American Association of Surgical Physician Assistants

Dear Partner,

The American Association of Surgical Physician Assistants, the premier surgery organization for Physician Assistants in the United States with members in several countries, is pleased to announce the NEW Corporate Partnership Program with innovative and diverse offerings to work together in 2013. This year the AASPA has created a variety of partnership opportunities to help companies reach their target audience more effectively, and see a larger return on their investment.

As you read through the Corporate Partnership Prospectus, you will find marketing and educational grant opportunities that allow your company to reach AASPA members and non-members through the AASPA vault, the live Annual CME Meeting and Surgical Update, and the leading academic journal in the field, ***Sutureline***, our bi-monthly journal. Your partnership will help to support one or all of these growing programs as well as foster communication and learning between surgical PAs and your organization.

AASPA partnerships offer proven methods for exposing your products or services and helping prepare clients for your personal message in whatever method you feel is best suited for your organization. This new partnership program is designed to offer high visibility, exclusive exposure and a larger exchange of information, in an effort to further education and advancement in the field of Surgery.

There are sponsorship opportunities for every budget, and if there is an opportunity that is not listed in this brochure that has proven successful to your organization, please contact us and we can discuss implementation. Thank you for your support of the AASPA and we look forward to your future partnership.

Sincerely,

AASPA

THE
American Association
OF
Surgical Physician Assistants

Representing PAs, their surgeons, and patients
Since 1972

Corporate Relations Guide

www.aaspa.com
1-888-88-AASPA

Revised 5/2013

What is a Surgical PA?
Why is it important for my product?

The Surgical Physician Assistant is the fastest growing segment of the physician assistant workforce (AAPA NEWS). The Bureau of Labor Statistics predicts that PAs will be the second-fastest-growing profession in the next decade, increasing from 74,800 in 2008 to 103,900 in 2018. AAPA projects that in 2020, there will be between 137,000 and 173,000 certified PAs.

In answer to growing physician shortages, there is a push for more PAs to help ensure access to care. Coupled with this are the prospects of an aging population (who will need more healthcare services) and the fact that more people are expected to seek care due to the Patient Protection and Affordable Care Act.

The Surgical Physician Assistant provides a wide range of general and specialized health care. While exercising autonomy in medical decision-making, the Surgical PA can participate in all phases of the care of the surgical patient. This includes pre-operative consultation, intra-operative (first assistance), and post-operative care (ranging from the post-operative care unit, the ICU to even long term follow-up in the home).

Surgical PAs practice in every specialty in which a physician would practice. We have members in administration, anesthesia, bariatric, cardiac, critical care, emergency medicine, general surgery, neurosurgical, orthopedic, plastic, pre-operative testing, trauma, transplant, urological, vascular, wound care, and more. According to the NCCPA, there are more than 86,000 PAs in clinical practice. The American Association of Surgical PAs represents the 24,000 PAs who work in a surgical environment. According to the AASPA 2013 survey, surgical PAs wrote more than **700,000 thousand prescriptions last year**. Surgical PAs also play a vital role in the selection and use of surgical equipment, including instruments, barrier devices, drains, sutures, pre-op cleansers, etc. Surgical PAs also participate in the selection of home care services and equipment, nutritional and dietary supplements.

PAs play a role on educational committees, medical supply and equipment committees and more. **Surgical PAs make decisions about which products to use.** A hospital selects its surgical equipment based on the demands of the surgeon. More and more this decision is falling to the PA. Thirty-five percent of the PAs surveyed make decisions regarding medical equipment and 32% make decisions on which pharmaceuticals to prescribe.

PAs are reimbursable under Federal Health Laws that regulate Medicare. Most insurance companies also cover services performed by the physician/PA team. The Medical Group Management Association Physician Compensation survey found that the average total charges for a surgical PA in that year was $521,225. Therefore, PAs are active players on the health care team!

