



STSA 65th Annual Meeting Branding Opportunities

The STSA Annual Meeting draws an audience of approximately 500 surgeons and members of the cardiothoracic surgery team together each year.

The branding opportunities available during the 65th Annual Meeting will allow companies to showcase their products and services to a targeted audience of STSA Annual Meeting attendees; 86% of whom reported in 2017 as having a personal role in the buying process for equipment and/or services at their home institution/practice.

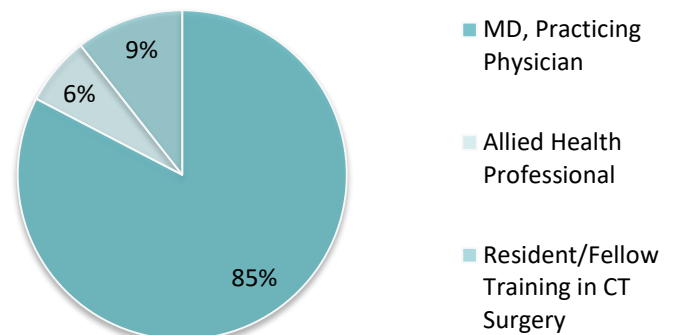
The STSA Annual Meeting is well-known as one of the leading cardiothoracic surgery medical meetings. In 2018, STSA will again feature a robust educational program, an intimate and energetic Exhibit Hall experience for industry and attendees to connect, and a variety of networking events.

Drive traffic to your STSA Exhibit Hall booth by seizing the brand opportunities available and delivering your brand and strategic position to STSA meeting-goers.

STSA Annual Meeting Attendees

- 96% of 2017 STSA Annual Meeting attendees visited the Exhibit Hall, and nearly 50% of all attendees reported visiting the exhibit hall more than three times during the two-day exhibition*.
- STSA Annual Meeting attendees are **decision makers***.
 - 86% report having a personal role in the buying process for equipment and/or services at their practice and/or institution.
 - 63% of Annual Meeting attendees provide recommendations to their institution on product/service purchases.
 - 11% report having the **final say** on what products to buy.

2017 Annual Meeting Attendee Breakdown



Branding opportunities are available on a first-come, first-served basis.

Opportunities are listed in descending price order from high to low.

*Based on 2017 STSA Annual Meeting evaluation data.

New for 2018: Wi-Fi for STSA 65th Annual Meeting Attendees

- Wi-Fi capability branded with your company name and logo – \$15,000

As we continue to innovate and utilize web-based technology, STSA would like to offer a wireless experience to its attendees of the 65th Annual Meeting. Your company logo can be featured as the splash screen when users launch the browser. The wireless password can also be tailored to your company name.

For example: *CompanyName-STSA2018*

Deadline to submit materials to STSA: September 28, 2018

New for 2018: STSA Educational Program Mobile Application

- Mobile Application Splash Page – \$12,500

The STSA 65th Annual Meeting Program Book will be transitioned to a mobile application for the STSA 65th Annual Meeting. The application will contain all of the essential meeting information that attendees need, including a complete schedule of events, more than 75 oral and video presentation abstracts, descriptions of all sessions and special lectures to be held during the meeting, a full membership roster, and exhibit information. Your company logo can be featured as the splash screen when users launch the app.

Deadline to submit materials to STSA: September 28, 2018

Hotel Key Cards

- Exclusive Opportunity

Hotel key cards provide great visibility providing repeated exposure each time an attendee uses his or her room key. Your corporate name, product, or booth location can be displayed on the front of the key card. All attendees staying at the headquarters hotel will receive these keycards. Price includes cost of production.



Deadline to submit materials to STSA: September 14, 2018

Program Book

- Back cover – \$5,000
- Inside back cover – \$3,500
- Save! Both back cover and inside back cover – \$8,000

The STSA 65th Annual Meeting Program Book will still be offered in 2018. This printed publication contains all of the essential meeting information that attendees need, including a complete schedule of events, more than 75 oral and video presentation abstracts, descriptions of all sessions and special lectures to be held during the meeting. STSA distributes the Program Book onsite. The book will be posted online and shared electronically with STSA meeting registrants in advance of the meeting. It will be a reference for meeting attendees for years to come. Your company will receive a full-page (approximately 4.25" x 8.25") four-color advertisement.



