

**SEPT
7-9
2022**

California Ambulatory Surgery Association
Annual Conference & Exhibits

Hyatt Regency Indian Wells Resort & Spa



2022 Exhibitor Prospectus

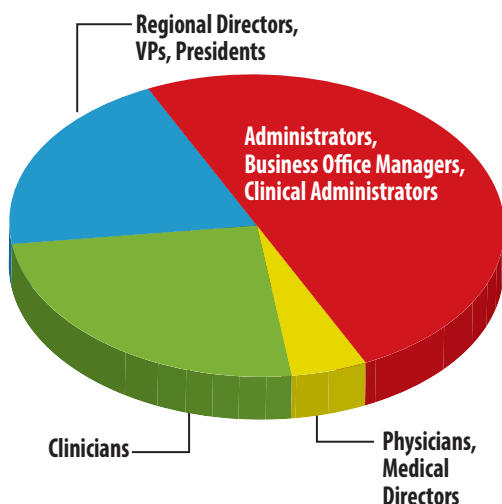
Exhibiting at the 2022 CASA Annual Conference & Exhibits

The California Ambulatory Surgery Association is one of the largest state associations for Ambulatory Surgery Centers (ASCs). With over 400 members, this show is an excellent opportunity to meet and network with California surgery center administrators, clinical directors and other ASC leaders. Past exhibitors know our show sells out early, as this is a unique opportunity to meet with so many California facilities. Reserve your space today to ensure your presence in Indian Wells.

Who attends the Conference & Exhibits?

Our attendees range from the seasoned California ASC leader to the newly appointed administrator. Our membership continues to grow each year, and our Southern California conference locations historically have the largest attendance. **Over 70% of our previous year's attendees were lead ASC decision makers.**

Demographic Breakdown of Conference Attendees



We typically see over 400 attendees. Even during the pandemic with COVID-19 protocols in place we exceeded our expectations for our 2021 in-person conference with close to 300 attendees. We are confident our attendee number will continue to increase.

