

The Society of Thoracic Surgeons

55TH ANNUAL MEETING & EXHIBITION

Exhibitor Prospectus



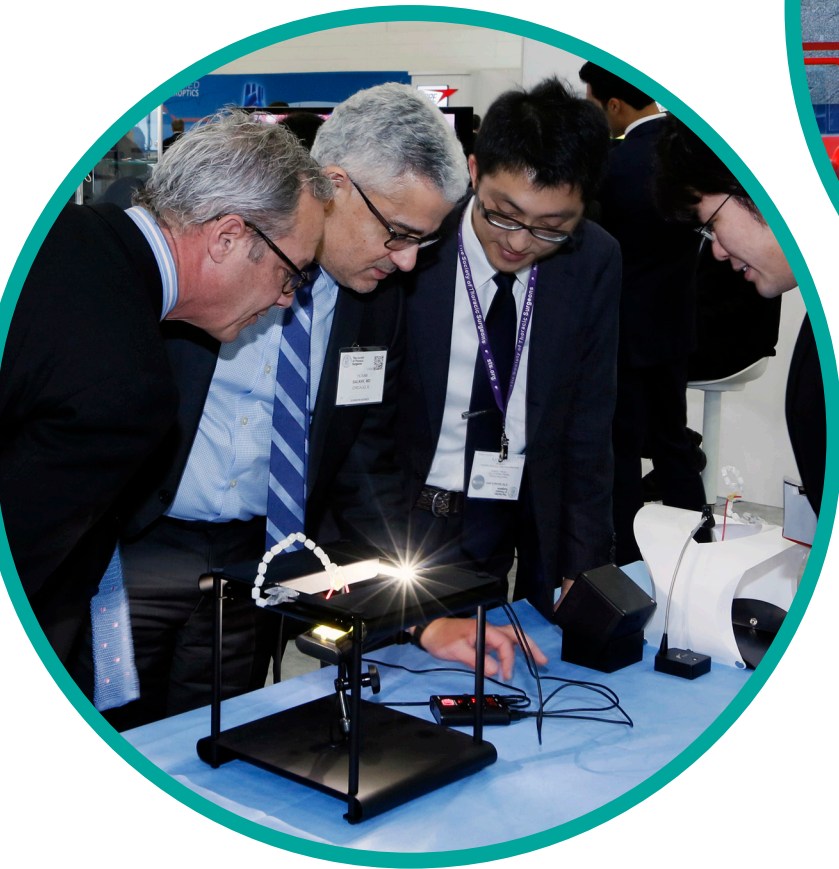
San Diego
Convention Center
January 26-30, 2019



The Society
of Thoracic
Surgeons

AN EXTRAORDINARY EXPERIENCE AWAITS

Join us and more than 4,100 registrants—including approximately 2,200 cardiothoracic surgery professionals—from 66 countries in San Diego, California, for the 2019 STS Annual Meeting.



As the world's largest organization representing thoracic and cardiovascular surgeons, the Society provides an Annual Meeting that offers you the best forum to display your products and services and interact with the decision makers in the field.

The STS Annual Meeting is not only recognized for its educational innovation and world-renowned faculty, but also for its engaged and very active attendees. In fact, virtually every single attendee visits the exhibit hall at least once, and most visit at least 3 times during the Annual Meeting!

Meeting Information

EXHIBITORS

The STS Exhibit Hall annually features approximately 130 exhibitors offering products and services related to cardiothoracic surgery. Exhibitors include medical device manufacturers, pharmaceutical and biotechnology companies, medical publishers, patient advocacy groups, and health care staffing organizations.

2019 VENUE

San Diego Convention Center
111 W Harbor Dr, San Diego, CA 92101

FLOORPLAN

A live floorplan for the 2019 meeting will be available online at sts.org/exhibits, beginning in February 2018.

Note: The floorplan is subject to change pending fire marshal approval.



