



2025

INDUSTRY PARTNERS ENGAGEMENT GUIDE

Corporate Support
Opportunities



ABOUT ASNC

Who we are

ASNC is the world's leading network of nuclear cardiology imaging professionals. Everything we do is to support our 5200+ 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 enhance engagement with ASNC Members and increase your reach in the US and around the globe.

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

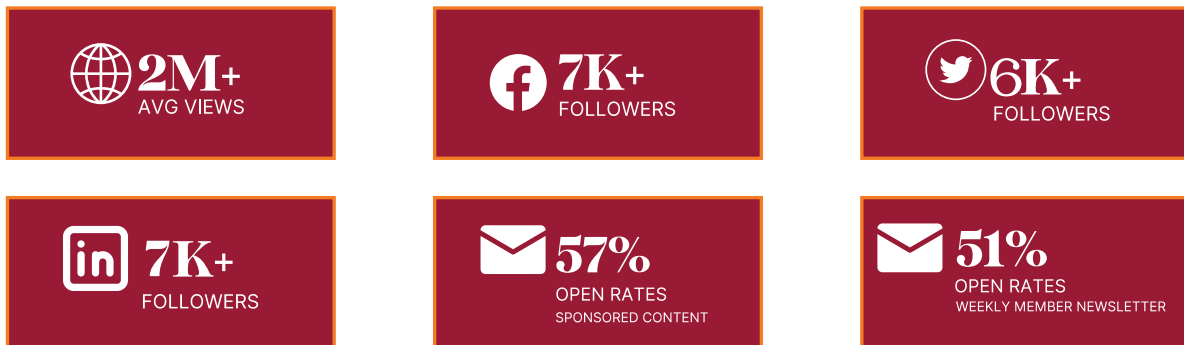
Join ASNC in its mission to advance and grow the field of nuclear cardiology.



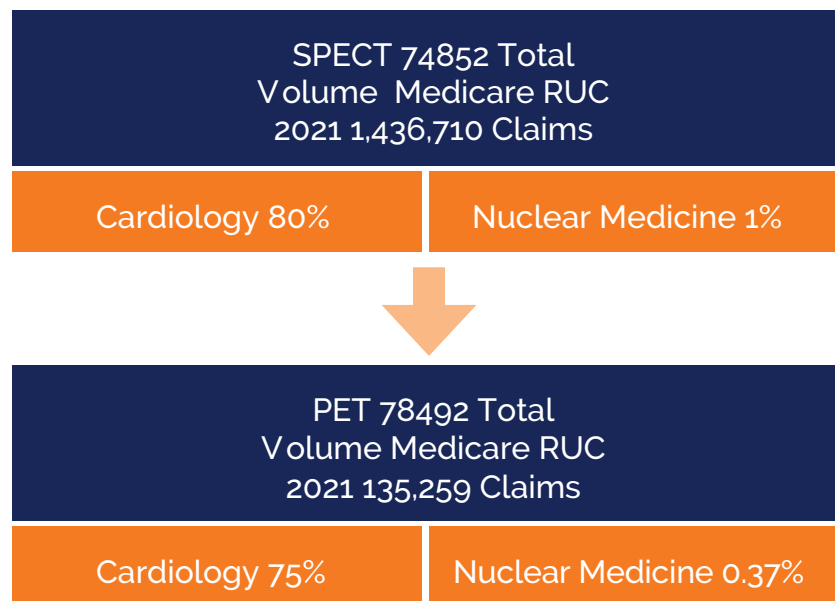
ASNC: Where Cardiology and Imaging Intersect

ASNC is the international leader in education, advocacy, and quality in cardiovascular imaging with 5200+ members worldwide.

Founded in 1993, ASNC's membership is composed of **cardiologists, radiologists, physicians, scientists, technologists, imaging specialists**, and other professionals dedicated to the science and practice of nuclear cardiology.



ASNC is where your marketing investment reaches the right audience and achieves optimal return on investment. Altogether, 77% of ASNC's members are cardiologists, making ASNC 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.



