



ASE

American Society of Echocardiography

MARKETING AND PROMOTIONAL OPPORTUNITIES OVERVIEW

As an advertiser and/or exhibitor partnering with ASE, you have access to the largest subspecialty society in cardiology, with over 16,000 members in 111 countries. ASE offers a variety of ways in which your company can reach key decision makers with buying power, including renowned experts in the field of cardiovascular imaging. The following is an overview of available marketing and promotional opportunities; while not an exhaustive list, this information provides your company with some of the most popular and effective methods to leverage your marketing dollars and reach your target audience.

MAILING LISTS

ASE rents the use of our mailing list through our marketing partner, InFocus Marketing. Any material must be approved by ASE prior to distribution. The tables below summarize pricing, but please contact InFocus for a detailed quote and to facilitate list rental: <http://www.infocusmarketing.com/lists/558>

***** All prices subject to change *****

NON-ASE MEMBER PRICES		ASE MEMBER PRICES	
Item Description	Cost per 1000 records	Item Description	Cost per 1000 records
Basic list	\$ 265	Basic list	\$ 165
Segmented by Member Type	\$ 285	Segmented by Member Type	\$ 185
Segmented by Area of Interest	\$ 285	Segmented by Area of Interest	\$ 185
Segmented by International Members	\$ 285	Segmented by International Members	\$ 185
Segmented by State/Zip/SCF	\$ 275	Segmented by State/Zip/SCF	\$ 175

ADDRESSING OPTIONS	
Item Description	Cost
Pressure Sensitive labels	\$20 / 1000 records
Email Transfer	\$100 flat fee
Keycode	\$10 / 1000 records
FTP	\$100 flat fee

WEBSITE ADVERTISING

Advertising on ASE's Member Portal and Connect@ASE discussion forum offers your company instantaneous and continuous reach to our 16,000 members all over the world. In addition, our main website, www.asecho.org, is also regularly accessed by non-members who peruse our popular guidelines, products and news. Our Website hits consistently average over 45,000/month. The table below outlines costs for various types of online ad placement; contact Arissa Cooper at acooper@asecho.org for more information or to place an order.

***** All prices subject to change *****

Location	Size	1 Month	3 months	6 months	12 months
Connect@ASE Homepage	Full Skyscraper 120 x 600 pixels	\$750	\$2100 (700/month)	\$3900 (650/month)	\$6600 (550/month)
	Skyscraper 120 x 240 pixels	\$650	\$1,800 (600/month)	\$3,300 (550/month)	\$5,400 (450/month)
Connect@ASE Open Forum	Button 125 x 125 pixels	\$425	\$1,200 (400/month)	\$2,250 (375/month)	\$3,900 (325/month)
	Skyscraper 120 x 240 pixels	\$550	\$1,500 (500/month)	\$2,700 (450/month)	\$4,200 (350/month)
Connect@ASE Council Page	Full Banner 468 x 60 pixels	\$750	\$2,100 (700/month)	\$3,900 (650/month)	\$6,600 (550/month)
	Full Skyscraper 120 x 600 pixels	\$650	\$1,800 (600/month)	\$3,300 (550/month)	\$5,400 (450/month)
	Skyscraper 120 x 240 pixels	\$550	\$1,500 (500/month)	\$2,700 (450/month)	\$4,200 (350/month)
ASE Home page	Corner Pop up Ad 125 x 125 pixels	\$950	\$2,700 (900/month)	\$5,100 (850/month)	\$9,600 (800/month)
ASE Guidelines page	Full banner 780 x 100 pixels	\$950	\$2,700 (900/month)	\$5,100 (850/month)	\$9,600 (800/month)
ASE Scientific Sessions webpage	Full banner 780 x 100 pixels	\$750	\$2,100 (700/month)	\$3,900 (650/month)	\$6,600 (550/month)
Echo Newsletter (sent to all members every Wednesday)	Full Skyscraper 492 x 2499 pixels	\$1250	\$3,600 (1200/month)	N/A	N/A
	Product Showcase 120 x 240 pixels	\$1,000	\$2,400 (800/month)		

