



American Society of Nuclear Cardiology

# CORPORATE SUPPORT CATALOG 2021



# ASNC 2021 Support Opportunities

## Virtual Meetings and Events

|  | Description   | Program Details and Dates  | Credits | Available Options  |
|--|---|--|---------|--|
| <b>Cardiac PET Intensive Workshops</b>   | 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.   | April 9-11, 2021<br>November 2021<br><br>Three, half-day sessions<br><br>75 expected attendees at each | CME     | Sponsorship Opportunities \$5K – \$50K<br>Virtual Exhibit Hall<br>Product Theater<br>Satellite Sessions Available<br>Networking Sessions |
| <b>Nuclear Cardiology Today: Strategies to Thrive in a Changing Healthcare Environment</b> | Nuclear Cardiology Today provides attendees with practical knowledge and expert perspectives on the delivery of high-value nuclear cardiology services in the evolving healthcare environment. A key feature is addressing everyday practice dilemmas that arise in the nuclear lab. The case-based approach to disease management equips participants to demonstrate the value of nuclear cardiology to their administrators and referring physicians.   | April 29-May 2, 2021<br><br>180 – 200 expected attendees   | CME/CE  | Sponsorship Opportunities \$5K – \$25K<br>CME Grant Opportunities \$15K<br>Virtual Exhibit Hall<br>Satellite Sessions Available          |
| <b>Nuclear Cardiology Virtual Boot Camp for Fellows-in-Training</b>                        | The Nuclear Cardiology Virtual Boot Camp for Fellows-in-Training will be a live virtual meeting delivered over four days. Each day will include a 90-minute session with didactic and case-based presentations.<br><br>The goal is to provide a better understanding of the role of nuclear cardiology in evaluating patients with a variety of cardiac conditions to ensure appropriate use.<br><br>The program will also provide perspective on the complementary as well as alternate role of other imaging modalities and review protocols to address the growing number of patients unable to exercise adequately.<br><br>The course will deliver important background information from which FIT and other healthcare professionals can pursue a more in-depth understanding of nuclear cardiology. It provides an atmosphere for intellectual inquiry critical to advancing a cardiology fellow's knowledge and understanding of nuclear cardiology in relation to other diagnostic imaging modalities and for discussion of specific issues with experts. | May 24-27, 2021<br><br>Four, 90-minute sessions<br><br>150 – 200 expected attendees                    | N/A     | Sponsorship Opportunities \$5K – \$50K<br>Satellite Sessions Available<br>Virtual Exhibit Hall<br>Snack Box Sponsorship                  |

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## Virtual Meetings and Events

|  | Description  | Program Details and Dates   | Credits | Available Options  |
|--|--|---|---------|--|
| <b>Cardiac PET Intensive Workshop: For the Advanced Practitioner</b> | The Advanced Cardiac PET Workshop is a case-based program focused on the individual who is already practicing CV PET. The program content will be formatted specifically for the audience.   | July 2021<br><br>Two, half-day sessions<br><br>40 – 50 expected attendees                             | CME     | Sponsorship Opportunities<br>\$5K – \$50K<br><br>Virtual Exhibit Hall<br><br>Product Theater<br><br>Satellite Sessions Available<br><br>Networking Sessions  |
| <b>Nuclear Cardiology Board Exam Prep Course</b>                     | This exam course is designed for physicians preparing for the certification or recertification Board of Nuclear Cardiology exam, as well as physicians interested in a broad review in nuclear cardiology topics.                            | September 2021<br><br>Materials available in advance on August 13, 2021<br><br>Two, virtual half-days | CME     | Sponsorships<br>\$5K – \$15K<br><br>Virtual Exhibit Hall possible  |
| <b>ASNC2021 Scientific Sessions and Exhibitor Showcase</b>           | ASNC's 26 <sup>th</sup> Annual Scientific Session and Exhibitor Showcase will take place virtually in 2021 with a possible hybrid in-person component. This year's theme is "Patient-First Imaging: At the Threshold of Precision Medicine." | September 30-October 3, 2021<br><br>1,500 expected attendees  | CME/CE  | Sponsorship Opportunities<br>\$5K – \$80K<br><br>CME Grant Opportunities<br>\$10K – \$50K<br><br>Advertising Opportunities<br><br>Satellite Sessions Available<br><br>Virtual Exhibit Hall<br><br>Product Theaters |

