INDUSTRY PROSPECTUS
as of August 28, 2019

2020 Scientific Sessions
Atlanta
May 13-16

The Intersection of Innovation & Practice
Join the Future of Interventional Cardiology at SCAI 2020 Scientific Sessions

Join us and an expected 2,000+ physicians, cardiovascular professionals, hospital administrators, academics, and industry professionals from around the U.S. to share knowledge, clinical expertise, and the latest medical advances, with the single goal of advancing care to save and enhance lives.

A distinguished faculty will conduct a three-day program that includes live cases, featured speakers, case reviews, lectures, interactive discussions, abstract presentations, poster sessions, and more.

Target Audience

- Invasive, interventional, and general cardiologists as well as internal medicine and other physician specialists
- Pediatricians specializing in congenital heart disease
- Fellows-in-Training
- Cath lab nurses, technologists, radiologic technologists, technicians, physician assistants, and nurse practitioners
- Hospital administrators and service line managers
- Quality improvement specialists

See you in Atlanta!
Apply for exhibits, sponsorship opportunities, and satellite symposium at:

https://scai.confex.com/scai/2020/exhibits/sessions/index.cgi

Questions? For more information about exhibits and sponsorship opportunities, please contact Sandy Hung at shung@scai.org. For more information about satellite symposia and grant support opportunities, please contact Eric Grammer at egrammer@scai.org.
Why Exhibit at Scientific Sessions?

SCAI 2019 Scientific Sessions Demographics

- Attendance of approximately over 2,000 with 92% of attendees from the U.S.

SCAI 2019 Attendee Breakdown

Professional Attendance

- Physicians: 85%
- Cardiovascular Cath Lab Professionals: 15%

Attendees by Location

- US Attendees: 92%
- Outside of the US Attendees: 8%

SCAI 2019 Exhibitors

- Abbott
- Abiomed
- ACC
- Accreditation for Cardiovascular Excellence
- ACIST Medical
- Am Board of Internal Medicine
- Amgen
- Asahi
- AstraZeneca
- B Braun
- Baylis Medical
- Best Vascular/Novoste
- BioTronik
- Boston Scientific
- BTG
- Canon
- Cardiac Interventions Today
- Cardio Ex (by Level Ex)
- Cardiology Today's Intervention & Healio.com
- Cardiovascular Credentialing International
- Cardiovascular Innovations Foundation
- Cardiovascular Research Technologies (CRT)
- Chisei
- Congential Cardiology Today
- Cook Medical
- Cordis
- Corindus
- CRF
- Cardiovascular Systems, Inc.
- Edwards Lifesciences
- Egg Medical
- GE
- Getinge
- Gore
- HCA
- HeartFlow
- HMP
- IAC
- Inari Medical
- InnoTherapy America
- Janssen
- LP Medical
- Medicure Pharma
- Medtronic
- Mentice
- Opsens Medical
- Osprey Medical
- Ostial Corporation
- Penumbra
- PERT
- Philips
- PICS-AICS
- Ra Medical
- Radux Devices
- Shockwave Medical
- Siemens
- StatSeal (Biolife)
- Suzhou Innomed Medical Device
- TandemLife | LivaNova
- The Angiogenesis Foundation
- Therox
- Thrombolex
- Wolters Kluwer
- ZHealth Publishing
- ZOLL LifeVest
Exhibitor Opportunities

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 5.

You must complete the exhibit application by February 28, 2020, for recognition in the final program and on-site signage.

- 20’ x 20’ Corner Booth (with eight exhibitor-only badges) ................. $35,000
- 10’ x 30’ Booth (with six exhibitor-only badges) ......................... $32,000
- 10’ x 20’ Corner Booth (with four exhibitor-only badges) .............. $22,000
- 10’ x 20’ Aisle Booth (with two exhibitor-only badges) ............... $20,000
- 10’ x 10’ Corner Booth (with two exhibitor-only badges) ............. $13,500
- 10’ x 10’ Aisle Booth (with two exhibitor-only badges) ............... $12,000

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

Installation
Wednesday, May 13
8:00 am–4:00 pm
Thursday, May 14
8:00 am–noon

Exhibit
Thursday, May 14
1:00–7:30 pm
Friday, May 15
10:00 am–6:45 pm
Saturday, May 16
9:00 am–noon

Dismantle
Saturday, May 16
Noon–5:00 pm

Startup/Emerging Technology Exhibits
To qualify for a Startup/Emerging Technology Booth, your company must be under $3 million in funding/revenue or focusing on a device that is not currently U.S. FDA approved.

