SAMBA 2020

MAY 13 - 16, 2020 • ORLANDO, FLORIDA
ORLANDO WORLD CENTER MARRIOTT

PLAN TO EXHIBIT
AND SPONSOR TODAY!

A COLLABORATIVE MEETING WITH ASCA

REGISTER NOW AT SAMBAHQ.ORG
For more exhibitor and sponsor information, contact Nedra Husman at nhusman@sambahq.org or 913-402-1354
Dear colleagues,

On behalf of SAMBA, the Society for Ambulatory Anesthesia, we invite you to exhibit your products, materials, services and information at SAMBA 2020, a collaborative meeting with ASCA, the Ambulatory Surgery Center Association, from May 13-16, 2020, in sunny Orlando, FL.

The annual meeting for SAMBA will bring together more than 200 anesthesiologists and 2,200 ambulatory surgery center attendees to participate in engaging, thought provoking educational content and discussion.

The Society for Ambulatory Anesthesia provides educational opportunities, encourages research and provides professional guidance in order to advance the practice of ambulatory anesthesia. Our busy exhibit hall will include new technology and innovative products and services that can help our members and their facilities improve patient care, cut costs and remain at the forefront of the field of ambulatory anesthesia.

SAMBA 2020 is the perfect venue for marketing your products, materials, services and information to the decision-makers and practitioners in ambulatory anesthesia. Your presence at SAMBA 2020 positions your brand as an industry leader and solidifies your position in the minds of attendees ready to purchase.

Attendees include ambulatory anesthesiologists from around the country requiring anesthesia products and services, including nurses, administrators and more. Attendees come from diverse backgrounds and services – from academia to private practitioners, your target audience can be found at SAMBA 2020.

Increase and improve your exposure by selecting one of our NEW exhibitor add-on options or sponsorship packages. With our sponsorship opportunities you can drive more traffic to your booth and reach your maximum engagement. Customize your sponsorship package to fit your corporate goals. Don’t miss the opportunity to showcase your brand to key stakeholders, network with peers and customers and promote your products and services at a global level.

We look forward to your participation in SAMBA 2020, a collaborative meeting with ASCA!

B. Abdelmalak, MD, FASA
President, SAMBA
abdelmi@ccf.org

SAMBA has a membership of almost 1,000 physicians who actively practice ambulatory, office-based and non-operating room anesthesia, other health professionals with an interest in ambulatory anesthesia and residents in training. SAMBA strives to be the leader in the perioperative care of the ambulatory surgical patient.

**Key Dates for Exhibitors & Sponsors**
- **DUE WITH APPLICATION**
  - Company Description & Logo
  - 3/30/2020
- **Exhibitor Guide Inclusion Deadline**
  - 4/19/2020
- **Hotel Room Reservation Deadline**
  - 4/19/2020

**WHO ATTENDS**

- 38% Academia
- 31% Anesthesiologists at Ambulatory Surgery Centers
- 25% Private Practitioners
- 6% Office-Based Anesthesiologists
PLATINUM SPONSOR - $15,000

- Recognition in session slides - dedicated slide shown prior to education sessions each day of the annual meeting
- Lunch Seminar Symposia - sponsor a 60-minute education session during lunch for 75 attendees, opportunity for sponsored signage and slides. Includes LCD projector and one screen
  Dates available: Thursday, May 14 from 12:15-1:15PM or Friday, May 15 from 12:10-1:10PM
- Annual meeting lanyards - print your logo on lanyards worn by all conference attendees

PERKS
- (3) full-conference badges for SAMBA 2020
- (3) invitations to SAMBA VIP Dinner on Saturday

GOLD SPONSOR - $10,000

- Breakfast Seminar Symposia - sponsor a 60-minute education session during breakfast for 75 attendees, opportunity for sponsored signage and slides - includes LCD projector and one screen
  Dates available: Thursday, May 14 from 7-8AM, Friday May 15 from 7-8AM or Saturday, May 16 from 8-9AM
- Post-event survey email advertisement - your advertisement will appear in the SAMBA 2020 post-event email that is sent to all SAMBA attendees
- Hotel keycards - create a full customized hotel key card for all meeting attendees at the World Center Marriott hotel

