

NAVIGATING THE EXHIBITOR RESOURCE CENTER

Thursday, July 20

Webinar Presentation

American Society of
Anesthesiologists®

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the connection center

IMPROVING PATIENT OUTCOMES
ANESTHESIOLOGY 2017
BOSTON
OCTOBER 21-25



Stephanie Houck, CEM

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Items to Review Today

- Login
- My Account
- Exhibitor Directory (Edit Booth Info)
- Required Forms
 - Replaces email/fax forms from previous years
- Approval/Denial Notification Process
- Freeman Online Ordering

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Exhibitor Resource Center

- Link to the Exhibitor Resource Center
 - http://events.jspargo.com/Anesthesiology17/Public/e_Login.aspx
- Enter your company password to access:
 - My Account
 - Exhibitor Directory – EDIT BOOT INFO
 - Required Forms
 - Freeman Online Ordering

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Login to the Exhibitor Resource Center

- Enter your company password

Log in today to:

1. Update your company information to take full advantage of your online presence.
2. Verify your contact information so attendees can connect with you.
3. Review your Exhibit Guide listing for accuracy.

Questions? Please contact Stephanie Houck, Exhibit Operations, at stephanie.houck@spargoinc.com or 703-679-3972.

 Password

☐ Stay signed in

Login

Forgot your password? Please email exhibitorservices@spargoinc.com


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Login to the Exhibitor Resource Center

**Edit Booth Info**


Manage the information that appears in your exhibit profile so attendees know to visit you in the Connection Center/Exhibit Hall.

**My Account**

Print your account statement, see when the next payment is due, or make a payment online.


**Videos**

Include videos to showcase your company and products.


**Products / Showcase**

Upload pictures and enter a description of the products you will be showcasing.


This area is for Premium Listings only. If you would like to upgrade your listing, please [click here](#).

**Press Releases**

Enter newsworthy information about your company, products and your presence at the show.

**Required Forms**

Submit various forms for review such as Exhibitor Insurance, Freeform Booth Approval, Booth Activity Request, Drawing/Raffle/Giveaway Approval, Food & Beverage Distribution Request, and Exhibitor Appointed Contractor Form.

**Freeman Online Ordering**

Place your order with Freeman by Wednesday, September 27 to receive discount pricing. In some cases, an additional 10% discount is available for ordering online by the September 27 deadline.

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My Account

- Print current statement
- View Payment Schedule
- Make an online payment



My Account

Print your account statement, see when the next payment is due, or make a payment online.

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Edit Booth Info

- Input/update your information for the Meeting & Exhibit Guide, Online Listing and Mobile App
- Due no later than **Wednesday, August 9**



Edit Booth Info

Manage the information that appears in your exhibit profile so attendees know to visit you in the Connection Center/Exhibit Hall.

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Online Listing Information

Basic Listing Includes:

- Company Name/Booth Number
- City and State (as well as Country if non-US)
- URL
- Product & Service Categories – Up to 5
- Links to Social Media Platforms (Facebook, Twitter, LinkedIn)
- 600 Character Description

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Print Listing Information

Basic Listing Includes:

- Company Name/Booth Number
- City and State (as well as Country if non-US)
- URL
- Inclusion in Product & Service Directory
- 250 Character Description

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Mobile App Listing Information

Basic Listing Includes:

- Company Name/Booth Number
- City and State (as well as Country if non-US)
- URL
- Product & Service Categories – Up to 5
- 250 Character Description

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Enhanced Exhibitor Listings



Product Showcase & Premium Exhibitor Listing

The Product Showcase and Premium Exhibitor Listing package is available to increase your exposure and help drive traffic to your booth. In addition to longer company and product descriptions, logos, press releases, product photos and corporate videos, exhibitors who upgrade will be included in the onsite digital Product Showcase. Let attendees know what you have to offer by participating in the Product Showcase and enhancing your listing!

Exhibitor Listing Features	Basic Included	Premium \$1,750
ONLINE		
Company Name, Booth #, City, State, Country, URL, Links to Social Media Platforms	•	•
Product & Service Categories	Up to 5	Up to 10
600 Character Description	•	•
Expanded Company Description of Additional 600 Characters		•
Enhanced Listing Icon on Floor Plan Booth and Exhibitor List		•
Company Logo		•
Up to 5 Press Releases		•
1 Product Photo with Description		•
Multimedia Flash Video with Indicator Icon on Exhibitor List		•
Rotating Logo on Home Page of Exposition Website		•
IN-PRINT EXHIBIT GUIDE		
Company Name, Booth #, City, State, Country, URL	•	•
Inclusion in Product & Service Directory	•	•
250 Character Description	•	•
Expanded Company Description of Additional 250 Characters		•
Company Logo		•
Product Name Listed in Product Showcase Featured Page		•
MOBILE APP		
Company Name, Booth #, City, State, Country, URL	•	•
Product & Service Categories	Up to 5	Up to 10
250 Character Description	•	•
Expanded Company Description of Additional 250 Characters		•
Company Logo		•
ONSITE DIGITAL PRODUCT SHOWCASE		
Company Name, Booth Number		•
1 Product Photo Featured on Digital Billboard		•
1 Product Photo with Description Included in Search Feature on Digital Kiosks		•

SECURE YOUR UPGRADE!
Contact 800-564-4220 / 703-631-6200
or asoexhibits@spargoinc.com.

