

**SEPT  
8-10  
2021**

California Ambulatory Surgery Association  
**Annual Conference & Exhibits**

Hyatt Regency Huntington Beach Resort & Spa



**2021 Exhibitor Prospectus**

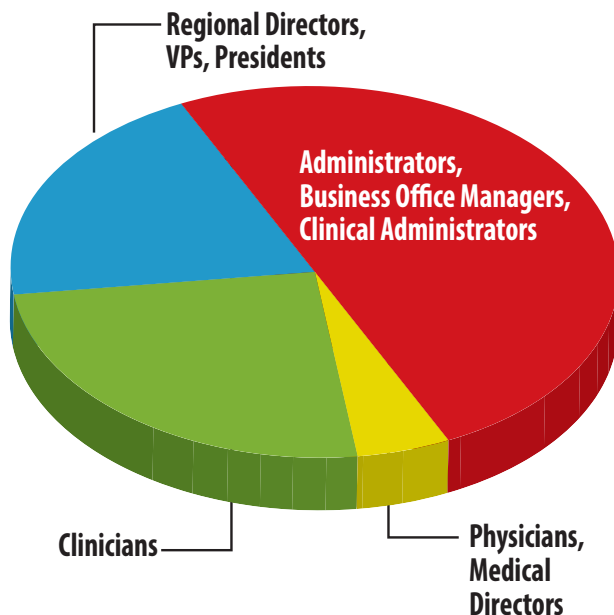
## Exhibiting at the 2021 CASA Annual Conference & Exhibits

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 Huntington Beach.

### 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.

### Demographic Breakdown of Conference Attendees



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

## CASA 2021 Annual Conference & Exhibits

Hyatt Regency  
Huntington Beach  
Resort & Spa

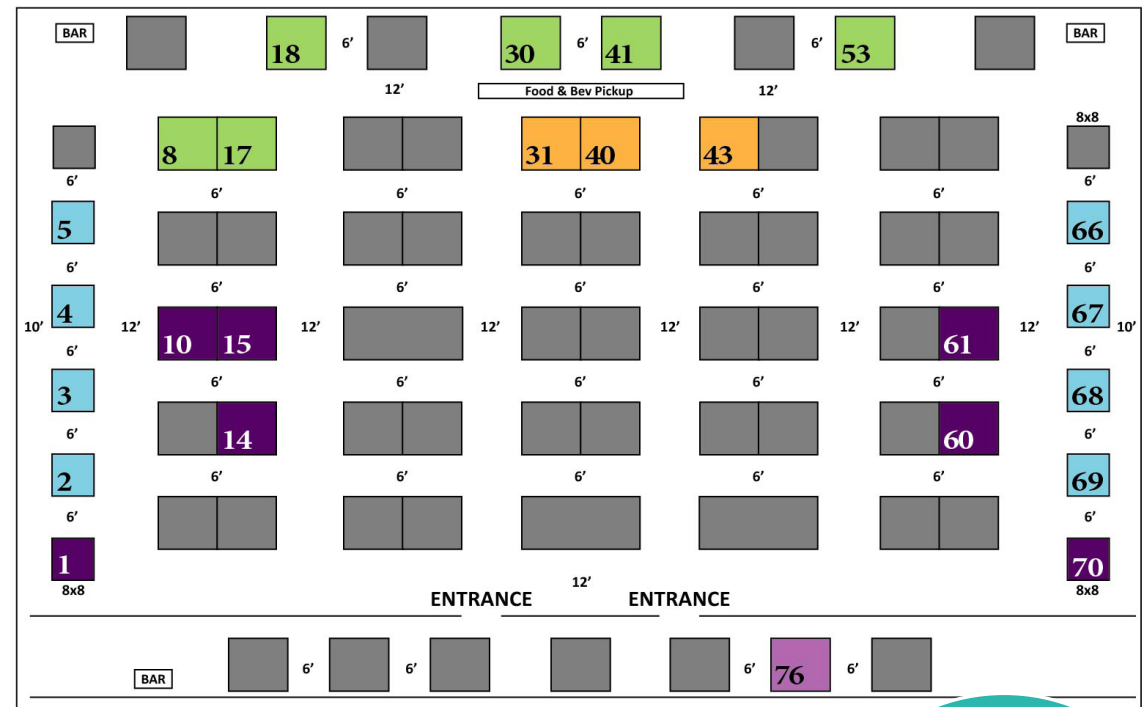
Premium Sponsor  
**\$10,000**

Elite Booth Sponsor  
**\$5,000**

F&B Booth  
**\$3,000**

Standard 8x10 Booth  
**\$2,500**

Standard 8x8 Booth  
**\$2,300**



Grey indicates booth is sold as of 5/6/21

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 Huntington Beach

Huntington Beach, California-Surf City, USA, is located in Southern California between Los Angeles and San Diego. Surf City's wide open sandy beaches make it a paradise for families, couples, dogs, and surfers. Our endless summer weather offers relaxation, things to do, and oceanfront dining year-round. Some visitors' favorites include biking, beach bonfire pits, kayaking, and of course, the iconic Huntington Beach Pier spanning 1,850 feet. Our pier sits in the heart of Huntington Beach and allows visitors to experience the breathtaking views amidst the sounds of crashing waves and the ocean breeze.

