



Texas Ambulatory Surgery Center Society  
2009 Annual Meeting  
**Exhibitor Prospectus**



Welcome to  
**FRISCO!**

**November 12-13, 2009**

Westin Stonebriar Resort  
Frisco, Texas



Texas Ambulatory  
Surgery Center Society

*The United Voice of the Texas ASC Industry!*

## Greetings

I am pleased to share with you details regarding the 2009 Texas Ambulatory Surgery Center Society's 2009 Annual Conference. As the united voice of the Texas ASC industry, TASCs has developed an incredible agenda to serve as a low-cost way for countless physicians, administrators, and other key leaders from the 400 Texas ASCs to learn more about the industry. In addition, ASCs from surrounding states will be invited to attend the industry's premier networking event in both Texas and the region.

As one of the only state trade associations with a vendor seat on the board of directors, TASCs recognizes that your company's products and services play a critical role in enhancing patient services. Over the past 10 months, TASCs has greatly enhanced the ASC-vendor relationship in Texas by utilizing vendors' expertise in both membership communications regarding the industry's latest innovations and public policy initiatives to deliver better patient care.

Due to a limited number of exhibitor spaces available, priority will be given to TASCs Vendor Members. TASCs took vendor feedback from past annual conferences and will incorporate those comments into this year's exhibit hall. To drive more traffic into the exhibit area, exhibitors will be encouraged to offer prizes to attendees. In addition, some of those drawings will include membership discounts for 2010. More exhibit time has been built into the schedule as well.

Last July, TASCs developed a new strategy and hired a new executive director to help the Texas ASC industry meet a growing number of public policy, education, and communications needs and turn TASCs into one of the nation's premier state medical trade associations. That new strategy has resulted in a strong increase in membership involvement and a communications component that makes TASCs one of the strongest ASC-related voices in the nation. This year's annual conference will serve as an excellent opportunity to build on that success and bring everyone together under one roof.

Thank you again for your interest in participating. ASCs are critical to the success of healthcare delivery in Texas. Your participation will help ensure that ASCs will continue having the resources necessary to provide the safest and highest quality healthcare available to Texas patients.

Sincerely,

William Crowder, MD  
President, Board of Directors

## Important Dates

**September 30, 2009**

**Exhibitors** - Submit application in order to be listed in the brochure

**November 1, 2009**

Deadline to cancel without penalty



## Hotel Accommodations

### Westin Stonebriar Resort

1549 Legacy Dr.  
Frisco, TX 75034  
Phone: (972) 668-8000  
Fax: (972) 668-8794

[www.westinstonebriar.com](http://www.westinstonebriar.com)

**\$179.00 – Room Rate**  
**(single/double occupancy)**

**Check-in: 3:00pm**

**Check-out: 12:00pm**

**Hotel reservation deadline is**  
**THURSDAY, OCTOBER 21, 2009.**

Please identify yourself as an attendee of the TASCs Annual Meeting when making your reservation. Reservations must be made by Thursday, October 21, 2009 to guarantee room rates and availability. To make housing reservations, please call (888) 627-8441.

### Early Departure

In the event that you check out prior to the reserved checkout date, an early departure fee of one night's room and tax will be charged to your individual account. If you wish to avoid this fee, you must advise the hotel at or before check-in of any change in the scheduled link of stay.

### Cancellation and No Shows

Reservations must be cancelled 24 hours prior to arrival to avoid any cancellation charges. Reservations not canceled 24 hours prior to arrival will incur room charges and all applicable taxes for one night's stay, and will be charged to the credit card on file. No shows will also incur room charges and all applicable taxes for one night's stay, and will be charged to the credit card on file.

### Be Our Guest at The Westin Stonebriar Resort

Imagine a hideaway where you can relax and retreat from the stresses of everyday-and still be close to the excitement and energy of one of America's most dynamic urban areas. Add the flavor and charm of Texas, and you've come home to the rustic elegance of The Westin Stonebriar Resort.

Handcrafted of stone, pecan and walnut and surrounded by nature's beauty, The Westin Stonebriar Resort offers a total resort experience that will leave you renewed and refreshed. Our approach to service is personal and passionate. We'll go out of our way to anticipate your needs and provide special touches that restore mind, body and spirit.

Relax in a spacious guest room full of distinctive amenities. Savor award-winning cuisine. Dive into relaxation surrounded by waterfalls in our lagoon-style pool. Indulge in total relaxation with luxurious spa treatments-or play like a pro on our Tom Fazio-designed championship golf course. And if you're ready to explore, the attractions of Frisco and Dallas are all around. Come to The Westin Stonebriar Resort and delight every one of your five senses.