CASA 2022 Annual Conference & Exhibits

Hyatt Regency Indian Wells
Resort & Spa

September 7-9, 2022

Special Event Sponsor
\$10,000

Elite Booth Sponsor
\$5,000

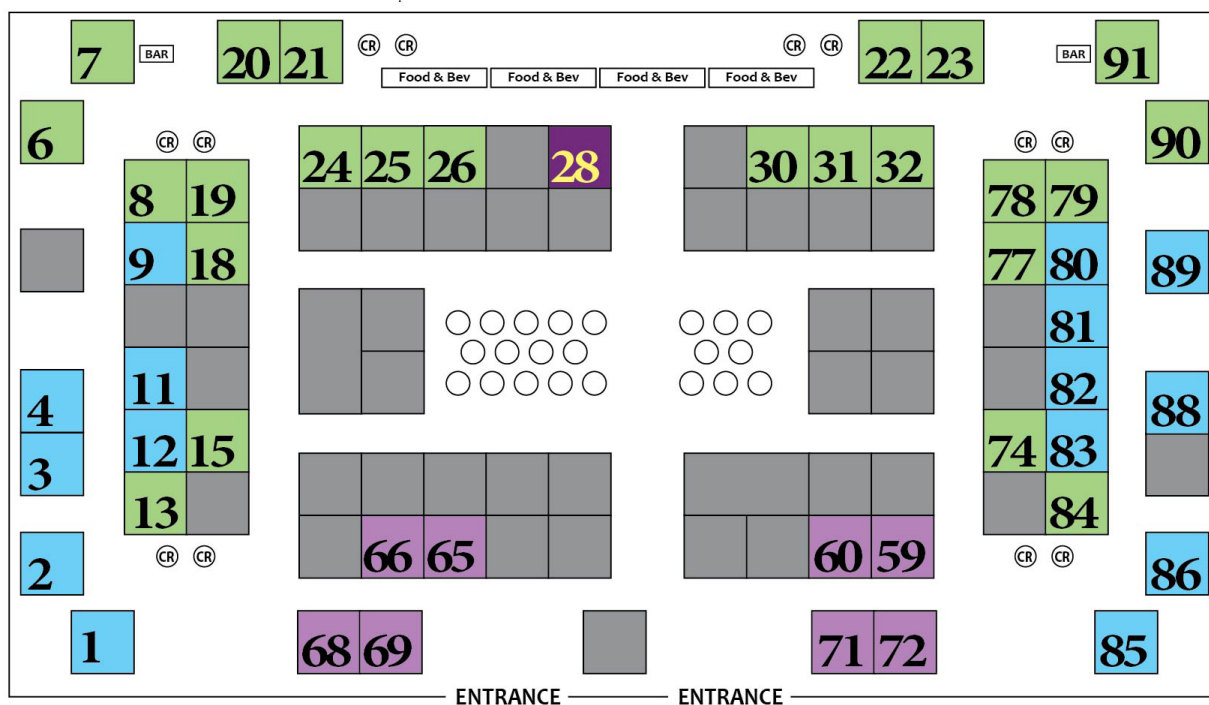
Premium Booth
\$3,000

Entrance Booth
\$2,700

Standard Booth
\$2,500

Platinum Sponsor
\$1,000

SOLD OUT



Grey indicates booth is sold as of 11/19/21

For a list of available booth spaces, please visit
<http://www.casurgery.org/exhibitors>
This list is updated regularly on our website as
booths are sold.

Become
a CASA Member
and receive a
\$200.00 DISCOUNT
on your
booth!

Things to do around Indian Wells/Palm Springs

Golfing

Located on property, Indian Wells Golf Resort is the premier golf destination in the Palm Springs area for everyone from amateurs to pros to presidents. Offering 36-holes of championship golf, both courses ranked in the Top 20 “Best Courses You Can Play” in California by Golf Week Magazine, and ranked number 11 in Conde Nast Travelers’ “Top 15 California Golf Resorts.” Experience an unforgettable golf vacation with breathtaking mountain vistas, natural flowers and striking waterfalls - a perfectly conducted orchestra of world-class design.



Area Attractions

Palm Springs Aerial Tramway: Travel from the desert floor to the very top of Mt. San Jacinto - 8,000 feet - in 20 minutes for the ride of your life!

Shopping: El Paseo offers over 300 unique world-class stores and restaurants.

Program Schedule and Exhibit Hours

(schedule subject to change)

Wednesday, September 8, 2021

1:00 pm - 4:00 pm	Exhibitor Setup
5:00 pm - 7:00 pm	Welcome Reception with Exhibitors

Thursday, September 9, 2021

11:00 am - 1:00 pm	Lunch with Exhibitors in Exhibit Hall
3:05 pm - 4:00 pm	Break with Exhibitors in Exhibit Hall
4:00 pm	Exhibit Breakdown

Hotel Accommodations



Hyatt Regency Indian Wells Resort & Spa

44600 Indian Wells Lane | Indian Wells, California | 92210
760.776.1234 | Reservations 1.888.421.1442

\$175 - Room Rate (single/double occupancy)*

Check-in: 4:00 pm • Check-out: 12:00 pm

Hotel reservation deadline is: Wednesday, August 3, 2022

Please identify yourself as an attendee of the California Ambulatory Surgery Association Annual Conference & Exhibits when making your reservation. Reservations must be made by Wednesday, August 3, 2022 to guarantee room rates and availability. Prevailing rates may apply after this date or when the group rooms are sold out, whichever occurs first. Resort fee: \$10. Rooms are subject to availability. The special guest room rates agreed to above will apply up to 3 days before and 3 days after the official dates of the Group’s meeting, based on space and rate availability, excluding suites.

