



ASA
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AMERICAN SOCIETY OF ANESTHESIA
TECHNOLOGISTS AND TECHNICIANS

Educational Conference

PASADENA, CA

August 24-26, 2017 • Pasadena Hilton

2017 Sponsor and Exhibitor Prospectus



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www.ASATT.org



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Invitation from the President

Dear Prospective Exhibitor:

We are planning our upcoming Educational Conference, and would like our plans to include your organization. Thanks to your support we have exceeded our membership goals and are achieving our educational goals as well. With your help we have been able to continue to promote the anesthesia technology profession as they take their place as a part of the anesthesia care team. Our organization provides education specifically directed to anesthesia technologists and technicians. Our members utilize the technologies represented by companies like yours, and share their experience and knowledge with fellow members while at these meetings. They will also share what they learn at the meeting, with providers and co-workers when they return to their facility.

The American Society of Anesthesia Technologists and Technicians (ASATT) is the premier organization representing anesthesia technology professionals. We have more than doubled our membership in the past 5 years, with a major increase in 2015. Current anesthesia technology programs are graduating on average 50-70 new anesthesia technologists annually. Approximately seven more programs are slated to begin in 2017-2018. These new anesthesia care team members, along with our seasoned anesthesia technologists and technicians, are instrumental in bringing your products and technologies to their healthcare institutions for trial or review.

ASATT will be hosting its 2017 Educational Conference in Pasadena, CA. August 24 -27, 2017 and we would like to extend, to you, an invitation to join us.

Get more out of your marketing budget by adding our meeting to your list of annual meetings. If you're marketing objectives include increasing product exposure by reaching anesthesia professionals, consider attending the meeting for those, who increasingly, are responsible for equipment and supply purchases. Technologists are members of local, regional and national purchasing groups, representing their employers along with purchasing and biomedical members. Responsibilities include bringing samples or arranging for product review and trial by the anesthesia providers. We invite you to submit your application to reserve premium exhibit space at our three-day event.

During our professional practice survey, our membership reported how they are positioned as your target audience:

- **60% have discretion to order equipment based on their product research.**
- **80% influence purchasing decisions.**
- **48% sit on anesthesia product councils**
- **52% are represented on hospital purchasing committees**
- **88% practice in university, corporate or community hospitals**
- **55% purchase between \$10,000 - \$1,000,000 annually in products and services.**

It is through our annual educational conference, as well as other opportunities, that ASATT continues to support the anesthesia care team in safe patient care practices. We welcome and encourage you to join in these efforts. Come, connect and network with over 300 prospective clients and affiliate entities.

To join us as an exhibitor or to view additional sponsorship opportunities, please review the attached Sponsor and Exhibitor Prospectus or online at www.ASATT.org. Should you have any questions please feel free to contact Mike McManus at m.mcmanus@asatt.org. Ph: 414-908-4942 Ext. 119 or Becky Schlevensky at b.schlevensky@asatt.org. Ph: 414-908-4942 Ext. 111.

Victoria Reyes, Cer.A.T.T.
2016- 2017 ASATT President





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Corporate Sponsor Levels And Benefits

BENEFITS INCLUDED	<u>PLATINUM</u> \$5,000	<u>GOLD</u> \$3,000	<u>SILVER</u> \$2,000	<u>BRONZE</u> \$750
Logo/Link on ASATT Sponsor page with a 50-word description	Yes	Yes	Yes	Yes
Discount on Sensor Advertising	25%	10%	5%	5%
USPS Mailing List (using third-party mail house)	2 usages	1 usage		
Rotating Banner on ASATT Sponsorship page for 12 months	Yes	Yes	Yes	
Complimentary Exhibitor Table at Annual National Conference	Yes			
Exhibitor Discount at all Regional Meetings	15%	10%	10%	
Exhibitor Discount at this National Meeting	NA	10%		
Recognition at National & Regional Meetings	Yes	Yes	Yes	Yes



Pasadena Hilton



The Rose Bowl

Please contact Becky Schlevensky at b.schlevensky@asatt.org or 414-908-4942 Ext. 111 to sponsor one of the following events or find out about additional opportunities not listed.



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Contract

Completed forms may be emailed, faxed, or mailed to ASATT, Attn.: Becky Schlevensky, 7044 S. 13th St., Oak Creek, WI 53154, Fax: 414-768-8001

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 _____

Promotional and Sponsorship Opportunities

EXHIBITOR (reserve by July 1, 2017 for this pricing)

Includes onsite signage and Presidential opening remarks recognition.

Name on Badge 1: _____

Name on Badge 2: _____

PRICING

<input type="checkbox"/> One Exhibit Table	\$1,200
<input type="checkbox"/> Two Exhibit Tables	\$
<input type="checkbox"/> Three Exhibit Tables	\$

CORPORATE SPONSORSHIPS

<input type="checkbox"/> Platinum	\$5,000
<input type="checkbox"/> Gold	\$3,000
<input type="checkbox"/> Silver	\$2,000
<input type="checkbox"/> Bronze	\$750

SPONSORSHIP SPECIALTIES

<input type="checkbox"/> Welcome Reception (Thurs., Aug. 24, Includes Platinum Sponsor Benefits)	\$10,000
<input type="checkbox"/> Breakfast (Fri., Aug. 25, Includes Platinum Sponsor Benefits)	\$10,000
<input type="checkbox"/> Lunch (Fri., Aug. 25, Includes Platinum Sponsor Benefits)	\$10,000
<input type="checkbox"/> Breakfast (Sat., Aug. 26, Includes Platinum Sponsor Benefits)	\$10,000
<input type="checkbox"/> Lunch (Sat., Aug. 26, Includes Platinum Sponsor Benefits)	\$10,000
<input type="checkbox"/> AM Break (Fri., Aug. 25, Includes Gold Sponsor Benefits)	\$5,000
<input type="checkbox"/> AM Break (Sat., Aug. 25, Includes Gold Sponsor Benefits)	\$5,000

TOTAL EXHIBITS, SPONSORSHIPS, AND ADVERTISING \$

Cancellation Policy Cancellations, in writing, made prior to July 1, 2017 will receive a refund, less \$100 processing fee. No refunds will be processed on cancellations received on or after July 1, 2017.

We understand that all space must be paid for in full by **July 1, 2017**. If the assigned space is not paid in full by this date, it may be reassigned to another exhibitor at the discretion of ASATT.

Signature _____

Print Name _____

Date _____

Make a copy for your records and send completed form with payment to:

ASATT
Attn.: Becky Schlevensky (b.schlevensky@ASATT.org)
7044 S. 13th, Oak Creek, WI 53154
Phone: 414-908-4942 Ext. 111 • Fax: 414-768-8001

Payment Options

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

Card Number _____

Expiration Date _____ Total Amount \$ _____

Authorizing Signature _____ Date _____

Print 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 Becky Schlevensky at b.schlevensky@ASATT.org 414-908-4942 Ext.111 or m.mcmanus@ASATT.org. ASATT endeavors at all times to treat your personal information in accordance with all applicable laws.