

Advertising and Marketing Opportunities



American Society of Regional Anesthesia and Pain Medicine
Advancing the science and practice of regional anesthesia and pain medicine



2010 Annual Pain Medicine Meeting and Workshops

November 18-21, 2010
Pointe Hilton Tapatio Cliffs Resort • Phoenix, Arizona

Invitation to Participate



ASRA

520 N. Northwest Highway • Park Ridge, IL 60068
847-825-7246 • www.asra.com

Dear Industry Colleague:

To reach the most influential physicians, residents and fellows, scientists, and other health care providers specializing in pain medicine and regional anesthesia there is no better choice than the American Society of Regional Anesthesia and Pain Medicine (ASRA). Our membership is 5,000 strong and these professionals turn to us for valuable resources, educational programs, and research support.

This year, ASRA will host the 2010 Pain Medicine Meeting and Workshops in Phoenix, Arizona from November 18-21. Our program provides attendees excellent opportunities to network within the pain medicine community.

In addition to the unequalled opportunity to present your products and services as an exhibitor, ASRA also offers many ways to market and advertise to our meeting attendees outside of the exhibit hall. This brochure details the following marketing and advertising opportunities that your company can utilize to increase awareness, drive booth traffic, and obtain additional priority points:

- Flash Drives
- Conference Carry All
- Cyber Café
- Wine Pouring at Exhibitor Reception
- Buyer's Guide Ad Placement (NEW for 2010)
- Program Guide Back Cover Ad Placement
- Carry All Insert

Financial support of specific educational symposium is an excellent way for your organization to show its commitment to pain research and treatment. On Saturday morning, the breakfast symposium "Tranforaminal Injections – Everything You Wanted to Know but Were Afraid to Ask" will be presented to all meeting attendees. This is an opportunity to reach more than 700 attendees, of whom 90% are physicians and 75% indicate that they have input into purchasing of products and services. Please see page four for more details about how you can support the Saturday symposium.

Gifts in Kind are also a wonderful chance for you to showcase your products. Be a part of ASRA's well respected and very popular hands on workshops that sell out each year. Refer to page three for a partial list of equipment and supplies for which we seek company support.

Please take a few moments to review our enhanced meeting advertising and marketing opportunities. We know that the exposure you receive will be well worth the investment.

Sincerely,

Vincent Chan, MD
President

Richard Rosenquist, MD
Program Chair

Eugene Viscusi, MD
Industry Task Force Chair

Julie Kahlfeldt, CMP
Executive Director

Jennifer Hiltunen
Exhibits Manager

Marcie Pallante, CMP
Meeting Manager

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Corporate Membership

Improve Your Leadership Position

The purpose of the ASRA Corporate Membership is to develop and sustain a mutually beneficial relationship between ASRA and members of industry who have a vested interest in the area of regional anesthesia and pain management. The monies gained by ASRA from the Corporate Membership Program provide an additional source of revenue for the Society each year, which is applied toward educational and research endeavors ASRA wishes to provide for its member-physicians.

Your best opportunity to partner with ASRA is through the Corporate Membership Program. By becoming an ASRA Corporate Member, you will help advance the quality of care provided by ASRA member physicians by contributing your voice and support to members' efforts in research, education, treatment, and advocacy—we can not really say this as we are a C 3 and are not able to lobby.

Benefits of Corporate Membership

All companies that complete the Membership Application, pay the annual fee, when applicable, and become enrolled in the ASRA Corporate Membership Program will enjoy the following benefits:

- Corporate Members will be part of a Corporate Member Advisory Panel. The Panel meets during a luncheon at the ASRA Spring and Fall Meetings. Luncheon invitees will include members of the Corporate Membership Program as well as members of the ASRA Board.
- Each Corporate Member Exhibitor will wear a "Corporate Member" ribbon attached to his or her name badge at the Spring and/or Fall Meetings.
- Each Corporate Member would be recognized in each ASRA Newsletter that is sent out to ASRA Membership several times a year.
- Each Corporate Member will be able to submit a company logo and description for inclusion on a Corporate Membership page of the ASRA Website.
- ASRA will promote the Corporate Member company names on signage at both ASRA Meetings and in the ASRA Program Books at both ASRA Meetings.
- Each Corporate Member will be recognized as they establish membership in the program for the first time and will be subsequently recognized each year they renew membership in the program.
- Each Corporate Member will have the ability to do one mailing to the entire ASRA membership list at a discounted rate of 15% off the regular membership list cost. All mailings must be pre-approved by ASRA.

- Each Corporate Member may send one representative from their company to the President's Reception on Saturday evening of the ASRA Meeting at which they are exhibiting.
- Corporate Members will have access to experts in Regional Anesthesia and Pain Medicine, who will be part of focus groups to provide industry with feedback on these fields.
- All Corporate Members will receive additional priority points for preferred exhibit space assignments at each meeting.
- Corporate Members will also receive additional priority points for preferred corporate sponsorship opportunities at each meeting.
- Corporate Members will receive priority points for choice of preferred industrial symposia time slots at each meeting.