- 10’ x 10’ Booth Package (two exhibitor-only badges and an opportunity for a five-minute presentation on the Innovation Stage in the Exhibit Hall. The presentation slots are limited and will be on a first-come, first-served basis) .................................................. $6,000
- 10’ x 10’ Booth (two exhibitor-only badges) ................................ $3,500

Publisher/Association/Recruiter (space is limited)
- 10’ x 10’ Booth (with two exhibitor-only badges) ....................... $2,500

Exhibitors must represent products and services that promote pharmacologic and device-based interventional cardiology therapy or are of interest to healthcare professionals. Exhibitors may not permit any other party to exhibit in their space, any goods other than those manufactured or distributed by the contracting exhibitor, nor permit the solicitation of business by others within their booth space.
Benefits of Exhibiting

- A company listing on www.scai.org and in the Final Program.
- An Exhibitor Service Kit will be made available in mid-January and emailed to the booth contact person.
- Listings of SCAI 2020 Scientific Sessions registrants:
  - The pre-registration list (no email) will be sent to exhibitors three weeks prior to the event date.
  - The final registration list (no email) will be sent to exhibitors within two weeks of event completion.

Exhibit Guidelines

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.

Exhibitor Registration

Exhibitors will have access to the Exhibitor Service Center to register booth staff and to purchase additional exhibitor registration(s).

Hotel Registration

Exhibitors will receive a link to reserve hotel rooms at the Hyatt Regency once they have registered for the conference.

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 February 28, 2020.

Registration

Information about registering for the SCAI 2020 Scientific Sessions will be sent upon receipt of application and payment.

Exhibitor Service Kit

The Exhibitor Service Kit will be available mid-January and sent via email to the booth contact. The kit will include details on booth furnishings, auxiliary services, shipping information, and more.

Booth Construction

All booths must comply with IAEE Guidelines. Those that violate guidelines could be asked to change or dismantle their structure.

Exhibitors Receive:

- A back drape, side rails, and an ID sign.
- Additional exhibitor badges may be purchased for $445 each or $1,545 each for Exhibitor Full Access.

Exhibitor Cancellation Policy

Notification of cancellation must be in writing on company letterhead, postmarked by February 28, and mailed to Sandy Hung or sent via email to shung@scai.org by February 28.

The cancellation policy is as follows:

- On or before February 28, 2020: 50% of contracted fee;
- After February 28, 2020: No refund.

Refunds are subject to a $100 processing charge. The credit card used for payment will be refunded within 30 days of receipt of notice of cancellation.

To learn more about exhibitor opportunities, email shung@scai.org.
Satellite Symposia Opportunities

Satellite Content Distribution
$24,500

Expand your satellite’s reach by capturing and enduring it as sponsored content on SCAI.org. Content will be featured in SCAI This Week. Additionally, SCAI will provide you the content files so you can host it on your own site or self-distribute as desired.

Included in All Satellite Symposia
- Meeting room rental
- Basic A/V including a screen, podium microphone, and LCD projector (You may order food, beverages, and additional A/V equipment at your own expense. For all-inclusive pricing, email Eric Grammer at egrammer@scai.org.)
- Two complimentary conference registrations for satellite speakers or staff
- A signwill be placed in the registration area and outside the satellite symposium room on the day of the satellite symposium
- Listing in the SCAI 2020 Scientific Sessions Final Program and event mobile app
- Information included on www.scai.org
- Group listing in SCAI 2020 Scientific Sessions satellite emails to attendees
- SCAI will provide a SCAI 2020 Scientific Sessions pre-registration mailing list (no emails) three weeks prior to the event date for one-time use and a final registration list (no emails) sent within two weeks of event completion
- SCAI will provide satellite registration for attendees

Satellite Symposia Time-Slots
Applications submitted after the February 14, 2020 deadline will only be considered if a slot is available. Please note that times are tentative and may adjust according to the final agenda.

