

# EXHIBITING FOR THE FIRST TIME ANESTHESIOLOGY® 2017

Thursday, August 24

Webinar Presentation

American Society of  
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IMPROVING PATIENT OUTCOMES  
**ANESTHESIOLOGY** 2017  
BOSTON  
OCTOBER 21-25



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# Items to Review Today:

- ANESTHESIOLOGY Annual Meeting 101
- Exhibit Space Package
- Inline Booth and Display Rules
- Official Contactors/EACs
- Upcoming Deadlines
- Exhibitor Resource Center
  - Required Forms
- Shipping In/Out, Material Handling

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# ANESTHESIOLOGY Annual Meeting 101:

## Meeting Schedule:

Saturday, October 21: 7 a.m.- 5 p.m.

Sunday, October 22: 7 a.m.- 5 p.m.

Monday, October 23: 7 a.m.- 5 p.m.

Tuesday, October 24: 7 a.m.- 4:30 p.m.

Wednesday, October 25: 7 a.m.- 12 p.m.

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# Exhibits Schedule:

## **Exhibit Installation Hours:**

Wednesday, October 18: 8 a.m. – 4:30 p.m.

Thursday, October 19: 8 a.m. – 4:30 p.m.

Friday, October 20: 8 a.m. – 6 p.m.

## **Exhibit Hours:**

Saturday, October 21: 10:30 a.m. – 6:30 p.m. *Welcome Reception from 5:15 – 6:30 p.m.*

Sunday, October 22: 9 a.m. – 4 p.m.

Monday, October 23: 9 a.m. – 1 p.m.

## **Dismantle Hours:**

Monday, October 23: 1 p.m. – 7 p.m.

Tuesday, October 24: 8 a.m. – 4:30 p.m.

Wednesday, October 25: 8 -10 a.m.

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# ANESTHESIOLOGY Annual Meeting 101:

## Boston Convention & Exposition Center

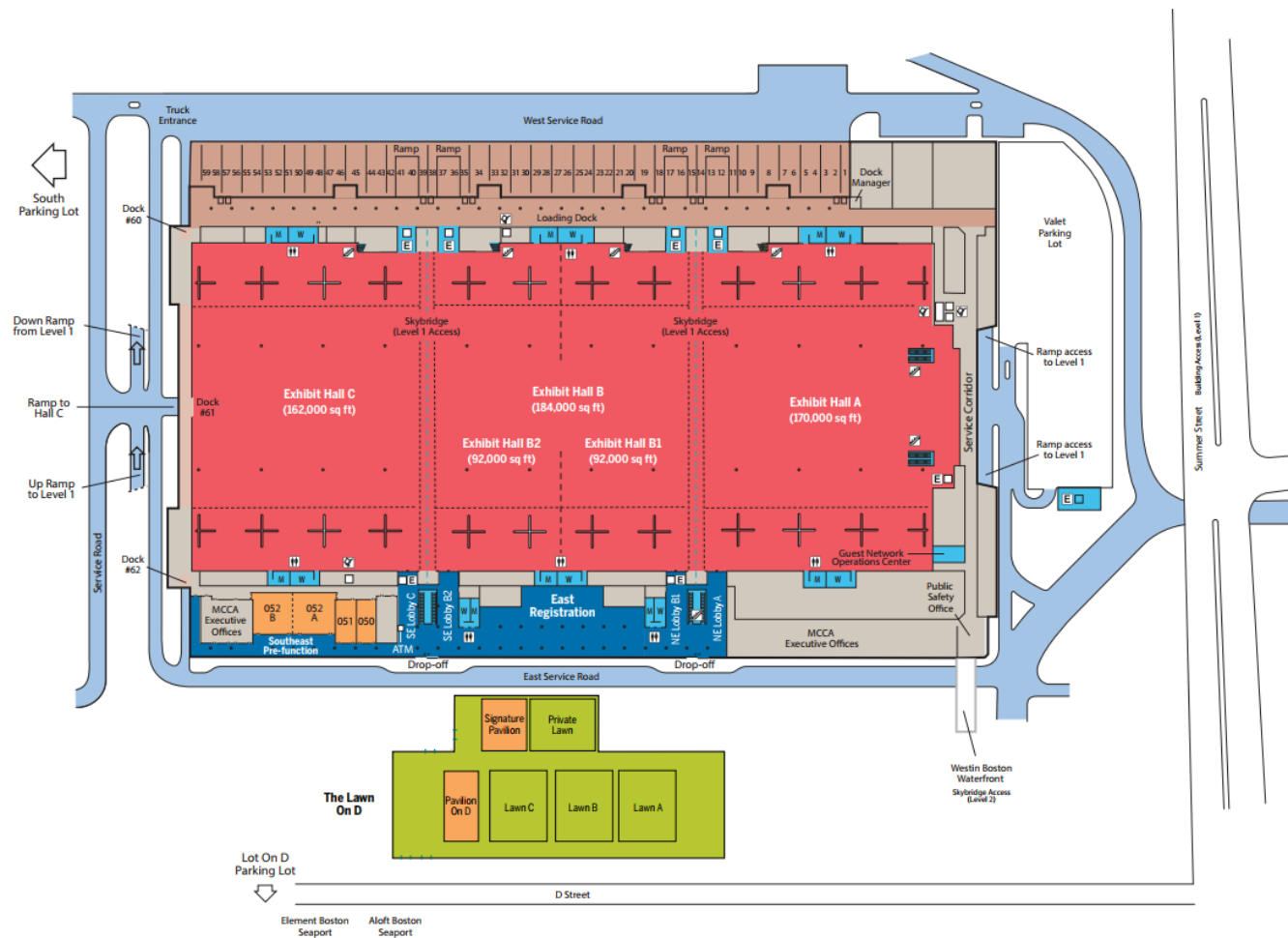
- Exhibits – Halls A and B1 – Exhibit Level
- General Session –Ballroom – Level 3
- ASA Member Services – North Lobby – Meeting Level 1
- E-Posters and Medically Challenging Cases – Hall B2– Exhibit Level
- Exhibitor Registration – East Registration– Exhibit Level

