

the
ANESTHESIOLOGY[®]
annual **meeting**

American Society of **Anesthesiologists**[®]

San Diego ♦ October 16–20, 2026 ♦ #ANES26

Sponsorship Prospectus 2026

About ANES26

ANESTHESIOLOGY® is the American Society of Anesthesiologists' flagship annual meeting and the specialty's premier global event, bringing together thousands of physician anesthesiologists, clinicians, researchers, educators, and industry partners for five days of education, scientific discovery, networking, and innovation.

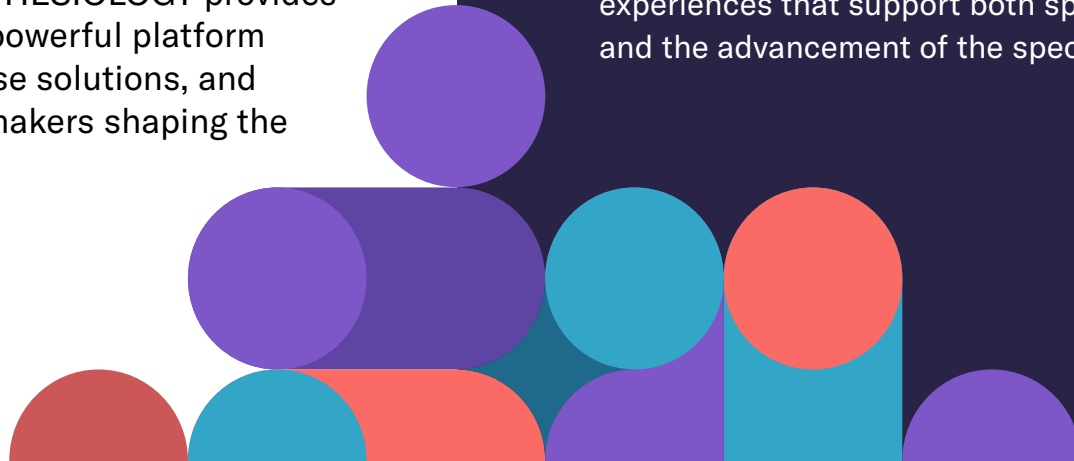
The meeting offers an unmatched opportunity to engage a highly influential audience actively seeking the latest advancements in perioperative medicine, pain management, critical care, patient safety, and practice improvement. With a dynamic program featuring cutting-edge research, expert-led education, and a robust exhibit hall, ANESTHESIOLOGY provides sponsors and exhibitors with a powerful platform to build brand visibility, showcase solutions, and connect directly with decision-makers shaping the future of anesthesiology.

Event snapshot

- ✦ **Dates** October 16-20, 2026
- ✦ **Location** San Diego, California
- ✦ **Venue** San Diego Convention Center
- ✦ **Audience** Anesthesiologists, interns/residents, medical students & fellows-in-training
- ✦ **Format** In-person