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



## 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 Huntington Beach Resort & Spa

21500 Pacific Coast Highway | Huntington Beach, California | 92648  
714-698-1234 | Reservations 1-877-803-7534

**\$240 - Room Rate (single/double occupancy)\***

**Check-in: 4:00 pm • Check-out: 11:00 am**

**Hotel reservation deadline is: Wednesday, August 4, 2021**

### RESERVATIONS

All reservations must be made, modified or canceled individually through Hotel's Reservation Department by calling (714) 698-1234 or 877-803-7534 or by logging on to Hyatt.com and in each case referring to Group, Event name or Event code. Reservations for rooms accessible to guests with disabilities may be made in the same manner. Reservations must be made on or before Weds., August 4, 2021. Reservations must be guaranteed for late arrival with a deposit or guaranteed by one of the following credit cards; Visa, MasterCard, American Express, Diner's Club, Carte Blanche, Discover, or JCB. Advance deposits or credit card guarantees will be refundable if the reservation is canceled 72 hours prior to arrival. If cancellation occurs within 72 hours, an amount equal to one night's room and tax will be charged to the guaranteed credit card or the deposit will be non-refundable.

### CHECK-IN/CHECK-OUT

The Hotel's check-in time is 4:00 p.m and checkout is 11:00 a.m. Room assignments prior to that time are on a "space availability" basis only Any attendees staying in their rooms beyond check-out time without Hotel's authorization will be charged for an additional room night at the best available rate. Late checkout is provided based on availability through authorization from our Front Desk.

### RESORT FEE

A Resort Fee (e.g. Resort, Destination) of \$10.00 (per room per day plus applicable tax) applies and provides for an enhanced stay experience for guests which includes: Guestroom Internet, 2 bottled waters per day, 2 for 1 half-day bike rental, Surf board & Golf bag storage, In room refrigerator and safe, 24-Hour Fitness center access, Beach Service (chairs, towels, umbrellas), Local & 800 number calls, "Print Me" guest room access, Incoming/outgoing faxing, Disneyland Shuttle (seasonal).

### CUT-OFF DATE

The "Cut-Off Date" is Weds., August 4, 2021. After the Cut-Off Date, all rooms within Group's contracted Guest Room Block that have not been reserved will be returned to Hotel's general inventory. Reservation requests for rooms within the Guest Room Block received after the Cut-Off Date will be based on availability at Hotel's prevailing rates and will be credited to achieving Group's Contracted Guest Room Revenue Commitment. Only actual reservations for Event attendees will be considered valid room reservations. After the Cut-Off Date, cancelled guest rooms will be returned to Hotel's inventory. Name changes on, or other transfers of, room reservations will not be accepted after the Cut-Off Date.

### EARLY DEPARTURE PROCEDURES

Prior to/or at time of arrival at the Hotel, we require notification of any changes in your departure date, so that you will not be assessed an early departure fee.

## Transportation

### From Orange County Airport/SNA (approximately 13 miles):

Exit Airport on Airport Way To I-405. Take I-405 North towards Long Beach. Exit I-405 N at Beach Blvd. Merge towards Huntington Beach. Continue on Beach Blvd 5.7 miles resort on right hand side. Our hotel is ahead.

### From Long Beach Airport/LGB (approximately 18 miles):

Exit Airport on E. Donald Douglas Dr. Turn right on N. Lakewood Blvd. Turn left on E. Willow St. Take the I-405 South towards San Diego. Take Beach Blvd. exit towards Huntington Beach. Turn left on Center Ave. and right on Beach Blvd. Continue on Beach Blvd. 5.7 miles. Our hotel is on the right.

### From Los Angeles International Airport/LAX (approximately 38 miles) and Points North:

Exit Airport towards Century Blvd. Take S. Sepulveda Blvd. to the I-105 East ramp towards Norwalk. Merge East on I-105 towards I-405 South towards Long Beach. Take I-405 South to Beach Blvd towards Huntington Beach. Turn left on Center Ave. and right on Beach Blvd. Continue on Beach Blvd 5.7 miles resort on right hand side. Our Our hotel is ahead.

