



Outpatient • Office Based • Non-Operating Room

2023 Annual Meeting

May 18 – 20, 2023

Phoenix, AZ • Arizona Biltmore, A Waldorf Astoria Resort

Plan to partner with SAMBA today!

For more sponsorship information, contact the SAMBA Executive Office at info@sambahq.org or 414-488-3915

6737 West Washington Street, Suite 4210 • Milwaukee, WI 53214
Phone: (414) 488-3915 • www.SAMBAhq.org



Dear Colleagues,

On behalf of the Society for Ambulatory Anesthesia (SAMBA), I invite you to become a sponsor for our SAMBA 2023 Annual Meeting to promote your products and services. This in-person meeting is scheduled to be held May 17-20, 2023, in Phoenix, Arizona. Hundreds of attendees are expected to participate in engaging, thought-provoking, educational sessions and lively discussions aimed at advancing the practice of ambulatory surgery and anesthesia. Anesthesiologists and CRNAs, many of whom hold leadership and administrative roles in ambulatory anesthesia, will be present. These healthcare providers are stakeholders and key decision-makers about products and services utilized in their ambulatory surgery centers, both in academia and private practice.

Your presence at SAMBA 2023 provides the perfect opportunity for you to market your products and services to these decision-makers and stakeholders in ambulatory anesthesia. Our exhibit hall includes space to showcase your products and services—products and services that, we believe, will help our members improve patient care, cut costs, and remain at the forefront of ambulatory anesthesia innovation. In fact, we have an entire evening reception dedicated to allowing our attendees to visit/interact with our sponsors and view their products. Your presence at SAMBA 2023 positions your brand as an industry leader and provides access to these stakeholders.

You can increase your exposure by selecting one of our add-on options or sponsorship packages. With our luncheon spon-

sorship opportunities, you have added time to educate attendees in more detail about your brand/product and achieve maximum engagement. We would be happy to discuss these premier sponsorship opportunities in more detail with you. Don't miss this opportunity to showcase your brand to key stakeholders, network with peers and professionals and promote your products and services at a global level.



We are delighted to be meeting in person for the second time post-Covid and anticipate having a group of enthusiastic attendees, excited to be meeting in person and looking forward to new ideas and products to improve their practice! I hope that you will partner with us for this exciting opportunity! Please contact us for additional details about our sponsorship opportunities.

Dawn Schell, MD
President, SAMBA
DschellSAMBA@ccf.org

ANNUAL MEETING ATTENDANCE

NORA
Anesthesiologists

Anesthesiologists
at Free Standing
Ambulatory Surgery
Center

Office-Based
Anesthesiologists

Academic
Ambulatory
Anesthesiologists

Private Practice
Ambulatory
Anesthesiologists

SOCIETY FOR
SAMBA AMBULATORY
ANESTHESIA

Outpatient • Office Based • Non-Operating Room

SAMBA has a membership of almost 800 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 SPONSORSHIP **\$15,000**
(Only 2 Available)

- **Lunch Seminar Symposia** – sponsor a 60-minute education session during lunch for 100 attendees, opportunity for sponsored signage and slides. Includes LCD projector and one screen. Dates available: Thursday, May 18 from 12:15 PM – 1:15 PM or Friday, May 19 from 12:00 PM – 1:00 PM.
- **Post-event survey email advertisement** – your advertisement will appear in the SAMBA 2023 post-event email that is sent to all SAMBA attendees.

PERKS

- (3) full-conference badges for SAMBA 2023.
- (3) invitations to SAMBA VIP Dinner on Saturday, May 20.
- All other sponsor perks.

GOLD SPONSORSHIP **\$10,000**
(Only 3 Available)

- **Breakfast Seminar Symposia** – sponsor a 60-minute education session during breakfast for sponsored signage and slides – includes LCD projector and one screen. Dates available: Thursday, May 18 from 6:30 AM – 7:30 AM or Friday, May 19 from 6:30 AM – 7:30 AM or Saturday, May 20 from 6:30 AM – 7:30 AM.
- **Post-event survey email advertisement** – your advertisement will appear in the SAMBA 2023 post-event email that is sent to all SAMBA attendees

PERKS

- (2) full-conference badges for SAMBA 2023.
- (2) invitations to SAMBA VIP Dinner on Saturday, May 20.
- All other sponsor perks.

