

**asatt**

AMERICAN SOCIETY OF  
ANESTHESIA TECHNOLOGISTS  
AND TECHNICIANS

# ASATT 2024

OMNI OKLAHOMA CITY HOTEL - OKLAHOMA CITY, OK

SEPTEMBER 25 - 28, 2024



**New Frontiers  
of Anesthesia  
Technology**

ASATT 2024 ANNUAL CONFERENCE & ANESTHESIA TECH EXPO

**SPONSOR & EXHIBITOR PROSPECTUS**

# WELCOME & CONFERENCE OVERVIEW

We would like to invite you to participate in the 35th Annual Educational Conference of the [American Society of Anesthesia Technologists and Technicians \(ASATT\)](#), in Oklahoma City, Oklahoma, September 25-28, 2024. Our attendees, which consist of anesthesia technologists and technicians, travel from all over the world to learn, innovate, network, and expand their patient care knowledge and techniques. Anesthesia Technologists and Technicians are vital members of the Anesthesia Care Team. ASATT would love to have your company share/teach our attendees the technology and products you have to offer.

ASATT is the premier advanced practice allied health society representing anesthesia technology professionals, and it's our goal to provide a professional entity for the field of anesthesia technology that will positively impact healthcare and improve quality standards of patient care. This year ASATT is proud to present the third National Anesthesia Technology Exposition in which we are seeking vendor support. This is an exciting opportunity to showcase your products to anesthesia professionals from all over the world. This will be your chance to connect with anesthesia professionals who understand, utilize, and greatly influence the decisions regarding purchases.

Our attendees have discretion to order equipment, influence purchasing decisions, sit on anesthesia product councils, represent hospital purchasing committees, practice in universities, corporate or community hospitals, and purchase anywhere from \$10k-\$1M annually in products and services. Further, our attendees ensure the anesthesia providers know how to operate "new products/equipment" and troubleshoot the equipment when it's not working properly. Whether it be a traditional expo space, sponsorship, or a combination of them all, we look forward to your participation and having you join us in Oklahoma City.

Sincerely yours,



**Bryan Fulton, M.Ed., Cer.A.T.T.**  
ASATT President

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# HOTEL & TRAVEL INFORMATION

The Omni Oklahoma City Hotel pays homage to the heritage and culinary prowess of the city. It's located near Bricktown with uninterrupted views of Scissortail Park and the downtown skyline. All rooms and suites are outfitted with modern in-room amenities, including Keurig coffee makers and fast Wi-Fi. There are seven [dining destinations](#) that showcase the best cuisine in OKC, a state-of-the-art fitness center, [rooftop pool](#) and [Mokara Spa](#) onsite.

## HOTEL

### [Omni Oklahoma City Hotel](#)

100 West Oklahoma City Blvd  
Oklahoma City, Oklahoma, 73109

## RESERVATIONS

A block of rooms is being held at the hotel for \$229 a night, single/double. Room rates do not include applicable sales and local taxes or other hotel specific fees. All room reservations must be made by Monday, August 26, 2024, to lock in this rate. This rate is available up to three days pre/post conference, subject to availability.

Online reservations are preferred: <https://www.omnihotels.com/hotels/oklahoma-city/meetings/asatt-2024-09242024>

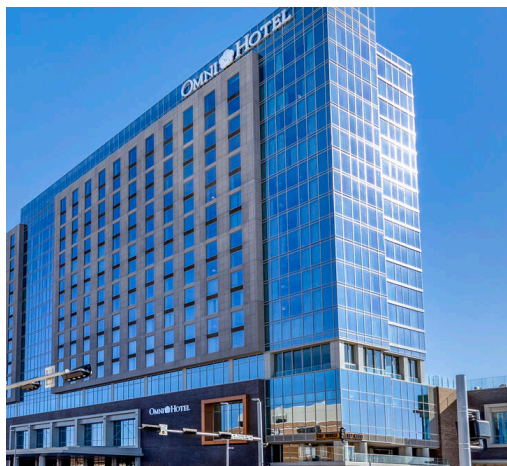
Or call for reservations: 1-800-THE-OMNI

*Mention "ASATT 2024" to receive the discounted rate.*

Be sure to identify yourself as being part of the group, American Society of Anesthesia Technologists & Technicians, to receive the discounted group rate.