## Parking

The Hyatt Regency Huntington Beach Resort & Spa offers discounted parking for attendees. Valet Overnight Parking at resort is \$42 per night. Beach Parking is available across the street for \$22 per 12 hours.

## Attire

Business casual attire or resort wear is recommended for all functions

## Weather

The average weather in Huntington Beach for September: highs of 72 and lows of 64 degrees with little chance of precipitation.



## Exhibitor Benefits & Services

Exhibiting at the 2021 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 11, 2021.

### Booth Equipment & Sales

**COVID-19 adoptions will be implemented per state guidelines.** 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 Huntington Beach 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, 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 2021

## VENDOR OPPORTUNITIES & SPONSORSHIP PACKAGES

Annual Conference &amp; Exhibits | September 8-10, 2021 | Hyatt Regency Huntington Beach

Annual Conference &amp; Exhibits | September 8-10, 2021 | Hyatt Regency Huntington Beach

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   1 LEFT Our premium booth offers excellent exposure and lots of extras!	•	•		•	•	•	•	•	•	•	•
HEALTH CHECK-IN STATION SPONSOR \$5,000   1 available Sponsor logo will be displayed at the station. Screening as mandated, potential temp check, testing or attestation. TBD in compliance with state regulations. Marketing materials can be displayed at station.		•		•	•	•	•	•	•		•
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   6 LEFT	•	•					•	•	•		
STANDARD 8x10 \$2,500   5 LEFT	•		•				•	•	•		
STANDARD 8x8 \$2,000   8 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
<b>SYLLABUS</b> \$5,000   1 available <b>SOLD</b>	•		<b>PREMIUM BACK COVER</b>					•	•	•
<b>CASA CONFERENCE APP</b> \$4,500   1 available Your logo on the home page of the conference app.	•						<b>LOGO ON HOME PAGE</b>	•	•	•
<b>TOTE BAGS</b> \$4,000   1 available Your one-color company logo printed on attendee tote bags.	•		•					•	•	•
<b>WIFI SPONSORSHIP</b> \$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.	•						<b>LOGO ON SPLASH PAGE</b>		•	•
<b>PROFESSIONAL HEAD SHOT</b> \$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.		•						•	•	•
<b>SANITIZATON STATION</b> \$3,000   1 available Sponsor logo will be displayed at station. Sponsor will provide hand sanitizer and can distribute marketing materials at the station.		•					•	•	•	•
<b>HOTEL ROOM KEY - CUSTOM!</b> \$3,000   1 available Your full-color logo custom-printed on each CASA room key.		•						•	•	•
<b>CAPPUCCINO BAR</b> \$3,000   1 available Sponsor provides cappuccino bar on Thursday and Friday.	•						<b>LOGO ON CUP SLEEVE</b>	•	•	•
<b>ROOM KEY JACKET - CUSTOM!</b> \$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.								•	•	•
<b>THURSDAY BREAKFAST</b> \$3,000   1 available		•						•	•	•
<b>FRIDAY BREAKFAST</b> \$2,500   1 available		•						•	•	•
<b>PRE-CONFERENCE GOLD</b> \$2,500   1 available Sponsor will receive name on brochure mailing		•	<b>PRE-CON SYLLABUS</b>					•	•	<b>PRE-CON SYLLABUS</b>
<b>PRE-CONFERENCE SYLLABUS</b> \$2,500   1 available Includes Premium advertising location on back cover of Pre-Con syllabus.		•	<b>PRE-CON SYLLABUS</b>					•	•	<b>PRE-CON SYLLABUS</b>
<b>JOURNAL</b> \$2,500   1 available Sponsor donates 450 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
<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 625 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:

<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 2021 CASA Conference and Exhibits September 8-10, 2021. 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, 2021 receive an 80% refund on booth and name badge reservations that are canceled. Cancellations by exhibitor prior to May 31, 2021 receive a 50% refund on booth and name badge reservations that are cancelled.

**Refunds are not available for cancellation after June 1, 2021.**

**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](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. 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](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 Conference Manager, 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 Conference Manager 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, Hyatt Regency Huntington Beach 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 Huntington Beach 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 Huntington Beach 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, 2021 receive an 80% refund on booth and name badge reservations that are canceled. Cancellations by exhibitor prior to May 31, 2021 receive a 50% refund. **Refunds are not available for cancellation after June 1, 2021.**

If funds were transferred from CASA 2020, due to COVID-19 cancellation, the CASA 2021 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

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**Deadline for ad space reservation:** June 11, 2021

**Deadline for ad submission:** July 9, 2021

**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

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