<table>
<thead>
<tr>
<th>THURSDAY, MAY 14</th>
<th>FRIDAY, MAY 15</th>
<th>SATURDAY, MAY 16</th>
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</thead>
<tbody>
<tr>
<td>Half-Day .......... $65,000</td>
<td>Breakfast ........ $25,000</td>
<td>Breakfast .......... $25,000</td>
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<tr>
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<td>Lunch ............. $40,000</td>
<td>Lunch ............. $40,000</td>
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<td>6:45-7:45 am</td>
<td>12:30-1:30 pm</td>
<td>12:30-1:30 pm</td>
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<td>One slot available</td>
<td>Five slots available</td>
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<tr>
<td>CHD only .......... $20,000</td>
<td>Dinner .......... $20,000</td>
<td>Dinner .......... $20,000</td>
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<td>8-9:30 am, 9:45-11:15 am</td>
<td>6:45-8:15 pm</td>
<td>6:45-8:15 pm</td>
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Hands-On Learning Labs

- Standard Hands-On Learning Lab (2 opportunities) $30,000

Attendees at SCAI Scientific Sessions repeatedly tell us that they are most interested in hands-on training opportunities. This opportunity allows you to reach meeting participants with your interactive, hands-on skills training in a private setting over three days. This year we’ll be limited to two interactive labs to offer more exclusivity and better traffic. Best yet, registration for learning lab sessions will be integrated into SCAI 2020 attendee registration portal to best assure your program will be a success. If you’re interested in exploring opportunities, please contact Eric Grammer at egrammer@scai.org.
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. Scientific Sessions offers half-day, morning, lunch, and evening satellite symposia opportunities.

CME Accreditation

Although not required, satellite programming can be accredited for continuing medical education (CME accredited). Applications for CME-accredited programs will only be accepted if submitted by medical education providers and approved by the ACCME to accredit medical education programs.

SCAI has a long history of accrediting medical education programs and is available to provide CME accreditation for satellite programs. SCAI is compliant with all accreditation criteria, policies, and standards for commercial support. Please contact Eric Grammer, egrammer@scai.org, if you are interested in this service.

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 February 14, 2020. Time slots are designated on a first-come, first-served basis, and requests for specific days are honored to the extent possible.

Acceptance and Approval of Symposium Application

The applications will be reviewed on an ongoing basis. The program provider will be notified of a symposium’s acceptance within ten days of the submission of the application. Acceptance of all applications will be dependent on availability.

Review Process

All applications will be submitted to SCAI 2020 Scientific Sessions 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 SCAI 2020 Scientific Sessions. 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

Notification of cancellation must be in writing on company letterhead, postmarked by March 1, and mailed to Eric Grammer or sent via email to egrammer@scai.org.

The cancellation policy is as follows:

- On or before February 28, 2020: 50% of the satellite fee.
- After February 28, 2020: No refund.

Questions? Contact Eric Grammer at egrammer@scai.org or 202-741-9975.
Sponsorship Opportunities

Companies can increase their visibility at SCAI 2020 Scientific Sessions 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 the Scientific Sessions 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!

SCAI TV
$51,000
SCAI TV will consist of daily interviews with the program directors and other thought leaders discussing the hot topics of the day. Interviews will be played throughout the conference on plasma TV's located in highly visible areas. The footage will also be pushed out via social media daily, placed on scai.org, and used throughout the year in SCAI 2021 promotions.

Conference Bag
$40,000
One of the best tangible take-aways for any meeting attendee is the meeting bag. Attendees rely on the meeting bag for use during and long after the event.

Mobile App
$33,000
Be the first thing SCAI 2020 attendees see! Your branded splash page will be front and center. Exclusive sponsorship, includes high-exposure placement in the app, a rotation sponsor ad, one push notification to attendees, and onsite signage.

Hotel Key Cards
$28,000
Make the first impression with your brand on the hotel key cards at the Hyatt Regency for attendees during the conference. Simple and effective, branded hotel room keys put your company logo in attendees' hands multiple times throughout the conference.

