



## ASE 2017 Science and Technology Theater Sponsorship Agreement June 2 - 6, 2017

This agreement is entered into between the American Society of Echocardiography ("ASE") and \_\_\_\_\_ ("Sponsor" or "Company"), and shall be effective only when accepted and countersigned by ASE and accompanied by full payment.

In order to reserve a spot for your company to be a presenting sponsor of an industry symposium session and to be guaranteed inclusion in the ASE 2017 Preliminary Program, this signed contract must be received by ASE no later than **November 15, 2016**. **Payment in full** of the sponsorship fee must be **received** by ASE no later than **April 1, 2017**. The required sponsorship fee can be paid with a check (official purchase order is acceptable), credit card or wire transfer (bank fees to be incurred by the company if this option is chosen) at the time the signed contract is submitted. **Your spot may be forfeited if full payment is not received by April 1, 2017.**

Signed contracts and payments received after April 1<sup>st</sup> will be accepted on a space-available basis at the sole discretion of ASE, but due to printing deadlines, sponsors after April 1<sup>st</sup> will not be guaranteed inclusion in the ASE 2017 *Final Program* and *Exhibition Catalog*.

All Science and Technology Theater sessions must strictly follow all of the requirements in this agreement. If your company would like to provide CME credit to attendees, it is your responsibility to contract separately with a third-party CME provider; logistics must be entirely handled by the CME provider, industry supporter and/or third party planner in full compliance with all ACCME criteria. None of these sessions will be considered an official part of ASE 2017, as planned by the ASE 2017 Program Committee, or in any way affiliated or endorsed by ASE.

All attendees of any Science and Technology Theater session must be registered for the ASE 28th Annual Scientific Sessions for the day during which the session will be held (full conference registration or one-day registration may be appropriate). Five complimentary guest badges will be given for each session to be used at the company's discretion and may be used for faculty, but are good only for the date of your company's session.

Under no circumstances may a session, staff or industry meeting, or similar event occur at the same facility during an ASE meeting without there first being a signed contract and payment in full. If a Science and Technology Theater session, staff meeting or other industry meeting occurs during ASE 2017 that has not been approved in writing by the American Society of Echocardiography (ASE), this infraction may result in loss of Priority Points, loss of exhibiting privileges for the company in violation, a ban on attendance at future ASE meetings, and the company may be fined up to \$5,000 per non-approved event.

Science and Technology Theater Session will be held as follows. Theater sessions dates/times are available on a first come – first serve basis and will not be considered confirmed without a signed contract and full payment. **As a note, the times below are subject to change upon completion of the ASE 2017 Final Program.**

### **Saturday, June 3**

*Exhibit Hall will be open from 4:30 pm-6:30 pm*

Lunch Session: 11:30 am-1:00 pm    **(\$52,500) \*\*\* SOLD \*\*\***

### **Sunday, June 4**

*Exhibit Hall will be open from 9:00 am – 4:00 pm*

Breakfast Session: 6:00 am-7:00 am    **(\$35,000) \*\*\* SOLD \*\*\***

Lunch Session: 11:45 am-1:15 pm    **(\$52,500) \*\*\* SOLD \*\*\***

### **Monday, June 5**

*Exhibit Hall will be open from 9:00 am – 4:00 pm*

Breakfast Session: 6:00 am-7:00 am    **(\$35,000) \*\*\* SOLD \*\*\***

Lunch Session: 11:45 am-1:15 pm    **(\$52,500) \*\*\* SOLD \*\*\***

### **Tuesday, June 6**

Lunch Session: 11:30 am-1:00 pm    **(\$52,500)**

**The American Society of Echocardiography will provide the following for the Science & Technology Theaters:**

- Enclosed session room located inside or adjacent to the Exhibit Hall Room location.
- Classroom seating for up to 350 attendees.
- Breakfast (for up to 250) or Lunch (for up to 350). Care will be taken to provide ample flow for a minimum of 45 minutes of programming for breakfast and one full hour of programming for lunch.
- Carpeted session area for good sound quality and visual appeal.
- State-of-the-Art AV equipment and labor infrastructure.
- Video capture of Company's Session; includes ONE camera. Finished recordings will be delivered electronically within eight (8) weeks of the conference; the format is split-screen, showing the presenter on one side and their slides on the other.
- Skirted registration desk and chair.
- Signage/meter board by registration and outside the session room to announce the session and provide easy locating.
- Use of speaker ready room for faculty (includes refreshments, help with presentations, etc.).
- Pre-registration lists of Scientific Sessions professional attendees (**available in May 2017**).
- Listing of session(s) on the ASE 2017 Web site ([www.ASEScientificSessions.org](http://www.ASEScientificSessions.org)).
- Listing of session(s) in the *Final Program* to be given out on site in attendee bags. Full page color session announcement (PDF) to be created by company and placed in the *Final Program* in

accordance with a deadline given to companies by ASE. Session times will also be listed on the ASE 2017 smartphone app.

- E-Newsletter announcement to all ASE members and ASE 2017 pre-registrants.
- Five guest badges for each industry symposium purchased.
- Access to list of ASE 2017 faculty for potential contacts for speaking roles.

