



Industry Prospectus



Fall Fellows 2017 Courses

LAS VEGAS • DEC. 8-12, 2017

PREPARING THE FUTURE OF INTERVENTIONAL CARDIOLOGY

Adult Interventional Cardiology Fellows Course



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The Society for Cardiovascular
Angiography and Interventions
Foundation

www.SCAI.org/Fellows





JOIN THE FUTURE OF INTERVENTIONAL CARDIOLOGY AT THE SCAI FALL FELLOWS 2017 COURSES

Invest in the Future of Interventional Cardiology at the SCAI Fall Fellows 2017 Courses.

No other interventional cardiology fellows course attracts as many interventional trainees as SCAI Fall Fellows. Attending presents an excellent opportunity for your company to build relationships with tomorrow’s leaders and decision-makers.

Taking place at The Cosmopolitan of Las Vegas, the SCAI Fall Fellows 2017 Courses will provide an engaging and collegial environment in which attendees can interact with internationally recognized faculty. Attendees will gain an in-depth knowledge of indications, techniques, and expected outcomes for coronary, endovascular, structural, and congenital interventions. The program will present a variety of practical case-based content of immediate value to attendees as they plan their post-fellowship practices.

The SCAI Fall Fellows 2017 Courses are your opportunity to demonstrate your company’s offerings to interventional cardiology fellows and pediatric cardiology fellows as they plan their post-fellowship practices.

We hope to see you in Las Vegas!



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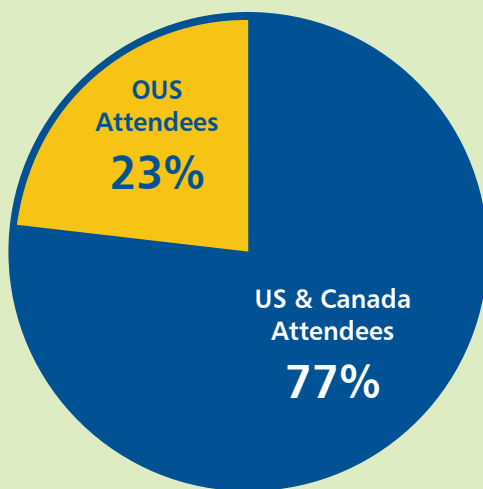
WHY EXHIBIT AT FALL FELLOWS?

This program gives you direct access to the next generation of Interventional Cardiology. SCAI makes great efforts to assure nearly all—if not all—interventional cardiology training programs in the US are represented by fellows in their final year of training. This is the meeting to cultivate relationships with tomorrow’s leaders today.

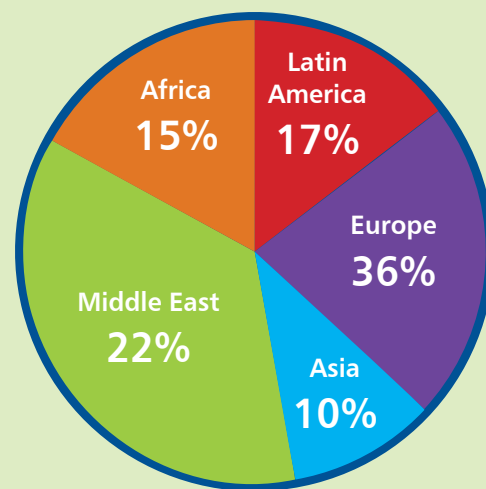
2016 EVENT DEMOGRAPHICS

- **280 fourth-year adult interventional cardiology fellows and third-year and fourth-year pediatric fellows** attended the SCAI Fall Fellows 2016 Courses.
- Fellows represented **38 states and 25 countries**.

2016 Fall Fellows Attendees



2016 Fall Fellows Outside the United States (OUS) Attendance by Region



2016 EXHIBITORS

Abbott
 Abiomed
 ACIST Medical Systems
 B. Braun Interventional Systems
 Bard Peripheral Vascular, Inc.
 Boston Scientific

Cardiovascular Systems, Inc.
 Chiesi USA, Inc.
 Cook Medical
 Cordis, A Cardinal Health Company
 Corindus Vascular Robotics

Edwards Lifesciences
 Getinge Group
 Gore & Associates
 Medicure Pharma
 Medtronic
 Opens
 Philips Volcano
 PICS~AICS

SCAI
 Spectranetics
 St. Jude Medical
 TandemLife
 Terumo Interventional Systems
 ZOLL



EXHIBIT OPPORTUNITIES

EXPANDED THIS YEAR!

