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# ANESTHESIOLOGY 2010

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## AMERICAN SOCIETY OF ANESTHESIOLOGISTS ANNUAL MEETING

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To assist in your marketing efforts, the American Society of Anesthesiologists will make the ANESTHESIOLOGY 2010 Annual Meeting Pre-Registration list available to Exhibitors for direct mail beginning **September 15, 2010**. Invite attendees to your booth and promote a new product or service, product demo, incentive or give-away.

The Pre-Registration list contains contact information captured during the registration process for those attendees "opting in" to receive mail correspondence. All mailing lists sent from ASA include mailing information only and do not include email, phone or fax information.

The **one-time direct mailing** list will be provided directly to your designated bonded mailing facility (third-party vendor) via E-Mail in an Excel format to process and mail. All expenses related to mailing including setup and postage will be your responsibility.

ASA reserves the right to refuse any order, at any time for any purpose. All lists are seeded and their usage will be monitored to detect unauthorized or illegal use. Second and multiple usage rates are the same as the initial rates; no discounts will apply.

E-Mail a PDF sample of the exact mail piece as it will appear when distributing to the list to Rose Berg at [r.berg@asahq.org](mailto:r.berg@asahq.org) for approval. You will be contacted if there any incomplete information that may delay your order. Once ASA approval is obtained and payment received, the list will be released only to the designated bonded mailing facility.

**Reminder:**

When referring to the meeting in materials, please use the full name of the meeting: **ANESTHESIOLOGY 2010**. The use or display in any way or medium of the American Society of Anesthesiologists name, logo, acronym, marks or copyrighted materials is not permitted, and no reference, implication or use of such ASA name, logo acronym, marks or copyrighted materials may be made to claim or imply ASA endorsement, affiliation or approval of any product, service or program without the express written consent of ASA.

**Send Request Form with PDF Sample to:**

Rose Berg  
American Society of Anesthesiologists  
Phone: 847-268-9177  
E-Mail: [r.berg@asahq.org](mailto:r.berg@asahq.org)

**Order Status Inquiries:**

Barb Turbett  
American Society of Anesthesiologists  
Phone: 847-268-9120  
E-Mail: [b.turbett@asahq.org](mailto:b.turbett@asahq.org)

**PRE-REGISTRATION MAILING LIST REQUEST & SALES AGREEMENT**

**EXHIBITING COMPANY NAME:** \_\_\_\_\_

**MAILING HOUSE NAME:** \_\_\_\_\_

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

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

**E-Mail:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

**Booth No:** \_\_\_\_\_

**Mailing House Address:** \_\_\_\_\_

**Exhibiting Company Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**City:** \_\_\_\_\_

**State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

(Excel File of list will only be sent to bonded mailing facilities)

**Desired Selection:**

(Please select)

- 1,000 registrant names - \$700
- 2,000 registrant names - \$1,200
- 3,000 registrant names - \$1,700
- 5,000 registrant names - \$2,700
  
- United States only
- Specific State(s): \_\_\_\_\_
- International Registrants
- Other (please specify) \_\_\_\_\_

**ASA office use only**

Date Received: \_\_\_\_\_

Received Prototype: \_\_\_\_\_  
(attach copy)

ASA Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

Confirmation of approval sent to exhibitor: \_\_\_\_\_

Attendee list produced: \_\_\_\_\_ Qty: \_\_\_\_\_

Released to Mail House \_\_\_\_\_

**Method of Payment** (all fees in U.S. Dollars drawn on a U.S. Bank)

- Visa       MasterCard       American Express

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Authorization Code: \_\_\_\_\_ Payment Amount: \$ \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Signature: \_\_\_\_\_

**Sales Agreement**

The Exhibitor and Mailing House listed on this request form, agree the list purchased from ASA is for a one-time use only and will not be duplicated in any fashion. If you are interested in sending additional mailings to annual meeting attendees, you must complete and submit a separate form for each mailing list requested. Names and addresses are current as of attendee registration. The American Society of Anesthesiologists is not responsible for returned or undeliverable mail. ASA is not responsible for any expenses related to the printing or mailing of a piece that has not been approved before printing or mailing. **Use of this list for anything other than the approved piece will result in loss of all priority points accumulated to date.**

As an authorized representative of the company named above, I have read and understand the sales agreement and I understand and agree to accept and comply with the policies above.

**Signature:** \_\_\_\_\_

Please Save the completed forms to your desktop, scan and send by email to Rose Berg at [r.berg@asahq.org](mailto:r.berg@asahq.org) or fax to 847-825-1692.