

The Society of Thoracic Surgeons

# 55TH ANNUAL MEETING & EXHIBITION

Branding Catalog



**San Diego  
Convention Center  
January 26-29, 2019**



**The Society  
of Thoracic  
Surgeons**

*The STS Annual Meeting continues to be the preeminent event in cardiothoracic surgery. The 2019 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.*

## Branding Opportunities

The STS 55th Annual Meeting will bring members of the entire cardiothoracic surgery team to San Diego, California, and they will be eager for face time with companies—such as yours—that are delivering cutting-edge products and valuable services.

In 2018, the STS Annual Meeting attracted approximately 4,200 registrants from 60 countries, including more than 2,100 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 San Diego!

### WE HEAR YOU!

After reviewing the 2018 exhibitor survey and membership evaluation results, STS has decided to restructure the Annual Meeting and shorten it by 1 day. As a result, attendees and exhibitors will save time and money. Use your savings to make a bigger impact!

## 2018 ATTENDEE PROFILE

# 2,149

Professional Registrants

# 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

## ATTENDEE 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

## PLEASE NOTE

The deadline for right of first refusal is July 31, 2018. After this date, 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, and hotel opportunities start on page 8. Additional opportunities are listed at the end of this catalog.

## 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 55th Annual Meeting exhibitors. For more information on exhibiting at the STS 55th Annual Meeting, contact Angel Law, STS Exhibit Manager, at [alaw@sts.org](mailto:alaw@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."

## COUNTRIES WITH THE MOST ATTENDEES

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

---

**20%** Professional attendees from outside the US

---

## INTERNATIONAL MEETING SCOPE

**60** countries represented at the STS Annual Meeting





*Convention center maps are viewable on page 10.*

- \$50,000, Exclusive Opportunity

- \$25,000 each
- 5 available



These premium banners  
 alator, outside of the Exhibit  
 nners must be round, with  
**Price does not include**  
**noval.**

- \$25,000, Exclusive Opportunity



- \$20,000 each, 1 sold, 4 available



- \$20,000 each, 2 sold, 1 on hold pending a signed agreement, 2 available



Three are located near the top of the escalator banks on the Upper Level and two are in the lobby of Ballrooms 20A-D, where the General Session and Tech-Con will be held. **Price does not include production, installation, or removal.**

**Deadline to submit materials to STS: December 14, 2018**

## HANDRAIL CLINGS

- \$20,000 each, 2 available



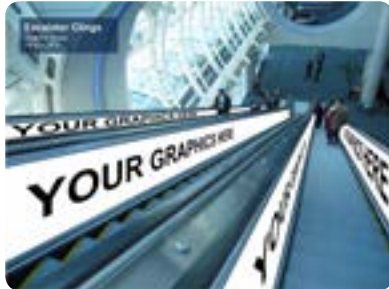
Glass railings that stretch along the upper level corridor are perfect spots to place your company's message. STS attendees will see these railings as they travel between the Ground Level

Lobby (registration and Exhibit Hall) and the Upper Level Lobby (session rooms) via escalator. Two segments, each approximately 20'w x 3'h, are available for branding. **Price does not include production, installation, or removal.**  
**Deadline to submit materials to STS: December 14, 2018**

## ESCALATOR CLINGS

- \$15,000, Outside Exhibit Hall G
- ~~\$15,000, Outside Exhibit Hall D (SOLD!)~~

The sides and adjoining 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 Ground Level Lobby (where registration and the Exhibit Hall entrance are located) and the Upper Level (where the educational sessions will take place). Take advantage of this large canvas for your brand to repeatedly reach its target audience! **Price does not include production, installation, or removal.**



**Deadline to submit materials to STS: December 14, 2018**

## GROUND LEVEL LOBBY WALKWAY BANNERS

- \$15,000 each, 4 sold, 1 available

Your company's message will be hard to miss on large hanging banners that will be visible as attendees walk the Ground Level Lobby where registration, STS University, and the Exhibit Hall will be located. Take advantage of what promises to be a well-traveled area. Each banner will be approximately 14'w x 3'h, double-sided. **Price does not include production, installation, or removal.**