After last year’s successful introduction of the **MENTORED, HANDS-ON EXHIBIT HALL SIMULATION TOUR** we’re allowing for more industry partners to participate. This year, the first eight exhibitors purchasing a 10’x 20’ booth can join a two-hour, round-robin, rotating tour featuring SCAI faculty conducting hands-on demonstrations of your company’s products.

SOLD OUT!

[CLICK HERE TO BECOME AN EXHIBITOR](#)

Exhibit Fees

SCAI is taking exhibit space reservations and will release space based upon the order of reservations received. View the Exhibit Hall Map on [page 6](#).

You must complete the exhibit application by October 16, 2017, for recognition in the final program and on-site signage.

- 10’ x 20’ Exhibit Space** (Includes four complimentary Exhibits-Only registrations) \$19,000
- 10’ x 10’ Exhibit Space** (Includes three complimentary Exhibits-Only registrations) \$11,000
- Additional Exhibits-Only Registration** \$495

10’ BY 20’ SPACE IS SOLD OUT!

IMPORTANT EXHIBITOR DATES

Times and dates are subject to change. Please refer to the Exhibitor Service Kit for final dates and times.



EXHIBIT GUIDELINES

Your company can exhibit at SCAI Fall Fellows Courses. You can find pricing on [page 4](#).

Exhibitors must represent products and services that promote pharmacologic and device-based interventional cardiology therapy or are of interest to the healthcare profession. Exhibitors may not permit any other party to exhibit in their space any goods other than those manufactured or distributed by the contracting exhibitor or permit the solicitation of business by others within their booth space.

Application Process and Deadline

All Exhibit applications can be submitted using the [online application form](#). Only completed applications accompanied by payment will be considered. The application and all required documentation must be completed and sent to SCAI by **October 16, 2017**.

Booth Construction & Benefits of Exhibiting

All booths must comply with IAEE Guidelines. Those that violate will not be in compliance and could be asked to change or dismantle their structure.

Exhibitors Receive:

- A 10' x 20' exhibit space and four complimentary exhibits-only registration; *OR* a 10' x 10' exhibit space and three complimentary exhibits-only registration. Full access will be granted for all supporters if seating allows.
- Additional Exhibitor badges may be purchased for \$495 each if beyond allotted # of badges with booth purchase.
- A company listing on www.scai.org/Fellows and within the Final Program.
- An Exhibitor Service Kit, which will be made available mid-September to the official contact for each exhibiting company.
- Registrant listings for the Fall Fellows Courses:
 - The pre-registration list will be sent to exhibitors three weeks prior to the event date.
 - The final registration list will be sent to exhibitors within two weeks of event completion.

Exhibitor Cancellation Policy

Notification of cancellation must be in writing on company letterhead. The cancellation policy is as follows:

- **Cancellation on or before October 16, 2017:** The exhibitor will pay 50% of the exhibit fee.
- **Cancellation after October 16, 2017:** The exhibitor forfeits 100% of the exhibit fee.

Registration

Information about registering for the Fall Fellows Courses will be sent upon receipt of application and payment.

