



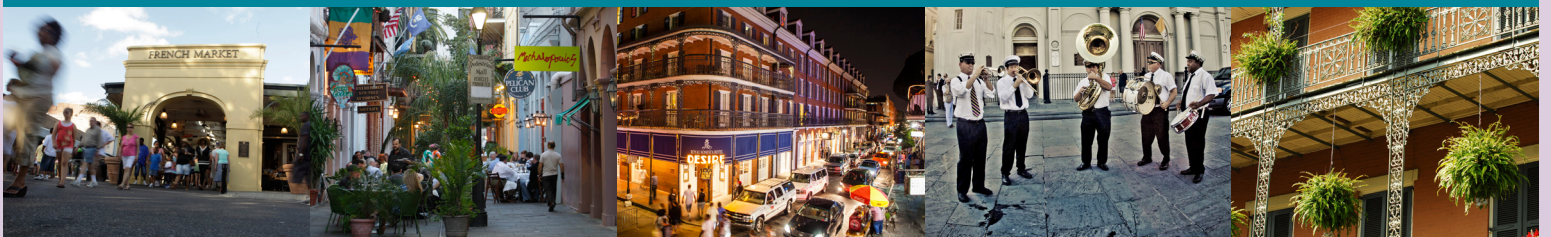
The Society
of Thoracic
Surgeons



56th Annual Meeting & Exhibition

New Orleans, Louisiana
January 25-28, 2020

Branding Catalog



Branding Opportunities

The STS Annual Meeting continues to be the preeminent event in cardiothoracic surgery, offering more translational science and hands-on activities than any other meeting of its kind. The 2020 meeting will feature outstanding didactic and interactive educational programs, combined with an expansive Exhibit Hall and unique networking opportunities. When you need to reach cardiothoracic surgery's decision makers, there's no better choice than the STS Annual Meeting.

The STS 56th Annual Meeting will bring members of the entire cardiothoracic surgery team to New Orleans, Louisiana, and they will be eager for face time with companies—such as yours—that are delivering cutting-edge products and valuable services.

In 2019, the STS Annual Meeting attracted approximately 4,300 registrants from 58 countries, including more than 2,300 cardiothoracic surgery professionals. The

promotional opportunities in this catalog provide dynamic vehicles to showcase your company's products and services and deliver its message to a targeted audience.

Read on to discover a variety of creative ways to capitalize on the Society's reach so that your company can enhance its brand, demonstrate its commitment to the specialty, and connect with the cardiothoracic surgery community while in New Orleans!

2019 ANNUAL MEETING ATTENDEE PROFILE

4,315

Total Registrants

2,317

Professional Registrants

150

Exhibiting Organizations

ATTENDEES AS PURCHASERS*

95%

visit the Exhibit Hall at least once

84%

have a role in the buying process for equipment and/or services

ATTENDEES' YEARS IN PRACTICE*

14% <5 years

12% 5–9 years

15% 10–14 years

28% 15–24 years

22% 25–34 years

9% ≥35 years

*55th Annual Meeting Survey

PLEASE NOTE

The deadline for items that have right of first refusal (RFR) is August 14, 2019. After this date, these branding opportunities will be made available to other companies on a first-come, first-served basis.

Branding opportunities are listed by location in descending price order from high to low. Convention center opportunities start on page 4; hotel opportunities start on page 8. Additional opportunities are listed at the end of this catalog.

All artwork for the branding opportunities must be submitted to STS for approval by December 16, 2019.

SPECIFICATIONS

- All artwork, graphics, logos, signage, and promotional messages must be approved by the Society in advance of production.
- Please contact STS for all specifications. Dimensions provided in this catalog are approximate.
- All signed agreements are final and associated fees are nonrefundable.
- All reasonable efforts will be made to preserve materials in their original condition; however, STS is not responsible for lost or damaged materials.
- Branding opportunities are available only to STS 56th Annual Meeting exhibitors. For more information on exhibiting at the meeting, contact Meagan Reichstein, STS Exhibit Manager, at mreichstein@sts.org or 312-202-5838.
- In planning 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 Professionals," and AdvaMed's "Code of Ethics for Interactions with Healthcare Professionals."

