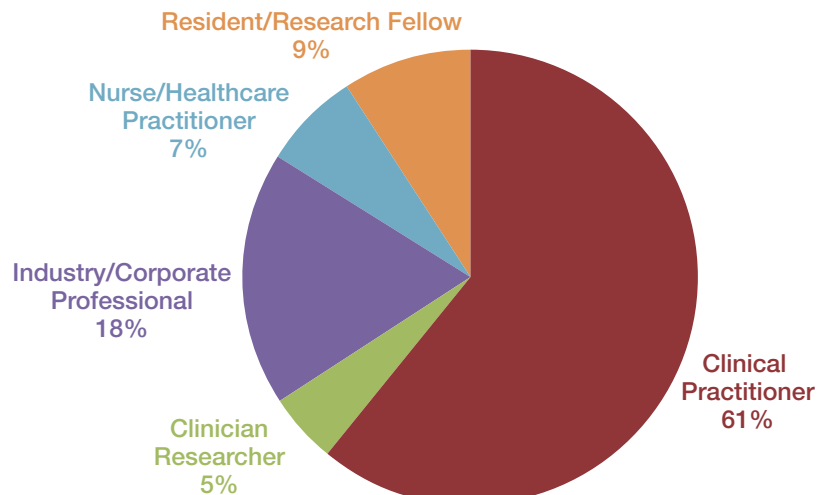
International Attendance



Country

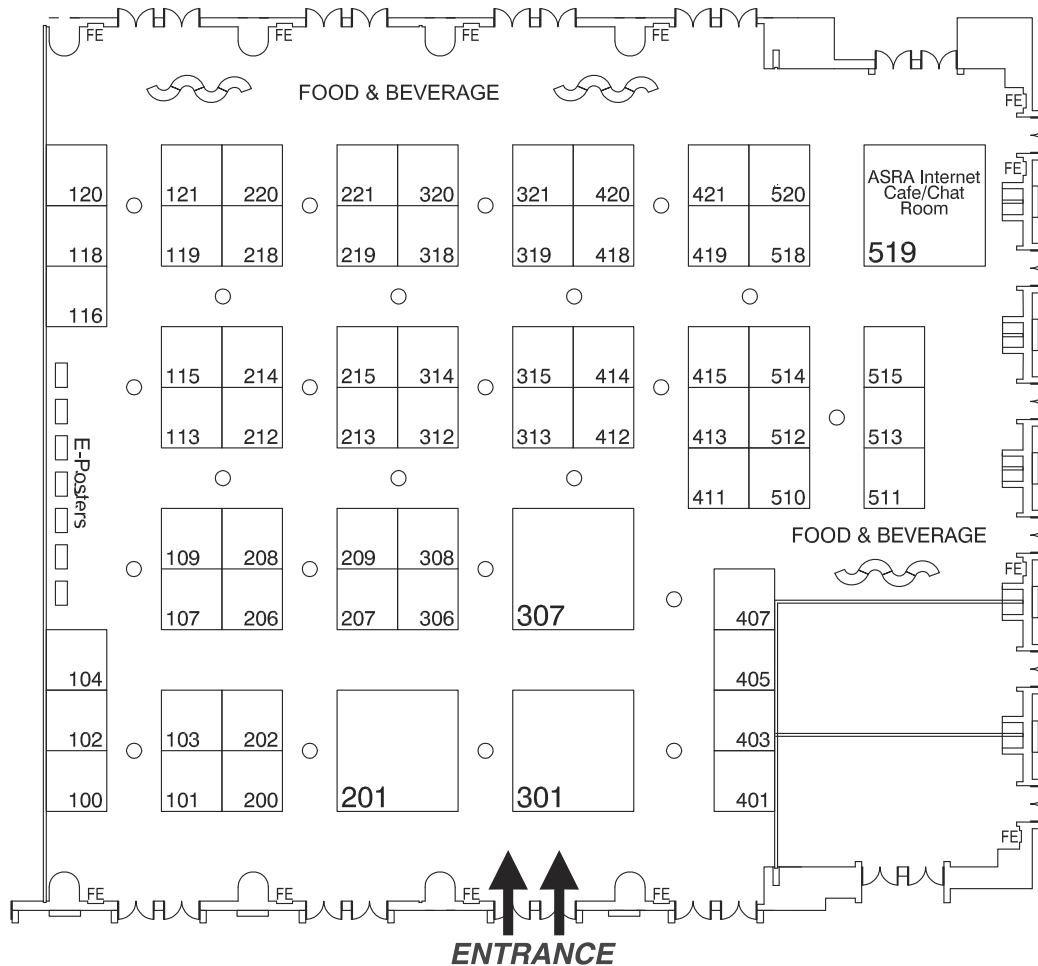


## Participants: Professional Role



# EXHIBITION INFORMATION

## Exhibit Floor Plan



## 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

**Heidi Perret**  
**Marketing Coordinator**  
 Email: heidi.perret@ajj.com  
 Phone: 856-256-2375

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

## Meeting Venue

**Marriott Marquis San Francisco**  
 780 Mission Street  
 San Francisco, CA 94103

**Exhibit Hall**  
 Yerba Buena Ballroom

## Exhibition Hours (Subject To Change)

### Wednesday, April 5

3:00 pm Island Set up

### Thursday, April 6

8:00 - 4:00 pm Exhibitor Set up

5:00 - 6:30 pm **Exhibit Hall Open** - Wine & Bubbly Reception

### Friday, April 7

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

3:15 - 4:30 pm **Exhibit Hall Open** - Afternoon Break 3:30 - 4:15 pm

### Saturday, April 8

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

11:00 - 4:00 pm Dismantle

# EXHIBIT INFORMATION

## Booth Prices (Including Pipes and Drapes)

10' x 10' Inline Booth . . . . .	\$3,300
10' x 10' Corner Booth . . . . .	\$3,400
Island Booth Space . . . . .	\$33.00 (per net square feet)

## 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
- 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.*

*All electrical requirements are the exhibitors responsibility.*

## Assignment of Space/Priority Points System

Priority for space assignment is based on points awarded via official ASRA Guidelines for Assignment of Space. To benefit from the points system, the application for exhibit space must be received before December 1, 2016. Space will then be assigned on a priority points basis. Exhibitors will receive confirmation of space the week of January 9, 2017.