As you may know, this marks a historic time in health care. All residents trained in the United States are restricted to working an eighty-hour work week. The legislation actually requires that the resident be sent home at a given hour. It has also been documented that the number of surgical residency applications from medical schools has been declining. With fewer residents and a cutback in work hours, **who will be using your products "after hours?"** We believe it will be the surgical PA! Dr.

Paul Freedman, a member of the American College of Surgeons Allied Health Committee has said that "PAs can be incorporated into teaching programs.... and that full replacement of a 10% reduction in residency time would require 12,200 PAs." Just imagine, that is **12,200 new people using your product** or writing prescriptions!

AASPA represents the unique needs and interests of the Surgical PA. Building a corporate relationship with us helps the PA profession and our organization to prosper while affording your company an exceptional venue for increased exposure and recognition. All of our corporate sponsors find a **strong relationship with surgical PAs** to be very fruitful, and offers an exceptional return on investment. Physicians, surgeons, hospital equipment committees, and others often rely on the opinions of the surgical PA.

AASPA support is a financially sound move to improve your bottom line. In addition, as a 501(c)6 NON-PROFIT ORGANIZATION, we serve as a possible tax advantage for your company. Our tax ID Number is **63-0797410.**

The American Association of Surgical Physician Assistants exists to advance the PA profession. To this end we help to improve the quality and accessibility of care for the surgical patient. We seek to bring our members the latest in continuing medical education, assist them in professional quality improvement initiatives and offer a professional cloud that offers not only a way to document training, but remind them of important due dates, safely store their presentations and personal information, and save them time when applying for new positions via auto fill features. We follow the philosophy that the smarter the team, the better the outcomes. It is truly a noble endeavor.

This is a huge task. We are pleased that you wish to join our team. We hope you will become a supporter for the overall good of both organizations, with the goal of improving the quality of health care that PAs provide.

www.aaspa.com
1-888-88-AASPA

CONTENTS

AASPA has a program appropriate for the largest corporation or the individual. The following is a list of outstanding opportunities. Look for more detail in the second section of this packet:

1. Corporate Support

2. Scholarship Support
- Support a scholarship in your company or product's name
- Memorialize a loved one or a co-worker

3. CME Opportunities
- Sponsor a lecture
- Provide an educational grant
- Exhibiting opportunities
- Post an announcement
- Support a student or resident registration in your name.
- Product Theater
- Exhibit break support

4. Advertising
- Advertise in our quarterly official publication, ***Sutureline***.

5. *Sutureline* Publication Support

6. Surgical PA employment

Due to the changes in the healthcare marketplace, both hospitals and healthcare industry has increased its use of Surgical PAs
- Advertise in our official publication and on our website
- Post an advertisement at our annual CME meeting
- Visit www.aaspa.com for more information on hiring a surgical PA.

7. Sponsor a Gathering
- Surgical PA reception, held in conjunction with the American Academy of Physician Assistants conference - May
- Board-of-Directors meeting - January

1. Corporate Support.

Corporate support is an ideal way to quickly build **recognition, understanding, and use of your product.**

Corporate support benefits package:

Platinum Support
(Limited to 5 companies)

- Annual Meeting:
  - Exhibiting: Exhibit booth package with one 6' space with preferred placement
    - Pre and Post registration lists
    - Two extra exhibitor badges
    - Description with logo in on-site exhibitor booklet
    - Half page four color ad in on-site exhibitor booklet given to all attendees (ads only available to marketing partners)

  Satellite symposium: Up to 2 hours to be held during non-CME time
  -All AV, food and beverage is the responsibility of the company

  Annual Meeting App
  -Ad on the landing page-an opening banner ad and once clicked it can be a static ad or a 1 minute video- to run at the launch of the app and continue until the app launches for the next years' meeting (approximately 9 months).
  -Logo and full description with a link to the company's website in the Exhibitor section of the app
  -Ability to upload documents to exhibitor section of the app
  -AASPA management will send out an alert to attendees during the Annual Meeting, content of alert up to corporate marketing partner but approved by Association.

