

**SEPT  
9-11  
2020**

California Ambulatory Surgery Association  
**Annual Conference & Exhibits**  
Hyatt Regency Indian Wells Resort & Spa



**2020 Exhibitor Prospectus**

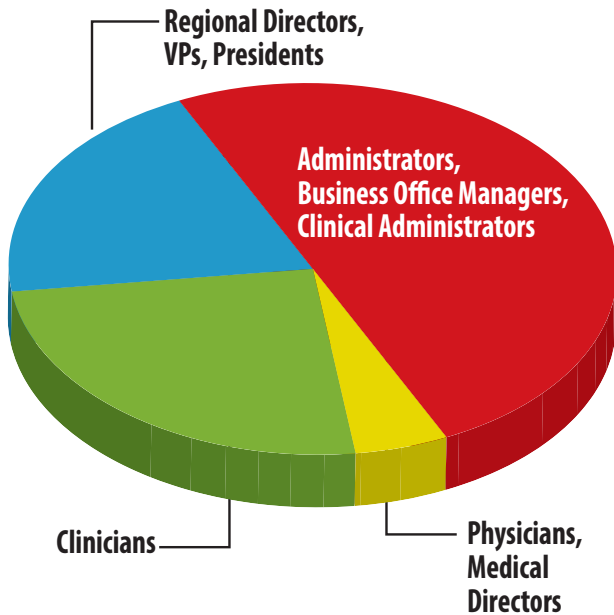
# Exhibiting at the 2020 CASA Annual Conference & Exhibits

The California Ambulatory Surgery Association is one of the largest state associations for Ambulatory Surgery Centers (ASCs). With over 390 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. We are anticipating over 400 attendees at this year's meeting, not including our exhibitor participants.

