

APPLICATION AND CONTRACT FOR PRE/POST-REGISTRATION LIST

ANESTHESIOLOGY® 2018

Meeting Dates: October 13-17, 2018
 Exhibit Dates: October 13-15, 2018
 Moscone Center ~ San Francisco, California

Click Here to Submit Via Email



Contact Information

Company Name.....

Contact..... Title.....

Tel..... Email.....

Address.....

City..... State..... Zip..... Country.....

Pre/Post-Registration List

Pre-registration Mailing List: \$1,495 (as of September 3, 2018 / available September 10, 2018)

Post-registration Mailing List: \$1,495 (available November 5, 2018)

The pre/post-registration list contains contact information captured during the registration process for those attendees “opting in” to receive mail correspondence. All mailing lists sent from ASA® include mailing information only and do not include email, phone or fax information.

The **one-time direct mailing** list will be provided directly to you via email in an Excel format to process and mail. All expenses related to mailing including setup and postage will be your responsibility.

ASA reserves the right to refuse any order, at any time for any purpose. All lists are seeded and their usage will be monitored to detect unauthorized or illegal use. Second and multiple usage rates are the same as the initial rates; no discounts will apply.

Email a PDF sample of the exact mail piece as it will appear when distributing to the list to Stephanie Houck, CEM at stephanie.houck@spargoinc.com for approval. You will be contacted if there is any incomplete information that may delay your order. Once ASA approval is obtained and payment received, the list will be released.

Important reminder:
 The use or display in any way or medium of the American Society of Anesthesiologists name, logo, acronym, marks or copyrighted materials is not permitted, and no reference, implication or use of such ASA name, logo acronym, marks or copyrighted materials may be made to claim or imply ASA endorsement, affiliation or approval of any product, service or program without the express written consent of ASA.

To expedite the approval process, please refer to the enclosed ANESTHESIOLOGY® 2018 Language Usage Guidelines for acceptable language to be used on any promotional or booth material pertaining to this meeting.

Payment Information

Initials	Deposit and Payment Schedule
	December 22, 2017...50% due for applications submitted prior to December 22, 2017
	December 22, 2017 – June 14, 2018...50% due with application
	After June 14, 2018...100% due with application

ASA requires payment in full no later than June 15, 2018. Failure to make payment does not release the contracted or financial obligation of Exhibitor.

Submit application to:
 Email: exhibitcontracts@spargoinc.com

Need Help? Contact:
asaexhibits@spargoinc.com
 (703) 631-6200 | (800) 564-4220

Cancellation Penalties

Cancellation Penalties	Initials
Through December 21, 2017...0%	
December 22, 2017 – June 14, 2018...50%	
After June 14, 2018...100%	

Make checks payable to:
 American Society of Anesthesiologists®

Mail check payment to:
 ASA® Exposition Management
 c/o SPARGO, Inc.
 11208 Waples Mill Road, Suite 112 ♦ Fairfax, VA 22030

Credit Card Payments:
 An invoice will be sent within one business day with instructions to submit credit card payment online.

Sales Agreement

Exhibitor agrees the list purchased from ASA is for a one-time use only and will not be duplicated in any fashion. Additional mailings require a separate application for each mailing list requested. ASA is not responsible for returned or undeliverable mail. ASA is not responsible for any expenses related to the printing or mailing of a piece that has not been approved before printing or mailing. **Use of this list for anything other than the approved piece will result in loss of all priority points accumulated to date.** I acknowledge that as an authorized representative of the above stated Exhibitor, I have received, reviewed, and agree that Exhibitor will comply with the *sales agreement and policies above*. Exhibitor agrees to receive all written and electronic correspondence from ASA and SPARGO, Inc. in reference to the ANESTHESIOLOGY® annual meeting and all future ASA events. This pre/post-registration list application will become a contract upon Exhibitor’s authorized signature and ASA’s acceptance and approval.

Exhibitor Signature..... Date.....

Printed Name..... Telephone.....

Language Usage Guidelines

Please refer to the examples below for acceptable language to be used in communications and on any promotional or booth materials pertaining to the ANESTHESIOLOGY[®] annual meeting.

