

FSASC 2012 ANNUAL CONFERENCE AND TRADE SHOW

Florida Society of

FSASC

Ambulatory Surgical Centers

EXHIBIT PROSPECTUS



Growing
IN CHALLENGING TIMES

July 11-13, 2012

HYATT REGENCY GRAND CYPRESS

Orlando, FL



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FSASC 2012 ANNUAL CONFERENCE AND TRADE SHOW

NEW THIS YEAR!

In order to create more excitement and traffic at the trade show, FSASC invites exhibitors to have an activity and/or decorative theme at your booth. Examples of activities include hosting a game, a food give away, maybe even a massage chair to help the attendees relax.

Be creative, have a little fun, and sign up now to participate! As an additional incentive, the FSASC conference committee will be reviewing exhibitor activities/booths and awarding prizes for those that are most fun, creative or decorative. You will receive a booth activity form with more details once you submit your exhibit application. We will also be listing the various booth activities in the conference program.

In 2012, we will also be announcing door prize winners in the exhibit hall that are selected from names you collect at your booth. Let us know if you plan to do a door prize so we can include you in announcements at the conference.

Exhibiting at the 2012 FSASC Annual Conference & Trade Show

The Florida Society of Ambulatory Surgical Centers is pleased to invite your company to participate in the 2012 FSASC Conference & Trade Show being held July 11-13, 2012 at the Hyatt Regency Grand Cypress in Orlando, Florida. FSASC offers one of the most comprehensive Ambulatory Surgery Center trade shows in the country. This incredible show draws surgery center physicians, nurses, administrators and other center staff from throughout Florida.

Last year the conference drew over 175 attendees and with this year's central location and line-up of speakers there promises to be even more. With the events and seminars planned, we have excellent sponsorship opportunities available to fit all budgets. By becoming a sponsor and supporting FSASC you will not only gain valuable exposure but receive special benefits available only to sponsors. Your company will be recognized throughout the conference. These benefits include special reserved booth space, exclusive sponsor opportunities, acknowledgement in the newsletter, conference program, conference signage and website.

Sponsorships are assigned on a first come, first served basis.

SPONSORSHIP OPPORTUNITIES

Gold SPONSOR - \$4,000 (4 available)

- Complimentary Preferred Exhibit Space (while booths are still available)
- 5 complimentary exhibitor badges
- Sole sponsorship of one of the following events:
 - Wednesday Night Welcome Reception
 - Thursday Continental Breakfast
 - Thursday Luncheon
 - Keynote Speaker
- Recognition on signage*
- Recognition in promotional materials**
- Recognition in post-conference newsletter
- Recognition during sponsored event
- Pre-registration attendee list available two weeks before the Conference
- One full-page ad in the conference program*
- Complimentary listing on the FSASC Web site and a direct link to your company's Web site

SILVER SPONSOR - \$2,500

- 50% discount on any exhibit booth space (while spaces are still available)
- 4 complimentary exhibitor badges
- Sole sponsorship of one of the following events:
 - Bottled Water
 - Conference Bags
 - Lanyards
 - Conference Portfolios
 - Hotel Room Key Card
 - Room Drop (2 available) – Contact FSASC office to discuss options
- Recognition on signage*
- Recognition in promotional materials**
- Recognition in post-conference newsletter
- Pre-registration attendee list available two weeks before the Conference
- ½ page ad in the conference program*
- Complimentary listing on the FSASC Web site

BRONZE SPONSOR - \$1,500

- 25% discount on any exhibit booth space (while spaces are still available)
- 3 complimentary exhibitor badges
- Sole sponsorship of one of the following events:
 - Wednesday Afternoon coffee break
 - Thursday morning coffee break
 - Thursday afternoon break
 - Friday morning continental breakfast
 - Friday morning coffee break
- Recognition in conference program and signage*
- Recognition in promotional materials**
- Recognition in post-conference newsletter
- Pre-registration attendee list available two weeks before the Conference
- Complimentary listing on the FSASC Web site

** Sponsorship/Exhibits must be paid in full and supply logo by February 10, 2012 for recognition in the conference registration brochure.

*Vendor to supply camera-ready artwork and logo by June 1, 2012 to be recognized in onsite program and post-conference materials.