INTERNATIONAL MEETING SCOPE

58

Countries represented at the STS Annual Meeting

18%

Professional attendees from outside the US

Top 5 Countries with the Most Attendees at STS 2019

1. United States
2. Japan
3. Canada
4. South Korea
5. Mexico

STS MEMBERSHIP

67%

Surgeons based in the US/Canada

15%

Surgeons based internationally

11%

Residents and Students (Global)

7%

Other Healthcare professionals (Global)

More than 7,600 members – and growing!

(as of June 30, 2019)

INCLUSIVE PRICING

New this year, all pricing includes production, installation, removal, and hotel marketing fees, if applicable. Please note that anything above and beyond what is included as part of the package will be the responsibility of the purchaser.

CONVENTION CENTER BRANDING OPPORTUNITIES

Annual Meeting Mobile App

- \$55,000, Exclusive Opportunity
- Specs: TBD

The STS Annual Meeting Mobile App will enable everyone interested in the Annual Meeting—attendees and non-attendees—to access the program directly from their smartphones, tablets, or laptops. For the 2019 meeting, the app was downloaded approximately 15,000 times. The meeting app allows users to browse or search for sessions and speakers, view a list of exhibitors and company descriptions, take notes, and access a map of the convention center. Your company logo will be featured on the splash screen, as well as on a page that redirects users to your company's website. Additionally, STS will send up to five push notifications for your company—one per day, Friday through Tuesday.



Wi-Fi

- \$25,000, Exclusive Opportunity
- Specs: TBD



Provide Annual Meeting attendees with Wi-Fi throughout the meeting rooms and common areas of the New Orleans Ernest N. Morial Convention Center. They are sure to appreciate this valuable service, which includes a splash screen showing your company's graphic, as well as a password and Wi-Fi network name that you can create.

Backlit Banner Structure

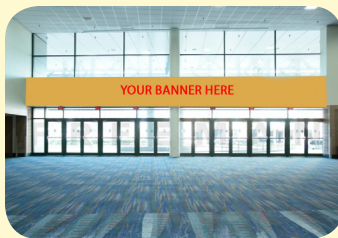
- \$25,000 each, 4 sold
- Specs: 236" x 96"



Four single-sided backlit banner structures are available in premium locations to promote your company brand or products.

Entrance Banners

- \$32,000 each, 2 available, 2 sold
- Specs: 1 at 696" x 66", 1 at 696" x 66", and 1 at 624" x 96"



Display your company's graphics on a hanging single-sided banner located above the main entrance to the convention center.



Great Hall Lobby & Pre-Function Banners

- \$20,000 each, 2 sold, 8 available
- Specs: 120" x 96"



Your company's message will be hard to miss on a double-sided hanging banner that will be visible as attendees walk the First Floor where registration, Tech-Con, the General Session, STS University, and the Exhibit Hall will be located. Take advantage of what promises to be a well-traveled area.

New Inclusive Pricing! All pricing now includes production, installation, removal, and hotel marketing fees, if applicable. Note: Anything above and beyond what is included as part of the package will be the responsibility of the purchaser.

Escalator Runners

- \$17,000, Outside Exhibit Hall A - Sold
- \$17,000, Outside Exhibit Hall B-2
- Specs: 851" x 8"

The interior runners on two sets of escalators are available for your company to promote its brand or products using clings. Annual Meeting attendees will use the escalators, often several times each day, between the First Floor (where registration and the Exhibit Hall entrance are located) and the Second (where many of the educational sessions will take place). Take advantage of this large canvas for your brand to repeatedly reach its target audience!



Escalator Floor Clings

- \$12,000, Outside Exhibit Hall A
- \$10,000, Outside Exhibit Hall B-2
- Specs: 132" x 48"

Take a step in the right direction and get in front of your target audience with this highly visible branding option! A rectangular cling can be placed on the floor directly in front of an escalator that attendees will use to travel from the First Floor to the Second.