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## Exhibit Level



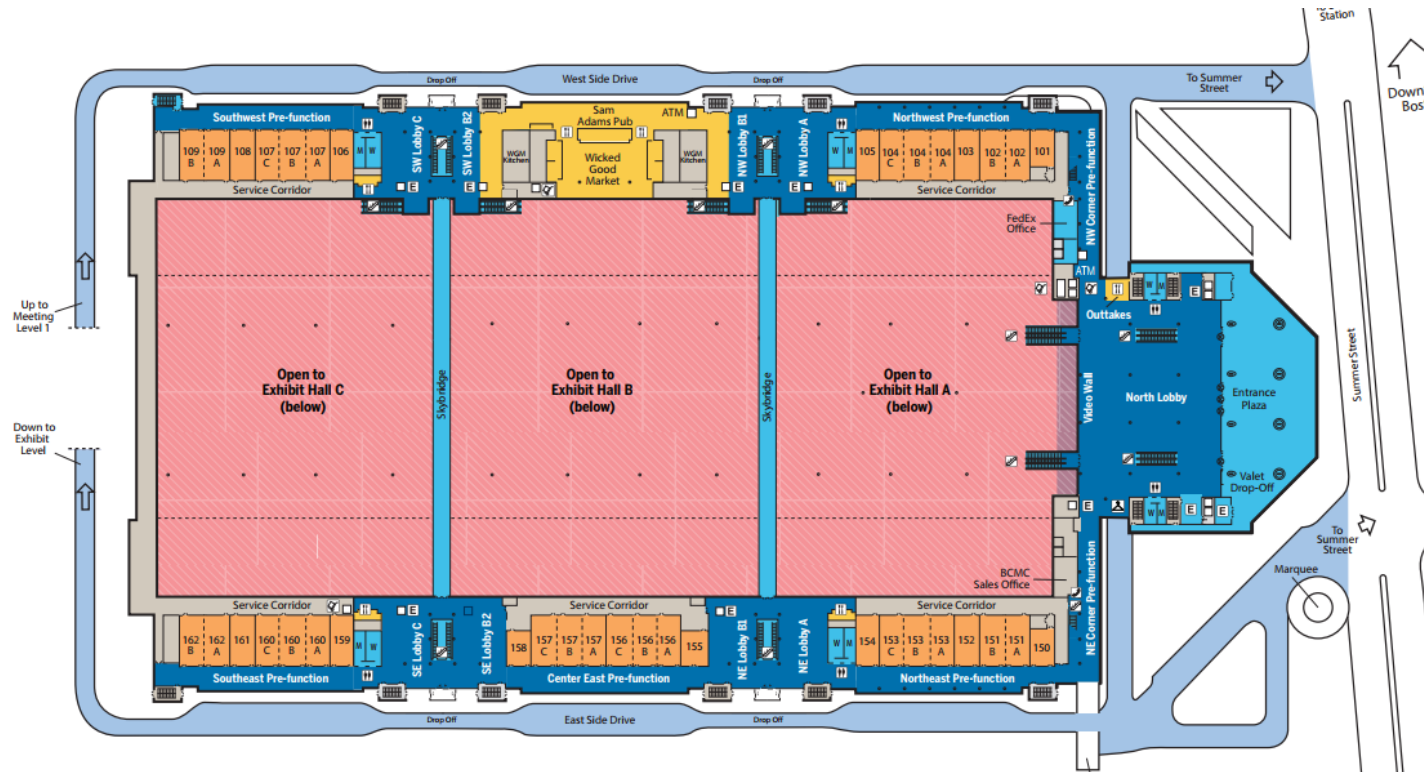
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## Meeting Level 1