Applications received after January 9, 2017 will be assigned on a space-available basis in order of date received. ASRA reserves the right to assign the next best substitute space when the requested space is not available. Because it is not always possible to contact each company for new selections of space, please do not concentrate all choices in one area of the exhibit hall. Applications can be made by e-mail, mail, express service, or fax. No assignments will be made without a deposit check.

## How to Earn ASRA Priority Points

Corporate Partner . . . . .	4 points
RA-Acute Pain Meeting Exhibitor* . . . . .	1 point **
Pain Medicine Meeting Exhibitor . . . . .	1 point **
Marketing Opportunities	
Promotional Support . . . . .	1 point

\* Prerequisite for obtaining any meeting space during Pain Meeting

\*\* per 10' x 10' booth

## ASRA Guidelines for Assignment of Space:

The priority points system has been established to fairly assign space at all ASRA meetings and events. Point totals are based on the 12 months preceding December 1, 2016, the date booking forms must be received to benefit from the point system.

- All requests for space must be submitted by the sponsoring company via the official booking form.
- Earliest submitted forms will have preference if companies reach equal point totals. If forms arrive on the exact same date, ASRA reserves the right to assign space based on a company's previous support of ASRA.
- All official ASRA space requirements will be met prior to any assignment of space required by industry.
- Assignment of exhibit hall exhibit space will begin after December 1, 2016.
- Assignment of other function space will begin January 20, 2017 approximately 75 days prior to event.
- All independent industry-sponsored events affiliated with the ASRA meeting must be approved and not compete with official ASRA events. Failure to have approval may result in exclusion from all ASRA meetings and events. Based on the available facilities, no request is guaranteed until confirmed by ASRA in writing.

**Additional Space Requests:** Requests for meeting space for company meetings, symposia, or hospitality activities must be sent to ASRA c/o Show Management. Space is assigned according to ASRA official guidelines. All requests must be in writing.

