



ESP, Inc.

P.O. Box 7439
Woodlands, Texas 77387

Phone (281) 292-9400

FAX (281) 292-9430

www.esp-inc.com

Dear Colleague:

Greetings. We are pleased to introduce a program that may interest you – a formal alliance between academic institutions and ESP, Inc.

ESP Ultrasound understands your ever-expanding responsibilities and the challenge of creating a high-quality physics program. **So, we invite you to join forces with the best.**

As always, we have tried to create an outstanding educational opportunity that is based on quality, value, and integrity. **Your commitment to the alliance continues only until the end of each year, without any ongoing obligation.** Additionally, we provide simple discounted pricing to your students and institution.

In general, the alliance is based on your program's adoption of the fourth edition of my textbook "Understanding Ultrasound Physics."

The **Alliance** license permits you to use our PowerPoint file, which includes all of the textbook's illustrations, in your physics classroom.

This is a very exciting time – and I am personally excited to reinitiate this alliance program. ESP always provides the very best, and then continues to improve upon that. We are both committed to the best interests of your students, and we want to make your days more productive and comfortable.

Good partnerships can create outstanding results. I look forward to working with you in the future.

Sincerely,

Sidney K. Edelman, Ph.D.
Director, ESP Ultrasound

ESP, Inc – 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 Inc. 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 current 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. *Applies only to Physics, Abdominal, Adult Echocardiography, Ob/Gyn, and Vascular Technology.*
- **DISCOUNT** of \$100 for a second faculty member to attend a Seminar every two years. *Applies only to Physics, Abdominal, Adult Echocardiography, Ob/Gyn, and Vascular Technology.*

For Students:

- **\$50 STUDENT DISCOUNT** on ESP's seminar with a tuition of \$200 or greater. Registration forms must be accompanied by proof of current enrollment and emailed, mailed or faxed to our Alliance Coordinator. No online registrations, discounts do not apply online. ESP's seminar information and schedules are available at www.esp-inc.com. *Applies only to Physics, Abdominal, Adult Echocardiography, Ob/Gyn, and Vascular Technology.*

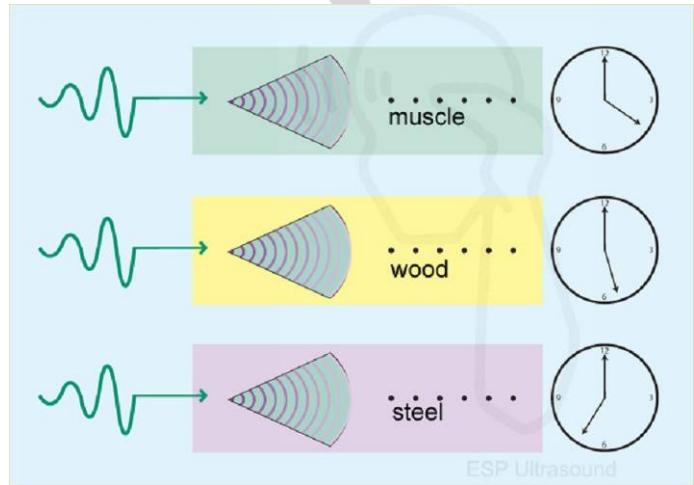
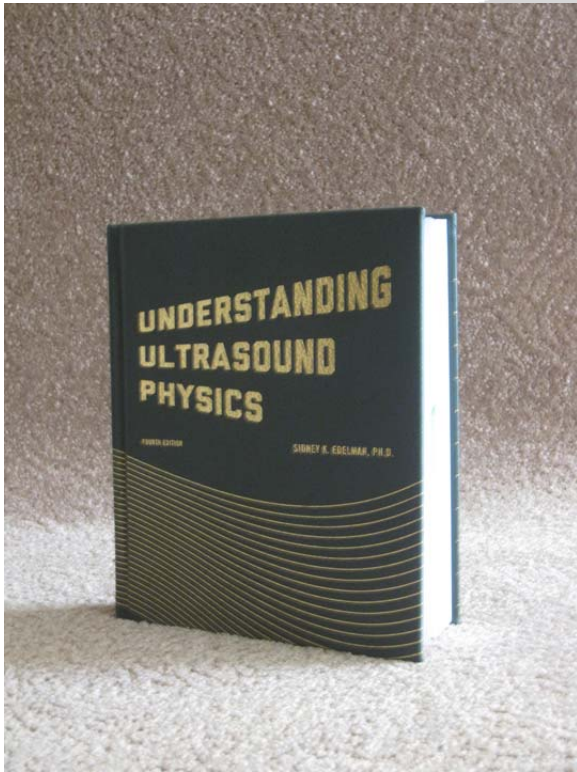
Ultrasound Physics Textbook, 4th Edition by Dr. Sidney Edelman

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:

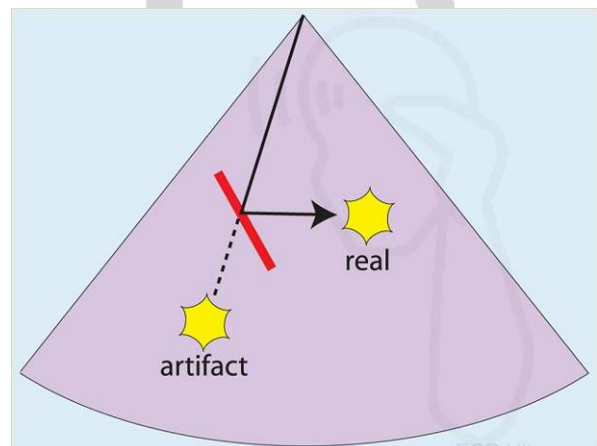
- The latest up-to-date information regarding physics and instrumentation.
- 424 full color pages with over 450 illustrations. There are 215 additional pages of review questions with answers to enhance student comprehension.

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



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ALLIANCE PROGRAM CONTACT INFORMATION

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

Mail: ESP, Inc.
 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



ESP, Inc

ACADEMIC PROGRAM ALLIANCE AGREEMENT

Please enroll my institution in the 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 (*Purchase Orders **Not** accepted*):

- Visa MasterCard Discover Corporate Check

Please include payment and return to:

ESP, Inc.
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:

_____ / _____

Signature Authorizing Charge Date



ESP, Inc.

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, Inc. 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, Inc. 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:

<hr/> <p style="text-align: center;">Name & Title</p> <hr/> <p style="text-align: center;">Signature</p> <hr/> <p style="text-align: center;">Institution</p> <hr/> <p style="text-align: center;">Date</p>	<p style="text-align: center;">Sidney K. Edelman, Ph.D.</p> <hr/> <div style="text-align: center;">  </div> <hr/> <p style="text-align: center;">Signature</p> <hr/> <p style="text-align: center;">ESP Ultrasound</p> <hr/> <p style="text-align: center;">Date</p>
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