



**The Society  
of Thoracic  
Surgeons**

## *Exhibitor Prospectus*

August 21, 2021

# ADVANCED TAVR SYMPOSIUM



*New Perspectives for the Surgeon and Heart Team*

#### Course Directors

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[sts.org/TAVR](https://sts.org/TAVR)

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## About the Conference

This half-day online course will provide members of the heart team with advanced transcatheter aortic valve replacement (TAVR) perspectives and concepts, including how to stay relevant in the aortic space, state-of-the-art TAVR implantation and explanation techniques, and managing controversial patient populations. Speakers include experts in structural heart disease, representing both cardiac surgeons and interventional cardiologists. Continuing medical education credit will be offered.

## Stand Out Among Your Competitors & Partners

Increase your company's opportunity for personalized interactivity with attendees by exhibiting at the Advanced TAVR Symposium: New Perspectives for the Surgeon and Heart Team.

The intimate size of the exhibition will help ensure that you have quality access to a highly targeted audience. Secure your company's space today by contacting Meagan Reichstein, STS Exhibit Manager, at [mreichstein@sts.org](mailto:mreichstein@sts.org) or 312-202-5838.

## Exhibition Schedule

Monday, August 16	Platform Opens for On-Demand Viewing
Saturday, August 21	10:00 a.m. – 3:50 p.m. ET

## Break Schedule

Saturday, August 21	11:30 a.m. – 11:45 a.m. ET
	1:15 p.m. – 2:15 p.m. ET (Lunch)

## Virtual Exhibit Booth Packages

### Standard Booth - \$3,500

- Exhibit Booth (send customized collateral; STS will build the booth for you)
- Company description (up to 240 characters)
- Virtual booth engagement metrics
- Optional live video chat for your company representatives to engage with meeting attendees
- Registrant list (pre/post-event roster) with name, city/state and ZIP
- Access to all meeting sessions for 1 registrant

### Premium Booth - \$10,000

*Includes all items listed under Standard Booth Package, as well as:*

- Access to all meeting sessions for 1 additional registrant (2 total)
- One video in the Industry On-Demand Library that attendees can access before, during, and after the meeting
- Company logo located in event lobby
- 1 Email Blast Communication to all symposium registrants (an HTML message, preapproved by STS, will be sent by STS to registrants on behalf of the exhibitor the week before or the week after the conference. Only one industry email will be scheduled per day; the schedule is first come, first served.)



## APPLICATION FOR EXHIBIT SPACE

### Advanced TAVR Symposium August 21, 2021 • Virtual

Application to exhibit dated \_\_\_\_\_, 2021, by and between \_\_\_\_\_  
(hereinafter called "Exhibitor") and The Society of Thoracic Surgeons (hereinafter called "STS").

In accordance with the terms and conditions governing exhibits at the STS Advanced TAVR Symposium virtual meeting, August 21, 2021, the undersigned hereby makes this application for exhibit space, which, when accepted by STS, becomes a contract between Exhibitor and STS. Terms and conditions listed in this Application and in the following Exhibit Space Rules & Regulations, as well as those conditions under which exhibit space at the virtual meeting is leased to STS, are a material part of this contract.

#### COMPANY INFORMATION

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City State ZIP Code

\_\_\_\_\_  
Contact Name Title

\_\_\_\_\_  
Telephone Number Fax Number Email Address

\_\_\_\_\_  
Authorized Signature

#### BADGE INFORMATION (Indicate company representatives for your complimentary exhibitor badge(s).)

\_\_\_\_\_  
1. Name Email Address

\_\_\_\_\_  
2. Name Email Address

**Additional badges outside your booth allotment must be purchased at then industry employee registration**

#### PAYMENT INFORMATION (Exhibit space fee: Standard \$3,500 / Premium - \$10,000)

\_\_\_ Check (made payable to The Society of Thoracic Surgeons) in the amount of  \$3,500/  \$10,000

\_\_\_ Credit card charge in the amount of  \$3,500/  \$10,000  American Express  VISA  MasterCard

Credit Card #: \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_

Cardholder Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Please email completed form to [mreichstein@sts.org](mailto:mreichstein@sts.org). Please call Joanna with credit card information at 312-202-5812 or mail with check to:

The Society of Thoracic Surgeons  
Attn: Meagan Reichstein  
633 N Saint Clair St, Suite 2100  
Chicago, IL 60611-3658

Contact Meagan Reichstein at 312-202-5838 or [mreichstein@sts.org](mailto:mreichstein@sts.org) with any questions. Space is assigned on a first-come, first-served basis. The Exhibitor is responsible for 100% of the exhibit fee unless the event is canceled.