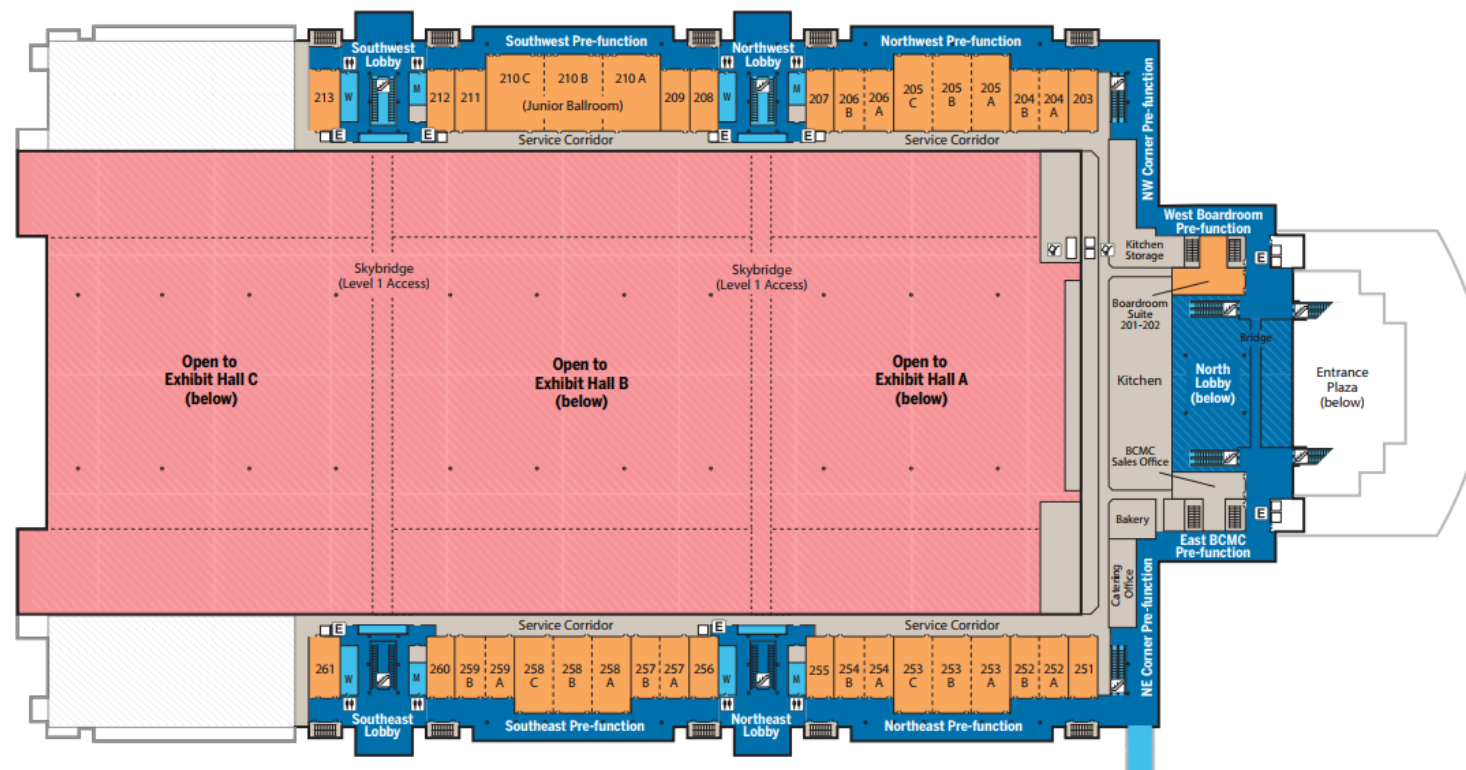
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## Meeting Level 2



