

Preparing the FUTURE of Interventional Cardiology



Industry Prospectus



2016 FALL FELLOWS COURSES

December 10-14, 2016
Las Vegas, Nevada

The Cosmopolitan of Las Vegas

Adult Interventional Cardiology Course

Program Chair
John M. Lasala, MD, PhD, FSCAI

Program Co-Chair
Douglas E. Drachman, MD, FSCAI

Assistant Program Co-Chair
John C. Messenger, MD, FSCAI

Congenital / Structural Heart Disease Interventional Cardiology Course

Program Chair
Daniel S. Levi, MD, FSCAI

Program Co-Chair
Damien Kenny, MD, FSCAI



The Society for Cardiovascular
Angiography and Interventions
Foundation

www.SCAI.org/Fellows





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Program Chairs

Adult Interventional Cardiology Fellows Course



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Barnes Jewish Hospital at Washington
University School of Medicine
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Douglas E. Drachman, MD, FSCAI
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Congenital / Structural Heart Disease Interventional Cardiology Course



Daniel S. Levi, MD, FSCAI
Program Chair
UCLA Medical Center
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Damien Kenny, MD, FSCAI
Program Co-Chair
Our Lady's Hospital for Sick Children
Dublin, IRELAND

Join the FUTURE of Interventional Cardiology at the SCAI 2016 Fall Fellows Courses

Invest in the FUTURE of Interventional Cardiology at the SCAI 2016 Fall Fellows Courses.

No other interventional cardiology fellows course attracts as many interventional trainees as SCAI Fall Fellows. This presents a great opportunity for your company to build relationships with tomorrow's leaders and decision-makers.

Taking place at The Cosmopolitan of Las Vegas, the SCAI 2016 Fall Fellows Courses will provide an engaging, informal and relaxing environment in which attendees can interact with internationally recognized faculty. Attendees of the course 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 as well as material of immediate value to attendees as they plan their post-fellowship practices.

The SCAI 2016 Fall Fellows Courses are your opportunity to demonstrate the latest technology to interventional cardiology fellows and pediatric cardiology fellows as they plan their post-fellowship practices.

We hope to see you in Las Vegas!





Applying for Exhibit Space

Companies have the opportunity to exhibit at SCAI 2016 Fall Fellows Courses. Pricing may be found on the Exhibit Space Application on page 9.

Exhibitors must represent products and services that promote pharmacologic and device-based interventional cardiology therapy or 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.

Applications for exhibit space and checks for full payment must be received by **October 16, 2016**.

Booth Construction

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.

Exhibitor Cancellation

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

- **Cancellation on or before October 16, 2016:** The exhibitor will pay 50% of the exhibit fee.
- **Cancellation after October 16, 2016:** 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.

Important Dates: Exhibits

Application Deadline

- Friday, October 16, 2016

Cancellation Deadline

- Friday, October 16, 2016

Installation Dates

- Saturday, December 10, 2016 from 2:00 PM – 6:00 PM*
- Sunday, December 11, 2016 from 6:00 AM – 9:00 AM

Exhibit Dates

- Sunday, December 11, 2016 from 9:45 AM – 6:15 PM
Reception: 5:15 PM – 6:15 PM
- Monday, December 12, 2016 from 10:00 AM – 4:00 PM
- Tuesday, December 13, 2016 from 9:45 AM – 3:30 PM

Dismantle Dates

- Tuesday, December 13, 2016 from 3:30 PM – 5:30 PM

Important Dates: Satellites

Application Deadline

- October 21, 2016 for all satellites

Cancellation Deadline

- Friday, October 1, 2016

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

Event Demographics

Target Audience

This program is expected to be attended by 252 U.S. and international 4th year interventional cardiology fellows and 3rd and 4th year pediatric cardiology fellows interested in cardiac catheterization.

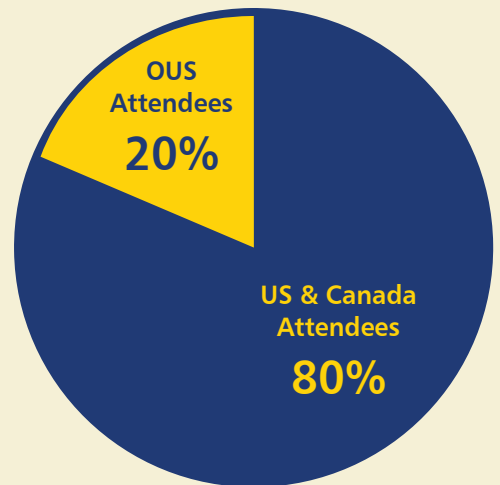
Benefits of Exhibiting

- 4 complimentary Exhibits-Only registration with 10 x 20 ft. Exhibit Space (Full access will be granted for all supporters if seating allows).
- 3 complimentary Exhibits-Only registration with 10 x 10 ft. Exhibit Space (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).
- Company will be listed on www.SCAI.org and within Final Program.
- Pre-registration list will be sent to exhibitors 3 weeks prior to event date.
- Final registration list will be sent to exhibitors within 2 weeks of event completion.

