



ASE 2020 Science & Technology Theater Sponsorship Agreement June 19-22, 2020

This agreement (“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.

In order to reserve a spot for your Company to be a presenting Sponsor of Science & Technology (S&T) Theater session and to be guaranteed inclusion in the ASE 2020 Final Program, this signed Agreement must be received by ASE no later than **April 1, 2020**. **Payment in full** of the sponsorship fee must be **received** by ASE no later than **April 1, 2020**. 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 Agreement is submitted. **Your spot may be forfeited if full payment is not received by April 1, 2020.**

Signed Agreements and payments received after April 1st will be accepted on a space-available basis at the sole discretion of ASE, but due to printing deadlines, Sponsors accepted after April 1st will not be guaranteed inclusion in the ASE 2020 Final Program.

All Science & 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 2020, as planned by the ASE 2020 Program Committee, or in any way affiliated or endorsed by ASE.

All attendees of any Science & Technology Theater session must be registered for the ASE 31st 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 an educational symposium session or similar event occur during the ASE 31st Annual Scientific Sessions without the appropriate signed Agreement and payment in full. If a Science & Technology Theater session, or other industry-hosted meeting, occurs during ASE 2020 that has not been approved in writing by ASE, this infraction may result in loss of exhibitor Priority Points (as that term is described in the 2020 Exhibitor Prospectus), 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 \$25,000, such remedies to be imposed in the sole and absolute discretion of ASE.

Science & Technology Theater Sessions will be held as shown below. All lunch sessions will include food and beverage (F&B) provided by ASE; sessions in the evening or during non-lunch break times do not include food and beverage by ASE (Sponsor may add F&B to non-lunch sessions by working directly with the Gaylord Rockies Convention Center). Sessions will be held in one of three locations: Juniper Ballroom, which holds up to 350 attendees and is located on Level 1 near session rooms; or in one of two enclosed spaces in the Innovation & Networking Center (located on Level 2), each of which hold up to 200 attendees. Please note that there may be two or three concurrent sessions available during some time slots, while other time slots may only have one available industry session. ASE reserves the right to hold non-CME sessions during any unsold time slots in the Innovation & Networking Center.

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 2020 Final Program.**

Friday, June 19

Innovation & Networking Center will be closed

NOTE: Daily sessions end at 6:15 PM; Council Networking Events from 7:30-9:00 PM

Evening Session in Juniper Ballroom **\$45,000**
6:30 - 8:00 PM (F&B NOT included)

Saturday, June 20

Innovation & Networking Center will be open from 3:30 - 6:30 PM

NOTE: Daily sessions end at 4:30 PM; President's Reception in Innovation & Networking Center from 4:30 - 6:30 PM; Special ASE Cares session from 6:00-7:30 PM; Past Presidents Dinner from 7:30-9:30 PM

Lunch Session in Juniper Ballroom: **\$65,000 SOLD**
11:30 AM - 1:00 PM (F&B INCLUDED)

Evening Session A in Juniper Ballroom: **\$45,000**
6:30 - 8:00 PM (F&B NOT included)

Evening Session B in Innovation & Networking Center 1: **\$30,000 SOLD**
6:30 - 8:00 PM (F&B NOT included)

Evening Session C in Innovation & Networking Center 2: **\$30,000**
6:30 - 8:00 PM (F&B NOT included)

Sunday, June 21

Innovation & Networking Center will be open from 9:00 AM – 3:30 PM

NOTE: Daily sessions end at 5:00 PM; ASE Tri-Cup Championship will be held from 5:00-6:30 PM; ASEF Gala will be held from 7:00-11:00 PM

Morning Break Session A in Innovation & Networking Center 1: **\$25,000***
9:45 - 10:45 AM (F&B NOT included)

Morning Break Session B in Innovation & Networking Center 2: **\$25,000***
9:45 - 10:45 AM (F&B NOT included)

Lunch Session A in Innovation & Networking Center 1: **\$40,000 SOLD**
11:45 - 1:15 PM (F&B included)