## Adjustment Of Exhibit Floor Plan

ASRA floor plan is tentative and subject to change. ASRA reserves the right to add or remove booths if necessary.

## Hotel Reservations

### What is the room rate for the Marriott Marquis San Francisco?

ASRA has secured the exceptionally reduced rate of \$275 for single/double sleeping rooms. Book early as the ASRA room rate is cheaper than standard rates. The block will fill quickly and the rate is only available until Wednesday, March 15, 2017.

### How do I make my own hotel reservations?

To book your room online at the ASRA reduced rate, please visit <https://www.asra.com/page/288/location-hotel> or

Call Reservations at 1-888-575-8934 (mention ASRA and meeting name).

View all ASRA exhibitor information at <http://www.ajj.com/asra/support-and-exhibition-opportunities>

## Exhibitor Personnel Registration \*

- Companies paying the exhibit fee will receive a pre-determined 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
- Four (4) exhibitor badges will be given for 10' X 20' booth
- Six (6) exhibitor badges will be given for 20' X 20' booth
- 1 additional exhibitor badge for every 100 square feet booked thereafter

Exhibitor badge registration deadline is March 24.

Any additional exhibitor personnel over your allotment or AFTER registration deadline will be charged an exhibitor registration fee of \$195. In-kind support technical staff will receive complimentary exhibitor badges.

## Exhibitors' Service Contractor Kit

An exhibitors' service kit 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

## Exhibitor Profile

Upon receipt of the booking form, you will be asked to please send a 100-word exhibitor company/product profile by February 10, 2017 to [asra\\_profile@ajj.com](mailto:asra_profile@ajj.com). This will be published in the list of exhibitors in the program guide. Failure to provide the profile by the deadline will preclude your company from being listed in the program guide.

## 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.

# GENERAL INFORMATION

## Contracts & Confirmation

### Supporters

Once a signed booking form is received, a confirmation of support will be emailed to you with an accompanying invoice. 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 your contract to purchase the items.

### Exhibitors

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

### Support Terms & Conditions

Terms and conditions of support are included in this prospectus.

## 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](mailto:jack.edelman@ajj.com)

ASRA shall retain:

- 25% if the cancellation/modification is made before December 1, 2016
- 50% if the cancellation/modification is made between December 1, 2016 - February 1, 2017.
- 100% if the cancellation/modification is made after February 1, 2017.

AcelRx Pharmaceuticals Inc.  
Aeon Clinical Laboratories  
AIS PainCare  
Ambu Inc.  
American Board of Anesthesiology  
American Society of Anesthesiologists  
Anesthesiology News  
Braun Inc.  
BK Ultrasound  
CIVCO Medical Solutions  
Cumberland Pharmaceuticals  
Daichi Sankyo Inc.  
FujiFilm SonoSite  
GE Healthcare  
GEDSA  
Halyard Health  
Havel's Inc.  
HealthBreeze, Inc.  
Hospira, a Pfizer Company  
InfuSystem

InFuTronix  
Integrated Anesthesia Medical Group  
Mallinckrodt Pharmaceuticals  
Medicines Company, The  
Mindray  
Myoscience  
Pacira Pharmaceuticals  
Pajunk Medical Systems  
PharMEDium Services  
Pikeville Medical Center, Inc.  
RESULT, LLC  
Script Med PS  
Siemens Healthcare  
Smiths Medical  
Success Concepts Medical Books  
Summit Medical Products  
Teleflex  
Wolters Kluwer  
Xenoport, Inc.

