

ASC Communications, Inc. Proudly Presents

THE 5TH ANNUAL AMBULATORY SURGERY CENTER ORTHOPEDICS, SPINE, NEUROSURGERY AND PAIN MANAGEMENT DRIVEN CONFERENCE & EXHIBITS

June 14-16, 2007

THE WESTIN MICHIGAN AVENUE – CHICAGO, ILLINOIS



EXHIBITOR/SPONSOR PROSPECTUS

You are invited to participate in the 5th Annual Ambulatory Surgery Center Orthopedics, Spine, Neurosurgery and Pain Management Driven Conference and Exhibits to be held June 14-16, 2007 at the Westin Michigan Avenue, Chicago, IL.

This informative and influential conference will focus on **“Improving the Profitability of Developing and Operating ASCs.”** The conference agenda will highlight the expertise of leaders and decision-makers within the ASC industry. By showcasing your products and services as a participating exhibitor, sponsor, and/or advertiser, you will have access to the physicians, administrators, nurses, and owners and managers of ASCs nationwide who attend this three-day conference.

The 5th Annual ASC Conference and Exhibits offers premium networking and exhibiting opportunities between companies and attendees. We encourage you to review the rewarding sponsor and exhibitor packages that offer many opportunities to achieve maximum exposure and visibility with attendees including:

ACCESS – Networking with ASCs leaders and administrative decision-makers.

BUILD – Enduring and profitable business relationships.

LOCATION – All exhibits are located in one area with open and direct accessibility for attendees. Increased and dedicated exhibit hours, and networking breakfasts, luncheon, breaks, and receptions will give your company the opportunity to promote your products and services.

MARKET – Your products and services to the fast growing ASC industry.

PRELIMINARY CONFERENCE AND EXHIBIT SHOW AGENDA

Thursday, June 14, 2007

12:00-4:30 pm Exhibit Set-Up

2:00-5:10 pm Pre Conference
Concurrent Sessions

5:00-7:00 pm Networking Reception
& Exhibits (Reception
in Exhibit Hall)

Friday, June 15, 2007

7:00-8:00 am Registration &
Networking Breakfast

8:00-9:45 am General Session

10:15-11:15 am General Session

11:45-12:30 pm Exhibits Open

12:30-1:30 pm Networking Lunch &
Exhibits

1:20-3:20 pm Concurrent Sessions

3:20-3:50 pm Exhibits Open

4:10-5:15 pm Concurrent Session

5:30-7:30 pm Networking Reception
& Exhibits (Reception
in Exhibit Hall)

Saturday, June 16, 2007

8:00-9:00 am Networking Breakfast

9:00-10:25 am General Session

10:40-12:30 pm Concurrent Sessions

12:30 pm Meeting Adjourns



EXHIBITOR OPPORTUNITIES

ASC Communications, Inc. exhibitor/sponsor packages offer a variety of opportunities. Each package provides the kind of added visibility and exposure that's guaranteed to bring results.

For Premier and Official Sponsors Only: A discount of 10% is available if your company is a full year advertiser in the ASC Review.

PREMIER EXHIBITOR \$3,000

- Exhibit Booth (6' x 30")
- 3 Conference Registrations
- 1/2 Page Black & White Ad in Conference Syllabus
- Company name, contact information and product description in Conference Syllabus

OFFICIAL EXHIBITOR \$2,000

- Exhibit Booth (6' x 30")
- 2 Conference Registrations
- 1/4 Page Black & White Ad in Conference Syllabus
- Company name, contact information and product description in Conference Syllabus

EXHIBIT ONLY \$1,500

- Exhibit Booth (6' x 30")
- 1 Conference Registration
- Company name and contact information in Conference Syllabus

The above payment includes:

- 1) One (1) - 6' x 30" Table, Two (2) – Chairs, 24-hour security, Exhibitor service kit
- 2) At least one (1) - Complimentary Exhibitor Registrations
 - Exhibitor registration includes access to conference educational sessions, breaks, networking lunch and reception.
- 3) Additional Exhibitor Registrations are available for \$250 per person.

SPONSORSHIP OPPORTUNITIES

PREMIER SPONSOR . . . \$10,000-\$6,000

Networking Luncheon \$10,000

Networking Reception \$8,000

- Thursday and Friday Reception available at \$8,000 each

Conference Syllabus \$7,500

Continental Breakfasts \$6,000

- Friday & Saturday breakfasts available at \$6,000 each

PREMIER SPONSOR BENEFITS:

- Exhibit Booth (6' x 30")
- 4 Conference Registrations
- Full Page Color Ad in Conference Syllabus
- Company name, contact information and product description in Conference Syllabus
- One promotional item in Conference Tote Bag
- Special Recognition Announcements and Signage
- Company logo, link, and contact information on Becker's ASC website: www.beckersasc.com

OFFICIAL SPONSOR \$4,000 EACH

Networking Breaks

- 1 available for Thursday PM, Friday AM, Friday PM, and/or Saturday AM

Conference Tote Bags

Badge Lanyards

Conference At A Glance

OFFICIAL SPONSOR BENEFITS:

- Exhibit Booth (6' x 30")
- 3 Conference Registrations
- 1/2 Page Color Ad in Conference Syllabus
- Company name, contact information and product description in Conference Syllabus
- Signage at Sponsored Event
- Company logo and link on Becker's ASC website: www.beckersasc.com

EXHIBITOR/SPONSOR GUIDELINES

Certificate of Insurance

Please provide a certificate of insurance by May 14, 2007, which indemnifies ASC Communications against, and holds harmless from any complaints, suits or liabilities resulting from negligence of the exhibitor in connection with the exhibitor's use of display space.

