
Our Leadership
ASNC's commitment to its members and their patients has positioned the Society as a leader in the development of nuclear cardiology standards, guidelines, and education.

Our Accomplishment
ASNC continues to support the advancement of Nuclear Cardiology through education, translation of science into practice and advocacy globally.

Our Partnership
ASNC has created strong partnerships and alliances globally in an ongoing effort to promote appropriate cardiac imaging.

Our Mission
To improve cardiovascular outcomes through image-guided patient management.

When it comes to cardiovascular health, nuclear cardiology continues to be a strong and valuable non-invasive method of diagnosing and managing patients with heart disease. ASNC is the only professional organization dedicated to this dynamic and important specialty.

Your organization can be a part of the existing evolution in nuclear cardiology by supporting and collaborating with ASNC to deliver important initiatives. ASNC has built a strong comprehensive portfolio of opportunities for Industry Partners to achieve their goals, build and enhance relationships with imaging professionals, and contribute to programs that promote innovation, and quality in cardiovascular imaging.

Join ASNC in its mission to advance the field of nuclear cardiology and bring your message to professionals who are committed to delivering optimal care to their patients.

We Have Your Target Audience
You need to reach Cardiologists.... ASNC has the cardiologists, technologists, physicists, nurses, and practice administrators... the care and imaging team across all practice settings – not only academic centers.
DID YOU KNOW?

Our members are Cardiologists who, in addition to cardiac imaging, diagnose, treat, and manage patients which extends their perspective on patient care and outcomes and uniquely positions them in their healthcare environment. ASNC is the Society that has a membership that is comprised of professionals that are dedicated to nuclear cardiology and PatientFirst care. While other larger societies may have more overall members, only ASNC has cardiologists focused specifically on nuclear cardiology. Our professional membership is cardiologists - which is critical to reaching the right audience.

Why Do Cardiologists Matter?

According to the RUC database of CPT 2019 Medicare Claims Data, of those who billed for cardiac SPECT (78452), nearly 82% were cardiologists, while only 1% were nuclear medicine physicians and radiologists.

ASNC continues to be the place where your marketing investment reaches the right audience and the optimal return on investment. ASNC Members are your target audience for Nuclear Cardiology.

WHO PERFORMS SPECT?

Global & Professional for both MPFS and HOPPS

WHO PERFORMS CARDIAC PET?

PET Imaging
78492 – Global/Professional Fee – MPFS & HOPPS

What does this data mean to you? Across all place-of-service, private practice and hospital-based imaging, cardiologists and their teams are performing most nuclear cardiology studies.

Let’s put things in perspective, the state of nuclear cardiology is strong! Technology continues to evolve, and nuclear cardiology remains strong! In 2019 there were 2,002,090 combined SPECT/PET studies billed to the Medicare Physician Fee Schedule compared to 86,531.
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.

Become a general sponsor of all guidelines in the app format or sponsor individual guidelines. These guidelines are available to the thousands of ASNC members and visitors. The ASNC app is available from the App store and for downloading to an iOS device. Below is a brief outline of the format and the project details.

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

Opening Landing Page for ASNC Guidelines
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. Below is an example* of a customized splash screen with a sample logo. Your corporate logo and recognition screen will be displayed for approximately three seconds and then it would be hidden but with a bottom corner expand screen symbol.

*Please note, these are sample icons and logos.

The ASNC App has more than 3,000 users with 44% in the US, 27% in Asia and Oceania, and 15% in Europe. Take advantage of this unique offer to get your brand out across the world. ASNC guidelines and clinical documents have more than 27,000 views annually.

New resources to be included in the 2022 version of the ASNC Mobile App 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
- ASNC Model Coverage Policy for Cardiac PET

$15K per guideline / $75K all guidelines (Can also create a topical sponsorship)
2022 Member Engagement Opportunities

ASNC HOSTED WEBINARS

As each new guideline is published, ASNC will host an implementation-focused webinar or webinar series. The sponsor will be recognized during the webinar and in marketing promotions.

Topics Include:

• The Role of MPI in Chest Pain: A Patient-First Approach - series of seven webinars
  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
• ASNC Imaging Indications (ASNC I\textsuperscript{2}) 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

$15K per webinar

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 these needs, ASNC has developed (or are in development) reporting templates for PET, SPECT, and PYP imaging. These templates will help 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 help support lab optimization.