SILVER SPONSORSHIP **\$5,000**

- **Business Meeting & Awards Luncheon** – dedicated slide shown prior to the Business Meeting and Awards luncheon.

PERKS

- (1) full-conference badge for SAMBA 2023.
- All other sponsor perks.

Increase your company’s exposure and visibility to SAMBA 2023 attendees with one of our sponsorship packages!



PERKS INCLUDED IN ALL SPONSOR PACKAGES...

- **Recognition in SAMBA LINK** – your logo featured in 2022’s fourth quarter and 2023’s first quarter member newsletter.*
- **Recognition on SAMBA 2023 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 9 for fourth quarter placement.

For more exhibitor and sponsor information, contact our Development Committee Chair, Dr. Basem Abdelmalak at abdemb@ccf.org or cell (216) 374-6129 or our society office at info@sambahq.org or (414) 488-3915

EXHIBITS AND ADD-ONS

PAST SPONSORS & EXHIBITORS



EXHIBIT OPPORTUNITIES

10 X 10 EXHIBIT BOOTH SPACE - \$3,000

- (2) Exhibit Hall Registrations for use by exhibit staff only.
- Listing in Annual Meeting Program Guide.
- Listing on SAMBA 2023 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 11" company identification sign and a trash can. **Table and chairs are not included.** They are available for rental for an additional fee through GES.

SAMBA will be coordinating a "passport" encouraging attendees to visit all the exhibit booths to win prizes.

EXHIBIT HALL HOURS

THURSDAY, MAY 18

- **Registration/Set-Up:** 7:00 AM – 5:00 PM
(move in and set up by 5:00PM)
- **Exhibit Hall Open:** 5:00 PM – 7:00 PM
- **Reception with Exhibitors:** 5:00 PM – 7:00 PM

FRIDAY, MAY 19

- **Exhibit Hall Open:**
 - » 7:00 AM – 7:45 AM
 - » 9:45 AM – 11:00 AM
 - » 11:45 AM – 1:15 PM
 - » 1:45 PM – 3:00 PM
- **Society Social:** 6:00 PM
(Exhibitors Welcome to Participate)

SATURDAY, MAY 20

- **Exhibit Hall Open:**
 - » 7:00 AM – 7:45 AM
 - » 9:45 AM – 11:00 AM
- **Exhibit Teardown:** 11:00 AM – 2:00 PM

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.

MODERATED ABSTRACT POSTER SESSION - \$1,000

Support sessions focused on original research and case studies, includes recognition.

MOBILE MEETING APP SPONSORSHIP - \$3,500

Recognition as a SAMBA 2023 Mobile Meeting App sponsor. Attendees will have access to the schedule and handouts for the meeting. There will be no printed handouts or schedules available so this sponsorship will provide a high level of brand exposure. Includes a banner ad within the app.

SPONSORED WIFI - \$4,000

Sponsor WiFi for all SAMBA conference attendees throughout the meeting.

WEBINAR SYMPOSIA - \$10,000

Sponsor a stand-alone SAMBA Webinar Symposium prior to or after the meeting. Must be scheduled prior to December 31, 2023.

ADVERTISE WITH SAMBA

DIGITAL MEETING ADVERTISING OPPORTUNITIES

REGISTRATION WEBSITE ADVERTISEMENT - \$550

Your banner advertisement featured in the headline on the SAMBA 2023 registration website seen by all visitors. (6) opportunities available.

ATTENDEE REGISTRATION

CONFIRMATION EMAIL ADVERTISEMENT - \$825

Your advertisement will appear in all SAMBA 2023 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 2023 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 2023 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.

