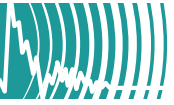


SOCIETY FOR VASCULAR ULTRASOUND

# 2020 ANNUAL CONFERENCE & MARKETPLACE



## Sponsorship Guide and Exhibitor Prospectus

August 6–8, 2020

Sheraton New Orleans Hotel

New Orleans, LA

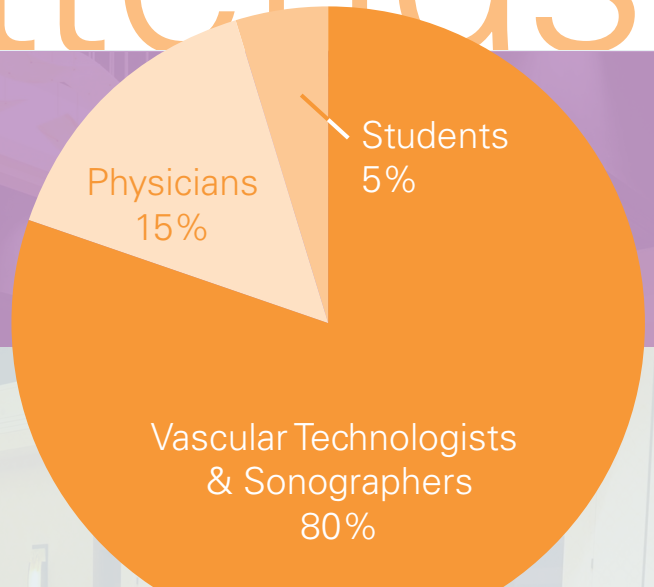


SOCIETY FOR VASCULAR ULTRASOUND

Research • Education • Advocacy

# 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.**

2019 ATTENDEE BREAKDOWN

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.



*Please contact Scott Oser at [soser@svunet.org](mailto: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:** 40 **Just 7 remaining!**

**Participation**

**Fee:** \$500



## 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

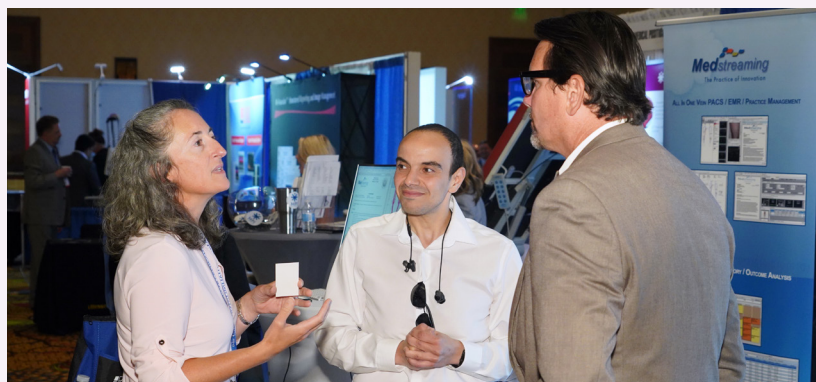
### REFRESHMENT BREAK SPONSORSHIP

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

## 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.....	<del>SOLD</del>
Physician Presenter Award .....	\$ 900
Excellence in Oral Clinical Presentation.....	\$ 900
First-Time Presenters Award .....	<del>SOLD</del>
Excellence in Case Study Poster Presentation .....	\$ 600
Excellence in Case Study Oral Presentation.....	\$ 600
Student Oral Presentation .....	<del>SOLD</del>
Student Poster Presentation.....	<del>SOLD</del>

### 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

<del>414</del>	<del>408</del> <del>398</del>	<del>388</del> <del>278</del>	<del>268</del> <del>158</del>	<del>148</del>
<del>413</del>	<del>407</del> <del>397</del>	<del>387</del> <del>277</del>	<del>267</del> SVU	<del>147</del>
<del>412</del>	<del>406</del> <del>396</del>	<del>386</del> <del>276</del>	<del>266</del> <del>156</del>	104
<del>411</del>				<del>146</del>
<del>410</del>	<del>405</del> <del>395</del>	<del>385</del> <del>275</del>	<del>265</del> <del>155</del>	<del>145</del>
<del>409</del>	<del>404</del> <del>394</del>	<del>384</del>	111	
413	412 313	<del>312</del> <del>208</del>	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](http://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 SOMETIME 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.