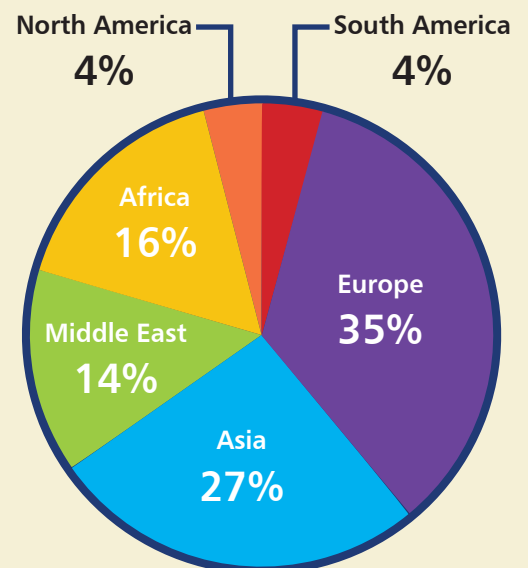
2015 Demographics

- 252 4th year adult interventional cardiology fellows and 3rd and 4th year pediatric fellows attended the SCAI 2015 Fall Fellows courses.
- Fellows represented **39 states and 27 countries.**

2015 Fall Fellows Attendees



2015 Fall Fellows OUS Attendance by Region



2015 Exhibitors

Abbott
Abiomed Inc.
ACIST Medical Systems
B. Braun Interventional Systems
Boston Scientific
CardiacAssist, Inc.
Cardiovascular Systems Inc.
Cook Medical
Cordis, a Cardinal Health Company
Corindus Vascular Robotics
Edwards Lifesciences
Gore & Associates
Medicure
Medtronic
PICS-AICS
SCAI & SCAI FIT Portal
St. Jude Medical
Terumo Interventional Systems
The Medicines Company
Volcano Corporation
ZOLL

