Partnership Opportunities

2017

Working Together to Advance Interventional Cardiology

Contents

- SCAI Update
- SCAI by the Numbers
- SCAI Corporate Community
- SCAI Scientific Sessions Advertising, Promotion & Exhibits
- SCAI Professional Development & Education
- SCAI Quality Improvement
- SCAI.org Communities
- SCAI Awareness Campaign
- SCAI Advertising & Media Opportunities

www.SCAI.org
The field of invasive/interventional cardiology and its professional medical society, The Society for Cardiovascular Angiography and Interventions (SCAI), have experienced tremendous growth over the past few years. We are pleased to share with you just a few of SCAI’s many accomplishments that have made this growth possible.

Expansion of the **Heart Team Approach** across all of SCAI’s mission areas, particularly now that SCAI welcomes cath lab nurses, technologists and administrators as members.

SCAI Scientific Sessions continues to be the top meeting for the practicing US interventionalist. SCAI 2018 plans to be our best yet with live cases.

**SecondsCount.org**, SCAI’s public education website, achieves more than 2 million visits annually.

More than **500 Quality Champions** representing 50 states and 30 countries participate in SCAI’s Quality Improvement Toolkit program.

SCAI is rapidly expanding outside the United States. In 2016, SCAI hosted over a dozen International Fellows Courses and Advanced Topic Sessions in most corners of the globe.

Your sustained partnership will allow us to continue this growth. We look forward to talking with you about the many on-going partnership opportunities described on the following pages.

Sincerely,

J. Jeffrey Marshall, MD, FSCAI
*Development Committee Chair*
Gainesville, GA

Srihari Naidu, MD, FSCAI
*Development Committee Co-Chair*
New York, NY
<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCAI Update .......................................................... 2</td>
</tr>
<tr>
<td>SCAI by the Numbers .................................................. 4</td>
</tr>
<tr>
<td>SCAI Corporate Community ........................................... 5</td>
</tr>
<tr>
<td>SCAI Scientific Sessions Advertising, Promotion &amp; Exhibits .... 6</td>
</tr>
<tr>
<td>SCAI Professional Development &amp; Education ....................... 7 – 8</td>
</tr>
<tr>
<td>SCAI Quality Improvement ............................................. 9</td>
</tr>
<tr>
<td>SCAI.org Communities ................................................ 10</td>
</tr>
<tr>
<td>SCAI Awareness Campaigns ........................................... 11</td>
</tr>
<tr>
<td>SCAI Advertising &amp; Media Opportunities .......................... 12</td>
</tr>
</tbody>
</table>
SCAI by the Numbers

SCAI Membership

- SCAI members includes over 4,600 invasive / interventional cardiologists and cath lab nurses, technologists and cath lab administrators.
- SCAI members represent 50 states and 70 countries.

Breakdown of International Membership by Region

*Figures represent percentages of total international membership (not including US membership) by region.

- Canada 5%
- Europe 14%
- Middle East 11%
- Asia 19%
- Latin America 11%
- Africa 1%
- India 34%
- Australia & New Zealand 4%
SCAI recognizes the significant ongoing contributions of industry partners who help fund a wide range of SCAI initiatives that benefit the interventional cardiovascular community and the patients they serve.

Participation in the Corporate Community helps further the SCAI’s Mission and the interventional cardiovascular community at-large. Members receive invaluable year-round benefits including:

1. **PARTICIPATION** in SCAI programs and forward thinking activities specifically designed for the Corporate Community such as SCAI Talks and the SCAI Think Tank
2. **ACCESS** to SCAI senior leadership
3. **RECOGNITION** on SCAI.org and at SCAI hosted activities and events.

### SCAI Corporate Community Membership: $25,000

**Member Benefits Include:**

- Invitation to discuss annual strategy with SCAI leadership
- **SCAI 2018 Scientific Sessions**
  - Right of First Refusal and priority time/dates for Satellite Symposia.
  - Priority exhibit booth location assignments.
  - Up to three seats at the SCAI Think Tank held during SCAI Scientific Sessions
  - Two full SCAI Scientific Sessions registrations
  - One half-page ad in the Final Program (non-product)
  - Recognition through General Corporate Community signage, break slides, and final program
- **SCAI 2017 Fall Fellows Courses**
  - Right of First Refusal and priority time/dates for Satellite Symposia.
  - Priority exhibit booth location assignments
  - Two full SCAI Fall Fellows Courses registrations
  - One half-page ad in Final Program (non-product)
  - Recognition through General Corporate Community signage, break slides, and final program

