



ASER



**ASER 2020 Annual Scientific Meeting and  
Postgraduate Course in Emergency and Trauma Radiology**

**SEPTEMBER 30-OCTOBER 3, 2020**





Dear Industry Colleagues

On Behalf of the ASER Leadership, it is my pleasure to invite your support and participation at the 2020 ASER Annual Scientific Meeting and Postgraduate Course in Emergency and Trauma Radiology. The meeting will take place September 30-October 3, 2020. Please join us as we reimagine the 2020 ASER meeting into a Virtual Meeting that will be an exceptional experience for one-on-one interaction, expertise sharing and more.

The American Society of Emergency Radiology (ASER) is an organization dedicated to the advancement of the quality of diagnosis and treatment of acutely ill or injured patients by means of medical imaging and to enhancement of teaching and research in emergency radiology.

The ASER annual meeting provides a unique forum for discussion of key topics related to the evaluation and care of the acutely ill patient seeking acute care, such as disaster planning and management, optimal imaging of the multi-trauma patient, teleradiology and other methods for remote interpretation of imaging studies and transfer of imaging studies across practices and institutions.

This year's meeting will provide a broad overview of current state-of-the-art imaging techniques to evaluate the acutely ill and injured patient. Educational sessions covering the latest advances and trends in emergency and trauma radiologic diagnosis and sessions presenting new and original scientific work are included.

The meeting is of particular interest and importance to clinical radiologists, both in the community and academic centers, delivering emergency care. Subspecialists in emergency radiology, neuroradiology, musculoskeletal radiology, chest and abdominal radiology, radiology residents and fellows, and emergency physicians at all levels of training will also find the educational and scientific material presented at the ASER meeting essential to their core and on-call knowledge base.

Industry partners and technical exhibits continue to be an essential part of our meeting's success. ASER will be utilizing a customizable desktop/mobile platform to house the conference. Utilizing the platform's technology and creative engagement mechanisms will allow us to create an interactive Exhibit Hall that provides an enhanced capacity to build brand awareness, provide product education and gain access to valuable leads that have made the live meeting so attractive in the past.

**Benefits of the Virtual Booth include:**

- Live reps staff the booth and interact with attendee visitors
- Product videos and marketing collateral can be loaded to the booth
- Zoom business suites with one-on-one appointment setting to host group meetings/demo products
- Online lead generation and post meeting analytics

Thank you for your consideration of our request for participation in the ASER 2020 Virtual Meeting; we look forward to receiving your commitment. If you have any questions, please contact Denise Castetter, [denise@veritasmeetingsolutions.com](mailto:denise@veritasmeetingsolutions.com) or 973.769.1020.

Kind Regards,

A handwritten signature in black ink that reads 'Denise Castetter'.

Denise Castetter  
Director-Industry Relations

SEPTEMBER 30-OCTOBER 3, 202

[www.aser.org](http://www.aser.org)

# SPONSORSHIP INFORMATION

The 2020 ASER Meeting will provide attendees with Continuing Medical Education (CME), combined with new product knowledge offered in the non-CME Science and Technology Auditorium.

## SUPPORTING ASER

Deliver your message in a professional, focused, and educational environment. ASER provides you with networking opportunities to build relations with new and existing customers. The expected 300 plus participants will be eager to learn about your company and products.

## BUILD BRAND AWARENESS, PROVIDE PRODUCT EDUCATION AND GAIN ACCESS TO VALUABLE LEADS WITH A VIRTUAL EXHIBIT

### BENEFITS OF THE VIRTUAL EXHIBIT INCLUDE:

- Live reps staff the booth and interact with attendee visitors
- Product Videos and Marketing Collateral loaded to the booth
- Zoom business suites with one-on-one appointment setting to host group meetings/demo products
- Online lead generation and post meeting analytics

## OPTIMIZE VISIBILITY WITH A PINNACLE, DIAMOND, PLATINUM, GOLD, VIRTUAL EXHIBIT OR CAREER FAIR LEVEL SPONSORSHIP

Participation includes recognition on the Conference website, in social media and e-blasts. Please refer to the Partnership Opportunities for a complete list of benefits.

### FOR MORE INFORMATION ABOUT EXHIBITS, SPONSORSHIPS, OR ADVERTISING OPPORTUNITIES TO SUPPORT ASER, PLEASE CONTACT:

**Denise Castetter** | Director of Industry Relations | American Society of Emergency Radiology  
1061 East Main Street, Suite 300, East Dundee, IL 60118  
W: 973-769-1020 | F: 847-649-1704 | [denise@veritasmeetingsolutions.com](mailto:denise@veritasmeetingsolutions.com)



# PARTNERSHIP OPPORTUNITIES

**MAXIMIZE YOUR IMPACT THROUGH SPONSORSHIP.** The American Society of Emergency Radiology offers industry sponsors an opportunity to reach clinicians on the latest imaging techniques and products. The focused meeting environment is ideal for businesses dedicated to delivering products and services that support these conditions. This forum will allow you to interact with clinicians eager to learn about new technologies and innovations that aim to improve patient care.