Sponsorship Mission

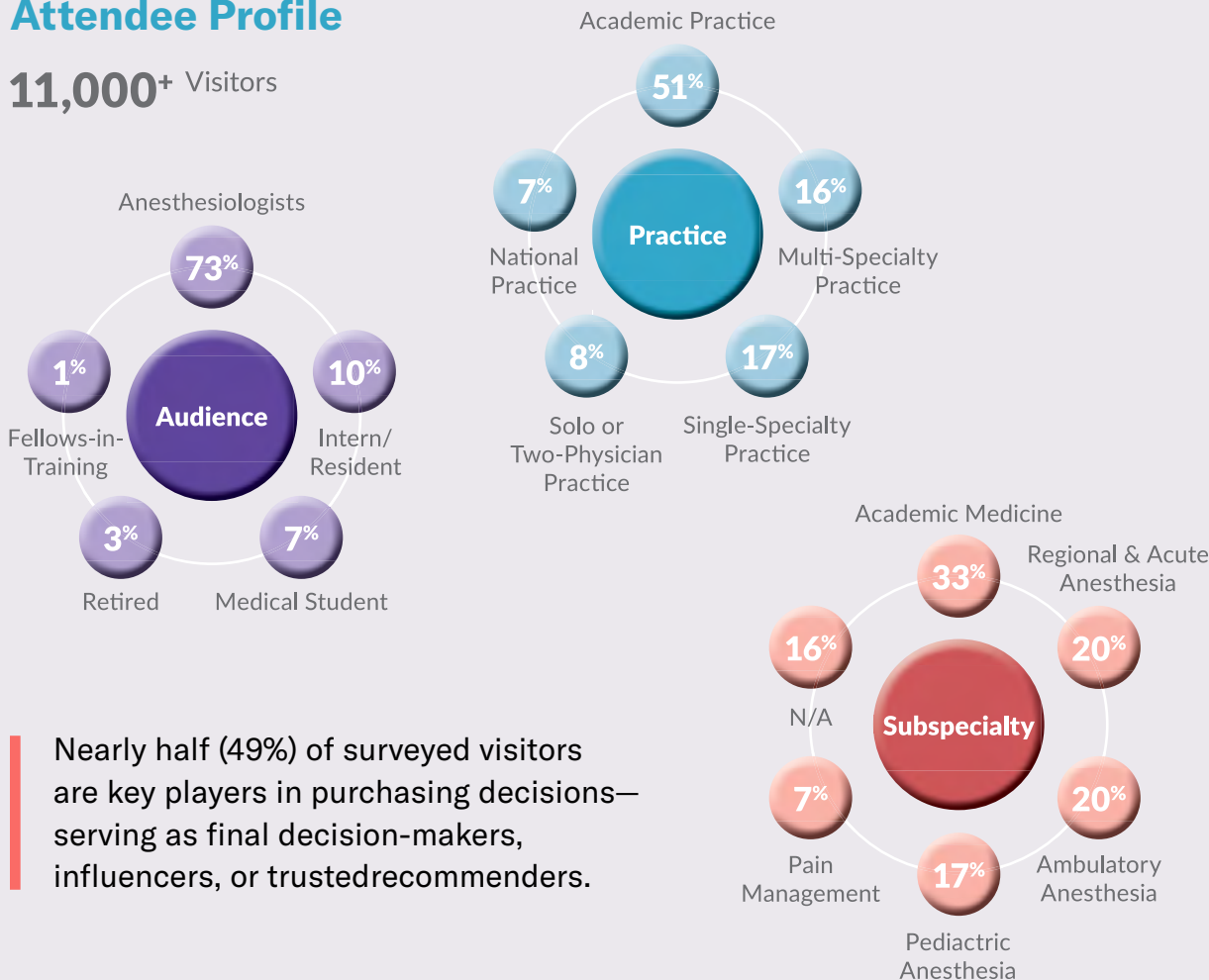
Our mission is to deliver sponsorship opportunities that help build brand awareness, foster trusted relationships, and showcase solutions to a highly engaged audience of anesthesiology professionals. We are committed to creating strategic, high-value experiences that support both sponsor objectives and the advancement of the specialty.



Audience Demographics

Attendee Profile

11,000+ Visitors



Nearly half (49%) of surveyed visitors are key players in purchasing decisions—serving as final decision-makers, influencers, or trusted recommenders.

Buyer Interests:

- Airway Management
- Anesthesia Carts
- Anesthesia Instruments
- Billing Services
- Blood Management Systems
- Blood Pressure Monitors
- Cannulas
- Critical Care Monitoring
- Education
- Imaging Systems
- Infusion Pumps
- Insurance
- Laryngoscopes
- Medication Safety & Compliance
- Needles/Syringes/Pumps
- Pain Management
- Patient Warming Pharmaceuticals
- Point of Care Ultrasound
- Practice Management
- Pulse Oximeters
- Software
- Staffing Services
- Ventilation Equipment
- And more!

Why Support



ANESTHESIOLOGY® annual meeting provides a premier opportunity for sponsors to connect with a highly engaged audience of anesthesiologists, researchers, and innovators at ASA's flagship annual meeting. With attendees coming together to explore new ideas, emerging solutions, and the future of perioperative care, sponsors are uniquely positioned to increase brand visibility, strengthen relationships, and support the continued advancement of the specialty.