LIVE MEETINGS & EXHIBITS

The American Society of Echocardiography organizes four major live educational courses each year, in addition to our centerpiece event, the ASE Annual Scientific Sessions. The tables below summarize the various opportunities available for these events, but are not fully exhaustive. If you are interested in exhibiting or promotional opportunities in conjunction with our annual Scientific Sessions which will be held in June 2014, or any of our live educational courses for 2014, please contact Tricia Meeks at tmeeks@asecho.org.

ANNUAL SCIENTIFIC SESSIONS

***NOTE: The Exhibitor Prospectus is not yet available for 2014; the tables below indicate prices from 2013, which are subject to change**

*** Denotes exclusive opportunity**

	Type of sponsorship	Details	Price or Price Range
*	Abstract CD-ROM	The exclusive opportunity to distribute the 2013 ASE Abstracts CD-ROM from your company's booth will drive additional attendee traffic. The Abstracts CD-ROM will contain all accepted abstracts, with your company name and logo placed on the cover and CD label of 2,000 CDROMs.	\$16,000
*	President's Reception	The President's Reception sponsorship recognition will drive attendees to your exhibit booth during the reception, allowing you to promote your company's newest equipment or the latest of services in the cardiovascular field.	\$10,000
*	FASE/Faculty Lounge Sponsorship	The lounge provides a location for Scientific Sessions faculty members and Fellows of the American Society of Echocardiography (FASE) to prepare their presentations, check email or simply relax between sessions.	\$10,000
*	Relax & Recharge Lounge Sponsorship	This lounge will be strategically placed in the Exhibit Hall; comfortable chairs and tables will provide attendees an informal area to relax, charge their mobile device or use their iPad or laptop. Your corporate logo or product on the charging stations will recognize your company's sponsorship and will include your booth location.	\$8000
	Final Program ads	The ASE 2013 Final Program includes educational programming and special events. The publication is distributed to all attendees and is their primary reference tool during the Scientific Sessions.	\$2000 - \$7000

	Type of sponsorship	Details	Price or Price Range
*	E-Newsletter sponsorship	Bring your company's name, logo and message to attendees before they arrive at the conference! Sent electronically to all ASE members, pre-registrants and past attendees, the E-Newsletter will highlight the latest updates about the meeting. This sponsorship includes your company logo, message and link to your Web site.	\$250 - \$1000 per month; discounts offered for multiple months; \$8000 for all month exclusive package
*	E-Mail Station sponsorship	The E-mail Station will be located in the Exhibit Hall and utilized by hundreds of attendees to check e-mail, access the Internet and communicate with others at the conference. Signage will prominently display your corporate logo and will appear on all ASE provided computer monitors within the E-mail Station.	\$5000
*	Conference Bag sponsorship	Distributed at registration to every attendee, the Conference Bag is easy for carrying all the attendees' belongings. Your corporate logo will be showcased on the front of the Conference Bag and a complimentary insert is included.	\$15,000
	Conference Bag Inserts	Conference Bag Inserts are a great vehicle to deliver your advertising message or promote your symposia or Science & Technology Theatre. The Conference Bag inserts assist attendees in planning their week.	\$2500
*	Corporate Banner	The ASE 2013 Corporate Banner at the Minneapolis Convention Center is an excellent location to display your company's message or corporate logo, name and booth number.	\$5000
*	Mobile App Sponsorship	The Mobile App is focused on helping attendees plan ahead for and during ASE 2013. The app will help them navigate ASE 2013's cutting-edge educational content, allow them to search and browse sessions easily, and to view exhibitors to create an easy-to-use schedule. It will have animated maps to help everyone navigate and get around the convention center, a widget for the ASE 2013 Twitter feed, information on Minneapolis & more.	\$20,000
*	Name Badge Lanyards	Your corporate name and logo on lanyards given to each attendee at registration will increase your company's visibility. Each lanyard will be clipped to the badge holder needed to access the sessions and exhibit hall.	\$8000
*	Hotel Key Cards	A key advertising opportunity to your marketing success! Hotel Key Cards provide great visibility as they travel with the attendees all four days. Your corporate name or product and booth location can be displayed on the front of the key card.	\$9000
*	Coffee Break Coffee Sleeves	Promote your company's message and booth location throughout the entire conference on coffee cup sleeves at coffee break stations located in the Exhibit & Poster Hall and at all continental breakfasts provided by ASE.	\$20,000