## IMPORTANT HOTEL INFORMATION

- Located approximately 10 miles/20 minutes from Will Rogers World Airport (Airport code: OKC)
- Check in time: 4:00 pm; Check out time: 11:00 am
- Wi-Fi Internet service – complimentary for [OMNI Select Guest®](#) members
- This is a 100% smoke free facility. Smoking vapors are also prohibited.
- Overnight valet parking at \$34/day plus tax
- Hourly valet parking starts at \$15 plus tax from arrival up to four (4) hours and \$25 plus tax from four (4) hours up to eight (8) hours.



# EXHIBITOR INFORMATION\*

This year exhibits will be in the same area as the breaks and meals, located adjacent to the General Session area.

## WEDNESDAY, SEPTEMBER 25, 2024

8:30 am – 5:00 pm..... Exhibitor Move-In & Set-Up  
 5:00 pm – 6:30 pm..... Board of Directors/Exhibitor Social

## THURSDAY, SEPTEMBER 26, 2024

7:30 am – 9:00 am..... Breakfast, Exhibits Open  
 10:00 am – 10:30 am..... Break, Exhibits Open  
 11:30 am - 1:00 pm..... Lunch, Exhibits Open  
 2:00 pm - 2:30 pm ..... Break, Exhibits Open  
 3:30 pm – 4:00 pm..... Break, Exhibits Open  
 5:00 pm – 8:00 pm..... Opening Night Social Exhibit Hall

## FRIDAY, SEPTEMBER 27, 2024

7:30 am – 9:00 am..... Breakfast, Exhibits Open  
 10:00 am – 10:30 am..... Break, Exhibits Open  
 11:30 am - 1:00 pm..... Lunch, Exhibits Open  
 2:00 pm - 2:30 pm ..... Break, Exhibits Open  
 3:30 pm - 4:00 pm ..... Break, Exhibits Open

## SATURDAY, SEPTEMBER 28, 2024

7:30 am – 9:00 am..... Breakfast, Exhibits Open  
 10:00 am – 10:30 am..... Exhibit Hall Breakdown  
 10:30 am ..... Exhibitor Breakdown  
 1:00 pm – 3:00 pm ..... Hands-On Workshop

\*Schedule is subject to change.

## EXHIBITOR PACKAGE

Purchased by 6/1/23..... \$1,300  
 Purchased after 6/1/23 ..... \$1,450

### Inclusions:

- One 6' draped table, two chairs, and wastebasket
- Two complimentary conference registrations
- Onsite signage
- Presidential opening remarks and recognition
- Complimentary meals on noted days outlined in program schedule
- Company listing on ASATT exhibitor webpage

## ADDITIONAL EXHIBIT TABLES

	By 6/1/24	After 6/1/24
<b>Second Table</b>	\$700	\$850
<b>Third Table</b>	\$500	\$650
<b>All Subsequent Tables</b>	\$400	\$550

\*Please note, that additional tables do not include additional conference registrations.

# EXHIBITOR INFORMATION CONTINUED

## ADDITIONAL CONFERENCE REGISTRATIONS

Additional conference registrations can be purchased for \$230 for each person beyond those included in the described **Exhibit Package** on [page 6](#).

## DEADLINES & CANCELLATION

Exhibitor contract, [page 10](#), must be submitted by August 1, 2024. Exhibit locations will be considered on a first-come, first served basis, and awarded based upon sponsorship level.

Cancellation Policy: Cancellations in writing, made prior to June 15, 2024 will receive a refund, less a \$100 processing fee. No refunds will be processed on cancellations received on or after June 15, 2024.