2010 Corporate Members

AIT Laboratories

Baxter Healthcare

B. Braun

BK Medical

GE Healthcare

Philips Healthcare

Purdue Pharmaceuticals

Smiths Medical

Teleflex Medical

"As a corporate member of ASRA, we appreciate understanding the decisions the organization is making to better serve its members. Additionally, the opportunities provided to network with fellow corporate members help us feel connected to other organizations working in this arena."

~AIT Laboratories

"Philips values our relationship with ASRA to help us understand clinical trends and needs to ensure our product, education and service solutions are designed for the future of ultrasound-guided pain medicine and regional anesthesia. We are proud to partner with ASRA as corporate sponsors to provide the highest quality education for growing the use of ultrasound in regional anesthesia and pain medicine."

~Philips Healthcare

Marketing Opportunities – Increase Your Visibility

On site, there are several opportunities to increase your visibility to meeting attendees and drive them to your booth. Consider investing in any of these meeting enhancements.

Flash Drives - \$15,000 investment

In a paperless world the meeting flash drive becomes one of the most important meeting resources. An ad or video featuring your company may be embedded into the flash drive for year round exposure.

Conference Carry All - \$10,000 investment

These convenient portfolio-folders will carry the printed program and flash drives. The conference folder will feature your logo along with ASRA's. It is distributed to ASRA attendees when they check-in at registration. The folder imprints will be one color. If you chose to support the conference folder, you may also include a company insert.

Cyber Café - \$9,500 investment

The Cyber Café is a great way to showcase your company logo. All meeting attendees stop by to print important meeting information and to check email.

Wine Pouring during Exhibitor Reception - Starting at \$500 for five bottles of wine

(*In order for the organization to remain compliant with the properties liquor laws, bartender fees may apply.)

This is a great, affordable way to draw more attendees to your booth during the Welcome Reception on Thursday evening. In order to increase traffic and exposure even more, ASRA will only serve beer and soft drinks from their hosted bars.

Investment Benefits

- Drive traffic to booth
- Boost visibility
- Gain repeat exposure

Advertising Opportunities – Maximize Your Exposure

ASRA's 2010 Pain Medicine Meeting & Workshops provide exhibitors with many opportunities to maximize their exposure to meeting attendees. ASRA attendees learn to use their Program Guides not only for on-site information, but also as a resource throughout the year.

ASRA Buyer's Guide – NEW!

A new feature in this year's Program Guide will be a section dedicated to product and service promotion. The Buyer's Guide provides exhibitors with year round coverage to pain medicine physicians and healthcare professionals. Do not miss this chance to highlight your product.

Investment Benefits

- Distributed to all meeting attendees
- Visible in On-Line Program Guide
- Included in Flash-Drive Program Guide
- Drive traffic to your booth and generate awareness of your company

Full Page Ad \$1000

½ Page Ad \$850

¼ Page Ad \$650

Program Guide Back Cover - \$12,500 investment

The Program Guide is distributed to all attendees; it contains useful information about the meeting and its events and this year will also include a Buyer's Guide area for dedicated marketing/advertising. This opportunity allows you to place a full-page, 4/color advertisement on the back cover of the Program Guide and includes a full color one-page ad in the Buyer's Guide.

Carry-All Insert - \$2,500 Investment

Improve traffic on site with a promotional insert in the official ASRA conference bag. Pre-printed materials will be sent to the ASRA office prior to the meeting. You will be able to reach potential clients as soon as the check in at registration. This is an excellent chance for you to increase traffic to your booth.

Investment Benefits

- Distributed to all meeting attendees
- Be seen repeatedly throughout the meeting
- Drive traffic to your booth
- Provide highly-used meeting resource

The success of the ASRA Annual Pain Medicine Meeting and Workshops relies on our Commercial Supporters. Gifts-in-Kind are donations of machines and supplies that are utilized in our hands on workshops, which include cadaver and live model work. ASRA is dedicated to providing a balanced educational platform. This includes opportunities for attendees to practice new techniques using equipment and supplies from many different vendors.

The 2010 Annual Pain Medicine Meeting and Workshops will cover various significant topics in the field of chronic pain. Financial support and Gifts-in-Kind are necessary to support the hands on workshops and special sessions. Please review the list of workshops and equipment needs and consider supporting ASRA's CME programming in this unique way.