Other:

- Flyer in AASPA sponsored door drop-content approved by association (flyer quantity and content must be delivered to management in a reasonable amount of turn around time.)
- Education: (2) 10 hour packages of CME to be provided to members for use in their vault or via pod cast for self-assessment credit
- Recognition:
  - Three full page color ads (Cover 4), three full page 4-color ads (Cover 2,) and six ½ page full-page B&W (choice of location) advertisements per year in ***Sutureline,*** our official publication
  - Logo on rotating slides prior to opening session on Thursday, Friday, Saturday and Sunday of Annual meeting
  - Signage by registration and outside of exhibit area listing as platinum sponsor
  - Designation in Exhibit Hall by booth floor plan as Platinum sponsor with charging station
  - Booth signage listing your company as corporate marketing sponsor
  - Listing on corporate marketing partner flyer in all attendee bags
  - Listing in Annual Meeting e-blasts-sent out at least 2 times prior to meeting and once after

- Access to the Board of Directors for corporate focus groups.
- Listing on our website with a free link to your site for one year.
- Free listing as a Corporate Supporter in our quarterly official publication, ***Sutureline***
- One approved mailing to AASPA mailing list per year either via snail mail or email.

Support $20,000 (limited to 5)

<u>Gold Support</u>

- Annual Meeting:
  - Exhibiting: Exhibit booth package with one 6' space with preferred placement
    - Pre and Post registration lists
    - Two extra exhibitor badges
    - Description with logo in on-site exhibitor booklet
    - Half page four color ad in on-site exhibitor booklet given to all attendees (ads only available to marketing partners)

  Satellite symposium: Up to 2 hours to be held during non-CME time
  -All AV, food and beverage is the responsibility of the company

  Annual Meeting App
  -Ad on the landing page-an opening banner ad and once clicked it can be a static ad or a 1 minute video- to run at the launch of the app and continue until the app launches for the next years' meeting (approximately 9 months).
  -Logo and full description with a link to the company's website in the Exhibitor section of the app
  -Ability to upload documents to exhibitor section of the app

Other:

- Flyer in AASPA sponsored door drop-content approved by association (flyer quantity and content must be delivered to management in a reasonable amount of turn-around time.)

- Education: (2) 10 hour packages of CME to be provided to members for use in their vault or via pod cast for self-assessment credit

- Recognition:
  - Logo on rotating slides prior to opening session on Thursday and Sunday of Annual meeting
  - Signage by registration and outside of exhibit area listing as a Gold sponsor
  - Booth signage listing your company as corporate marketing sponsor
  - Listing on corporate marketing partner flyer in all attendee bags
  - Listing in Annual Meeting e-blasts-sent out at least 2 times prior to meeting and once after

Overall Recognition:

Listing on our website with a free link to your site for one year.
Free listing as a Corporate Supporter in our quarterly official publication, ***Sutureline***

One approved mailing to AASPA mailing list per year either via snail mail or email.

- **Support: $10,000**

Silver Supporter

- Three full page (Cover 4) or six ½ page B&W (ROB) advertisements per year in ***Sutureline,*** our official publication.
- Three full page (Cover 4) and six ½ page (TOC) 4-color advertisements per year in ***Sutureline,*** our official publication
- Listing on our website with a free link to your site.
- Free exhibit space at our annual CME meeting.
- Annual Meeting:
    - Exhibiting: Exhibit booth package with one 6' space with preferred placement
        - Pre and Post registration lists
        - Two extra exhibitor badges
        - Description with logo in on site exhibitor booklet
        - Half page ad in on-site exhibitor booklet given to all attendees (ads only available to marketing partners)

    Annual Meeting App
    -Ad on the landing page-an opening banner ad and once clicked it can be a static ad or a 1 minute video- to run at the launch of the app and continue until the last day of the meeting (approximately 3 months).
    -Logo and full description with a link to the company's website in the Exhibitor section of the app
    -Ability to upload documents to exhibitor section of the app

    Other:
    -Two banquet tickets
    -Flyer in AASPA sponsored door drop-content approved by association (flyer quantity and content must be delivered to management in a reasonable amount of turn-around time.)