## SHIPPING INSTRUCTIONS

Please address as follows:

**ATTENTION: ASATT/Jennifer Rzepka**

Contact Phone: (enter your onsite cell number)

Group: ASATT 2024

Number of Boxes: (enter the total number of your boxes)

Arrival: Tuesday, September 24, 2024

Omni Oklahoma City Hotel


100 West Oklahoma City Blvd

Oklahoma City, Oklahoma, 73109

Sales Manager: Kendall Hinshaw; 404-857-5590; [kendall.hinshaw@omnihotels.com](mailto:kendall.hinshaw@omnihotels.com)

*Additional information to be provided at a later date.*

# SPONSORSHIP LEVELS

BENEFITS INCLUDED	SILVER \$3,000	GOLD \$4,000	PLATINUM \$6,500
Verbal recognition and acknowledgement of sponsorship level at Opening Session	✓	✓	✓
Linked logo with 50-word company feature on ASATT sponsorship webpage	✓	✓	✓
Logo placement on ASATT's homepage on website, that links to listing in sponsorship webpage	✓	✓	✓
 <b>NEW THIS YEAR!</b> Hands-On Workshop	✓	✓	✓
Pre or post conference e-blast to ASATT's member list		1	2
Complimentary Sensor advertisement (excludes inside front cover placement)	Third Page	Half Page	Full Page
Complimentary exhibitor table at Annual Conference			2
Complimentary bag stuffer			1
Additional complimentary conference registration (all exhibitors receive 2 complimentary registrations with table purchase)			1
Social media postings		1	2
Rotating banner ad on ASATT's homepage on website for three months			✓

Please contact [asatt@asatt.org](mailto:asatt@asatt.org) or 414-295-9220 to learn more about our Sponsorship Levels. All sponsorships must be used by March 1, 2024.

## THANK YOU TO OUR 2023 SPONSORS:



Edwards

**SHARN** INC.

**SIMVANA**

# SPONSORSHIP OPPORTUNITIES

ASATT is excited to introduce our 2024 Sponsorship Opportunities that will compliment your company's marketing plan by connecting you with your target market as an official ASATT sponsor.

All content and creative is due by August 1, 2024.

## DIGITAL

### Broadcast Email | \$375

This powerful visibility tool allows your organization the ability to reach our 1,600+ members. At 2¢ per impression, utilize this service for special promotions; position your organization as the leader in your industry, or promote your presence at the ASATT conference.



#### Email Specs:

- Emails may not contain attachments, should be less than 1 MB, and must be in HTML format that does not contain absolute positioning or javascript.
- Emails should not be a single JPEG, GIF, or PDF file.
- Graphics and images must be linked from a web server, not embedded in the communication.
- The HTML file is due ten days prior to deployment to ensure proper time to upload, test, and proof.
- Provide a subject line and pre-header text when you send in your HTML file.

### Social Media | \$200

Reach our 300 followers through a unique social media post on our facebook page. You provide the copy and image, we'll create the post.



Purchase two posts **SAVE \$50!**  
Purchase three posts **SAVE \$125!**

#### Post Specs:

- Provide a short text message with image.
- Recommended image size: 628px x 1200px wide.
- Minimum width and height is 600px.
- Recommended aspect ratio is between 9:16 to 16:9, but crops to 1.91:1 with a link.
- Recommended image formats are JPG and PNG.
- All posts are due ten days prior to deployment to ensure proper time to post.

### Marketing Campaign Bundle | \$550

Combine three key marketing tactics into one bundle and **SAVE \$100.**

#### Inclusions:

- (1) Broadcast email.
- (1) Business card ad in the *ASATT Sensor*.
- (1) Social media post.

# SPONSORSHIP OPPORTUNITIES

## CONTINUED

### BREAKS & RECEPTIONS

#### Welcome Reception | \$2,500 (Sole Sponsorship)

Welcome attendees on behalf of your business at the ASATT Welcome Reception.

**Benefits Include:**

- Welcome Reception introduction and a three minute presentation.
- Logo display.

#### Networking Refreshment Breaks | \$550

This sponsorship provides a great opportunity for attendees to network and socialize in a relaxed environment, all while gaining exposure to your brand.

**Benefits Include:**

- Logo display.
- Branded beverage napkins.



### PROMOTIONAL

#### Registration Bags | \$3,250

See your company name on each attendee's arm as they carry meeting essentials throughout the conference. You may submit one registration bag insert free of charge with this sponsorship.