Exhibit Hall Directional Aisle Signs

- \$10,000, Exclusive Opportunity
- Specs: 48" x 30" area on a 48" x 84" sign

Is your company looking to make a splash across the bustling STS Exhibit Hall? Then don't pass up this exclusive opportunity for your branding to appear on prominently placed hanging aisle signs. Not only will your company be highlighted throughout the Exhibit Hall, but also attendees will appreciate these helpful directional signs.



Coffee Cup Sleeves

- \$10,000, Exclusive Opportunity
- On hold; pending signed agreement
- Specs: 1 PMS Color, 3.5" x 2", PDF or EPS file type



Greet Annual Meeting attendees with a complimentary coffee in the Exhibit Hall. Coffee is provided on Sunday during the Opening Reception and on Monday and Tuesday during breaks and lunch. Your company name, logo, and/or booth number can be placed on coffee sleeves.

Lanyard Pickup Station

- \$10,000, Exclusive Opportunity
- Specs: 21.625" x 96"

Place your graphics on the exterior side panels of the lanyard units that will be located at registration. Your company's message is sure to be noticed when attendees stop by to grab a lanyard.



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Atrium Window Cling Banners

- \$7,500 each, 6 available (Hall B-2)
- Specs: 87.118" x 42.25"



Display your company graphics on a windows above the highly trafficked doors that lead into the Atrium. A branded cling can be double-sided.

First Level Column Wraps

- \$7,500, 5 available
- Specs: 4 panels that are each 57.25" x 96"



Make an impression as attendees walk the First Floor of the convention center. Up to five large columns can be purchased and wrapped with your company's branding message.

Food & Beverage Napkins

- \$7,500, Exclusive Opportunity
- Specs: 1 PMS Color, 3.5" x 3.5", PDF or EPS file type



Participate in the Opening Reception by providing napkins with your company logo for food and beverage stations located in the Exhibit Hall. Napkins also will be distributed when hors d'oeuvres are served.

Graphic Boards

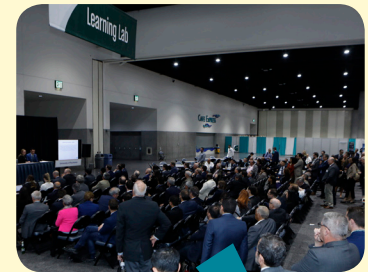
- \$6,000, 6 sold, 3 available
- Specs: 38" x 84"



A standing double-sided advertisement can be placed in a high-traffic area of the convention center, offering a great opportunity to promote your company's message and booth location.

Learning Labs

- \$6,000 per timeslot (seats up to 100 people)
- 1 sold, 2 available



Engage your target audience through a 30-minute talk, demonstration, or video via a Learning Lab. The Learning Lab setup will include a stage, podium, basic A/V, and seating. Presentation schedules will be listed on signage near the theater area, via the STS Annual Meeting Mobile App, and on digital management screens located throughout the convention center. Announcements also will be made over the Exhibit Hall's public address system when each presentation is about to begin. Available timeslots* are:

- **Monday:** 12:30 p.m. – 1:00 p.m. & 3:30 p.m. – 4:00 p.m.
- **Tuesday:** 12:15 p.m. – 12:45 p.m.

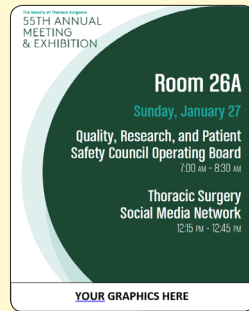
*Timeslots will be assigned on a first-come, first-served basis and are subject to change.

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Meeting Room Signage

- \$5,000, Exclusive Opportunity
- Specs: TBD

Before and during STS Annual Meeting sessions, STS leaders—some of the world’s most renowned cardiothoracic surgeons—will attend workforce, committee, and other governance meetings at the convention center. This signage opportunity will provide your company with repeated exposure.



