

# 2017 ANNUAL CONGRESS OF ENHANCED RECOVERY AND PERIOPERATIVE MEDICINE

CORPORATE SPONSOR &  
EXHIBIT PROSPECTUS



**APRIL 27<sup>TH</sup>-29<sup>TH</sup>, 2017**

**HYATT REGENCY WASHINGTON ON CAPITOL HILL  
400 NEW JERSEY AVE NW, WASHINGTON, D.C. 20001**

6737 W. Washington St., Suite 4210 • Milwaukee, WI 53214  
(P) 414-389-8610 • (F) 414-276-7704 • [www.aserhq.org](http://www.aserhq.org) • [info@aserhq.org](mailto:info@aserhq.org)

# ASER Corporate Sponsor

## ABOUT ASER

It is a nonprofit organization with an international membership, which is dedicated to promote the practice of enhanced recovery in the perioperative patient through education and research.

## THE ASER MISSION

To advance the practice of perioperative enhanced recovery and to contribute to its growth and influences, by fostering and encouraging research, education, public policies, programs and scientific progress.

## ASER HISTORY

The concept of Enhanced Recovery of fast-track surgery originated from the work of Professor Henrik Kehlet in Denmark in the 1990s. The ERAS Society in Europe was formed in 2010. The first international ERAS Society Congress was held in France in 2012.

In the USA interest in Enhanced Recovery has been growing since the late 2000s. The Duke University Medical Center Enhanced Recovery Program started in 2010. Since then many centers around the USA have started Enhanced Recovery programs.

The first US Enhanced Recovery Congress organized by the Duke University Department of Anesthesiology and Surgery and was held in Washington DC in 2013. The 2nd US Enhanced Recovery program was held in New Orleans in October 2014, and marked the official launch of the American Society of Enhanced Recovery (ASER). The 2016 ASER Annual Congress was held in Washington, DC with over 600 registrants learning about the latest advances in Enhanced Recovery.

# ASER Corporate Sponsor Levels

### PLATINUM \$30,000 US

- Two 6 ft. Table Top exhibits
- Eight Complimentary Meeting Registrations
- Eight Memberships in ASER
- One time use of ASER Meeting Registrant List
- Advertising space in ASER Newsletter (two time run - full page, full color ad)
- Prominent Logo Link from the ASER Website, [www.aserhq.org](http://www.aserhq.org), with link to Corporate Members page
- Opportunity to sponsor symposium of choice (first come, first serve)

### GOLD \$20,000 US

- Two 6 ft. Table Top exhibits
- Six Complimentary Meeting Registrations
- Six Memberships in ASER
- One time use of ASER Meeting Registrant List
- Advertising space in ASER Newsletter (one time run - full page, full color ad)
- Prominent Logo Link from the ASER Website, [www.aserhq.org](http://www.aserhq.org), with link to Corporate Members page
- Opportunity to sponsor symposium of choice (first come, first serve) (\$5,000 + based on space availability)

### SILVER \$15,000 US

- One 6 ft. Table Top exhibit
- Four Complimentary Meeting Registrations
- Four Memberships in ASER
- One time use of ASER Meeting Registrant List
- Advertising space in ASER Newsletter (one time run - 1/2 page, full color ad)
- Prominent Logo Link from the ASER Website, [www.aserhq.org](http://www.aserhq.org), with link to Corporate Members page
- Opportunity to sponsor symposium of choice (first come, first serve) (\$5,000 + based on space availability)

### BRONZE \$10,000 US

- One 6 ft. Table Top exhibit
- Two Complimentary Meeting Registrations
- Two Memberships in ASER
- One time use of ASER Meeting Registration List
- Advertising space in ASER Newsletter (one time run - 1/4 page, full color ad)
- Prominent Logo Link from the ASER Website, [www.aserhq.org](http://www.aserhq.org), with link to Corporate Members page
- Opportunity to hold private focus group at Annual Congress (\$5,000 + based on space availability)

### EXHIBITOR \$3,000 US

- One 6 ft. Table Top exhibit
- Two Complimentary Meeting Registrations
- One time use of ASER Annual Congress Registrant List

# ASER Corporate Sponsor Application

## MAIL OR FAX REGISTRATION FORM

**Deadline: March 1, 2017**

### Contact Information:

Company Name: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Contact Name\*: \_\_\_\_\_

Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**\* All information regarding the meeting will be sent to this person**

Sponsorship Levels	Cost	Symposium Sponsor	Total
Platinum	\$30,000	Included	
Gold	\$20,000	+ 5,000	
Silver	\$15,000	+ 5,000	
Bronze	\$10,000	+ 5,000	
Exhibitor	\$3,000	N/A	

Grand Total \$ \_\_\_\_\_ \*\*

### Please indicate form of payment:

- Check (Enclosed)
- Check (to follow application via US mail)
- EFT Wire Transfer

### Send Payment To:

American Society for Enhanced Recovery  
6737 W. Washington St.  
Suite 4210  
Milwaukee, WI 53214

\*\*Fee is due **IN FULL** by March 1<sup>st</sup>, 2017

Corporate Membership Applications must be received to the ASER Offices no later than March 1, 2017.

Registrations are accepted via mail:  
American Society for Enhanced Recovery  
6737 W. Washington St.  
Suite 4210  
Milwaukee, WI 53214

Via Fax at 414-276-7704

Via Email at [info@aserhq.org](mailto:info@aserhq.org)

The ASER Offices will confirm receipt of the application.

