

SOCIETY FOR VASCULAR ULTRASOUND

2020 ANNUAL CONFERENCE & MARKETPLACE



Sponsorship Guide and Exhibitor Prospectus

August 6–8, 2020

Sheraton New Orleans Hotel

New Orleans, LA

Who Attends

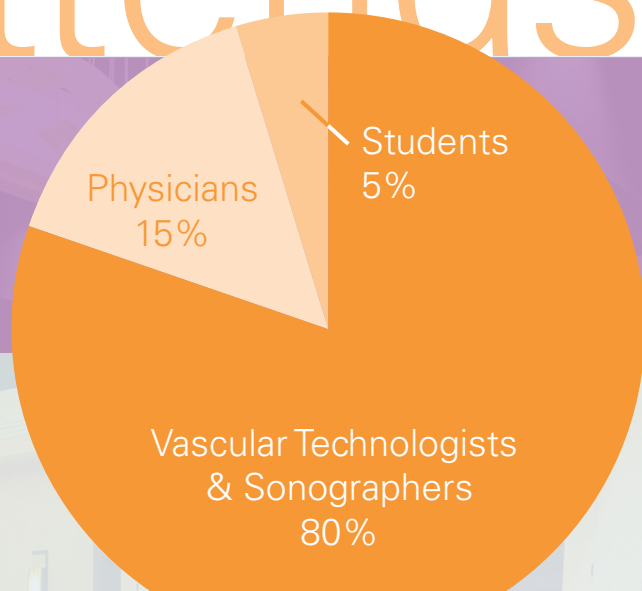
The Society for Vascular Ultrasound Annual Conference & Marketplace is THE event to attend to reach our niche audience which includes:

VASCULAR TECHNOLOGISTS AND SURGEONS
PHYSICIANS
CARDIAC SONOGRAPHERS
CARDIOLOGISTS
VASCULAR LAB TECHNICAL DIRECTORS
AND MORE.

Our targeted event has sponsorship and exhibitor opportunities that are guaranteed to *get you in front of our expected audience of over 400 individuals* that want to know about your organizations products and services.

Attendees always get extensive value from participating. This year attendees will walk away able to do the following:

- Adjust protocols in order to more **efficiently evaluate** the patients
- Describe cutting edge treatments valuable to **address complicated cases**
- **Understand velocity criteria** and application to various pathologies
- Recognize the correlation between the **clinical presentation and diagnostic findings**
- Understand and relate changes in waveforms to **clinical decision making**
- Understand the **relative value and differences** among various imaging modalities
- Discuss current important aspects of **practice management** for the vascular ultrasound professional ...and more.



2019 ATTENDEE BREAKDOWN



Please contact Scott Oser at soser@svunet.org or 301-279-0468 with questions or to customize your package.

2020 Sponsorship Opportunities

A limited number of sponsorship opportunities have been created to offer consistent exposure across the 3 days of the event. It is understood that different organizations have different financial resources so opportunities have been created to meet any budget.

Get Some Time on the Microphone

RISE AND SHINE

This unique opportunity was offered for the first time in 2018 and sponsors raved about the ROI. Sponsors receive the opportunity to present on a topic of their choice in a private room where a buffet breakfast is served. Topics must be approved by SVU.

Benefits: Select topic and speaker
Signage with logo outside of room
Listing as sponsor on all sponsor signage, website and in mobile app
Push notification prior to start of presentation
Sponsor materials distributed to attendees

Availability: 4 (2 Friday AM, 2 Saturday AM) **Just 2 left!**

Cost: \$10,000

PRESIDENT'S RECEPTION

The President's Reception is one of the most anticipated events of the Conference. All of the key decision makers in attendance will be here at this intimate invitation-only event.

Benefits: Opportunity to address attendees on microphone
Signage with logo outside of room
Listing as sponsor on all sponsorship signage, website and in mobile app
Reserved seating for sponsor and guests

Availability: 2 (Thursday PM)

Cost: \$5,000

LIVE SCANNING

As educators speak from the dais, a sonographer or physician expert demonstrates using your machine, with your images projected onto the big screens.

Availability: 6-8 (varies depending on conference content)

Cost: \$4,000

INNOVATION STATION SESSION

Each and every year one of the most highly anticipated and trafficked sessions of the Conference is the Innovation Station Session. During this session, companies are able to provide hands-on access to their products.

Past topics have included:

- TCD
- Renal FMD
- Liver vessel imaging
- MALS
- Reflux imaging ergonomically
- Identifying the source of reflux
- Mapping the Cephalic and Basilic veins for dialysis grafts
- POCUS
- PAT
- Anterior tibial artery imaging
- TOS
- Allen's testing
- Raynaud's syndrome

Topics are subject to change for 2020.

Benefits: Great opportunity to increase the visibility of your product while providing an education-rich session for attendees. Topic & expert assigned by SVU

Availability: 10 Just 7 remaining!

Participation

Fee: \$500



Please contact Scott Oser at soser@svunet.org or 301-279-0468 with questions or to customize your package.

