



ESP EDUCATION FOR THE
SONOGRAPHIC PROFESSIONAL
ULTRASOUND™

Academic Alliance Program

ESP Ultrasound– Academic Alliance Program

INTRODUCTION

ESP Ultrasound understands that you have ever-increasing responsibilities, and it is very difficult to find the time needed to create a high quality, effective ultrasound physics program. So, we have created a simple and fair program to assist you. Membership in the ESP's Academic Alliance Program is based on your use of "Understanding Ultrasound Physics" as the primary physics textbook in your courses.

As always, we have created an outstanding educational opportunity that is based on quality, value, and integrity. Should you have any questions regarding this program, please contact us at (281) 292-9400.

Academic alliance initial fee is \$495. Annual alliance renewal fee \$195.

ACADEMIC INSTITUTION BENEFITS

ESP Ultrasound. has put together material proven successful by its educational seminars for the sole purpose of assisting and creating ultrasound programs at academic institutions.

By being a member of ESP's Academic Alliance Program, your program will receive:

For Faculty:

- **ANNUAL LICENSE** to use PowerPoint File of all graphics in "Understanding Ultrasound Physics".
- **FREE** desk copy of "Understanding Ultrasound Physics," 4th Edition.
- **FREE** attendance to ESP's seminar every two years for a faculty member. Current alliance membership or renewal is required for this benefit.
- **DISCOUNT** of \$100 for a second faculty member to attend a Seminar every two years. Current alliance membership or renewal is required for this benefit.

For Students (*must be current students*):

- **\$50 STUDENT DISCOUNT** on ESP's seminar with a tuition of \$200 or greater. For online registrations, a roster must be provided to & ESP will deliver the online code to the program director to distributed to all current students. ESP's seminar information and schedules are available at www.esp-inc.com. (*Benefits do not apply to Breast Sonography, Fetal Echocardiography, Musculoskeletal, Pediatric Echocardiography, and Pediatric Sonography courses*)

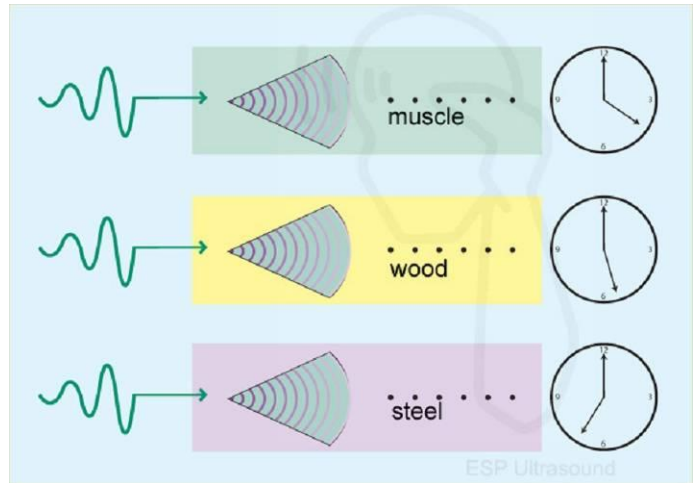
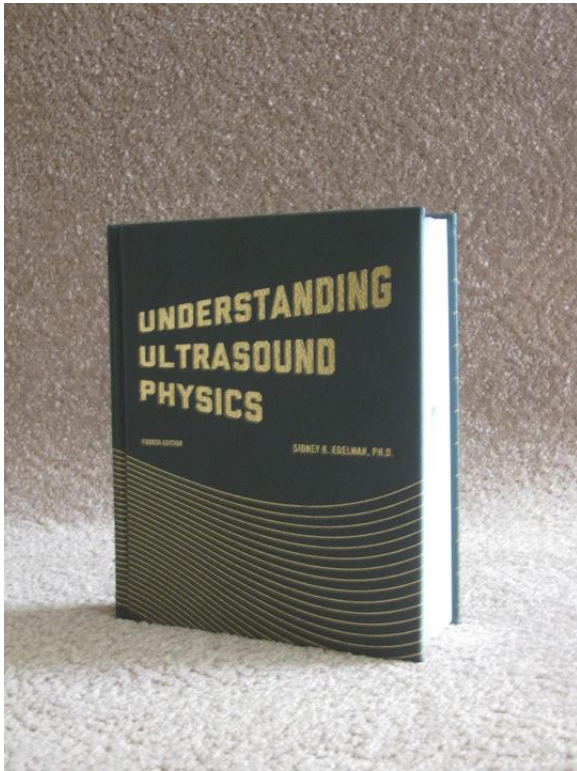
Understanding Ultrasound Physics Textbook, 4th Edition by Dr. Sidney Edelman

