



Vendor Speaking Guidelines

Purpose

The Arizona Ambulatory Surgery Center Association (AASCA) welcomes vendor participation in its educational programs as part of our mission to advance excellence in ambulatory surgery across Arizona. These guidelines ensure vendor-led presentations remain educational, balanced, and aligned with AASCA's professional standards.

1. Speaker Eligibility

- Speakers must represent an AASCA Partner (Platinum or Gold) or pay the applicable non-partner fee.
- Presenters must be subject matter experts (SMEs) with experience in areas relevant to ASC operations, quality improvement, patient safety, or business strategy.
- Presentation topics must be educational and related to the vendor's area of service, focusing on insights, best practices, and innovations, not direct sales or product promotion.

2. Event Categories & Fee Structure

A. Webinars/Lunch & Learns

- Format: 45-minute PowerPoint presentation followed by 15 minutes for Q&A (total 60 minutes).
- Delivery: Conducted virtually or in-person (as Lunch & Learns or Cocktail Receptions).
- Branding: May include co-branding (AASCA + vendor logos) on slides and marketing materials.
- Tone: Must be educational and objective, avoiding promotional content. Focus on practical takeaways and ASC-relevant solutions.
- AASCA Review: Presentation title, summary and course objectives must be submitted six weeks in advance for approval, submission of CNE, AEU or IPCH credits, and use for marketing material. Presentation slides and handouts must be submitted two weeks in advance for approval.
- Scheduling: Vendor-sponsored presentations are subject to AASCA approval and scheduled on a first-come, first-served basis, with a limited number of slots per event.

- Food & Beverage: For Lunch & Learn or Cocktail Reception sessions, the vendor is responsible for covering the cost of food and beverages if the event allows for that option, in addition to the applicable speaking fee.
- Fee Structure:

Partner Tier	Fee
Platinum Partner	No fee
Gold Partner	\$250 (50% discount)
Non-Partner	\$500

B. In-Person Events

- Format: 45-minute PowerPoint presentation followed by 15 minutes for Q&A (total 60 minutes).
- Content: Sessions should deliver educational value through case studies, data trends, compliance updates, or best-practice examples relevant to ASC leaders.
- Branding: Co-branding permitted; AASCA branding must take precedence.
- Restrictions: No pricing, sales demonstrations, or comparative marketing.
- AASCA Review: Presentation title, summary and course objectives must be submitted twelve weeks in advance for approval, submission of CNE, AEU or IPCH credits, and use for marketing material. All presentation materials including slides and handouts must be submitted three weeks prior for review and approval.
- Scheduling: In-person vendor sessions are subject to AASCA approval and availability, with a limited number of opportunities per event, scheduled on a first-come, first-served basis.
- Fee Structure:

Partner Tier	Fee
Platinum Partner	No fee
Gold Partner	\$500 (50% discount)
Non-Partner	\$1,000

3. Presentation Content Standards

- Maintain a neutral, educational tone, not a commercial or promotional one.
- Reference vendor offerings only to illustrate solutions or best practices.
- Avoid competitive comparisons, product demonstrations, or pricing discussions.
- Provide data-driven insights and actionable learning points for ASC attendees.
- Align with AASCA's mission and uphold professional standards in formatting and delivery.

4. AASCA Oversight

- AASCA reserves the right to review, approve, modify, or decline any topic, speaker, or presentation.
- AASCA may reschedule or cancel a session if the content is deemed too promotional or inconsistent with its educational mission.
- Attendee feedback will be used to assess future speaking opportunities.

5. Promotion & Recognition

- Approved sessions will be promoted through AASCA's newsletters, website, email marketing and social media.
- Vendor partners will receive recognition according to their partnership tier in all related promotional materials.