- Education: (1) 10 hour packages of CME to be provided to members for use in their vault or via pod cast for self-assessment credit

- Recognition:
    - By the President from the podium during the opening reception
    - Logo on rotating slides prior to opening session on Thursday
    - Signage by registration and outside of exhibit area listing as Silver sponsor
    - Designation in Exhibit Hall by booth floor plan as Silver sponsor
    - Booth signage listing your company as corporate marketing sponsor
    - Listing on corporate marketing partner flyer in all attendee bags
    - Listing in Annual Meeting e-blasts-sent out at least 2 times prior to meeting and once after

- Overall Recognition:
    - Listing on our website with a free link to your site for one year.

- Free listing as a Corporate Supporter in our bi-monthly official publication, ***Sutureline***
- One approved mailing to AASPA mailing list per year either via snail mail or email.
- Free listing as a Corporate Supporter in our quarterly official publication, ***Sutureline***

- **Support $6,500**

<u>Bronze Supporter</u>

- Listing on our website with a free link to your site.
- Free exhibit space at our annual CME meeting.
- Annual Meeting:
  - Exhibiting: Exhibit booth package with one 6' space
    - One extra exhibitor badges
    - Description with logo in on site exhibitor booklet
    - Quarter page ad in on site exhibitor booklet given to all attendees (ads only available to marketing partners)

  Annual Meeting App
  -Ad on the landing page-an opening banner ad and once clicked it can be a static ad or a 1 minute video- to run at the launch of the app and continue until the last day of the meeting (approximately 3 months).
  -Logo and full description with a link to the company's website in the Exhibitor section of the app
  -Ability to upload documents to exhibitor section of the app

  Other:
  -Flyer in AASPA sponsored door drop-content approved by association (flyer quantity and content must be delivered to management in a reasonable amount of turn-around time.)

- Recognition:
  - Logo on rotating slides prior to opening session on Thursday
  - Signage by registration and outside of exhibit area listing as Silver sponsor
  - Designation in Exhibit Hall by booth floor plan as Bronze sponsor
  - Booth signage listing your company as corporate marketing sponsor
  - Listing on corporate marketing partner flyer in all attendee bags
  - Listing in Annual Meeting e-blasts-sent out at least 2 times prior to meeting and once after

- Overall Recognition:
  - Listing on our website with a free link to your site for one year.
  - Free listing as a Corporate Supporter in our bi-monthly official publication, ***Sutureline***

Support $5,000

A la carte Marketing Menu:

-Exhibitor booth package: $2500
-Pre and post Meeting Mailing lists: $500 per list
-Hotel Door Drop: $3000 per drop
-Hotel Key Cards: $3000
-Satellite symposium: starting at $5000 to $20000

2. Scholarship Supporter

AASPA has the largest student membership of any PA specialty organization. Our students are the prescribers and surgical product users of tomorrow! We are proud to offer two scholarships yearly.

Sponsor a scholarship: minimum Support - $2000
As a scholarship sponsor your company receives recognition in our official publication and website. The certificate is also printed with your name and your company can present the award(s) at our annual meeting.

3. Continuing Medical Education

Exhibiting

Another outstanding opportunity for your company would be to exhibit at our annual conference. AASPA holds its CME meeting in conjunction with the American College of Surgeons Clinical Congress. If your company is packing up to go to the ACS meeting, why not come a few days early to network with influential surgical PAs. It is a great way to meet surgical PAs and their leadership, face-to-face. Please call our home office at 772-388-0498 or go to our website at www.aaspa.com for further information on the CME opportunities available.

Lecture Support

Want even more exposure for your product or company? Consider supporting a lecture with an educational grant. Educational grants allow us to bring in a speaker on topics important to the Surgical PA Profession. An educational grant ranges from $5,000 to $10,000, depending on the speaker and their costs.