Exhibitor Service Kit

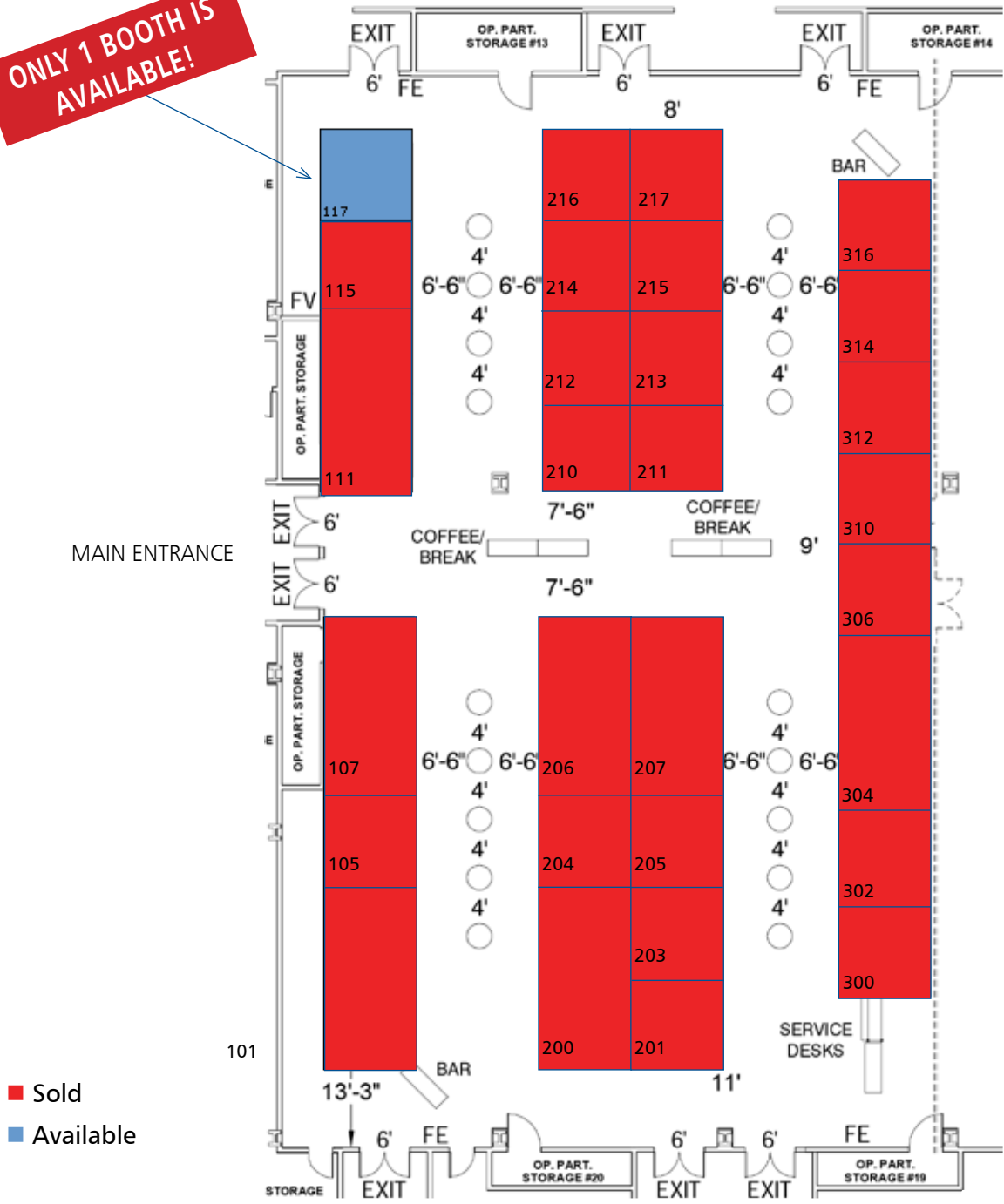
The Exhibitor Service Kit will be made available mid-September to the official contact for each exhibiting company. The Exhibitor Service Kit will include details around booth furnishings, auxiliary services, shipping and address information, and more.



EXHIBIT HALL MAP*

The Cosmopolitan of Las Vegas, Gracia Ballroom 1, 2, 5, 6

ONLY 1 BOOTH IS AVAILABLE!



* As of September 12, 2017

SATELLITE SYMPOSIA OPPORTUNITIES

Included in All Satellite Symposia

- Meeting room rental
- Basic A/V including a screen, podium microphone, and LCD projector (*You may order food, beverage, and additional A/V equipment at your own expense. For all-inclusive pricing, email egrammer@scai.org.*)
- Two complimentary conference registrations for satellite speakers or staff
- Sign in Registration Area and sign outside satellite symposium room on the day of the satellite symposium
- Listing in the Fall Fellows Final Program
- Information included on www.scai.org/fellows
- Group listing in Fall Fellows satellite emails to attendees
- SCAI will provide a Fall Fellows pre-registration mailing list (no emails) three weeks prior to event date for one-time use and a final registration list (no emails) sent within two weeks of event completion.