# MARKETING OPPORTUNITIES

## Platinum Sponsor \$50,000 (Exclusive Sponsorship Value \$62,300)

- Platinum sponsors will receive the following recognition (\$10,000 value):
  - Meeting program guide
  - ASRA's online meeting section at asra.com
  - Signage onsite at Annual Meeting
  - ASRA mobile app
  - Floor decal in front of companies exhibit booth
  - Saturday Night Celebration signage and program guide
  - e-Blast by ASRA to attendee list
- (1) 10' x 10' exhibit space, includes pre and post conference registration list (\$3,300 value)
- (1) ancillary event access fee (\$29,000 value)
- Sponsor of the ASRA mobile app (\$10,000 value)
- Sponsor of the Saturday Night Celebration, includes 3 tickets (\$2,000 value)
- Full-page color ad in meeting program guide (\$2,250 value)
- (1) program material distribution - (1) 8½"x11" insert in attendee meeting bags (\$1,750 value)
- (2) full meeting registrations (company employees only) (\$1,000 value)
- Wine/Bubbly pour (20) bottles are served from your exhibit during the opening networking reception drawing traffic to your booth (\$3,000 value)

## Silver Sponsor—\$15,000 (Exclusive Sponsorship Value \$21,300)

- Silver sponsors will receive the following recognition (\$10,000 value):
  - Meeting program guide
  - ASRA's online meeting section at asra.com
  - Signage onsite at Annual Meeting
  - ASRA mobile app
  - Floor decal in front of companies exhibit booth
  - Saturday Night Celebration signage and program guide
  - e-Blast by ASRA to attendee list
- (1) 10' x 10' exhibit space, includes pre and post conference registration list (\$3,300 value)
- Sponsor of the Saturday Night Celebration, includes 3 tickets (\$2,000 value)
- Full-page color ad in meeting program guide (\$2,250 value)
- (1) program material distribution - (1) 8½"x11" insert in attendee meeting bags (\$1,750 value)
- (1) full meeting registrations (company employees only) (\$500 value)
- Wine/Bubbly Pour (10) bottles are served from your exhibit during the opening networking reception drawing traffic to your booth (\$1,500 value)

## Gold Sponsor \$25,000 (Exclusive Sponsorship Value \$32,600)

- Gold sponsors will receive the following recognition (\$10,000 value):
  - Meeting program guide
  - ASRA's online meeting section at asra.com
  - Signage onsite at Annual Meeting
  - ASRA mobile app
  - Floor decal in front of companies exhibit booth
  - Saturday Night Celebration signage and program guide
  - e-Blast by ASRA to attendee list
- (1) 10' x 10' exhibit space, includes pre and post conference registration list (\$3,300 value)
- Sponsor of the ASRA meeting wifi and internet cafe (\$10,000 value)
- Sponsor of the Saturday Night Celebration, includes 3 tickets (\$2,000 value)
- Full-page color ad in meeting program guide (\$2,250 value)
- (1) program material distribution - (1) 8½"x11" insert in attendee meeting bags (\$1,750 value)
- (2) full meeting registrations (company employees only) (\$1,000 value)
- Wine/Bubbly Pour (15) bottles are served from your exhibit during the opening networking reception drawing traffic to your booth (\$2,300 value)

## Bronze Sponsor—\$10,000 (Exclusive Sponsorship Value \$16,100)

- Bronze sponsors will receive the following recognition (\$10,000 value):
  - Meeting program guide
  - ASRA's online meeting section at asra.com
  - Signage onsite at Annual Meeting
  - ASRA mobile app
  - Floor decal in front of companies exhibit booth
  - Saturday Night Celebration signage and program guide
  - e-Blast by ASRA to attendee list
- (1) 10' x 10' exhibit space, includes pre and post conference registration list (\$3,300 value)
- Sponsor of the Saturday Night Celebration, includes 3 tickets (\$2,000 value)
- Wine/Bubbly Pour (5) bottles are served from your exhibit during the opening networking reception drawing traffic to your booth (\$800 value)



# MARKETING OPPORTUNITIES

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

## Meeting Mobile App - Exclusive Sponsor Opportunity

\$10,000

Since its launch in 2015, the ASRA meeting app is an attendee favorite. It launches two weeks before the meeting and is available for months afterward. Attendees use it to view all sessions, presentation materials, faculty bios, meeting room locations, and more! It's what attendees are using most at the meeting. The app also includes an interactive industry support listing with your exhibit booth location, company profile, web link, and email for direct contact. Your exclusive support includes:

- Promotional e-blast out to all ASRA members when the app opens
- Push notification to visit sponsor's booth (one time use – choose one day of meeting)
- Sponsor recognition on app can include sponsor's PDF download and booth information

## WiFi/Internet Café/ASRA Chat Room – Exclusive Sponsor Opportunity

\$10,000

There will be an internet café equipped with workstations in the exhibit hall where attendees may check emails, chat and network.