HAVE MULTIPLE PRODUCTS?
Additional products are available for \$500
each with the purchase of a premium listing.

[Upgrade Your Listing Today!](#)

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Required Forms

- Submit forms for review
- Deadline for required forms – **Friday, September 8**



Required Forms

Submit various forms for review such as Exhibitor Insurance, Freeform Booth Approval, Booth Activity Request, Drawing/Raffle/Giveaway Approval, Food & Beverage Distribution Request, and Exhibitor Appointed Contractor Form.

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Required Forms

Custom Form	Form Status	Due Date
Exhibitor Insurance (Mandatory)	NOT SUBMITTED	9/8/2017
On-site Contact – Mandatory	NOT SUBMITTED	9/8/2017
Activities	NOT SUBMITTED	9/8/2017
Notification of Intent to Use EAC/Non-official Contractor	NOT SUBMITTED	9/8/2017
Food and Beverage Distribution Request Form	NOT SUBMITTED	9/8/2017
Drawing/Raffle/Giveaway Form	NOT SUBMITTED	9/8/2017
Freeform Booth Approval Form	NOT SUBMITTED	9/8/2017

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Required Forms

- Exhibitor Insurance
 - REQUIRED by all exhibiting organizations
- On Site Contact
- [Booth Activity Request](#)
 - REQUIRED by all exhibiting organizations
- [Notification of Intent to Use an EAC/Nonofficial Contractor](#)
 - REQUIRED if you are using the services of a third party, other than one of the [official contractors](#), to provide services to your exhibits space on site

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Required Forms

- [Food and Beverage Distribution Request](#)
 - REQUIRED by all exhibiting organizations if you plan to provide in booth hospitality other than during the Welcome Reception on Saturday, October 21.
- [Drawing/Raffle/Giveaway Approval](#)
 - REQUIRED by all exhibiting organizations
- [Freeform Booth Approval](#)
 - REQUIRED by all island booths 20'x20' and larger

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Submitting Online Forms

- Complete all required fields
- Be careful to not exceed character count in each fillable field
- To upload a file
 - Click on “Choose File”
 - Select the file you wish to submit
 - Once the file name appears beside “Choose File,” click on “Upload File”
 - When finished, click “Submit” at the bottom of the form
 - *If you exceed the character count in a field, it will say **Successful** in red*
- Form will show as “Submitted” or “Not Submitted” in the top right corner

Freeform Booth Approval Form NOT SUBMITTED

Exhibitor Insurance (Mandatory) SUBMITTED

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Exhibitor Insurance

- The exhibitor shall, at its sole cost and expense, procure and maintain comprehensive general liability insurance against claims for bodily injury or death and property loss or damage occurring in or upon or resulting from the premises leased by ASA Management. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than \$2,000,000.
- During the term hereof, the exhibitor shall maintain Workers' Compensation and Occupational Disease insurance in full compliance with all federal and state laws, covering all of exhibitor's employees engaged in the performance of any work for exhibitor.
- Such insurance shall name ASA, SPARGO, Inc., FREEMAN, and Boston Convention & Exhibition Center as additional insureds.

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Freeform Booth Approval

- Required by exhibitors with island booths 20'x20' or larger
- Upload file for review
 - Maximum file size is 5MB
 - File Formats Accepted:
 - Word, PDF, Excel, PNG, JPG, GIF
- All freeform exhibits should have access from all four sides and must allow 40% visibility front to back and side to side.
- Diagrams should include a colored-rendering, complete scale drawings, both concept and construction, an overview of the booth indicating applicable setback, exhibit height, live demonstration areas and supplemental/back out lighting requests.