<input type="checkbox"/> Lunch Session B in Innovation & Networking Center 2: 11:45 - 1:15 PM (F&B INCLUDED)	\$40,000 SOLD
<input type="checkbox"/> Afternoon Break Session in Innovation & Networking Center 1: 2:30 - 3:30 PM (F&B NOT included)	\$25,000* SOLD
<input type="checkbox"/> Evening Session A in Juniper Ballroom 6:30 - 8:00 PM (F&B NOT included)	\$45,000
<input type="checkbox"/> Evening Session B in Innovation & Networking Center 1 6:30 - 8:00 PM (F&B NOT included)	\$30,000
<input type="checkbox"/> Evening Session C in Innovation & Networking Center 2 6:30 - 8:00 PM (F&B NOT included)	\$30,000

Monday, June 22

Innovation & Networking Center will be open from 9:00 AM – 3:30 PM

<input type="checkbox"/> Morning Break Session in Innovation & Networking Center 1: 9:45 - 10:45 AM (F&B NOT included)	\$25,000*
<input type="checkbox"/> Lunch Session A in Innovation & Networking Center 1: 11:45 AM - 1:15 PM (F&B included)	\$40,000
<input type="checkbox"/> Lunch Session B in Innovation & Networking Center 2: 11:45 AM - 1:15 PM (F&B included)	\$40,000 SOLD
<input type="checkbox"/> Afternoon Break Session A in Innovation & Networking Center 1: 2:30 - 3:30 PM (F&B NOT included)	\$25,000*
<input type="checkbox"/> Afternoon Break Session B in Innovation & Networking Center 2: 2:30 - 3:30 PM (F&B NOT included)	\$25,000*

**Price includes a half-page color ad in the final program. All others include a full-page color ad.*

ASE will provide the following for Science & Technology Theaters:

- Enclosed session area located inside the Innovation & Networking Center or near the session rooms.
- Classroom seating for up to 350 attendees for sessions in Juniper Ballroom; classroom seating for up to 200 for sessions in the Innovation & Networking Center.
- Boxed Lunch for Lunch Sessions ONLY; 350 boxed lunches will be provided for sessions in Juniper Ballroom; 200 boxed lunches will be provided for sessions in the Innovation & Networking Center. Sessions that occur during break times or in the evening do not include Food & Beverage. If F&B is desired for these non-lunch sessions, those arrangements and costs will be handled directly by the Sponsor.
- Carpeted session area for good sound quality and visual appeal.
- Audiovisual (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 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 ASE's official speaker ready room for Company session's faculty (includes refreshments, help with presentations, etc.).
- Pre-registration list of Scientific Sessions professional attendees including institution and city/state/country (**available in May 2020**). 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 2020 website (ASEScientificSessions.org).
- Listing of session(s) in the ASE 2020 Final Program given out on-site in attendee bags.
- Full page or half-page color session announcement (depending on the slot booked); announcement will be created by Company (subject to ASE's review and approval) and placed in the ASE 2020 Final Program in accordance with a deadline given by ASE.
- Session times will be listed on the ASE 2020 smartphone app. In addition, ASE will send one push notification approximately 30-90 minutes before the start of each Science & Technology Theater session.
- E-Newsletter announcement to all ASE members and ASE 2020 attendees.
- Five (5) additional badges for each Company session purchased; four (4) of these badges will be exhibitor/guest badges, which do NOT include CME credit; one (1) full-access badge will be available with CME, which can be used for one of your speakers or other company personnel as desired. Sponsor must provide names of those who will receive these badges by May 29, 2020.
- Access to the list of ASE 2020 faculty for potential contacts for speaking roles.

Company to Provide:

- Payment in full by April 1, 2020.
- Faculty selection and invitations. Faculty must either be registered for ASE 2020 as ASE faculty or Company may allot one of the five (5) complimentary badges for this purpose.
- Complete control of session content.
- Food & beverage (if desired) if one of the non-lunch slots is selected. All F&B for non-lunch slots must be purchased from and coordinated with the Gaylord Rockies Convention Center ("Hotel").
- 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, as permitted by Hotel.
- 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 Science & Technology Theater sessions. ASE must approve content and placement of any Company signs placed throughout the convention center for additional promotion. Placement of signage is subject to ASE's agreement with Hotel.
- Control of attendees. If the Company would like to cap the number to allow for company personnel to attend or to discourage other competitors from attending, this will be under the company's control.