- Display company logo on screen saver and background
- Chat room branded with company's recognition of support

## Meeting Bags – Exclusive Sponsor Opportunity

\$9,500

ASRA will provide the participants' meeting bags.

- Company logo will appear on each participant's bag

## Hotel Key Cards – Exclusive Sponsor Opportunity

\$8,000

All attendees staying at the Marriott Marquis San Francisco will receive key cards branded with your company logo. This sponsorship is exclusive and will remind attendees of your brand every time they take out their room card.

## Meeting Lanyards – Exclusive Sponsor Opportunity

\$6,500

- Logo on lanyard distributed to all participants

## Program Guide Advertisements

The printed program guide will be distributed in San Francisco. The program guide contains useful information about the meeting and its events. This opportunity allows you to place four color advertisements. Rates are net non-commissionable.

Type	Back Page	Inside Back	Run of
Program Guide	\$4,000	\$3,000	\$2,250

**Closing Date:** February 10    **Materials Due:** February 17

## Notepads and Pens – Exclusive Sponsor Opportunity *(to be provided in kind)* \$3,500 + Notepads And Pens

Supporter will provide notepads and pens for distribution.

- Branded notepads and pens will be provided to all participants in the meeting bag

# MARKETING OPPORTUNITIES

## Saturday Annual Meeting Celebration Support Package

**\$2,000**

Saturday night April 8, 2017

Support package includes:

- Three (3) tickets to the celebration (\$600 value) *Exhibitors may purchase additional tickets at \$200 each.*
- Logo on signage and in program guide
- Additional branding opportunities available

## 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. Quantity of promotional pieces required for distribution is 1,250. The maximum size of each piece is 8.5" x 11". Note: The basic fee for promotional pieces other than a single page flyer is \$2,500 per piece and must be preapproved (This includes booklets, oversized pieces, and exhibitor samples).

*\* The distribution arrangement for session invitations and promotional inserts may change. Companies will be advised accordingly.*

## Floor Decals/Window Clings

*(limited supporters)* **\$1,750 for (5) Decals/Clings**

Floor decals and window clings 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/clings are approximately 24" H x 24" W (live area for artwork is approximately 18" x 18"). Approval from venue and artwork required.

## Free Standing Meter Board Sign

*(limited supporters)* **\$1,500 per Meter Board**

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.

## Wine/Bubbly Pour - Networking Reception

**\$800/5 Bottles or \$1,500/10 Bottles**

Five or ten bottles of wine/bubbly are selected from a predetermined wine list to be served during the networking reception on Thursday, April 6, 2017. The wine/bubbly is served from your exhibit during the networking reception.

- Includes company listing and booth location on a wine/bubbly pour menu distributed to all participants during the networking reception

## Table Tent Advertising

*(front & back)* **\$1,250 for (5) Table Tents**

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.

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

## Guidelines for Industry Supported Non-CME Ancillary Events

ASRA has established that Industry Supported Non-CME Ancillary Events can take place in conjunction with ASRA's 42<sup>nd</sup> Annual Regional Anesthesiology and Acute Pain Medicine Meeting. These sessions are designated as non-CME ancillary events and will be charged a one-time access fee per time slot.

### General Information

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Any educational session directly influenced, organized, or financed by industry will be considered a non-CME ancillary event.

**Non-CME Ancillary Event:** A meeting that includes educational content, however does not include the option for participants to earn CME credit for attending.

