

Language Usage Guidelines

Please refer to the examples below for acceptable language to be used in communications and on any promotional or booth materials pertaining to the ANESTHESIOLOGY[®] annual meeting.

ACCEPTABLE	UNACCEPTABLE
<ul style="list-style-type: none"> • ANESTHESIOLOGY[®] 2017 • The ANESTHESIOLOGY[®] annual meeting (<i>to be used when the year is not mentioned</i>) <p><i>The trademark symbol ® need only appear on the first and/or most prominent use.</i></p>	<ul style="list-style-type: none"> • ASA 2017 or ASA2017 • ASA17 • ASA Annual Meeting • The 2017 ASA Annual Meeting • ASA Show • ANES2017 • ANES17
<p>For Industry non-accredited satellite symposia:</p> <ul style="list-style-type: none"> • ASA non-accredited satellite symposia • “The Essentials of Anesthesiology,” an ASA[®] non-accredited satellite symposium, presented by Company Name, an ASA[®] Industry/Annual Meeting Supporter. 	<p>For Industry Non-CME Events:</p> <ul style="list-style-type: none"> • Symposium • Dinner Symposium • Corporate Symposium • Educational Symposium • Session • Educational Session • Dinner Session • Corporate Educational Session • “The Essentials of Anesthesiology” Sponsored by Company Name • “The Essentials of Anesthesiology,” supported by Company Name
<p>For Industry Product Theater presentations:</p> <ul style="list-style-type: none"> • ASA Industry Product Theater Presentation <p><i>Presenters in the ASA Scientific and Educational Program are prohibited from presenting in an Industry Product Theater. Product Theater Presentations cannot be described as educational sessions.</i></p>	<p>For Industry Product Theater presentations:</p> <ul style="list-style-type: none"> • ASA Industry Product Theater Educational Presentation • ASA Industry Product Theater Educational Session • Industry Product Theater Educational Presentation • Industry Product Theater Educational Session • Educational Product Theater Presentation • Educational Product Theater Session

If there are questions about the above, please contact Amy Williams at (847) 268-9229 or a.williams@asahq.org.

ACCEPTABLE	UNACCEPTABLE
<p>For Industry events, including non-accredited satellite symposia and Industry Product Theater presentations:</p> <ul style="list-style-type: none"> • This event is held adjunct to ANESTHESIOLOGY[®] 2017 • This event is not sponsored or endorsed by ASA • This event does not qualify for continuing medical education (CME) <p><i>All three of these disclaimers are required for all promotional materials for non-accredited industry events.</i></p>	<p>For Industry events, including Non-CME Educational Programs and Industry Product Theater presentations:</p> <ul style="list-style-type: none"> • The event was planned independently of the ANESTHESIOLOGY[®] 2017 annual meeting and its partners and affiliates
<p>For exhibitors creating websites dedicated to ANES17:</p> <p><i>Registration sites for non-accredited satellite symposia, product theater presentations, etc.</i></p> <ul style="list-style-type: none"> • companyname.com/ANES17 	<p>For Industry creating websites dedicated to the ANESTHESIOLOGY[®] 2017 annual meeting:</p> <p><i>Registration sites for Corporate Non-CME Educational Update programs, product theater presentations, etc.</i></p> <ul style="list-style-type: none"> • companyname.com/ASA • companyname.com/ASA2017 • companyname.com/ASA17
<p>For ASA Corporate Supporters:</p> <ul style="list-style-type: none"> • ASA[®] Industry Supporter <p><i>ASA[®] Industry Supporters may use official logo or the above designation. The logo or designation MUST be placed in close proximity to the company name and/or logo and not near a product or program.</i></p> <ul style="list-style-type: none"> • ASA[®] Annual Meeting Supporter <p><i>ASA[®] Annual Meeting Supporters may use the above designation in text only. The designation MUST be placed in close proximity to the company name and/or logo not near a product or program.</i></p>	<ul style="list-style-type: none"> • Sponsor • ASA Sponsor • Industry Sponsor • Industry Supporter • Industry Supporter of ASA • Annual Meeting Sponsor • ASA Annual Meeting Sponsor • ANESTHESIOLOGY[®] 2017 Sponsor • Annual Meeting Supporter • ANESTHESIOLOGY[®] 2017 Supporter • Sponsor of the Annual Meeting
<p>Print Usage:</p> <ul style="list-style-type: none"> • Visit exhibit booth #_____ in the Connection Center at ANESTHESIOLOGY[®] 2017 <p>Digital Usage:</p> <ul style="list-style-type: none"> • Visit booth XXX @ #ANES17 • Booth XXX @ #ANES17 	<ul style="list-style-type: none"> • Visit us at the ANESTHESIOLOGY[®] 2017 annual meeting • Visit Company Name at the ANESTHESIOLOGY[®] 2017 annual meeting

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Social Media The official meeting hashtag: #ANES17	<ul style="list-style-type: none"> • #ASA2015 • #ASA15
Titles/taglines <ul style="list-style-type: none"> • Be there • Educational Program Planner • Self-Study Program • ASA My Meeting app • ANESTHESIOLOGY Annual Meeting OnDemand – when referring to the product • Connection Center 	<ul style="list-style-type: none"> • Be part of it • Program Planner • Self Study Program, Self-study program • ASA app, ASA Meeting app • Exhibit Hall

**Guidelines subject to change without notice*

ANES17 Color Palette

CMYK Orange 7/83/100/0

CMYK Blue 100/57/0/40

RGB Orange 226/82/39

RGB Blue 0/68/124