**(FOR OFFICE USE ONLY)**

Assigned Booth No.: \_\_\_\_\_

Cost of Booth(s): \$ \_\_\_\_\_

Amount Received: \$ \_\_\_\_\_

Amount Due: \$ \_\_\_\_\_

Accepted by The Society of Thoracic Surgeons

\_\_\_\_\_  
Exhibit Manager

\_\_\_\_\_  
Date

# STS Advanced TAVR Symposium: New Perspectives for the Surgeon and Heart Team

August 21, 2021

## Virtual Booth Space Rules & Regulations

### 1. General

These Rules & Regulations apply to the STS Advanced TAVR Symposium: New Perspectives for the Surgeon and Heart Team, to be held virtually, August 21, 2021 (the “Conference”). All matters and questions not covered by these Rules & Regulations are subject to the decision of The Society of Thoracic Surgeons. In the event of any such decision being of general interest, written notice will be given by the Society to exhibitors that may be affected.

The words “the Society” used herein shall mean The Society of Thoracic Surgeons, its officers, directors, agents, and employees acting for the management of the Conference.

The word “Exhibitor” used herein shall mean a company or organization that has entered into a contract (“Contract”) with the Society for virtual booth space at the Conference, including they Exhibitor’s owners, officers, employees, and representatives.

### 2. Virtual Booth Space Includes

#### Premium Booth

- Exhibit booth (send customized collateral; STS will build the booth for you)
- Company description up to 240 characters
- Virtual booth engagement metrics
- Optional live video chat for your company representatives to engage with meeting attendees
- Registrant list (pre/post-event roster) with name, city/state and ZIP
- Access to all meeting sessions for 2 registrants
- One video in the Industry On-Demand Library that attendees can access before, during, and after the meeting
- Large Lobby banner
- 1 Email Blast Communication to all symposium registrants (an HTML message, preapproved by STS, will be sent by STS to registrants on behalf of the exhibitor the week before or the week after the conference. Only one industry email will be scheduled per day; the schedule is first come, first served.)

#### Standard Booth

- Exhibit booth (send customized collateral; STS will build the booth for you)
- Company description (up to 240 characters)
- Virtual booth engagement metrics
- Optional live video chat for your company representatives to engage with meeting attendees
- Registrant list (pre/post-event roster) with name, city/state and ZIP
- Access to all meeting sessions for 1 registrants

### 3. Exhibit Dates

The virtual exhibit area will be open August 16–21.

### 4. Setup of Virtual Booth Space

Virtual booth space is assigned upon the Society’s acceptance of the application and receipt of payment.

### 5. Conduct of Exhibitors

Exhibitor representatives shall conduct themselves in an ethical and professional manner at all times and in conformance with the Contract, including these Rules & Regulations. The Society reserves the right to deny the privileges of the virtual booth space section of the Conference website to any and all Exhibitors who do not so conduct themselves. At its discretion, if at any time the Society deems a virtual exhibit or an Exhibitor’s content objectionable, the Society reserves the right to remove and/or cancel the virtual booth space or any portion thereof and no refunds will be issued.

## **6. Giveaways**

Contests or drawings of any kind will not be permitted at the Conference. However, giveaways of items requested by patrons will be permitted and optionally can be facilitated by a "Giveaway" button on the Exhibitor's virtual booth space page. It is the Exhibitor's responsibility to make sure that all applicable government rules and regulations are followed correctly. Any violations will be at the sole expense and fault of the Exhibitor. The Society is not responsible or liable for any contests, drawings, or giveaways held prior, during, or after the Conference.