- The topic and speaker selection is to be submitted to ASRA for approval at least two months prior to the activity.
- ASRA will have separate times for non-CME ancillary events that do not compete with official ASRA educational sessions. We will limit the number of non-CME ancillary events to take place in any given time slot and provide exclusivity for a limited number of time slots to maximize attendance.
- ASRA will provide on-site signage reflecting the schedule of non-CME ancillary events and will include this information in the official program guide and the meeting area of the website ([www.asra.com](http://www.asra.com)), assuming the information is provided prior to the publication cut off of February 10, 2017. Titles and funding information will reflect the information submitted on the ancillary event overview form. If titles and funding information are not received by the cut off, ASRA will use the information provided on the booking form for the website and meeting materials.
- All food and beverage is arranged and paid for directly to the facility by supporting company.
- The assignment of all meeting space is based on ASRA guidelines.
- ASRA will confirm space assignments in writing to all participating companies.
- Non-CME ancillary events will be clearly indicated in meeting materials as: "Non-CME ancillary event organized by: Company ABC".
- Promotional/marketing materials created by the company must include: "Non-CME ancillary event organized by: Company ABC"

- ASRA provides the following disclaimer information to all participating companies. The disclaimer must be printed on all promotional materials for ancillary events supported by any group other than ASRA.

"The American Society of Regional Anesthesia and Pain Medicine (ASRA) has provided space for this non-CME ancillary events. The program was independently produced, not subject to review by ASRA, and is not part of the scientific/educational program offered by ASRA."

- If an agency/third party is securing space on behalf of a company, verification of appointment must be submitted with the request. The verification must be by an authorized agent of the company.
- Non-CME ancillary events will be assigned based on the time slot selected, competing topics, required meeting space needs, and date request was received.
- Function space is limited. ASRA reserves the right to assign the next best substitute timeslot when the requested timeslot is not available. Booking forms can be sent by e-mail or fax. Submitting a booking form does not guarantee assignment. Assignments and confirmations will not be provided without payment in full.
- The deadline for receipt of non-CME ancillary event booking forms is January 20, 2017. If you require space after that date, contact Jack Edelman to confirm availability.
- Meeting space will be confirmed in writing to the individual listed on the booking form 75 days prior to the show. Once space is assigned, you will work directly with the facility and ASRA's audio visual vendor on your event. Facilities may require deposits to confirm space assigned by ASRA.
- Cancellation of function space will result in cancellation fees to be paid in accordance with the established cancellation policies outlined.

### Non-CME Ancillary Event Access Fees

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The access fee applies for each session even if a company holds more than one session. No space will be confirmed without payment in the full amount. The access fee \$25,000-\$29,000 is based on the timeslot selected. Checks must be made payable to ASRA.

Access Fee of \$25,000-\$29,000 Includes the following \$17,000 of value added services

- Pre-meeting registration mailing list (addresses only) approximately 30 days prior to meeting (\$1,000 value)
- Pre-meeting designated mail shot for the ancillary event sessions. The pre-meeting mail shot will be sent by ASRA on the industry supporter's behalf and will include all ancillary event session information. RSVP link to supporter can be included. (\$2,000 value)

# ANCILLARY EVENTS

- (1) Badge scanner to track attendee attendance.
- Standard A/V set. (\$9,000 value)
- Attendee bag insert for session invitation (invitation provided by supporter and subject to approval) (\$1,750 value)
- Meeting space rental (\$2,500 value)
- ASRA will provide on-site signage reflecting the schedule of ancillary events (\$500 value)

## Non-CME Promotional Time Slots

### Exclusive PLENARY Sessions

There will not be any sessions competing with the following time-slots.

- Friday, April 7, 7:00-7:45 am (plenary) - \$25,000
- Saturday, April 8, 7:00-7:45 am (plenary) - \$25,000

There are only two available – Book Early!

### PARALLEL Lunch or Dinner Sessions

Concurrent with another ancillary event.

- Friday, April 7, 12:00 -1:00 pm (parallel x 2) - \$29,000 each
  - Friday, April 7, 7:00 - 8:30 pm (parallel x 2) - \$25,000 each
- Slight schedule changes may occur with the times listed above.

## Meeting Room Sets

All meeting space during ASRA's Annual Meeting is controlled by ASRA and this space may be used for other society functions during the course of the conference. If you request a change to the established room set (typically rounds) for your event, you must first have ASRA approval and any costs associated with the set changes and returning the rooms back to its original set are your financial responsibility. Due to the number of events, it may not be possible to change a set based on time constraints and when the next event takes place. In order to satisfy all meeting space requests, standard sized room sets may be required and will be established by ASRA if deemed necessary. ASRA reserves the right to change meeting space assignments to benefit the meeting. Changes in meeting space will be communicated in writing to the participating companies and will not be made after 30 days prior to the conference.