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## Virtual Meetings and Events

|  | Description   | Program Details and Dates  | Credits | Available Options   |
|--|---|--|---------|---|
| <b>Cardiac PET Intensive Workshop: For Technologists</b> | This 4- to 5-hour workshop will focus on technologists in the Cardiac Lab. The workshop will focus on quality control, study protocols, and more.   | Nov/Dec 2021<br>One-day workshop<br>40 – 50 expected attendees   | CE      | Sponsorship opportunities<br>\$15K – \$30K<br>Satellite Sessions<br>Virtual Expo Hall |
| <b>Future Leaders in Nuclear Cardiology Symposium</b>    | This event introduces early-career cardiologists to nuclear cardiology and to ASNC. Attendees are inspired to consider careers in cardiac imaging and particularly in nuclear cardiology. | November/<br>December 2021<br><br>1-2 day program<br>Virtual or in-person<br><br>30 – 40 application-based attendees | N/A     | Sponsorship opportunities<br>\$30K – \$50K  |

# ASNC 2021 Support Opportunities

## Webinar Sponsorships

|                                   | Description  | Program Details and Dates                             | Credits                   | Available Options   |
|-----------------------------------|--|---|---------------------------|---|
| <b>Industry Innovation Series</b> | <p>Whether you're 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 2021.</p> <p>Company will select the topic and faculty and develop the program. ASNC will assist with program promotion.</p> <p>Webinar length – 60 minutes</p>   | 6 Available   | Non-CME                   | Sponsorship<br>\$25K each   |
| <b>ASNC Educational Webinars</b>  | <p>ASNC offers webinars dedicated to topics in nuclear cardiology and cardiovascular imaging. The webinars are presented live online and registrants will have the opportunity to listen and learn from experts. Topics include:</p> <ul style="list-style-type: none"> <li>- <b>Healthcare Disparities &amp; Health Equity</b> <ul style="list-style-type: none"> <li>- Women in Imaging</li> <li>- Health Disparities in CAD</li> </ul> </li> <li>- <b>Myocardial Blood Flow (3 webinars)</b> <ul style="list-style-type: none"> <li>- Quality Control</li> <li>- The Clinical Value of MBF</li> <li>- How to Interpret and Report MBF Studies</li> </ul> </li> <li>- <b>Patient-First Imaging in a Changing Healthcare Environment: Understanding the Role of CV Imaging in Acute and Stable CAD</b> <ul style="list-style-type: none"> <li>- The Role of Nuclear Cardiology in the Current Landscape of Clinical Trials</li> <li>- Nuclear Cardiology in a Multimodality World</li> <li>- How to Appropriately Interpret Clinical Trial Data and Apply to Everyday Practice</li> </ul> </li> <li>- <b>Hybrid Imaging</b></li> <li>- <b>COVID-19 Update</b></li> </ul> <p>ASNC can also produce webinars in other languages and focused to the country or region you are trying to reach. Non-CME sessions.</p> | View the online calendar for dates and updated topics | <p>CME</p> <p>Non-CME</p> | <p>\$25K for CME</p> <p>For an unrestricted education grant. Your company will be listed only as a supporter – no logo allowed.</p> <p>\$25K for non-CME</p> <p>This is a sponsorship. Corporate logo can be placed on the website login page or in session promotions.</p> |