STS ANNUAL MEETING REGISTRATION 2017

4,156

Total Registrants

969

Professional Registrants at
STS/AATS Tech-Con 2017

2,211

Professional
Registrants

643

STS University tickets issued to
399 individuals *(some attended two courses)*

128

Exhibiting
Organizations

PROFESSIONAL ATTENDEES VISIT THE EXHIBIT HALL

98%

visit at least once

52%

visit 3–5 times

35%

visit 1–2 times

11%

visit at least 6 times

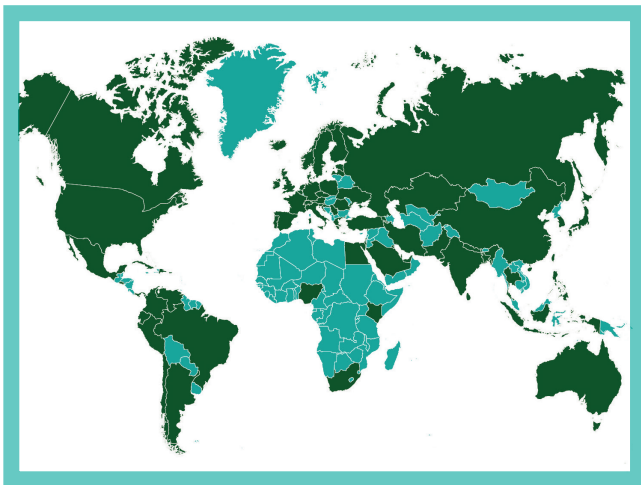
71%

of attendees who considered
purchases at the 2017
Annual Meeting reported
that time spent on the
exhibit floor helped in their
decision-making process.

INTERNATIONAL MEETING SCOPE

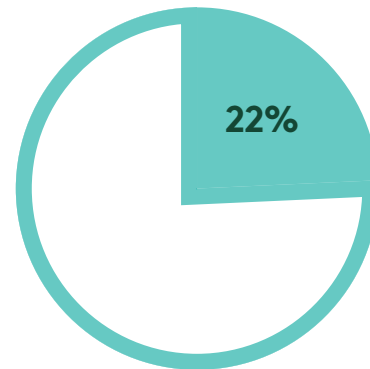
66

**countries represented at
the STS Annual Meeting**



COUNTRIES WITH THE MOST ATTENDEES

1. United States
2. Japan
3. Canada
4. Mexico
5. United Kingdom



**Professional attendees
from outside the US**



Reserve Your Booth for the 2019 STS Annual Meeting

Exhibit space applications are accepted online at sts.org/exhibits. If you previously have exhibited at an STS Annual Meeting, you can use the same password. If you are a new exhibitor, you can create a login through the link on the bottom, right-hand side. Completion of your online application includes agreeing to the Society's Exhibit Rules & Regulations.



Booth Information

ASSIGNMENT OF BOOTH SPACE

At the time of booth assignment, the Application for Exhibit Space will be completed and signed by the Society, converting it into a binding contract that will be provided by the Society to the Exhibitor.

Booth space for the 2019 Annual Meeting will be assigned to 2018 Annual Meeting exhibitors using a Priority Point System. Assignments begin on Sunday, January 28, 2018. After the 2018 STS Annual Meeting, Exhibitor applications received from prospective exhibitors will be recorded in order of their receipt.

While the Society attempts to accommodate exhibitor requests regarding booth location, such requests cannot be guaranteed. In the event of a conflict regarding space or other material conditions, the Society shall have the right to assign space to the exhibitor, rearrange the floorplan, and/or relocate any exhibit at any time before or during the period of exhibition.

EXHIBITION SCHEDULE

Sunday, January 27, 2019 — 4:30 p.m. – 6:30 p.m.

Monday, January 28, 2019 — 9:00 a.m. – 4:30 p.m.

Tuesday, January 29, 2019 — 9:00 a.m. – 1:30 p.m.

(All times noted here and elsewhere in this document are Pacific Time. Exhibition times are subject to change.)