ASNC Live Virtual and OnDemand Educational Programs

2025 PET/HYBRID VIRTUAL ALLIANCE PARTNERSHIP

Support ASNC's four PET and Hybrid Imaging programs by committing to a year-round partnership. Partners can commit at the beginning of the year and receive benefits and recognition at all of the live virtual programs below. This partnership also allows organizations the opportunity to participate in these training programs to advance the field of PET and Hybrid imaging.

2025 PET/Hybrid Virtual Programs:

Cardiac PET Intensive Workshop – Jan. 11-12, 2025

Hybrid Imaging Workshop – Feb. 7-9, 2025

Cardiac PET Technologist Workshop – Feb. 22-23, 2025

Cardiac PET Intensive Workshop – May 3-4, 2025

Additional benefits are included with the sponsorship depending on the level of support.

Gold PET Alliance - \$45K

- 25 complimentary registrations to any virtual PET/Hybrid program of sponsors choosing – can be distributed to clients (value \$18K)
- Virtual Exhibit Booth at all PET/Hybrid programs (value \$15K)
- One Satellite Session at program of choice – 30-45 minute session before/after program or during a designated break (value \$20K)
- Two Email Broadcasts –full membership or in conjunction with any PET program (value \$8K)
- Logo featured on virtual platform and ASNC.org meeting webpage

Silver PET Alliance - \$30K

- 15 complimentary registrations to any virtual PET/Hybrid program of sponsors choosing – can be distributed to clients (value \$10K)
- Virtual Exhibit Booth at all PET/Hybrid programs (value \$15K)
- One Product Theatre Session at program of choice or Virtual Platform sponsorship (value \$10K)
- Logo featured on virtual platform and ASNC.org meeting webpage

Virtual Exhibit and Sponsorship opportunities will be available for each individual program in the event prospectus.

ASNC Live Virtual and OnDemand Educational Programs

NUCLEAR CARDIOLOGY FOR FELLOWS-IN-TRAINING

Date: March 28, 2025
Location: Chicago, IL



Build the pipeline for nuclear cardiology! This dynamic program will take place in Chicago, IL on Friday, March 28, just prior to the ACC.25 Annual Scientific Session, providing an engaging environment where up to 75 attendees can interact with expert faculty.

The program will be divided into five, one-hour sections with brief didactic presentations that will establish key teaching points that fellows encounter during nuclear cardiology training. Fast-paced interactive case presentations “for FITs by FITs” will be presented for discussion to increase engagement and focus on issues most important to fellows' continuing education.

Sponsorship Benefits

Gold - \$10K

- 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 - \$5K

- 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

FUTURE LEADERS: THE NEXT GENERATION OF NUCLEAR CARDIOLOGY SYMPOSIUM

Date: September 4, 2025
Held at ASNC2025 in Orlando, FL



Future Leaders
THE NEXT GENERATION of
NUCLEAR CARDIOLOGY

Meet with up-and-coming decision-makers in nuclear cardiology!

This high-value event highlights the 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:

- ASNC2025 registration and travel stipend for awardees —Option to participate on Industry Panel
- Invitation to reception
- 30-40 application-based attendees

ASNC Live Virtual and OnDemand Educational Programs

ASNC2025: VIRTUAL TECHNOLOGIST COURSE

Date: September 13, 2025

This virtual program will increase learners' knowledge and competence about all aspects of cardiac PET perfusion and metabolic imaging and provide the necessary information to help establish and run a cardiac PET laboratory. This course will provide a unique opportunity for a deep dive, led by experts in the field, into performing cardiac PET studies. It will cover fundamental concepts to practical challenges in day-to-day operations including how to obtain accurate myocardial blood flow (MBF) measurements; properly acquire and process coronary artery calcium scores; streamline myocardial perfusion imaging protocols; and prepare for exciting new radiopharmaceuticals.

This activity is intended for nuclear medicine and nuclear cardiology imaging technologists, and would be appropriate for cardiology residents and fellows-in-training.

Sponsorship Opportunities

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

ASNC NC NOW: MIDDLE EAST VIRTUAL PROGRAM

Date: October 2025

This conference will be held in collaboration with multiple professional societies from the Middle East and co-organized by ASNC. The 2023 program had more than 500 live virtual attendees.

