



The Society for Cardiovascular  
Angiography and Interventions

2018

## FALL FELLOWS

INDUSTRY PROSPECTUS

The Cosmopolitan of Las Vegas  
December 7-11, 2018  
[www.scai.org/fellows](http://www.scai.org/fellows)

Preparing the Future of Interventional Cardiology



# 2018 Fall Fellows Courses

LAS VEGAS • DECEMBER 7-11, 2018

## Adult Interventional Cardiology Fellows Course



**John C. Messenger, MD, FSCAI**

Program Chair  
Aurora, CO



**Sahil A. Parikh, MD, FSCAI**

Program Co-Chair  
New York, NY



**Herbert D. Aronow, MD, FSCAI**

Program Co-Chair  
Providence, RI

## Congenital/Structural Heart Disease Interventional Cardiology Course



**Evan Zahn, MD, FSCAI**

Program Chair  
Los Angeles, CA



**Jamil AboulHosn, MD, FSCAI**

Program Co-Chair  
Los Angeles, CA



**V. Vivian Dimas, MD, FSCAI**

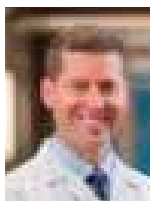
Program Co-Chair  
Dallas, TX

## Advanced Structural Heart Disease Interventional Cardiology Course



**John M. Lasala, MD, PhD, MSCAI**

Track Co-Director  
St. Louis, MO



**Chad Kliger, MD, FSCAI**

Track Co-Director  
New York, NY

## JOIN THE FUTURE OF INTERVENTIONAL CARDIOLOGY AT THE SCAI 2018 FALL FELLOWS COURSES

### Invest in the Future of Interventional Cardiology at the SCAI 2018 Fall Fellows 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 2018 Fall Fellows 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 2018 Fall Fellows 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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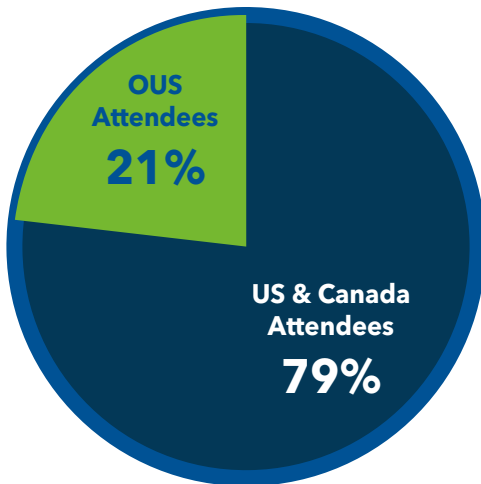
## WHY EXHIBIT AT FALL FELLOWS?

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.

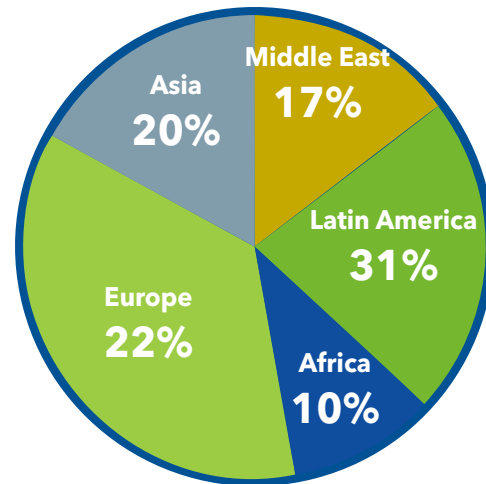
### 2017 EVENT DEMOGRAPHICS

- **277 fourth-year adult interventional cardiology fellows and third-year and fourth-year pediatric fellows** attended the SCAI 2017 Fall Fellows Courses.
- Fellows represented **38 states and 25 countries**.

**2017 Fall Fellows Attendees**



**2017 Fall Fellows Outside the United States Attendance by Region**



## 2017 EXHIBITORS

Abbott  
 Abiomed  
 ACIST Medical Systems  
 AngioDynamics  
 B. Braun Interventional Systems  
 Baylis Medical  
 Best Vascular/Novoste  
 Boston Scientific

Cardiovascular Systems, Inc.  
 Chiesi USA, Inc.  
 Cook Medical  
 Cordis, A Cardinal Health Company  
 Edwards Lifesciences  
 Getinge  
 HeartFlow, Inc.

Janssen Pharmaceuticals, Inc.  
 Medicure Pharma  
 Medtronic  
 Opsens Medical  
 PFM Medical, Inc.  
 Philips Volcano  
 PICS~AICS  
 Renown Health

Spectranetics  
 TandemLife  
 Terumo Interventional Systems  
 W.L. Gore & Associates  
 ZOLL Medical Corporation

## EXHIBIT OPPORTUNITIES

### EXPANDED THIS YEAR!

This year we've expanded our MENTORED, HANDS-ON EXHIBIT HALL SIMULATION TOUR to allow more industry partners to participate. Exhibitors purchasing a 10'x 20' or larger booth can join the 2 ½ hour, rotating tour featuring SCAI faculty conducting hands-on demonstrations of your company's products.