Pricing dependent on delivery format (print vs digital) – Please inquire!

IMAGING IN CHEST PAIN: A CHECKLIST

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 use.

Digital (one year) – $7K | Printed 500 copies - $15K
ASNC Live Virtual and OnDemand Educational Programs

CARDIAC PET WORKSHOPS
Virtual
The Cardiac PET Intensive virtual workshop is a case-based program uniquely formatted to each participant’s knowledge level to enhance interaction and learning. Open to participants of all knowledge levels. Group size is limited to allow all participants the opportunity to ask questions of faculty.

June 2022 – NEW! Technologist
October 2022 – Advanced
November 2022 – Intensive
2-3 half-day sessions
75 - 85 attendees at each

Sponsorship Opportunities
-$5K - $30K
-Virtual Exhibit Hall
-Product Theater/Virtual Hands-on Session
-Satellite Sessions Available

NUCLEAR CARDIOLOGY NOW:
STRATEGIES FOR OPTIMIZATION, EFFICIENCY AND PRODUCTIVITY
(formerly NC Today)
Date: March 11-13, 2022
Virtual
As part of the Nuclear Cardiology NOW program – our Industry partners can plan their own focused Intensives as part of the program. These sessions will be held during specific and dedicated times during the program. Each session block will focus on specific topics such as SPECT, PET and Cardiac Amyloidosis. Partners will be able to develop a session that will be on the learning platform and will correspond to the Learning Intensive developed by ASNC immediately preceding or following this specific time block.

Sponsorship Opportunities
-$5K - $30K
-Virtual Hands-on Session
-Virtual Exhibit Hall
-Product Theater
-Satellite Sessions Available
ASNC MIDDLE EAST VIRTUAL NUCLEAR CARDIOLOGY CONFERENCE

Date: May 2022
Virtual

This conference is held in collaboration with multiple professional societies from the Middle East and co-organized by the American Society of Nuclear Cardiology and Saudi Heart Association. The pilot program in 2021 had more than 1,000 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 Led Hands-On Sessions
- Satellite Sessions Available

NUCLEAR IMAGING IN WOMEN AND SPECIAL POPULATIONS – FROM DIAGNOSIS TO TREATMENT AND BEYOND PROGRAM

Date: June 2022
Virtual

This NEW and timely program will focus on Imaging in Women and other special populations and will address the unique clinical dilemmas when imaging these patients. This case-based program will focus on these unique populations and why symptoms are different. This program will be delivered over five hours.

Sponsorship Opportunities

- Meeting-on-Demand – will receive 100 passcodes for distribution – $35K
- Industry Hands-On Sessions 60 minutes – $25K
- Branding opportunities available - $10K - $25K
- End of day Q&A Roundtable - $15K
- Virtual Exhibit Hall
HYBRID IMAGING WORKSHOP

Date: September/October 2022
90 minute program + virtual workshop at ASNC2022

This 2-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
- Meeting-on-Demand – will receive 100 passcodes for distribution - $35K
- Industry Hands-On Sessions 30 minutes - $15K
- Satellite Sessions Available – (one per day) - $25
- Branding opportunities will be available – $5K - $30K
- Virtual Exhibit Hall

ASNC - GLOBAL VIRTUAL NUCLEAR CARDIOLOGY WORKSHOPS

Spring/Fall 2022
These workshops will address the clinical gaps in a specific global region. Based on educational needs of the region, the programs may cover such topics as SPECT imaging, cardiac PET, cardiac amyloidosis, coronary artery disease, and/or inflammation and infection using case-based presentations. The ASNC International Committee will collaborate with sponsors to identify a topic and region for program focus and delivery. ASNC will develop content.

Sponsorship Opportunities
2 Virtual Programs
2 hours each
Partners will receive recognition as part of the meeting promotion, as part of the registration and the website. Partners will receive a list of attendees.
$30K each
ASNC Live Virtual and OnDemand Educational Programs

**INDUSTRY INNOVATION WEBINARS**

Whether you are looking to increase your company profile, launching a new product, or focusing on new business development opportunities, collaborate with ASNC to identify custom solutions to help you reach your goals in 2022.

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 page – that your company can brand etc.

**Sponsorship Opportunities**

ASNC will promote through email blasts that are branded with your logo, Flashpoint and SmartBrief.