# ASNC 2021 Support Opportunities

## Grant Support Opportunities

|  | Description  | Details and Dates                                  | Credits | Available Options                      |
|--|--|--|---------|--|
| <b>Cardiovascular PET Curriculum</b>   | <p>Provide an unrestricted grant to support development of a multimodule online CME accredited program, Fundamentals of Cardiovascular PET Imaging, to address unmet educational needs of cardiac fellows, nuclear cardiologists, nuclear medicine physicians, radiologists, and multimodality imagers desiring to establish a cardiac PET program, and nuclear medicine/nuclear cardiology technologists to improve their knowledge and understanding of PET imaging.</p> <p>This online program will consist of 22 modules addressing the basics of PET imaging, instrumentation, PET tracers, PET protocols, clinical data, non-perfusion PET, case studies and planning a PET facility.</p> <p>A new module will be added each year to highlight recent advances and important published data. Each module will have CME credit and participants can choose as many modules as they need.</p> <p>Participants who successfully complete the entire program will receive a Certificate of Completion.</p> | <p>August 2021</p> <p>Virtual OnDemand Program</p> | CME     | CME grant opportunity<br>\$25K – \$50K |
| <b>ASNC Institute for the Advancement of Nuclear Cardiology (IANC) Research Fellowship Award</b> | <p>Each year, ASNC awards a research grant award to one promising young researcher in the field. An application process is established and each application is reviewed for merit and rigor by a Review Committee. The awardee is recognized during the Opening Plenary of the ASNC Annual Scientific Session.</p> <p>The Awardee is required to complete his or her work within one year and present findings at the ASNC Annual Scientific Session.</p>  | Annual   | N/A     | Grant support<br>\$5K – \$65K          |
| <b>Young Investigators Awards</b>  | <p>Your company will support the future of nuclear cardiology through an educational grant for young investigators, including fellows-in-training and early-career physicians.</p> <p>Any physician or scientist who is currently in a residency or fellowship training program, or is below the age of 35, is eligible to submit an abstract for the Young Investigators Award (YIA) competition. A panel will select the top abstracts from the submissions.</p> <p>These abstracts will be presented orally as part of the Research Track at the Annual ASNC Scientific Session, and awards will be given.</p> <p>All finalists will receive a \$500 stipend, complimentary registration, and a Certificate of Merit. The first-place awardee will receive an additional \$500 award.</p> <p>Company representatives are welcome to attend the program as non-voting participants.</p>  | September 2021                                     | N/A     | Grant support<br>\$7,500               |