[CLICK HERE TO LEARN ABOUT SATELLITE OPPORTUNITIES](#)

Satellite Symposia Time-Slots

Applications submitted after the October 16, 2017 deadline will only be considered if a slot is available. Please note that times are tentative and may adjust according to the final agenda.

	FRIDAY DEC. 8	SATURDAY DEC. 9	SUNDAY DEC. 10	MONDAY DEC. 11	TUESDAY DEC. 12
Breakfast		☐ \$35,000 6:45–8 a.m. SOLD	☐ \$35,000 6:45–8 a.m. SOLD	☐ \$35,000 6:45–8 a.m. SOLD	☐ \$30,000 7–8:15 a.m. SOLD
Lunch		☐ \$35,000 12:15–1:15 p.m. SOLD ☐ \$15,000 (CHD Only) 12:30–1:30 p.m. SOLD	☐ \$25,000 12:15–1:15 p.m. SOLD ☐ \$15,000 (CHD Only) 12:30–1:30 p.m. SOLD	☐ \$35,000 12:15–1:15 p.m. SOLD ☐ \$15,000 (CHD Only) 12:15–1:15 p.m. SOLD	
Evening	☐ \$65,000 3–8 p.m. SOLD ☐ \$15,000 (CHD Only) 6–8 p.m.	☐ \$25,000 6:30–8:15 p.m. SOLD	☐ \$25,000 6:30–8:15 p.m. SOLD	☐ \$25,000 5:30–7:15 p.m. SOLD	

ONLY 1 SLOT IS AVAILABLE!



SATELLITE SYMPOSIA GUIDELINES

SCAI's industry partners have the opportunity to conduct educational programming to highlight important topics such as pharmacologic and device treatment modalities or diagnostic techniques. Fall Fellows offers half-day, morning, lunch, and evening satellite symposia opportunities.

Application Process and Deadline

All Satellite Symposium proposals can be submitted using the online [Satellite Symposium application form](#). Only completed applications accompanied by payment will be considered. The application and all required documentation must be completed and sent to SCAI by **October 16, 2017**.

Acceptance and Approval of Symposium Application

The applications will be reviewed on an on-going basis. The program provider will be notified of a symposium's acceptance within ten days of submission of application. Acceptance of all applications will be dependent on availability. Time slots are designated on a first-come, first-served basis, and requests for specific days are honored to the extent possible.

Review Process

All applications will be submitted to the SCAI Fall Fellows Program Committee for review. The review process is designed to ensure that the approved symposium meets the educational needs of the interventional cardiology fellow, presents a variety of topics, and does not duplicate the educational content of the Fall Fellows Courses. Criteria include:

- Program objectivity, balance, and scientific rigor. Your program proposal will not be accepted if it is judged to be promotional rather than educational.
- The extent to which the program proposal meets the educational needs of meeting attendees. Content should be presented at the highest level of sophistication.
- The extent to which the program proposal presents a variety of topics.
- The extent to which the program proposal complements the overall educational content of the meeting.

If approved, all revisions to a symposium's content or format must be communicated to SCAI in writing.

Satellite Cancellation Policy

On or before September 29, 2017, the supporter will receive a refund of 50% of their satellite fee. After September 29, 2017, there is no refund of the satellite fee and the supporter will be responsible for 50% of the Food and Beverage costs incurred by SCAI for this session if the satellite session time is not resold.

IMPORTANT SATELLITE DATES

Application Deadline

Content Due to SCAI

Promote Satellite Events

Monday, October 16, 2017

Monday, October 30, 2018

Monday, November 13, 2017

ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Companies can increase their visibility at SCAI Fall Fellows by sponsoring one of the many promotional opportunities available. Creating awareness about a new (or newly approved) product, promoting a satellite program, or simply reminding attendees that your company has a presence at Fall Fellows can be accomplished by sponsoring a promotional opportunity. All promotional opportunities are offered on a first-come, first-served basis.

Do you have an idea for a sponsorship? If so, share it with us and we'll offer you the first-right of refusal on the opportunity!