Sponsorship Opportunities

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

ASNC - GLOBAL VIRTUAL NUCLEAR CARDIOLOGY WORKSHOPS

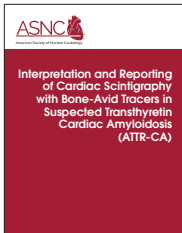
Date: TBD – Based on Demand

Are you looking to increase your outreach or enhance your global presence? ASNC's global workshops will address the clinical gaps in a specific region. Based on the objectives specific to that area, 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

Communication & Outreach 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 developed reporting templates for PET 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



Communication & Outreach Opportunities

IMAGING INSIGHTS



Let ASNC help spread your message!

Imaging Insights is a unique opportunity for your company to “speak with ASNC members.” 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 Imaging Insights sponsor, you can select the theme of the issue as well as the target audience and ASNC will partner with you on content development.

Each issue of *Imaging Insights* will include:

- A feature article.
- 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
- One short-read (below-the-fold) feature of 500 words or less; *and*
- 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: \$20K

INDUSTRY INNOVATION WEBINARS

Are you looking to engage with ASNC members and increase your brand profile?

Whether you are looking to increase your company profile, launch a new product or focus on new business development opportunities, utilize these successful webinars to help you reach your goals in 2025.

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.
\$25K**

Communication & Outreach Opportunities

CLINICAL DOCUMENTS AND RESOURCES

Be the first to share the latest clinical information! 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 can be printed with your company logo to distribute to your clients, prospects, and staff.

How Frequently Respondents Referenced the Guidelines

Monthly 45%

Yearly 40%

Weekly 10%

New guidelines slated for 2025:

- ASNC Quality Metrics for Cardiac Amyloid Radionuclide Imaging
- ASNC Guidelines for Stress Testing in SPECT and PET Nuclear Cardiology Procedures
- ASNC/SNMMI Guidelines for Tracers and Protocols in PET Nuclear Cardiology Procedures
- ASNC Guidelines for Tracers and Protocols in SPECT Nuclear Cardiology Procedures
- Resting Blood Flow Measurements—an Expert Consensus Document

ASNC INDUSTRY THINK TANK

The ASNC Industry Think Tank is a partnership between clinicians, technologists, scientists and industry representatives. Through this alliance with our industry partners, ASNC can foster development of informed professionals, high-quality technology and products, and advocates for outcomes-driven innovations in the field.

The primary goal of the Industry Think Tank is to enhance our partnerships for growth and progress in the field of nuclear cardiology. By working together, we can address the challenges of competing imaging modalities, declining reimbursement and training that will impact our success as well as the success of our partners.

Benefits

Up to two planning and development calls with ASNC staff to determine goals and objectives related to desired Think Tank outcomes.

A two-hour virtual session with 4-6 ASNC experts (SPECT, PET, Advocacy, Research) to explore specific topics in-depth.

Experts will be selected based on your recommendations. A report will be developed based on meeting outcomes and final recommendations.

Limited Time Pricing: \$30K

Communication & Outreach Opportunities

ASNC & CARDIOVASCULAR BUSINESS PARTNERSHIP

Innovate Healthcare

Cardiovascular Business

FOR LEADERS IMPROVING ECONOMICS, OPERATIONS & OUTCOMES

This project provides ASNC2025 attendance to Digital Editor Dave Fornell for three 3 days to conduct and produce interviews (video and/or written) of presenters and nuclear cardiology leaders, post content on social media during the meeting, put the content together in dedicated newsletters (**co-branded with ASNC and vendor sponsor**) and sending to the digital audience of Cardiovascular Business. This will reach all of cardiology and not limited to only nuclear cardiology.

Newsletters and social media campaigns will be created to share interviews and stories with physician and administrative leaders in cardiovascular and nuclear cardiology, including speakers and notable attendees. The videos and stories will be gathered and produced by the Cardiovascular Business editorial team. The objective is to increase awareness, drive conversations and build mindshare around nuclear cardiology and ASNC2025.

