SPONSORSHIP PROSPECTUS

September 30 – October 2, 2021
VIRTUAL MAIN PROGRAM
ASNC.ORG/ASNC2021
ASNC2021 Overview
The 26th Annual Scientific Session and Exhibition of the American Society of Nuclear Cardiology will once again feature several weeks of Cases with the Aces and social media sessions leading up to the main program of world-class plenaries, SPECT and PET imaging and everything in between.

Sponsorship Benefits
*Benefits included as complimentary depending on total amount spent

Gold - $25,000+
- Two push announcements sent to attendees through the desktop and mobile version of the event platform
- Three complimentary virtual registrations
- Email broadcast to registered attendees before AND after event (value $4,000)
- Virtual exhibit booth included (value $4,000)
- Logo featured in virtual platform
- Logo listed on main ASNC2021 page on asnc.org

Silver - $15,000 - $24,999
- One push announcement sent to attendees through the desktop and mobile version of the event platform
- Two complimentary virtual registrations
- Email broadcast to registered attendees before OR after event (value $2,000)
- Virtual exhibit booth included (value $4,000)
- Logo featured in virtual platform
- Logo listed on main ASNC2021 page on asnc.org

Bronze - $10,000 - $14,999
- One complimentary virtual conference registration
- Virtual exhibit booth included (value $4,000)
- Logo featured in virtual platform
- Logo listed on main ASNC2021 page on asnc.org
## Sponsorship Opportunities

### Satellite Session - $30,000  4 Available
Host (up to) a 45-minute non-CME session before the start or after the end of each day.

### Cases and Cocktails or Cases and Snacks - $25,000  2 Available
Treat virtual attendees to a shipped box of snacks or cocktail ingredients for them to enjoy at home. Sponsor can choose from several curated options. Cost of boxes and shipping inclusive of sponsorship fee. Optional branding elements include: branded boxes, note to attendees, etc.

### ASNC2021 Preview Webinar - $22,000  2 Available
Host (up to) a 60-minute non-CME session before the start of the main program. The webinar will be promoted as a separate event and is a great way to educate attendees about new products, services, research, etc.

### Branded Networking Lounge - $20,000  Exclusive
Interact with attendees in your own virtual lounge. Host guided discussions on up to three different topics in three different branded networking rooms. Sponsor can brand the name of the lounge and the three different rooms to use for the duration of the event.

### Product Theater - $15,000  4 Available
Discuss your products and services over one of the designated breaks or before the start or after the end of each day. Duration is up to 15 minutes. Attendees will be sent to the Sponsor’s virtual booth during this time to view the product theater demo.

### Coffee Break Sponsorship - $12,000  4 Available
Attendees will be provided with a $5 Starbucks voucher to use during one of the designated breaks (voucher included as part of the sponsorship fee). Voucher can be distributed at the Sponsor’s virtual booth or emailed to attendees by ASNC that will include acknowledgement of support.

### Virtual Platform - $12,000  Exclusive
Receive premium recognition throughout the virtual meeting platform. Includes a banner ad on the platform homepage, user metrics, and one push announcement sent to attendees through the desktop and mobile version of the event platform.
<table>
<thead>
<tr>
<th>Offer</th>
<th>Cost</th>
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<tbody>
<tr>
<td><strong>Exhibitor Scavenger Hunt - $10,000</strong></td>
<td><strong>Exclusive</strong></td>
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<td>Attendees will find clues at various exhibit booths and answer questions about the content they find. Answers will be submitted to win different prizes throughout the meeting. Sponsorship includes branding of contest, pre-conference promotion, and one push announcement sent to attendees through the desktop and mobile version of the event platform.</td>
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<td><strong>Video Message - $10,000</strong></td>
<td><strong>2 Available</strong></td>
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<td>A one-minute video can be played on the landing page of the platform welcoming attendees, promoting the Sponsor’s virtual booth as well as products and services.</td>
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<td><strong>Virtual Exhibit Booth Only</strong></td>
<td><strong>$4,000</strong></td>
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<td>Includes the ability to share live product demos, videos, PDFs, and offers/deals with attendees to capture leads.</td>
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<tr>
<td><strong>Digital Tote Bag Sponsorship (Add-on Only)</strong></td>
<td><strong>$3,000</strong></td>
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<td>Capture leads through additional advertising on the digital event “tote bag.” Attendees respond to giveaways, free downloads, research information and contests. The digital tote bag webpage will be promoted before and after the event. Sponsor will receive a branded tile to share additional information and resources with attendees.</td>
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<tr>
<td><strong>Email Broadcast (Add-on Only)</strong></td>
<td><strong>$2,000</strong></td>
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<td>Connect with attendees via email before or after the event. Sponsor can promote the virtual booth, products, services, research or other offers. Emails will only be sent to attendees of the event who consent to receive third-party information.</td>
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# Letter of Agreement