- 1. Get in front of a highly qualified audience**
Connect with anesthesiologists, clinical leaders, researchers, and health care professionals actively seeking new solutions and technologies.
- 2. Elevate your brand at a premier industry event**
Align your organization with one of anesthesiology's most respected annual meetings and strengthen visibility among a highly engaged professional audience.
- 3. Engage decision-makers in meaningful ways**
Build relationships with influential attendees through experiences that support real conversations, product discovery, and business development.
- 4. Showcase innovation in a trusted environment**
Demonstrate your products, services, and expertise in a setting dedicated to education, advancement, and improving patient care.
- 5. Demonstrate commitment to the specialty**
Support the continued progress of anesthesiology, perioperative medicine, and patient safety while positioning your brand as a valued industry ally.

Sponsorship Opportunities

Primary Sponsorship Objectives:

- ✦ **Brand Visibility**
- ✦ **Product Promotion**
- ✦ **Business Development**
- ✦ **Thought leadership**



Brand Visibility

[See additional opportunities →](#)

Designed to maximize exposure and keep sponsor brands front and center before, during, and after the event.



Lanyards

\$30,000

Put your brand in every attendee's hands, and around every neck. As the exclusive Lanyard Sponsor, your logo will be featured on a must-have item worn by thousands of anesthesiology professionals throughout the meeting. From education sessions to the Exhibit Hall and networking events, this high-visibility opportunity ensures continuous brand exposure and strong recognition among a global audience of health care decision-makers.



Hotel Key Cards - Hilton Bayfront

\$15,000

Be the first brand attendees see each day. As the exclusive Hotel Key Card Sponsor, your branding will be featured on guest room key cards distributed at the Hilton Bayfront. This high-frequency touchpoint ensures repeated exposure throughout attendees' stay, keeping your brand top of mind both inside and outside the convention center.



'Know Before You Go' Email Ad

\$8,000

Connect with attendees before they arrive. As the exclusive sponsor of the "Know Before You Go" email, your brand will be featured in a pre-event communication sent to all registered participants, delivering essential event details while positioning your organization as a key part of the attendee experience. This early touchpoint builds awareness, drives engagement, and sets the stage for meaningful on-site connections.

Product Promotion

[See additional opportunities →](#)

Built to help sponsors showcase solutions, communicate value, and educate attendees on products and services.



Wellness Lounge

\$30,000

In a fast-paced, high-stakes specialty like anesthesiology, moments of rest and reset are not just appreciated, they're essential.

The Wellness Lounge offers attendees a serenity suite with premium relaxation services, designed to rejuvenate the mind and body to decompress, recharge, and refocus amid a demanding conference schedule. As the exclusive sponsor of the Wellness Lounge, your brand becomes synonymous with balance, care, and well-being; values that deeply resonate with anesthesiology professionals.



Hands-On Learning Lab

\$10,000

Deliver meaningful engagement through immersive, small-group education. Hands-On Learning Labs provide a unique opportunity to connect directly with attendees in a focused, interactive setting, designed to showcase practical applications, techniques, and solutions in real time.

These 30-minute sessions complement traditional education by enabling participants to actively engage with tools, workflows, and clinical approaches; creating deeper understanding and stronger brand connection.



Exhibit Hall Passport

\$3,500

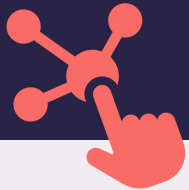
This interactive gamification experience encourages attendees to visit participating sponsors and other ASA education and activities to complete their passport. Each stop provides exhibitors the opportunity to showcase products, demonstrate solutions, and start valuable conversations. Attendees who complete their tasks will be entered in a drawing to win a prize.

The Exhibit Hall Passport is a fun and effective way to increase booth visits, generate qualified leads, and maximize your presence on the exhibit floor, all while contributing to an engaging attendee experience that encourages exploration and discovery.

Business Development

Focused on creating meaningful connections, generating qualified leads, and supporting relationship-building with prospective customers and partners.

[See additional opportunities →](#)



Demand Kick-Start Package

\$6,000

Engage high-value prospects early and build a pipeline before the event begins. This top-of-funnel program connects your brand with qualified attendees aligned to your target audience, delivering curated leads primed for ongoing engagement.



Sponsored Content on ASA Daily News Website | \$6,000

Extend your presence beyond the on-site experience with targeted digital visibility. As a Sponsored Content partner on the ASA Daily News website, your brand will be featured alongside trusted event coverage; positioning your organization in front of highly engaged anesthesiology professionals throughout the meeting.

Promote your thought leadership, highlight innovations, or drive traffic to key resources through a native-style placement that integrates seamlessly into the attendee browsing experience, ensuring consistent, high-impact exposure.