**There are 12 slots available for the Exhibit Hall Hands-On Tour. It is on a first come first served basis.**

## EXHIBITING INFORMATION

### Exhibit Fees

SCAI is taking exhibit space reservations and will release space based upon the order of reservations received.

You must complete the exhibit application by October 1, 2018, for recognition in the final program and on-site signage.

- ☐ **10' x 30' Exhibit Space—\$27,000** (Includes participation in Exhibit Hall Hands-On Tour and five complimentary Exhibits-Only registrations)
- ☐ **10' x 20' Exhibit Space—\$21,000** (Includes participation in Exhibit Hall Hands-On Tour and four complimentary Exhibits-Only registrations)
- ☐ **10' x 10' Exhibit Space—\$11,500** (Includes three complimentary Exhibits-Only registrations)
- ☐ **Additional Exhibits-Only Registration—\$545**

## IMPORTANT EXHIBITOR DATES

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

### Application & Cancellation Deadline

**Monday, Oct. 1**

### Installation

**Friday, Dec. 7**

8 a.m.–4 p.m.

**Saturday, Dec. 8**

6–9:30 a.m.

### Exhibit

**Saturday, Dec. 8**

10 a.m.–6:45 p.m.

(Welcome Reception:  
5:30–6:45 p.m.)

**Sunday, Dec. 9**

10 a.m.–4 p.m.

**Monday, Dec. 10**

8 a.m.–noon.

### Dismantle

**Monday, Dec. 10**

Noon–4 p.m.



## 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.

### Application Process and Deadline

All requests for Exhibit space must be submitted using the following exhibit application. Only completed applications that are accompanied by payment and received by **October 1, 2018** will be considered.

### Exhibit Construction and Details

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 back drape, side rails and an ID sign.
- Additional Exhibitor registrations may be purchased for \$545 each.
- Full access to the course sessions will be granted for all supporters if seating allows.
- A 10' x 30' exhibit booth receives five complimentary exhibit-only registrations.  
    or a 10' x 20' exhibit booth receives four complimentary exhibit-only registrations.  
    or a 10' x 10' exhibit booth receives three complimentary exhibit-only registrations.
- A company listing on [www.scai.org/Fellows](http://www.scai.org/Fellows) and in the Final On-site Program.
- Fall Fellows Course Registration list:
  - 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 and emailed to [shung@scai.org](mailto:shung@scai.org).

The cancellation policy is as follows:

- **Cancellation on or before October 1, 2018:** 50% of the exhibit fee.
- **Cancellation after October 1, 2018:** No refund.

### Registration

Exhibitor Staff Registration for the Fall Fellows Courses will open July 2018. An email notification will be sent to your company's exhibitor contact

### Exhibitor Service Kit

The Exhibitor Service Kit will be made available mid-September and sent via email to the your company's exhibitor contact. The kit will include details on booth furnishings, auxiliary services, shipping, and more.

## 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](mailto: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](http://www.scai.org/fellows)
- SCAI will provide a Fall Fellows pre-registration mailing list (no emails) four weeks prior to event date for one-time use and a final registration list (no emails) sent within two weeks of event completion.
- Group listing in Fall Fellows satellite emails to attendees

**NEW!**

### Capture and Endure Your Satellite Content—\$19,500

Extend your satellite's reach by capturing and enduring it as sponsored content on the SCAI FIT Portal and the appropriate topical pages on SCAI.org for one year. Content promotion and recognition lasts for 1 year, until content is renewed at Fall Fellows 2019. Content is promoted in SCAI's topical editorial calendar and gets featured in SCAI Weekly Industry Programs feature in each quarter of 2019.

## IMPORTANT SATELLITE DATES

### Application Deadline

Monday, October 1

### Content Due to SCAI

Monday, October 8

### Promote Satellite Events

Thursday, November 8





# SATELLITE SYMPOSIA OPPORTUNITIES

## Satellite Symposia Time-Slots

Applications submitted after the October 1, 2018 deadline may not make it into the final onsite program. Please note that times are subject to change