- **Two seats at SCAITalks @ ACC**
- **Interventional Cardiology**’s foremost peer reviewed journal, *Catheterization and Cardiovascular Interventions (CCI)*: One online access subscription (12 issues per year)
- **Two registrations for SCAI webinars**
- **One complimentary use of mailing list (All mailers subject to review by SCAI)**

*Priority exhibit and satellite assignments will be based on application submission timelines and review by the Program Committee.*
SCAI Scientific Sessions
Advertising, Promotion & Exhibits

SCAI 2018 Scientific Sessions
April 25-28, 2018 | San Diego, CA

Exhibit Hall & Onsite Promotion

Exhibit Space
10 x 10 ................................................. $12,000 – $13,500
10 x 20 ................................................. $20,000 – $22,000
20 x 20 ..................................................... $35,000

SCAI Suites
10 x 10 .......................................................... $3,500

Hotel Advertising
TV Clings .................................................. $10,000
Windows Clings ...................................... $8,500-$15,000
Windows Banners .................................. $50,000
Column Builds ....................................... $10,000 – $25,000
Meter Boards ......................................... $15,000 – $18,000
Speaker’s Lounge .................................... $25,000
Charging Stations .................................... $15,000
Room Drop ............................................. $6,000 – $7,500
Key Cards and Key Folders ....................... $18,000 / $25,000

Digital Advertising

SCAI-TV ..... Email Partnerships@SCAI.org for Details
SCAI 2018 Wi-Fi ........................................... $10,000
SCAI 2018 Mobile App ................................. $30,000
SCAI 2018 Peer-Reviewed Scientific Proceedings
Publication .. Email Partnerships@SCAI.org for Details

Email Opportunities

SCAI This Week Email Banners
For pricing, contact Jon Smith at (972) 402-7023 or
JSmith@multiview.com.

Countdown to SCAI 2018 eBrief Banners (640px by 100px)
1 / 5 Banner(s) ........................................... $2,000 / $6,000

SCAI 2018 Morning eBrief Banners
(640px by 100px)
1 / 4 Banner(s) ........................................... $2,000 / $5,000

SCAIMail: Exclusive SCAI-Sponsored Emails
Exclusive Sponsorship
1 / 2 / 3 Month(s) ......................... $10,000 / $18,000 / $25,000

For more details on segmented email opportunities including FITs and Training Directors, contact Eric
Grammer at EGrammer@SCAI.org.

Print Advertising

SCAI 2018 Peer-Reviewed Scientific
Proceedings Publication
For more details, email Partnerships@SCAI.org.

SCAI 2018 Advance & Program
Front Inside / Back Inside ......................... $8,000
Back Outside Cover ................................. $9,000
Full Page ............................................. $6,500
½ Page .................................................. $4,000

Catheterization & Cardiovascular
Interventions (CCI) Journal
For pricing, email MJ Drewn at MDrewn@Wiley.com.

SCAI 2015 Demographics

- Attendance of over 1,500 with
  1,400 healthcare provider attendees.
- Attendees represented
  50 states and
  42 countries.

- Adult Interventional Cardiologist 72%
- Pediatric Interventional Cardiologist 10%
- Pediatric/Adult Structural Heart Disease 1%
- General Cardiologist 5%
- Interventional Radiologist 1%
- Cath Lab Nurse 8%
- Technologist 3%

US Attendees 93%
OUS Attendees 7%
## Special SCAI 2018 Sessions & Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mullins Lecture Sponsor</td>
<td>$25,000</td>
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<tr>
<td>Hildner Lecture Sponsor</td>
<td>$25,000</td>
</tr>
<tr>
<td>Patient Story-Sharing Event</td>
<td>$50,000</td>
</tr>
<tr>
<td>Headliner Program Sponsor</td>
<td>Email <a href="mailto:Partnerships@SCAI.org">Partnerships@SCAI.org</a> for Details</td>
</tr>
<tr>
<td>Presidents’ Reception Sponsor</td>
<td>$25,000</td>
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<tr>
<td>Cases over Cocktails Presented by the Experts</td>
<td>Email <a href="mailto:Partnerships@SCAI.org">Partnerships@SCAI.org</a> for Details</td>
</tr>
<tr>
<td>Interventional Cardiologist Transition to Practice Toolkit</td>
<td>$15,000 – $50,000</td>
</tr>
<tr>
<td>Boot Camp Survival Kit</td>
<td>$25,000</td>
</tr>
<tr>
<td>Heart Team Welcome Reception</td>
<td>$10,000</td>
</tr>
<tr>
<td>SCAI 2018 Satellite Programs</td>
<td>$20,000 – $50,000</td>
</tr>
<tr>
<td>C3 Summit at SCAI 2018 Satellite Programs and Meet the Masters Reception</td>
<td>$20,000+ per Event</td>
</tr>
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## Supplemental Education Products