Engage & Connect Networking Event | \$800

Transform your booth into a destination with this new, high-energy networking experience, designed to drive attendees directly to participating exhibitors. Whether you're serving a signature cocktail, hosting an interactive activation, or offering a unique tasting experience, this event is built to help you create meaningful, memorable connections with attendees in a relaxed, social setting.

Thought Leadership

Designed to position sponsors as credible voices in the field by sharing insights, expertise, and innovative ideas with a highly engaged professional audience.

[See additional opportunities→](#)



Satellite Symposium

\$25,000

Showcase your expertise through a dedicated educational experience. The Satellite Symposium offers an opportunity to present a standalone, non-accredited session designed and delivered by your organization, allowing you to highlight key innovations, research, and perspectives to a targeted audience.

Recognized within the official meeting program and mobile app, this session provides strong visibility and credibility while clearly identified as industry-supported. Topic is subject to ASA approval; content development and speaker selection are managed by the supporter.



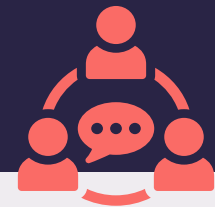
Center Stage Presentation

\$10,000

Take the spotlight in a high-traffic exhibit hall environment. Center Stage presentations offer a dynamic platform to share compelling insights, innovations, and thought leadership with a broad audience of engaged attendees.

These 30-minute sessions are designed to capture attention, spark interest, and position your organization as a leader in the space; all within an open, accessible setting on the show floor.

Availability is limited and offered on a first-come basis.



Roundtable Discussions

\$5,000

Facilitate meaningful dialogue in a more personal setting. Topic-themed roundtables offer an opportunity to bring together small groups of attendees for focused, peer-driven discussions on the most relevant clinical, professional, and practice-related topics in anesthesiology.

These 30-minute sessions are designed to foster connection, exchange of ideas, and deeper engagement, providing an alternative to traditional lecture formats while positioning your organization at the center of important conversations.

Enhanced Exhibitor Packages

These bundled opportunities are created to help exhibitors maximize their presence on-site through a strategic mix of branding, engagement, and business development assets that deliver greater impact together than individually.

✦ **Enhanced Booth Package - \$4,500**

**Drive awareness. Boost discoverability.
Increase engagement.**

Designed for exhibitors looking to enhance their visibility and drive traffic to their booth, the Enhanced Booth Package combines essential pre-event outreach with on-site engagement tools to help maximize exposure and attendee interaction.

Includes:

- **Pre- and Post-Show Registration List** – Connect with attendees before and after the event
- **MapYourShow Planner Gold Listing Upgrade** – Enhanced visibility in the online exhibitor directory
- **Exhibit Hall Passport** – Drive booth traffic through a gamified attendee engagement program

✦ **Premium Booth Package - \$7,000**

**Extend your reach. Amplify your presence.
Attract the right audience.**

The Premium Booth Package builds on foundational visibility by adding targeted marketing opportunities to promote your presence before and during the meeting — helping ensure attendees know where to find you and why to visit.

Includes:

- **Pre- and Post-Show Registration List** – Connect with attendees before and after the event
- **MapYourShow Planner Gold Listing Upgrade** – Enhanced visibility in the online exhibitor directory
- **Exhibit Hall Passport** – Drive booth traffic through a gamified attendee engagement program
- **Annual Meeting eBlast or Run-of-Book Ad in Meeting Guide** – Promote your presence through official conference communications

✦ **Booth Driver Package - \$14,750**

**Maximize exposure. Drive sustained traffic.
Elevate your brand.**

The Booth Driver Package is designed for exhibitors seeking a comprehensive approach to audience engagement — combining pre-event promotion, on-site visibility, and premium marketing placements to create multiple touchpoints with attendees.