**Deadline to submit materials to STS: December 14, 2018**

## UPPER LEVEL WALKWAY BANNERS

- \$15,000 each, 5 available
- SAVE! \$65,000 for all 5

Five banners will be strategically placed on the upper level of the convention center. Take advantage of what promises to be a well-traveled area. Nearly all Annual Meeting educational sessions will be held in rooms off this corridor. Each banner will be approximately 22'w x 3'h, double-sided. Banners can be saddle or hanging style. **Price does not include production, installation, or removal.**



**Deadline to submit materials to STS: December 14, 2018**

## LARGE GROUND LEVEL LOBBY COLUMN WRAPS

- \$12,000
- 3 sold, 2 available

Make an impression as attendees enter the convention center. Five large columns can be wrapped with your company's branding message. Approximate wrap space is 23'w x 13'h. **Price does not include production, installation, or removal.**



**Deadline to submit materials to STS: December 14, 2018**

## EXHIBIT HALL DIRECTIONAL AISLE SIGNS

- \$10,000, Exclusive Opportunity



Is your company looking to make a splash across the bustling STS Exhibit Hall? Then don't miss this exclusive opportunity to appear prominently along the main aisle.

**SOLD!**

Throughout the Exhibit Hall, attendees will appreciate these helpful directional signs. Branded area is 48" w x 30" h. **Price includes production.**

**Deadline to submit materials to STS: December 14, 2018**

## COFFEE CUP SLEEVES

- \$10,000, 1 set available

Greet Annual Meeting attendees with a cup of coffee in the Exhibit Hall. Coffee will be 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. **Price includes production.**



**Deadline to submit materials to STS: December 14, 2018**

## STREET POLE BANNERS

- \$10,000, 1 set available

Extend your company's reach by promoting your brand on street pole banners in the downtown San Diego Gaslamp District. Attendees will see these banners as they walk from the convention center to lunch or dinner. **Price does not include display fee, production, installation, or removal.**



**Deadline to submit materials to STS: December 14, 2018**

## LANYARD TREES

- \$10,000, Exclusive Opportunity



Place your graphics on the lanyard tree base panels—approximately 29.75" w x 98.875" h.—that will be located near registration. Your company's message is sure to be noticed when attendees stop by to grab a lanyard. **Price includes production.**

**Deadline to submit materials to STS: December 14, 2018**

## FOOD & BEVERAGE NAPKINS

- \$7,500, Exclusive Opportunity

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. **Price includes production.**



**Deadline to submit materials to STS: December 14, 2018**



## UPPER LEVEL COLUMN WRAPS

- \$5,000, 4 available
- SAVE! \$17,500 for all 4



Up to four vertical column banners can highlight your company's message outside Upper Level Ballrooms 20A-D (where Tech-Con and the General Sessions will take place). **Price does not**

**include production, installation, or removal.**

**Deadline to submit materials to STS: December 14, 2018**

## MEETING ROOM SIGNAGE

- \$5,000, Exclusive Opportunity

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 to the Society's most respected and influential leaders. **Price includes production.**

**Deadline to submit materials to STS: December 14, 2018**



## GRAPHIC BOARDS

- \$5,000, 6 available



Standing advertisements—approximately 3'w x 7'h, double-sided—will be placed in high-traffic areas of the convention center, offering a great opportunity to promote your company's message and booth location. **Price does not include production.**

**Deadline to submit materials to STS: December 14, 2018**

## CONVENTION BAG INSERTS

- \$5,000 each, 1 sold, 4 available



Be among the select few exhibitors to secure this highly visible opportunity! Exhibitor inserts are limited to five (no more than two per company), so your promotion will not be lost among a mass of paper.

Convention bags are offered

to all professional attendees at registration. **Price does not include production.**

**Deadline to submit 2,300 inserts to STS: January 4, 2019**

## LEARNING LABS

- \$5,000 per timeslot (seats up to 100 people)
- 4 sold, 1 available

Engage your target audience through a 30-minute talk, demonstration, or video in a Learning Lab. 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 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: 10:30 a.m. – 11:00 a.m., 12:30 p.m. – 1:00 p.m., and 3:30 p.m. – 4:00 p.m.**

**Tuesday: 9:00 a.m. – 9:30 a.m. and 12:15 p.m. – 12:45 p.m.**

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

## NEW! SIDEWALK DECALS

- \$2,000 each, 5 available



Make an impact on attendees before they enter the convention center with a sidewalk decal that promotes your brand. Each decal is approximately 2'w x 2'h. **Price does not include production, installation, or removal.**

**Deadline to submit materials to STS: December 14, 2018**

## ENHANCED EXHIBITOR LISTING

- \$500 each
- *Open to all; no company has first refusal*

Stand out from your competitors by upgrading your exhibitor listing in the STS Annual Meeting Mobile App. Features include a list highlight, logo display, and an opportunity to upload PDF collateral materials.