Scavenger Hunt

- \$2,500, 10 available
- Specs: EPS file of your logo

Drive traffic to your booth by including it in the Exhibit Hall scavenger hunt game. Attendees will use the Annual Meeting mobile app to scan a QR code at your booth, then answer a multiple choice question that you provide. Correct answers will earn points for the attendee, and a large digital leaderboard will help keep the hunt competitive. A prize raffle will include those who complete the game.



Enhanced Exhibitor Listing

- \$500
- Specs: EPS file of your logo

Stand out from your competitors by upgrading your exhibitor listing in the STS Annual Meeting mobile app—the most accessible resource for attendees to browse the educational program, exhibitor information, and more. Features include a logo display and an opportunity to upload PDF collateral materials.



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HOTEL BRANDING OPPORTUNITIES

Additional branding opportunities are available at the largest STS room block hotels. Peak night room totals are as follows:

- Hilton New Orleans Riverside – 1,100
- Marriott New Orleans – 300
- Sheraton New Orleans – 300
- New Orleans Downtown Marriott at the Convention Center – 200
- Courtyard New Orleans Downtown/Convention Center – 150

Hotel Key Cards (All Hotels)

- \$25,000, Exclusive Opportunity
- Sold



Hotel key cards for official STS Annual Meeting hotels—more than 2,000 rooms on the peak night alone—can be printed with your company's name and message. Hotel key cards will be distributed to meeting attendees staying at STS room block hotels providing repeated exposure each time an attendee uses the room key.

Deadline to submit materials to STS: December 6, 2019.

Interior Elevator Floor Clings (Hilton New Orleans Riverside)

- \$40,000, Exclusive Opportunity
- Specs: 8 side elevators 79.25" x 56.5" and 2 rear elevators 65.88" x 51.5"



Ten guest room elevator floor clings within two banks are available for your company to display its message prominently at the Hilton Riverside.

Shuttle Driveway Entrance Banner (Hilton New Orleans Riverside)

- \$30,000, Exclusive Opportunity
- Specs: 31' x 15'



Go big and purchase this enormous single-sided mesh banner that will be placed directly above the shuttle drive entrance doors. Attendees will see this banner as they travel to and from the convention center and hotel.

Elevator Bank Floor Clings (Hilton New Orleans Riverside)

- \$20,000, Exclusive Opportunity
- Specs: 83" x 154"



Attract attendees' attention with two floor clings—one in each guest elevator bank at the STS headquarters hotel.

New Inclusive Pricing! All pricing now includes production, installation, removal, and hotel marketing fees, if applicable. Note: Anything above and beyond what is included as part of the package will be the responsibility of the purchaser.

Door Hangers (Hilton New Orleans Riverside)

- \$15,000, Exclusive Opportunity
- Specs: TBD



Greet STS Annual Meeting attendees when they arrive or leave their hotel rooms at the Hilton New Orleans Riverside. A customized, double-sided, 4-color door hanger will be placed in each attendee's room.

Deadline to submit materials to STS: December 6, 2019.

Bell Desk Bulkhead Banner (Hilton New Orleans Riverside)

- \$12,000, Exclusive Opportunity
- Specs: 24'10" x 4'6"



Your company will be front and center with this sizeable banner located above the bell desk that attendees will see when they get off the main escalator to check-in.

Escalator Runner (Hilton New Orleans Riverside)

- \$10,000, Exclusive Opportunity
- Specs: 10' x 41'6"

Display your company's message on an escalator runner near the hotel entrance that extends from the Level 1 concierge area to Level 2 check-in.



Main Entrance Floor Cling (Hilton New Orleans Riverside)

- \$8,000, Exclusive Opportunity
- Specs: 10' x 10'

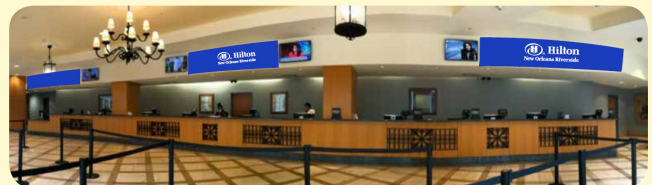


Capture the attention of attendees with this large floor cling that will be placed directly in front of the main entrance carousel door.