## Demographic Breakdown of Conference Attendees

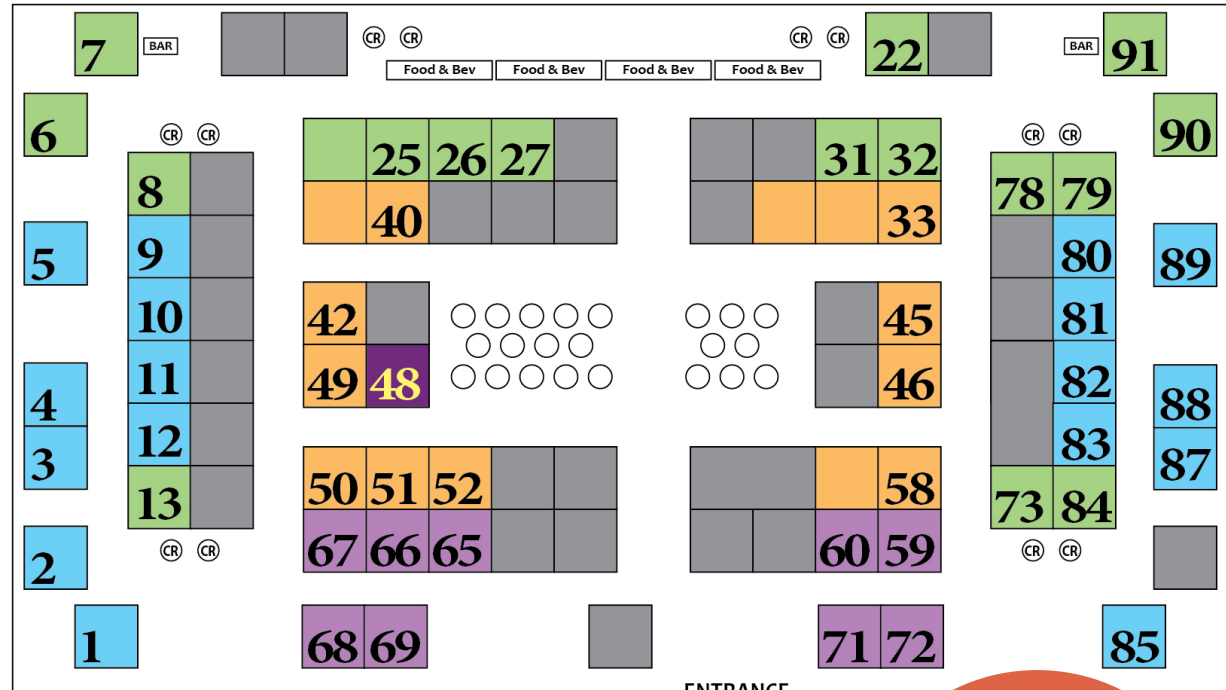


**Over 70%** of last year's attendees were lead ASC decision makers.

# CASA 2020 Annual Conference & Exhibits

Hyatt Regency Indian Wells Resort & Spa  
September 9-11, 2020

- Special Event Sponsor  
\$10,000
- Premium Booth  
\$3,000
- Standard Booth  
\$2,500
- Elite Booth Sponsor  
\$5,000
- Entrance Booth  
\$2,700
- Platinum Sponsor  
\$12,000



Grey indicates booth is sold as of 10/02/19

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

## 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 9, 2020**  
 1:00 pm - 4:00 pm      Exhibitor Setup  
 5:00 pm - 7:00 pm      Welcome Reception with Exhibitors

**Thursday, September 10, 2020**  
 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 5, 2020**

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 5, 2020 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.

## Transportation

### FROM PALM SPRINGS AIRPORT (15 miles)

Turn left on El Cielo Road, and then left on Ramon until you reach Interstate 10 traveling East. Turn right on Cook Street. Turn Left on Hwy 111. Turn left on Indian Wells Lane and follow the signs to Hyatt Regency Indian Wells Resort & Spa located straight ahead.

### FROM LAX (140 miles)

As you exit the terminal turn right. Take the 105 Freeway East. Exit 605 Freeway North. Exit Hwy 60 East to I-10 East. Exit on Cook Street and turn right onto Cook Street. Turn left on Hwy. 111. Turn left on Indian Wells Lane. Follow the Hyatt entrance signs to Hyatt Regency Indian Wells Resort & Spa straight ahead.

### FROM ONTARIO AIRPORT (85 miles)

Take Archibald Avenue to I-10 East. Exit on Cook Street. Turn left on Hwy. 111. Turn left on Indian Wells Lane and follow the signs to Hyatt Regency Indian Wells Resort & Spa located straight ahead.

## 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 2020 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 1, 2020.

### 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](http://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](mailto:membership@casurgery.org).

## Important Exhibitor Dates

### May 31, 2020

Deadline to cancel with 50% refund.

### June 1, 2020 | No refunds on cancellation.

### June 15, 2020

Deadline for syllabus ad space reservation.

### June 29, 2020

Deadline for syllabus ad submission.

### August 10, 2020

Deadline to submit exhibitor badge names for pre-printed badges.

# CASA CONFERENCE 2020

## VENDOR OPPORTUNITIES & SPONSORSHIP PACKAGES

Annual Conference & Exhibits | September 9-11, 2020 | 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
<b>SPECIAL EVENT Sponsorship</b>	•	•	•	•	•	•	•	•	•	•	•
<b>\$10,000   5 Available</b> Includes Premier booth											
<b>SPECIAL EVENT EXCLUSIVE:</b> Includes creative and custom highlighted recognition at Thursday Special Event!											
<b>ELITE BOOTH SPONSOR</b>	•	•		•	•	•	•	•	•	•	•
\$5,000   0 LEFT Our premium booth offers excellent exposure and lots of extras!											
<b>KEYNOTE SPONSOR</b>		•		•	•	•	•	•	•		•
\$5,000   1 available Sponsor has the pleasure of introducing our exciting Keynote Speaker.											
<b>THURSDAY LUNCH SPONSOR</b>		•		•	•	•	•	•	•		•
\$5,000   1 available											
<b>WEDNESDAY EVE RECEPTION SPONSOR</b>		•		•	•	•	•	•	•		•
\$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		
<b>PREMIUM FOOD &amp; BEVERAGE</b>	•	•					•	•	•		
\$3,000											
<b>ENTRANCE 8x10</b>	•		•				•	•	•		
\$2,700											
<b>STANDARD 8x10</b>	•		•				•	•	•		
\$2,500											

\*Additional exhibitor attendee passes may be purchased for \$200 each.



