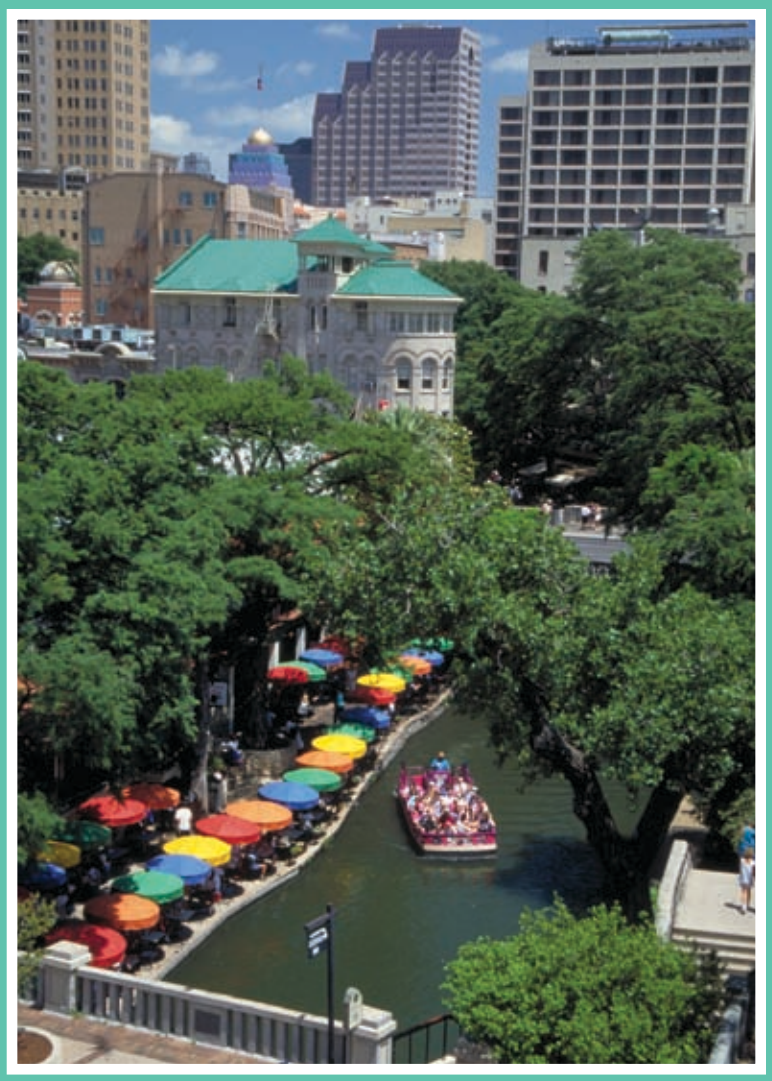
American Society of Regional Anesthesia and Pain Medicine

2009 Annual Pain Medicine Meeting and Workshops

November 19 – 22, 2009 • Exhibit Dates: November 20 – 21, 2009 • Grand Hyatt • San Antonio, Texas



This is the largest meeting of its kind devoted exclusively to a highly specialized audience of anesthesiologists who practice Pain Medicine.

Plan now to exhibit!

Welcome To The American Society Of Regional Anesthesia and Pain Medicine

Each year the American Society of Regional Anesthesia and Pain Medicine (ASRA) presents a spring and fall meeting, one devoted to regional anesthesia and acute pain medicine and the other devoted to chronic pain medicine. Each meeting is generally approved for approximately 30 CME credits.

The Annual Pain Medicine Meeting and Workshop, presented in mid-November, features refresher courses, general sessions, parallel sessions, cadaver workshops, intensive lower back pain workshops, problem-based learning discussions, poster presentations and a comprehensive technical exhibition. The program also includes the presentation of the John J. Bonica lecture.

Mission Statement

The American Society of Regional Anesthesia and Pain Medicine is the premier organization that addresses the clinical and professional educational needs of physicians and scientists; assures excellence in patient care utilizing regional anesthesia and pain medicine; and investigates the scientific basis of the specialty.