60 minutes – $25K

**PODCASTS**

New! ASNC will develop timely and relevant Podcasts to focus on hot topics in the field in addition to professional development topics. The format will highlight an interview or roundtable discussion. Industry hosted panel discussions can be developed with the sponsor for a customized experience.

**Sponsorship Opportunities**

ASNC will promote through various member and industry channels.

5 available

$10K per podcast or $35K for series

**TECHNOLOGIST BEST PRACTICES IN NUCLEAR CARDIOLOGY PROGRAM**

This in-depth 14 module on-demand educational series provides technologist education and training on various topics, including PET, SPECT, cardiac amyloidosis and many more. Designed specifically for technologists, by technologists, this program will support and enhance technologists’ key role in providing quality imaging and will be provided with practical tips that go beyond the protocols.

Sponsor can produce an infomercial or video on the website with product. Sponsor will be recognized on the program website and email marketing.

**Sponsorship Opportunities**

Two headline sponsorships available

$15K each or $25K exclusive
FUTURE LEADERS: THE NEXT GENERATION OF NUCLEAR CARDIOLOGY

This event introduces early-career fellows-in-training to nuclear cardiology and to ASNC. 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 attendees get a glimpse of the future role of nuclear cardiology so they understand opportunities that may exist as they make decisions related to their careers. The program brings a broad scope faculty that shares their personal journeys and how nuclear cardiology and ASNC played a pivotal role. This application-based program that provides travel costs to the FITS, has been very well received since its launch in 2019. Several past attendees have changed their career path to include imaging because of this program.

Sponsors will be able to attend the program, provide a pre-recorded session, and give a brief presentation during the program. The intent is to have this be a live program in 2022 in Orlando, FL.

September 8, 2022
1 to 2 half-day program, in-person
30 - 40 Application-based attendees

Sponsorship Opportunities
Industry Panel
$10K - $50K
Exhibits

IMAGING INSIGHTS

This feature publication enhances engagement with ASNC Industry Partners and ASNC members. The publication includes more in-depth, how-to content aimed to support members in practice. What makes this sponsorship distinctive is the feature article that is written and/or directed by the Industry Partner. This provides a robust opportunity for an Industry Partner to share important content with ASNC members. This is also an opportunity for two Industry Partners that collaborate closely to create a joint article if appropriate.

Each issue of Imaging Insights will include:
1. One long-read feature (top story).
2. One sponsored content feature (advertorial) of approximately 750 words developed by, or with input from, our industry partner.
3. One short-read (below-the-fold) feature of 500 words or less; and
4. ASNC announcements.
Sponsored content may be written by the sponsor or by ASNC with the sponsor’s input. The article will reflect interviews with a predetermined number of leaders in the field and other experts. The goal is to provide a deeper look at important developments and news in nuclear cardiology.

*Imaging Insights* will be published four times annually. Each issue will have an overarching theme. The publication includes three primary features, each with a headline, image, two to three paragraphs of text, and a link that redirects readers to the full article on ASNC.org. A sponsored content feature article produced by the sponsor, approved by ASNC, and positioned as the second feature in one issue of *Imaging Insights*. The sponsorship also includes one banner ad on ASNC.org for the purpose of directing readers to the article. The first two *Imaging Insights* issues will be distributed to approximately 25,000. If the sponsor opts for ASNC to write the feature, the sponsorship increases by $5K.

**Sponsorship:** $25K
Advertising Opportunities

ASNC.ORG WEBSITE ADVERTISING
ASNC’s website garners more than 100,000 views annually from more than 88 countries. The website offers a consistent viewership of domestic and international imaging professionals. Ads will appear on specific pages based on interest and web traffic. Horizontal and vertical tower ads available.

$3K – $5K per month depending on page

ASNC INDUSTRY PORTAL
2022 Calendar Year
As we all adjust to a post-COVID world, physicians value access to content virtually. Virtual meetings and exhibit halls have a purpose and will continue. These resources take time to develop and implement. ASNC wants to collaborate with you to have these resources last longer and create value and opportunities for more members to take advantage of the vast and valuable information your company must provide.

In 2022, ASNC will launch its Industry Portal. This will be an opportunity for your company to develop a dedicated page within the Industry Portal. ASNC has heard from its members that they want information from you, our Industry Partners. Members are ready to upgrade equipment. The Industry Portal is a unique opportunity for you to highlight your products and related information/education that will help inform ASNC members.