## **7. Insurance and Liability**

Exhibitor shall be fully responsible for any claims, liabilities, losses, damages, or expenses relating to or arising from any injury to any person or any loss of or damage to property where such injury, loss, or damage is incident to, arises out of, or is in any way connected with, Exhibitor's presence at the virtual exhibition, including but not limited to acts or omissions of Exhibitor's employees, agents, subcontractors, guests, and/or invitees. Exhibitor shall protect, indemnify, hold harmless, and defend the Society, its officers, directors, agents, and employees against all such claims, liabilities, losses, damages, and expenses, including reasonable attorneys' fees and costs of litigation, arising from or in any way connected with Exhibitor's negligent acts, omissions, and/or participation in the virtual Exhibition. Exhibitors are responsible for obtaining their liability insurance in the amount of \$1,000,000 per occurrence and \$2,000,000 in the aggregate and workers compensation insurance in accordance with statutory limits.

In the event that any part of the virtual Exhibition Hall ceases to function or to be available through the internet so as to prevent Exhibitor from operating, or so as to prevent the Society from permitting Exhibitor to operate, its assigned virtual booth space during any part or the whole Exhibition period, such downtime having been caused by malfunction or failure of the virtual Exhibition platform vendor's system, malfunction or failure of the internet or of the URL address of the virtual Exhibition, strikes, acts of God, national emergency, pandemic, or other causes beyond the control of the Society, Exhibitor will be charged for its assigned virtual exhibit booth space during the period it was or could have been operated by Exhibitor, if any, and Exhibitor hereby waives any claim against the Society, its directors, officers, agents, or employees for losses or damages that may arise in consequence of such inability to operate such assigned virtual exhibit booth space, its sole claim against the Society being one for a refund of fees paid to the Society for the period of time during which it was prevented by such causes from using the virtual exhibit booth space.

## Industry Symposia, Branding, Educational Grants

### Industry Symposia – *Only 2 Available!*

Morning Symposium – \$10,000

9:00 a.m. – 10:00 a.m. ET

*Exclusive opportunity for your company to conduct an educational program or other event immediately prior to the start of the symposium. This program can be prerecorded with a live Q+A or all live. A recording of the session also may be added to the Industry On-Demand Library (your choice).*

Lunchtime Symposium – \$15,000

1:15 p.m. – 2:15 p.m. ET

*Exclusive opportunity for your company to conduct an educational program or other event during the lunchtime hour. This program can be prerecorded with a live Q+A or all live. A recording of the session also may be added to the Industry On-Demand Library (your choice).*

See terms and conditions, as well as application information on the following pages.

### Branding Opportunities

Branding options are included with each exhibit package; however, you have several additional opportunities to help ensure that your company's name is front and center with your target audience.

#### STS.org Advertising

Two [advertising positions](#) are available in prominent locations on the STS home page, which receives approximately 272,000 impressions annually. Reach your target audience and cardiothoracic surgeons worldwide.

#### Email Communication to STS Members - \$3,000

Companies can share news about their products, services, or other information directly with STS members through the Society's [Email Blast Communications Program](#). STS will distribute the pre-approved message on behalf of the sender. STS will send only one industry promotional email blast per day. An email to symposium registrants is included with a premium booth.

#### Mailing List License - \$1,200

Companies can [license the STS membership mailing list](#) to send a pre-approved physical mailer such as a postcard or brochure.

### Educational Grant

Provide an unrestricted grant to STS for the Advanced TAVR Symposium.

Platinum (\$25,000 or more)

Gold (\$15,000 – \$24,999)

Silver (\$10,000 – \$14,999)

Bronze (up to \$9,999)

Benefactors in all levels will receive recognition on the STS website and meeting platform. Gold and Platinum-level benefactors will be named during the symposium's welcome remarks. Platinum-level benefactors will be recognized in a Tweet sent from the STS social media account on the day of the meeting and also will be listed in the "Know Before You Go" emails sent to all registrants.

