

MARKETING BENEFITS, MAILING LISTS & BOOTH GIVEAWAYS

MARKETING BENEFITS

ASE offers a variety of ways to get your company name and message in front of attendees, and is constantly developing new ideas to increase your exposure. We encourage you to call and discuss any of the opportunities outlined below, as well as your own ideas and promotional needs.

Please contact **Kathleen Lawrence at 1.727.289.7669**. First right of refusal to past sponsors may apply. Prices listed are estimates. Exact dollar amounts will be quoted when the order is placed.

All exhibiting companies at the 23rd Annual ASE Scientific Sessions receive the following benefits:

1. Opportunity to purchase the ASE membership and prospect mailing list at a discounted rate prior to the ASE Scientific Sessions.*
2. Complimentary one-time use of the ASE 2012 Preconference Mailing List, available after May 7, 2012.*
3. Complimentary company profile and link to your company's homepage posted online at www.ASEScientificSessions.org in an on-line version of the ASE 2012 *Exhibition Catalog*. This will be accessible to both conference attendees and the ASE membership prior to, during and after the ASE Annual Scientific Sessions.
4. Complimentary profile in the ASE 2012 *Exhibition Catalog*, distributed on site to conference attendees.
5. Discounted rates on exhibitor housing as negotiated by ASE.
6. Ability to gain name recognition through special exhibitor-only promotional opportunities, including advertising space and on-site giveaways.
7. Opportunity to purchase the Post-Conference Attendee Mailing List, exclusive only to ASE 2012 exhibitors.

**Public service space exhibitors are not eligible for this discounted purchase price.*

MAILING LISTS

ASE Membership and Prospect Mailing List

Each technical/commercial exhibiting company may purchase the ASE membership and prospect mailing list at a discounted rate of \$50 per 1,000 names prior to the ASE Scientific Sessions. Promote your presence at the ASE Scientific Sessions to over 20,000 cardiovascular ultrasound professionals, or target your marketing by professional category or demographics if desired. All requests must include

a copy of the mailing piece and are subject to ASE approval. When reserving your exhibit space, ask about taking advantage of this exhibitor-only discount.

Preconference Mailing List

Each technical/commercial exhibiting company may request a complimentary preconference attendee mailing list. The mailing list request form will be included in the Exhibitor Service Kit emailed in February 2012. All requests must include a copy of the mailing piece and are subject to ASE approval. The preconference mailing list will be released beginning March 30, 2012. Exhibitors may use the list only once.

**Public service space exhibitors will be charged a small fee for use of the preconference mailing list.*

Post-Conference Mailing List

An exclusive benefit only available to companies exhibiting at the ASE 23rd Annual Scientific Sessions is the ability to reach conference attendees after the show. The mailing list request form will be included in the Exhibitor Service Kit emailed in February 2012.

Booth Giveaways

This is an education-based, scientific meeting; giveaways and drawings must maintain a professional atmosphere and reflect the objectives of this meeting, as well as, following the PhRMA and AdvaMed Guidelines. All Companies are strongly encouraged to adopt their respective code. Any gifts provided to physicians must be of direct benefit to the physician education, the practice, or the patient and **must not have a market value greater than \$100**.

General guidelines to follow

- Distribution of any non-educational, promotional gift/item is prohibited. Examples include notepads, pens, bags and other such items carrying the company's name or logo
- Companies may not provide physicians and other health care professionals with gifts such as cookies, wine, flowers, chocolates, gift baskets, holiday gifts or cash or cash equivalents.
- Gifts should not create a perception or intent to obligate the physician or other professional registrants. For example, a gift should never be given that obligates physician action or participation within a company's promotional activities.