It's all in the numbers…

- Over 550 participants attended the 2008 ASRA Annual Pain Medicine Meeting and Workshops.
- Over 90% of those attendees were physicians.
- Over 75% of those attendees provide input in the purchasing of products and services.

Exhibit Hours

(subject to change)

Friday, November 20, 2009

10:00 - 11:30 a.m.

2:30 - 4:00 p.m.

5:30 - 7:00 p.m. (Exhibitor Reception)

Saturday, November 21, 2009

9:00 a.m. – 10:30 a.m.

Noon – 1:00 p.m.

An Information-Packed Educational Program Will Present A Curriculum With Take Home Value

Each ASRA meeting is carefully planned by a designated program committee that works in conjunction with the Society's Committee on Education and Board of Directors with the objective being to develop information-packed, educational programs that deliver information with take-home value that can be put to immediate use by participants in their practices. Program sessions are presented by a faculty of leading experts in the fields of regional anesthesia and pain medicine, making ASRA meeting programs educational experiences that members long carry with them.

These ASRA programs are highly-recognized for the blend of business and social activities presented at each meeting. The Society's leadership understands the importance of networking and the value members place in renewing friendships and making new ones. Breakfasts, coffee breaks, receptions, and dinners are carefully planned to maximize the educational experience of an ASRA meeting, while providing welcomed intermissions from periods of intense learning.

The following were some of the medical disciplines represented at the 2008 Annual Pain Medicine Meeting And Workshops:

- Anesthesiology
- Pediatric Anesthesiology
- Pain Management
- Pain Medicine
- Neurology
- Orthopedic Surgeon
- Regional Anesthesia
- OB Anesthesia

The following is a short list of some of the topics to be presented at the 2009 ASRA Fall Pain Medicine Meeting and Workshops. For a complete list, please visit the ASRA website at www.asra.com.

- Special Session – Use of Ultrasound in Pain Medicine
- Sympathetically and non-sympathetically medicated pain in Complex Regional Pain Syndrome
- Lumbar Spine Pathology
- Neuropathic Pain
- Ultrasound vs. Fluoroscopy for Chronic Pain
- Implications of Practice Guidelines to the Pain Physician
- Spinal Cord Stimulation
- Treatment of Vertebral compression fractures
- Discography, PPD, IDET, Nucleoplasty
- Lumbar Epidural & Transforaminal Injections / Fluoroscopy
- SI joint, Piriformis and S1 nerve root injection / Fluoroscopy
- Focused Musculoskeletal and Neurological Examination of Pain Practitioner
- Opioid management in the Pain Clinic
- Urine testing – What to do with the results?
- Radiofrequency
- Pharmacology of Psychotherapeutics

Join These Leading Companies By Making The ASRA Annual Pain Medicine Meeting And Workshops A Regular Part Of Your Marketing Effort

- Advanced Neuromodulation Systems
- Aegis Sciences Corporation
- AIT Laboratories
- All Star Recruiting
- Allergan, Inc.
- Alpharma Pharmaceuticals
- Ameritox
- AnazaoHealth Corporation
- APP Pharmaceuticals, LLC
- Aspen Medical Products
- Baxter Healthcare
- Biowave
- Boston Scientific - Neuromodulation
- Calloway Labs
- C-Arms International / OR Support, Inc.
- Cephalon, Inc.
- Clint Pharmaceuticals
- Cosman Medical, Inc.
- DECA Health, Inc.
- Diros Technology Inc.
- Dominion Diagnostics
- EKR Therapeutics
- Elan Pharmaceuticals
- Eli Lilly & Company
- Elsevier, Inc.
- eMedicalFiles, Inc.
- Endo Pharmaceuticals
- Epimed International, inc.
- GE Healthcare
- Healthpac Computer Systems, Inc.
- I-Flow Corporation
- Indigo Orb, Inc.
- Integra Pain Management
- International Spine Intervention Society (ISIS)
- Kellison & Company
- Kimberly-Clark