EXHIBIT RATES FOR 2013 SCIENTIFIC SESSIONS (subject to change)

Exhibit Space Type	Size	Price	
Inline	10' x 10'	\$	3,250.00
Corner	10' x 10'	\$	3,400.00
Premium Booth (near Hall's front entrance)	Per sq. ft	\$	40.00
Island Booth	Per sq. ft	\$	40.00

ECHO HAWAII, STATE-OF-THE-ART, EXAM REVIEW COURSE & ECHO FLORIDA

***** All prices subject to change*****

Item Description	Details	Cost	
Exhibit Space	8' x 10' Carpeted Exhibit Space, 6' Table and two chairs, Exhibit Badge(s), Acknowledgment in conference materials, and participation in the Welcome Reception	\$	2,500
Final Program Adverts	4-color ads on the inside covers (front and back). Sponsor must provide printer ready artwork.	\$	4,500
Lanyard Sponsorship	1-color imprint on approximately 500 lanyards distributed to attendees and exhibitors	\$	3,500
Welcome Reception Sponsorship	Your sponsorship will be visible via signage during the event, thank you in the final program, and a special verbal acknowledgement by the Program Chair at the start of the reception	\$	2,500

WEBINARS

ASE began its popular series of live Webinars in February, 2012. Seven Webinars have been held since that time with more than 1,800 registrants total; averaging over 200 attendees per session. Access to these sessions is free for members and at a nominal price for non-members. ASE Webinars obtain world-class speakers to present focused, guideline-driven content, and these presentations attract and reach a global audience (our August 2013 Webinar included attendees from Australia, Israel and Canada, for example).

There are two options available if your company is interested in partnering with ASE for a Webinar. ASE will provide a full marketing package for both options, including the following:

- Acknowledgement as “educational grant supported by your company” in Webinar listings
- Thank you message from ASE acknowledging your support via our member e-newsletter
- Ads and social media placements advertising the Webinar on ASE’s own primary Website, ASE University (www.aseuniversity.org), Connect@ASE, Facebook, and Twitter
- Webinars, including acknowledgment of corporate support, will be kept for up to three years on ASEUniversity
- Your company will have the ability to market the Webinar after the live event is hosted and continue to drive people to view it as an enduring product.

Option 1 – CME Webinar

Cost: \$7,500 per Webinar (inclusive of both live and enduring products)

ASE will develop a Webinar on a topic of interest to your company that is in alignment with ASE’s guidelines and positions, pending educational grant support specific for this activity. In accordance with CME credit procedures, ASE will drive all content and meeting logistics, including faculty selection, content development, agenda, etc.

Option 2 – Non-CME Webinar

Cost: \$6,000 per Webinar (inclusive of both live and enduring products)

Your company would be able to direct and control the Webinar including agenda, content, speakers and branding. This would be labeled as a partnership with ASE and marketed by ASE, and no CME would be extended to the participants. This special marketing event would give you premium exposure to ASE’s membership and event attendees and allow you to craft the message that fits your strategies.

JASE ADVERTISING

The *Journal of the American Society of Echocardiography* (JASE) brings physicians and sonographers the very latest clinical, scientific, legal, and economic information regarding the use of cardiac ultrasound.