# ASNC 2021 Support Opportunities

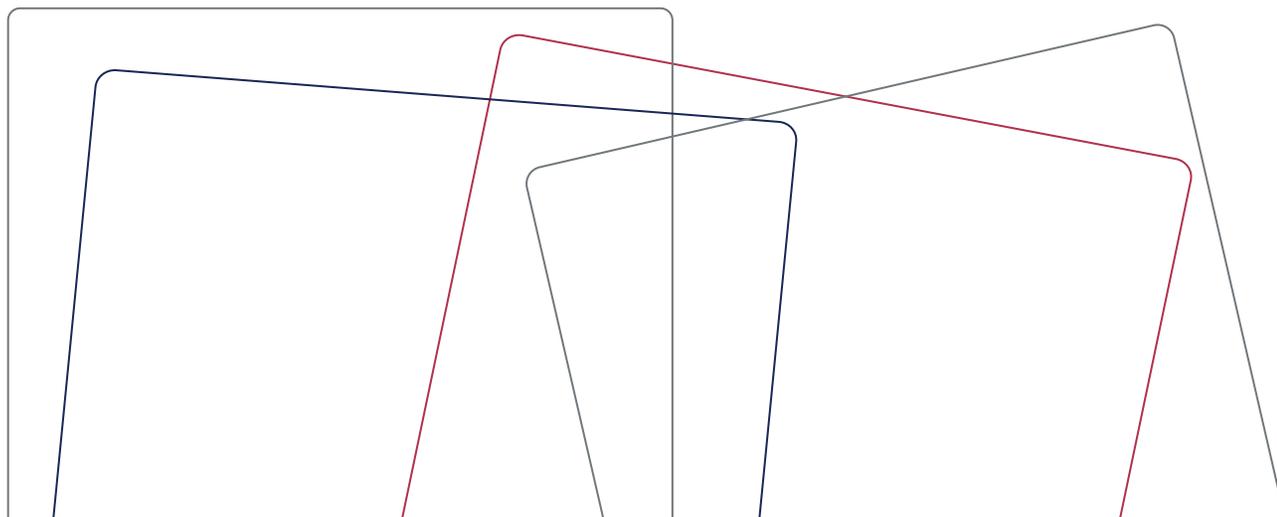
## Advertising Opportunities

|  | Description   | Details and Dates  | Available Options  |
|--|---|--|--|
| <b>Imaging Insights: A Feature Publication of ASNC</b> | <p><b>Imaging Insights</b></p> <p>The 2021 relaunch of <i>Imaging Insights</i> will introduce a new format to deliver in-depth content to ASNC members.</p> <p><b>Each issue of <i>Imaging Insights</i> will include:</b></p> <ol style="list-style-type: none"> <li>1. One long-read feature (top story);</li> <li>2. One sponsored content feature (advertorial) of approximately 750 words, developed by, or with input from, our industry partner;</li> <li>3. One short-read (below-the-fold) feature of 500 words or less; and</li> <li>4. ASNC announcements.</li> </ol> <p>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.</p> | <p><i>Imaging Insights</i> will be published at least four times annually. Each issue will have an overarching theme. The publication will introduce 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.</p> | <p>Sponsorship: \$25K – \$30K</p> <p>A sponsored content feature article produced by the sponsor, approved by ASNC, and positioned as the second feature in one issue of <i>Imaging Insights</i>.</p> <p>The sponsorship also will include one banner ad on ASNC.org for the purpose of directing readers to the article.</p> <p>The first two <i>Imaging Insights</i> issues will be distributed to approximately 20,000. If the sponsor opts for ASNC to write the feature, the sponsorship level increases by an additional \$5K.</p> |
| <b>ASNC Clinical and Quality Resources App</b>         | <p>ASNC's guidelines and practice points are now being offered in a user-friendly mobile app. The app ensures guidelines are readily accessible at the point of care. Search functionality will be provided across guidelines.</p> <p>Become a general sponsor of all guidelines in the app format or sponsor individual guidelines. Company logos are placed on a page preceding the guideline. The App is complimentary for downloading from the Apple App Store or Google Play Store.</p>  | Ongoing  | <p>Exclusive section sponsorship</p> <p>\$45K minimum – final price dependent on section and customization</p> <p>\$15K for general support</p>  |
| <b>What Is This Image?</b>                             | <p>Images are selected from the <i>Journal of Nuclear Cardiology</i> Editor-in-Chief. Images are distributed via email blasts, <i>Flashpoint</i> newsletter, and social media to encourage members and others to provide a correct interpretation of the imaging. The winners are recognized in <i>Flashpoint</i> and <i>JNC</i>.</p>   | 6 per year   | Annual sponsorship – includes full series \$10K  |
| <b>Practice Points Booklet</b>                         | <p>Myocardial Blood Flow Practice Points</p> <p>These user-friendly Practice Points will provide nuclear cardiology professionals with key points from the ASNC Myocardial Blood Flow document in a simplified and easily accessible format.</p> <p>Print or electronic version available.</p> <p>Translation also available.</p>   | Summer/Fall 2021   | <p>Myocardial Blood Flow Practice Points</p> <p>Other Practice Points also available</p> <p>Price points vary. Digital and print options available. Contact Megan LaVine for pricing - mlavine@asnc.org.</p>   |