Get Some Time on the Microphone, cont'd

FOUNDATION AWARDS DINNER AND CELEBRATION

The SVU Foundation Dinner and Celebration is a VIP event to raise money for vascular ultrasound research and education.

Benefits: Sponsors get high visibility throughout the year, throughout the Annual Conference and throughout the event itself

Cost: Individual Tickets \$80, Table Sponsorship \$2500, Premier Table Sponsorship \$5000

LUNCH SPONSORSHIP

SVU attendees love to eat. Why not use that to your advantage and sponsor one of our daily lunch breaks?

Benefits: Signage with logo on or near food stations
Listing as sponsor on all sponsor signage, website and in mobile app
Push notification prior to start of lunch
Sponsor materials distributed to attendees

Availability: 3 (Thursday, Friday, Saturday)

Cost: \$5,000

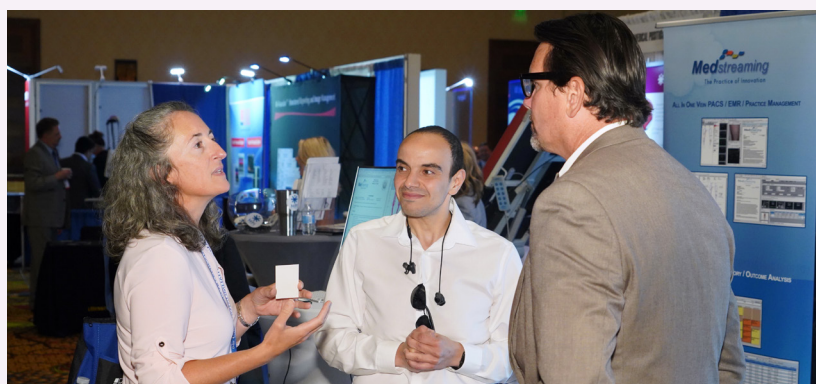
REFRESHMENT BREAK SPONSORSHIP

Everyone knows how important it is to stay hydrated at a conference. Take advantage of this biological fact and sponsor one of the refreshment breaks so the attendees see your name and your logo every time they take a drink.

Benefits: Signage with logo on or near refreshment stations
Listing as sponsor on all sponsor signage, website and in mobile app
Push notification prior to start of refreshment breaks
Sponsor materials distributed to attendees near drink tables

Availability: 5 (Thursday AM and PM, Friday AM and PM, Saturday AM)

Cost: \$3,000



Branding Opportunities

Market research has proven time and time again that keeping your brand in front of your current and prospective customers is necessary for you to remain top of mind. The SVU Conference offers many opportunities for you to maintain your brand presence, before, during and after the event.

REGISTRATION DESK BRANDING

Attendees have to come to registration to get their badges and their attendee bags. Therefore what better place to have your branding than on the kickboards of the desk itself - the first thing they see upon arrival?

Benefits: Logo and/or company name on kickboards of registration desk
Listing as sponsor on all sponsor signage, website and in mobile app

Cost: \$3,500

ATTENDEE BAG SPONSOR

All attendees receive a bag when they register for the Conference and the bag is probably the one thing, besides their devices, they make sure they have with them all times. Keep your logo in front of over 400 attendees for 3 days straight when you sponsor this important part of any attendee's uniform.

Benefits: Logo and/or company name on attendee bags
Listing as sponsor on all sponsor signage, website and in mobile app

Cost: \$6,000

SOLD!

SOLD!

Branding Opportunities, cont'd

LANYARDS

Every attendee needs a lanyard to hold their show badge. Sponsoring the lanyards will keep your logo around the necks of attendees for the entire event.

Benefits: Logo and/or company name on lanyard
Listing as sponsor on all sponsor signage, website and in mobile app

Cost: \$2,000

MOBILE APP BANNER AD

Since a printed show program is no longer provided attendees have turned to using the mobile app as their go-to reference for anything related to the event. The Mobile App Banner ad shows up every time an attendee logs on to the app so it will be seen many times during the three day event.

Cost: \$3,000

CONFERENCE PENS

Pens have power beyond note-taking in the classroom. How many times have you seen an attendee want to write something down but not be able to find a pen? It happens to our attendees all the time so in order to help them out we provide a pen to every single person who comes to the show. We also make extras available for folks who dry out their pens out writing so much.

Benefits: Logo and/or company name on high quality ball point pen
Listing as sponsor on all sponsor signage, website and in mobile app

Cost: \$1,500

AWARDS

Professional Achievement Award	\$ 1,100
Distinguished Service Award.....	\$ 1,100
Alex Chao, MD Young Investigators Presentation Award	\$ 1,100
D.E. Strandness, MD Presentation Award.....	SOLD
Physician Presenter Award	\$ 900
Excellence in Oral Clinical Presentation.....	\$ 900
First-Time Presenters Award	SOLD
Excellence in Case Study Poster Presentation	\$ 600
Excellence in Case Study Oral Presentation.....	\$ 600
Student Oral Presentation	SOLD
Student Poster Presentation.....	SOLD

ATTENDEE BAG INSERT

Have a white paper, brochure or a branded tchotchke you want to get in the hands of all attendees? Provide an item and it will be inserted into every attendee bag. (All bag inserts must be approved by SVU. Brochure should be no more than 4 pages.)