- King Pharmaceuticals, Inc.
- Lippincott, Williams & Wilkins
- MasterPharm Compounding Pharmacy
- Med Images, Inc.
- Meda Pharmaceuticals Inc.
- Medenet
- Medtronic, Inc.
- MOOG Medical Devices
- NeuroTherm Inc.
- Ortho-McNeil, Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc.
- PharMEDium Services, LLC
- Philips Healthcare
- PPM Information Solutions Inc.
- Pro Practica, Inc. (StreamlineMD)
- Protech Leaded Eyewear, Inc.
- Purdue Pharma, L.P.
- Sheridan Healthcare, Inc.
- Smith & Nephew
- SonoSite, Inc.
- Stryker Instruments
- Terason
- Ultrasonix Medical Corporation
- Wiley Blackwell
- Wyeth Pharmaceuticals
- Xanodyne Pharmaceuticals
- Ziehm Imaging

Pain medicine experts will be traveling to San Antonio to view your products and services

ASRA members will be coming in large numbers to meet you and your sales representatives to learn how your products and services can help them to practice pain medicine more safely, more efficiently and more economically. These highly-qualified professionals exert a broader influence on buying decisions than typical medical convention attendees. The ASRA Annual Pain Medicine Meeting and Workshops — devoted exclusively to the educational needs of practitioners of pain medicine — provides you with an excellent opportunity to meet more bona fide prospects in just a few short days than you would meet in weeks using more expensive conventional sales techniques.

What are your competitors saying about this meeting:

"ASRA is a great meeting for our company!"

"Our exhibit drew a tremendous amount of traffic."

"One of the best things about this meeting was "the schedule – exhibit hours and workshop times were accommodating."

Increase Your Visibility To Attendees And Support ASRA!

Wine Pouring during Exhibitor Reception

This is a great, affordable way to draw more attendees to your booth during the Exhibitor Reception on Friday evening. Select a wine from our fabulous list and we'll provide you with five bottles of that wine to pour directly from your booth. We'll also provide you with everything you need to conduct the pouring. ASRA will not be serving wine from the bar in the exhibit hall during the reception. Please contact Tricia Petersen at tpetersen@sasyes.com for information regarding wine selections. **Sponsorships start at $500 for five bottles of wine.**

Program Guide

This handy resource will be distributed to attendees and will contain useful information about the meeting and its events. This exclusive opportunity will allow the sponsoring company to place a full-page, 4/color advertisement on the back cover of the Program Guide. Additional pages for product information can be secured if needed.
$10,000

Cyber Café

Your company name will be at everyone's fingertips when you sponsor the Cyber Café, which is made available to all attendees during the meeting. There will be several computer stations located near the registration area of the meeting.
$7,500

Meeting Lanyards

Placed conveniently in the registration area, attendees will pick up this easy-to-wear lanyard to hang their badge around their neck – with your company's name and/or logo (1-color) prominently printed along the length of the lanyard.
$4,000

Meeting Bags

This sturdy bag will feature the ASRA logo and the sponsoring company's name/logo. It will be distributed to ASRA attendees as they go through registration. The bag imprint will be 2-colors. An additional charge may apply for additional colors.
$10,000

Notepads

These handy notepads will be given out to attendees at registration so they may take notes throughout the Meeting. The sponsoring company's name/logo will be printed on each page of the notepads in the lower right hand corner. The name/logo will be printed in 2-color. An additional charge will apply for 4-color logos.
$6,000

Clipboards

This useful item will be handed out to attendees at registration, providing them with a handy tool for note-taking during the meeting and after. The sponsoring company's logo (1-color) will be printed on the clip and on the board. Additional charges apply for additional colors.
$8,500

Exhibitor Benefits – Exhibiting at the 2009 ASRA Annual Pain Medicine Meeting and Workshops provides your company with the following:

- A unique audience who is passionate about knowledge and education in this ever-changing field.
- An intimate atmosphere that is conducive to business.
- Free pre-registration mailing list and free final attendee mailing list.
- Heavy traffic in the exhibit hall during break times.
- Continuous networking opportunities in the exhibit hall and at the Exhibitor Reception.

Sponsor Benefits – In addition to all the Exhibitor Benefits, Meeting sponsors also receive the following:

- Acknowledgment printed in materials distributed at registration.
- Acknowledgment on signage in heavy traffic areas on-site.
- Recognition from the podium at the start of each day's program.
- "Sponsor" sign placed in your exhibit space.