## Audio Visual Equipment for Non-CME Ancillary Events

ASRA must effectively use the meeting space for the ancillary events. To accommodate the multiple events, we have established the following AV policy: ASRA reserves the right to pre-set rooms for Society events with audio visual equipment that cannot be moved or dismantled without approval. The cost of the AV set is included in the ASRA access fee. All non-CME ancillary events are required to use the ASRA audio visual supplier. All rooms will be provided a "standard AV set" that includes the following. Note the number of screens per room will be determined based on the size of the meeting space.

### Video Equipment

Screens with Dress Kit  
Video Projector Lens Kit  
Cart with Skirt  
Laser Pointer - Hi-Intensity Beam  
Video Monitor Plasma  
Drape Kit / Straight Run  
Perfect Remote Cue Control  
Speaker Timer Package

### Audio Package

Sound System  
Microphone / Wireless Lavalier  
Podium Mic  
Microphone Floor W/Stand

### Lighting Package

### Technician Support

You have the option to utilize your own technician support for your event at your cost. The initial audio visual set must stay in place and not change. You may add to the set and any additional items will be added and removed at your expense. Any additional equipment added to your event must be removed immediately following your event. Any slide review or practice sessions may incur additional costs at your expense.

## Ancillary Events Miscellaneous Meeting Space

All ancillary events must receive ASRA authorization, whether they require meeting space or are being held off premises. A prerequisite to obtain meeting space is participation as an exhibitor. If an agency/third party is securing space for the exhibiting company, verification from the exhibiting company must be submitted with the completed booking form along with the appropriate access fee of \$1,500 per room per day for all events listed unless otherwise noted.

## Miscellaneous Ancillary Events Include:

**Advisory Board Meetings:** A small gathering of corporate board members, which may also include some meeting participants in the field of discussion.

**Focus Group/Marketing Research:** A small meeting designed to evaluate services, test new ideas, and gather market research.

**Corporate/Staff Meetings:** Company employees only - no attendees.

**Private Show Rooms:** A small meeting designed to showcase products and services in a controlled private environment to ASRA attendees.

**Hospitality Suites:** In order to provide exclusive time slots for social events and hospitality suites, ASRA will designate time frames to hold these events. The established times will not compete with official ASRA educational offerings or events. Failure to hold a social event or hospitality suite during the designated hours may result in the loss of "Priority Points." Disregard for any rule stated here may prohibit any exhibitor from participating in all future ASRA events. All companies holding a social event must notify ASRA c/o Anthony J. Jannetti Inc. and be approved, even if meeting space is not requested, and an unofficial venue is being utilized.

# ANCILLARY EVENTS

## Blackout Times for 2017

Organizations may not hold functions (on or off premises) during the defined “blackout” times unless approved by ASRA. ASRA will strictly enforce the blackout times. Failure to have approval to hold any event in these established time frames may result in loss of priority points or exclusion from all ASRA meetings and events. The “blackout” times do not apply for exhibitor staff/preconference meetings; however, an application must be submitted for approval.

### 2017 Blackout Times

Wednesday, April 5.....	6 am–9 pm
Thursday, April 6.....	6 am–9 pm
Friday, April 7.....	6 am–9 pm
Saturday, April 8.....	6 am–9 pm
Sunday, April 9.....	6 am–2 pm

## Assignment of Meeting Space

This is based on points awarded via official ASRA “guidelines for assignments of space.” To benefit from the priority system points, the application for meeting space must be received before January 20, 2017. Applications received by January 20, 2017, will be allocated space on a priority basis. Applications received after January 20, 2017, will be assigned on a space-available basis only in order of date received.

ASRA reserves the right to assign the next best substitute timeslot when the requested timeslot is not available. Since it is not always possible to contact each individual company for new timeslot selections, please make multiple choices on your application. Applications can be sent by e-mail or fax. Submitting a request does not guarantee assignment. Assignments and confirmations will not be provided without payment in full.