#### **Company to Provide:**

- Faculty selection and invitations (faculty must either be registered for ASE 2017 as ASE faculty or company may allot one of the five complimentary badges for this purpose).
- Complete control of content.
- Complete control of pre-registration and on-site registration if desired. ASE strongly recommends that Company establishes pre-registration to encourage attendance and allow for enhanced marketing efforts as needed.
- Any additional camera operators desired will be the responsibility of Company to arrange and contract with an approved third party vendor.
- Any logistics associated with the captured symposia to allow repurposing for the Web and other venues.
- Marketing, in addition to what ASE is providing, to draw attendees.
- Company signage promoting Theater sessions (may be placed through convention center for additional promotion)
- Payment in full by April 1, 2017.
- Control of attendees (if the company would like to cap the number to allow for company personnel to attend or to discourage other competitors attending, this will be under the company's control).
- Full page color announcement (PDF) to be created by company and placed in the *Final Program* in accordance with the following deadlines: draft copy must be sent to ASE for review/approval by April 3, 2017; final print-ready version with bleeds must be sent to ASE by April 10, 2017.
- Scanners (if deemed necessary) including equipment and staffing on-site to scan name badges; scanning equipment can be rented through the Exhibitor Service Kit.

#### **Rules Governing Distribution of Printed Materials**

Company agrees to send ASE all promotional materials for review prior to printing or distribution. ASE reserves the right to modify, alter or deny any requests for material approval.

All materials associated with a Science and Technology Theater session must contain the following language **“This activity is not a part of the official ASE 28th Annual Scientific Sessions, as planned by the Program Committee, or in any way endorsed or affiliated with ASE.”** This statement must be in an easily readable font on the front cover/page or mailer of all materials.

As noted in the terms above, ASE will provide on-site signage to market the location of your meeting. Any additional signs may be used at the sole approval of ASE. Signage or marketing of any industry session will be prohibited in, or directly outside of, any ASE educational room or session. Distribution of materials in the Exhibit & Poster Hall will be acceptable.

ASE will not print, ship or provide any type of logistical assistance for any marketing materials not included in the list of ASE provisions of this activity (i.e. additional signs, on-site flyers, registration materials, etc.). ASE will publicize links to company-provided registration forms on the ASE 2017 Web page.

### **Science and Technology Theater Session Content**

While sole discretion for content is given to the provider, as these sessions are for educational purposes, inducements for the reader or audience to buy or lease the sponsor's products or services, is not advised.

Company must be solely responsible for the selection and development of content, as well as the selection and invitation of faculty. Companies may **not** offer honorarium or travel expenses to cover the cost of any individual who will be faculty at the official ASE 2017 Scientific Sessions.

Due to the potential for a conflict of interest, ASE Executive Committee members may not participate as faculty; other ASE Board members may participate but only without financial compensation. ASE COI criteria prevent Executive Committee members from participating in industry promotion, speakers bureaus and/or marketing while serving ASE in this capacity. Even though the individual may be offering a personal opinion, he/she is still perceived as speaking on behalf of ASE.

Content should be developed with careful attention to the designated time allowance. For all large Theater sessions, ASE will set the room and meal such that time is allowed for at least 45 minutes (breakfast sessions) or one hour (lunch sessions) of programming. Sessions are prohibited from interfering with the ASE 2017 educational conference and as such, may not in any circumstance go over the allotted time.

### **Additional Contract Terms and Disclaimer**

Once a signed contract is received, the sponsor is obligated to full payment of the sponsorship fee, even if the sponsor later declines to hold the session. ASE reserves the right to collect the sponsorship fee in full but may in its sole discretion pro-rate the required payment or provide a partial refund if payment has already been made. Furthermore, the sponsorship rights in this Agreement are not transferable to any other party without the prior written consent of ASE, which consent may be withheld in its sole discretion.

Company agrees to protect, indemnify and hold ASE harmless from any and all claims, liability, damages or damage to property incurred as a result of the Science and Technology Theater sessions or connected to wrongful acts of the company, contractors or its agents.

The company listed on this application, by signing this form, agrees to comply with the policies, rules and regulations contained in this document and all policies, rules and regulations related to the session/company adopted after the distribution of this contract. Violations will result in loss of priority points, fine or ineligibility for future tradeshow and Science and Technology Theater sessions.

The association will only agree to provide the services listed within this contract; any other verbal discussions or representations by ASE staff, leadership or volunteers are not guaranteed.

In the event that the ASE 2017 meeting is canceled in its entirety for any reason, ASE shall return to Sponsor its sponsorship fees, but shall have no other liability or obligation. In the event that the ASE 2017 meeting is held, but sponsor's session is interrupted in whole or in part by circumstances beyond the control of ASE, including, but not limited to, power or equipment failure, acts of God, civil disorder, labor unrest, or other emergency, Sponsor understands and agrees that it is not entitled to a refund of its sponsorship fee, but that ASE may in its sole discretion offer future concessions or opportunities.

**Any questions concerning ASE 2017 Science and Technology Theater options should be sent to Kathleen Lawrence, [kathleen\\_lawrence@afassanoco.com](mailto:kathleen_lawrence@afassanoco.com), 856-302-0893.**

In witness whereof, the Sponsor, by its authorized representative, agrees to the foregoing terms and conditions of the Agreement and its exhibits. (Please note that electronic and facsimile signatures are acceptable and binding)

**NAME OF COMPANY**

Authorized Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Attachment: Exhibit A

This Agreement is accepted by ASE as of the date indicated below, contingent upon payment in full of all necessary fees by April 1, 2017:

**AMERICAN SOCIETY OF ECHOCARDIOGRAPHY**

Authorized Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

## Exhibit A: Company Contact Information



### Company Name

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### Primary Symposium Contact

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

*Street Address*

\_\_\_\_\_  
*City* *State* *ZIP Code*

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### Secondary Symposium Contact

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

*Street Address*

\_\_\_\_\_  
*City* *State* *ZIP Code*

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### Total Commitment (Please include time slot request(s)):

Request #1 \_\_\_\_\_

Request #2 \_\_\_\_\_

Request #3 \_\_\_\_\_

### CME Provider and Contact Information (if applicable)

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### Third-Party Organizer and Contact Information (if applicable)

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