All sponsors must exhibit at the ASRA Annual Pain Medicine Meeting and Workshops.

Hotel Room Door Drops

This opportunity gives your company added exposure for your products and services, new product launch, booth number, or symposium. Distribution will occur to all registered attendee hotel rooms on the evening of Thursday, November 19th. The Exhibit Hall opens on Friday, November 20th.
$2,000 per item

Exhibition Rules and Regulations

1. ASRA

The acronym "ASRA" means the American Society of Regional Anesthesia and Pain Medicine acting through its respective officers, directors, members, committees, and agents acting for it in the management of the exhibition.

2. Exhibition Dates and Hours

The exhibition hall will be open to attendees as follows:

Friday, November 20, 2009
10:00 - 11:30 a.m.
2:30 - 4:00 p.m.
5:30 - 7:00 p.m. (Exhibitor Reception)

Saturday, November 21, 2009
9:00 a.m. – 10:30 a.m.
Noon – 1:00 p.m.

A penalty will be assessed to companies that break down their exhibit before the end of the exhibit hours on the final day of exhibition.

No exhibitor, nor any employee, agent or servant of an exhibitor, shall be permitted to enter the exhibit hall until 90 minutes before the official opening hour, nor allowed to remain later than 90 minutes after the official closing hour, except on the last day of the exhibition.

3. Exhibition Standards

Exhibits and promotional materials should be dignified and truthful, and designed to provide useful and reliable information. The exhibition of a product or service at the ASRA meeting does not constitute an ASRA endorsement of the product or service, or of the claims made. Drugs or devices which require premarket approval from the FDA or which must comply with established product standards will not be eligible to exhibit unless FDA approval has been obtained or the appropriate product standard is met. ASRA reserves the right not to sell space for the exhibition of any product or service that is at issue or in litigation with a government agency.

4. Permissible Exhibits/Product and Material Distribution

All business activities of the exhibitor must be within the exhibitor's allotted exhibit space. In connection with distribution of product samples in the exhibitor's booth(s), these samples must be distributed at least two feet inside the booth. The servicing or consumption of alcohol is prohibited, without prior consent of ASRA. The use of propane, butane or other combustible bottled gas is prohibited. Helium balloons are not permitted. Participating firms will be limited to those which have regional anesthesia and pain medicine directed products, equipment or services. At the request of ASRA, made at any time or times before or during the exhibition, exhibitor must promptly furnish ASRA with sample products, packages, labels, advertising and promotional literature that would be or is being distributed before exhibitor will be eligible to participate or continue in the exhibition. ASRA reserves the sole and absolute right to determine which firms and products are appropriate in its judgment for inclusion in the exhibition and to refuse, cancel or restrict any applicant or exhibit that ASRA considers undesirable for any reasons. This provision applies to exhibitor's conduct, articles, printed matter, samples, questionnaires or anything that ASRA deems objectionable. If ASRA decides that any of these do not meet its standards or are not suitable, the exhibitor must at once comply with ASRA demands or can withdraw and, if appropriate, receive a refund of the rental fee paid, prorated for the unused time.

5. Mandatory Carpet

To improve the appearance of the exhibit hall, carpet is required in all exhibit spaces and is to be provided at the exhibitor's expense. In some cases, the exhibit hall is already carpeted in a multi-colored pattern. In those cases, additional carpet is not required, but is suggested, for additional comfort and aesthetic appeal. It is suggested that the carpet be compatible with the exhibit hall colors, which will be outlined in the Exhibitor Manual.

6. Facility

Grand Hyatt San Antonio
600 E. Market Street
San Antonio, TX 78205
Tel: (210) 224-1234
Fax: (210) 271-8019

7. Industry-Sponsored Symposia

The following times are available:

Thursday, November 19, 2009 – Dinner
6:00 p.m. – 8:00 p.m.
Friday, November 20, 2009 – Breakfast
6:15 a.m. – 7:30 a.m.
Saturday, November 21, 2009 – Breakfast
6:30 a.m. – 7:45 a.m.
Sunday, November 22, 2009 – Breakfast
7:00 a.m. – 8:15 a.m.

