

2023

INDUSTRY PARTNERS ENGAGEMENT GUIDE

Corporate Support Opportunities



American Society of Nuclear Cardiology

**For questions about these opportunities or to learn more,
contact Megan LaVine at MLaVine@asnc.org**

ABOUT ASNC

Who we are

The world's leading network of nuclear cardiology imaging professionals. Everything we do is to support our 4,900+ members worldwide so they can deliver the best possible evidence-based imaging to patients.

Our Mission

To improve cardiovascular outcomes through image-guided patient management.

Our Strategic Priorities

Increase
Relevance
of Nuclear
Cardiology
and ASNC

- Strategic Communications
- Tactical Education
- Enhanced Member Engagement

Promote Lab
Modernization
and Quality

- Demonstrate Value of Improved Outcomes
- Promote Breadth of Applications
- Foster Innovative Outreach

Your organization can be a part of the continuing evolution in nuclear cardiology by supporting and collaborating with ASNC to support your customers' successes.

ASNC has built a strong comprehensive portfolio of opportunities for Industry Partners to achieve their goals as well as build and enhance relationships with imaging professionals.

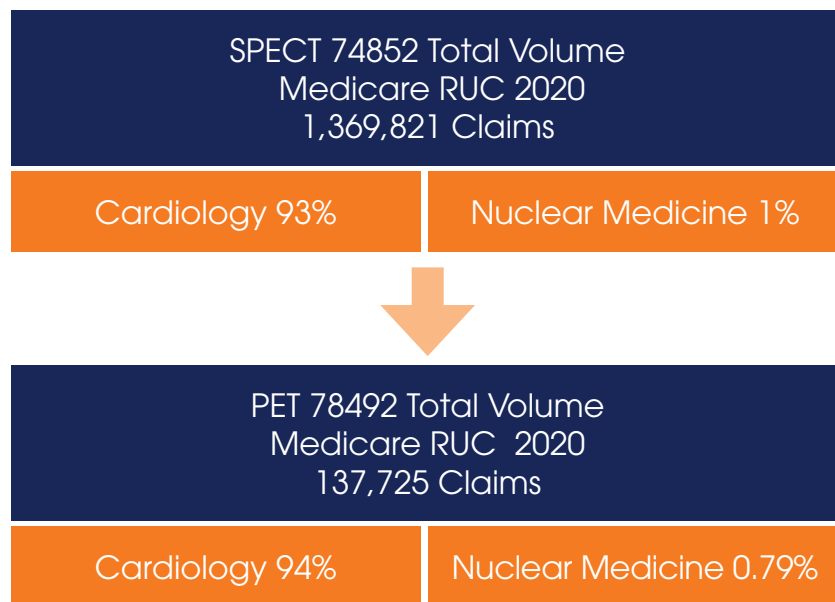
Join ASNC in its mission to advance the field of nuclear cardiology.



ASNC-In-Action: A Snapshot of 2021-22

6 PET Workshops 359 Attendees	ASNC University 191 Enrollees	5 Cardiac Amyloid Courses 1,191 Attendees	6 US Webinars 3,181 Attendees
11 International Webinars 6,470 Attendees	ICNC-CT 516 Delegates	44 Future Leader Awardees	5 ASNC Research Awards
\$130k Distributed in Research Awards	Aetna PET/CT Non-coverage Policy Reversed	AUC Mandate Penalty Phase Halted	PET/CT CPT 78431 Fee Increased

ASNC is where your marketing investment reaches the right audience and achieves optimal return. on investment. **ASNC Members are your target audience for Nuclear Cardiology.**



What does this data mean for you? Across all points of service, cardiologists are performing the vast majority of nuclear cardiology studies. **The state of nuclear cardiology is strong!**

What ASNC Members Want

**based on member survey data*

PET & PET/CT

Cardiac Amyloidosis

Improving the Quality & Efficiency of my SPECT lab (SPECT/CT)

Myocardial Blood Flow SPECT/PET

Appropriate Use of Nuclear Cardiology in a Multimodality Practice Environment

ASNC Members' priorities align with your goals.