<table>
<thead>
<tr>
<th>Product</th>
<th>Sponsorship Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satellite Accreditation</td>
<td>$15,000</td>
</tr>
<tr>
<td>SCAI 2018 Webcast (Best of SCAI 2018 Hot Topics)</td>
<td>$20,000</td>
</tr>
<tr>
<td>International Scholarships to SCAI C3 Summit</td>
<td>Email <a href="mailto:Partnerships@SCAI.org">Partnerships@SCAI.org</a> for Details</td>
</tr>
<tr>
<td>SCAI 2018 Livecasts</td>
<td>Email <a href="mailto:Partnerships@SCAI.org">Partnerships@SCAI.org</a> for Details</td>
</tr>
<tr>
<td>C3 Summit: Transition to Practice Toolkit</td>
<td>$25,000</td>
</tr>
</tbody>
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## International Partnerships

For more details on any of the following international partnership opportunities, contact Eric Grammer at EGrammer@SCAI.org or (202) 741-9975.

- SCAI Advanced Topics Courses
- SCAI Co-Branded Satellite Symposia
- SCAI Fellows Courses
- International FIT Scholarships to SCAI Fall Fellows and C3 Summit @ SCAI Scientific Sessions
- International attendee and faculty scholarships to SCAI 2018
- SCAI Hot Topics Webcasts
- Simulator Training
- SCAI 2018 Livecasts
- SCAI Journal Club Podcasts
- SCAI Networking Events / Receptions
- SCAI Memberships, Scholarships, and Subscriptions
- Train the Trainer
SCAI Professional
Development & Education

Fellows Education & Career Development

- **SCAI Fall Fellows Courses**
  Las Vegas, NV
  
  Advertising, Promotion & Exhibits
  Interventional Cardiology Transition to
  Practice Toolkit ........................................ $25,000
  Social Media Workshop .............................. $25,000
  Social Media Toolkit ................................ $15,000
  Exhibit Space ........................................... $5,000 – $10,000
  Satellites .................................................. $25,000 – $60,000
  Conference Bags ........................................ $20,000
  Meter Boards .......................................... $15,000
  Vertical Screens ........................................ $15,000
  Charging Stations ..................................... $10,000
  Welcome Reception .................................... $10,000
  Ads ....................................................... $4,000 – $8,000

- **C3 Summit at SCAI 2018**
  April 27 | San Diego, CA
  
  Satellite Programs ......................... $20,000+ per Event
  Meet the Masters Reception ............... $20,000+

- **Fellows Education**
  
  Fellow-in-Training (FIT) Portal
  Research Grants ........................................ $25,000

  Fellows Regional Dinner Series
  For more details, email Partnerships@SCAI.org.

  Fellows Travel Awards
  Fellows Travel to SCAI Programs
  International Scholarships to SCAI Fall Fellows Courses
  For more details, email Partnerships@SCAI.org.

- **Career Development**
  *Seeking multiple supporters*

  - **Women in Innovations (WIN) Program**
    WIN Leadership Retreat .................... $10,000 / $30,000
    WIN Networking Event at SCAI 2018 ........ $15,000
    WIN Networking Event at TCT 2017 ........ $15,000

  - **Emerging Leader Mentorship (ELM) Program**
    ELM Networking Event at SCAI 2018 .... $15,000
    ELM Networking Event at ACC 2018 ...... $15,000
    ELM Networking Event at TCT 2018 ....... $15,000

  - **WIN / ELM Travel Awards**
    Travel support for 10 female fellows and early career interventional cardiologists.
    For more details, email Partnerships@SCAI.org.