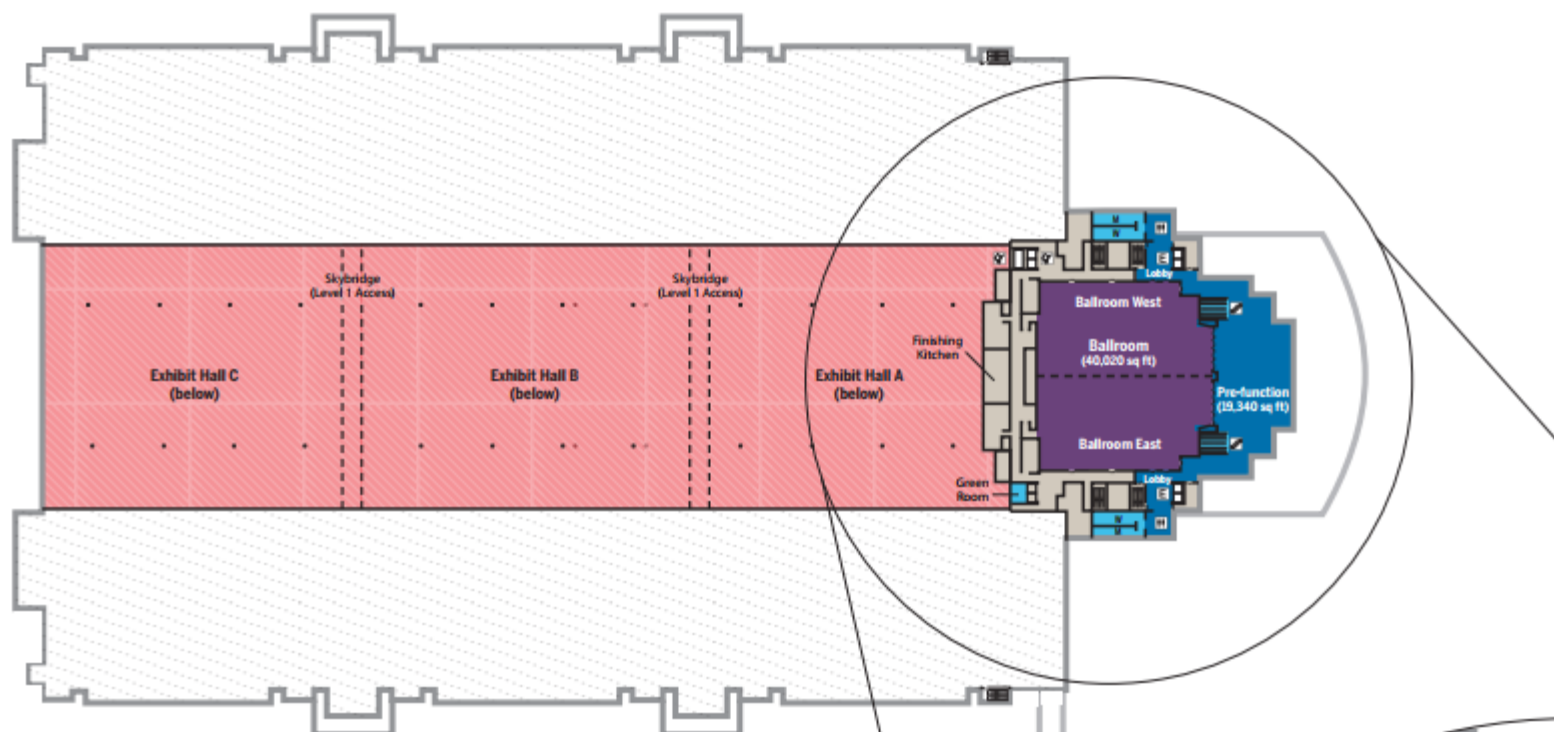
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## Meeting Level 3



