

Conditions of ASE Endorsement for International Educational Courses

Definition: For nondomestic organizations looking to use ASE's name and branding on their courses and/or solicit ASE faculty for their event. ASE holds no responsibility for any aspect of the planning and/or implementation process, nor does it provide CME credit (AMA Category 1 credits) for attendees.

Those interested in ASE endorsement should submit the preliminary program for the course/meeting to Rhonda Price at rprice@asecho.org. Upon review of the program, consideration for endorsement will be by the ASE International Relations Task Force. Consideration will not be given to courses/meetings that are in direct conflict with ASE courses/meetings.

Benefits of ASE Endorsement:

- Use of ASE name and logo on promotional and on-site materials with the verbiage "Endorsed by the American Society of Echocardiography."
- Course listing online at www.asecho.org.
- Monthly course listing in the *Journal of the American Society of Echocardiography*.
- Monthly course listing in the ASE member newsletter, distributed on the first of every month.

ASE should be recognized as follows:

- ASE name and logo, along with the endorsement verbiage, should be on all promotional and on-site materials. ASE staff must approve the use of the Society's name and logo prior to printing.
- A link to the ASE Web site should be placed on the course Web site with ASE's logo.
- Free exhibit space for ASE upon request.
- Opportunity to display ASE materials on site, including ASE guideline CDs.
- 20% discount for ASE members registering for the course.

Guidelines for Use of ASE Logo (upon approval by ASE)

- The logos must be used exactly as the file shows (do not use only a portion of the logo)
- White space must remain around the logo (if you copy and paste it into a colored background, you will see what I mean)
- ASE would prefer to see how the logo will look before posting it online or printing