EXHIBIT OPPORTUNITIES

Preferred Exhibit Space - \$1300

See Floor Plan for Specific Booth Numbers

- Two Exhibitor Name Badges
- (1) 8' x 10' exhibit space
- (1) 6' foot skirted table, 2 chairs, and 1 wastebasket
- 7" x 44" identification sign
- Conference Program recognition
- Pre-registration attendee list available two weeks before the Conference

Standard Exhibit Space - \$1000

See Floor Plan for Specific Booth Numbers

- Two Exhibitor Name Badges
- (1) 8' x 10' exhibit space
- (1) 6' skirted table, 2 chairs, and 1 wastebasket
- 7" x 44" identification sign
- Conference Program recognition
- Pre-registration attendee list available two weeks before the Conference

Exhibit Extras

Pick one or more of the following items to add on to your exhibit space to create a complete marketing package!

Conference Bag Inserts - \$500

- 1 Conference tote bag insert

Conference Program Ads - \$500

- 1 full page black and white ad in the conference program

** Sponsorship/Exhibits must be paid in full and supply logo by February 10, 2012 for recognition in the conference registration brochure.

*Vendor to supply camera-ready artwork and logo by June 1, 2012 to be recognized in onsite program and post-conference materials.



EXHIBITOR SCHEDULE OF EVENTS

Wednesday, July 11, 2012

1:00 p.m. – 4:00 p.m.

Exhibit Hall Set-up

4:15 p.m. – 6:15 p.m.

Exhibit Hall Reception

Thursday, July 12, 2012

7:00 a.m. – 2:00 p.m.

Exhibit Hall Open

7:15 a.m. – 8:00 a.m.

Continental Breakfast in Exhibit Hall

8:00 a.m. – 8:15 a.m.

Welcome

8:15 a.m. – 9:30 a.m.

Keynote Presentation

9:30 a.m. – 10:30 a.m.

Refreshment Break in Exhibit Hall

10:30 a.m. – 11:30 a.m.

General Session

11:30 a.m. – 12:30 p.m.

General Session

12:30 p.m. – 1:45 p.m.

Lunch in Exhibit Hall

2:00 p.m. – 4:00 p.m.

Exhibit Hall Breakdown

EXHIBIT HALL FLOOR PLAN



TERMS OF EXHIBITOR/SPONSOR AGREEMENT

1. AGREEMENT

The following terms shall become binding upon acceptance of this agreement between the applicant and his/her employees and the FSASC, the meeting and exhibit host.

2. PUBLIC POLICY

Exhibitors are charged with knowledge of all ordinances and regulations pertaining to taxes, health prevention, customs and public safety while participating in this event. Compliance with such laws is mandatory for exhibitors and the responsibility of the exhibitor.

3. BOOTH ASSIGNMENT

Exhibit space will be assigned based on the date contract is received with payment in full. In the case of multiple contracts received on the same date, priority will be given to those exhibitors who are also sponsors and to those who have previously exhibited with FSASC.

4. DISMANTLING

No part of an exhibit shall be removed during show hours. Exhibits must be kept intact until 2:00pm on 7/12/12. All exhibits must be dismantled and removed by 6:00pm on 7/12/12; otherwise FSASC reserves the right to remove the exhibit at the exhibitor's cost.

5. EXHIBIT DIMENSIONS

Each exhibit area is 8' x 10'. The height of any part of the display may not exceed 8' from the floor, nor may the display come forward by more than 8' or be wider than 10'. The sides must not block view of other booths.

6. USE OF EXHIBIT SPACE

Exhibitors shall reflect their company's highest standards of professionalism while maintaining exhibit space during exhibit show hours. No exhibitor shall assign, sublet or share exhibit space.

7. LITERATURE DISTRIBUTION

All literature must be distributed within the booth space assigned. No materials may be placed on tables or chairs, attached to meeting space walls or ceilings, or left in public places or distributed in aisles, lounge areas or other exhibitor booths. Items found in these places will be disposed of without question.

8. DAMAGE TO PROPERTY

Exhibitors are liable for any damage caused to building, floors, walls, columns, or to standard exhibit equipment or to other exhibitor's property.

9. CANCELLATION

No cancellation shall be acknowledged unless received by FSASC's Tallahassee office in writing. Should an exhibitor wish to cancel 60 days before the set-up date, a 50% refund will be made by FSASC; no refunds will be made for cancellations with less than 60 days notice.

10. FIRE AND SAFETY REGULATIONS

All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. Fire hose cabinets and fire exits must be left accessible and in full view at all times. All disposable materials and decorations must be flameproof and subject to inspections.