The Cardiovascular Business team will create:

- Sixteen (16) content elements including video and articles (see details below) – all content will live on the ASNC landing page on CardiovascularBusiness.com where ASNC and sponsor will have branding banner ads.
- Four (4) co-branded newsletters that will include ASNC and vendor sponsor logos – all newsletters will be shared with ASNC to send to your audience.
- Social media live posts during the meeting on each of Cardiovascular Business channels (Facebook, X and LinkedIn)
- Social media shares of each of the 16 content elements on each of Cardiovascular Business channels (Facebook, X and LinkedIn)
- Newsletter shares in Cardiovascular Business daily newsletter of each content element.
- Various still images from the meeting will be incorporated into an image montage gallery and hosted on Cardiovascular Business.com.
- Cardiovascular Business will provide newsletter audience reporting and metrics for all content elements.

Communication & Outreach Opportunities

Deliverables

Video Content, Articles and Marketing

- a. A total of 16 video interviews (4-8 minutes) that include an article summary and/or written stories will be produced that focus on ASNC speakers and attendees based on content presented and shared at the meeting. One of these will include an interview with an ASNC leader, and one with a leader from the vendor sponsor.
- b. Recording appropriate b-roll for video interviews.
- c. Various still images from the meeting will be incorporated into an image montage gallery (25 images with photo captions) and hosted on Cardiovascular Business.com.
- d. All videos, content and photos created will include descriptions and will be live on the ASNC landing page on Cardiovascular Business with sponsor and ASNC branding banner.
- e. Videos and articles will be shared in one of four newsletters, starting two weeks after the meeting, with a cadence of one newsletter every two weeks thereafter.
- f. Design and hosting of article landing page on our branded content website to leverage our search engine optimization (SEO).
- g. Article headline listing is displayed on dedicated ASNC landing page in our content management system.

Newsletter Promotion

- a. Four (4) dedicated conference coverage newsletters distributed to Cardiovascular Business audience (40,000+) after the conference on dates determined by ASNC and Cardiovascular Business. ASNC will approve all newsletters prior to each being sent. Cardiovascular Business will share the newsletter three days prior to its send date for ASNC to review. Once the newsletter is sent, we will share the newsletter with ASNC to share with your membership.
- b. 16 newsletter listings in Cardiovascular Business daily newsletters over the following three-month period.
- c. 16 social media posts on each of Cardiovascular Business social media channels over the following three-month period, includes LinkedIn, X and Facebook channels.

Cost: \$55K



SPONSORSHIP PROSPECTUS

September 5 – 7, 2025
Caribe Royale, Orlando, FL



ASNC2025 Overview

The 30th Annual Scientific Session and Exhibition of the American Society of Nuclear Cardiology will take place in Orlando, FL with a virtual offering for those unable to attend in person.

ASNC2025 Annual Meeting Corporate Support Levels

DIAMOND LEVEL: \$250,000 CUMULATIVE SUPPORT FROM 2024

- 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 ASNC2025 Final Program
- Inclusion on large banner displayed in Expo Hall
- Recognition on meeting signage
- Support level badge ribbon for all booth staff

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 ASNC2025 Final Program
- Inclusion on large banner displayed in Expo Hall
- Recognition on meeting signage
- Support level badge ribbon for all booth staff

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

- Half-page interior ad and recognition in the ASNC2025 Final Program
- Inclusion on large banner displayed in Expo Hall
- Recognition on meeting signage
- Support level badge ribbon for all booth staff

SILVER LEVEL: \$35,000 - \$99,999

- Recognition in the ASNC2025 Final Program
- Inclusion on large banner displayed in Expo Hall
- Recognition on meeting signage
- Support level badge ribbon for all booth staff

BRONZE LEVEL: \$20,000 - \$34,999

- Recognition in the ASNC2025 Final Program
- Recognition on meeting signage
- Support level badge ribbon for all booth staff

**Please contact Megan LaVine at mlavine@asnc.org
for additional information on sponsorship opportunities.**



ASNC2025 Annual Meeting Sponsorship Opportunities

ASNC2025 LUNCH & LEARN- 2 AVAILABLE

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 Friday and one on Saturday. Food and beverage not included.