The Journal's original, peer-reviewed articles cover conventional procedures as well as newer clinical techniques, such as transesophageal echocardiography, intraoperative echocardiography, and intravascular ultrasound. JASE has a 2012 Impact Factor of 4.277 and is ranked in the top 10 "Essential Journals for Cardiologists". Advertising is available in the print issues, online and/or on the iPad. To purchase an ad placement or discuss premium positioning, contact Elsevier's sales office at 212-633-3721 for all rates and online opportunities.

PRINT ISSUE BLACK AND WHITE RATES

RUN	Full Page	½ Page	¼ Page
1x	\$1,915.00	\$1,355.00	\$1,035.00
3x	\$1,870.00	\$1,325.00	\$1,000.00
6x	\$1,800.00	\$1,275.00	\$985.00
12x	\$1,740.00	\$1,230.00	\$955.00
18x	\$1,715.00	\$1,205.00	\$945.00
24x	\$1,700.00	\$1,185.00	\$930.00
36x	\$1,675.00	\$1,180.00	\$925.00
48x	\$1,610.00	\$1,120.00	\$860.00

COLOR

Color ads are billed at the above prices, plus an additional fee as follows:

- Standard Color: \$690
- Matched Color: \$820
- Metallic Color: \$1,080
- 4-Color: \$1,500

PREMIUM POSITIONS

Cover 4: 50% B/W page rate

Cover 2: 35% B/W page rate

Cover 3: 25% B/W page rate

Opposite TOC: 25% B/W page rate

First Right Hand Page: 25% B/W page rate

Other Preferred Positions: 10% B/W page rate

ASE FOUNDATION CORPORATE DONOR

The ASE Foundation is the charitable giving arm of ASE. Through financial support and donations, the Foundation gives back to the field of cardiovascular ultrasound by supporting Research Awards, Guideline-based projects, travel grants and scholarships, educational outreach, and humanitarian missions.

Corporate support is an incredibly important aspect needed to continue the good work of the ASE Foundation. As a corporate donor to the Annual Appeal, 100% of your support goes to servicing and executing the Foundation's initiatives.

The Corporate Donors Marketing Package, available to corporate donors giving **\$12,000** or more, is a robust bundle of marketing and recognition that provides you with consistent exposure to Foundation investors as well as ASE's membership. Some highlights of this package include:

- One custom company full-page advertorial in the ASEF quarterly newsletter
- Custom company profile on the ASEF website that reaches all ASE members and potential donors
- Two complimentary tickets to the 2014 ASE Foundation Awards Gala – one of the largest ASEF events of the year (annual sell out). This event celebrates the accomplishments of the ASE's annual luminary award winners, including lifetime achievement awards and educators of the year.
- Invitation to attend the exclusive ASEF Donor Reception at the 2014 Annual Scientific Sessions – where ASE leadership fetes VIP donors and award recipients.
- Advertorials in multiple printed collateral materials throughout the year
- Signage at the Annual Scientific Sessions
- Company logo on 4 different ASE/ASEF websites

For more information and a full description of benefits in the Corporate Donor Marketing Package, please contact Kelly Sweet at ksweet@asecho.org.

EDUCATIONAL GRANTS

ASE's educational portfolio is one of the Society's top priorities, with a goal of providing opportunity for professional development and growth within the field of cardiovascular ultrasound. To accomplish these objectives, ASE maintains a core of four multi-day, multi-topic CME activities that provide a one-stop learning venue for individuals in all stages of their career development, from beginners to advanced practitioners.

ASE plays a pivotal role in the adoption and expansion of new technologies, such as 3D echo, contrast usage, and focused ultrasound, through our annual live courses and other education efforts. By providing educational grant funding, your company helps ASE promote quality and consistency, and keeps echocardiography on the cutting edge. For more information about educational grants, please contact Cathy Kerr, Director of Council Relations and Grant Activities, at ckerr@asecho.org.