<b>ADDITIONAL SPONSORSHIPS</b>	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
<b>PRE-CONFERENCE BREAKFAST</b> \$2,000   1 available		•						•	•	•
<b>RAFFLE SPONSOR</b> \$2,000   1 available Sponsor will be recognized at the start of the conference raffle.		•						•	•	•
<b>LANYARD SPONSOR</b> \$2,000   1 available Sponsor will donate 600 lanyards, co-branded with CASA's logo.		•		•				•	•	•
<b>CHARGING STATION SPONSOR</b> \$2,000   1 available				•				•	•	•
<b>NOTE PAD</b> \$1,500   1 available Sponsor donates 600 note pads to be distributed throughout conference.		•						•	•	•
<b>PEN</b> \$1,500   1 available Sponsor donates 600 pens to be distributed throughout conference.		•						•	•	•
<b>MINTS</b> \$1,500   1 available Sponsor donates 425 mint tins to be distributed throughout conference.		•						•	•	•
<b>THURSDAY MORNING BREAK</b> \$1,500   1 available		•						•	•	•
<b>THURSDAY AFTERNOON BREAK</b> \$1,500   2 available		•						•	•	•
<b>FRIDAY MORNING BREAK</b> \$1,500   1 available		•						•	•	•
<b>PRE-CONFERENCE BREAK</b> \$1,000   1 available		•				<b>PRE-CON SYLLABUS</b>		•		

# 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:

- Full-Page Black & White Ad .....
- Half-Page Black & White Ad .....
- Quarter-Page Black & White Ad .....
- Add Full Color .....

## Pre-Conference Syllabus Advertising Order Details

Please check your advertising choice below:

- Full-Page Black & White Ad .....
- Half-Page Black & White Ad .....
- Add Full Color .....

# 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 2020 CASA Conference and Exhibits September 9-11, 2020. 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 December 31, 2019 receive an 80% refund on booth and name badge reservations that are cancelled. Cancellations by exhibitor prior to May 31, 2020 receive a 50% refund. **Refunds are not available for cancellation after June 1, 2020.**

### 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: \_\_\_\_\_

<b>Exhibitor Total</b> <b>\$ _____</b>
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## SPONSORSHIPS

Sponsoring Company Contact: \_\_\_\_\_

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

Company Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Sponsorship Option: \_\_\_\_\_

Number of attendees included: \_\_\_\_\_

<b>Sponsorship Total \$ _____</b>
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## 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](http://www.casurgery.org)  
 Phone: 916-594-9351  
 Fax: 844-273-8336  
 e-mail: [registration@casurgery.org](mailto: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. 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, 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.

### 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](http://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 judgement 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 Exhibitor Coordinator at 916-594-9351 or email at [registration@casurgery.org](mailto: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 Exhibitor Coordinator, must pre-approve all mailings to CASA membership. Email your draft to April at [registration@casurgery.org](mailto: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 and the Hyatt Regency Indian Wells Resort & Spa.

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 Riverside 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 December 31, 2019 receive an 80% refund on booth and name badge reservations that are canceled. Cancellations by exhibitor prior to May 31, 2020 receive a 50% refund.

**Refunds are not available for cancellation after June 1, 2020.**

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***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

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**Deadline for ad space reservation:** June 15, 2020

**Deadline for ad submission:** June 29, 2020

**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](mailto: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](mailto:registration@casurgery.org) • [www.casurgery.org](http://www.casurgery.org)