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# ANESTHESIOLOGY Annual Meeting 101:

- Concessions
  - Inside the Connection Center/Exhibit Hall
  - Wicked Good Market – Meeting Level 1
- [ASA Bistro](#)
  - Inside the Connection Center/Exhibit Hall
    - Prepaid Tickets/Guaranteed Seating
    - Can reserve an entire table and set up meetings

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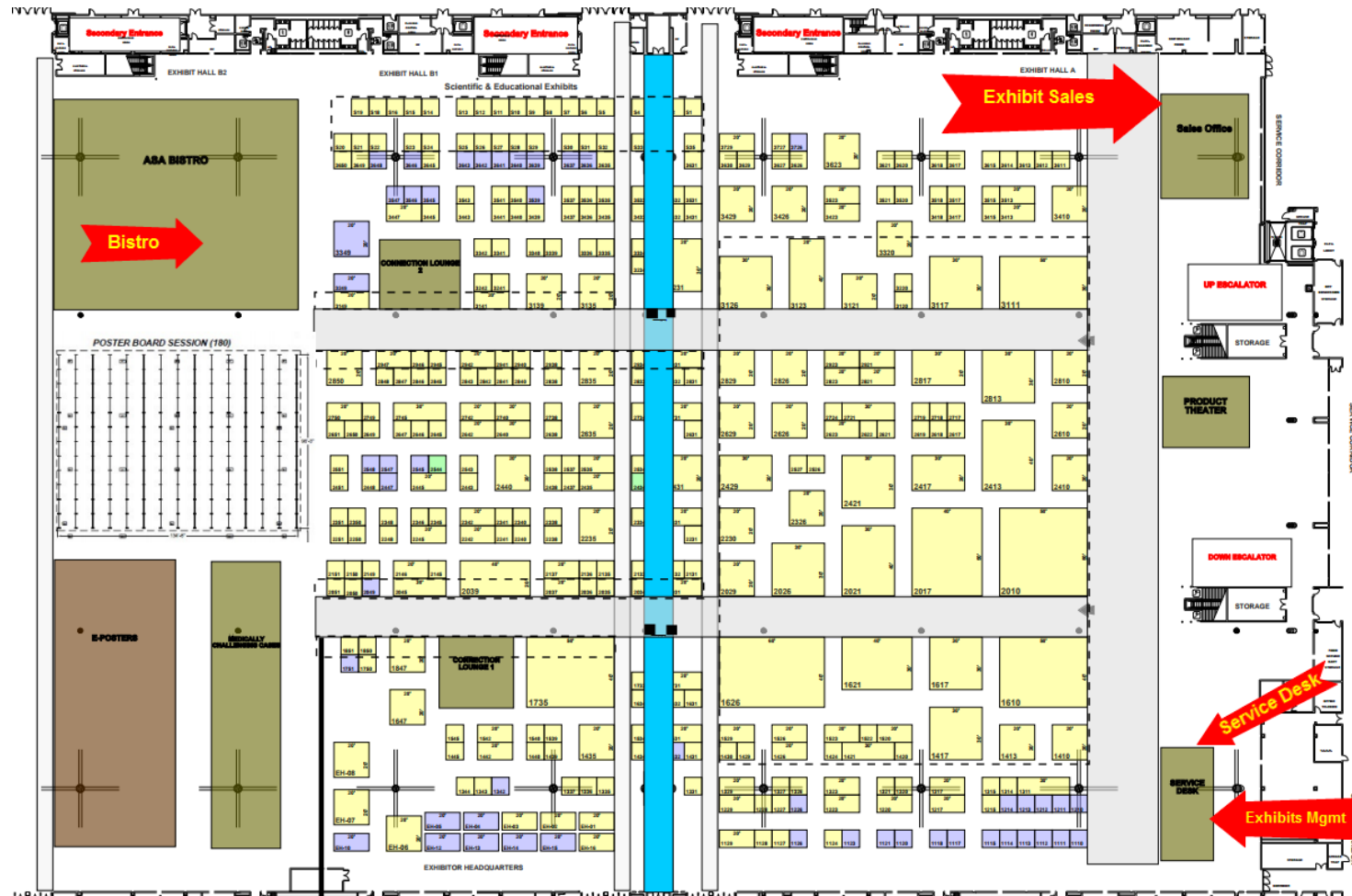
# ANESTHESIOLOGY Annual Meeting 101:

- Onsite Exhibitor Services
  - Exhibit Management
  - Freeman Service Desk
  - Other Official Contractors
  - Exhibit Sales and Housing Office for 2018

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# Bringing the Service Desk to You:

- Freeman Concierge Elite
  - Contact if you are missing furniture, utilities, freight, etc.
  - Flyer left in your exhibit space will provide you with the contact #
  - Freeman First Time Exhibitor Program
    - Your Company ID sign will have an \*
    - Freeman will contact you in advance of the meeting to offer assistance
    - Concierge Elite will visit you personally, as well as Exhibit Management
    - Post show contact to review invoice and answer any questions
- Floor Managers
  - Contact with policy or general meeting questions

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# What is Included in my Exhibit Space:

- 8' high back drape (gray) and 3' high side rails (gray)
  - Inline exhibits only
  - Tuxedo aisle carpet
- 7"x44" company ID sign (Company name and booth # - inline exhibits)
- Inclusion in:
  - Printed Exhibits Guide (confirmed by August 25)
  - Mobile app
  - Online listing

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# What is Included in my Exhibit Space:

- Two (2) complimentary exhibitor booth personnel badges per 10'x10' (100 sq. ft.)
  - Additional exhibitor personnel badge over the allotment may be purchased
    - \$65/each badge through October 11
    - \$105/each badge October 12 through the meeting
- Admittance to General Scientific Session based on seating availability

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# What is NOT Included in my Exhibit Space :

- Booth Carpet/Approved Floor Covering (required)
- Furnishings such as tables, chairs, etc.
- Electrical
- Internet service

Deadline to order services and receive the discount/advance rate through Freeman is **Wednesday, September 27**