ASNC will highlight the Industry Portal in Flashpoint, email blasts, SmartBrief and social media. Your page can be enhanced with promotional opportunities.

Basic Page – $5K
Enhanced Marketing Package – $8K (to include a stand-alone promotional email and social post)

FLASHPOINT NEWSLETTER ADVERTISING
Flashpoint is the official ASNC Member Newsletter. Delivered every Monday morning, Flashpoint helps ASNC members prepare for the week ahead. Flashpoint delivers all important news of the Society such as Advocacy alerts, educational programs, and important happenings in the field. Flashpoint has an average open rate of 38% and click through rate of more than 16%. This e-newsletter can accommodate leaderboard ads.

$7K per month or $5K for multiple months

WHAT IS THIS IMAGE?
Images are selected from the Journal of Nuclear Cardiology Editor-in-Chief. Images are distributed via email, Flashpoint newsletter, and social media to encourage members and others to provide a correct interpretation of the imaging. The winners are recognized in Flashpoint and JNC. Sponsor receives logo recognition on all emails and promotion as well as an email broadcast to all ASNC members (value $2K).

6 per year
Annual sponsorship – includes full series $10K
The ASNC2022 Annual Scientific Session and Exhibition will be held September 8-11. The meeting is planned to take place in person in Orlando, Florida at the Caribe Royale hotel with a virtual hybrid component.

**DIAMOND LEVEL: $250,000 CUMULATIVE SUPPORT FROM 2022**

- Complimentary 1-page flyer available for distribution electronically and at registration
- Email broadcast before and after the event to all registered attendees
- Full page ad in final program (prime location)
- Plus, all Platinum level benefits

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

- Invitation to ASNC Leadership Meeting at ASNC2022
- Email broadcast before OR after the event to all registered attendees
- Full page interior ad in final program
- Plus, all Gold Level benefits

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

- Half page interior ad in final program
- Hanging Banner in the Convention Center
- Plus, all Silver Level benefits

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

- Support acknowledgment in the Nov/Dec issue of the Journal of Nuclear Cardiology
- Plus, all Bronze Level benefits

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

- Recognition in the ASNC2022 Final Program
- Recognition on meeting signage
- Support level badge ribbon for all booth staff

Please contact Megan LaVine at Mlavine@asnc.org for information on additional sponsor opportunities. Unless noted otherwise, all sponsor opportunities are non-CME activities.

*ASNC will have final approval on all digital and hard copy materials prior to conference.*
PET/SPECT ONLINE RESOURCE CENTERS

The PET and SPECT Resource Centers centralize curated resources to enhance learning focused on PET and SPECT. Each resource center houses focused SPECT and PET guidelines, articles, cases, specific advocacy information, and webinars in an easily accessed format. The Resource Centers average more than 15,000 pageviews per year.

$25K per portal (exclusive)

ASNC2022 Live Stream & Virtual Platform – Exclusive

Exclusive $75K

Your company will provide real-time access to ASNC2022 sessions for those who cannot attend in person. Selected sessions will be live streamed for virtual attendees who have been given your company’s customized access code. This will be viewed by all attendees – virtual and in-person.

The live stream will be branded with your company’s logo and the access code will be a word or phrase of your choosing. Your company will also be the headline sponsor of the virtual platform. Pre-conference marketing will include recognition of your company’s support, your company’s logo, and instructions on how to access the live stream (dependent upon whether open to all or a select group). On-site recognition as Live Stream Sponsor/Supporter. List of all live stream attendees with mailing addresses (for one-time use).

Breakfast or Evening Satellite Sessions

$25K each plus F&B

Gain high visibility and connect directly with ASNC2022 meeting attendees. Each Symposium will be held at the beginning or at the end of the day, outside of official program times. Supporter can choose between a breakfast or evening satellite session with 60 minutes total to present.

Supporter will be provided a pre-meeting registration list and can place an announcement in the conference bag. In addition, satellite session descriptions are included in the Final Program and on the ASNC2022 website. Food and beverage purchased by sponsor.

ASNC will strive for maximum attendance through pre-meeting marketing efforts, onsite mobile app pushes, onsite signage, and other media. Food and beverage not included.

