An Extraordinary Experience Awaits

Join us and more than 4,300 registrants—including more than 2,300 cardiothoracic surgery professionals from 58 countries—in Austin, Texas, for the 2021 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!

International Meeting Scope

18% of Professional Attendees from Outside the US

58 Countries Represented at the STS Annual Meeting

TOP 5 COUNTRIES with the Most Attendees at STS 2019

Join Us
The STS Exhibit Hall annually features approximately 150 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.

**LOCATION**
Austin Convention Center
500 E. Cesar Chavez St.
Austin, TX 78701
512-404-4000

**HOTELS**
Fairmont Hotel Austin
Hilton Austin
JW Marriott Austin
Marriott Austin Downtown

**EXHIBIT HALL, LEARNING LABS, AND SCIENTIFIC POSTERS**
Level 1, Exhibit Halls 2-4

**STS UNIVERSITY**
Level 1, Exhibit Hall 1

**REGISTRATION**
Level 1, Lobby

**FLOORPLAN**
A live floorplan for the 2021 meeting will be available online at sts.org/exhibits beginning in late January 2020.

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**STS Annual Meeting Registration 2019**

4,315
TOTAL REGISTRANTS

2,317
PROFESSIONAL REGISTRANTS

896
STS UNIVERSITY TICKETS ISSUED TO 576 INDIVIDUALS (SOME ATTENDED TWO COURSES)

860
PROFESSIONAL REGISTRANTS AT TECH-CON 2019

150
EXHIBITING ORGANIZATIONS

95% Attendees as Purchasers*
84% have a role in the buying process for equipment and/or services

- 14% <5 years
- 12% 5–9 years
- 15% 10–14 years
- 28% 15–24 years
- 22% 25–34 years
- 9% ≥35 years

*2019 STS Annual Meeting Survey
Reserve Your Booth for the 2021 STS Annual Meeting

Exhibit space applications are accepted through the online Exhibitor Center. If you previously have exhibited at an STS Annual Meeting, you can use the same login and password. If you are a new exhibitor, you can create a login by clicking “My Account” in the left side navigation. Completion of your online application includes agreeing to the Society’s Exhibit Rules & Regulations.

SELECTION OF BOOTH SPACE

At the time of booth selection, the exhibiting company must complete the Application for Exhibit Space online. Once accepted by the Society, it becomes a binding contract.

Booth selection for the 2021 Annual Meeting will begin with 2020 Annual Meeting exhibitors using a Priority Point System. Beginning January 29, exhibit space will be on a first-come, first-served basis to all exhibitors.

BOOTH PRICING

<table>
<thead>
<tr>
<th>SPACES AVAILABLE</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’ inline booths</td>
<td>$3,350</td>
</tr>
<tr>
<td>10’ x 10’ inline booths with a corner</td>
<td>$3,500</td>
</tr>
<tr>
<td>All island spaces per 100 square feet</td>
<td>$3,650</td>
</tr>
</tbody>
</table>

FOR MORE INFORMATION:

Meagan Reichstein, Exhibit Manager
mreichstein@sts.org • 312-202-5838

While the Society attempts to accommodate exhibitor requests and other preferences, such accommodations 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 floor plan, and/or relocate any exhibit at any time before or during the period of exhibition.

EXHIBITION SCHEDULE

Sunday, January 31, 2021
4:30 p.m. – 6:30 p.m.

Monday, February 1, 2021
9:00 a.m. – 4:30 p.m.

Tuesday, February 2, 2021
9:00 a.m. – 1:30 p.m.

All times noted here and elsewhere in this document are local time. Exhibition times are subject to change.
Beyond the Booth

The following opportunities will be offered to exhibitors at the STS 57th Annual Meeting:

**SHOW FLOOR SUITES**
Utilize space in the Exhibit Hall for a private, quiet location to offer hands-on training sessions at any time during exhibition hours, display innovative new products, conduct business with clients, or meet with staff. Suites will be located in 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. Show Floor Suites are priced at $33.50 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, via the STS Annual Meeting Mobile App, on digital signage screens located throughout the convention center, and in various STS communications. Timeslots are available on a first-come, first-served basis.

**INDUSTRY SYMPOSIA**
Offer a program in conjunction with the STS 57th Annual Meeting in Austin, Texas. This is an excellent opportunity 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, escalator clings, graphic boards, and shuttle bus signage. Details will be released in spring 2020.

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

more ...
Beyond the Booth

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 impressions annually. Two ad spaces in prominent locations are available and can be linked directly to your organization’s website.

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 2020, the final registration list for 2021, and the pre-meeting registration list for 2021. 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 57th 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 31, 2021 (for Platinum and Gold supporters only).

PODCAST ADVERTISEMENTS
Reach your target audience by purchasing a mid-roll audio advertisement in the Society’s Surgical Hot Topics podcast episodes that are recorded at the STS Annual Meeting. Episodes range from 15 to 25 minutes and are available on the STS website or through iTunes, Google Play, Stitcher, iHeart-Radio, TuneIn Radio, and Castbox subscriptions. Podcasts are promoted on the STS website homepage, in STS Weekly, an enewsletter that is distributed to all STS members, and other publications throughout the year.

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

Don’t Delay!
To secure your place at the STS 57th Annual Meeting + Exhibition, contact Meagan Reichstein, Exhibit Manager, at mreichstein@sts.org or 312-202-5838.
Do you have ideas or suggestions for the upcoming STS 57th Annual Meeting + Exhibition in Austin?

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.

Amanda Abrahamson
Marketing Specialist
Medistim USA

Barry Annis
Meeting & Event Specialist II
Getinge

Trish Doede
Senior Manager
Conventions & Events
AtriCure

Dia Satori
Global Events Leader
Neuwave Medical, Inc.

Leslie Lupo
Manager Trade Shows and Events, Structural Heart
Abbott

Diane Wicks
President & Owner
Nadia International, Inc.
Future STS Meetings

**STS ANNUAL MEETINGS**

- **STS 58th Annual Meeting**
  Miami, Florida
  January 29-February 1, 2022

- **STS 59th Annual Meeting**
  San Diego, California
  January 21-24, 2023

- **STS 60th Annual Meeting**
  San Antonio, Texas
  January 27-30, 2024

- **STS 61st Annual Meeting**
  Los Angeles, California
  January 25-28, 2025

**STS LIVE COURSES**

- **STS/ELSO ECMO Management Symposium**
  Houston, Texas
  March 12-14, 2020

- **Workshop on Robotic Cardiac Surgery**
  May 13-15, 2020
  Atlanta, Georgia

- **Workshop on Robotic Thoracic Surgery**
  Atlanta, Georgia
  May 28-29, 2020

- **17th Annual Multidisciplinary Cardiovascular and Thoracic Critical Care Conference**
  Austin, Texas
  September 24-26, 2020

- **Advances in Quality & Outcomes: A Data Managers Meeting**
  Providence, Rhode Island
  September 30-October 2, 2020

- **STS/EACTS/ESTS Latin America Thoracic Surgery Conference**
  Rio de Janeiro, Brazil
  November 13-14, 2020

- **STS/EACTS Latin America Cardiac Surgery Conference**
  Buenos Aires, Argentina
  November 20-22, 2020

[sts.org/meetings]