2023 Member Engagement Opportunities

CLINICAL DOCUMENTS AND RESOURCES

All of our clinical documents can be reprinted or developed into easy-to-use tools such as practice points, pocket cards, posters, quick reference guides and more.

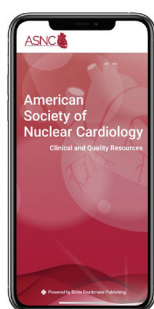
How Frequently Respondents Referenced the Guidelines

Monthly 45%

Yearly 40%

Weekly 10%

ASNC CLINICAL AND QUALITY RESOURCES APP



The ASNC Clinical and Quality Resources App is a global resource that includes ASNC guidelines and other important clinical documents and resources. The app will ensure guidelines are readily accessible at the point of care. It also has robust search functionality across guidelines.

- 2023 ASNC Guidelines for Protocols and Tracers in SPECT Nuclear Cardiology Procedures
- 2023 ASNC Guidelines for Protocols and Tracers in PET Nuclear Cardiology Procedures

The ASNC App welcome screen will be displayed for three seconds before it transitions to the ASNC App home screen.

Become a general sponsor of the mobile app or sponsor individual guidelines. These guidelines will be made available to the thousands of ASNC Members and visitors. The ASNC App is available from app stores for downloading to any iOS or Android device.

New resources slated for the ASNC Clinical and Quality Resources App update include:

- Practical Guide for Interpreting and Reporting Cardiac PET Measurements of Myocardial Blood Flow
- ASNC Imaging Indications (ASNC I²) Series: Expert Consensus Recommendations on ¹⁸F-FDG PET/CT and Radiolabeled Leukocyte SPECT/CT Imaging for the Evaluation of Cardiovascular Infection in the Multimodality Context
- The ASNC/AAPM/SCCT/SNMMI Guidelines for CT Imaging in Hybrid Nuclear/CT Cardiac Procedures
- Quality Metrics for Single-photon Emission Computed Tomography Myocardial Perfusion Imaging: An ASNC Information Statement
- ASNC Model Coverage Policy for Cardiac PET
- ASNC Model Coverage Policy for Cardiac Amyloidosis
- 2023 ASNC Guidelines for Stress Testing in SPECT and PET Nuclear Cardiology Procedures

Opening Landing Page for ASNC App

All content is accessible from the home screen and each guideline is represented with an icon and a name. Upon clicking on one of the guidelines the user is taken to the specific guideline home page. Your corporate logo and recognition screen would be displayed for approximately three seconds and then would be visible with a bottom corner expand screen symbol.

The ASNC App has more than 3,500 users including 44% in the US, 22% in Asia and Oceania, 15% in Europe and 10% in Latin America and the Caribbean. Take advantage of this unique offer to increase your brand exposure across the world. ASNC guidelines and clinical documents average more than 75,000 views annually.

\$30K Welcome Screen
\$15K per Guideline
\$75K for all Guidelines

2023 Member Engagement Opportunities

REPORTING TEMPLATES

What is the primary reason a nuclear cardiology lab does not achieve IAC lab accreditation on the first submission? Less than optimal reporting!

To meet this crucial need, ASNC is developing reporting templates for PET, SPECT and PYP imaging. These templates will support improved and high-value reports that will drive clinical decision-making for referring physicians.

Sponsors will have their logo on the last page of the template. These can be printed for manual distribution or developed for electronic PDF distribution. Use these for current and future clients to support lab optimization.

Pricing dependent on delivery format (print vs digital) – Please ask for pricing



IMAGING IN CHEST PAIN: A CHECKLIST

Do you want a tool your customers can distribute to their referring clinicians?