Satellite Content Distribution
$24,500/$19,500 for SCAI Corporate Community Members
Expand your satellite’s reach by capturing and enduring it as sponsored content on SCAI.org. Content will be featured in SCAI This Week. Additionally, SCAI will provide you the content files so you can host it on your own site or self-distribute as desired.

Presidents’ Reception
$20,000
This is a unique opportunity to spotlight your company at the ultimate kick-off event of SCAI 2020. The President’s Reception provides a platform for all conference attendees to network and enjoy themselves.

The sponsor will be acknowledged via signage as well in the final program. In addition, the sponsor will have an opportunity to address the attendees and use branded items throughout the reception area. This includes: cocktail napkins, a signature beverage, and destination-themed entertainment.

Annual Reception and Induction Ceremony
$20,000
Join us and celebrate the conclusion of the conference with the newest class of Fellows of SCAI (FSCAI) and network with old and new friends. The sponsor will have an opportunity to address the attendees and have their logos on decorations, napkins, and meter boards.

Recharge Station
$17,000
The Recharge Station with your branding will keep attendees’ personal devices going throughout the day, located in a high-traffic area of the conference.

Speakers' Lounge
$15,000
The lounge accommodates faculty of movers and shakers in interventional cardiology including the next generation of leaders. Includes refreshments. Sponsorship is highlighted in the final program, on directional signage, and on signage outside the lounge. You also have the choice of placing your branding on coffee cup sleeves or cocktail napkins.
Sponsorship Opportunities (continued)

**Meter Boards**
$15,000/set

Drive traffic and extend your branding beyond your booth with double-sided meterboards placed in a high-traffic area of the conference. These large, visually stunning billboards are both informative and impactful.

**Lanyards**
$15,000

Capture the attention of thousands as attendees wear your company’s name around their necks throughout the entire event. This invaluable marketing item will be offered to each and every attendee as they pick up their badge.

**Hotel Room Drop**
$15,000

Welcome SCAI 2020 attendees with a branded note, gift or flyer from you delivered directly to each of the guest rooms either day one or day two of the conference. Materials to be distributed are subject to approval.

**Cases Over Cocktails**
$13,000

During Cases Over Cocktails, the sponsor will have the opportunity to address the attendees. Sponsorship includes signage and branded cocktail napkins during the event.

**Curved Wall Over Escalator**
$13,000

Highlight your brand on this high impact area and the most popular for branding and welcome messages. This area is right above the escalators from the main lobby down to Centennial Ballroom.

**Professional Headshot Lounge**
$13,000

The headshot lounge in the Exhibit Hall is where attendees will receive a professional headshot emailed directly to them with your company’s message. Signage will recognize your company in this high-traffic area.

**Escalator Clings**
$10,000/panel (8 panels)

Your company branded cling will be placed on the glass side of the escalators from the lobby level leading down to the Centennial Ballroom and another set from the Centennial Ballroom leading down to the Grand Hall.

**SCAI 2020 Wi-Fi Access**
$12,000

Keep SCAI 2020 attendees connected with your brand and free Wi-Fi access throughout the conference. Your brand will be the first thing they see on the network splash screen and your company logo will be highlighted on signs located throughout the conference.

**Innovation Stage Presentations**
$7,000 for 10 minutes

The Innovation Spotlight Theater is your opportunity to address a captive audience of up to 50 people in a dedicated space on the Exhibit Floor, during show hours. Space is limited so sign up early!

**Coffee Sleeves**
$6,000/day

Sponsors will have the opportunity to brand the coffee sleeves for SCAI 2020 attendees to use during refreshment breaks in the Exhibit Hall. Free coffee is provided throughout Scientific Sessions.

**Column Wraps**
$7,500/column (8 columns)

Column wraps help your brand stand out in high attendee traffic areas. Use this functional advertising space to illustrate your brand, promote your product, and drive traffic to your booth.

**Mobile App—Rotating Banner**
$5,000

Your branded banner will be featured in the mobile app.

**Circular Glass Cling**
$3,500

Your company branded cling will be placed on the glass located between the Centennial Ballroom and the Learning Center.

Questions? Contact Sandy Hung at shung@scai.org or 202-552-0790.
Sponsorship Opportunities (continued)

Sponsorship Spotlight
$3,000
Provide us with copies of your company’s flyers or brochures for all SCAI 2020 attendees to pick up along with the conference material. The pickup counter is located near registration.