[CLICK HERE TO BECOME A SPONSOR](#)

Charging Stations*

\$10,000

SOLD

Today's multi-tasking attendees will be looking for your charging stations to keep their smartphones, tablets, and laptops powered. Keep attendees charged with four universal charging stations featuring corporate or product advertising, conveniently located in the seating area near registration and the Expo Hall.

Welcome Reception*

\$10,000

SOLD

Make your corporate or product logo visible on four signs located throughout the event, branded cocktail napkins, and a featured co-marketing message in the reception email invite and reminders to attendees.

Vertical Screens*

\$7,500

Promote your company's brand or product to SCAI Fall Fellows Courses attendees via three vertically-oriented digital screens, each 1080 pixels (wide) by 1920 pixels (tall), located in key locations outside of the satellite session and registration areas.

Bag Inserts

\$5,000

Insert a one-page flyer highlighting the products of your choice in the conference bags distributed to all meeting participants as they check in at the registration desk.

Room Drop

\$5,000

Get your message into the hands of Fall Fellows Courses attendees with promotional materials delivered to each attendee's room.

Meter Boards*

\$3,500/\$5,500 (1-Sided/2-Sided Boards)

Promote your company's brand or product to attendees via three meterboards (each 38" x 87") placed in the highly visible areas outside of the general session, satellites, and registration.

Lanyards*

\$3,000

SOLD

Lanyards with the sponsor's corporate or product logo will be distributed to every Fall Fellows attendee as they check in at the registration desk.

Advertising Opportunities

\$2,000-\$8,000

Place your advertisement in the SCAI Fall Fellows Courses Final Program, a banner in the "Fall Fellows Morning eBrief", or purchase SCAIMail, SCAI sponsored emails, to reach SCAI's full or segmented email list. Details on [page 10](#).

***EXCLUSIVE SPONSORSHIP**



PRINT ADVERTISING OPPORTUNITIES

Available ad sizes and placements in the SCAI Fall Fellows 2017 Courses Final Program are listed below.

Full-Page Ads

Dimensions: 8.5" x 11"

- Front Inside Cover Ad \$8,000
- Back Outside Cover Ad \$8,000
- Back Inside Cover Ad \$6,500
- Full-Page Ad \$4,000

Half-Page Ads

Dimensions: 4.25" x 11" -or- 8.5" x 5.5"

- Half-Page Ad \$2,000

Artwork Preparation & Submission Guidelines: Artwork must have a minimum of 300 DPI resolution, must be in JPG or PDF format, and be in CMYK color mode with a 0.25" bleed on all four sides. Email artwork to Kaysha Johnston at kjohnston@scai.org by November 6, 2017.

EMAIL ADVERTISING OPPORTUNITIES

Fall Fellows Morning eBrief Banners

SCAI sends the "Fall Fellows Morning eBrief" to attendees the day prior to the start of the Fall Fellows Courses and on the first four days of the program.

- 4 Banners \$5,500
- 1 Banner \$1,750

Artwork Preparation & Submission Guidelines: Banners must be 640 px (wide) x 100 px (tall), with 72 DPI resolution, in GIF, JPG, or PNG format, in RGB color mode. Email artwork to Kaysha Johnston at kjohnston@scai.org by November 6, 2017.

You may select the day(s) the email banner(s) can be placed in "Fall Fellows Morning eBrief":

- Thursday, Dec. 7
- Friday, Dec. 8
- Saturday, Dec. 9
- Sunday, Dec. 10
- Monday, Dec. 11

SCAIMail: SCAI Sponsored Emails

Want to reach SCAI's email list of 33,000 interventional and invasive cardiologists, cath lab professionals and other industry professionals? SCAIMail sends this group a SCAI sponsored email on your behalf. SCAI will provide you with the SCAIMail specifications upon purchase of SCAIMail.

- 1 time/month for 3 months \$25,000
- 1 time/month for 2 months \$18,000
- 1 time/month for 1 months \$10,000
- 1 SCAI Sponsored Email to a Segmented List
(500 Fellows, Program Directors & Coordinators) \$4,000

[CLICK HERE TO ADVERTISE](#)