



STSA 66th 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 66th Annual Meeting will allow companies to showcase their products and services to a targeted audience of STSA Annual Meeting attendees; 83% of whom reported in 2018 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 2019, STSA will again feature a robust educational program, an intimate and energetic Exhibit Hall experience for industry and attendees to connect.

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

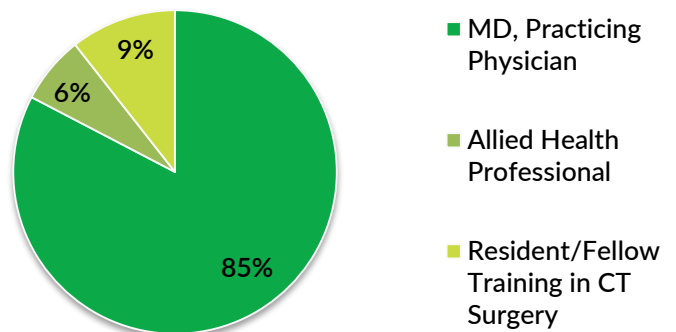
NOTE: Branding opportunities are available on a first-come, first-served basis and there are no additional benefits associated with purchasing a branding opportunity. Corporate Support benefits provided to companies in exchange for funding an educational grant in support of the STSA 66th Annual Meeting are exclusive to corporate support opportunities only. View Corporate Support Opportunities at stsa.org/66thannual.

STSA Annual Meeting Attendees

- **99% of 2018 STSA Annual Meeting attendees visited the Exhibit Hall**, and nearly 60% of all attendees reported visiting the exhibit hall more than three times during the two-day exhibition*.
- STSA Annual Meeting attendees are **decision makers***.
 - **83%** 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.
 - **12%** report having the **final say** on what products to buy.

*Based on 2018 STSA Annual Meeting evaluation data.

2018 Annual Meeting Attendee Breakdown



Wi-Fi for STSA 66th 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 during the 66th Annual Meeting. Your company logo can be featured as the splash screen when users launch their browser. The wireless password can also be tailored to your company name.

For example: *CompanyName-STSA2019*

Deadline to submit materials to STSA: September 27, 2019

STSA Educational Program Mobile Application

- Mobile Application Splash Page -- \$12,500

The STSA 66th Annual Meeting Program Book will again be offered in the form of a mobile application for the meeting. Similar to the mobile application offered in 2018, it will contain all 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 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 27, 2019

STSA Saturday Morning Postgraduate Program Breakfast

- \$10,000, Exclusive Opportunity

In 2018, STSA held a Postgraduate Program Breakfast on Saturday morning of the STSA 66th Annual Meeting sponsored by a local institution. The Saturday morning program was well attended by meeting attendees and guests and therefore, STSA would like to continue offering this breakfast to close the STSA Annual Meeting. Your company may elect to purchase this exclusive opportunity and fund a hot breakfast for attendees and guests in exchange for branding your company name or product on signage displayed at the event and on meeting room walk-in slides.

Deadline for commitment to this opportunity: September 27, 2019

Hotel Key Cards

- \$10,000, 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 13, 2019

Program Book

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

The STSA 66th Annual Meeting Program Book will still be offered in 2019. 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 at registration and will be available upon request. The book will be posted online and shared electronically with STSA meeting registrants in advance of the meeting. Your company will receive a full-page (approximately 4.25" x 8.25") four-color advertisement.

Deadline to submit materials to STSA: September 13, 2019

Hotel Branding

- Calusa Foyer Branded Columns – C1
\$5,000/per column
(e.g., all 4 columns \$20,000)
- Calusa Foyer Branded Columns – C2
\$6,000/per column
(e.g., all 4 columns \$24,000)
- Calusa Terrace Glass Branding
(Thursday, All Attendee Luncheon)
See photo – \$300 per panel
- Escalator Runner – \$1,200
- Calusa Foyer Glass Branding or Escalator Branding
24"x 24" Double-sided Styrene Circles
\$150 per circle

The STSA 66th Annual Meeting will be held at the JW Marriott Marco Island Beach Resort. The property and convention center are great ways to showcase your company's brand for all to see during the course of the meeting. **Prices listed above include print production.** Please contact Laura Medek at lmmedek@sts.org for additional details.

Deadline to submit materials to STSA: September 13, 2019



Destination Branding – Branded Flip-Flops

The STSA 66th Annual Meeting President's Mixer will be held on Thursday, November 7, 2019 on Tiki Beach at the JW Marriott Marco Island Beach Resort. Brand your company logo into the sole of these flip-flops for this event. The logo will be imprinted in the sand for all attendees to see during the course of the meeting. Classic Flip Flop (pictured) made with a high-quality, 15 mm EVA sole and comfortable rubber straps. More options available, prices vary. **Pictured style begins at \$7,000 and includes production.** Please contact Laura Medek at lmedek@sts.org for additional details. **Deadline to submit materials to STSA: August 1, 2019**



Destination Branding – Branded Sand Sculpture/ Sand Chalk

Take advantage of the STSA 66th Annual Meeting's beautiful location in Marco Island, FL and have your company logo built into a custom sand sculpture to be displayed in STSA's meeting space or branded onto the sand of Tiki Beach with chalk: Tiki Beach is the location of the Thursday evening President's Mixer. **Pricing varies based on the complexity of artwork provided; prices begin at \$3,500 and includes production.** Please contact Laura Medek at lmedek@sts.org for additional details. **Deadline to submit materials to STSA: September 13, 2019**



Destination Branding – Sailboat Sail

Brand your company's logo on a custom sail for beachgoers and meeting attendees. **Pricing varies based on the complexity of artwork provided; prices begin at \$5,000 and includes production.** Please contact Laura Medek at lmedek@sts.org for additional details. **Deadline to submit materials to STSA: September 2, 2019**

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 7 and Friday, November 8. 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 13, 2019

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 13, 2019

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 JW Marriott Marco Island Beach Resort. STSA will provide additional details if and when required.
- 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 66th Annual Meeting Exhibitors. For information about exhibiting at the STSA 66th Annual Meeting, contact Meagan Reichstein, STSA Exhibit Manager, at mreichstein@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 (\$25,000 and above), Gold (\$15,000-\$24,999), Silver (\$10,000-\$14,999) or Bronze (\$5,000-\$9,999) supporter of the STSA 66th Annual Meeting by providing an educational grant for the STSA 66th 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 2019 (fee: \$500), and the 2019 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 6 to November 8, 2019. 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 Meagan Reichstein at mreichstein@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 stsa.org.

Contact

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

Contact Meagan Reichstein, STSA Exhibit Manager, at mreichstein@sts.org or 312-202-5838 for information about exhibiting at the STSA 66th Annual Meeting.