Hands On Workshop Topics

- Ultrasound Guided Pain Procedures - Ilioinguinal, Intercostal, Lateral Femoral, Cutaneous, Saphenous Nerve Blocks
- Spinal Cord Stimulation
- Cervical Radiofrequency Ablation
- Discography, PPD, IDET, Nucleoplasty
- Peripheral Nerve Stimulation
- Basic Anatomy of the Spine Using Ultrasound (live model and cadaver)
- Facet Joint Injections Fluoroscopy
- Lumbar Epidural and Transforaminal Injection Fluoroscopy
- SI Joint, Piriformis and S1 Nerve Root Injection Fluoroscopy
- Focused Musculoskeletal and Neurological Examination for Pain Practitioners
- Lumbar Radiofrequency Ablation
- Focused M Ultrasound Guided Pain Procedures - Ilioinguinal, Intercostal, Lateral Femoral, Cutaneous, Saphenous Nerve Blocks
- Discography, PPD, IDET, Nucleoplasty
- Cranial and Peripheral Nerve Stimulators Fluoroscopy
- Focused Musculoskeletal and Neurological Examination for Pain Practitioners
- Head and Neck Blocks Musculoskeletal and Neurological Examination for Pain Practitioners
- Injection of Large and Small Joints Ultrasound
- Ultrasound Guided Pain Procedures - Ilioinguinal, Intercostal, Lateral Femoral, Cutaneous, Saphenous Nerve Blocks
- Sympathetic and Peripheral Nerve Blocks Fluoroscopy
- Cranial and Peripheral Nerve Stimulators Fluoroscopy
- Basic Anatomy of the Spine Using Ultrasound (live model and cadaver)
- Head and Neck Blocks
- Treatment of Vertebral Compression Fractures

Special Workshop Sessions

- Ultrasound in Pain Medicine
- Spinal Cord Stimulation: Everything You Wanted to Know

Equipment

- Full Body Cadaver
- X-Ray Machines (C-arm mach.; 1 tech per machine)
- X-Ray Gowns (leaded)
- Ultrasound Machines (plus 1 tech per machine)
- Suture Kits
- Surgical Kits
- Stimulation Kits
- LOR Syringes
- Non-sterile, Latex free gloves (M-XL)
- Shoe covers
- Masks
- Hats
- Radiation Safety Badges
- Medical Waste Garbage Cans



Educational Grants and Symposia Support

Symposia Support – \$25,000 Investment

ASRA has a long history of providing cutting edge education and resources to members, meeting attendees, and other users. Built into each program is the option for industry to financially support meaningful presentations. Support for these special symposia allows ASRA to utilize internationally celebrated educators and incorporate them into the programming.

2010 Pain Meeting Symposia Opportunity

Transforaminal Injections - Everything You Wanted to Know But Were Afraid to Ask or Think

- Complications of Epidural Steroid Injections: Interlaminar and Transforaminal
- Evidence for Efficacy for Epidural Steroid Injections – Interlaminar vs. Transforaminal
- Billing Irregularities Related to Transforaminal Epidural Steroid Injections

Investment Benefits

- Recognized in Program Guide
- Recognized in On-Line Program Guide
- Unique Opportunity for Contributing to Education Program
- 25,000 Priority Points Earned

Previous Symposium Lectures

- Emerging Technologies in the Management of Postoperative Pain.
- Emerging Intrathecal Drug Delivery Systems for Chronic Pain
- Role of Multimodal Analgesia for Postoperative Pain in Uncertain Times: What is the Evidence?
- Recent Advances in Acute Pain Management: Improving Outcome and Reducing Side Effects

Educational Grants

Financial support will be utilized to help cover costs associated with the production of the 2010 Annual Pain Medicine Meeting and Workshops. This is a unique opportunity to increase your company's visibility to meeting attendees. Educational grants will be utilized to cover costs associated with producing this meeting, workshops, and special educational sessions.

Investment Benefits

- Recognized in Program Guide
- 1 Priority Point for every \$1,000 spent in support



Annual Pain Medicine Meeting & Workshops

2009 Meeting

AIT Laboratories
Ameritox
Aspen Medical Products
Cadence Pharmaceuticals
Cumberland Pharmaceuticals, Inc
Dominion Diagnostics
Elan Pharmaceuticals
Epimed International, Inc.
GE Healthcare
Kimberly-Clark Health Care
Millennium Laboratories, Inc.
Mindray North America
NeuroTherm
Philips Healthcare
PPM Information Solutions, Inc.
Purdue Pharma L.P.
SonoSite, Inc.
St. Jude Medical –Neuromodulation
World Institute of Pain
Xanodyne Pharmaceuticals

2008 Meeting

Advanced Neuromodulation Systems
Ameritox
DECA Health
Elan Pharmaceuticals
Healthpac Computer Systems, Inc.
King Pharmaceuticals
Pacira Pharmaceuticals
PharMEDium Services, LLC
PPM Information Systems, Inc.
Sheridan Healthcare, Inc.
Purdue Pharma L.P.
Xanodyne Pharmaceuticals

