



Society for
Technology in
Anesthesia

Advancing Technology Through Education & Innovation

NEW in 2024!
**A la Carte Corporate
Member Benefits**

CORPORATE MEMBERSHIP PROSPECTUS

**2024 ANNUAL
MEETING**



Usability and Design of Future Anesthesia Practice

**January 11-14, 2024
Royal Sonesta Galleria • Houston, Texas**

► ANNUAL MEMBERSHIP

Annual Corporate Members have been, and always will be, central to STA's mission. The interaction between users and developers of technology is unique to STA, enhancing patient care and our collective ability to innovate.

► SUSTAINING MEMBERSHIP

Sustaining Corporate Members demonstrate a commitment to the future of the Society. It is a special relationship and the STA leadership is committed to partnering with Sustaining Corporate Members and creating value in this unique relationship.

▶ ANNUAL CORPORATE MEMBER BENEFITS

Depending on your level of Annual Corporate Membership, you can correspond with the membership via the STA listserv, Slack Channel and online member directory, advertise on the STA website, onsite Annual Meeting syllabus and *Interface Newsletter*, exhibit and attend the Annual Meeting, hold a private focus group at the Annual Meeting and much more! See below for more Annual Corporate Member benefits.

- **STA *Interface Newsletter* Advertising Opportunities**

The *Interface Newsletter* was first published in 1990 and is published biannually by STA. An electronic archive of all issues is available for members to download on www.stahq.org.

- **Member Listserv & Slack Channel**

Members are encouraged to utilize the STA Listserv and Slack Channel as a resource to exchange information about all topics related to anesthesia technology. The purpose of the Listserv and Slack Channel is to facilitate communication among Society members.



▶ ANNUAL CORPORATE MEMBER BENEFITS

*Entrepreneur Gold and Silver Corporate Members must have less than 100 employees.

		Platinum Plus	Platinum	Gold	Silver	*Entrepreneur Gold	*Entrepreneur Silver
ANNUAL DUES		\$15,000	\$10,000	\$7,500	\$5,500	\$3,000	\$2,000
STA MEMBERSHIP	2023 Memberships	6	5	4	3	2	1
	Unlimited Use Of Member Listserv & Slack Channel	✓	✓	✓	✓	✓	✓
	Access To Online Member Directory	✓	✓	✓	✓	✓	✓
STA WEBSITE	Logo On Website Home Page	✓	✓	✓	✓	✓	✓
	Company Description & Website Url On Website	✓	✓	✓	✓	✓	✓
STA ANNUAL MEETING	Exhibit Space	✓ (1-8x10 Booth)	✓ (1-8x10 Booth)	✓ (1-8x10 Booth)	✓ (1-8x10 Booth)	✓ (Tabletop)	✓ (Tabletop)
	Annual Meeting Registrations	6	5	4	3	2	1
	Challenges & Opportunities Registrations	6	5	4	3	2	1
	Logo & Company Description In Syllabus	✓	✓	✓	✓	✓	✓
	Recognition At Annual Business Meeting & Signage	✓	✓	✓	✓	✓	✓
	1X Use Of Meeting Registrant List (Without Email Addresses)	✓	✓	✓	✓		
	Participation in Annual Meeting Corporate Member Speed Networking Session	✓ (Included)	✓ (Included)	✓ (Included)	✓ (Included)	✓ (Included)	✓ (Included)
	Company Elevator Pitch at Corporate Member Luncheon (2 Minutes)	✓ (Included)	✓ (Included)	✓ (Included)	✓ (Included)	✓ (Included)	✓ (Included)
	Private Focus Group	✓ Included-90 Minutes	✓ Included-60 Minutes				
NL	Advertisement In March Issue Of <i>Interface Newsletter</i>	✓(Full Page)	✓(Full Page)	✓(Half Page)	✓(Quarter Page)		

INTERESTED IN A CORPORATE MEMBERSHIP WITH STA?

Contact Marie Odden, CAE at marie@stahq.org with any questions or to become a Corporate Member today.

▶ SUSTAINING CORPORATE MEMBER BENEFITS

Sustaining Corporate Members receive all of the same benefits of Annual Corporate Members with the additional benefits listed below to recognize the special commitment these members have made to the future of STA.

- Opportunity to interact with STA Members during the Annual Meeting to obtain focused commentary on market and product challenges
- Additional private focus group through the year with STA Board Members and leadership at the Platinum Plus and Platinum levels.
- Multiple individual memberships to STA with included registration for the Annual Meeting and the Annual Ty Smith Dinner.
- Discounted registration for additional individuals beyond the included memberships.