\$50K plus F&B

FUTURE LEADERS, LEADERSHIP DEVELOPMENT, AND BOD RECEPTION

Engage with the ASNC Board of Directors (BOD) as well as Future Leaders and Leadership Development (LDP) participants in a reception on Thursday afternoon immediately following the Future Leaders and LDP programs. Network and meet the next generation of nuclear cardiologists. The sponsor will receive invitations for up to five individuals to attend the reception. The sponsor will also get access to the ASNC BOD and Past Presidents reception immediately following.

\$30K

OPENING COCKTAIL RECEPTION

The Thursday evening reception to welcome all attendees will be advertised through signage, and it will appear on the ASNC2025 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 branded food item.

\$22K

FRIDAY EVENING PARTY

This event will be the showcase of the conference featuring entertainment and the opportunity to create and name a signature cocktail. Each attendee will be given a drink ticket at entry and the Sponsor will receive 50 additional drink tickets. The reception will be advertised through event promotions and signage and will appear in the ASNC2025 Final Program.

\$25K

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



ASNC2025 Annual Meeting Sponsorship Opportunities

BREAKFAST SYMPOSIUM SESSIONS – 2 AVAILABLE

Gain high visibility and connect directly with ASNC2025 meeting attendees with these well attended sessions. Each session will be held at the beginning of the day, outside of official program times, with 60 minutes total to present.

\$25K plus F&B

CASES OVER COCKTAILS – 3 AVAILABLE

Back by popular demand! Sponsoring companies will host three 15-minute presentations of their choosing during the Friday afternoon break. Sponsors will have the opportunity to present a case to each group, and groups will rotate to each sponsors booth. A bar will be set-up adjacent to the sponsors booth, and sponsors can create and name a signature cocktail. Logo on ASNC website and onsite signage acknowledging ASNC2025 Sponsors.

\$20K

WIFI SPONSORSHIP EXCLUSIVE

Feature your brand for both in-person and virtual attendees with this exclusive sponsorship. The app is the gateway for attendees to access all educational sessions, the conference schedule, and more! The homepage of the ASNC2025 app will feature the Sponsor's branded ad and a welcome message. You will also receive recognition in conference printed materials, emails, and the ASNC.org website. Sponsorship includes two custom push messages sent to attendees through the app.

\$20K

ASNC2025 MOBILE APP - EXCLUSIVE

Feature your brand in the hands of all ASNC2025 attendees! The mobile app is the one-stop-shop for attendees to access educational sessions, the conference schedule and more! Your brand will receive a banner ad on the home page, recognition on the conference website, in conference materials, and in marketing/attendee emails. Sponsorship includes two custom push messages sent to attendees through the app.

Exclusive \$20K

ASNC2025 Annual Meeting Sponsorship Opportunities

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

INDUSTRY COLLABORATION

ASNC will host the Industry Collaboration event at ASNC2025 on Saturday morning. This interactive, one-hour session is designed to facilitate meaningful interactions and foster collaboration between attendees and industry partners. Attendees will rotate among several industry tables for up to 10 minutes at each table. Sponsorship includes promotion in printed program, meeting app, and signage. Breakfast to be provided to attendees.

\$5K per table – 6 Available

WOMEN IN NUCLEAR CARDIOLOGY (WIN) RECEPTION

Back by popular demand! ASNC will host the Women in Nuclear Cardiology (WIN) reception at ASNC2025 to foster a sense of community between women and those who support women in the field of nuclear cardiology. ASNC is seeking sponsorship support for 100 participants to join this reception to include music, photos, cocktails, and networking. Sponsorship benefits include recognition in the program, logo on a branded backdrop, and additional reception invites.

\$15K Exclusive, \$5K Non-Exclusive

ASNC2025 Annual Meeting Sponsorship Opportunities

BRANDING OPPORTUNITIES

CONFERENCE BAG	\$20,000
LANYARD	\$15,000
HOTEL KEY CARDS	\$12,000
ESCALATOR CLINGS	\$10,000
FINAL PROGRAM ADS	\$5,000 FULL PAGE \$3,500 HALF PAGE
FLOOR STICKERS	\$3,000 PER STICKER
DOOR HANGER	\$3,500
ROOM DROP	\$3,500
BAG INSERT	\$2,500
EMAIL BROADCAST	\$3,500
EXTRA EXHIBITOR BADGE	\$800



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



American Society of Nuclear Cardiology

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