*These will be co-branded with the ASATT logo.*

#### Soft Bound Journals | \$3,000

Emboss a soft bound leatherette journal, an item that will be useful long after the event.

You may also brand the journal wrap for an additional \$850.



#### Lanyards | \$2,500

Attendee lanyards are required for entry into every conference function and are an effective way to have your company's brand seen by all conference participants.

#### Hand Sanitizers | \$1,750

Brand these FDA approved antibacterial gel hand sanitizers to keep our attendees feeling safe and germ free during the conference.



#### Conference Center Banner | \$700 ea. (5 placements available)

Your company name and logo will welcome attendees as they come and go into the convention center each day. This is a single banner that will host up to five sponsors. ASATT must sell two spots to secure this promotional item.

#### Registration Bag Inserts | \$250

Give attendees something to remember you by. You supply the materials, and we'll do the stuffing.

If you have any questions or are in need of additional information, please reach out to the ASATT Office: 414-295-9220; [asatt@asatt.org](mailto:asatt@asatt.org)

Creative is due August 1, 2024.

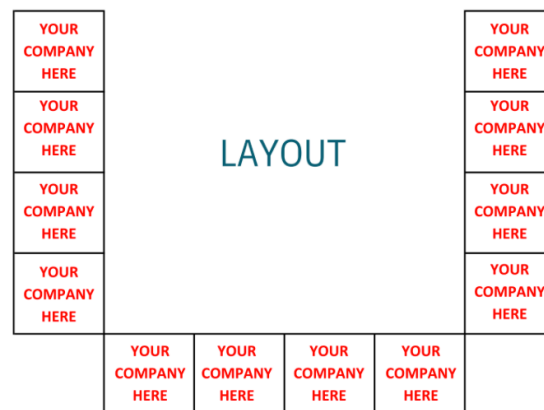


# HANDS-ON WORKSHOP

## INCLUDED COMPLIMENTARY WITH ANY SPONSOR LEVEL

### Hands-On Workshop Participation | \$1,000

Exhibitors and Sponsors for ASATT's 2024 Annual Conference are invited to participate in the Hands-on Workshop conference sessions to be held on Saturday, September 28, 2024 in order to provide participants with an introduction to new technologies and an interactive environment to improve clinical skills using advanced training. Exhibitors and Sponsors that choose to participate must provide products and materials for the personalized hands-on experience. This experience encourages dynamic demonstration with an educational focus led by a clinically experienced and trained proctor at each workshop. It is the responsibility of the exhibitor to recruit proctor(s), negotiate honoraria and expenses, and communicate all necessary workshop details. Company name, workshop title, description, and proctor will be included in the onsite printed program. Space for this event is limited. Applications will be accepted on a first come basis.



# ASATT *SENSOR* ADVERTISING

Published quarterly, this digital magazine features coverage on the latest topics in anesthesia technology, member and affiliate organization news, ASATT Academy news, and so much more, place an ad today!

### Ad Sizes:

- 2 Full Pages - Ad Spread (17" x 11"h): \$1,000.00
- Interior Front Cover Full Page Ad (7.5" x 10"h) \$850.00
- Interior Full Page Ad (7.5" x 10"h): \$650.00
- 1/2 Page Horizontal Ad (7.5" x 5"h): \$450.00
- 1/3 Page Vertical Banner Ad (2.38" x 10"h): \$350.00
- 1/4 Page Horizontal Banner Ad (7.5" x 2"h): \$200.00
- Business Card Ad (3.5" x 2"h): \$75.00

### Ad Specs:

- All ads should be a high-resolution (JPG, PDF, or TIF).
- No bleed or registration marks.
- Due dates are dependent on what issue you want your ad to go in. ASATT will work with you on placement and due dates once the contract is signed.



**SECURE YOUR  
AD SPACE TODAY!**



# ASATT CONFERENCE CONTRACT

Completed forms may be mailed, or emailed to [asatt@asatt.org](mailto:asatt@asatt.org)

ASATT, 6737 W Washington St, Ste 4210, Milwaukee, WI 53214, email [asatt@asatt.org](mailto:asatt@asatt.org), phone: 414-295-9220

Company Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_ Country \_\_\_\_\_

City \_\_\_\_\_ State/Prov \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_ Company URL \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Exact Company Name as it should appear for promotional purposes \_\_\_\_\_

**Note:** Tabletop displays must not exceed 30" in height from the top of the table, including signage. All Exhibitors must remain within the confines of their own exhibit space, and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view or disadvantageously affect the display of other Exhibitors.