Includes:

- **Pre- and Post-Show Registration Lists** – Connect with attendees before and after the event
- **MapYourShow Planner Diamond Listing Upgrade** – Premium placement and enhanced exhibitor visibility
- **Exhibit Hall Passport** – Encourage booth visits through interactive engagement
- **Annual Meeting eBlast or Run-of-Book Ad in Meeting Guide**
 - Extend your reach across official channels
- **Annual Meeting Daily eNewsletter Ad** – Reach attendees with timely messaging during the event
- **Selection of One Premium Asset:** Choose from high-impact advertising or signage opportunities to further elevate your presence

Premium Asset Options (Included in Booth Driver Package):

- Premium signage (\$7,500) credit applied toward placement
- “Know Before You Go” email advertisement
- Hotel confirmation email advertisement
- Meeting Guide premium ad placements (cover positions)



✦ **Booth & Activation Driver Package - \$14,750**

(Reserved for Activation & Thought Leadership Sponsors)

**Dominate visibility. Amplify your activation.
Extend your impact.**

Designed for sponsors with activations or thought leadership opportunities, this package provides a fully integrated marketing approach — ensuring your investment is supported by strong promotion, high-impact visibility, and multiple attendee touchpoints throughout the meeting.

Includes:

- **Pre- and Post-Show Registration Lists** – Connect with attendees before and after the event
- **MapYourShow Planner Diamond Listing Upgrade** – Premium placement and enhanced exhibitor visibility
- **Exhibit Hall Passport Participation** – Drive traffic to your activation or booth
- **Annual Meeting eBlast or Run-of-Book Ad in Meeting Guide** – Promote your activation to attendees
- **Annual Meeting Daily eNewsletter Ad** – Reinforce visibility during the event
- **ASA My Meeting App Advertisement** – Reach attendees within the official event app
- **ASA My Meeting App Push Notification** – Deliver a targeted message directly to attendees
- **Sponsored Content** – Highlight your content within ASA Daily News digital content channels
- **Premium Signage Credit (\$7,500)** – Enhance on-site visibility with high-impact signage placements



Exhibit Booths

What you'll achieve as an Exhibitor:

- Coveted face time with anesthesiologists and care teams across the full spectrum of anesthesia, pain management, and critical care specialties.
- Strategic engagement opportunities with a concentrated pool of peers, medical professionals, educators, and media to expand your network and grow your business.
- Power to position your organization as a thought leader and integral industry partner by showcasing your latest products and cutting-edge solutions.
- Opportunity to immerse yourself in education alongside your customers, exploring the science, issues, and innovations shaping the future of anesthesia, pain management, and critical care.

Exhibit Hall Hours

- **Saturday, 10/17:** 10 a.m. – 5 p.m.
- **Sunday, 10/18:** 10 a.m. – 5 p.m.
- **Monday, 10/19:** 10 a.m. – 1:30 p.m.

Booth Rate

- ◆ **Standard** **\$51/sq ft**
- ◆ **Premium** **\$54.50/sq ft**
- ◆ **Additional \$300 for each open corner**
- ◆ **Booth size** **10'x10'**

ASA Supporter Packages

[See additional opportunities→](#)

Position your organization as a true ally in advancing the future of anesthesiology. As an Annual Meeting Supporter, you move beyond traditional sponsorship to play an active role in shaping the conversations, connections, and innovations that define the field.

This integrated opportunity is designed for organizations seeking more than visibility, offering a strategic platform to engage with both current and emerging leaders through meaningful, multi-touch experiences. Anchor your presence with a dedicated, non-accredited thought leadership opportunity, while extending your reach through curated engagements that foster dialogue, education, and relationship-building.

With a balanced combination of thought leadership, brand alignment, and targeted promotional exposure, the Annual Meeting Supporter package ensures your organization is not only seen, but recognized as a contributor to the advancement of perioperative care.

From early awareness through on-site engagement, this holistic program delivers sustained visibility and direct access to highly engaged decision-makers, maximizing both impact and return.

**Elevate your role. Deepen your connections.
Lead the conversation at anesthesiology's
most important event of the year.**



Be part of

the **ANESTHESIOLOGY**[®] annual **meeting**

American Society of Anesthesiologists[®]

San Diego ✦ October 16–20, 2026 ✦ #ANES26

Take advantage of the opportunity to connect with a highly engaged audience of anesthesiology professionals at ANESTHESIOLOGY[®] 2026. From strategic brand exposure to thought leadership, product promotion, and business development, sponsorship provides a valuable platform to align your organization with innovation, education, and advancement across the specialty.

Book a meeting

1. Scheduling link:

<https://meetings.hubspot.com/bruce-bassin>

2. Or contact: Bruce Bassin

Senior Sponsorship Sales Manager
bbassin@showcare.com | 702-600-4651