Imaging in Chest Pain: A Checklist is a quick reference guide for evaluation and diagnosis of patients with chest pain. It is designed as a pocket guide so healthcare providers can use it as a quick reference when deciding on which imaging test to choose. This is a useful tool for YOUR customer to provide to their referral network with YOUR help.

Digital and Printed Options Available – Please ask for pricing



ASNC Live Virtual and OnDemand Educational Programs

ASNC HYBRID IMAGING WORKSHOP

Date: March 31 – April 2, 2023



This 3-day case-based hybrid imaging workshop will address the basics of PET/CT and SPECT/CT and the important hardware and software protocols, acquisition, and reconstruction; provide templates for interpretation and reporting; discuss preauthorization and reimbursement; and address training issues critical to achieving the benefits of hybrid imaging.

Sponsorship Opportunities

- \$5K - \$20K
 - Guideline and Practice Point Reprint
 - *Important CT Findings Not To Be Missed* - reading room poster
 - Industry Satellite Sessions
 - Virtual Exhibit Hall
-

CARDIAC PET WORKSHOPS

See dates below

The Cardiac PET Intensive virtual 2-3 half-day workshops are case-based programs uniquely formatted to each participant's knowledge level to enhance interaction and learning and are open to participants of all knowledge levels. Group size is limited to 75 – 85 attendees to allow all participants the opportunity to ask questions of faculty. The Intensive PET Workshop is designed for those who have recently started a lab or are new to PET. The Advanced PET Workshop is designed to address the needs of healthcare professionals who are more experienced with PET imaging and the Technologist workshop is designed by technologists to address the everyday concerns of running a cardiac PET program.

- Intensive PET Workshop – Feb 10 – 12, 2023
- Technologist PET Workshop – Feb 25 – 26, 2023
- Advanced PET Workshop – TBD Fall 2023

Sponsorship Opportunities

- \$5K - \$20K
 - Virtual Exhibit Hall
 - Product Theater
 - Industry Satellite Sessions
-

ASNC Live Virtual and OnDemand Educational Programs

ASNC NC NOW: MIDDLE EAST VIRTUAL PROGRAM

Date: June 8-10, 2023

This conference is held in collaboration with multiple professional societies from the Middle East and co-organized by ASNC and the Saudi Heart Association. The 2022. The 2023 program had more than 700 live virtual attendees.

This conference will highlight a case-based approach to improving nuclear cardiology skills, knowledge and applications that will support practitioners globally in the management of patients with suspected cardiac disease.

Sponsorship Opportunities

- \$5K - \$25K
 - Virtual Exhibit Hall
 - Industry Satellite Sessions
-

ASNC - GLOBAL VIRTUAL NUCLEAR CARDIOLOGY WORKSHOPS

Date: TBD – Based on Demand

These workshops will address the clinical gaps in a specific global region. Based on the educational needs of the region, the programs will use case-based presentations to highlight the roles of SPECT and PET imaging in the diagnosis of cardiac amyloidosis, coronary artery disease and/or inflammation and infection. The ASNC International Advisory Panel will work with the sponsor to identify a topic and region for program focus and delivery. ASNC will develop content.

Sponsorship Opportunities

- Partners will receive headline recognition as part of the meeting promotion
 - \$20K each
-

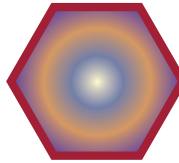


ASNC Live In-Person Educational Programs

NUCLEAR CARDIOLOGY TODAY

Date: April 28 – 29, 2023
Boston, MA

Nuclear Cardiology Today program will cover specific topics such as SPECT, PET, and Cardiac Amyloidosis.



Nuclear Cardiology Today: Game Changers for Your Practice – Are You Ready to Play?

As part of *Nuclear Cardiology Today*, our Industry Partners may plan their own focused Intensives or satellite session, independent of the program agenda. These Industry sessions will be held during specific and dedicated times designed to maximize participation in your event.