## SPONSOR TABLE(S)

	By 6/1/24	After 6/1/24	
Three Tables	\$2,500	\$2,950	\$ _____
Two Tables	\$2,000	\$2,300	\$ _____
One Table	\$1,300	\$1,450	\$ _____
Additional Tables beyond Three	\$400ea	\$550ea	\$ _____
Electricity	\$50ea	\$50ea	\$ _____

\*Two complimentary conference registrations are included with your first table purchase.

Name on Badge One \_\_\_\_\_

Name on Badge Two \_\_\_\_\_

\*You may purchase additional conference registrations at \$230 ea. \$ \_\_\_\_\_

Additional Name Badge \_\_\_\_\_

Additional Name Badge \_\_\_\_\_

## SPONSORSHIP LEVELS (Includes participation in Hands-On-Workshop)

Platinum	\$6,500	\$ _____
Gold	\$4,000	\$ _____
Silver	\$3,000	\$ _____

## SPONSORSHIP OPPORTUNITIES

### ASATT Sponsor Advertising

• 2 Full Pages - Ad Spread	\$1,000	\$ _____
• Interior Front Cover Full Page Ad	\$850	\$ _____
• Interior Full Page Ad	\$650	\$ _____
• 1/2 Page Horizontal Ad	\$450	\$ _____
• 1/3 Page Vertical Banner Ad	\$350	\$ _____
• 1/4 Page Horizontal Banner Ad	\$200	\$ _____
• Business Card Ad	\$75	\$ _____

### Sponsorship Opportunities

Registration Bags	\$3,250	\$ _____
Lanyards	\$2,500	\$ _____
Hand Sanitizers	\$1,750	\$ _____
Conference Center Banner	\$700	\$ _____
Marketing Campaign Bundle	\$550	\$ _____
Broadcast Email	\$375	\$ _____
Registration Bag Insert	\$250	\$ _____

### Social Media

• One Post	\$200	\$ _____
• Two Posts	\$350	\$ _____
• Three Posts	\$475	\$ _____

### Soft Bound Journal

Soft Bound Journal	\$3,850	\$ _____
Soft Bound Journal	\$3,000	\$ _____

### Additional Opportunities

Welcome Reception Presentation	\$2,500	\$ _____
Networking Refreshment Breaks	\$550	\$ _____

### ADD-ON

Hands-On Workshop	\$1,000	\$ _____
Electricity	\$50ea	\$ _____

→ **Grand Total** \$ \_\_\_\_\_

## PAYMENT OPTIONS

- Check enclosed or in mail (payable to ASATT)  
 Visa  Mastercard  Discover  Am. Express  
 Invoice me

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Total Amount \$ \_\_\_\_\_

Authorizing Signature \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

E-mail \_\_\_\_\_

An e-mailed receipt from authorize.net will be sent to the above e-mail address when a credit card is processed.

The personal information provided will not be used for any purposes other than those stated upon this form unless you provide your consent. Should you have any questions concerning your personal information please contact [asatt@asatt.org](mailto:asatt@asatt.org) or 414-295-9220. ASATT endeavors at all times to treat your personal information in accordance with all applicable laws.

Make a copy for your records and send completed form with payment to:  
[asatt@asatt.org](mailto:asatt@asatt.org); by fax to 414-755-1346; or mail to:

### ASATT

6737 W Washington St

Ste 4210

Milwaukee, WI 53214

Phone: 414-295-9220



AMERICAN SOCIETY OF  
ANESTHESIA TECHNOLOGISTS  
AND TECHNICIANS

**Cancellation Policy:** Cancellations, in writing, made prior to **August 1, 2024** will receive a refund less \$100 processing fee. No refunds will be processed on cancellations received on or after **August 1, 2024**.