## PINNACLE CUSTOM PACKAGE

**\$20,000 AND UP**

### PINNACLE LEVEL INCLUDES:

- Opportunity to custom an activity or your choice
- Company recognition (logo, weblink) posted on ASER website, in social media and e-blasts
- Virtual Exhibit

## DIAMOND

**\$15,000**

### INDUSTRY SPONSORED KEYNOTE PRESENTATION

Highlight your commitment to ASER with a dedicated hour for your product specialist or guest speaker to present to participants.

### DIAMOND LEVEL INCLUDES:

- Speaker Presentation and Q&A
- Option for presentation to be available as Enduring Material for on demand viewing within the meeting platform for 60 days
- Event marketing-2 E-blasts promoting your presentation will be sent to ASER registrants
- Company recognition (logo, weblink) posted on ASER website, in social media and e-blasts
- Virtual Exhibit

Recording options and logistical instruction provided upon receipt of Registration Form.

## PLATINUM

**\$10,000**

### INDUSTRY SPONSORED KEYNOTE PRESENTATION

Highlight your commitment to ASER with a 30 minute presentation by your product specialist or guest speaker to present to participants.

### PLATINUM LEVEL INCLUDES:

- Speaker Presentation and Q&A
- Option for presentation to be available as Enduring Material for on demand viewing within the meeting platform for 60 days
- Event marketing-1 E-blast promoting your presentation will be sent to ASER registrants
- Company recognition (logo, weblink) posted on ASER website, in social media and e-blasts
- Virtual Exhibit

Recording options and logistical instruction provided upon receipt of Registration Form.

# SPONSORSHIP OPPORTUNITIES

## GOLD

\$7,500

### CoffeE-TALKS

Deliver your message with 15 minute Topic Related presentation prior to the morning sessions or during a break at the American Society of Emergency Radiology Virtual Meeting.

#### GOLD LEVEL INCLUDES:

- Company recognition (logo, weblink) on ASER website, in social media and E-blasts
- Virtual Exhibit

Recording options and logistical instruction provided upon receipt of Registration Form.

## VIRTUAL EXHIBIT INCREASE BRAND AWARENESS AND GENERATE VALUABLE LEADS

\$4,500

Deliver your message, engage with key decision makers, build relationships with new and existing customers via a Virtual Exhibit in the non-CME Science and Technology Auditorium.

#### VIRTUAL EXHIBIT LEVEL INCLUDES:

- Live reps staff the booth and interact with attendee visitors
- Product videos and marketing collateral can be loaded to booth
- Zoom business suites with one-on-one appointment setting to host meetings
- Online lead generation and post meeting analytics

Include your booth in the Career Fair; a special evening event showcasing your company and available positions to trainees and practicing radiologists alike. Career Fair Upgrade \$1000

Administrative access to your Virtual Exhibit available upon receipt of payment.

## CAREER FAIR (Non Profit Organization or Institution Rate)

\$1,500

Participate as one of the featured recruiters; opportunity to network and highlight your company and work environment at a special evening event for trainees and established radiologists alike.

#### CAREER FAIR LEVEL INCLUDES:

- Live reps staff the booth and interact with attendee visitors
- Company videos and marketing collateral can be loaded to booth
- Zoom business suites with one-on-one appointment setting to host meetings
- Online lead generation and post meeting analytics

Administrative access to your Virtual Exhibit available upon receipt of payment.

# EXHIBIT REGISTRATION & INVOICE FORM

ASER 2020 Annual Scientific Meeting and Postgraduate Course in Emergency and Trauma Radiology

SEPTEMBER 30-OCTOBER 3, 2020 | [www.aser.org](http://www.aser.org)

Contact Name

Company Name

Address

City

State

Zip

Phone

Fax

Email

## SPONSORSHIP OPTIONS

- |   |          |   |         |
|---|----------|---|---------|
| <input type="checkbox"/> Pinnacle Custom Package            | \$20,000 | <input type="checkbox"/> Gold Level CoffeE-Talk         | \$7,500 |
| <input type="checkbox"/> Diamond Level 60 min Presentation  | \$15,000 | <input type="checkbox"/> Virtual Exhibit                | \$4,500 |
| <input type="checkbox"/> Platinum Level 30 min Presentation | \$10,000 | <input type="checkbox"/> add \$1000 Career Fair upgrade |         |
|   |          | <input type="checkbox"/> Career Fair (Non Profit Rate)  | \$1,500 |

Representative Name(First, Last)

Title

Email Address

Phone

Representative Name(First, Last)	Title	Email Address	Phone

## Payment Information

Check payable to: American Society of Emergency Radiology in U.S. dollars drawn on a U.S. bank. TAX ID# # 76-0261229

Credit Card:  VISA  MasterCard  Discover  American Express

Credit Card #

CVV

Exp. Date

Name

Billing Address

City

State

Zip

Signature

Total \$:

Phone

Email

Fax

Return this completed exhibit reservation form and payment to Denise Castetter.

Mail: American Society of Emergency Radiology 1061 East Main Street, Suite 300 East Dundee IL 60118  
W: 973-769-1020 | F: 847-960-3862 | [denise@veritasmeetingsolutions.com](mailto:denise@veritasmeetingsolutions.com)