Sponsorship Opportunities

- \$5K - \$25K
 - Networking Events
 - In-person Expo Hall
 - Lunch & Learn/Breakfast Sponsorships
 - Cases Around the Bases
 - Boston Red Sox Game
-



Communication & Outreach Opportunities

INVEST IN THE FUTURE OF NUCLEAR CARDIOLOGY

ASNC's *Nuclear Cardiology for Fellows-in-Training* and *Future Leaders: The Next Generation of Nuclear Cardiology Symposium* are opportunities to invest in the future of nuclear cardiology. Supporting both programs presents an excellent opportunity for your company to build relationships with tomorrow's leaders and decision-makers.

NUCLEAR CARDIOLOGY FOR FELLOWS-IN-TRAINING

Date: March 3, 2023



This dynamic program will take place in New Orleans, on March 3, 2023, just prior to the ACC.23/WCC Annual Scientific Session. The program will provide an engaging and collegial environment in which attendees can interact with expert faculty. Attendees will gain an in-depth knowledge of indications, SPECT and PET techniques and the value of nuclear cardiology in multimodality practice environments. The program will present practical, case-based content of immediate value to attendees as they plan their fellowship pathways. This program is an excellent opportunity to interact with attendees and demonstrate your company's offerings.

Sponsorship Opportunities

-\$5K - \$25K

- Networking Sessions including with ASNC Board of Directors
- Table-top Exhibits
- Industry Satellite Sessions
- Cocktail Reception

Sponsorship Benefits

Gold - \$20,000

- Opportunity to host up to a 15-minute discussion on relevant topic to attendees in collaboration with ASNC
- Three complimentary registrations
- Table-top exhibit
- Email broadcast to registered attendees before AND after event (value \$4,000)
- Giveaway or brochure to be distributed at attendees' seats
- Three invitations to cocktail reception with faculty and attendees

Silver - \$15,000

- Two complimentary registrations
- Table-top exhibit
- Email broadcast to registered attendees before OR after event (value \$2,000)
- Two invitations to cocktail reception with faculty and attendees

Bronze - \$10,000

- One complimentary conference registration
- One invitation to cocktail reception with faculty and attendees

Each package includes:

- Logo featured on signage
- Logo featured on opening slides and agenda
- Logo included on branded Starbucks card to be distributed to attendees
- Logo listed on FIT webpage

Communication & Outreach Opportunities

FUTURE LEADERS: THE NEXT GENERATION OF NUCLEAR CARDIOLOGY SYMPOSIUM

Date: September 28, 2023 – Held at ASNC2023



Future Leaders THE NEXT GENERATION of NUCLEAR CARDIOLOGY

This event highlights the value and importance of nuclear cardiology to fellows-in-training. Attendees are inspired to consider careers in cardiac imaging and particularly in nuclear cardiology.

The program is focused on the value of nuclear cardiology and the role it plays in clinical cardiology. The program brings a broad scope of faculty who will share their personal journeys and how nuclear cardiology and ASNC played a pivotal role in shaping their careers.

A perennial favorite since its launch in 2019, this application-based program provides travel costs to participants and, importantly, has prompted several past attendees to change their career paths to include imaging.

Sponsors will be able to attend the program and participate in an industry panel discussion.

Sponsorship Opportunities:

- ASNC2023 registration and travel stipend for awardees
 - Option to participate on Industry Panel
 - Invitation to networking dinner and reception
 - 30 - 40 application-based attendees
-

INDUSTRY INNOVATION WEBINARS

Whether you are looking to increase your company profile, launch a new product or focus on new business development opportunities, collaborate with ASNC to identify custom solutions to help you reach your goals in 2023.

Your company will select the topic and faculty and develop the program. ASNC will manage the program promotion. The webinars will be posted for the public on the Industry Partner website and will be available OnDemand for one year post webinar.

Sponsorship includes one email broadcast post-webinar

60 minutes - \$25K

Communication & Outreach Opportunities

IMAGING INSIGHTS



Imaging Insights sponsor, you will work with ASNC to write your own featured article or shape an article on a topic of your choice.