# ASNC 2021 Support Opportunities

## Advertising Opportunities

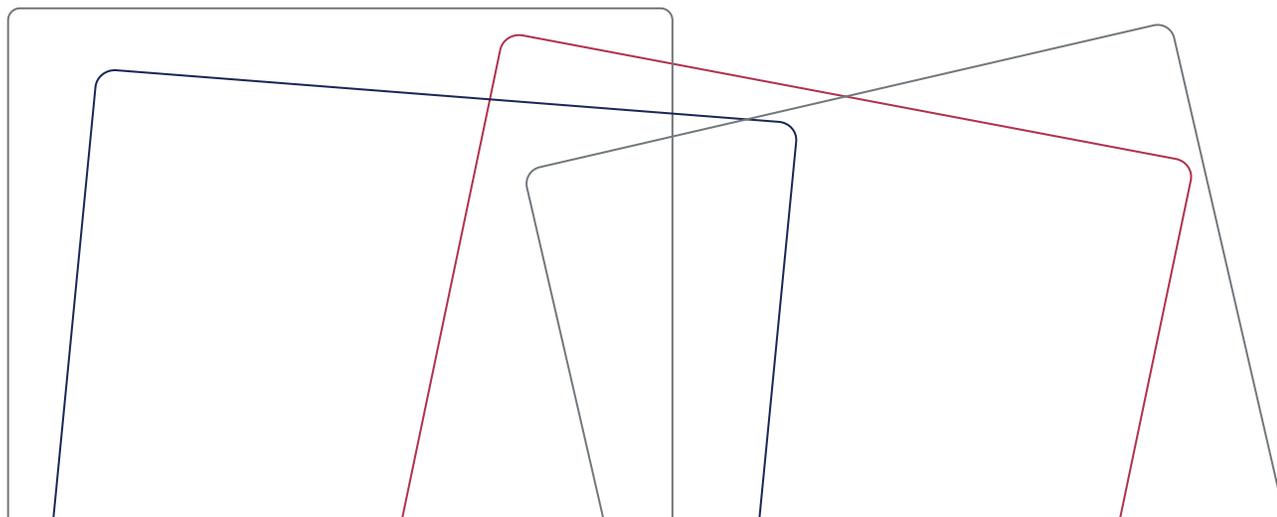
|  | Description  | Details and Dates | Available Options  |
|--|--|-------------------|--|
| <b>PET/SPECT Online Resource Centers</b>                                   | <p>The PET and SPECT Resource Centers centralize curated resources to enhance learning focused on PET and SPECT.</p> <p>Each resource center houses relevant guidelines, articles and webinars in an easily accessed format.</p>   | Ongoing           | Banner advertisement<br>\$5K - \$25K monthly or annual commitments available |
| <b>Clinical Applications of Cardiovascular PET Imaging Case Compendium</b> | <p>The "Clinical Applications of Cardiovascular PET Imaging Case Compendium" will assist learners in gaining knowledge on the value of PET imaging in a variety of indications and clinical scenarios. As each case becomes available, learners will be encouraged to communicate with their colleagues and the authors regarding aspects of the case that learners find intriguing, either through Twitter or Facebook. The cases are developed and reviewed by members of the Cardiovascular PET Committee and are intended to cover contemporary everyday cardiovascular PET imaging and highlight how the results make a difference in patient care. The cases will be posted monthly.</p> | Ongoing           | Sponsorship opportunity<br>\$10K - \$25K                                     |
| <b>ASNC.org Advertising Opportunities</b>                                  | <p>Promote your products and services on the ASNC website, which offers a consistent viewership of domestic and international imaging professionals.</p> <p>Ads will appear on specific pages or rotate throughout the site.</p>   | Ongoing           | Banner advertisement<br>\$2,500 monthly                                      |



# ASNC 2021 Support Opportunities

## Additional Opportunities

|                                  | Description  | Program Details and Dates                           | Credits | Available Options                                |
|----------------------------------|--|---|---------|--|
| <b>Technologists Mini-Course</b> | <p>This ASNC webinar series provides technologist training on various topics, including PET, SPECT, and cardiac amyloidosis. Designed specifically for technologists, this program will demonstrate technologists' important role in providing quality care and will be provided with practical tips that go beyond the protocols.</p> <p>Primer/monographs will be developed for technologists.</p> | <p>Sept-Dec 2021</p> <p>Four, one-hour webinars</p> | CE      | Two series sponsorships available for \$25K each |
| <b>ASNC University</b>           | <p>These pre-recorded, all-access lectures level the playing field by bringing world-class education to the farthest reaches of the globe.</p> <p>Provided on a monthly basis, these lectures will enable physicians who might not otherwise have access to receive education offered at the most prestigious institutions.</p>  | Summer 2021   | N/A     | Sponsorship + ad package<br>\$10K – \$15K        |





# American Society of Nuclear Cardiology

## Letter of Agreement

| ACTIVITY | COST                |
|----------|---------------------|
| _____    | _____               |
| _____    | _____               |
| _____    | _____               |
| _____    | _____               |
|          | <b>Total:</b> _____ |

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

| CONTACT NAME | EMAIL ADDRESS | PHONE |
|--------------|---------------|-------|
| _____        | _____         | _____ |

### 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 propriety 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](mailto:mlavine@asnc.org)