Deadline to submit materials to STSA: September 28, 2018

Hotel Windows & Walkway Banners

- Elevator Banners - \$5,000
- Walkway Banners -- \$5,000
- Window Banners -- \$5,000

The STSA 65th Annual Meeting will be held at the Omni Amelia Island Plantation Resort. Its beautiful grounds and outdoor walkway to the convention center are great ways to showcase your company's brand for all to see. Hotel elevators and convention center entryway windows are also available as prime real estate to brand your corporate identity to STSA 65th Annual Meeting attendees.

STSA *Deadline to submit materials to STSA: September 28, 2018*



Coffee Cup Sleeves

- \$5,000, Exclusive Opportunity

STSA will host a complimentary breakfast and coffee breaks for attendees inside the Exhibit Hall on Thursday, November 8 and Friday, November 9. Your company name, logo, and/or booth number can be placed on the coffee sleeves. Price includes cost of production.

Deadline to submit materials to STSA: September 14, 2018



Graphic Boards

- \$2,500, 6 available

Standing advertisements—approximately 7' tall and 3' wide, double-sided—will be placed in high-traffic areas of the convention center, offering a great opportunity to promote your company message and booth location. Location is subject to change. Price includes cost of production.

Deadline to submit materials to STSA: September 14, 2018



See next page for specifications and more information.

Specifications

- All artwork, graphics, logos, signage, and other promotional messages must be approved by STSA in advance of production.
- **Unless otherwise noted, all production, installation, and removal costs are the responsibility of the industry partner.** All promotional signage, banners, etc., must be installed by the Omni Amelia Island Resort & Spa.
- Please contact STSA for all specifications at stsa@stsa.org.
- All signed agreements are final. Cancellations are not accepted.
- All reasonable efforts will be made to preserve materials in their original condition; however, STSA is not responsible for lost or damaged materials.
- Branding opportunities are only available to STSA 65th Annual Meeting Exhibitors. For information about exhibiting at the STSA 65th Annual Meeting, contact Thom Hoffman, STSA Exhibit Manager, at thoffman@sts.org or 312-202-5838.
- For branding opportunities in this catalog, please consider external guidelines and policies such as the ACCME's "Standards for Commercial Support," PhRMA's "Code on Interaction with Healthcare Professions," and AdvaMed's "Code of Ethics for Interactions with Healthcare Professionals."

Other Opportunities

Corporate Support

Become a Platinum (\$20,000 and above), Gold (\$10,000-\$19,999), or Silver (\$5,000-\$9,999) supporter of the STSA 65th Annual Meeting by providing an educational grant for the STSA 65th Annual Meeting – a premier educational meeting for cardiothoracic surgeons.

STSA Membership List License

Purchase the STSA membership mailing list license (fee: \$350), which consists of more than 1,100 names and mailing addresses, to send STSA-approved mailings. STSA does not license, sell, or distribute members' phone/fax numbers or e-mail addresses under any circumstances.

STSA Annual Meeting Registrants List License

Purchase an STSA Annual Meeting registrant list license to send STSA-approved mailings. List types include final registration list for 2018 (fee: \$500), final registration list for 2018 (fee: \$500), and the 2018 pre-meeting registration list (fee: \$350). STSA does not license, sell, or distribute attendees' phone/fax numbers or e-mail addresses under any circumstances.

Satellite Activities

Companies may host satellite activities, ancillary activities or other events beginning November 7 to November 8, 2018. Such activities and events may not take place during the hours of the scientific sessions, during other activities scheduled by STSA, or during the Exhibition itself. To request a copy of the STSA Policy Regarding Industry Sponsored Activities, e-mail Thom Hoffman at thoffman@sts.org. Companies assume full responsibility for property damage, personal injury, or death to any party, by reason of occurrences at or related to any such functions conducted by it. An outline of the STSA program and activities is available at www.stsa.org.

Contact

For more information about any of these opportunities please contact Laura Medek, STSA Manager, at lmdek@sts.org or 312-202-5825.

Contact Thom Hoffman, STSA Exhibits Manager, at thoffman@sts.org or 312-202-5838 for information about exhibiting at the STSA 65th Annual Meeting.