PERKS
- (2) full-conference badges for SAMBA 2020
- (2) invitations to SAMBA VIP Dinner on Saturday

SILVER SPONSOR - $5,000

- Business Meeting & Awards Luncheon - dedicated slide shown prior to the Business Meeting and Awards Luncheon
- Excellence and Innovation Awards - sponsor the award given to the top three original research abstracts, including logo placement on signage and presentation slides

PERKS
- (1) full-conference badge for SAMBA 2020

INCLUDED IN ALL PACKAGES...
- Recognition in SAMBA LINK - your logo featured in 2019’s fourth quarter and 2020’s first quarter member newsletter*
- Recognition on SAMBA 2020 event website - your company’s logo on the event registration page
- Annual Meeting signage - your company’s logo featured on SAMBA signage throughout the convention center space

*logo for newsletter must be submitted by November 8 for fourth quarter placement

Increase your company’s exposure and visibility to SAMBA 2020 attendees with one of our sponsorship packages

For more exhibitor and sponsor information, contact Nedra Husman at nhusman@sambahq.org or 913-402-1354
EXHIBITS & ADD-ONS

PAST SPONSORS & EXHBITORS

A LA CARTE ADD-ONS

RESIDENT TRAVEL AWARD - $1,000
Presented to anesthesiology fellows and residents for original research abstracts, includes recognition in presentations slides and signage
(3) opportunities available

MODERATED ABSTRACT POSTER SESSION - $1,000
Support sessions focused on original research and case studies, includes recognition in presentation slides and signage
(2) opportunities available

SPECIALITY COCKTAIL DURING WELCOME RECEPTION - $1,500
Draw attendees to your exhibit booth with a specialty cocktail during the Wednesday night Welcome Reception - includes (6) bottles and necessary serving equipment
(5) opportunities available

REGISTRATION FOLDER INSERT - $500
Custom designed hand-out inserted in all conference attendees’ folders (production and shipping covered by sponsor, subject to SAMBA approval)

SPONSORED COLUMN WRAPS - $1,500
60” wide x 84” long cling, (4) opportunities available

SPONSORED PROMOTIONAL TV SIGNAGE - $1,000
Customize a TV monitor at the entrance of the convention space with your logo
(4) opportunities available

SPONSORED WIFI - $10,000
Sponsor WiFi for all SAMBA conference attendees throughout the meeting

WALKWAY CLING - $1,000
36” circle, (6) opportunities available

LARGE HANGING BANNERS - $2,000
48” wide x 120” long banner, (3) opportunities available

EXHIBIT OPPORTUNITIES

10 x 10 EXHIBIT BOOTH SPACE - $3,850
- (2) Exhibit Hall Registrations for use by exhibit staff only
- Listing in Annual Meeting Program Guide
- Listing on SAMBA2020 event website

Larger booth size pricing available upon request.

Pricing increases after Jan 4, 2020 to $4,250
Pricing increases after Feb 15, 2020 to $4,750

Each 10’ x 10’ booth space includes: 8’ high back drapery and 3’ high side drapery (suspended on aluminum piping), one 7” x 44” company identification sign and a trash can.

Carpeting is included, while tables and chairs are not. These items are available through Freeman, individually or as a package, with package pricing starting at $344.10 for a 6’ table and 2 chairs.

