



## ASE 2019 Science and Technology Theater Sponsorship Agreement June 21 - 25, 2019

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 2019 Final Program, this signed contract must be received by ASE no later than **January 15, 2019**. **Payment in full** of the sponsorship fee must be **received** by ASE no later than **April 1, 2019**. 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, 2019.**

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 accepted after April 1<sup>st</sup> will not be guaranteed inclusion in the ASE 2019 Final Program.

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 2019, as planned by the ASE 2019 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 30<sup>th</sup> Annual Scientific Sessions for the day during which the session will be held (full conference registration or one-day registration may be appropriate). A total of five (5) complimentary badges will be given for each session to be used at the company's discretion; four (4) badges will be exhibitor/guest badges that do not include CME access, plus one full access badge that may be used for session faculty if desired.

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 2019 that has not been approved in writing by 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 Sessions will be held as shown below. All lunch sessions will be held in the S&T Theater, located adjacent to the Exhibit Hall. Please note that there are two concurrent sessions available on both Friday and Saturday evenings; one session each evening will be held in the S&T Theater, while the other will be held in the Plenary session ballroom (on the same floor as the Exhibit Hall). Theater sessions dates/times are available on a first come, first served basis and will not be considered confirmed without a signed contract and full payment. **Note that the exact times below are subject to change upon completion of the ASE 2019 Final Program.**

### **Friday, June 21**

*Exhibit Hall will be closed*

*NOTE: Daily sessions end at 6:15 PM*

- Evening Session A in S&T Theater (F&B NOT included): 6:30 - 8:00 PM      **(\$25,000) SOLD**
- Evening Session in B Plenary Ballroom (F&B NOT included): 6:30 - 8:00 PM      **(\$25,000)**

### **Saturday, June 22**

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

*NOTE: Daily sessions end at 4:30 PM; President's Reception in Exhibit Hall from 4:30 - 6:30 PM*

- Lunch Session: 11:30 AM - 1:00 PM (F&B INCLUDED)      **(\$60,000) SOLD**
- Evening Session A in S&T Theater (F&B NOT included): 6:30 - 8:00 PM      **(\$25,000) SOLD**
- Evening Session B in Plenary Ballroom (F&B NOT included): 6:30 - 8:00 PM      **(\$25,000) SOLD**

### **Sunday, June 23**

*Exhibit Hall will be open from 9:00 AM – 4:00 PM*

- Lunch Session: 11:45 AM - 1:15 PM (F&B INCLUDED)      **(\$60,000) SOLD**

### **Monday, June 24**

*Exhibit Hall will be open from 9:00 AM – 4:00 PM*

- Lunch Session: 11:45 AM - 1:15 PM (F&B INCLUDED)      **(\$60,000) SOLD**

### **ASE 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.
- Boxed Lunch (for up to 350) for Lunch Sessions ONLY; evening sessions do not include Food & Beverage. If F&B is desired for evening sessions, those arrangements and costs will be handled by the Sponsor.
- Carpeted session area for good sound quality and visual appeal.
- State-of-the-Art AV equipment and labor infrastructure. Includes presentation management, LCD projector & two large screens, podium, microphones for up to five (5) speakers, remote slide advancer, standard sound system, standard stage lighting, and up to three (3) AV technicians.
- Video capture of Company's Session; includes ONE camera. Finished recordings will be delivered electronically within eight (8) weeks of the conference; the format will be 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 list of Scientific Sessions professional attendees including institution and city/state/country (**available in May 2019**). Company may request list including physical addresses, but must submit a draft copy of mailer for approval to ASE.
- Listing of session(s) on the ASE 2019 website (ASEScientificSessions.org).
- Listing of session(s) in the Final Program given out on-site in attendee bags.
- Full page color session announcement (PDF) (created by company) placed in the Final Program in accordance with a deadline given by ASE.
- Session times will be listed on the ASE 2019 smartphone app. In addition, ASE will send one push notification shortly before the start of each S&T Theater session.
- E-Newsletter announcement to all ASE members and ASE 2019 attendees.
- Five additional badges for each industry symposium purchased. Four of these badges will be exhibitor/guest badges, which do NOT include CME credit; one full-access badge will be available with CME, which can be used for one of your speakers or other company personnel as desired.
- Access to the list of ASE 2019 faculty for potential contacts for speaking roles.

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

- Payment in full by April 1, 2019.
- Faculty selection and invitations (faculty must either be registered for ASE 2019 as ASE faculty or company may allot one of the five complimentary badges for this purpose).
- Complete control of content.
- Food & beverage (if desired) if one of the evening slots is selected. All F&B for evening slots must be purchased from and coordinated with the Oregon Convention Center.
- 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 internet and other venues.
- Marketing, in addition to what ASE is providing, to draw attendees.
- Company signage promoting Theater sessions (ASE must approve placement of any company signs placed throughout the convention center for additional promotion).
- 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 12, 2019; final print-ready version with bleeds must be sent to ASE by April 19, 2019.
- Scanners (if deemed necessary) including equipment and staffing on-site to scan name badges; scanning equipment can be rented through the Exhibitor Service Kit.
- Audience Response System (ARS) if desired, as well as payment for any additional Audiovisual labor services that may be needed to incorporate ARS into your session.

### **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 30<sup>th</sup> Annual Scientific Sessions, as planned by the Program Committee, or in any way endorsed by 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 promotional 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 2019 Web page.

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

While sole discretion for content is given to the Company, 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 2019 Scientific Sessions.

Due to the potential for a conflict of interest, ASE Executive Committee members may not participate as faculty. 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. Outside of the ASE Executive Committee, other Board members, committee chairs, etc. are permitted to participate as faculty, but only without financial compensation.

Content should be developed with careful attention to the designated time allowance. For all Science & Technology Theater sessions, ASE will set the room and meal (if included) such that at least 60 minutes is allowed for the program content. Sessions are prohibited from interfering with the ASE 2019 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, whose 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 tradeshows and Science and Technology Theater sessions.

ASE 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 2019 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 2019 meeting is held, but the 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 2019 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, 2019:

**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: \_\_\_\_\_

### Selected Date & Time Slot

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

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

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