This 4th edition textbook is designed to help students and professionals meet the challenge of learning ultrasound physics and instrumentation. The text first teaches and then reinforces concepts in a descriptive and easy to learn manner. Features include:

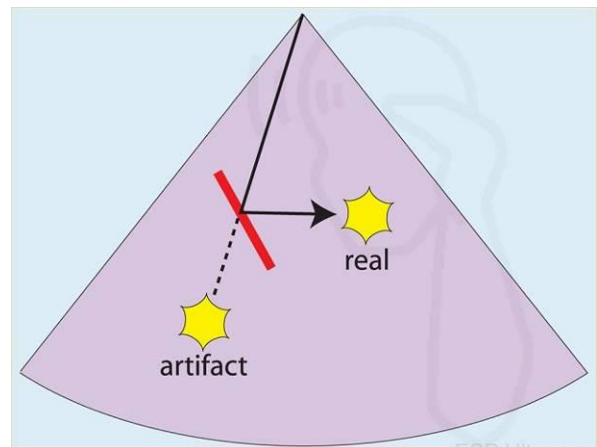
- The latest up-to-date information regarding physics and instrumentation.
- 424 full color pages with over 450 illustrations. There are 215 additional pages of review questions with answers to enhance student comprehension.

PowerPoint Slides of All Illustrations in Understanding Ultrasound Physics

Enhance your educational presentation with all illustrations found in the textbook in PowerPoint format. Nearly 500 PowerPoint slides provide you a consistent and uniform classroom experience.



Understanding Ultrasound Physics, 4th Edition textbook and sample graphic



Sample textbook illustration and image

ALLIANCE PROGRAM CONTACT INFORMATION

If your institution has questions regarding ESP's Academic Program Alliance, please contact us:

Mail: ESP Ultrasound, LLC.
 Academic Program Alliance
 P O Box 7439
 The Woodlands, TX 77387

E-mail: info@esp-inc.com

Phone: 281-292-9400

Fax: 281-292-9430

Looking forward to a great coalition!

Sincerely,
Elena Garcia
Alliance Coordinator



ACADEMIC PROGRAM ALLIANCE AGREEMENT

Please enroll my institution in the Alliance. <https://esp-inc.com/alliance/>

Initial annual fee \$495, renewal annual fee \$195.

Institution Name: _____

Contact Person: _____

E-mail _____

Address: _____

Telephone: _____

Fax: _____

Program Director _____

E-mail _____

Please check your payment type. We accept the following:

- Visa MasterCard Discover Corporate Check

Please include payment and return to:

ESP Ultrasound
PO Box 7439
Woodlands, TX 77387

Forms with a credit card payment can be emailed or faxed to:

E-mail: info@esp-inc.com
Fax: 281-292-9430
Phone: 281-292-9400

I, _____,
authorize the charge of:

- \$495 initial \$195 renewal

Credit Card Number:

_____ - _____ - _____ - _____

Expiration Date:

Card Code:

(3 digits on the back of card)

_____ / _____ _____

Billing Address: _____

Signature Authorizing

Charge: _____



POWERPOINT LICENSE & MEMBERSHIP AGREEMENT

You will adopt the textbook “Understanding Ultrasound Physics” as the required text for your institutions Ultrasound Physics class.

You will receive a CD with a PowerPoint file of all graphics in the textbook “Understanding Ultrasound Physics” for use in your Ultrasound Physics class. Your rights are limited to the display of the graphics on a projector or similar device in a classroom setting in a physical building of the educational institution at the location on the other side of this form only by instructors of the Ultrasound Physics programs for the term of this agreement. All other rights remain the property of ESP Ultrasound. The use of these graphics is strictly prohibited in any registry or board preparation setting.

This initial agreement will be in force, and this institution will be licensed to use the graphics and be entitled to all other member benefits until the end of the calendar year only. After this date, a renewal of the alliance is required. Renewals of initial memberships made after August 1 will be prorated.

If this agreement is not renewed or terminated by either party, you must return all physical copies of the graphics to ESP Ultrasound and destroy all other forms of the graphics. You will immediately stop using the graphics in any manner. All other institutional benefits will be eliminated.

You agree to take all commercially reasonable steps to prevent third parties from duplicating or distributing the Graphics. You may not place the Graphics on any computer or other storage device that is accessible by more than one user at a time via a network connection, wireless interface, or otherwise. You may not reproduce or use these graphics in any way other than described in this agreement.

By:

Name & Title

Signature

Institution

Signature

ESP Ultrasound