

STSA 68th 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 68th Annual Meeting will allow companies to showcase their products and services to a targeted audience of STSA Annual Meeting attendees; 88% of whom reported in 2019 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 2021, STSA will feature one of the most robust educational programs it has had in recent years, and 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 or sponsorship in support of the STSA 68th Annual Meeting are exclusive to corporate support opportunities only. View Corporate Support Opportunities at <https://stsa.org/exhibits/>.

STSA Annual Meeting Attendees

- **97% of 2019 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***.
 - **88%** report having a personal role in the buying process for equipment and/or services at their practice and/or institution.
 - **53%** 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 2019 STSA Annual Meeting evaluation data.*

The 2020 STSA Annual Meeting was canceled.

Wi-Fi for STSA 68th 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 68th 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-STSA2021

Deadline to submit materials to STSA: September 27, 2021

STSA Educational Program Mobile Application

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

The STSA 68th Annual Meeting will offer a comprehensive mobile application to support the meeting and allow you to access the program at your fingertips. The app will contain all essential meeting information that attendees need, including a complete schedule of events, more than 90 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, 2021

STSA Saturday Morning Postgraduate Program Breakfast

- \$10,000, Exclusive Opportunity

STSA will offer breakfast on Saturday morning of the STSA 68th Annual Meeting. The Saturday morning Postgraduate Program has been well attended by meeting attendees and guests. 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 in the meeting foyer.

Deadline for commitment to this opportunity: September 27, 2021

Hotel Key Cards

- \$10,000, Exclusive Opportunity

Hotel key cards provide great visibility providing repeated exposure each time an attendee uses a 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, 2021

Co-Branded Face Coverings*

- \$3,500, Exclusive Opportunity

Co-Branded protective face coverings would provide great visibility to all meeting attendees and faculty by displaying your company's logo at the STSA 68th Annual Meeting. Face coverings would be co-branded with the STSA logo. All attendees staying at the headquarters hotel will receive these face coverings at registration. Price includes cost of production.

**STSA will follow CDC and Georgia state guidelines related to face covering mandates.*



Deadline to submit materials to STSA: September 13, 2021

Program Book

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

This printed publication contains all the essential meeting information that attendees need, including a complete schedule of events, more than 90 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, 2021

Hotel Branding

- Branded Floor Clings in Meeting Foyer (\$100 per cling)
- Branded Window Clings in Meeting Foyer (\$400 per window)

The STSA 68th Annual Meeting will be held at the Loews Atlanta Hotel in Atlanta, Georgia. The property and meeting space are great ways to showcase your company's brand for all to see during the course of the meeting. Please contact Laura Medek at lmedek@sts.org for additional details.

Deadline to submit materials to STSA: September 13, 2021

Coffee Cup Sleeves

- \$5,000, Exclusive Opportunity

STSA will host complimentary breakfast and coffee breaks for attendees inside the Exhibit Hall on Thursday, November 4 and Friday, November 5. 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, 2021

Branded Hand Sanitizer

- \$1,500, Exclusive Opportunity

Your company name, logo, and/or booth number can be placed on individual bottles of hand sanitizer to be distributed to meeting attendees at registration. Price includes cost of production.



Deadline to submit materials to STSA: September 13, 2021

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 Loews Atlanta Hotel. 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 68th Annual Meeting Exhibitors. For information about exhibiting at the STSA 68th 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 Diamond (\$35K), Platinum (\$25K), Gold (\$15K), or Silver (\$10K) supporter of the STSA 68th Annual Meeting by providing an educational grant for the STSA 68th 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 2021 (fee: \$500), and the 2021 pre-meeting registration list (fee: \$350). STSA does not license, sell, or distribute attendees' phone/fax numbers or e-mail addresses under any circumstances.

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 68th Annual Meeting.