Hotel Check-In Clings (Hilton New Orleans Riverside)

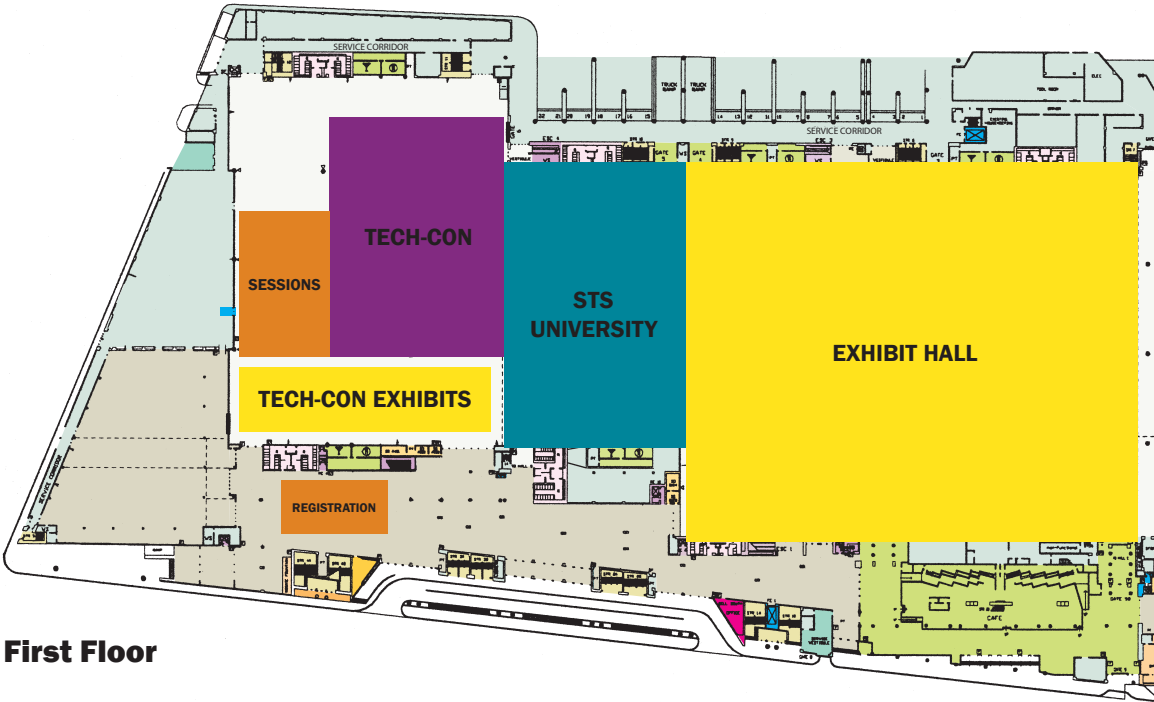
- \$7,500 each, 3 available
- Specs: 110 1/4" x 30 1/8", 127 1/4" x 29 7/8", and 169 1/2" x 29 7/8"

Promote your company's products and/or services moments after attendees arrive with a cling located directly above hotel check-in.