ASNC2022 Lunch & Learn

$30K plus F&B

Choose your topic and speaker to facilitate discussion and potential solutions or challenges facing nuclear cardiologists today. Your company will have a total of one hour and fifteen minutes (1 hour and 15 minutes) for your program. There are two lunch break sessions available on both Friday and Saturday. Your company will have the opportunity to sponsor one lunch break on both days and conduct a program. The previous year’s sponsor has right of first refusal. Food and beverage not included.
ASNC2022 Networking Lounge – Exclusive  $25K plus F&B

This exclusive area, available to all attendees, provides access to a comfortable lounge where attendees can enjoy refreshments, catch up with the home office, network, and learn about sponsor’s products and services. The Networking Lounge will include a monitor for sponsor presentations/slides, internet, VGA connection, and a table (laptop to be provided by sponsor to stream content to monitor). Opportunity to host a “Happy Hour” or other social event in Lounge (food and beverage not included) with the option to name and decorate the lounge.

Sponsor recognition in all related promotional material, including onsite signage, signage outside entrance of lounge to include activity schedule, marketing insert in conference bag, and recognition in final and preliminary program (Confirmation needed by 3/1/2022 for inclusion in preliminary program)

Cocktail Reception  $30K

The buzz around the conference will be about your company and your sponsored Opening Cocktail Reception. The Thursday evening reception to welcome all attendees will be advertised through conference bag inserts (company provides), signage, and it will appear on the ASNC2022 meeting agenda & sponsored events page in the Final Program, both print and online versions. Sponsor will have the opportunity to create and name a signature cocktail and include onsite signage.

Fellows-In-Training Meet-and-Greet – Exclusive  $25K

Provide a forum for Fellows-In-Training (FITs) and Early Career physicians to learn from top nuclear cardiologists in the field by supporting a FIT Meet-and-Greet session. The session will allow participants to spend a fixed amount of time with seasoned physicians, asking questions, requesting advice or guidance, or adding to their professional network of contacts. The sponsor can support content development planning. Complimentary registration will be required of participants.

A company representative will kick off the session with brief opening remarks and will conclude the session with brief closing remarks. Logo will appear on signage displayed at the session and in a general area of the conference. A push notification, including mention of your company or company logo, will be sent to all attendees through the mobile app. Your logo/company name will appear in the Final Program next to the FIT Meet-and-Greet Session.

Cases Over Cocktails – 3 available  $20K

Three (3) companies will host 15-minute presentations of their chosen case during the Friday afternoon Happy Hour. Attendees will rotate in 3 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 is focused on your presentation. Your company will present to each of the 3 groups during the hour-long break between education sessions.

ASNC will devote a marketing campaign to Cases Over Cocktails, strategically place a bar next to your booth, include your company logo and include the Cases Over Cocktails description in the Final Program. ASNC will promote attendance and participation as well as the title of your case to peak interest and encourage attendance. Sponsor will have the opportunity to create and name a signature cocktail during Happy Hour. Logo on ASNC website and onsite signage acknowledging ASNC2022 Sponsors.
2022 ASNC Annual Meeting Sponsorship Opportunities

Educational Grant for CME Session – Exclusive

Support a CME-granting session at ASNC2022. Sessions include Plenary, Advanced, Core, Computed Tomography, Multimodality Imaging, Policy and Practice, Research/Abstracts (Posters), Technical, and Read with the Experts/ Cases with the Aces. Company will have no input nor control over topic or faculty. Recognition includes “Educational grant provided by Company Name” in agenda and on-site signage. Other restrictions may apply.

Learning Lab Presentation

ASNC members have spoken! ASNC members have indicated they 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, this is a great opportunity for you to be part of this exciting Call-to-Action. Your company will have a designated time slot to highlight your product or service, present a case, give a demonstration, simulation, etc. in the Innovation Lab located in a clear acrylic wall-enclosed space in the center of the Exhibit Hall. Your company will be listed in the Final Program with date/time of presentation. Logo on ASNC website and onsite signage acknowledging ASNC2022 Sponsors.

Other Opportunities — cost inclusive of item sponsored

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<th>Item</th>
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<tr>
<td>ASNC2022 Wi-Fi Buyout</td>
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<td>Conference Bag</td>
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<td>ASNC2022 Mobile App/Virtual Platform</td>
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<td>Escalator Cling</td>
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<td>Final Program Ads</td>
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For questions about these opportunities or to learn more, contact Megan LaVine at MLaVine@asnc.org