This innovative and insightful publication provides an Industry Partner with a unique opportunity to share important content or news with ASNC members while enhancing engagement with your key audience. As an

Each issue of *Imaging Insights* will include:

1. A feature article.
2. One sponsored content feature (advertorial) of approximately 750 words developed by, or with input from, our Industry Partner. Sponsored content may be written by the sponsor or by ASNC with the sponsor's input.
3. One short-read (below-the-fold) feature of 500 words or less; *and*
4. ASNC announcements.

The article will reflect interviews with a predetermined number of leaders in the field and other experts. Each issue will have an overarching theme.

The sponsorship also will include one banner ad on ASNC.org for the purpose of directing readers to the article. If the sponsor opts for ASNC to write the feature, the sponsorship increases by \$5K.

Sponsorship: \$25K



ASNC2023 Annual Meeting Sponsorship Opportunities

September 29 – October 1, 2023
Toronto, Ontario, Canada

**Levels are based on cumulative support from 2022*

DIAMOND LEVEL: \$250,000

- Complimentary 1-page flyer available for distribution at registration
- Email broadcast before AND after the event to all registered attendees
- Full-page ad (premium location) and recognition in the ASNC2023 Final Program
- Inclusion on large banner displayed in Expo Hall
- Support acknowledgment in the Nov/Dec issue of the *Journal of Nuclear Cardiology*
- Recognition on meeting signage
- Support level badge ribbon for all booth staff
- 10 full conference registrations

PLATINUM LEVEL: \$150,000 - \$249,999

- Email broadcast before OR after the event to all registered attendees
- Full-page interior ad and recognition in the ASNC2023 Final Program
- Inclusion on large banner displayed in Expo Hall
- Support acknowledgment in the Nov/Dec issue of the *Journal of Nuclear Cardiology*
- Recognition on meeting signage
- Support level badge ribbon for all booth staff
- 8 full conference registrations

GOLD LEVEL: \$100,000 - \$149,999

- Half-page interior ad and recognition in the ASNC2023 Final Program
- Inclusion on large banner displayed in Expo Hall
- Support acknowledgment in the Nov/Dec issue of the *Journal of Nuclear Cardiology*
- Recognition on meeting signage
- Support level badge ribbon for all booth staff
- 6 full conference registrations

SILVER LEVEL: \$25,000 - \$99,999



ASNC2023 Annual Meeting Sponsorship Opportunities

- Support acknowledgment in the Nov/Dec issue of the Journal of Nuclear Cardiology
- Recognition in the ASNC2023 Final Program
- Recognition on meeting signage
- Support level badge ribbon for all booth staff
- 5 full conference registrations

BRONZE LEVEL: \$10,000 - \$24,999

- Recognition in the ASNC2023 Final Program
- Recognition on meeting signage
- Support level badge ribbon for all booth staff
- 4 full conference meeting registrations



ASNC2023 Annual Meeting Sponsorship Opportunities

ASNC2023 LUNCH & LEARN

Choose your topic and speaker to facilitate discussion and potential solutions or challenges facing nuclear cardiologists today. Your company will have one hour for your presentation. There are two lunch break sessions available: one on both Friday and Saturday. The previous year's sponsor has right of first refusal. Food and beverage not included.

\$30K plus F&B

SATURDAY NIGHT RECEPTION

The Saturday evening reception will be the showcase of the conference! Each attendee will be given one drink ticket at entry. The reception will be advertised through emails/event promotion, signage, and will appear on the ASNC2023 meeting agenda and sponsored events page in the program. You will have the option to include additional food and beverage as well as featured entertainment – the Thallium Stallions. Sponsor will have the opportunity to create and name a signature cocktail.

\$25K

BREAKFAST SATELLITE SESSIONS

Gain high visibility and connect directly with ASNC2023 meeting attendees. Each symposium will be held at the beginning of the day, outside of official program times, with 60 minutes to present.