11. LIABILITY AND INSURANCE

Exhibitors are responsible for securing all necessary licenses or consents. Exhibitor agrees to indemnify, defend and hold FSASC harmless from and against any claim of liability and any incident or resulting loss, cost, or damage for failure to obtain these licenses or consents.

12. ELIGIBLE EXHIBITS

FSASC reserves the right to determine the eligibility of any company or products for inclusion in the meeting and reserves the right to reject, evict or prohibit any exhibit in whole or in part, or any exhibitor, or his representatives, with or without giving cause.

13. NOISY AND OBNOXIOUS EQUIPMENT

The operation of whistles or any objectionable device will not be allowed.

14. EXHIBITOR SALES TAX

Per Florida tax laws, this agreement prohibits the exhibitor from making or offering to make sales of taxable goods or services without obtaining an Annual Resale Certificate (Form DR-13) from the purchaser. For more information, contact the Florida Department of Revenue or visit www.myflorida.com/dor/taxes/trade_suf.html.

For more information contact:

Florida Society of Ambulatory Surgical Centers
1400 Village Square Blvd, #3-175
Tallahassee, FL 32312
Phone: 850.222.3000
Fax: 850.907.1288
E-mail: tammy@ascmember.org

EXHIBITOR/SPONSOR AGREEMENT

Sponsorship Options (Gold, Silver and Bronze sponsorships only — indicate event choices below.)

Gold Sponsor* \$4,000 Silver Sponsor* \$2,500 Bronze Sponsor* \$1,500

*Event Choice 1 _____ Event Choice 2 _____

Other Opportunities Selection Bag Insert \$500 Program Ad \$500

Exhibit Options (booth assignments will be made based on the order forms are received and sponsorship level)

(see floorplan for selection) Preferred Exhibit Space \$1300 Standard Exhibit Space \$1000

Booth Choice 1 _____ Booth Choice 2 _____

If possible, please do not place me by _____
(list any companies you do not want to be near)

(Please print names exactly as they should appear in program, on name badges, and on signage.)

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Primary Contact _____ Email _____
(All information will be mailed or emailed to this individual for distribution to on-site representatives.)

Onsite Representatives (two name badges are included with exhibit space unless otherwise indicated in sponsorship package. Additional name badges can be purchased for \$100.) Print names exactly as you want it to appear on name badges.

On-Site Representative (1) _____ Email _____

On-Site Representative (2) _____ Email _____

On-Site Representative (3) _____ Email _____

Brief product/company description for the conference program. (25 words or less) _____

Totals From Above

Total Sponsorship Cost: \$ _____ + **Total Exhibit Cost:** \$ _____ + **Additional Name Badge Fee (\$100/each):** \$ _____

Total Amount Due: \$ _____

Payment Information Payment Information: Please send this completed form with payment to FSASC, 1400 Village Square Blvd #3-175, Tallahassee, FL 32312. Phone: 850.222.3000; Fax: 850.907.1288; Email: tammy@ascmember.org. Payment must accompany signed agreement in order to reserve exhibit space and ensure acknowledgment in printed materials. A confirmation will be sent to the Primary Contact listed above to confirm your exhibit space.

Method of Payment Check Enclosed (payable to **FSASC**) Visa MasterCard AMEX

Card # _____ Exp. Date _____ CCV*** _____

***This is the 3-digit number found on the back of your card (in the signature area). Amex only – this is the 4-digit number imprinted on the front of your card.

Name on Card _____

Signature _____

Credit Card Billing Address _____

Check here if your billing address is the same as your mailing address above.

Printed Name _____ Date _____

Authorized Signature** _____

**Your authorized signature acknowledges compliance to the terms and conditions set forth in the Exhibitor/ Sponsor Agreement on page 6.

For FSASC Use Only Date Received _____ Exhibit Space # _____

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1400 Village Square Blvd, #3-175

Tallahassee, FL 32312

850.222.3000 • www.fsasc.org

PRESORT
STANDARD
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Tallahassee, FL
Permit #906

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HOTEL INFORMATION

Hyatt Regency Grand Cypress

is located at One Grand Cypress Blvd. in Orlando, Florida. To make reservations, please call **888.421.1442** and ask for the "FSASC Conference" rate of \$145 Single/Double. The hotel is only guaranteeing this rate ***through, June 19, 2012!***