Cancellation and No Shows

All Hotel guests are notified at the time of booking their reservation, as well as at check-in, that the Hotel will charge a change fee, which is currently a full night’s room and tax of Group rate, if they depart earlier than the date stated on their registration. All charges will be billed to the personal credit card provided. Cancellation of reservations must be made 72 hours prior to arrival. If reservations are cancelled with less than 72 hours notice prior to arrival, or the reservation “no shows”, the guest will be charged a penalty of one night’s room rate plus applicable taxes

About Us

Nestled among 45 acres of lush gardens, Hyatt Regency Indian Wells Resort and Spa provides the quintessential Palm Springs experience. Located within the exclusive Indian Wells community, our resort’s unmatched hospitality, service, and access to a myriad of activities invite guests to relax, play and indulge. As a part of your stay, guests have access to the renowned Indian Wells Golf Resort right next door.

Airports

PALM SPRINGS AIRPORT (15 miles)

LAX (140 miles)

ONTARIO AIRPORT (85 miles)

Parking

Self Parking - Cost: \$7 per day | \$12 overnight with In/Out Privileges

Valet Parking - Cost: \$27 per night with In/Out Privileges

Attire

Business casual attire or resort wear is recommended for all functions.

Weather

The average weather in Indian Wells for September:

highs of 115 and lows of 59 degrees with little chance of precipitation.



Exhibitor Benefits & Services

Exhibiting at the 2022 annual conference entitles you to many benefits in addition to gaining new business.

Recognition in our Program

All exhibitors are listed in the Conference Syllabus at no charge. To be included in the syllabus, the application and payment must be received by CASA by June 10, 2022.

Booth Equipment & Sales

Each paid-in-full exhibitor will be sent information from the official show contractor. Exhibitors desiring to rent booth furniture, additional draping, accessories or signs, may order these from the official show contractor. All orders for special work or equipment should be placed well in advance (no less than six weeks prior to the show) to avoid delay and additional labor charges. Our official show contractor is fully equipped to serve exhibitors.

Housing & Registration

Exhibitors have access to the negotiated rates for our contracted hotel, Hyatt Regency Indian Wells Resort & Spa. For added convenience, exhibitor registration can be managed online at

www.casurgery.org/exhibitors

Member Discount on your Booth

CASA members receive a \$200 discount on their booth space. This often helps offset the cost of an auxiliary membership, which includes great benefits. To become a member contact us at membership@casurgery.org.

Important Exhibitor Dates

May 31, 2021

Deadline to cancel with 50% refund.

June 1, 2021 | No refunds on cancellation.

June 11, 2021

Deadline for syllabus ad space reservation.

July 9, 2021

Deadline for syllabus ad submission.

August 2021

Exhibitor badge forms will be emailed to our exhibitors.

CASA CONFERENCE 2022

VENDOR OPPORTUNITIES & SPONSORSHIP PACKAGES

Annual Conference & Exhibits | September 7-9, 2022 | Hyatt Regency Indian Wells

SPECIAL EVENT OPPORTUNITIES	Booth	4 Vendor Badges*	BONUS RECOGNITION (\$5000 value)	1/2-page Color Ad in Syllabus (\$750 value)	1 Marketing Item in Totes (\$1500 value)	Name & Logo Displayed as Event Sponsor	Recognition on Event Signage	Recognition on CASA Website	Recognition in E-Bulletins and/or Syllabus	Participation in Vendor Valuation*	Invitation to President's Reception
SPECIAL EVENT Sponsorship	•	•	•	•	•	•	•	•	•	•	•
\$10,000 1 LEFT Includes Premier Booth SPECIAL EVENT EXCLUSIVE: Includes creative and custom highlighted recognition at Thursday Special Event!											
ELITE BOOTH SPONSOR \$5,000 0 LEFT Our premium booth offers excellent exposure and lots of extras!	•	•		•	•	•	•	•	•	•	•
THURSDAY LUNCH SPONSOR \$5,000 1 available		•		•	•	•	•	•	•		•
WEDNESDAY EVE RECEPTION SPONSOR \$5,000 1 available		•		•	•	•	•	•	•		•
EXHIBITOR BOOTHS	Booth	3 Vendor Badges*	2 Vendor Badges				Recognition on Event Signage	Recognition on CASA website	Recognition in E-Bulletins and/or Syllabus		
PREMIUM FOOD & BEVERAGE \$3,000 24 LEFT	•	•					•	•	•		
ENTRANCE 8x10 \$2,700 8 LEFT	•		•				•	•	•		
STANDARD 8x10 \$2,500 15 LEFT	•		•				•	•	•		
*Additional exhibitor attendee passes may be purchased for \$200 each.											