Exhibit Hall Floor Stickers
Minimum of 2 at $1,250/each
Make an impression and place your company designed artwork on 2’ x 2’ floor decals placed throughout the exhibit hall leading attendees directly to your booth!

Highboy Table Clings
Minimum of 2 at $1,250/each
Gain visibility while SCAI 2020 attendees stop to take a break, have some refreshments and network with their colleagues in the Exhibit Hall. Sponsor’s advertisement will be placed on the highboy tables.

Meeting Space Opportunities

SCAI Suites
See page 12 for rules and guidelines. Questions? Contact Rebecca Murphy at rmurphy@scai.org.

- Non-refundable administrative fee (charge to anyone requesting space) .......... $150
- Investigator meeting ........................................ $800/minimum of four hours/day
- Investigator meeting ........................................ $1,200/more than four hours/day
- Hotel meeting rooms (paid exhibitors only and includes room rental and basic set-up) ........................................ $600/minimum of four hours/day
- Hotel meeting rooms (paid exhibitors only and includes room rental and basic set-up) ........................................ $1,000/more than four hours/day
- Hotel meeting rooms (for non-exhibitor and includes room rental and basic set-up) ........................................ $1,200/minimum of four hours/day
- Hotel meeting rooms (for non-exhibitor and includes room rental and basic set-up) ........................................ $1,600/more than four hours/day
Advertising Opportunities

Print Advertising Opportunities
Available ad sizes and placements in the SCAI 2020 Scientific Sessions Final Program are listed below.

Full-Page Ads
- Back outside cover ad . . . $11,500
- Front inside cover ad . . . . $8,500
- Back inside cover ad . . . . $8,500
- Full-page ad . . . . . . . . . $7,000

Half-Page Ads
- Half-page ad . . . . . . . . . . . . . $4,500

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 March 16, 2020.

Digital Advertising Opportunities

Countdown to SCAI 2020 Banner and eBrief Banners
The “Countdown to SCAI 2020” eBrief is sent to SCAI 2020 pre-registrants in the five days prior to the Scientific Sessions.

SCAIMail: SCAI Sponsored Emails
Want to reach SCAI’s email list of 35,000 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.

Mail Opportunity

SCAI Member Mailing List
$3,500/mailing
Send mailings to all SCAI Members.

Questions? Contact Sandy Hung at shung@scai.org or 202-552-0790.
Any activity, event, or meeting that is held during the 2020 SCAI Scientific Sessions that targets or includes participants of Scientific Sessions is considered an affiliated event and must receive written approval by SCAI. Organizations that wish to hold meetings of any size or nature in any location during Scientific Sessions that are targeted to Scientific Sessions attendees must complete the appropriate applications for the event, be approved, and comply with the guidelines. Affiliated event guidelines are subject to change.

**To be approved:**
- Affiliated activities must support and be consistent with the scientific nature of SCAI Scientific Sessions
- Affiliated activities must not conflict with the official Scientific Sessions Program (see restricted times below)
- SCAI must approve requests in writing
- Affiliated event sponsors must register Scientific Sessions exhibitors
- All participants must register as Scientific Sessions attendees

**Acceptable affiliated events are:**
- Investigator Meetings
- Special Events/Meetings
- Business Meetings

**Restricted Times**
SCAI policy does not permit the scheduling of events during the following times:
- Thursday, May 14, 2020  7:00 am–9:00 pm
- Friday, May 15, 2020  7:00 am–8:00 pm
- Saturday, May 16, 2020  7:00 am–6:30 pm

**Consequences for Noncompliance**
If an affiliated event is found to have violated the Guidelines for Affiliated Events (above), SCAI may prohibit the sponsoring organization, the supporting organization, and the organizer of the meeting from holding an affiliated event at future SCAI meetings, and may revoke their current registration. Non-compliance may result in fines and damages, and could negatively impact the registration/status/attendance of those attending an unapproved affiliated event. Scientific Sessions faculty members participating in any such event are subject to having their faculty status revoked including any reimbursement of expenses otherwise authorized.

For more information, contact Sandy Hung at shung@scai.org or 202-552-0790.