Exhibit Hall: Gracia 1, 2, 5 & 6

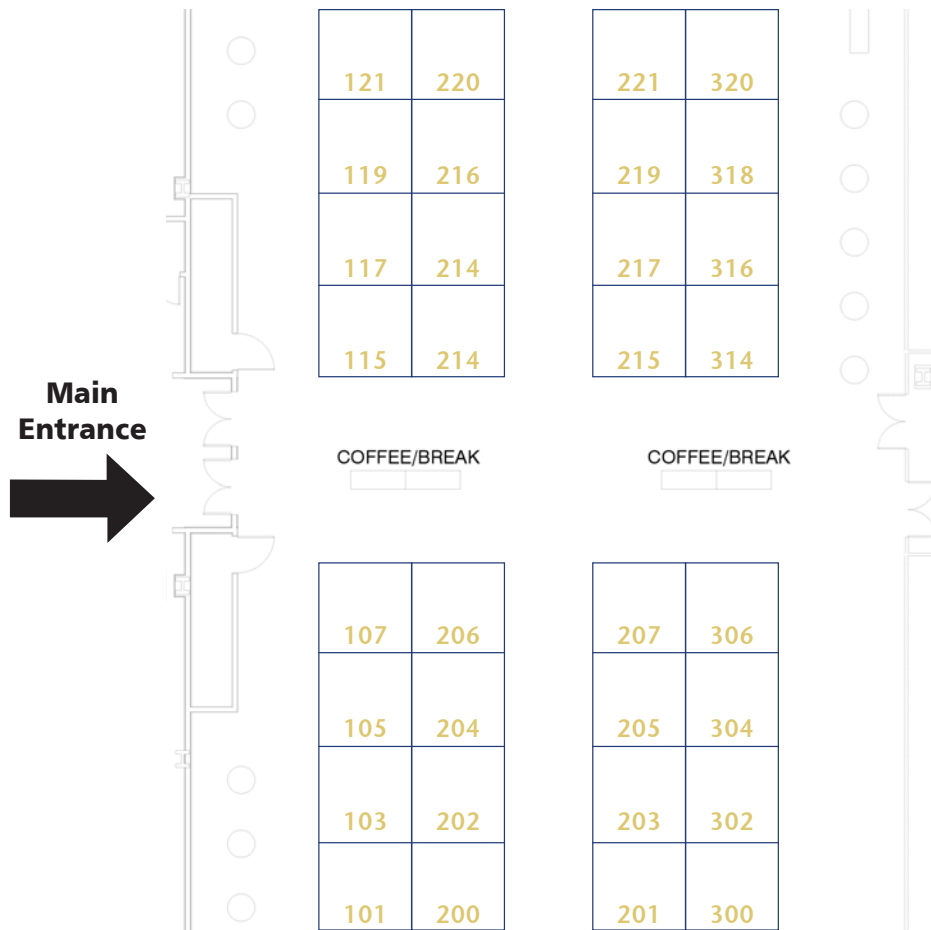


Exhibit Hall Schedule

*The "Mentored, Hands-On Simulation Tour" is limited to the first five (5) exhibitors purchasing a 10x20 booth.

Sunday, December 11	Monday, December 12	Tuesday, December 13
Break 9:45 AM - 10:45 AM	Break 10:00 AM - 10:45 AM	Break 9:45 AM - 10:45 AM
Mentored, Hands-On Simulation Tour* (Adult Program) 1:30 PM - 2:30 PM	Mentored, Hands-On Simulation Tour & Lunch (CHD Program) 11:15 AM - 1:30 PM Mentored, Hands-On Simulation Tour* (Adult Program) 1:30 PM - 2:30 PM	Mentored, Hands-On Simulation Tour* (Adult Program) 1:30 PM - 2:30 PM
Break 3:00 PM - 4:00 PM	Break 3:15 PM - 4:00 PM	Break 2:30 PM - 3:30 PM
Welcome Reception 5:15 PM - 6:15 PM		

[CLICK HERE to Apply for Exhibit Opportunities](#)

Exhibit Opportunities

NEW THIS YEAR! The first five (5) exhibitors purchasing a 10x20 booth* will benefit from our new **MENTORED, HANDS-ON SIMULATION TOUR** each day in addition to scheduled break hours. During this power hour each day, SCAI faculty will take several small groups of attendees on a round-robin, rotating tour of these qualifying exhibitors providing hands-on, demonstrations of your company's products. Over three days, you'll have the full engagement of all Fall Fellows attendees!



*The five (5) exhibitor slots in the **MENTORED, HANDS-ON SIMULATION TOUR** have been filled by the first five (5) 10x20 booth exhibit space reservations.

Exhibit Fee

The exhibit application must be completed by October 16, 2016 to be recognized in the final program and on-site signage.

- 10 ft. x 20 ft. Exhibit Space** \$17,500
Includes 4 complimentary Exhibits-Only registrations
- 10 ft. x 10 ft. Exhibit Space** \$10,000
Includes 3 complimentary Exhibits-Only registrations
- Additional Exhibits-Only Registration** \$495

Satellite Programs at Fall Fellows

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 opportunities in the morning, during the lunch break and in the evening.

Satellite Programs

Application Process and Deadline

All Satellite Symposium proposals can be submitted using the application for Satellite Symposium form on page 11. Only completed applications accompanied by payment will be considered. The application and all required documentation must be completed and sent to SCAI by **October 21, 2016**.

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.
- Extent to which the program proposal meets the educational needs of meeting attendees. Content should be presented at the highest level of sophistication.
- Extent to which the program proposal presents a variety of topics.
- 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, 2016 the supporter will receive a refund of 50% of their satellite fee.

After October 1, 2016 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.

CLICK HERE to Apply for Satellite Opportunities

Satellite Opportunities

Included in All Satellite Symposia

- Fall Fellows pre-registration mailing list provided three (3) weeks prior to event date for one (1) time use. Email addresses not included.
- Final registration list sent within two (2) weeks of event completion. Email addresses not included.
- Meeting room rental
- Basic A / V including a screen, podium microphone, and LCD projector (*Food, beverage, and additional A / V may be ordered at your expense. For all-inclusive pricing, email EGrammer@SCAI.org.*)
- Two (2) 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 2016 satellite emails to attendees

Satellite Symposia Time-Slots

Applications submitted after the October 21, 2016 deadline will only be considered if a slot is available. Please note that times are tentative and may be adjusted according to the final agenda.