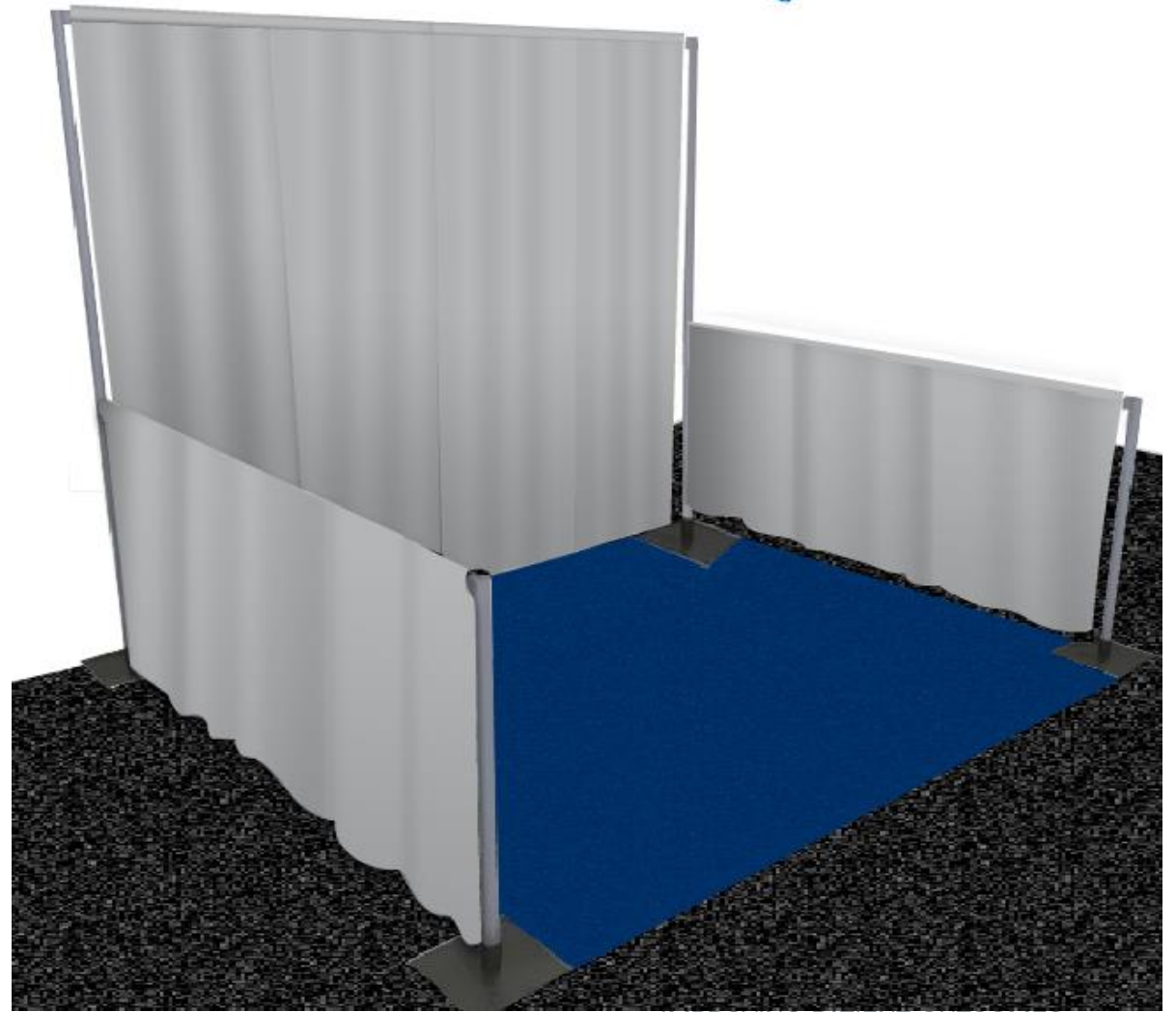
Please check with the [deadline checklist](#) for all contractor deadlines

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# Inline Booth:



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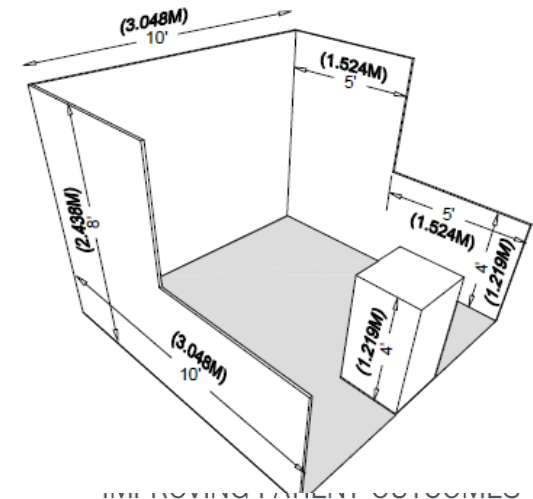
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# Inline Booth – Display Rules:

- Hanging signs are not permitted
- Maximum height is 8' in the rear half (5') of the space
- 4' height restriction imposed on all materials in the remaining space forward to the aisle



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# Official Contractors:

- General Services Contractor – Freeman
  - Furnishings
  - Materials Handling
  - Installation and Dismantle Labor
  - Electrical Distribution Labor
- Electrical and Internet – [BCEC](#)
- Hanging Signs/Rigging - JCALPRO – order through [BCEC](#)
- Audio Visual - [PSAV](#)
- Catering – [Levy Restaurants](#) (*exclusive*)
- Floral – [TLC National Convention Plant Services](#)

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# Official Contractors:

- Lead Management Services – [CompuSystems](#)
- Security Services – [BCEC](#)
- Staffing Services – [Image Model Talent Agency](#)

[Full list of Official Contractors and Contact Information](#)

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# Notification of Intent to Use an EAC:

- Exhibitors who will utilize the services of a third party contractor, other than 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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# Upcoming Deadlines:

[Complete list of Deadlines/Checklist](#)

- Friday, September 8
  - [Booth Activity Request Form](#)
  - Exhibitor Certificate of Insurance (pages 17-18 of [Exhibitor Rules and Regs](#))
  - [Drawing/Raffle/Giveaway Form](#)
  - [Food and Beverage Distribution Form](#)
  - [Exhibitor Appointed Contractor Form](#)
- Wednesday, September 27
  - [Freeman Advance Price](#)
  - [Boston Convention & Exhibition Center](#)
  - [Catering/Hospitality – Levy Restaurants](#)
  - [Audio Visual Equipment Advance Price Deadline - PSAV](#)

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# Online Exhibitor Resource Center:

- Link to Exhibitor Resource Center:  
[http://events.jspargo.com/Anesthesiology17/Public/e\\_Login.aspx](http://events.jspargo.com/Anesthesiology17/Public/e_Login.aspx)
- Enter your company password to:
  - Complete your information for the Exhibits Guide (“Edit Booth Info”)
  - Complete Required Forms
  - Access Freeman Online Ordering

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# Online 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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# Drawing/Raffle/Giveaway Policy:

- 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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# Food and Beverage Distribution Policy:

- 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.
  4. Alcoholic beverages are strictly prohibited (with the exception of the Welcome Reception)

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# Booth Activity Policies:

- 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 Policies:

- 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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# Inbound Shipping Information:

- Shipping to the Advance Warehouse:

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Exhibiting Company Name

Booth # \_\_\_\_\_

c/o FREEMAN

25 Doherty Avenue

Avon, MA 02322

Freeman will accept crated, boxed or skidded materials beginning Monday, September 18 at the above address. Materials arriving after Wednesday, October 11 will be received at the warehouse with an additional after deadline service charge. Warehouse receiving hours are Monday–Friday from 8 a.m. to 4 p.m.

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# Inbound Shipping Information:

- Shipping to the Show Site:

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Exhibiting Company Name

Booth # \_\_\_\_\_

c/o FREEMAN

Boston Convention & Exhibition Center

415 Summer Street

Cypher Street Entrance

Boston, MA 02210

Freeman will receive shipments at the convention center beginning on Wednesday, October 18. Shipments arriving before this date may be refused by the facility. Any charges incurred for early freight delivery accepted by the facility are the responsibility of the exhibitor.

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# Material Handling:

- Service performed by GENERAL SERVICE CONTRACTOR which includes delivery of exhibit materials from the dock to assigned space, removing empty crates, returning crates at the end of the event for re-crating, and delivering materials back to the dock for carrier loading. It is a two-way charge, incoming and outgoing. Sometimes referred to as DRAYAGE.
- Freeman is the exclusive provider of material handling services
- Material handling information and fees can be found in the [Freeman](#) portion of the [Exhibitor Service Manual](#)

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# Return of Empty Containers/Outbound Shipping:

- The return of empty cartons/boxes, cases, crates, and skids will begin after all aisle carpet has been removed and will take approximately 6 hours to complete.
- If your dismantling plans require the return of your boxes or crates, please consider this when ordering your labor.
- Outbound carriers must be checked in by 8 a.m. on Wednesday, October 25. Exhibit materials that remain after this time will be rerouted or returned to the Freeman warehouse at the exhibitor's expense.
- All outbound shipments require a Material Handling Agreement. You may obtain this document and shipping labels at the Freeman Exhibitor Service Center. Return all completed MHAs to the Freeman Exhibitor Service Center only when your shipment is packed, labeled and ready to be loaded for the outbound carrier

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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](mailto:stephanie.houck@spargoinc.com)

Phone: 703-679-3972

### **WEBINAR SERIES:**

- [Final Preparations - ANESTHESIOLOGY® 2017](#) - Thursday, September 28 at 2 p.m. (EDT)

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