ADDITIONAL SPONSORSHIPS	2 Vendor Badges*	1 Vendor Badge*	Full-page Color Ad in Syllabus (\$850 value)	1/2-page Color Ad in Syllabus (\$750 value)	1/2-page B/W Ad in Syllabus (\$375 value)	1 Marketing Item in Totes (\$1500 value)	Name & Logo Displayed as Event Sponsor	Recognition on Event Signage	Recognition on CASA Website	Recognition in E-Bulletins and/or Syllabus
SYLLABUS \$5,000 1 available	•		PREMIUM BACK COVER					•	•	•
CASA CONFERENCE APP \$4,500 1 available Your logo on the home page of the conference app.	•						LOGO ON HOME PAGE	•	•	•
TOTE BAGS \$4,000 1 available Your one-color company logo printed on attendee tote bags.	•		•					•	•	•
WIFI SPONSORSHIP \$4,000 1 available Sponsor will receive recognition as the wifi sponsor, allowing attendees to connect wirelessly in the conference hall. This sponsorship includes a customized, cobranded splash page.	•						LOGO ON SPLASH PAGE		•	•
PROFESSIONAL HEAD SHOT \$3,000 1 available Professionals are always looking for a current professional picture. This sponsorship allows attendees to have a professional head shot taken by our photographer. Maximize this sponsorship by reserving a booth (not included in this sponsor fee), where attendees will pick up their photo - driving attendees to your booth for a great opportunity to network.		•						•	•	•
HYDRATION STATION \$3,000 1 available Sponsor our Infused Water Hydration station. Attendees will refresh and cool down by refilling their water bottles with fruit infused water. Sponsor will receive recognition at the water filling stations in the foyer of the exhibit hall. Sponsor must provide 400 water bottles with logo to be provided at registration.		•						•	•	•
SANITIZATON STATION \$3,000 1 available Sponsor logo will be displayed at station. Sponsor will provide hand sanitizer and can distribute marketing materials at the station.		•					•	•	•	•
HOTEL ROOM KEY - CUSTOM! \$3,000 1 available Your full-color logo custom-printed on each CASA room key.		•						•	•	•
ROOM KEY JACKET - CUSTOM! \$3,000 1 available Sponsor will receive a high-quality, full- color tri-folding key jacket that holds every CASA room key. Complimentary design service included.								•	•	•
THURSDAY BREAKFAST \$3,000 1 available		•						•	•	•
FRIDAY BREAKFAST \$2,500 1 available		•						•	•	•
PRE-CONFERENCE GOLD \$2,500 1 available <i>Sponsor will receive name on brochure mailing</i>		•	PRE-CON SYLLABUS					•	•	PRE-CON SYLLABUS
PRE-CONFERENCE SYLLABUS \$2,500 1 available Includes Premium advertising location on back cover of Pre-Con syllabus.		•	PRE-CON SYLLABUS					•	•	PRE-CON SYLLABUS
JOURNAL \$2,500 1 available Sponsor donates 425 journals to be distributed at the conference.		•								•

