SOCIETY FOR VASCULAR ULTRASOUND

2019 ANNUAL
CONFERENCE & MARKETPLACE

Sponsorship Guide and Exhibitor Prospectus
August 1–3, 2019 | Sheraton Grand Chicago | Chicago, IL
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.

Please contact Scott Oser at soser@svunet.org or 301-279-0468 with questions or to customize your package.
2019 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) Only 1 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) Only 1 left!
Cost: $5,000

LIVE SCANNING
Product exposure like no other. Have your ultrasound machine be the star of the educational content. As educators speak from the dais, a registered technologist 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 DEMOS
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. For the first time ever the number of Innovation Station Demos is being limited to 10 topics so exposure to your products will be greater than ever before.

Benefits: Demo in an educational session led by SVU faculty* with end-users getting their hands on your products
Signage outside of booth
Listing as participating on website and in mobile app

Availability: 10 Participation Fee: $500

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**FOUNTAIN CELEBRATION AND AWARDS DINNER**
An evening to remember as we raise funds to support the new SVU Foundation at its annual awards ceremony. The SVU Foundation’s mission is to conduct and coordinate vascular ultrasound research; and support vascular ultrasound education.

**Benefits:** Support levels range from $2,500 to $10,000. Please contact Scott Oser at soser@svunet.org or via phone at 301-279-0468.

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**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

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**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

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**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’ll see upon arrival?

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

**Cost:** $2,000

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**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 at 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 company name on attendee bags
Listing as sponsor on all sponsor signage, website and in mobile app

**Cost:** $6,000

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Get Some Time on the Microphone, cont’d

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.

Please contact Scott Oser at soser@svunet.org or 301-279-0468 with questions or to customize your package.
**Branding Opportunities, cont’d**

**LANEYARDS**
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 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**

<table>
<thead>
<tr>
<th>Award</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Achievement Award</td>
<td>$1,000</td>
</tr>
<tr>
<td>Distinguished Service Award</td>
<td>$1,000</td>
</tr>
<tr>
<td>Alex Chao, MD Young Investigators Presentation Award</td>
<td>$1,000</td>
</tr>
<tr>
<td>D.E. Strandness, MD Presentation Award</td>
<td>$1,000</td>
</tr>
<tr>
<td>Physician Presenter Award</td>
<td>$800</td>
</tr>
<tr>
<td>Excellence in Oral Clinical Presentation</td>
<td>$800</td>
</tr>
<tr>
<td>Member First-Time Presenters Award</td>
<td>$800</td>
</tr>
<tr>
<td>Excellence in Case Study Poster Presentation</td>
<td>$500</td>
</tr>
<tr>
<td>Excellence in Case Study Oral Presentation</td>
<td>$500</td>
</tr>
<tr>
<td>Student Oral Presentation</td>
<td>$500</td>
</tr>
<tr>
<td>Student Poster Presentation</td>
<td>$500</td>
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</tbody>
</table>

**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
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**

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Early Bird by 1/31/19</th>
<th>Regular after 1/31/19</th>
<th>Fee Includes</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’</td>
<td>$2800</td>
<td>$3000</td>
<td>One complimentary full conference registration</td>
</tr>
<tr>
<td>10’ x 20’</td>
<td>$4200</td>
<td>$4500</td>
<td>Two complimentary full conference registrations</td>
</tr>
<tr>
<td>20’ x 20’</td>
<td>$6800</td>
<td>$7000</td>
<td>Three complimentary full conference registrations</td>
</tr>
</tbody>
</table>

"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 2019 Reservation Contract

Please reserve the following for our company’s participation at the SVU 2018 Annual Conference and Marketplace, August 1–3, 2019, Chicago, IL

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 2019 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# __________________________ Date __________________

GET SOME TIME ON THE MICROPHONE
☐ Rise and Shine ........................................ $10,000
☐ President’s Reception ................................ $5,000
☐ Live Scanning ........................................ $4,000

    New This Year

☐ Innovation Station Demos ............................... $500
☐ Foundation Celebration and Awards Dinner $ ______
☐ Lunch Sponsorship .................................... $5,000
☐ Refreshment Break Sponsorship ..................... $3,000

BRANDING OPPORTUNITIES
☐ Registration Desk Branding ....................... $2,000
☐ 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 1/31/19 ..................................... $2800
    Regular rate after 1/31/19 ................................. $3000

    Fee Includes: One complimentary full conference registration

☐ 10’ x 20’ Booth

    Early bird by 1/31/19 ..................................... $4200
    Regular rate after 1/31/19 ................................. $4500

    Fee Includes: Two complimentary full conference registrations

☐ 20’ x 20’ Booth

    Early bird by 1/31/19 ..................................... $6800
    Regular rate after 1/31/19 ................................. $7000

    Fee Includes: Three complimentary full conference registrations

COMBINED TOTAL $ ___________

Note: All exhibit and sponsorship invoices must be paid in full by June 30, 2019. April 1 is the last day to cancel and receive a refund minus the $300 cancellation fee.

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