ASRA may provide CME accreditation for all industry-sponsored symposia, in which case ASRA would retain control of all content and speaker choices, according to ACCME guidelines. For more information regarding the support of a symposium at this Meeting, please contact Tricia Petersen via phone at (712) 643-1343 or via email at tpetersen@sasyes.com.

8. ASRA's Purpose

ASRA's purpose in conducting this meeting is to advance knowledge within the areas of its goals and constitution through its educational programs, its communication and resource information. The Society, in keeping with its stated purpose, encourages exhibitors to be educational, communicative and resource informative in their exhibit displays. All exhibits and products/services displayed must be pertinent to the practice of anesthesiology and pain medicine, and in the professional interests of the registrants.

Please review the entire Prospectus, including any additional exhibit information posted at www.asra.com. It includes important information about your company's participation in and contribution to the meeting. The rules and regulations noted in this Prospectus are part of the application for space. ASRA reserves the right to refuse space to any company whose products or services, in the judgment of the Society, do not meet the educational, scientific or practice needs of our members and meeting registrants.

Exhibition Rules and Regulations

9. Exhibit Space Fees

Before or on July 17, 2009 ..... $1,950

After July 17, 2009 ..... $2,300

The price of the exhibit space includes, in addition to the space itself:

- An identification sign showing the company name
- General cleaning of aisles
- 5 complimentary exhibitor registrations per 10' x 10' booth, if pre-registered
- 2 guest badges and one copy per booth of the Meeting Syllabus

10. Deposits and Payments

A 50% deposit must accompany the application. **Applications will not be processed until the appropriate deposit is received.** All payments must be made by check, payable to Strategic Alliance Services or by credit card. Completed applications with deposits should be sent to:

Tricia Petersen
Strategic Alliance Services
202 North 12th Street
Dunlap, IA 51529
Phone: (712) 643-1343
Fax: (712) 643-2207
E-mail: tpetersen@sasyes.com

11. Full Payment

The balance of the booth fee is due on or before **July 17, 2009**. If the balance is not received by the due date, the booth space may be cancelled and reassigned without notification or refund of deposit. **No company may exhibit unless full payment for booth space has been received.** Final payment should be sent to the address listed previously.

12. Cancellation or Reduction of Space

All cancellations or reductions in space must be sent in writing on company letterhead to Tricia Petersen (tpetersen@sasyes.com) at the address listed previously. If written cancellation or booth reduction is received at the Society office by:

June 19, 2009 ..... Full refund less $200

June 20, 2009 – July 17, 2009 .....
....Forfeit entire deposit (50% of booth cost)

After July 17, 2009 ..... No refunds

13. Exhibitor Personnel

A company may register five individuals per 10' x 10' booth at no charge during advance registration only. **A $100 per person fee will be charged for all representatives registered over this number.**

The exhibitor's badge allows admittance to the exhibit hall and on a space available basis, to the general sessions. The exhibitor's badge does not allow attendance to any ticketed sessions, i.e. workshops, master classes, PBL's, etc.

14. Badge Distribution

All badges for representatives who are registered in advance will be distributed on-site at the Exhibitor Registration Desk. A pre-registered representative of the company may sign for any or all badges for that company.

15. Guest Badges

Every effort will be made to assure that only properly identified and authorized registrants enter the exhibit hall. Technical exhibitors' guest badges are designed to allow access to the exhibit floor to individuals whom an exhibitor has a legitimate need to have present. These individuals may be:

- VIP's for parent company
- advertising agency representatives
- exhibit designers or builders
- exhibitor appointed contractors
- consultants
- industry analysts
- an exhibitor's original equipment manufacturer

Guest badges must not be issued to physicians or allied health individuals who should be registered through the Society's registration process for educational sessions and exhibit viewing. Badges should not be used as a form of registration for personnel working the booth. The exhibiting company is responsible for the actions of their guest. Misuse of the exhibitor guest badge system may result in the expulsion of the exhibitor and guest from the exhibit hall.