INSTALLATION & REMOVAL OF EXHIBITS

Installation of exhibits will commence on Thursday, January 24, 2019, at 8:00 a.m. All exhibits must be fully installed by 5:00 p.m., Saturday, January 26, 2019. After this hour, no installation work will be allowed without special permission from the Society. All exhibits must remain intact and staffed until 1:30 p.m., Tuesday, January 29, 2019, and may not be dismantled or removed until that time. Exhibits should be packed and ready to move no later than 2:00 p.m., Wednesday, January 30, 2019.

BOOTH PRICING

| Spaces Available | On or before March 1, 2018 | After March 1, 2018 |
|---------------------------------------|----------------------------|---------------------|
| 10' x 10' inline booths | \$3,150 | \$3,250 |
| 10' x 10' inline booths with a corner | \$3,300 | \$3,400 |
| All island spaces per 100 sq ft | \$3,450 | \$3,550 |

CANCELATION AND DEPOSITS

Cancellation of exhibit space must be directed in writing to the Society. The following rules apply:

- If an exhibitor cancels or downsizes on or before April 14–June 7, 2018, a processing fee equal to 5% of the total cost of the previously contracted booth space will apply.
- If an exhibitor cancels or downsizes June 8–August 17, 2018, the exhibitor will forfeit the 50% deposit on total contracted booth space.
- If an exhibitor cancels or downsizes after August 17, 2018, the exhibitor will be responsible for 100% payment of the total contracted exhibit space. No refunds will be issued after August 18, 2018.

For more information, contact Angel Law, Exhibit Manager, at alaw@sts.org or 312-202-5838.

BEYOND THE BOOTH

The following opportunities will be offered to exhibitors at the STS 55th Annual Meeting.

MULTIPURPOSE SUITES

Utilize space in the Exhibit Hall for a private, quiet location to conduct business with clients, display innovative new products, offer hands-on training sessions, or meet with your staff. Suites will be located along the interior perimeter of the Exhibit Hall and can be configured to a variety of dimensions based on your needs. All suites have an 8' tall hardwall and include basic carpet and furniture. Multipurpose Suites are priced at \$32.50 per sq. ft.

LEARNING LABS

Engage your target audience through a 30-minute talk, demonstration, or video in a Learning Lab. Located in the Exhibit Hall, the Learning Lab setup will include a stage, podium, basic AV, and seating. Presentation schedules will be listed on signage near the theater area, on a bag insert that will be handed out at registration, via the STS Annual Meeting Mobile App, and on digital signage screens located throughout the convention center. Timeslots are available on a first-come, first-served basis.

INDUSTRY-SPONSORED SATELLITE ACTIVITIES

Your company can offer a program in conjunction with the STS 55th Annual Meeting in San Diego, California. This is an excellent opportunity for you to reach the cardiothoracic surgical team with important education regarding your company's current products, as well as products in development. These programs include educational activities, receptions, meal functions, investigator meetings, and focus groups.

BRANDING OPPORTUNITIES

Get your brand recognized by purchasing opportunities such as banners, elevator clings, graphic boards, and convention bag inserts. Details will be forthcoming in summer 2018.

STS MEETING BULLETIN

Advertise in the printed, online, and email versions of the STS Annual Meeting newspaper.