ADDITIONAL SPONSORSHIPS	2 Vendor Badges*	1 Vendor Badge*	Full-page Color Ad in Syllabus (\$850 value)	1/2-page Color Ad in Syllabus (\$750 value)	1/2-page B/W Ad in Syllabus (\$375 value)	1 Marketing Item in Totes (\$1500 value)	Name & Logo Displayed as Event Sponsor	Recognition on Event Signage	Recognition on CASA Website	Recognition in E-Bulletins and/or Syllabus
PRE-CONFERENCE BREAKFAST \$2,000 1 available		•						•	•	•
RAFFLE SPONSOR \$2,000 1 available Sponsor will be recognized at the start of the conference raffle.		•						•	•	•
LANYARD SPONSOR \$2,000 1 available Sponsor will donate 600 lanyards, co-branded with CASA's logo.		•		•				•	•	•
CHARGING STATION SPONSOR \$2,000 1 available				•				•	•	•
NOTE PAD \$1,500 1 available Sponsor donates 600 note pads to be distributed throughout conference.		•						•	•	•
PEN \$1,500 1 available Sponsor donates 600 pens to be distributed throughout conference.		•						•	•	•
MINTS \$1,500 1 available Sponsor donates 425 mint tins to be distributed throughout conference.		•						•	•	•
THURSDAY MORNING BREAK \$1,500 1 available		•						•	•	•
THURSDAY AFTERNOON BREAK \$1,500 2 available		•						•	•	•
FRIDAY MORNING BREAK \$1,500 1 available		•						•	•	•
PRE-CONFERENCE BREAK \$1,000 1 available		•			PRE-CON SYLLABUS			•		

CASA ADVERTISING OPPORTUNITIES

Conference Syllabus Print Advertising

Full-Page Black & White Ad	\$475
Half-Page Black & White Ad	\$375
Quarter-Page Black & White Ad	\$275
Add Full Color	\$375 for any size ad

Pre-Conference Syllabus Print Advertising

Full-Page Black & White Ad	\$175
Half-Page Black & White Ad	\$135
Add Full Color	\$175 for any size ad

Conference Tote Stuffers

(Limit 3)	\$1,500
Your company is allowed to add one promotional item into the conference tote. \$1500 per item.	

Conference Tote Flyer/Brochure

(Limit 5)	\$1,000
Your company is allowed to add one promotional flyer or brochure into the conference tote. \$1000 per item.	

CASA PRINT ADVERTISING

Syllabus Advertising Order Details

Please check your advertising choice below:

<input type="checkbox"/> Full-Page Black & White Ad	\$475
<input type="checkbox"/> Half-Page Black & White Ad	\$375
<input type="checkbox"/> Quarter-Page Black & White Ad	\$275
<input type="checkbox"/> Add Full Color	\$375 for any size ad

Pre-Conference Syllabus Advertising Order Details

Please check your advertising choice below:

<input type="checkbox"/> Full-Page Black & White Ad	\$175
<input type="checkbox"/> Half-Page Black & White Ad	\$135
<input type="checkbox"/> Add Full Color	\$175 for any size ad

ADV. TOTALS

CONFERENCE SYLLABUS ADVERTISING

Conf. Syllabus Ad \$ _____

Add Full Color: \$ _____

TOTAL: \$ _____

Please add this total to next page

PRE-CONFERENCE SYLLABUS ADVERTISING

Conf. Syllabus Ad \$ _____

Add Full Color: \$ _____

TOTAL: \$ _____

Please add this total to next page

TOTE STUFFERS

of items \$ _____

TOTAL: \$ _____

Please add this total to next page

TOTE FLYER/BROCHURE

of items \$ _____

TOTAL: \$ _____

Please add this total to next page

EXHIBITORS**PLEASE SIGN AND RETURN SIGNED CONTRACT ON NEXT PAGE ALONG WITH THIS FORM**

We hereby apply for exhibit space for our use at the 2022 CASA Conference and Exhibits September 7-9, 2022. We understand this application becomes a contract when signed by us and accepted by CASA. All applications must be on this form. Space is limited to first paid, first served.

Signature and Fee are required to guarantee space.

Cancellation: Cancellations by exhibitor prior to April 30, 2022 receive an 80% refund on booth and name badge reservations that are canceled. Cancellations by exhibitor prior to May 31, 2022 receive a 50% refund on booth and name badge reservations that are cancelled.

Refunds are not available for cancellation after June 1, 2022.

PAYMENT IS DUE 14 DAYS FROM SIGNING OF CONTRACT.

Signature: _____ Date: _____

Company Contact: _____ Title: _____

Company Name: _____

Company Address: _____ City: _____ State: _____ Zip: _____

Office Phone: _____ Cell: _____

E-mail: _____ Website: _____

PLEASE REVIEW THE FLOOR PLAN CAREFULLY BEFORE SELECTING YOUR BOOTH SPACE. CASA IS NOT RESPONSIBLE FOR REARRANGING BOOTHS IF YOU HAVE INDUSTRY CONFLICT/COMPETITOR NEAR YOUR BOOTH.