16. Vendor Badges

Individuals who want to view the exhibit floor but are not affiliated with an exhibiting company may register for one day at $100.

17. Contests and Drawings

Contests and prize contests, drawings, raffles, or lotteries of any description, held at any time or place during the ASRA 2009 Annual Regional Anesthesia Meeting and Workshops, must be approved by ASRA. Contact Tricia Petersen at (712) 643-1343 or via e-mail at tpetersen@sasyes.com. **All booth giveaways MUST be approved by ASRA prior to the Meeting. Please send all booth giveaway approval inquiries to** tpetersen@sasyes.com.

18. Hotel Accommodations

Please visit the ASRA website at www.asra.com for hotel reservation information.

ASRA 2009 Annual Pain Medicine Meeting And Workshops CONTACTS:

American Society of Regional Anesthesia and Pain Medicine

Tricia Petersen
Exhibits Manager, ASRA
Strategic Alliance Services
202 N. 12th Street
Dunlap, IA 51529
(712) 643-1343
Fax: (712) 643-2207
tpetersen@sasyes.com

Fred Stone
General Contractor, ASRA
Strategic Alliance Services
(817) 379-1096
fstone@sasyes.com

www.sasyes.com

Exhibitor Contract for Exhibit Space

American Society of Regional Anesthesia and Pain Medicine

2009 Annual Pain Medicine Meeting and Workshops

November 19-22, 2009 (Exhibit Dates: November 20 and 21, 2009)
Grand Hyatt • San Antonio, Texas

TERMS: (U.S. Currency Only)
Booth Fees
- **On or before** July 17, 2009.....$1,950
- **After** July 17, 2009.....$2,300

PLEASE READ CAREFULLY
A deposit of 50% of booth(s) must accompany this signed application, with the balance to be paid by **July 17, 2009**. The Society reserves the right to cancel any contract which remains unpaid 60 days prior to the opening day of the meeting, to assess an administrative fee of $200.00 and to reassign the space. Before any exhibitor may be allowed to exhibit, all outstanding financial obligations to the ASRA must have been satisfied. Requests for booth cancellations will be considered in accordance with the contractual rules and regulations.

Booth space requests received after **July 17, 2009** must be paid in full upon submission of contract.

We have enclosed a $ _____ deposit for the space requested.

PLEASE MAKE CHECK PAYABLE TO
Strategic Alliance Services (Tax ID #48-1208206)

Please Read Exhibiting Rules Carefully,
then Execute Contract and Mail or Fax to:
ASRA
c/o Tricia Petersen
202 North 12th Street, Dunlap, IA 51529
Phone: (712) 643-1343 • Fax: (712) 643-2207
tpetersen@sasyes.com • www.asra.com

Number of Booths Requested: _____

Booth Preferences (floorplan is available at www.asra.com)

_____ _____ _____ _____
1st Choice 2nd Choice 3rd Choice 4th Choice

Special Requests: (i.e., I prefer not to be next to or across from...)

_____

_____

A description of your company's products and/or services may accompany this application. Please email the description to Tricia Petersen at tpetersen@sasyes.com. This description will appear in the final Program Guide and is limited to 50 words or fewer.

PAYMENT TYPE:

❑ Check ❑ VISA ❑ MasterCard ❑ American Express

Printed Name on Card_____

Card #_____

Card Exp. Date_____

Authorized Signature_____

(Please note that the charge on your card will appear as Strategic Alliance Services, LLC.)

PLEASE PRINT OR TYPE

Exhibitor Name (Full Legal Name)_____

Contact Name (To whom all correspondence is sent)_____

Display Name (Name to be displayed on booth sign, if different from legal name)_____

E-mail_____

Exhibitor Address_____

City_____ State_____ ZIP Code_____

Phone_____ Fax_____

Authorized Representative_____ Title_____

The above named Exhibitor hereby applies for the reservation and use of the number of exhibit booths designated above at the 2009 ASRA Annual Pain Medicine Meeting and Workshops, and agrees to the terms and conditions set forth herein.