Saturday, December 10, 2016

SOLD Half-Day
\$65,000
3:00 AM - 8:00 PM

Sunday, December 11, 2016

SOLD Morning
\$35,000
7:00 - 8:00 AM

SOLD Afternoon
\$35,000
12:15 - 1:15 PM

SOLD Afternoon: CHD
\$15,000
12:15 - 1:15 PM

SOLD Evening
\$25,000
6:30 - 8:30 PM

Monday, December 12, 2016

SOLD Morning
\$35,000
7:00 - 8:00 AM

SOLD Afternoon
\$25,000
12:15 - 1:15 PM

SOLD Afternoon
\$25,000
12:15 - 1:15 PM

SOLD Evening
\$25,000
6:30 - 8:30 PM

Tuesday, December 13, 2016

Morning
\$35,000
7:00 - 8:00 AM

Afternoon
\$35,000
12:15 - 1:15 PM

SOLD Afternoon: CHD
\$15,000
12:15 - 1:15 PM

SOLD Evening
\$25,000
6:30 - 8:30 PM

Wednesday, December 14, 2016

Morning
\$35,000
7:00 - 8:00 AM



[CLICK HERE to Apply for Sponsorship Opportunities](#)

Sponsorship Opportunities

Sponsorship opportunities are available for companies to 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.

Important Note: Have your own sponsorship idea? Share with us to have first-right of refusal on the opportunity!

**Exclusive sponsorship*

Lanyards*



\$2,500

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

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*

\$5,000 / \$8,500 (1-Sided / 2-Sided Boards)

Promote your company's brand or product to SCAI 2016 Fall Fellows Courses attendees via 3 meter boards (each 38" x 87") placed in the highly visible areas outside the general session, satellites and registration.

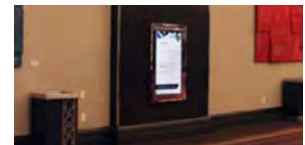
Advertising Opportunities

\$2,000 - \$8,000

Place your advertisement in the SCAI 2016 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. See application form on page 13.

Vertical Screens*

\$10,000



Promote your company's brand or product to SCAI 2016 Fall Fellows Courses attendees via three vertically-oriented digital screens, each 1080 pixels (wide) by 1920 pixels (tall), located in key locations outside the satellite session and registration areas.

Charging Stations*



\$10,000

Keep SCAI 2016 Fall Fellows Courses attendees charged with four universal charging stations featuring corporate or product advertising, conveniently located in the seating area near registration and the Expo Hall. Today's multi-tasking attendees will be looking for your charging stations to keep their smartphones, tablets and laptops powered.

Welcome Reception*



\$10,000

The Fall Fellows Courses Welcome Reception is well-attended by program attendees, SCAI leadership, program faculty, and exhibitors. Receive recognition through corporate or product logo on four signs located throughout the event.

SCAI Meeting Rooms

\$500 / \$1,000 (Half Day / Full Day)

Located away from the hustle and bustle of SCAI 2016 Fall Fellows Courses, SCAI's meeting rooms will provide the ideal space to conduct business with clients or to meet with staff. Each room comes furnished with a table and chairs and offers seating for 20 people and up.

CLICK HERE to Apply for Advertising Opportunities

Print Advertising Opportunities

Available ad sizes and placements in the SCAI 2016 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 with a minimum of 300 DPI resolution, in JPG or PDF format, in CMYK color mode with a 0.25 in. bleed on all four sides must be emailed to Eric Grammer at EGrammer@SCAI.org by November 6, 2016.

Email Advertising Opportunities

Fall Fellows Morning eBrief Banners

The "Fall Fellows Morning eBrief" is sent to attendees the day prior to the start of the Fall Fellows Courses and on the first four days of the program. Indicate the quantity of "Fall Fellows Morning eBrief" banners you would like to purchase.

- 1 Banner \$1,500
- 2 Banners \$3,000

Select the "Fall Fellows Morning eBrief" email(s) you would like your email banner(s) placed in.



- SOLD** Friday, Dec. 9
- SOLD** Saturday, Dec. 10
- SOLD** Sunday, Dec. 11
- Monday, Dec. 12
- Tuesday, Dec. 13

Artwork Preparation & Submission Guidelines: Banners which are 640 px (wide) x 100 px (tall), with 72 DPI resolution, in GIF, JPG, or PNG format, in RGB color mode must be emailed to Eric Grammer at EGrammer@SCAI.org by November 6, 2016.

SCAIMail: SCAI Sponsored Emails

Want to reach SCAI's email list of 40,000 interventional and invasive cardiologists, cath lab professionals and other industry professionals? SCAIMail is an opportunity to reach this group via a SCAI sponsored email on your behalf. SCAIMail specifications will be provided upon purchase of SCAIMail.

- 1 Month \$10,000
- 2 Months \$18,000
- 3 Months \$25,000
- 1 SCAI Sponsored Email to a Segmented List (500 Fellows, Program Directors and Coordinators) \$4,000