EXHIBIT HALL HOURS
Tuesday, May 12
Registration & move-in 12:00 - 5:00PM

Wednesday, May 13
Registration 8:00AM - 3:00PM
(move in and set up by 3:00PM)
Exhibit Hall Welcome Reception 6:00 - 8:00 PM

Thursday, May 14
Exhibit Hall open 7:00AM - 6:30PM
Networking Reception 5:30 - 6:30PM

Friday, May 15
Exhibitor Appreciation Breakfast 8:30 - 9:00AM
Exhibit Hall open 9:00AM - 11:00AM
Exhibit Teardown 11:30AM - 5:00PM
ADVERTISE WITH SAMBA

DIGITAL MEETING ADVERTISING OPPORTUNITIES

ATTENDEE REGISTRATION WEBSITE ADVERTISEMENT - $550
Your banner advertisement featured in the headline on the SAMBA 2020 registration website seen by all visitors
(6) opportunities available

ATTENDEE REGISTRATION CONFIRMATION EMAIL ADVERTISEMENT - $825
Your advertisement will appear in all SAMBA 2020 registration confirmation emails delivered directly to attendees containing their registration details.
(6) opportunities available

PRE-EVENT MARKETING EMAIL ADVERTISEMENT - $875
Your advertisement will appear in SAMBA 2020 promotional emails sent to the SAMBA database before the event.
(6) opportunities available

POST-EVENT ATTENDEE THANK YOU EMAIL ADVERTISEMENT - $825
Your advertisement will appear in a post-event SAMBA 2020 email to all attendees containing a recap message.

YEAR-ROUND ADVERTISING OPPORTUNITIES
Members and other ambulatory anesthesiology professionals look to SAMBA to provide information within the industry. Advertising with SAMBA allows your company to connect with our members on a regular basis.

SAMBA LINK
(MEMBERS-ONLY QUARTERLY NEWSLETTER)
1 issue - $250
2 issues - $475
3 issues - $695
4 issues - $900

WEBSITE ADVERTISING
3 months - $500
6 months - $725
12 months - $1,000

MEMBERS-ONLY WEBSITE ADVERTISING
3 months - $450
6 months - $600
12 months - $900

For more advertising information, contact Nedra Husman at nhusman@sambahq.org or 913-402-1354
Space Assignment
SAMBA will use a priority system for assigning booth space. All signed contracts and full payment must be received with online application. Priority will include length of exhibit service with SAMBA as well as level of participation.

Facility
Orlando World Center Marriott
8701 World Center Drive
Orlando, FL 32821

SAMBA’s Purpose
SAMBA’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 ambulatory anesthesia and in the professional interest of the attendees.

No Smoking Policy
Smoking is not permitted in the exhibit hall at any time during move-in, show hours, or move-out by exhibit personnel, exhibit suppliers or meeting attendees.

Payment
Full payment is due with online application. Applications will not be processed until the appropriate payment is received.

Online payments can be made by Visa, MasterCard, Discover or American Express credit card. Payment via check made out to SAMBA can be mailed to:
Attn: Nedra Husman
7304 W 130th St., Suite 370 Overland Park, KS
Phone: (913) 402 - 1881 x134
Email: nhusman@sambahaq.org

Full Payment
Full payment is due with online application. No company may exhibit unless full payment for booth space and sponsorship has been received. Final payment should be sent to the address previously listed.

Hotel Accommodations
Orlando World Center Marriott
8701 World Center Drive
Orlando, FL 32821
Details at sambahaq.org as they become available.

Cancellation or Reduction of Space
All cancellations or reductions in space must be sent in writing on company letterhead to SAMBA at the address previously listed. If written cancellation is received at the Society’s office by:
12/31/19: Full refund less $250
2/1/20: Full refund less $500
After 2/1/20: No refunds

Badge Distribution
All badges for representatives who are registered in advance will be distributed on-site at the Registration Desk.

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 guests. Misuse of the exhibitor guest badge system may result in the expulsion of the exhibitor and guest from the exhibit hall.

Vendor Badges
Individuals who want to view the exhibit floor but are not affiliated with an exhibiting company may register for a one-day vendor pass at $250.

Prizes, Contests, Lotteries and Giveaways
Prizes, contests, lotteries or drawings are strictly prohibited at all times. Giveaways are allowed if they are tasteful, available in sufficient quantities to interest of the attendees. Prizes, lotteries or drawings are latex-free.

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