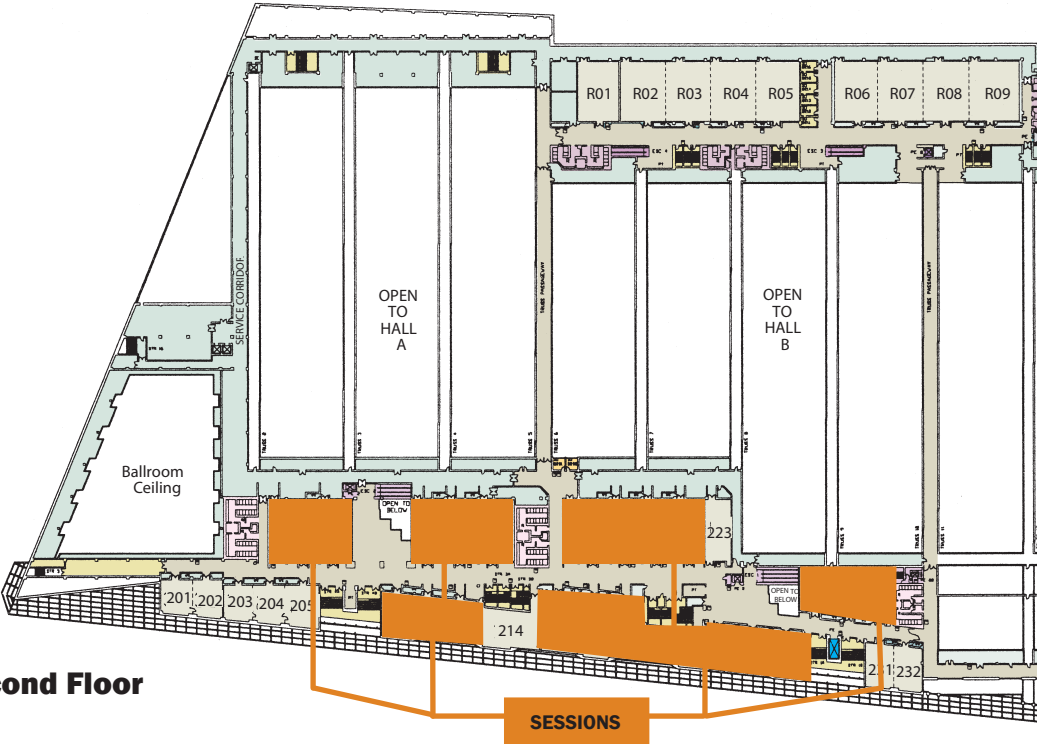


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New Orleans Ernest N. Morial Convention Center



First Floor



Second Floor

Other Opportunities

Educational Grant Support

Become a Platinum (\$50,000 & above), Gold (\$25,000–\$49,999), or Silver (\$10,000–\$24,999) Benefactor of the STS 56th Annual Meeting by providing an unrestricted educational grant for this premier event in cardiothoracic surgery.

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 surgeons worldwide. The STS home page receives approximately 285,000 impressions annually. Two ad spaces in prominent locations are available and can be linked directly to your company's website.

Industry Symposia

Offer independent programs to be held in conjunction with the STS Annual Meeting. 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 (formerly called satellite activities) can include educational activities, receptions, meal functions, investigator meetings, and focus groups.

Show Floor 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 staff. These multipurpose suites will be located along the perimeter of the Exhibit Hall and can be configured to a variety of dimensions based on your needs.

eBlast Communications

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

Opening Reception

Participate in the Exhibit Hall Opening Reception by providing food and/or refreshments on Sunday, January 26, 2020, from 4:30 p.m. to 6:30 p.m. Participant names and booth numbers will be listed on signage near the Exhibit Hall entrance.

STS Annual Meeting Registrant List License

Purchase an STS Annual Meeting registrant list license to send STS-approved mailings. List types include the final registration list for 2019 (fee: \$2,000), the final registration list for 2020 (fee: \$2,000), and the pre-meeting registration list for 2020 (fee: \$1,200). STS does not license, sell, or distribute attendees' phone/fax numbers or email addresses under any circumstance.

STS Membership List License

Purchase an STS membership mailing list license (fee: \$1,000), which consists of more than 7,000 names and postal mailing addresses, to send STS-approved mailings. STS does not license, sell, or distribute members' phone numbers or email addresses under any circumstance.

STS Meeting Bulletin

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

For more information on any of the above opportunities, see sts.org/industry or contact Samantha McCarthy, Industry Relations Manager, at smccarthy@sts.org or 312-202-5869.