▶ SUSTAINING CORPORATE MEMBER BENEFITS

Sustaining Platinum Plus, Platinum and Gold Corporate Members make a **3 year commitment** to membership and receive the same benefits as Annual Platinum Plus, Platinum and Gold Corporate Members, with the **additional benefits** listed below.

		Platinum Plus Sustaining Member	Platinum Sustaining Member	Gold Sustaining Member*
ANNUAL DUES		\$15,000 per year 3-Year Commitment	\$10,000 per year 3-Year Commitment	\$7,500 per year 3-Year Commitment
STA MEMBERSHIP	2023-2025 Memberships	6	5	4
	1X Annual Use Of Current Member List (Pre-Approved by STA Board)	✓	✓	✓
STA ANNUAL TY SMITH DINNER	Annual Ty Smith Dinner Registrations	4	3	2
STA ANNUAL MEETING	(1) Additional Virtual Private Focus Group throughout the Year	✓ Included-90 Minutes	✓ Included-60 Minutes	
	Discount For Additional Annual Meeting Registrations	✓	✓	✓

▶ A LA CARTE CORPORATE MEMBER BENEFITS

NEW in 2024! A la Carte Corporate Member Benefits

- \$5,000: **STA Research Grant Sponsorship - 1 Year**
- \$10,000: **STA Research Grant Sponsorship - 2 Year**
- \$1,500: **Attendee Tote Bag Sponsorship**
- \$1,500: **Attendee Lanyard Sponsorship**
- \$3,500: **Mobile Meeting App Sponsorship**
- \$4,000: **WiFi Sponsorship**
- \$7,500: **Meal: Breakfast Sponsorship (2 spots available)**
- \$10,000: **Meal - Lunch Sponsorship (2 spots available)**
- \$5,000: **Meal - Reception Sponsorship (2 spots available)**
- \$2,500: **Meal - Coffee Break Sponsorship (multiple spots available)**
- \$10,000: **Webinar Sponsorship (Stand-alone webinar to be held after the Annual Meeting, but prior to December 31, 2024)**
- \$5,000: **Assistance to Setup 1:1 Private Meetings with Attendees During STA Annual Meeting**
This Opportunity is only available to Platinum Plus Corporate Members

OUR MISSION

The Society's mission is to improve the quality of patient care by improving technology and its application. The Society promotes education and research, collaborates with local, national, and international organizations, sponsors meetings and exhibitions, awards grants, and recognizes achievement.



STA 2023 ANNUAL MEETING

Thursday, January 11-Sunday, January 14, 2024
www.stahq.org/events/annual-meeting

Challenges and Opportunities in Developing Anesthesia Products (for Industry ONLY)

Thursday, January 11, 2024 • 0800-1200

Experienced anesthesiologists have developed this course for Annual and Sustaining Corporate Members who may be new to the anesthesia market, as well as those with experience. The course is designed to provide a concise overview of the specialty and an opportunity to discuss the role of technology in a collegial (non-sales) environment. The course is intended to foster one of STA's primary goals, which is to establish relationships between users and developers of technology.

This course will demonstrate the anesthesiologists' interaction with patients and devices through a dynamic, interactive agenda. The day will include expert mini-lectures and group discussions on key aspects of the clinical specialty, including anesthesia 'work', behaviors driving equipment usage, the state of anesthesia-induced unconsciousness and machine function.

Focus Group

The STA Annual Meeting offers a unique opportunity to hold a focus group with STA Board Members and leadership. Just think of the cost of bringing this many expert users together for a completely separate focus session. This is one of the best deals around! The STA focus groups are held during unopposed meeting time. STA staff will assist in invitations, reminders and on-site meeting arrangements for the focus groups of up to 20 people.

Annual Meeting Tentative Schedule of Events

Thursday, January 11, 2024

1800-1930 Welcome Reception with Corporate Members

Saturday, January 13, 2024

0730-1730 Annual Meeting

1830-2030 Optional Offsite Evening Reception

Friday, January 12, 2024

0730-1730 Annual Meeting

Sunday, January 14, 2024

0730-1300 Annual Meeting

Hotel Reservation Information

The Royal Sonesta Houston Galleria

2222 West Loop South | Houston, TX 77027

Room Rate: \$189/night

Hotel Reservation Deadline: December 18, 2023

Reservation Online: <https://book.passkey.com/e/50571359>

Reservation by Phone: 713-627-7600

Be sure to identify yourself as a Society for Technology in Anesthesia (STA) Annual Meeting attendee to be eligible for the discounted room rate.



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