Cancellations

Refunds are available for cancellations when received by: May 1, 2007 - 100%; May 14, 2007 - 50%
Payments are non-refundable after May 14, 2007.

Exhibit Booth Assignments

Exhibit space assignments will begin according to date application and payment is received. Past exhibitors have first priority of booth assignments. A confirmation letter indicating booth number will be sent once assigned. All booth assignments will be made in keeping with exhibitor's request whenever possible. ASC Communications, Inc. reserves the rights to make the final determination of all assignments.

Installation and Dismantle

The installation of exhibits may begin on Thursday, June 14 (12:00 noon – 4:00 pm) and Friday, June 15 (7:00 am – 9:30 am). All exhibitors must dismantle their exhibits before 10:00 am on Saturday, June 16, 2007.

Right of Refusal

ASC Communications, Inc. reserves the rights to restrict or refuse exhibiting companies, which may be objectionable or otherwise, detract from keeping with the character of the exposition as a whole. ASC Communications, Inc. may prohibit installation, or request removal or discontinuance of any exhibit or promotion, which departs substantially from the design and description given advance approval. In the event of such restrictions or evictions, ASC Communications, Inc. is not liable for any refund of rental or other expenses.

HOTEL INFORMATION

Westin Michigan Avenue ■ Phone: (888) 627-8385 or directly at (312) 943-7200

908 N. Michigan Avenue, Chicago, IL 60611

Group Name: ASC Conference

Group Rate: \$239 (Sgl/DbI)

****Be sure to mention group name to receive group rate.****

ASC Communications, Inc.

5TH ANNUAL ASC CONFERENCE EXHIBITOR/SPONSOR APPLICATION

EXHIBITOR RATES

Amount

- Premier Exhibitor\$3,000 _____
- Official Exhibitor\$2,000 _____
- Exhibit Only\$1,500 _____
- Additional Exhibitor Badge\$250 _____

Please discount the rates for Premier and Official Sponsor by 10% if your company is a full year advertiser in the ASC Review.

SPONSOR RATES

PREMIER SPONSOR

- Networking Luncheon\$10,000 _____
- Networking Receptions\$8,000 _____
(Thursday or Friday)
- Conference Syllabus\$7,500 _____
- Continental Breakfast(s)\$6,000 _____
(Friday or Saturday)

OFFICIAL SPONSOR

- Networking Break(s)\$4,000 _____
(4 available)
- Conference Tote Bags\$4,000 _____
- Badge Lanyards\$4,000 _____
- Conference at a Glance\$4,000 _____

ADVERTISING RATES – (Conference Syllabus)

- Full Page (4-Color)\$1,350 _____
- Half Page (4-Color)\$850 _____

ADVERTISING RATES – (ASC Review)

3 Issues

- Full Page (4-Color)\$9,200 _____
- Half Page (4-Color)\$5,200 _____
- 1/4 Page (4-Color)\$4,000 _____

6 Issues

- Full Page (4-Color)\$14,000 _____
- Half Page (4-Color)\$8,500 _____
- 1/4 Page (4-Color)\$6,500 _____

TOTAL PAYMENT ENCLOSED

TOTAL ENCLOSED\$ _____

TO REGISTER

Mail: Mail completed application with check or credit card to: ASC Communications, Inc.
Attn: Ken Freeland
7916 Convoy Court, San Diego CA 92111

Fax: Fax application with credit card information to Ken Freeland at (858) 565-9954.

PRIMARY CONTACT INFORMATION

(PLEASE TYPE OR PRINT)

Name: _____

Title: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Email: _____

Web Address: _____

BOOTH REQUESTS

Please list your top (3) three booth choices. We will assign booths according to the date your application and payment was received. We will try to accommodate your choice(s) listed below.

#1 _____ #2 _____ #3 _____

Products and/or companies that you **DO NOT** wish to be in proximity:

Products and/or companies that you **DO** wish to be in proximity:

PAYMENT INFORMATION

Checks: Make payable to **ASC Communications, Inc.**

Credit Cards: Visa MasterCard

Credit Card #: _____

Expiration Date: _____

3-Digit Security Code: _____

Cardholder's Name (printed): _____

Cardholder's Signature: _____

FOR MORE INFORMATION CONTACT

Ken Freeland, Exhibit/Sponsor Director

7916 Convoy Court, San Diego CA 92111

Phone: (858) 565-9921 Fax: (858) 565-9954

Email: ken@pcmisandiego.com

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CHICAGO, ILLINOIS

EXHIBITOR/SPONSOR PROSPECTUS

Please join us at this year's conference and exhibit show to network with the leaders in the Ambulatory Surgery Center industry!



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5th Annual ASC Conference & Exhibits
June 14-16, 2007
Westin Michigan Avenue – Chicago, Illinois
Cotillion Ballroom – 2nd Floor

Cotillion Ballroom