## Hotel Branding Opportunities

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

Marriott Marquis San Diego Marina – 1,000

Hilton San Diego Bayfront – 600

Omni San Diego Hotel – 400

## EXTERIOR WALL CORNER BANNER (MARRIOTT)

- \$25,000, Exclusive Opportunity
- *Open to all; no company has first refusal*

Go big and purchase this enormous banner on the corner of the convention center and Harbor Drive at the Marriott Marquis San Diego Marina. Attendees will see this banner as they travel to and from the convention center and hotel. The total size is approximately tall and 44'4"w x 24'4"h. **Price does not include production, installation, or removal.**

**Deadline to submit materials to STS: December 17, 2018**



## CONVENTION CENTER ENTRANCE BANNER (MARRIOTT)

- \$25,000, Exclusive Opportunity
- *Medtronic has first refusal*

Capture the attention of attendees with this large banner—approximately 29'2"w x 11'8"h—near the convention center entrance at the Marriott Marquis San Diego Marina. **Price does not include production, installation, or removal.**

**Deadline to submit materials to STS: December 17, 2018**





## HOTEL KEY CARDS (ALL HOTELS)

- \$20,000, Exclusive Opportunity

Hotel key cards for official STS meetings at hotels—approximately 11 available—can be printed with your company logo and message. Hotel key cards will be distributed to attending attendees staying at the Marriott Marquis San Diego Marina, Hilton San Diego Bayfront, and Omni San Diego Hotel providing repeated exposure each time an attendee uses his or her room key. **Price includes production.**

**Deadline to submit materials to STS: December 8, 2018**

## DOOR HANGERS (HILTON)

- \$10,000, Exclusive Opportunity

Greet STS attendees arriving or departing at the Hilton San Diego Bayfront. The 4-color door hanger will be placed in each attendee's room. **Price includes production, but does not include the hotel marketing fee (\$1,800).**

**Deadline to submit materials to STS: December 14, 2018**

## ELEVATOR CLINGS (HILTON)

- \$2,500 each, 11 available

Eleven guest room elevators within two banks are available for your company to display its message prominently at the Hilton San Diego Bayfront. **Price**

**include cling production, installation, removal, or hotel marketing fee (\$2,500 per elevator).**

**Deadline to submit materials to STS: December 14, 2018**

## ELEVATOR CLINGS (OMNI)

- \$2,500, 4 available
- Open to all; no company has first refusal



Four guest room elevators within one bank are available for your company to display its message prominently at the Omni San Diego Hotel. **Price does not include cling production, installation, removal, or hotel marketing fee (\$2,000 per elevator).** **Deadline to submit materials to STS: December 14, 2018**

[illegible]

# OTHER OPPORTUNITIES

**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 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.

## INDUSTRY-SPONSORED SATELLITE ACTIVITIES

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 can include educational activities, receptions, meal functions, investigator meetings, and focus groups.

## OPENING RECEPTION

Participate in the Exhibit Hall Opening Reception by providing food and/or refreshments on Sunday, January 27, 2019, 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.

## 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 250,000 impressions annually. Two ad spaces in prominent locations are available and can be linked directly to your company's website.

## 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 2018 (fee: \$2,000), the final registration list for 2019 (fee: \$2,000), and the pre-meeting registration list for 2019 (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 7,400 names and postal mailing addresses, to send STS-approved mailings. STS does not license, sell, or distribute members' phone/fax numbers or email addresses under any circumstance.





## 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. STS will distribute a pre-approved message on behalf of the sender.

## STS MEETING BULLETIN

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

## EDUCATIONAL GRANT SUPPORT

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 unrestricted educational grant for this premier event in cardiothoracic surgery.

**For more information about any of the above opportunities, please contact Samantha McCarthy, Industry Relations Manager, at [smccarthy@sts.org](mailto:smccarthy@sts.org) or 312-202-5869.**