***For more information on any of these opportunities, contact Meagan Reichstein, Exhibit Manager, at [mreichstein@sts.org](mailto:mreichstein@sts.org) or Samantha McCarthy, Industry Relations Manager, at [smccarthy@sts.org](mailto:smccarthy@sts.org).***

#### **Important Information**

- All artwork, graphics, logos, 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. Cancellations are not accepted.
- Opportunities are available only to exhibitors of the STS Advanced TAVR Symposium. For more information on exhibiting, contact Meagan Reichstein, STS Exhibit Manager, at [mreichstein@sts.org](mailto: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."

#### **Terms and Conditions for Industry Symposia, Advertising, Branding and Promotional Email Blasts**

The following terms and conditions apply for the applicable opportunity(ies), purchased by Exhibitor, in connection with the Advanced TAVR Symposium: New Perspectives for the Surgeon and Heart Team.

##### **1. Industry Symposia**

Each sponsored symposium will consist of a prerecorded presentation and live Q&A and discussion, and are limited to the 1-hour timeslot that Exhibitor purchases, including the Q&A and discussion. The prerecorded video must be submitted to STS by August 6, 2021, or it will not be accepted. There can be no implication in any promotional materials, handouts, or enduring materials that these presentations are planned, sponsored, or endorsed by STS. Sponsored presentations are not approved for CME or CEU credit.

##### **2. Advertising and Branding**

Exhibitor is responsible for any and all costs associated with the production of purchased advertisements and branding. Final advertising content must be submitted to STS by the date noted in each detailed listing. STS will in a timely manner review the final draft of all proposed advertising or branded content (including but not limited to language, images, and layout), and its prior express approval of such final draft is required before the advertisement shall be distributed via text, posted on social media, or uploaded to the conference platform. STS review of the advertising and branded material content is undertaken to protect STS's valuable intellectual property and reputation. STS is not entering into a collaborative/comarketing relationship with Exhibitor. STS may reject any advertising or branded material at its reasonable discretion. If the parties cannot agree on advertising or branded material content, however, no refunds will be given.

##### **3. Promotional Email Blasts**

STS will send Exhibitor's message via email on a mutually agreed upon date to each 2021 Advanced TAVR Symposium Registrant OR STS members for whom STS has an actionable email address on file,

provided that said Promotional Email Blast has been approved in advance by and in the sole discretion of STS.

STS shall have no obligation to provide or otherwise perform any of its obligations under this Agreement until it has received from Exhibitor full payment of the royalty outlined above.

Exhibitor is solely responsible for the accuracy of the content of the Promotional Email Blast, including but not limited to the audio, visual, textual, graphical or other material and any attachments ("email blast content"). Exhibitor represents and warrants that: (a) it is the owner or valid licensee of the email blast content, including each element thereof and all intellectual property embodied therein; and (b) it will not provide STS with any email blast content or other material for use in connection with the email blast that (i) infringes on any third party's intellectual property or other rights, including without limitation email blast content that constitutes defamation, trade libel, invasion of privacy or violation of any right of publicity, or (ii) violates any law, statute, ordinance or regulation, including without limitation the laws and regulations governing privacy and export control.

STS will provide Exhibitor with a test email of the intended Promotional Email Blast and will secure Exhibitor's written approval (which may be in the form of a confirming email), not to be unreasonably withheld or delayed, to transmit the Promotional Email Blast. In addition to the royalty specified above, Exhibitor agrees to pay all costs associated with Exhibitor's corrections or revisions to the Promotional Email Blast requested by Exhibitor after STS's receipt of Exhibitor's approval, including but not limited to the value of STS staff time required to implement such changes. Exhibitor acknowledges and agrees that STS staff time for such services will be charged at the rate of \$100.00 per hour, with a minimum charge of one (1) hour and time in excess of one (1) hour charged in quarter hour increments.

The email addresses to be used by STS for the Promotional Email Blast have been supplied by STS Symposium Registrants OR STS members, and STS has not independently verified or audited, itself or through third-party services, such email addresses.

**4. Mailing List Licenses**

The STS mailing list is available to you for one-time use only and only for the mailer approved. The STS mailing list may not, in whole or in part, be copied or reproduced in any way; nor can it be transferred to other parties. Upon completion of your mailing, the file must be permanently deleted.