As a CME supporter, you will be recognized with discounted or free exhibit space, listing in our CME brochure and CME Program Guide, which the attendees keep with them throughout the meeting and refer to once they are back home.

4. Advertise in our official publication, *Sutureline*

Sutureline, our official, quarterly publication has been educating, informing, and entertaining for decades. As a bi-monthly publication, your advertisement will be in the hands of our readers for at least two months. It is a great medium in which to advertise for a PA, both new graduates and seasoned veterans. It is also a superior vehicle for introducing a new product, new medication indication, or innovative medical device.

Full page ad - $900 (7 " wide by 10" high)
Half-page ad - $495 (3 1/2" by 9" high)
One-quarter page ad - $300 (3.5" wide by 4.5" high)
Website listing- $75 with print ad Website listing only - $125

Please call Renee at AASPA headquarters (1- 772-388-0498) for more information, the deadline date for the next issue of ***Sutureline***, or fill out the contact form at the end of this document.

5. *Sutureline* Publication Supporter

Sutureline has been continuing the education of our membership with CME questions in each issue. We are planning a compilation of these review questions to be published as a surgical PA review guide.

- As a supporter you will receive:
  - 6 free full-page color advertisements per year in ***Sutureline***, cover 4 position
  - A display box opposite the Masthead acknowledging of your support
- **Support $25,000**

6. Hiring a Surgical PA

Surgical PAs are playing more of a role in the corporate world. PAs are involved in education, product sales and consulting, and product development. AASPA is a great avenue to aid you in recruitment of a PA as an employee or a consultant.

The best way to find a PA is to place an ad in our official, quarterly publication ***Sutureline*** and on our website, or post an advertisement at our annual CME meeting. An 8x10 posting at our CME meeting is only $500 for the entire conference. Visit www.aaspa.com for more information on "Hiring a Surgical PA."

7. Support a Gathering

In addition to our CME meeting, there are two other events that are available for support. Both of these venues add to the exposure and knowledge of your product.

*AASPA Annual Reception: Each May, in conjunction with the American Academy of Physician Assistants, we hold a two-hour reception for all PAs attending this meeting. We advertise the meeting in ***Sutureline*** and with bulletins at the meeting. Your name/product will be included on all publications. It is a great way to expose your product to ALL PAs attending this meeting. The cost to cover the support of a reception: $8,000 - $10,000 depending on the city.

*American Association of Surgical PAs Board Meeting: Each January, the Board of Directors assembles for a Board Meeting. Get to mingle with this influential group of PAs and PA leaders. All members are invited to attend the meeting and reception. Your name/product is advertised on all correspondence, including in ***Sutureline.*** Cost of Support: $6,500

8. Questions or Comments?

For additional information, please contact us: AASPA Home Office 1- 772-388-0498
Email: aaspa@aaspa.com Visit our website today: www.AASPA.com

American Association of Surgical Physician Assistants
P.O. Box 781688
Sebastian, FL 32978
772-388-0498
www.aaspa.com

CORPORATE CONTACT FORM
Fax to AASPA at 772-388-3457
or email: aaspa@aaspa.com

NAME_____

ORGANIZATION_____

ADDRESS_____

_____

EMAIL _____

TELEPHONE _____

☑ ***YES!*** **You can count on my participation in the following areas:**

- ❒ **Corporate Supporter: Minimum level - $5000/year**
- ❒ **Scholarship Supporter: Minimum level - $ $2000**
- ❒ **CME Supporter:**
  - **Speaker - $5000 - $10,000 (dependent on city & speaker)**
  - **Reception - $ $9500**
  - **Attendee bags - $3600**
  - **Program Guide - $ $4000**
  - **Attendee flash drives - $2800**
  - **Refreshments - $5500 - $10500**
- ❒ ***Sutureline*** **Supporter: $ $25,000/year (quoted in section above)**

Please make your check, money order, or credit card payable to AASPA.
AASPA Fed Tax ID # is 63-0797410.

❒ **YES! I want to advertise in the *Sutureline* publication.**
(Our home office will contact you regarding ad format.)