Payment is accepted via check to:

American Society for Enhanced Recovery  
6737 W. Washington St.  
Suite 4210  
Milwaukee, WI 53214

OR

Via Electronic Wire Transfer, contact ASER for information.

Payment for Corporate Sponsorship is NOT accepted via Credit Card.

Federal Tax ID# 47-0964192

Questions? Contact ASER via email at [info@aserhq.org](mailto:info@aserhq.org) or via telephone at 414-389-8610.

# 2017 Annual Congress Schedule *(Subject to Change)*

## Wednesday, April 26th 2016

12:00pm - 11:00pm	Sponsor Set-Up
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## Thursday, April 27th, 2016

10:00am - 10:30am	Break with Sponsors
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12:00pm - 1:30pm	Opportunity for Industry Sponsored Lunch Symposium	<b>SOLD</b>
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3:15pm - 3:45pm	Break with Sponsors
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5:00pm - 6:00pm	Reception with Sponsors
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## Friday, April 28th, 2016

6:30am - 7:30am	Opportunity for Industry Sponsored Breakfast Symposium
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9:30am - 10:00am	Break with Sponsors
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12:00pm - 1:15pm	Opportunity for Industry Sponsored Lunch Symposium
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3:00pm - 3:30pm	Break with Sponsors
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3:30pm	Sponsors Breakdown
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## ASER Corporate Sponsor Opportunities

	Platinum	Gold	Silver	Bronze	Exhibitor
Fee	\$30,000	\$20,000	\$15,000	\$10,000	\$3,000
Memberships	8	6	4	2	2
Meeting Registrations	8	6	4	2	2
Meeting Registrant Contact List	1	1	1	1	1
8x10 Table Top Exhibit	2 – 6 ft. Table Tops	2 – 6 ft. Table Tops	1 – 6 ft. Table Top	1 – 6 ft. Table Top	1 – 6 ft. Table Top
Prominent Logo Link on ASER website	Included	Included	Included	Included	N/A
Sponsored Symposium	Included	\$5,000	\$5,000	\$5,000	N/A
Advertising	2 Full Page Ads	Full Page Ad	Half-Page Ad	Quarter-Page Ad	N/A



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**EBPOM**  
Evidence Based Peri-Operative Medicine

For more information please  
visit [www.aserhq.org](http://www.aserhq.org)

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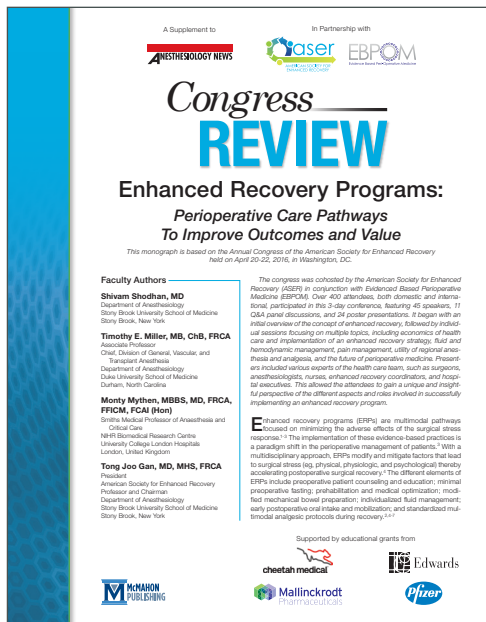
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# Published in the best-read Anesthesiology and General Surgery journals in the United States!\*



## The monograph will be:

- published as an insert in a printed issue of *Anesthesiology News*, reaching every practicing Anesthesiologist in the United States (47,850 physicians)
  - published digitally on the *Anesthesiology News* website, iPad App, and e-Newsletter
  - distributed at every conference attended by *Anesthesiology News* for 1 full year (i.e. ASER, ASA, PGA, SCA, ASRA Spring, ASRA Fall, SCCM, ESA, AANA, NYSORA, etc.)
- \*If five or more companies provide a grant, the monograph will also be:
- published as an insert in a printed issue of *General Surgery News*, reaching every General Surgeon, Colon & Rectal Surgeon, Vascular Surgeon, Critical Care Surgeon, Trauma Surgeon in the United States (39,760 physicians)
  - published digitally on the *General Surgery News* website, iPad App, and e-Newsletter
  - distributed at every conference attended by *General Surgery News* for 1 full year (i.e. ACS, SAGES, DDW, ASCRS, ASMBS, AHS, etc.)

## Levels of Grant Support

### Silver (\$25k)

- recognition as a supporter with a logo on the front cover of the monograph.
- recognition as a supporter with a logo on the monograph landing page on the *Anesthesiology News* website, iPad App, and e-Newsletter
- recognition as a supporter with a logo on all print and digital advertisements promoting the monograph.
- 500 reprints of the monograph for representatives to distribute directly to clinicians in the field, at conferences, etc.

### Gold (\$30k)

#### • includes everything in Silver PLUS

- recognition as a supporter with a logo linked back to the supporter's corporate website included on the monograph landing page on the *Anesthesiology News* website and iPad App
- 1,000 reprints of the monograph for representatives to distribute directly to clinicians in the field, at conferences, etc.

### Platinum (\$35k)

#### • includes everything in Gold PLUS

- 5,000 reprints of the monograph for representatives to distribute directly to clinicians in the field, at conferences, etc.

\*If the monograph is also published in *General Surgery News*, all of the exposure items detailed above will also appear in *General Surgery News*.