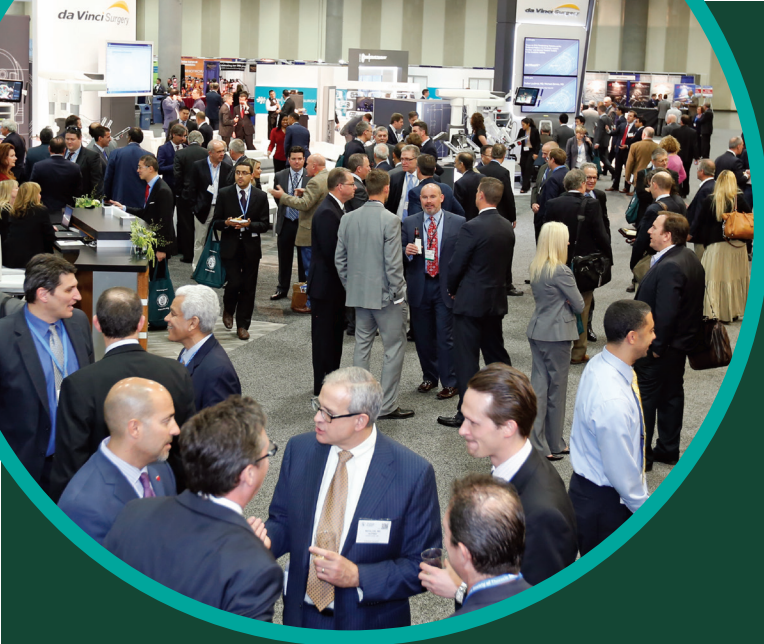
ADVERTISING ON STS.ORG

Promote your company's presence at the Annual Meeting by adding your message to the STS website home page, a frequent stop for cardiothoracic surgery professionals worldwide. The STS home page receives approximately 250,000 views annually. Two ad spaces in prominent locations are available.

EBLAST COMMUNICATIONS

Share news about your company's products, services, or other information directly with STS members or Annual Meeting registrants by email. STS will distribute the pre-approved message on behalf of the sender.





STS ANNUAL MEETING REGISTRANT LIST LICENSE

Purchase an STS Annual Meeting registrant list license to mail STS-approved mailings. List types include the final registration list for 2018, the final registration list for 2019, and the pre-meeting registration list for 2019. STS does not license, sell, or distribute attendees' phone/fax numbers or email addresses under any circumstance.

EDUCATIONAL GRANTS

Become a Platinum (\$50,000 and above), Gold (\$25,000–\$49,999), or Silver (\$10,000–\$24,999) benefactor of the STS 55th Annual Meeting by providing an educational grant for this premier event in cardiothoracic surgery. Benefactors will receive a variety of acknowledgments based on the support level provided, including invitations to the STS President's Reception on Sunday evening, January 27, 2019 (for Platinum supporters only).

If you have questions or ideas about these opportunities, please contact Samantha McCarthy, Industry Relations Manager, at smccarthy@sts.org or 312-202-5869.



Exhibitor Advisory Committee

Do you have ideas or suggestions for the upcoming STS 55th Annual Meeting & Exhibition in San Diego? The Exhibitor Advisory Committee (EAC) was formed to represent you. The EAC comprises six exhibiting company representatives who meet with STS on behalf of all STS Annual Meeting exhibitors. EAC members provide STS with input and feedback as the Society further develops exhibit-focused procedures and services, delves into industry issues, and tries to better understand and address the challenges faced by today's industry professionals and companies.

Contact one of the STS EAC members today and get your voice heard! For more information about the EAC, including bios for the current Committee members identified below, please visit sts.org/EAC.

Barry Annis
Meeting & Event Specialist II
Getinge Group

Trish Doede
Senior Manager Conventions & Events
AtriCure

Jeffrey Pellicio
Marketing & Communications Manager
LivaNova

Rob Skuras
Supervisor, Marketing Communications
Terumo Cardiovascular

Diane Wicks
President & Owner
Nadia International, Inc.

Alexis Willis
Convention Manager
Johnson & Johnson Medical Devices Companies

2019 HOTELS

Hilton Bayfront San Diego
Marriott Marquis San Diego Marina
Omni San Diego

FUTURE MEETINGS

STS 56th Annual Meeting
New Orleans, Louisiana
January 25–29, 2020

STS 57th Annual Meeting
January 30 – February 3, 2021
Austin, Texas

DON'T DELAY

To secure your place at the STS 55th Annual Meeting & Exhibition, contact Angel Law, Exhibit Manager, at alaw@sts.org or 312-202-5838.