



Marketing Guidelines for Satellite Symposia at ASE 2023

ASE 2023 Satellite Symposia will be listed in the Final Program, on the ASE Scientific Sessions website, in onsite program materials, and on onsite signage at the discretion of ASE. Please adhere to the formal requirements in the following Marketing Guidelines as you develop and promote your Satellite Symposium.

Note: All website copy and promotional materials must be reviewed and approved by ASE prior to use and distribution. Satellite Symposium Organizers are responsible for promoting the symposium, registering attendees, and management of onsite operations.

INVITATIONS/PROMOTIONS

When CME is to be offered, the CME and/or CE accredited provider/sponsor must coordinate the content of all invitational/promotional material. All invitations or solicitations to attend a Satellite Symposium must be approved by ASE prior to distribution or posting.

All materials must contain the following statement:

This program is not part of ASE 2023 as planned by the Scientific Sessions Program Committee. This event is neither sponsored nor endorsed by the American Society of Echocardiography.

Any proposed revisions to approved invitational/promotional materials must be resubmitted to ASE for approval. If you are marketing the symposium on your website, be sure to include your website address with the marketing materials you are submitting.

Invitations and announcements addressed to attendees should clearly indicate the name(s) of the organization(s) funding the program and the CME and/or CE accredited provider/sponsor.

Promotional materials of any kind may not include the ASE or ASE 2023 logo. These rules apply to materials developed for use before, during, and after the Scientific Sessions. **Do not produce or print any materials before they have been approved by ASE.**

For purposes of clarity, ASE respectfully suggests the following language to include on your advertisements, invitations, or mailings. (*select for inclusion the language that best fits your registration rules*)

- Pre-registration is required; only pre-registered attendees will be allowed entrance.
- Pre-registration is preferred; however, on-site registration will be accepted if space is available. (Capacity for this symposium is ___)
- On-site registration is available for the first ___ attendees.
- The symposium is only open to health care professionals.

OPEN PAYMENTS

Accredited continuing education and/or CE educational programs are exempt from Open Payment Reporting. ASE requests that all Satellite Symposia offer attendees the option of paying for their own meal. Please include this option in the program's registration link, marketing materials, respective programs, and on-site.

MAILING LIST

After the Satellite Symposium application has been approved, you will receive instructions on how to obtain the complimentary pre-registration attendee mailing list (physical mailing addresses, not email addresses) for one-time use only. This list will include registered attendees who have opted in for the mailing list. Mailing lists will be sent automatically upon receipt AND approval of your marketing piece(s) no earlier than April 20, 2023.

LITERATURE DISTRIBUTION

Distribution of approved Satellite Symposia invitations/announcements is permitted only within the Organizer's exhibit booth. Promotional materials may not be distributed anywhere else within or outside of the convention center property or official hotels.

Non-compliance with this regulation will result in confiscation of the materials and removal of the Organizer from ASE's list of approved companies for a minimum of one year.

Note: Approved hotel guest room drops do not apply.

PROMOTIONAL OPPORTUNITIES

Please contact Dana Olson at dana_olson@AFassanoCo.com or 856-302-0893 about additional opportunities to promote your Satellite Symposium.

SIGNAGE - PRODUCED BY ORGANIZER

Promotion, at the location where your Satellite Symposium function will be hosted, may include up to three 28" x 44" size signs, which must be produced by the Organizer. Two of these signs may be placed where the function is being held, and one additional sign may be placed at the door of your Satellite Symposium room. These signs may be placed beginning four hours prior to the event and must be taken down immediately after the conclusion of the Satellite Symposium. The Organizer must receive permission from the hotel or ASE show management at the convention center regarding placement. No commercial supporter logos or trade names may be used on signage for accredited continuing education sessions.

You may also place one sign in the ASE 2023 registration area (not to exceed 28" x 44") on the morning of your Satellite Symposium, and this sign must be taken down immediately after the conclusion of the Satellite Symposium.

ASE will remove signs that are in violation of the above specifications without notice.

Additional signs may be placed within the exhibit space assigned to the accredited continuing education and/or CE accredited provider/sponsor. Signs may not be placed inside public spaces (inside or outside) of the convention center or host hotel. All sign placement is at the discretion of ASE and the hotel.

ASE COVID-19 VACCINATION/TESTING POLICIES

ASE's Live Course COVID-19 Statement is based on Centers for Disease and Control (CDC) guidance and will continue to evolve as the COVID-19 situation changes. All attendees, exhibitors and vendors are required to follow the terms found in the Statement. The statement can be reviewed here: <https://www.asecho.org/live-course-statement>.