- Full or half page color announcement (depending on slot purchased) to be created by Company (subject to ASE's review and approval) and placed in the ASE 2020 Final Program in accordance with the following deadlines: Draft copy must be sent to ASE for review/approval by April 10, 2020; final print-ready version with bleeds must be sent to ASE by April 17, 2020.
- Scanners (if desired) 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. Company should allow at least 10 days for ASE's review; if material is sent with less lead time, ASE will strive to review by Company's requested date but cannot guarantee such. ASE reserves the right to require modifications or alterations of promotional material or to withhold or deny its permission to publish promotional materials, in its sole discretion.

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 31st 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 session(s). Any additional signs may be used at the sole approval of ASE, subject to ASE's agreement with Hotel. Signage or marketing of any Company session will be prohibited in, or directly outside of, any ASE educational room or session. Distribution of promotional materials in the Innovation & Networking Center will be acceptable, subject to ASE's prior review and approval.

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 2020 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. ASE reserves the right to review Company's session content at any time.

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 honoraria to any individual who will be faculty at the official ASE 2020 Scientific Sessions; however, they may reimburse such individuals for travel expenses.

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 Science & Technology Theater sessions during lunch or in the evening, which are all 90 minutes long, ASE will set the room and meal (if included) such that at least 60 minutes is allowed for the program content. For Science & Technology Theater sessions during break times, which are only one-hour total, ASE will set the room such that at least 45 minutes is allowed for the program content. ASE recommends that Sponsors allow at least 15 minutes for attendees to enter and get situated before beginning your official presentation. Sessions are prohibited from interfering with the ASE 2020 educational conference and as such, may not in any circumstance go over their 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. Except as provided herein, the Sponsor fee is non-refundable. 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 defend, protect, indemnify, and hold ASE, its affiliates, and their respective members, shareholders, officers, directors, agents, attorneys, successors and assigns (the "ASE Parties") harmless from any and all claims, liability, damages, or damage to property whatsoever incurred as a result of the Science and Technology Theater sessions or connected to acts or omissions to act of the Company, its affiliates, and their respective contractors and 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. Company will also comply with all laws, rules, and regulations applicable to it and with ASE's policies and procedures as in effect on the date of the event. Violations may result in loss of priority points, fine, or ineligibility for future tradeshow and Science and Technology Theater sessions. ASE may avail itself of its legal and equitable remedies in the event of violation of this Agreement.

This Agreement, together with Exhibit A, is the sole agreement between ASE and Company regarding the subject matter hereof. ASE will only agree to provide the services listed within this Agreement; any other verbal discussions or representations by ASE staff, leadership, or volunteers are superseded by this Agreement and are of no force or legal effect. This Agreement may not be amended, modified or changed unless in a writing signed by both the parties. This Agreement is governed by, and shall be construed in accordance with, the laws of North Carolina, without reference to any choice-of-law rules that would result in the application of the laws of any other state. The terms, covenants and conditions of this Agreement may be waived only by a written instrument executed by the party waiving compliance. Any delay or failure of any party at any time or times to require performance of any provisions of this Agreement in no manner affect such party's rights at a later time to enforce the same. No waiver by any party of any condition or of the breach of any term contained in this Agreement, whether by conduct, or otherwise, in any one or more instances, shall be deemed to be, or considered as, a further or continuing waiver of any such condition or of the breach of such term or any other term of this Agreement. In the event that any covenant, condition, or other provision herein contained is held to be invalid, void, or illegal by any court of competent jurisdiction, the same shall be deemed to be severable from the remainder of this Agreement and shall in no way affect, impair, or invalidate any other covenant, condition, or other provision contained herein.

In the event that the ASE 2020 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 whatsoever and Company agrees that ASE's return of the sponsorship fee shall be its sole and exclusive remedy for any cancellation. In the event that the ASE 2020 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 2020 Science and Technology Theater options should be sent to Kathleen Lawrence, 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, 2020:

AMERICAN SOCIETY OF ECHOCARDIOGRAPHY

Authorized Signature: _____

Printed Name: _____

Title: _____

Date: _____

Exhibit A: Company Contact Information

Company Name

Primary Symposium Contact

Name: _____

Email: _____

Address: _____
Street Address

City

State

ZIP Code

Country

Phone: _____ Fax: _____

Secondary Symposium Contact

Name: _____

Email: _____

Address: _____
Street Address

City

State

ZIP Code

Country

Phone: _____ Fax: _____

Selected Date & Time Slot

CME Provider and Contact Information (if applicable)

Third-Party Organizer and Contact Information (if applicable)