  - **Cardiovascular Professional Program**
    CVP Networking Event at SCAI 2018 ....... $15,000
    CVP Networking Event at TCT 2018 ........ $15,000

Want to host a SCAI a networking event? Contact SCAI to learn more.
SCAI Quality Improvement

*Seeking multiple supporters*

- SCAI Quality Improvement Toolkit (SCAI-QIT) ................................................................. $15,000 – $50,000
- SCAI Pediatric Toolkit ........................................................................................................ $15,000 – $50,000
- SCAI Quality Circle (Quality Improvement in the Cath Lab) ........................................... $15,000 – $50,000
- SCAI-QIT Tip of the Month .................................................................................................. $7,500
- SCAI Webinar Series on New Guidelines, Expert Consensus Documents and Tools ................ $10,000 per Webinar
- SCAI Coding and Practice Management Webinar Series ................................................ $10,000 per Webinar
- SCAI Pediatric Toolkit Webinar Series on New Guidelines, Expert Consensus Documents and Tools $10,000 per Webinar
- Cath Lab Poster Program: Tip Sheets and Infographics (Print distribution available) ........... $15,000 per Poster
- The SCAI Decision Support App Series .............................................................................. Email Partnerships@SCAI.org for Details
- SCAI Quality Circle Journal Club ....................................................................................... $10,000 per Journal Club
- *Radiation Safety Tips and Tricks: Online, Email and Webinar ........................................... $15,000 – $25,000
- SCAI Annual Reimbursement and Coding Preview .......................................................... $50,000
- SCAI Final Medicare Program Fee Schedule Webinar ........................................................ $50,000

Want SCAI to co-brand your quality tools?

Contact SCAI for more information.

For more information contact the SCAI Industry Relations Department at Partnerships@SCAI.org
## SCAI Clinical Interest Communities

<table>
<thead>
<tr>
<th>Section</th>
<th>Premier Sponsor</th>
<th>Journal Club</th>
<th>Monthly Cath Conference</th>
<th>Advertorial</th>
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</thead>
<tbody>
<tr>
<td>Congenital Clinical Interest Section</td>
<td>$50,000</td>
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<tr>
<td>Coronary Clinical Interest Section</td>
<td>$50,000</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$15,000</td>
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<tr>
<td>Peripheral Clinical Interest Section</td>
<td>$50,000</td>
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<tr>
<td>Structural / Valvular Clinical Interest Section</td>
<td>$50,000</td>
<td>$10,000</td>
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<td>$15,000</td>
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<tr>
<td>Transradial Clinical Interest Center</td>
<td>$50,000</td>
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<td>$15,000</td>
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<tr>
<td>CTO Clinical Interest Center</td>
<td>$50,000</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$15,000</td>
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<tr>
<td>TAVR Clinical Interest Center</td>
<td>$50,000</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$15,000</td>
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<tr>
<td>Heart Failure Clinical Interest Center</td>
<td>$50,000</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$15,000</td>
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</tbody>
</table>

Have a topic of interest for the Sections? Contact SCAI for more information.
SCAI Public and Patient Education

*Seeking multiple supporters

SecondsCount.org: SCAI’s Public Education Website

* Sponsor SecondsCount.org ........................................................................................................ $50,000 – $100,000

* Sponsor a Clinical Center ........................................................................................................ $30,000

Sponsor an Electronic Infographic (Print distribution also available) ........................................ $10,000

* SecondsCount “Unbroken Hearts” Digital Patient Story-Telling Series ................................. $50,000 – $100,000

Sponsor a Patient or Caregiver Support Tool ............................................................................. Email Partnerships@SCAI.org for Details

Want SCAI to co-brand your campaign? Contact SCAI for more information.
SCAI Advertising & Media Opportunities

**Print Advertising**
*Seeking multiple supporters*

Catheterization and Cardiovascular Interventions (CCI) Journal
For pricing, contact MJ Drewn at MDrewn@Wiley.com.

SCAI 2018 Peer-Reviewed Scientific Proceedings Publication
Contact SCAI for more details.