**5. Cancellation**

If Exhibitor/Sponsor cancels, Exhibitor/Sponsor will be responsible for payment of 100% of the total contracted amount. No refunds will be issued.

The undersigned agree to all terms and conditions set forth in this Agreement and warrant respectively that they are duly authorized to bind those parties.

**Industry Symposium & Additional Opportunities**  
**APPLICATION**

STS Advanced TAVR Symposium: New Perspectives for the Surgeon and Heart Team  
**August 21, 2021 • Virtual**

Exhibiting Company: _____	Marketing or Medical Education Communication Co. Name: _____
Primary Contact: _____	_____
Mailing Address: _____	Primary Contact: _____
_____	Mailing Address: _____
City: _____ State: _____ ZIP: _____	_____
Phone: _____	City: _____ State: _____ ZIP: _____
Fax: _____	Phone: _____
Email: _____	Fax: _____
	Email: _____

**REQUESTED DATE AND TIME: Please check one:\***

- \_\_\_\_\_ Saturday, August 21      9:00 a.m. – 10:00 a.m. ET – \$10,000  
\_\_\_\_\_ Saturday, August 21      1:15 p.m. – 2:15 p.m. ET – \$15,000

**ADDITIONAL OPPORTUNITIES**

- \_\_\_\_\_ Website Advertising – Top Banner - \$3,000 for 1 month  
\_\_\_\_\_ Website Advertising – Lower Right Banner - \$2,500 for 1 month  
\_\_\_\_\_ Email Communication to STS Members - \$3,000  
\_\_\_\_\_ Mailing List License - \$1,200

\*STS reserves the right to modify times available for industry symposia and will notify exhibitors if this occurs.

**FOR STS USE ONLY:**

APPROVED: \_\_\_\_\_ DATE: \_\_\_\_\_

**PAYMENT METHOD:      Application will not be processed without payment.**

Check payable to: The Society of Thoracic Surgeons      Tax ID 36 302 2713

Credit Card:    MasterCard       American Express       VISA      Amount to be Charged: \$ \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

I authorize STS to charge the total fee indicated on this form to the above-referenced credit card.

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

### Industry Symposia

**Application will not be processed if the below requested information is not complete**

1. Title of the activity: \_\_\_\_\_

(Indicate the exact title of the industry symposium.) Title cannot be changed once submitted.

2. Rationale for holding the industry symposium: (30 words or more required)

\_\_\_\_\_  
\_\_\_\_\_

3. Brief narrative description of the proposed industry symposium: (35 words or more required)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Program agenda: (Outline with times required)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Names of confirmed speakers (if any):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. Contact name(s) of all commercial supporters of the industry symposium:

Contact name: \_\_\_\_\_

Company name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Contact name: \_\_\_\_\_

Company name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**7. Submit copies of contracts/letters of agreement between commercial supporters and industry symposium organizers. THIS INFORMATION MUST BE ATTACHED.**

**APPLICATION WILL NOT BE PROCESSED IF THE ABOVE REQUESTED INFORMATION IS NOT COMPLETE.**

By signing this Application, I represent and warrant that I am authorized to act on behalf of the funding organization and meeting planning organization (if applicable) specified below with respect to this Application; that all information provided on this Application is complete and accurate to the best of my knowledge; that I have read the accompanying "Terms and Conditions" and that if this Application is approved by STS, the industry symposium described herein will be conducted in accordance with the terms of said Policy and the entity specified below will comply with all associated requirements.

**FUNDING ORGANIZATION**

\_\_\_\_\_  
NAME

\_\_\_\_\_  
DULY AUTHORIZED REPRESENTATIVE NAME

\_\_\_\_\_  
DULY AUTHORIZED REPRESENTATIVE SIGNATURE

\_\_\_\_\_  
DATE

**SYMPOSIUM PLANNING ORGANIZATION (IF APPLICABLE)**

\_\_\_\_\_  
NAME

\_\_\_\_\_  
DULY AUTHORIZED REPRESENTATIVE NAME

\_\_\_\_\_  
DULY AUTHORIZED REPRESENTATIVE SIGNATURE

\_\_\_\_\_  
DATE

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