

ASE 2012 Science and Technology Theatre/Commercial Agreement
Gaylord National Hotel & Convention Center
National Harbor, MD
June 30-July 3, 2012

The deadline to receive signed contracts for the ASE 2012 Science and Technology Theatre is **Monday, April 30, 2012** (companies not exhibiting at ASE 2012 will NOT be allowed to submit a contract). A non-refundable \$5,000 deposit in U.S. dollars is required for each Science and Technology Theatre session selected and 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). **Your spot will not be held or guaranteed until the deposit is received.**

If a Science and Technology Theatre session, staff meeting or other industry meeting occurs during the ASE 2012 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, and the company may be fined up to \$5,000 per non-approved event. All Science and Technology Theatre sessions can either be promotional or provided with a CME designation (logistics to be handled by 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 2012 as planned by the ASE 2012 Program Committee or in any way affiliated or endorsed by ASE. All attendees of any Science and Technology Theatre session must be registered for the ASE 23rd 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.

Cancellation Policy

Science and Technology Theatre sessions cannot be canceled by the supporting, parent company or a third party once the signed application is received. The supporting company (or their parent company) is financially obligated to pay the full fee prior to **Friday June 1, 2012**. Failure to abide to this financial obligation by this date will result in a 20 percent penalty.

Time Slot Options

Friday, June 29

Exhibit Hall will be closed

- Evening Session: 7:00pm-9:00pm \$60,000

Saturday, June 30

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

- Breakfast Session: 7:00am-8:30am \$50,000
- Lunch Session: 11:45am-1:15pm \$50,000

Sunday, July 1

Exhibit Hall will be open from 9:30am-4:30pm

- Breakfast Session: 7:00am-8:30am \$50,000
- Lunch Session: ~~12:15pm-1:45pm~~ — \$50,000 **SOLD!**

Monday, July 2

Exhibit Hall will be open from 9:30am-4:30pm

- Breakfast Session: 7:00am-8:30am \$50,000
- Lunch Session: 12:15pm-1:45pm \$50,000

Tuesday, July 3

Exhibit Hall will be closed

- Breakfast Session: 7:00am-8:30am \$50,000
- Lunch Session: 11:45am-1:15pm \$50,000

ASE will provide:

- Enclosed session room located outside the Exhibit Hall with its own entrance.
- Room location immediately accessible from and adjacent to the Exhibit Hall.
- Classroom seating for 360 attendees.
- Buffet style hot breakfast, lunch or dinner (for up to 360). Care will be taken to provide ample flow for a minimum of one full hour of programming.
- Carpeted session area for good sound quality and visual appeal.
- State-of-the-Art AV equipment and labor infrastructure (please see Exhibit A). Projector quality and lighting upgraded from 2011.
- Skirted registration desk and chair.
- Signage/meter boards by registration and outside the session room to market the session and provide easy locating.
- Use of speaker ready room for faculty (includes break food, help with presentations, etc.).
- Pre-registration lists for marketing purposes (available in May 2012).
- Listing of session(s) on the ASE 2012 Web site (www.ASEScientificSessions.org).
- Listing of session(s) in the *Exhibition Catalog* to be given out on site in attendee bags. Full page black and white ad (PDF) to be created by company and placed in the *Exhibition Catalog*

in accordance with a deadline given to companies by ASE. Sessions times will also be listed in the attendee's copy of the *Final Program* to help drive attendees to the course.

- E-Newsletter marketing to all ASE members and ASE 2012 pre-registrants.
- Five guest badges for each industry symposium purchased.
- Access to list of ASE 2012 faculty for potential contacts for speaking roles.

Company to Provide:

- Faculty (must either be registered for ASE 2012 as ASE faculty or company may allot one of the five complimentary badges for this purpose) selection and invitations.
- ALL faculties must be approved by ASE prior to **Friday, May 11, 2012**.
- Complete control of content.
- Complete control of breakfast and/or lunch registration (numbers must be provided to ASE prior to the event, in alignment with banquet contractual terms, for food and beverage ordering purposes).
- Capture of sessions (if applicable) and any logistics associated with capturing symposia to allow repurposing for the Web and other venues.
- Marketing, in addition to what ASE is providing, to draw attendees.
- \$5,000 deposit in U.S. dollars (down payment required for each session selected).
- 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 black and white ad (PDF) to be created by company and placed in the *Exhibition Catalog* in accordance with a deadline given to companies by ASE.
- Scanners (if deemed necessary) including equipment and staffing on-site scanning name badges.

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 Theatre session must contain the following language "This activity is not a part of the official ASE 23rd 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.

If a Science and Technology Theatre session is non-CME, all promotional material must include the following statement: "This program does not offer CME credit from ASE."

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. No 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 2012 Web page.

Science and Technology Theatre Session Content

Company must be solely responsible for the selection and development of content, as well as the selection and invitation of faculty. Company agrees to provide ASE with a list of accepted faculty prior to ASE 2012 at a date no later than **Friday, May 11, 2012**. Companies may **not** offer honorarium or travel expenses to cover the cost of any individual who will be speaking at the educational events included as part of ASE 2012.

Due to a conflict of interest, ASE leadership may not participate as faculty. ASE COI criteria prevent Executive Committee and Board of Directors 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 theatre sessions, ASE will set the room and meal such that time is allowed for a least one hour of programming. Sessions are prohibited from interfering with the ASE 2012 educational conference and as such, may not in any circumstance go over the allotted time.

Contract Terms and Disclaimer

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 Theatre 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 tradeshows and Science and Technology Theatre sessions.

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

Any questions concerning ASE 2012 Science and Technology Theatre options should be sent to Tricia Meeks, tmeeks@asecho.org, 919-297-7170.

Company Name: _____

Primary TheatreContact: _____

Email(s): _____

Address _____

City, State, Zip _____

Telephone _____ Fax _____

Secondary Theatre Contact: _____

Email(s): _____

Address _____

City, State, Zip _____

Telephone _____ Fax _____

Total Commitment (please include time slot request(s)) :

Signature/Date *(Person authorized to sign on behalf of the supporting company. Electronic Signatures are considered binding)*

CME Provider and Contact Information (if applicable)

Third-Party Organizer and Contact Information (if applicable)

Exhibit A:

1 10.5X14 Truss Screen Kit	1 RGBHV DA4
1 18K DLP Projector	1 KVM Extender
1 Short Throw 1.35-1.8	1 Perfect Cue
1 Safelock Stand w/Skirt	1 Speaker Timer
1 Equipment Tower	1 Custom Podium Wrap
1 42" Plasma Monitor	1 Slim Line Podium Mic
2 P4 Desktop Computers	2 ULX Wireless Mic Kit
Pentium 4 Desktop Computer	1 Computer Audio Patch
LCD Monitor	1 16 Channel Mixer
Keyboard and Mouse	1 System B Rack
1 VGA Switch	4 UPJ Speakers
1 Presentation Pro	Improved Theatre Lighting Package
1 VGA DA	