

## 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"> <li>ANESTHESIOLOGY® 2018</li> <li>The ANESTHESIOLOGY® annual meeting (<i>to be used when the year is not mentioned</i>)</li> </ul> <p><i>The trademark symbol ® need only appear on the first and/or most prominent use.</i></p>	<ul style="list-style-type: none"> <li>ASA 2018 or ASA2018</li> <li>ASA18</li> <li>ASA Annual Meeting</li> <li>The 2018 ASA Annual Meeting</li> <li>ASA Show</li> <li>ANES2018</li> <li>ANES18</li> </ul>
<p><b>For Industry non-accredited satellite symposia:</b></p> <ul style="list-style-type: none"> <li>ASA non-accredited satellite symposia</li> <li>ASA non-accredited breakfast/lunch/dinner symposium</li> <li>“The Essentials of Anesthesiology,” an ASA® non-accredited satellite symposium, presented by Company Name</li> </ul>	<p><b>For Industry non-accredited satellite symposia:</b></p> <ul style="list-style-type: none"> <li>Educational Symposium</li> <li>Session</li> <li>Educational Session</li> <li>Dinner Session</li> <li>Corporate Educational Session</li> <li></li> </ul>
<p><b>For MED Talks on Smart Stage:</b></p> <ul style="list-style-type: none"> <li>Company Name MED Talk presented at the Smart Stage in the Connection Center “Title of Program” MED Talk presented by Company Name at the Smart Stage in the Connection Center</li> </ul>	<p><b>For MED Talks on Smart Stage:</b></p> <ul style="list-style-type: none"> <li>Educational Presentation</li> <li>Educational Session</li> <li>Educational MED Talk</li> </ul>
<p><b>For Industry events, including non-accredited satellite symposia and MED Talks:</b></p> <ul style="list-style-type: none"> <li>This event is not sponsored or endorsed by ASA</li> <li>This event does not qualify for continuing medical education (CME)</li> </ul> <p><i>Both disclaimers are required for all promotional materials for non-accredited industry events.</i></p>	<p><b>For Industry events, including Non-CME Educational Programs and MED Talks:</b></p> <ul style="list-style-type: none"> <li>The event was planned independently of the ANESTHESIOLOGY® 2018 annual meeting and its partners and affiliates</li> </ul>
<p><b>For exhibitors creating websites dedicated to ANESTHESIOLOGY 2018:</b></p> <ul style="list-style-type: none"> <li>companyname.com/ANES18</li> </ul>	<p><b>For Industry creating websites dedicated to the ANESTHESIOLOGY® 2018 annual meeting:</b></p> <ul style="list-style-type: none"> <li>companyname.com/ASA</li> <li>companyname.com/ASA2018</li> <li>companyname.com/ASA18</li> </ul>

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<p><b>For ASA Corporate Supporters:</b></p> <ul style="list-style-type: none"> <li>ASA® Industry Supporter</li> </ul> <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"> <li>ASA® Annual Meeting Supporter</li> </ul> <p><i>ASA® Annual Meeting Supporters may use the above designation. The designation MUST be placed in close proximity to the company name and/or logo not near a product or program.</i></p>	<p><b>For ASA Corporate Supporters:</b></p> <ul style="list-style-type: none"> <li>Sponsor</li> <li>ASA Sponsor</li> <li>Industry Sponsor</li> <li>Annual Meeting Sponsor</li> <li>ASA Annual Meeting Sponsor</li> <li>ANESTHESIOLOGY® 2018 Sponsor</li> <li>ANESTHESIOLOGY® 2018 Supporter Sponsor of the Annual Meeting</li> </ul>
<p><b>Print Usage:</b></p> <ul style="list-style-type: none"> <li>Visit exhibit booth# _____ in the Connection Center at ANESTHESIOLOGY® 2018</li> </ul> <p><b>Digital Usage:</b></p> <ul style="list-style-type: none"> <li>Visit booth XXX @ #ANES18</li> <li>Booth XXX @ #ANES18</li> </ul>	<p><b>Print &amp; Digital Usage:</b></p> <ul style="list-style-type: none"> <li>Visit us at the ANESTHESIOLOGY® 2018 annual meeting</li> <li>Visit Company Name at the ANESTHESIOLOGY® 2018 annual meeting</li> </ul>
<p><b>Social Media</b>          The official meeting hashtag:          #ANES18</p>	<p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>#ASA2018</li> <li>#ASA18</li> </ul>
<p><b>Titles/taglines</b></p> <ul style="list-style-type: none"> <li>The Future Starts Here (meeting theme)</li> <li>Bridging research and technology with patient care (meeting byline)</li> <li>Educational Program Planner</li> <li>Self-Study Program</li> <li>ASA My Meeting app</li> <li>ANESTHESIOLOGY Annual Meeting OnDemand – when referring to the product</li> <li>Connection Center</li> </ul>	<p><b>Titles/taglines</b></p> <ul style="list-style-type: none"> <li>Program Planner</li> <li>Self-study program, Self-study Program</li> <li>ASA app, ASA Meeting app</li> <li>Exhibit Hall</li> </ul>

\*Guidelines subject to change without notice

## ANESTHESIOLOGY 2018 Color Palette

Hex Red ed1c24  
 Hex Yellow fbaf3f

RGB Red 237/28/36  
 RGB Yellow 251/176/64

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