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!

Basem Andelmalak, MD, FASA
President, SAMBA
abdelmb@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.
SPONSOR OPPORTUNITIES

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

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

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.

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

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

EXHIBIT HALL FLOORPLAN

For more exhibitor and sponsor information, contact Nedra Husman at nhusman@sambahq.org or 913-402-1354
ADDITIONAL OPPORTUNITIES

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
(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

PAST SPONSORS & EXHIBITORS

For more exhibitor and sponsor information, contact Nedra Husman at nhusman@sambahq.org or 913-402-1354
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
**SAMBA Acronym**
The acronym “SAMBA” means the Society for Ambulatory Anesthesia acting through its respective officers, directors, members, committees and agents acting for it in the management of the exhibition.

**Exhibition Dates and Hours**
No exhibitor, nor any employee, agent or servant of an exhibitor, shall be permitted to enter the exhibit hall until 60 minutes before the official opening hour, nor allowed to remain later than 30 minutes after the official closing hour, except on the last day of the exhibition. Exhibits must be staffed during all exhibit hours.

**Exhibition Standards**
Exhibits and promotional materials should be dignified and truthful, and designed to provide useful and reliable information. The exhibition of a product or service at the SAMBA meeting does not constitute a SAMBA endorsement of the product or service, or of the claims made. Drugs or devices which require pre-market approval from the FDA or which must comply with established product standards will not be eligible to exhibit unless FDA approval has been obtained or the appropriate product standard is met. SAMBA reserves the right not to sell space for the exhibition of any product or service that is at issue or in litigation with a government agency.

**Permissible Exhibits/ Product and Material Distribution**
All business activities of the exhibitor must be within the exhibitor’s allotted exhibit space. In connection with distribution of product samples in the exhibitor’s booth(s), these samples must be distributed at least two feet inside the booth. The use of propane, butane or other combustible bottled gas is prohibited. Helium balloons are not permitted. At the request of SAMBA, made at any time or times before or during the exhibition, exhibitor must promptly furnish SAMBA with sample products, packages, labels, advertising and promotional literature that would be or is being distributed before exhibitor will be eligible to participate or continue in the exhibition. SAMBA reserves the sole and absolute right to determine which items and products are appropriate in its judgment for inclusion in the exhibition and to refuse, cancel or restrict any applicant or exhibit that SAMBA considers undesirable for any reasons. This provision applies to exhibitor’s conduct; articles, printed matter, samples, questionnaires or anything that SAMBA deems objectionable. If SAMBA decides that any of these do not meet its standards or are not suitable, the exhibitor must at once comply with SAMBA demands or can withdraw, and, if appropriate, receive a refund of the rental fee paid, prorated for the unused booth as determined by SAMBA.

**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 moveout 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 general booth traffic, are not connected to any kind of contest or drawing, and are latex-free. Giveaways must not obstruct booth traffic and must be stored within the booth space or in an approved area through the general contractor.

**ASCA Rules and Regulations**
All exhibitors must comply with ASCA Exhibit Hall rules and regulations.