### Parking

**Valet** - \$11 per day and \$5 per half day

**Self Parking** – complimentary



## Weather

Average temperatures range between 45° F to 65° F.

## Attire

Business casual attire is recommended for all functions.

## Frisco Area Attractions Recreation/Activities

What's your idea of a perfect day? Whether you're ready to lie back and relax or get up and go, you'll find so

much to enjoy at The Westin Stonebriar Resort. We want you to leave feeling refreshed and renewed. So find your perfect idea of "re-creation" and enjoy!

Dive in or just lounge around. Our 200-foot lagoon-style pool is so inviting. Enjoy waterfalls, a water slide and whirlpool. Sip a drink poolside at The Aquabar. Work out those kinks with a WestinWORKOUT® powered by Reebok Gym. Our fitness center features state-of-the-art cardiovascular equipment, exercise circuits and free weights. Play a round or two of tennis and surprise him with that killer backhand at the Lakes Tennis Academy, just five minutes away.

And don't forget championship golf and in-room massage treatments.

## Activities

Whether you're visiting us for pleasure or business, The Westin Stonebriar Resort is the perfect headquarters for enjoying everything North Texas has to offer. Dallas, with world-class dining, shopping, sports and culture, is just a short drive to the south. And just outside our front door, Frisco offers fun for kids of all ages.

Catch minor league baseball action with the Frisco RoughRiders at the Dr Pepper Ballpark or fast play on the ice with Texas Tornado-our professional hockey team, at the Dr. Pepper Star-Center. Take an art tour and see the country's largest private collection of contemporary outdoor sculpture in the country.

If you're in the mood for serious shopping in cool comfort, Frisco has what you're looking for; from full-service malls like the 165-store Stonebriar Centre to the only IKEA store in North Texas.

## Program Schedule and Exhibit Hours

(schedule subject to change)

### Thursday November 12, 2009:

1 – 6 pm	Breakout sessions
12 – 3 pm	Exhibitor setup
3 -3:45 pm	Exhibitor Breakout
6 – 8 pm	TASCS Reception

### Friday, November 13, 2009:

8 – 9 am	Continental Breakfast & Exhibit Visits
10 – 11 am	Exhibit Visits
11:45 am – 12:15 pm	Exhibit Drawings
12:15 – 1:15 pm	Luncheon – Guest Speaker
12:15 – 1:15 pm	Exhibit breakdown

## Exhibit Benefits

The TASCS Annual Meeting provides you and your company a great opportunity to exhibit and showcase products and services of interest. The program offers exhibit time as well as informal social events where you can interact and network with members of the Texas ASC community.

**TASCS Vendor Member Exhibit ..... \$1,000.00**

**Non-Member Exhibit ..... \$1,250.00**

## Sponsorship Opportunities

TASCS is providing a number of sponsorship opportunities for this year's annual conference. Many of the sponsorship levels include an exhibit opportunity.

**Gold Sponsor (4 available) ..... \$3,500**

Sole sponsorship of one of the following events (check one):

- Welcome reception
- Friday breakfast
- Friday lunch
- Give-a-way item

*Benefits:*

- Exhibit booth
- 3 full conference registrations
- Full page ad in syllabus
- Attendee bag insert
- Listing and logo on Web site
- Special signage
- Recognition in printed materials

**Silver Sponsor (2 available) ..... \$2,000**

Partner in a sponsorship of the following items:

- Lanyard
- Bottled Water

*Benefits:*

- 50% discount on exhibit booth (while space is available)
- ¼ page ad in syllabus
- Logo on Web site
- 2 full conference registrations
- Recognition in printed materials

**Bronze Sponsor ..... \$1,500**

Sponsor (choose one):

- Thursday break
- Friday morning break
- Friday afternoon break

*Benefits:*

- 25% discount on exhibit (while available)
- 50% discount on ad in syllabus
- Listing in printed materials
- 1 full conference registration



## Exhibitor Policies

(Full Exhibitor Regulations available upon request)

### Size and Types of Exhibits

Exhibit space will be limited to a 6' x30" table-top display or equivalent floor space. Exhibitors must conform to this space requirement, and should plan displays with this configuration in mind. Exhibitors shall be limited to those whose products or services are related to physicians' medical, professional, or practice interests. The TASCs reserves the right to screen applications for space and to accept only those which conform to these criteria. Unethical conduct or infraction of TASCs policy will subject the exhibitor or his/her representatives to dismissal from the meeting. Should this occur, no refund of the exhibit fee will be made.