Authorized Signature (Not valid unless signed)_____ Date_____

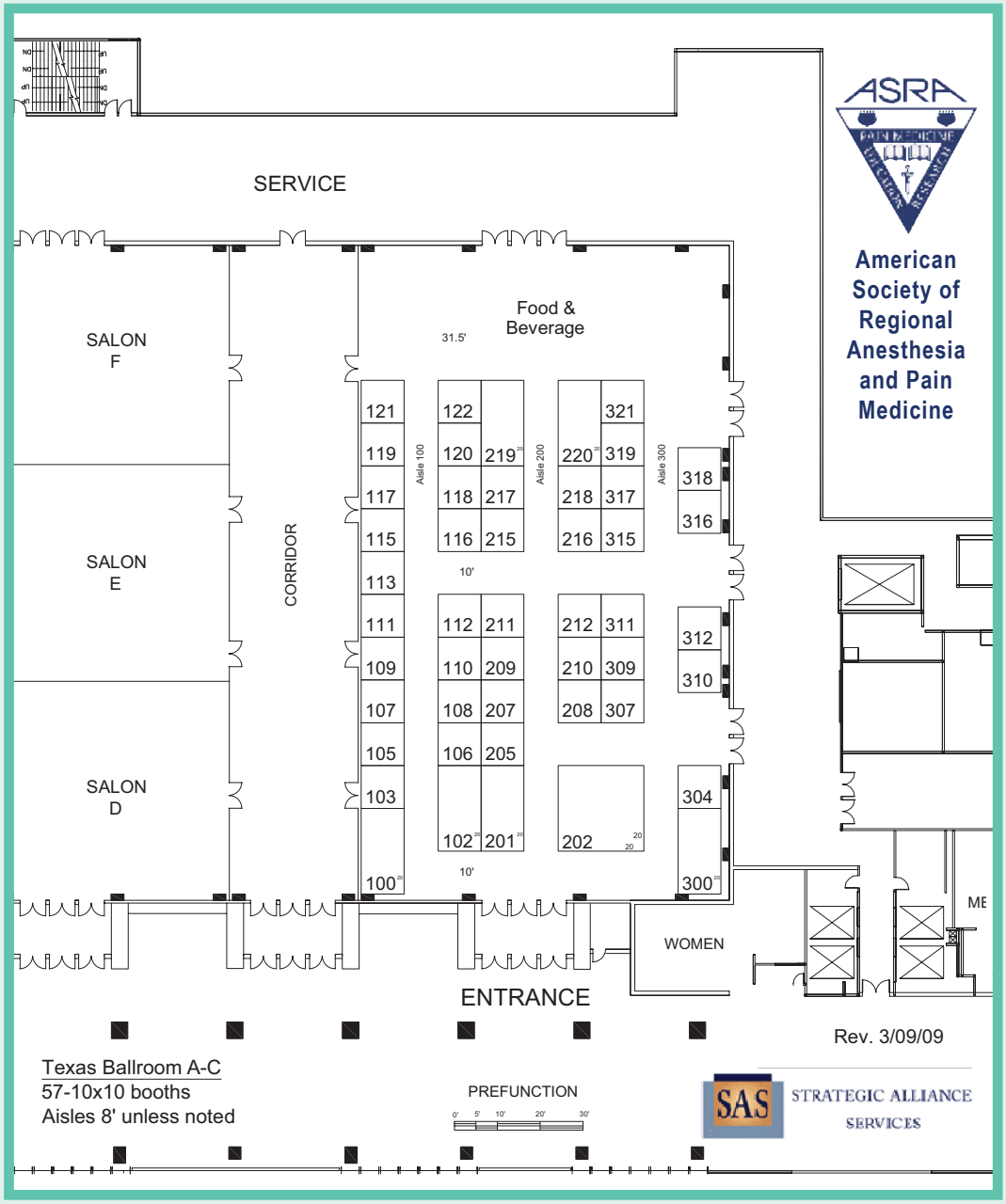
For Office Use Only (do not write in space below)

ASRA Representative Signature _____ Date _____

Exhibit Hall Floorplan

ASRA 2009 Annual Pain Medicine Meeting and Workshops

November 19 – 22, 2009 • Grand Hyatt • San Antonio, Texas



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