Annual Regional Anesthesia Meetings & Workshops

2010 Meeting

AIT Laboratories
Baxter Healthcare, Inc.
BD
Biosound Esaote
BK Medical
Blue Mountina Research, Inc.
Cadence Pharmaceuticals
Concert Medical, LLC
GE Healthcare
Eloquest Healthcare
Mindray North America
PharMEDium Services, LLC
Philips Ultrasound
PPM Information Solutions
Smiths Medical North America
SonoSite, Inc.
Teleflex Medical
Ultrasonix Medical Corporation

2009 Meeting

AIT Laboratories
BD
Blue Mountain Research, Inc.
Cadence Pharmaceuticals
Concert Medical, LLC
GE Healthcare
Pajunk USA
Philips Healthcare
PPM Information Solutions, Inc.
Pajunk USA
Smiths Medical MD, Inc.
SonoSite, Inc.

2008 Meeting

B. Braun Medical, Inc.
GE Healthcare
Havel's
Life-Tech, Inc.
Philips Medical Systems
SonoSite, Inc.
Ultrasonix Medical Corporation
ZONARE Medical Systems, Inc.

Ultrasound Guided Workshops

2010 Workshops

B. Braun Medical, Inc.
BK Medical
CIVCO
GE Healthcare
Havel's Inc.
Life-Tech, Inc.
Mindray North America
Pajunk Medical Systems, L.P.
Philips
Stryker Corporation
Teleflex Medical

2009 Workshops

B. Braun Medical, Inc.
GE Healthcare, Inc.
Havels, Inc.
Life-Tech, Inc. & I-Flow Corporation
Pajunk
Philips Healthcare – Ultrasound
SonoSite, Inc.
Stryker Corporation
Teleflex Medical/Arrow Regional Anesthesia

2008 Workshops

GE Healthcare, Inc.
Havel's
Life-Tech, Inc.
Philips Healthcare - Ultrasound
SonoSite, Inc. Terason Ultrasonix Medical Corporation
Stryker Corporation
Teleflex Medical/Arrow Regional Anesthesia

Advertising and Marketing Opportunities

Application and Agreement

November 18-21, 2010 – Phoenix, Arizona

Exhibit Dates: November 18-20, 2010

See Prospectus for Exhibit Hours



Contact Information

Company Name: _____
Address: _____
City: _____ State: _____ ZIP Code: _____
Contact Name: _____ Phone: _____ Fax: _____
E-mail: _____ Web Site: _____

Billing Information (if different from contact information)

Address: _____
City: _____ State: _____ ZIP Code: _____
Contact Name: _____ Phone: _____ E-mail: _____

Marketing/Advertising and other Opportunity Choices

Corporate Membership \$5,000

Marketing
 Flash Drives \$15,000
 Conference Carry All \$10,000
 Cyber Café \$9,500
 Wine Pouring Starting at \$500 for five bottles of wine

Advertising
 Full Page Ad \$1,000
 1/2 Page Ad \$850
 1/4 Page Ad \$650
 Program Guide Back Cover \$12,500
 Carry-All Insert \$2,500

Symposia \$25,000

Educational grant in the amount of \$ _____ in support of (meeting expenses, honoraria, etc).

Other gift in kind (e.g., equipment loan + the estimated value of equipment)

Equipment or Supplies _____ Estimated Value \$ _____

Equipment or Supplies _____ Estimated Value \$ _____

Equipment or Supplies _____ Estimated Value \$ _____

Payment

A 50% deposit of total booth rental is required with the application. Applications received without the correct deposit will be returned. The application and correct deposit must be received before space can be assigned. No exceptions. **Please make checks payable to the American Society of Regional Anesthesia and Pain Medicine.** Please send checks to Jennifer Hiltunen, 4611 Chouteau St., Shawnee, KS 66226. Checks must be drawn on a U.S. bank. Credit card payments by VISA and Mastercard are accepted.

VISA MasterCard

Card number: _____ Exp. Date: _____

Exhibitor agrees to abide by all terms and conditions in the 2010 prospectus and Exhibitor accepts relocation to another space of equivalent area should such a relocation become necessary for causes beyond the control of, or if advisable, in the judgement of ASRA. For good and valuable consideration, receipt of which is hereby acknowledged, and as the date signed below by an authorized representative of the Exhibitor, this Agreement is effective between the above-identified Exhibitor and ASRA, with its principle place of business at 520 N. Northwest Highway, Park Ridge, Illinois, 60068. The parties consent to this Agreement, including the 2010 Annual Pain Medicine Meeting Commercial Exhibit Prospectus, which is attached to this agreement and incorporated by reference. This constitutes the entire Agreement between the parties, and representatives or statements, both oral and/or written, not included herein are not binding on the parties.

Signature: _____ Date: _____