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Freeform Booth Approval - continued

- Diagrams should indicate height and width dimensions of all booth walls and major structures, including hanging signs
- Hanging Signs are now permitted over island booths (20'x20' and larger) and the sign must be included in the rendering
- The top of the sign may not extend more than 24' feet from the exhibit hall floor to the top of the sign
- Truss and lighting is permitted for booths 1,000 sq. ft and larger
 - Must be included in the rendering submitted

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Notification of Intent to Use an EAC

- Exhibitors who will utilize the services of a third party contractor, other than the one of the official contractors, must submit the EAC Form and Certificate of Liability Insurance for each EAC
- Certificate of Liability Insurance naming the following as additional insured:
 - American Society of Anesthesiologists
 - SPARGO, Inc.
 - Freeman
 - Boston Convention & Exhibition Center
- The Certificate of Liability Insurance must include Comprehensive General Liability coverage with limits not less than \$2,000,000 including Contractual Liability and Product Liability coverage and Workers' Compensation and Occupational Disease insurance in full compliance with all federal and state laws.

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Booth Activity Request

- All activities of each exhibitor, its employees and/or agents during the ANESTHESIOLOGY® 2017 annual meeting, which are directed toward ASA meeting registrants, other than entertainment and social functions permitted, must be confined to the exhibitor's exhibit space
- All booth activities must be professional and educational in nature and related to the field of anesthesiology
- Passing out flyers, talking with attendees and the like are not considered booth activities and will not require approval
- Demonstrations and other activities are to be straightforward, professional and non-combative in nature and must avoid the use of sideshow or theatrical gimmicks.

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Booth Activity Request - continued

- Activity and attire of models and demonstrators shall be consistent with the professional atmosphere of the ASA meeting.
- The use of live animals, magicians, puppet shows, fortune tellers, dancers, celebrities or celebrity look-alikes, live performances of music, costumed characters, mimes, robots, balloons or other entertainment is prohibited.
- Exhibitors wishing to include in-booth entertainment such as a photo booth, caricature artist, etc. must have prior approval.

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Drawing/Raffle/Giveaway

- The ASA Rules and Regulations are designed to create a fair and equitable business environment for all participating companies and meeting attendees.
- Small token gifts may be distributed from an exhibitor's booth with prior approval.
- Exhibiting companies that interact with physicians and other healthcare professionals during the ANESTHESIOLOGY® 2017 annual meeting are asked to review the codes of ethics developed by PhRMA and AdvaMed.

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Drawing/Raffle/Giveaway - continued

- Contests, lotteries and drawings may be conducted according to the following guidelines:
 - The selection process for contests, lotteries and drawings cannot take place on the exhibit floor during normal hours of operation.
 - Winners do not have to be present to win.
 - The total prize awarded must not exceed \$1,000 in retail value.
 - ASA reserves the right to prohibit booth activity that it deems not in keeping with the professional purpose of the exhibition.
 - All contests, lotteries and drawings must be approved by ASA in advance of the annual meeting.

[APPROVED GIVEAWAYS](#)

[GIVEAWAYS NOT PERMITTED](#)

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Food and Beverage Distribution Request

- Approval for the distribution of food and beverage items must be obtained from the ASA Exposition Management and Levy Restaurants, the exclusive provider of food and beverage at the Boston Convention & Exhibition Center.
- Beverages may be distributed from the exhibitor's booth by using the following guidelines:
 1. Beverages may not be displayed as a promotion or to attract attendees (with the exception of the Welcome Reception).
 2. Beverages may be distributed to an attendee only during the course of a meeting or conference within enclosed areas of the exhibitor's booth.
 3. Beverages must be provided in generic cups or glasses supplied by Levy Restaurants, the exclusive provider of food and beverage at the Boston Convention & Exhibition Center.
 4. Alcoholic beverages are strictly prohibited (with the exception of the Welcome Reception and items must be purchased through ASA Exposition Management)

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Approval/Denial Notification Process

- Process is not automated
- Approval Notification
 - Will show under each item submitted
 - Email will be sent
- Denial Notification
 - Under each item submitted along with a comment
 - Email will be sent explaining the denial
- Need Additional Information
 - Email will be sent requesting more details to assist with the review of the submitted form

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Freeman Online Ordering

- Freeman Online Ordering may be accessed through the Exhibitor Resource Center
- Order by **Wednesday, September 27** to take advantage of advance order discount rates
- Additional discount is available on many items by placing your online order by **Wednesday, September 27**



Freeman Online Ordering

Place your order with Freeman by Wednesday, September 27 to receive discount pricing. In some cases, an additional 10% discount is available for ordering online by the September 27 deadline.

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Thank you for your participation in today's webinar.

Please contact me if I can assist with any exhibits related questions.

Email: stephanie.houck@spargoinc.com

Phone: 703-679-3972

WEBINAR SERIES:

- [Preparing for Your Exhibit Experience in Boston](#) - Thursday, August 10 at 2 p.m. (EDT)
- [Final Preparations - ANESTHESIOLOGY® 2017](#) - Thursday, September 28 at 2 p.m. (EDT)

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