



The Society
of Thoracic
Surgeons



56th Annual Meeting & Exhibition

New Orleans, Louisiana
January 26-28, 2020

Exhibitor Prospectus



An Extraordinary Experience Awaits



Join us and more than 4,200 registrants—including more than 2,100 cardiothoracic surgery professionals—from 60 countries in New Orleans, Louisiana, for the 2020 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

60

countries represented at the STS Annual Meeting

20%

of professional attendees from outside the US



Exhibitor Information

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.

2020 Venue

New Orleans Ernest N. Morial Convention Center
900 Convention Center Dr., New Orleans, LA 70130

Floorplan

A live floorplan for the 2020 meeting will be available online at sts.org/exhibits beginning in late January 2019.

STS ANNUAL MEETING REGISTRATION 2018

4,273

Total Registrants

1,001

Professional Registrants at Tech-Con 2018

2,149

Professional Registrants

560

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

130

Exhibiting Organizations

ATTENDEES AS PURCHASERS*

96% visit the Exhibit Hall at least once

82% have a role in the buying process for equipment and/or services

ATTENDEES' YEARS IN PRACTICE*

13% <5 years **12%** 5-9 years **17%** 10-14 years

27% 15-24 years **22%** 25-34 years **9%** ≥35 years

*54th Annual Meeting Survey

Reserve Your Booth for the 2020 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.



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 STS to the Exhibitor.

Booth space for the 2020 Annual Meeting will be assigned to 2019 Annual Meeting exhibitors using a Priority Point System. Assignments begin on Sunday, January 27, 2019. After the 2019 STS Annual Meeting, exhibit space reservations will be on a first-come, first-served basis.

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 floor plan, and/or relocate any exhibit at any time before or during the period of exhibition.

Exhibition Schedule

Sunday, January 26, 2020 – 4:30 p.m. – 6:30 p.m.

Monday, January 27, 2020 – 9:00 a.m. – 4:30 p.m.

Tuesday, January 28, 2020 – 9:00 a.m. – 1:30 p.m.

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

Booth Pricing

SPACES AVAILABLE	ON OR BEFORE March 1, 2019	AFTER March 1, 2019
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 square feet	\$3,450	\$3,550

For more information, contact Meagan Reichstein, Exhibit Manager, at mreichstein@sts.org or 312-202-5838.



Beyond the Booth

The following opportunities will be offered to exhibitors at the STS 56th Annual Meeting:

Show Floor Suites

Utilize space in the Exhibit Hall for a private, quiet location to offer hands-on training sessions, display innovative new products, conduct business with clients, or meet with your staff. Suites will be located along the 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, 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-Sponsored Satellite Activities

Your company can offer a program in conjunction with the STS 56th Annual Meeting in New Orleans, Louisiana. 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, escalator clings, graphic boards, and shuttle bus signage. Details will be released in summer 2019.

STS Meeting Bulletin

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



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 2019, the final registration list for 2020, and the pre-meeting registration list for 2020. 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 56th 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 26, 2020 (for Platinum and Gold 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 56th Annual Meeting & Exhibition in New Orleans? 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

Trish Doede

Senior Manager Conventions & Events
AtriCure

Jeffrey Pellicio

Marketing & Communications Manager
LivaNova

Dia Satori

Global Events Leader NeuWave
Ethicon

Rob Skuras

Supervisor, Marketing Communications
Terumo Cardiovascular

Diane Wicks

President & Owner
Nadia International, Inc.

2020 Hotels

- Courtyard New Orleans Downtown/Convention Center
- Hilton Riverside New Orleans
- Marriott New Orleans
- New Orleans Downtown Marriott at the Convention Center
- Sheraton New Orleans

Future Meetings

- STS 57th Annual Meeting
January 31 – February 2, 2021
Austin, Texas
- STS 58th Annual Meeting
January 30 – February 1, 2022
Miami, Florida

Don't Delay

To secure your place at the STS 56th Annual Meeting & Exhibition, contact Meagan Reichstein, Exhibit Manager, at mreichstein@sts.org or 312-202-5838.