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

SAMBA LINK

(MEMBERS ONLY QUARTERLY NEWSLETTER)

- 1 issue - \$250
- 2 issues - \$475
- 3 issues - \$695
- 4 issues - \$900

The screenshot shows a newsletter page with the SAMBA LINK logo at the top. Below the logo, it says "SAMBA LINK Member News | Fall 2022". The main article is titled "Penicillin Allergy and Perioperative Cephalosporin Administration" by Kenneth Cummings, MD, MS, FASA. The article text discusses the structural similarities between penicillin and cephalosporin antibiotics and the resulting immune cross-reactivity. A portrait of Kenneth Cummings is shown to the right of the text. At the bottom of the article, there is a blue button that says "Read the Case Report (Member Login)".

RULES AND REGULATIONS

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

Arizona Biltmore, A Waldorf Astoria Resort, 2400 E. Missouri Ave., Phoenix, AZ

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. No company may exhibit unless full payment for booth space and sponsorship has been received. Online payments can be made by Visa, MasterCard, Discover or American Express credit card. Questions? Contact: info@sambahq.org

Payment via check made out to SAMBA can be mailed to:
SAMBA
6737 W Washington St, Suite 4210
Milwaukee, WI 53214

Hotel Accommodations

Arizona Biltmore, A Waldorf Astoria Resort, 2400 E. Missouri Ave., Phoenix, AZ 85016. Details at sambahq.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:
12/31/2022: Full refund less \$250
02/01/2023: Full refund less \$500
After 02/01/2023: 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.

REGISTRATION FORM

COMPANY INFORMATION

Company Name _____
(as it should appear in all printed pieces and on website)

Contact Name for Fulfillment _____

Title _____

Company Address _____

City _____ State _____ ZIP _____

Phone Number _____ Email Address _____

Website _____

SPONSORSHIP & ADVERTISING OPPORTUNITIES

SPONSOR PACKAGES

- Platinum Sponsorship: **\$15,000**
- Gold Sponsorship: **\$10,000**
- Silver Sponsorship: **\$5,000**

EXHIBITS

- 10'x10' Booth Space: **\$3,000**

A LA CARTE ADD-ONS

- Resident Travel Award: **\$1,000**
- Mobile Meeting App Sponsorship: **\$3,500**
- Moderated Abstract Poster Session: **\$1,000**
- Webinar Symposia - **\$10,000**
- Sponsored WiFi: **\$4,000**

DIGITAL MEETING ADVERTISING OPPORTUNITIES

- Attendee Registration Website Advertisement - **\$550**
- Attendee Registration Confirmation Email Advertisement - **\$825**
- Pre-Event Marketing Email Advertisement - **\$875**
- Post-Event Attendee Thank You Email Advertisement - **\$825**

YEAR-ROUND ADVERTISING OPPORTUNITIES

SAMBA LINK (members only quarterly newsletter)

- 1 issue - **\$250**
- 2 issues - **\$475**
- 3 issues - **\$695**
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WEBSITE ADVERTISING

- 3 months - **\$500**
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- 3 months - **\$450**
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SIGNATURE AGREEMENT

In accordance with the provisions of the enclosed Exhibitor/Sponsor Participation Rules & Regulations governing participation at the SAMBA Annual Meeting, the undersigned hereby makes an application for conference participation which, when accepted by SAMBA and accompanied by payment, becomes a binding contract. The undersigned also acknowledges that they have read and will abide by the Exhibitor/Sponsor Participation Rules & Regulations.

Acknowledged by: _____

For (Company Name): _____

Date: _____

PAYMENT INFORMATION

Total Due \$ _____
(Full payment due with application)

Check/Check Number _____
(Make Check Payable to SAMBA; include copy of this form with check)

Please email me an invoice to pay via Credit Card

Email for invoice: _____
(VISA, Mastercard, American Express and Discover Accepted)

Send this form and payment to:
Society for Ambulatory Anesthesia (SAMBA)
6737 W Washington St, Suite 4210
Milwaukee, WI 53214



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