ACCEPTABLE	UNACCEPTABLE
<ul style="list-style-type: none"> ANESTHESIOLOGY[®] 2018 The ANESTHESIOLOGY[®] annual meeting (<i>to be used when the year is not mentioned</i>) <p><i>The trademark symbol [®] need only appear on the first and/or most prominent use.</i></p>	<ul style="list-style-type: none"> ASA 2018 or ASA2018 ASA18 ASA Annual Meeting The 2018 ASA Annual Meeting ASA Show ANES2018 ANES18
<p>For Industry non-accredited satellite symposia:</p> <ul style="list-style-type: none"> ASA non-accredited satellite symposia ASA non-accredited breakfast/lunch/dinner symposium “The Essentials of Anesthesiology,” an ASA[®] non-accredited satellite symposium, presented by Company Name 	<p>For Industry non-accredited satellite symposia:</p> <ul style="list-style-type: none"> Educational Symposium Session Educational Session Dinner Session Corporate Educational Session
<p>For MED Talks on Smart Stage:</p> <ul style="list-style-type: none"> Company Name MED Talk presented at the Smart Stage in the Connection Center “Title of Program” MED Talk presented by Company Name at the Smart Stage in the Connection Center 	<p>For MED Talks on Smart Stage:</p> <ul style="list-style-type: none"> Educational Presentation Educational Session Educational MED Talk
<p>For Industry events, including non-accredited satellite symposia and MED Talks:</p> <ul style="list-style-type: none"> This event is not sponsored or endorsed by ASA This event does not qualify for continuing medical education (CME) <p><i>Both disclaimers are required for all promotional materials for non-accredited industry events.</i></p>	<p>For Industry events, including Non-CME Educational Programs and MED Talks:</p> <ul style="list-style-type: none"> The event was planned independently of the ANESTHESIOLOGY[®] 2018 annual meeting and its partners and affiliates
<p>For exhibitors creating websites dedicated to ANESTHESIOLOGY 2018:</p> <ul style="list-style-type: none"> companyname.com/ANES18 	<p>For Industry creating websites dedicated to the ANESTHESIOLOGY[®] 2018 annual meeting:</p> <ul style="list-style-type: none"> companyname.com/ASA companyname.com/ASA2018 companyname.com/ASA18

ACCEPTABLE	UNACCEPTABLE
<p>For ASA Corporate Supporters:</p> <ul style="list-style-type: none"> ASA® Industry Supporter <p><i>ASA® Industry Supporters may use official logo or the above designation. The logo or designation MUST be placed in close proximity to the company name and/or logo and not near a product or program.</i></p> <ul style="list-style-type: none"> ASA® Annual Meeting Supporter <p><i>ASA® Annual Meeting Supporters may use the above designation. The designation MUST be placed in close proximity to the company name and/or logo not near a product or program.</i></p>	<p>For ASA Corporate Supporters:</p> <ul style="list-style-type: none"> Sponsor ASA Sponsor Industry Sponsor Annual Meeting Sponsor ASA Annual Meeting Sponsor ANESTHESIOLOGY® 2018 Sponsor ANESTHESIOLOGY® 2018 Supporter Sponsor of the Annual Meeting
<p>Print Usage:</p> <ul style="list-style-type: none"> Visit exhibit booth# _____ in the Connection Center at ANESTHESIOLOGY® 2018 <p>Digital Usage:</p> <ul style="list-style-type: none"> Visit booth XXX @ #ANES18 Booth XXX @ #ANES18 	<p>Print & Digital Usage:</p> <ul style="list-style-type: none"> Visit us at the ANESTHESIOLOGY® 2018 annual meeting Visit Company Name at the ANESTHESIOLOGY® 2018 annual meeting
<p>Social Media The official meeting hashtag: #ANES18</p>	<p>Social Media</p> <ul style="list-style-type: none"> #ASA2018 #ASA18
<p>Titles/taglines</p> <ul style="list-style-type: none"> The Future Starts Here (meeting theme) Bridging research and technology with patient care (meeting byline) Educational Program Planner Self-Study Program ASA My Meeting app ANESTHESIOLOGY Annual Meeting OnDemand – when referring to the product Connection Center 	<p>Titles/taglines</p> <ul style="list-style-type: none"> Program Planner Self-study program, Self-study Program ASA app, ASA Meeting app Exhibit Hall

*Guidelines subject to change without notice

ANESTHESIOLOGY 2018 Color Palette

Hex Red ed1c24
 Hex Yellow fbaf3f

RGB Red 237/28/36
 RGB Yellow 251/176/64

If there are questions about the above, please contact Amy Williams at (847) 268-9229 or a.williams@asahq.org.