\$20K plus F&B

OPENING COCKTAIL RECEPTION

The Friday evening reception to welcome all attendees will be advertised through signage and will appear on the ASNC2023 meeting agenda and sponsored events page in the Final Program, both print and online versions. Sponsor will have the opportunity to create and name a signature cocktail as well as brand a food item and drink ticket.

\$25K

ASNC2023 Annual Meeting Sponsorship Opportunities

REGISTRATION AREA SPONSORSHIP

Exclusive branding of registration area that all attendees will access throughout the meeting. Branding elements to include door/window clings, floor stickers, signage in and around the registration area, option to include live DJ. An email broadcast is included with sponsorship.

\$22K

ASNC2023 MOBILE APP - EXCLUSIVE

Your company will help provide meeting information and access through the meeting app. Each time an attendee accesses the mobile app they will see your brand. Sponsorship includes two custom push messages sent through the mobile app.

Exclusive \$20K

WI-FI SPONSORSHIP – EXCLUSIVE

Help attendees connect at ASNC2023! Sponsorship includes a password of your choice and a reroute to your selected website.

Exclusive \$30K

CASES OVER COCKTAILS – 3 AVAILABLE

Companies will host three 15-minute presentations of their chosen case during the Friday afternoon Happy Hour. Attendees will rotate in groups to each sponsor's booth. A bar will be set up adjacent to the booth. Sponsor companies will have the opportunity to present the case, uninterrupted, to each group whose undivided attention will be focused on your presentation. Your company will present to each of the groups during an hour-long break between education sessions. Sponsor will have the opportunity to create and name a signature cocktail served during Happy Hour. Your logo will be listed on the ASNC website and on-site signage acknowledging ASNC2023 Sponsors.

\$20K

ASNC2023 Annual Meeting Sponsorship Opportunities

INDUSTRY-HOSTED CONCURRENT SESSIONS – 4 AVAILABLE

ASNC Members want more education from our Industry Partners. They want to understand how to maximize your products effectively. As we encourage our members to modernize their labs, you can be part of this exciting Call-to-Action. Your company will have a 45-minute time slot to highlight your product or service, present a case, give a demonstration, simulation, etc., in a dedicated session room. Your company will be listed in the Final Program with date/time of presentation. Your logo will be listed on the ASNC website and on-site signage acknowledging ASNC2023 Sponsors.

\$20K F&B optional

TORONTO FOOD TOUR SPONSORSHIP – 3 AVAILABLE

Join ASNC2023 attendees on a guided tour around popular Toronto eateries! Sponsors can choose to lead a guided discussion or case presentation at each stop along the way or invite and an ASNC2023 faculty member to moderate the clinical discussion. Group size is limited to 12 participants. Sign-up will be available on the ASNC2023 website.

\$15K

FUTURE FELLOWS MEET & GREET

Host a venue for ASNC's current leadership to engage with future leaders of Nuclear Cardiology at an informal meet and greet. Sponsorship includes a table for industry to educate future leaders on the impact of their products and/or services. Attendees and leadership will receive one drink ticket for use during the event and a push notification through the mobile app.

\$10K

METER BOARD SPONSORSHIP - EXCLUSIVE

Your company logo will be featured on all meter boards used around the hotel for directions, session info, and more!

\$10K

ASNC2023 Annual Meeting Sponsorship Opportunities

BRANDING OPPORTUNITIES

LANYARD	\$20,000
CONFERENCE BAG	\$18,000
HOTEL KEY CARDS	\$12,000
COFFEE/DESSERT SPONSOR	\$12,000
COFFEE SLEEVE SPONSOR	\$8,000
FINAL PROGRAM ADS	\$5,000 FULL PAGE \$3,500 HALF PAGE
DOOR HANGER	\$3,500
ROOM DROP	\$3,500
EMAIL BROADCAST	\$3,000
FLOOR STICKERS	\$3,000 PER STICKER
BAG INSERT	\$2,500
EXHIBITOR BADGE	\$800



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