**American Society of Nuclear Cardiology**

**ACTIVITY** | **COST**
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**Total:**

**COMPANY NAME** (exactly as it should appear in all materials)

**CONTACT NAME** | **EMAIL ADDRESS** | **PHONE**
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**PAYMENT INFORMATION**

- [] Send invoice (payment must be received one month prior to event)
- [] This form and check enclosed (make check payable to American Society of Nuclear Cardiology, payment due one month prior to event)

**Payment for sponsorship must be received one month prior to event.** Failure to make payment by the aforementioned deadline will result in the cancellation of the sponsorship. Cancellations must be made in writing. Companies canceling one month prior to event, will be held responsible for the total cost of the sponsorship. No refunds will be made after one month prior to event date.

**CONDITIONS AND GUIDELINES:**

ASNC is not liable for any loss sustained by the participant as a result of the participant’s or third party’s failure to access the conference website, or as a result of breakdowns, software errors, incomplete or inaccurate transfer of information. The parties agree that this agreement contain the complete agreement between the parties and supersedes any prior understandings, agreements, or representation between the parties, written or oral, which may have related to the subject matter hereof in any way. The signing of the application on the sponsor’s/exhibitor’s behalf shall be deemed to have full authority to do so and shall have no right to claim against ASNC that such person or persons did not have the authority. The commercial interest is responsible for creating and uploading all virtual exhibit space content. ASNC is not liable if an exhibitor is late in uploading content, promotional materials, videos, graphics, links and any educational documentation. If the commercial party provides video or embedded content after the due date it may not be upload or there will be an additional fee for late production work. If a third-party accesses proprietary content of an exhibitor of virtual scientific sessions ASNC will not be held liable for any security breach. ASNC will not be liable for any interruption of content streaming in the commercial interest booth, any satellite program or educational activities having to do with the commercial interest within the virtual web platform.

**Definition** - Commercial exhibits, advertisements, and industry-planned events are ‘promotional activities’ and not continuing medical education. Therefore, monies paid by a commercial interest to ASNC for these promotional activities are not considered to be commercial support for the CME activity.

**Separation from CME** - Promotional activities will have a separate time, location and promotion from the CME activity. Arrangements for commercial exhibits, ads, or other promotional activities cannot influence the CME planning, nor interfere with the CME presentation, nor can they be a condition of the provision of commercial support for the CME activity. Arrangements for any commercial (grant) support of the CME activity will be under a completely separate written agreement.

**Ads/Promos** - advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after the CME activity.

**Fees** - Exhibit or promotional fees are not considered commercial support and will not be acknowledged as educational grants. All fees are non-refundable.

**Staffing** - All company representatives are expected to contribute to the professional environment of the CME activity and must conduct themselves in a professional manner. The ASNC reserves the right to make onsite judgments regarding any conduct that detracts from the professional environment of the CME activity and to take appropriate steps to curtail such conduct, if necessary.

**Social Events** - Social events or meals at CME activity cannot compete with or take precedence over the CME activity. Industry-sponsored social events must be approved by the ASNC in advance, even if the events are off-site and do not compete with the CME activity.

**Adherence to Exhibitor and Promotional Activity Guidelines** – It is the responsibility of the ‘Company’ to distribute these and all other ASNC conditions and guidelines to all company representatives attending the CME activity and/or working the exhibit/promotional activity space. ASNC owns the copyright of all logos, ASNC-developed documents, events-related materials, and any and all ASNC-related collateral sponsoring organizations may not use any item directly or indirectly related to ASNC without prior written consent. Sponsor must/agrees to submit and all materials to ASNC for approval prior to printing, emailing, mailing or any other type of distribution.

**ACCEPTANCE**

We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract.

**AUTHORIZED SIGNATURE:** ___________________________ **DATE**

American Society of Nuclear Cardiology Tax ID Number: 52-1813311

**FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES, CONTACT:** Megan LaVine, Director of Industry and Development  mlavine@asnc.org