BOOTH SELECTION

Booth number preference order: #1 _____ #2 _____ #3 _____ Booth Price: _____

Do not want vendor space near: _____

EXHIBITOR/OPERATIONS CONTACT (will not be published)

Exhibitor Contact: _____

Office Phone: _____ Cell: _____

E-mail: _____

Exhibitor Total
\$ _____

SPONSORSHIPS

Sponsoring Company Contact: _____

Company Name: _____

Company Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Sponsorship Option: _____

Number of attendees included: _____

Sponsorship Total \$ _____

TOTALS

Exhibitor Fee Total: \$ _____

Add'l Badge Fee Total: \$ _____

Sponsorship Total: \$ _____

Advertising Total: \$ _____

GRAND TOTAL: \$ _____

PAYMENT INFO

☐ Visa ☐ Mastercard

☐ American Express

☐ Check Number: _____

Card #

Exp. date

Name on card

Print Name:

Signature

Please make checks payable to CASA and return with completed application to:

CASA
PO Box 292698
Sacramento, CA 95829

Information available at CASA website:

www.casurgery.org
Phone: 916-594-9351
Fax: 844-273-8336
e-mail: registration@casurgery.org

CONTRACT FOR FLOOR SPACE

When received with your payment by the California Ambulatory Surgery Association your signed application for space constitutes a contract for the right to use the exhibit space.

BOOTH DESCRIPTION

All exhibit booth packages include the following: Pipe and Drape, one table, two chairs, and one identification sign. COVID-19 adaptations will be implemented per state guidelines. Our Trade Show Service Contractor will send you an Exhibitor Kit with shipping information. They will inform you of other trade show services not included in the CASA booth package and available at additional fees. Please communicate your exhibitor needs and requirements to them directly.

Exhibitors will be listed on the CASA website, and in the conference syllabus.

Each exhibitor will be allowed to send two representatives* to the Conference, unless otherwise stated in the sponsorship agreement. Any additional exhibitors must pay the \$200 additional person fee.

*Representatives per booth at one time will be dictated by state guidelines.

ASSIGNMENT OF SPACE

CASA reserves the right to make changes at any time in the location, size, display, limits, etc., of any exhibit if this is in the best interest of the exhibit program. Every effort will be made to accommodate your selections and will be made on a first-paid, first-served basis. A floor plan is available at www.casurgery.org.

EXHIBITOR CONDUCT

Any other exhibitor shall not infringe upon the rights and privileges of an exhibitor. CASA reserves the right to restrict exhibits that may be objectionable, or to order the removal of any portion of an exhibit, which in the judgment of CASA, is detrimental or detracts from the general order of the exhibits. This applies to persons, advertising, soliciting or anything of a similar nature.

EXHIBITOR BADGES

Exhibitor personnel must register and wear CASA identification badges while exhibiting or attending CASA events. Personnel must check in at CASA Registration prior to entering the exhibit hall. In August, a badge request form will be sent out so that exhibiting firms may provide the names of personnel attending. Please call April Ligtenberg, CASA Conference Manager, at 916-594-9351 or email at registration@casurgery.org.

CASA ATTENDEE LIST

At the conclusion of the conference, you will receive a completed attendee list via email when you complete your conference evaluation. April Ligtenberg, CASA Conference Manager must pre-approve all mailings to CASA membership. Email your draft to April at registration@casurgery.org.

EXHIBITOR RULES:

The booth rental is for display purposes. Any order-taking and selling of products is strictly prohibited.

The exhibitor agrees to comply with all applicable provisions of the ADA, Hyatt Regency Indian Wells Resort & Spa and all mandated COVID-19 guidelines.

The exhibitor shall secure any and all necessary licenses for (a) any performances, displays or other uses of copyrighted works or inventions; and (b) any use of a name, likeness, signature, voice impression or other intellectual property used directly or indirectly by the exhibitor.