Cost: \$500

MOBILE APP PUSH NOTIFICATION

The mobile app has the ability to send messages to all attendees at any time during the conference. If you are looking for an affordable way to get attendee's attention this would do the trick. Use it to drive traffic to your booth for a flash sale or promo giveaway, or to meet an ultrasound celebrity.

Cost: \$250

"We had phone calls the Monday after the meeting by attendees. This has been the quickest turn around for us after a show and we do several national shows per year."—SVU Marketplace Vendor



Exhibitor Opportunities

The SVU Marketplace is the center of much of the activity at the Conference. It is always hopping and exhibitors are extremely happy with the consistent traffic. The Opening Reception and all coffee breaks and lunches are held in the Marketplace.

EXHIBITING COMPANIES INCLUDE:

ULTRASOUND MANUFACTURERS

PERIPHERAL DEVICES AND EQUIPMENT MANUFACTURERS

ULTRASOUND DEVICE, SUPPLIES AND EQUIPMENT DISTRIBUTORS

ERGONOMICS MANUFACTURERS

INFECTION PREVENTION SUPPLIES

TRAINING PHANTOMS

SOFTWARE REPORTING PACKAGES

CREDENTIALING AGENCIES

HEALTH CARE RECRUITERS

NON-PROFIT SOCIETIES WORKING IN VASCULAR, ULTRASOUND, RADIOLOGY, MEDICAL IMAGING AREA

ULTRASOUND SCHOOLS

PRICING

Booth Size

EARLY BIRD by 1/31/20

REGULAR after 1/31/20

Fee Includes

10' x 10'

\$2800

\$3000

One complimentary full conference registration

10' x 20'

\$4200

\$4500

Two complimentary full conference registrations

20' x 20'

\$6800

\$7000

Three complimentary full conference registrations

ENTRANCE

414	408 308	304 204	204 104	104
408	408 308	308 208	208 108	108
406	406 306	306 206	206 106	104
404				104
408	408 308	308 208	208 108	108
414	414 314	314	114	
413	412 313	312 212	212 113	112

"SVU was an excellent experience and introduced us to many new clients. We are very much looking forward to partnering with SVU next year!"

*—Leah Boles,
Veindirectory.org*

SVU 2020 Reservation Contract

Please reserve the following for our company's participation at the
August 6-8, 2020 | SHERATON NEW ORLEANS HOTEL | 500 Canal Street, New Orleans, LA 70130

CONTACT INFORMATION

Unless otherwise indicated, all correspondence, including billing, will be conducted with the individual listed below.

Name _____ Title _____

Company Name (as you wish it to appear when published) _____

Mailing address _____

City/State/Zip _____

Telephone _____ Email _____

Website _____

☐ We understand this application becomes a contract when signed by us and accepted by SVU.
We agree to abide by all rules and regulations as posted on the SVU 2020 Annual Conference page,
www.svunet.org/annualconference.

Signature _____ Date _____

PAYMENT

☐ Check enclosed ☐ Send invoice

☐ Please charge credit card: ☐ MasterCard ☐ Visa ☐ AMEX

Name on Card _____ Account # _____ Exp. _____

Signature _____ CVV# _____ Billing Zip Code _____ Date _____

GET SOME TIME ON THE MICROPHONE

☐ Rise and Shine \$10,000

☐ President's Reception \$5,000

☐ Live Scanning \$4,000

☐ Innovation Station Session \$500

☐ Foundation Awards Dinner and Celebration \$ _____

Individual Tickets \$80, Table Sponsorship \$2500,
Premier Table Sponsorship \$5000

☐ Lunch Sponsorship \$5,000

☐ Refreshment Break Sponsorship \$3,000

BRANDING OPPORTUNITIES

☐ Registration Desk Branding \$3,500

☐ Attendee Bag Sponsor \$6,000

☐ Lanyards \$2,000

☐ Mobile App Banner Ad \$3,000

☐ Conference Pens \$1,500

☐ Awards \$ _____

☐ Attendee Bag Insert \$500

☐ Mobile App Push Notification \$250

EXHIBITOR OPPORTUNITIES

Booth Preference: 1. _____ 2. _____ 3. _____

☐ 10' x 10' Booth

Early bird by 1/31/20 **\$2800**

Regular rate after 1/31/20 \$3000

Fee Includes: One complimentary full
conference registration

☐ 10' x 20' Booth

Early bird by 1/31/20 **\$4200**

Regular rate after 1/31/20 \$4500

Fee Includes: Two complimentary full
conference registrations

☐ 20' x 20' Booth

Early bird by 1/31/20 **\$6800**

Regular rate after 1/31/20 \$7000

Fee Includes: Three complimentary full
conference registrations

COMBINED TOTAL \$ _____

Note: All exhibit and sponsorship invoices must be paid in full
by June 30, 2020. April 1 is the last day to cancel and receive a
refund minus the \$300 cancellation fee.

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