	<b>FRIDAY</b> DEC. 7	<b>SATURDAY</b> DEC. 8	<b>SUNDAY</b> DEC. 9	<b>MONDAY</b> DEC. 10	<b>TUESDAY</b> DEC. 11
<b>Breakfast</b>		<input type="checkbox"/> <b>\$35,000</b> 7:15-8:15 a.m.  <input type="checkbox"/> <b>\$10,000</b> (CHD Only) 7:15-8:15 a.m.	<input type="checkbox"/> <b>\$35,000</b> 7:15-8:15 a.m.  <input type="checkbox"/> <b>\$10,000</b> (CHD Only) 7:15-8:15 a.m.	<input type="checkbox"/> <b>\$35,000</b> 7:15-8:15 a.m.  <input type="checkbox"/> <b>\$10,000</b> (CHD Only) 7:15-8:15 a.m.	<input type="checkbox"/> <b>\$25,000</b> 7:15-8:15 a.m.
<b>Lunch</b>		<input type="checkbox"/> <b>\$40,000</b> 12:15-1:15 p.m.	<input type="checkbox"/> <b>\$25,000 (qty: 2)</b> 12:15-1:15 p.m.  <input type="checkbox"/> <b>\$15,000</b> (CHD Only) Noon-1:15 p.m.	<input type="checkbox"/> <b>\$40,000</b> 12:15-1:15 p.m.  <input type="checkbox"/> <b>\$15,000</b> (CHD Only) 12:15-1:30 p.m.	
<b>Half-Day</b>	<input type="checkbox"/> <b>\$65,000</b> 3-8 p.m.				
<b>Evening</b>	<input type="checkbox"/> <b>\$10,000</b> (CHD Only) 6-8 p.m.	<input type="checkbox"/> <b>\$25,000</b> 7-8:30 p.m.	<input type="checkbox"/> <b>\$25,000</b> 6:15-7:45 p.m.	<input type="checkbox"/> <b>\$25,000</b> 5:00-6:30 p.m.	



## 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 1, 2018**.

### 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 **October 1, 2018**, the supporter will receive a refund of 50% of their satellite fee. After September 1, 2018, 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.



## 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!



### Satellite Content Sponsorship—\$19,500

Extend your satellite's reach by capturing and enduring it as sponsored content on the SCAI FIT Portal and the appropriate topical pages on SCAI.org for the following year. Content is promoted in SCAI's topical editorial calendar and will be featured in SCAI This Week on a quarterly basis. Additionally, SCAI will also provide you content files so you can host it on your own site or self-distribute as needed.



### Enduring Content Sponsorship—Exclusive Sponsor—\$50,000\* (includes all didactic content from full Fall Fellows Courses)

**Topic Supporter—\$15,000 (topics include: complex peripheral vascular intervention; structural interventions; STEMI, shock and hemodynamic support; cPCI; lesion management; vascular access; tools, strategies, and drugs for optimal intervention; and complications management)**

Help support enduring online content for interventional fellows-in-training beyond Fall Fellows by sponsoring enduring content from Fall Fellows on the SCAI FIT Portal and topical content sections on SCAI.org. Your sponsorship will be recognized on SCAI FIT Portal, on SCAI.org and in the "Fellows Corner" feature in SCAI This Week for the year following Fall Fellows.

### Mobile App\*—\$15,000

Be the first thing SCAI Fall Fellows attendees see. Every time an attendee requires event information, they'll be accessing the SCAI Fall Fellows app. Your branded splash page will be front and center. Exclusive sponsorship provides: high-exposure placement in the app, driving traffic to your company's onsite presence or website, rotating sponsor ad, one push notification to attendees, sponsor logo on onsite signage, and opportunities for social medical engagement.

### Charging Stations\*—\$10,500

More attendees are using smart phones and tablets to stay connected. By sponsoring a charging station, attendees will know you were the one that helped get their phone and mobile device through the day! Charging stations featuring your corporate or product advertising will be placed in strategic locations throughout conference meeting space.

### Welcome Reception\*—\$10,500

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.

### Attendee Bag\*—\$10,000

This is your company's opportunity to gain exposure during Fall Fellows, as well as afterward. Give attendees a useful souvenir—featuring your logo—that they will hold on to and reuse time after time. This sponsorship also comes with a printed piece distributed to all attendees.

**\*EXCLUSIVE SPONSORSHIP**

## ADVERTISING AND SPONSORSHIP OPPORTUNITIES

### Professional Headshot Lounge\*—\$8,000

The headshot lounge in the Exhibit Hall is where attendees will receive a professional headshot emailed directly to them with your company's message.

### Highboy Table Clings—Four for \$5,000

Gain visibility while SCAI 2018 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

### 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 ALL attendees with your promotional materials delivered to each attendee's room.

### Coffee Sleeves—\$5,000/day

Used during all coffee (or refreshment) breaks in the exhibit hall, sponsors will have the opportunity to brand the coffee sleeves.

### 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\*—\$3,500

Every attendee is required to wear a name badge throughout the conference and lanyards are a great way to enhance your brand and increase your corporate visibility! This is an excellent opportunity to ensure that your company's name will literally be in front of every conference attendee.

### Column Wraps—\$3,000 per column, \$7,500 for three columns

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



### 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.



## PRINT ADVERTISING OPPORTUNITIES

Available ad sizes and placements in the SCAI 2018 Fall Fellows 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](mailto:kjohnston@scai.org) by November 1, 2018.

## 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](mailto:kjohnston@scai.org) by November 8, 2018.

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

- Thursday, Dec. 6
- Friday, Dec. 7
- Saturday, Dec. 8
- Sunday, Dec. 9
- Monday, Dec. 10

### 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, and Coordinators) ..... \$4,000