All exhibit materials must conform to the fire regulations and electrical codes of the Exhibit Hall and the Orange County fire codes.

Nothing shall be posted on, tacked on, nailed to, screwed into or otherwise attached to columns, walls, floors or other parts of the building or furniture.

No gummed surface or pressure-sensitive labels, self-adhesive stickers/labels or advertising stickers will be permitted.

All booth personnel will be required to wear the official conference badge issued at registration. Badges and registration materials will be distributed only to registered personnel.

Any oral or written communication indicating or suggesting that CASA endorses or approves of the exhibitor's products or services is prohibited and is grounds for closing of a booth with no refund of fees to the exhibitor.

The exhibitor agrees to treat all attendees with courtesy and not discriminate against any person for any reason.

LIABILITY AND INSURANCE

All property of the exhibitor is understood to remain under his custody and control in transit to and from all the confines of the hall, subject to the rules and regulations of CASA.

The individual exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify, and save CASA, the Hotel, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses, or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Hyatt Regency Indian Wells Resort & Spa and its employees and agents. The individual exhibitor will obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than

\$1,000,000 Combined Single Limit for personal injury and property damage. The Group agrees to provide a Certificate of Insurance evidencing the coverage described above.

The exhibitor, on signing this, expressly releases CASA and the Hyatt Regency Indian Wells Resort & Spa and agrees to indemnify same against any and all claims for such loss, damage or injury. Exhibitors desiring to carry insurance on the display, products, etc., will place it at their own expense. Should the premises in which the CASA meeting is to be held become, in the sole judgment of CASA, unfit for occupancy, or should the meeting be materially interfered with by reason of action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by government agency or any other act beyond the control of CASA, the contract for exhibit space may be terminated.

CASA will not incur liability for damages sustained by exhibitors as a result of such termination. In the event of such termination, the exhibitors expressly waive such liability and release CASA of and from all claims for damages and agree that CASA shall have no obligation except to refund the exhibitor's pro-rata share of the aggregate amounts received by CASA as rental fees for booths after deducting all costs and expenses in connection with such exhibits, including reasonable reserves for claims, such deductions being hereby specifically agreed to by the exhibitor.

LABOR/INSTALLATION AND DISMANTLING

Installation and dismantling is the responsibility of the individual exhibitor.

FLOOR PLAN

CASA reserves the right to determine the final arrangement of exhibits to produce the most effective layout and to make changes to the exhibit hours as needed.

CANCELLATION

Cancellations by exhibitor prior to April 30, 2022 receive an 80% refund on booth and name badge reservations that are canceled. Cancellations by exhibitor prior to May 31, 2022 receive a 50% refund. **Refunds are not available for cancellation after June 1, 2022.**

If funds were transferred from CASA 2021, due to COVID-19 cancellation, the CASA 2022 cancellation schedule applies.

We have read the exhibitor rules and agree to follow these rules as stated. Payment is due 14 days from signing contract.

Exhibitor Company Name _____

Exhibitor Contact Name (Print) _____

Exhibitor Name (Sign) _____

Date _____

AD SUBMISSION SPECIFICATIONS

Deadline for ad space reservation: June 10, 2022

Deadline for ad submission: July 8, 2022

Black & white ads:

Submit your black & white ad in press-quality pdf format (300 dpi resolution).

Color ads:

Submit your color ad saved as process color (CMYK) in press-quality pdf format (300 dpi resolution).

There is no bleed on syllabus ads.

File Format: only ads in pdf format can be accepted (no word docs or other file types, please).

Ad Sizes:



Full-page:
7.5" wide x 10.5" deep



Half-page:
7.5" wide x 5.25" deep



Quarter-page:
3.70" wide x 5.25" deep

**For advertising information, contact
Shellee Randol | Randol Graphics**

209.384.1640

submit ads to: shellee@casurgery.org

**For additional conference information, contact
California Ambulatory Surgery Association**

PO Box 292698 | Sacramento, CA 95829

Phone 916.594.9351

registration@casurgery.org • www.casurgery.org