



ASE 31st Annual Scientific Sessions Satellite Events Application Information

June 19–22, 2020 • Gaylord Rockies Resort & Convention Center • Denver, CO

GUIDELINES – APPLICATIONS WILL BE ACCEPTED UNTIL MAY 19, 2020

ASE will approve meetings to be held at the Gaylord Rockies Resort & Convention Center, provided organizations adhere to the Satellite Events Guidelines and Submission Process. By submitting a Satellite Events Application Form, the organization takes responsibility for ensuring their company representatives, agents and guests adhere to the rules and regulations outlined in the 2020 ASE Exhibitor Prospectus and the Guidelines set forth below regarding Satellite Events.

1. Satellite Events planned to take place at the Gaylord Rockies Resort & Convention Center between Thursday, June 18, 2020 to Tuesday, June 23, 2020, require a Satellite Events Application Form to be submitted.
2. Marketing or promotional materials associated with the Satellite Event require approval prior to printing and distribution. For more information, contact Kathleen Lawrence <kathleen_lawrence@afassanoco.com>.
3. All function space will be assigned by a representative of the Gaylord Rockies Resort based on availability and ASE approval. Space is allocated on a first-come, first- served basis. Contractual terms issued by the Gaylord Rockies Resort will be between the organization and the venue.
4. Payment must accompany application. Applications without payment will not be processed until payment is received or ASE has authorized submission prior to receiving payment. Such requests should be directed to Kathleen_Lawrence@afassanoco.com.
5. Once your event is approved, the credit card will be charged and a Letter of Approval will be emailed to the Event Contact. A copy of the Letter of Approval will need to be sent to the venue when requesting function space. All communications and planning from that point on will be between organization and the venue. All charges associated with the event are the sole responsibility of your company/organization.
6. Cancellations must be received in writing to Kathleen_Lawrence@afassanoco.com. Should the organization cancel their Satellite Event on or before May 19, 2020, a 50% refund will be issued. No refunds will be issued for cancellations received after May 19, 2020.
7. If a satellite event occurs during the ASE 2020 Scientific Sessions that has not received prior written approval from ASE, or is a different category from what was indicated on the application form, the organization in violation may lose exhibiting privileges, forfeit the Satellite Events Application Fee, and/or be fined up to the amount equivalent to the correct event category type or \$5,000, whichever is greater.
8. Agencies and third-party planners must identify the host company/organization for which they are submitting a request.

PROCEDURE – ONE FORM FOR EACH EVENT

1. Organizations must first receive written approval from ASE BEFORE contacting the venue for function space.
2. Payment in full **MUST** accompany application. Payment will not be processed until event is approved.
3. Complete the Satellite Events Application Form in full. Include payment information and return the form to ASE (see details on form).
4. Once your event is approved, your credit card will be charged and you will receive a Letter of Approval via email. A copy of the Letter of Approval will need to be sent to the venue when requesting venue space.
5. All communications and planning from that point on will be between you and the venue. All charges associated with the event are the sole responsibility of your company/organization.

NOTE: Prior year approval and/or any discounts applied do not automatically guarantee approval or reduced rates for a similar application at this year's event.

| TYPE & CHARGE PER EVENT | DESCRIPTION and REQUIREMENTS |
|---|---|
| HOSPITALITY SUITE \$3,500 per suite per day, or \$8,000 per suite for all 4 days | Hospitality Suites are only available to exhibitors and/or IRT Partners. Hospitality Suites are used to greet invited attendees and/or provide a hospitality lounge away from the show floor; they can be used for private meetings, small social events, or product demonstrations, but cannot be used as a venue for educational symposia. Requests for Hospitality Suites will first be reviewed for availability with the venue, prior to approval. <i>No day or time restrictions apply to Hospitality Suites*.</i> |
| INVESTIGATOR MEETING \$150 IRT Members \$250 Non-IRT Members | Investigator Meetings provide an opportunity for investigators and researchers to share the latest scientific data on clinical trials. These meetings do not offer CME. <i>If more than 50 people attending the event are registered ASE 2020 Attendees, the event is restricted to the schedule below*.</i> |
| STAFF/COMPANY/BOARD MEETINGS \$150 IRT Members \$250 Non-IRT Members | This category is for organizations needing to hold internal staff, training, investor meetings, etc. Only company employees or their board members are permitted to attend. Non-attendees of ASE 2020 may attend provided they are a company employee or board member and are not permitted to attend any other ASE2020 functions without completing registration. These meetings are private and do not contain educational/CME content. <i>Meetings each day cannot be longer than 4 hours; if more than 50 people attending the event are registered ASE 2020 Attendees, the event is restricted to the schedule below*.</i> |
| SOCIAL EVENTS \$250 IRT Members \$500 Non-IRT Members | Events, such as receptions, meet & greets, and dinners that do not contain educational content (such as presentations or demos). <i>These events are restricted to the schedule below, regardless of the number of attendees*.</i> |
| SYMPOSIA EVENTS \$20,000 IRT Members \$30,000 Non-IRT Members | Events that offer continuing medical education (CME) or provide education content. Events cannot be more than 4 hours. <i>These events are restricted to the schedule below, regardless of the number of attendees*.</i> |

***EVENT TIME RESTRICTIONS**

These time restrictions are in place to ensure that large events are not scheduled in conflict with ASE 31st Annual Scientific Sessions program or events. ASE Faculty are not available for events on Monday evening.

| | |
|---------------------|--|
| Friday, June 19th | Social or Symposia Events, or Investigator or Staff/Company/Board Meetings with more than 50 attendees, may not be held on Friday. |
| Saturday, June 20th | Between 5:00 AM and 7:00 AM or after 8:00 PM |
| Sunday, June 21st | Between 5:00 AM and 7:00 AM or after 8:00 PM |
| Monday, June 22nd | Between 5:00 AM and 7:00 AM or after 5:00 PM |
| Tuesday, June 23rd | No time restrictions. |



ASE 31st ANNUAL SCIENTIFIC SESSIONS

Satellite Events Application Form

Please complete ONE form for EACH event. Payment must be included with application. Once your application is approved, your payment will be processed. You must receive a Letter of Approval before contacting the venue.

By completing this form, the organization agrees to adhere to the Satellite Events Application Guidelines and Procedure as stated above.

Company: _____

Event Contact/Organizer: _____

Email Address: _____

Phone Number: _____

Mailing Address: _____

Street Address

City

State

ZIP Code

On-site Contact: _____

On-site Cell Phone: _____

Please select your event type and complete the details below. *Denotes IRT Member rate.

| | | | |
|--------------------------|--|--------------------------|---|
| <input type="checkbox"/> | Hospitality Suite (\$3,500/day) | <input type="checkbox"/> | Hospitality Suite for Full Conference (\$8,000) |
| <input type="checkbox"/> | Investigator Meeting (\$150*/\$250) | <input type="checkbox"/> | Social Event (\$250*/\$500) |
| <input type="checkbox"/> | Staff/Company/Board Meeting (\$150*/\$250) | <input type="checkbox"/> | Symposia Event (\$20,000*/\$30,000) |

Event Name: _____

Event Date: _____

Event Start/End Time: _____

Proposed Venue: _____

Estimated Attendance: _____

Description of Event: _____

Will you have marketing or promotional material: **Yes** **No**

Any marketing or promotional material for Satellite Events must be pre-approved by ASE.

Please indicate your payment method:

Credit Card

Check (made payable to *American Society of Echocardiography*)

Cardholder Name: _____

Card Number: _____

Expiration Date: _____

CVV (security code): _____

Signature: _____

Please return completed application to: [Kathleen Lawrence](#), A. Fassano & Company