**Digital Advertising**

**www.SCAI.org**
For pricing, contact Jon Smith at JSmith@Multiview.com or (972) 402–7023.

**SCAI This Week eBrief**
For pricing, contact Jon Smith at JSmith@Multiview.com or (972) 402–7023.

**SCAI 2018 Scientific Sessions: Advance & Final Programs**
Front Inside / Back Inside / Back Outside Cover …… $8,000
Full Page .......................................................... $6,500
½ Page .............................................................. $4,000

**SCAI 2017 Interventional Cardiology Fall Fellows Courses: Final Program**
Front Inside / Back Inside / Back Outside Cover …… $8,000
Full Page .......................................................... $6,500
½ Page .............................................................. $4,000

**SCAI Mailing List**
Send mailings to registered SCAI 2018 Scientific Sessions attendees until March 30, 2018.
SCAI 2018 Pre-Registration List ....................... $2,000 per Use
SCAI Member Mailing List .............................. $2,000 per Use

**Email Advertising**

**SCAIMail – Email**
SCAI sponsored emails are an opportunity to reach 40,000 interventional and invasive cardiologists, cath lab professionals and others industry professionals via SCAI’s email list. For more details on segmented lists, contact Eric Grammer at EGrammer@SCAI.org.

1 SCAI Sponsored Email (1 month) ....................... $10,000
2 SCAI Sponsored Emails (2 months) .................... $18,000
3 SCAI Sponsored Emails (3 months) .................... $25,000

**SCAI 2018 Scientific Sessions ebrief Banner Ads**
The “Countdown to SCAI 2018” eBrief is sent to SCAI 2018 pre-registrants in the five days prior to SCAI 2018. The “SCAI 2018 Morning eBrief” is sent to SCAI 2018 attendees each day of the Scientific Sessions.

Countdown to SCAI 2018 eBrief Banners (640px by 100px):
1 of 5 Banner(s) ............................................... $2,000 / $6,000

SCAI 2018 Morning eBrief Banners (640px by 100px):
1 of 4 Banner(s) ............................................... $2,000 / $5,000

Interested in SCAI advertising opportunities? Contact SCAI for more information.
Want to reach SCAI’s email list of 40,000 interventional and invasive cardiologists, cath lab professionals and others industry professionals?

SCAIMail is an opportunity to reach this group via a SCAI sponsored email on your behalf.

1 Month / 2 Months / 3 Months .......................................................................................... $10,000 / $18,000 / $25,000

Training Directors and Fellows-in-Training ........................................................................................................................................................................ $4,000

*Client is responsible for the development and hosting of all assets. SCAI does offer these services at a nominal cost.

SCAIMail Email Specifications
Please use the best practices in this outline when creating emails for distribution to SCAI email subscriber lists. Following these guidelines will help to avoid multiple revisions and delays.

**Design Considerations:**

- Emails cannot exceed 650 pixels in width and generally should not exceed 750 pixels in length to limit users’ need to scroll down to view the message.
- Emails wider than 650 pixels may not be displayed properly in browser-based mail clients like Gmail, Yahoo, etc.
- Important information should be within the first 300-500 pixels (length-wise), as this is the length of the average preview pane.
- Images are often blocked or may not render. Design the email with this in mind.
- Make sure the main point of the email can be understood by reading just the text. Avoid putting important content exclusively into images.
- Avoid using too many images. Text to image ratio should be 70/30 (70% text, 30% images) in order to avoid triggering spam filters.
- Do not use background images. This will trigger spam filters and the email will not be displayed properly thereby reducing the value of the email distribution.
- Video and multimedia files cannot be directly embedded in emails. Generally, all file types besides (.jpg, .gif, or .png) should be linked to externally.
- Forms cannot be directly embedded in emails; they should be linked to externally.
- Use tables to structure the email with HTML tags and minimal inline CSS for formatting.
- Keep the size of the HTML file below 50 KBs and optimize all the images or files linked to in the email.
- Avoid using the phrase “click here” in your copy, as this can trigger spam filters. A better choice would be “view details”, “more information”, or something to that effect.

**Subject Line Copy:**

- Subject lines must be <100 characters in length. Partner eblasts must all start with: Sponsored Message from [Your Organization’s Name]:
- ALL CAPS should not be used in the subject line, because this will trigger spam filters. Exceptions can be made for a single word abbreviation like “SCAI”.
- Symbols (#@!()%$) should not be used in the subject line, because they will trigger spam filters.
- The subject line should be directly relevant to the email content. The use of deceptive subject lines is prohibited per the CAN-SPAM act.

**Delivery and Approval Requirements:**

- Deliver the creative and a subject line no later than 48 hours before scheduled distribution. Subject lines will read: Sponsored message from [client name]: XXXX
- Pre-delivery approval. No emails will be sent without email confirmation that the proof copies have been reviewed and approved for distribution.