## Guidelines for Assignment of All Exhibit and Meeting Space

The following point system has been established to fairly assign exhibit space and ancillary event function space at all ASRA meetings and events. Earned priority point totals are based on the 12 months preceding application for exhibit and meeting space.

### ASRA Priority Points

Corporate Partner.....	4 points
Regional Anesthesiology-Acute Pain Meeting Exhibitor*.....	1 point **
Pain Medicine Meeting Exhibitor .....	1 point **
Marketing Opportunities Promotional Support.....	1 point

\* Prerequisite for obtaining any meeting space during Regional Anesthesiology Meeting

\*\* per 10' x 10' booth

1. All requests for exhibit and ancillary event function space must be in writing, and must come directly from the sponsoring company or institution or a verified third party.
2. Earliest dated written request will have preference if companies reach equal point totals. If requests arrive on the exact same date, ASRA reserves the right to assign space based on a company's previous support of ASRA.

3. All official ASRA space requirements will be met prior to any assignment of space required by industry.
4. Assignment of exhibit space will begin approximately 100 days prior to event.
5. Assignment of function space will begin approximately 75 days prior to event.
6. All independent industry-sponsored events affiliated with the ASRA Annual Meeting must be approved and not compete with official ASRA events. Failure to have approval will result in exclusion from all ASRA meetings and events. Based on the available facilities, no request is guaranteed until confirmed by ASRA in writing.

## Payment/Cancellation

Payment in full of the access fee is required at the time the application is submitted. Checks should be made payable to ASRA and mailed to East Holly Avenue/Box 56, Pitman, NJ 08071.

All 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 20, 2017
- 50% if the cancellation/modification is made between January 20, 2017 - February 17, 2017.
- 100% if the cancellation/modification is made after February 17, 2017

Should any contingency prevent holding of the meeting, neither ASRA nor Anthony J. Jannetti, Inc. shall be held liable for any expenses incurred by the company requesting space. ASRA reserves the right to make final decisions on all points that the rules and regulations do not specifically cover.

## Contacts

### Jack Edelman

ASRA Account Executive  
Phone: 856-256-2313  
Fax: 856-589-7463  
Email: jack.edelman@ajj.com

### Rick Gabler

ASRA Marketing Manager  
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Fax: 856-589-7463  
Email: rick.gabler@ajj.com

### Sharon Hampton

Marketing Coordinator  
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Fax: 856-589-7463  
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## 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 ancillary events, 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 Ancillary Event Guidelines

- Any educational session directly influenced, organized, or financed by industry will be considered an industry organized non-CME ancillary event.
- Separate times for non-CME ancillary events (not competing with ASRA educational sessions) will be made available.
- 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 non-CME ancillary events will be clearly indicated in the meeting timetable/program as: "Non-CME ancillary event organized by..." (the term "sponsored" is not to be used)
- Promotional/marketing materials created by the company must include:
  - "Non-CME ancillary event organized by: Company ABC"
  - "The American Society of Regional Anesthesia and Pain Medicine (ASRA) has provided space for this non-CME ancillary event. 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 pre-determined 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
  - 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, 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.

## CME Policies on Separation of Promotional from Educational Activities

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

# 42<sup>nd</sup> Annual Regional Anesthesiology and Acute Pain Meeting

April 6-8, 2017



REGIONAL ANESTHESIOLOGY AND ACUTE PAIN MEDICINE

## Mark Your Calen-

## Future ASRA meetings

### 16th Annual Pain Medicine Meeting

November 16-18, 2017

Disney's Yacht & Beach Club Resorts  
Lake Buena Vista, FL



April 19-21, 2018

5th World Congress on Regional Anesthesia  
and Pain Management

New York, NY

April 19-21, 2018

43rd Annual Regional Anesthesiology  
and Acute Pain Medicine Meeting

New York, NY



### National Office

American Society of Regional  
Anesthesia and Pain Medicine

**Angela Stengel, MS, CAE**

Executive Director

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