### Disclosure of Investigational Uses of Products, Devices or Procedures

All exhibitors will be required to follow the Food and Drug Administration (FDA) imposed rules and regulations on displayed products. These rules require disclosure of current FDA status by appropriate labeling of all displayed products, such as medical devices and pharmaceuticals. Further information on these rules and regulations may be obtained from the FDA.

### Responsibilities

- Telephone service, electrical service, decorating services, and security guard services are NOT provided or arranged by the TASCs. Please contact the hotel for more information.
- The exhibitor agrees to indemnify and hold harmless the TASCs from and against any and all damages arising from the use by the exhibitor of its exhibit space or its activities therewith. The TASCs, nor the facility, assumes the responsibility for damage to, loss, or theft of property of the exhibitors, or the exhibitors' agents, employees, or invitees.
- Use of a booth space by two or more firms is not permitted.
- In the event of failure or inability of the TASCs to provide the space designated, the TASCs agrees to refund in full to the exhibitor the exhibit fee paid.

### Shipping Information

INFORMATION TBD

## Cancellation

Deadline for cancellation of exhibit space is November 1, 2009. There will be no refunds for cancellations after this date.



**For additional questions, contact:**

**Texas Ambulatory Surgery Centers Society**

401 W. 15th Street, Austin, TX 78701 • Phone: 512-469-7900 • Fax: 512-370-1626  
lisa.jackson@texmed.org • www.texasascociety.org



Texas Ambulatory  
Surgery Center Society

*The United Voice of the Texas ASC Industry*

You are invited to be a part of the  
2009 Texas Ambulatory Surgery Center Society Annual Meeting

# Welcome to Frisco!

**November 12-13, 2009**

Westin Stonebriar Resort, Frisco, Texas

## EXHIBIT REQUEST FORM

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

Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_

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

City/ST/Zip: \_\_\_\_\_

I am interested in a: \_\_\_\_\_ **TASCS Vendor Member Exhibit - \$1,000**

\_\_\_\_\_ **Non-Member Exhibit - \$ 1,250**  
(all exhibits include draped table, electricity as needed)

\_\_\_\_\_ **Gold Sponsor (4 available) - \$3,500**  
**Please check one:**  Welcome reception  Friday breakfast  Friday lunch  Give-a-way item

\_\_\_\_\_ **Silver Sponsor (2 available) - \$2,000**  
**Please check one:**  Lanyard  Bottled Water

\_\_\_\_\_ **Bronze Sponsor - \$.1,500**  
**Please check one:**  Thursday break  Friday morning break  Friday afternoon break

\_\_\_\_\_ Please Bill me at the above address.  Check is enclosed

\_\_\_\_\_ Please Bill my  Am Exp.  MC  Visa (Check here if card billing is same as above: \_\_\_\_\_)

Name on Card \_\_\_\_\_ CC # \_\_\_\_\_

Exp.: \_\_\_\_\_ / \_\_\_\_\_ 3 digit security code from back of MC/Visa \_\_\_\_\_ or 4 digit security code from front of Am. Exp \_\_\_\_\_

Card Billing Address: \_\_\_\_\_

Card Billing Zip Code: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

**Fax to TASCS at: 512-370-1626**





Texas Ambulatory  
Surgery Center Society

401 West 15th Street  
Austin, TX 78701

PRSR STD  
U.S. POSTAGE PAID  
PERMIT NO. 1787  
AUSTIN, TX

You are invited to be a part of the  
**2009 Texas Ambulatory Surgery Center  
Society Annual Meeting**

**November 12-13, 2009**

Westin Stonebriar Resort, Frisco, Texas



You are invited to be a part of the  
**2009 Texas Ambulatory Surgery Center  
Society Annual Meeting**

# Welcome to Frisco!

**November 12-13, 2009**

Westin Stonebriar Resort, Frisco, Texas

Why should your company participate in the TASCS Annual Meeting?

- Showcase your products and services
- Develop relationships with Ambulatory Surgery Centers across the state of Texas
- Raise your company's profile among Texas Ambulatory Surgery Centers
- Promote your company through event signage, the TASCS newsletter and the TASCS Web site



Texas Ambulatory  
Surgery Center Society