



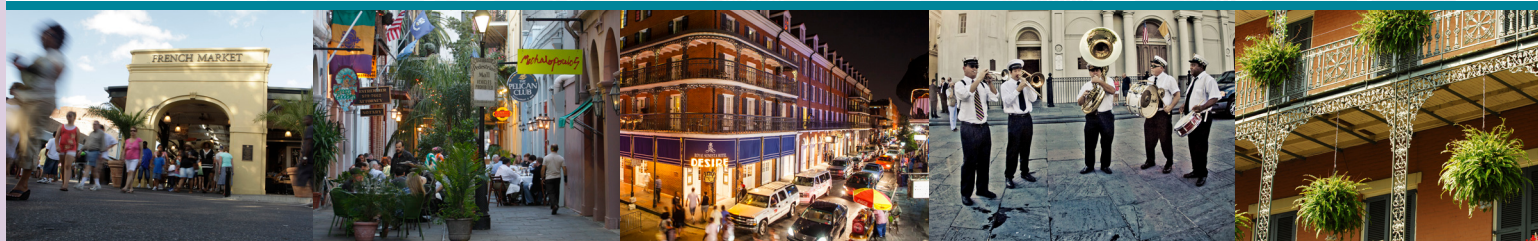
The Society  
of Thoracic  
Surgeons



# 56th Annual Meeting & Exhibition

New Orleans, Louisiana  
January 25-28, 2020

## Educational Grant Acknowledgments



# Platinum | \$50,000 & Above

Platinum Benefactors receive all Silver and Gold acknowledgments listed below, plus these acknowledgments:

## **STS UNIVERSITY VIDEOS**

STS University lectures will be available online before the Annual Meeting and at STS University kiosks during the meeting. Platinum Benefactors will be acknowledged on the landing webpage for the videos.

## **EXHIBIT HALL BOOTH MARKERS**

Floor stickers acknowledging distinguished support of the specialty will be provided for each Platinum-level supporter's booth. Support must be secured by December 20, 2019, to meet production deadlines.

## **SPEAKER READY ROOM SIGNAGE**

Acknowledgment signage will be positioned prominently in the room utilized by STS Annual Meeting presenters to prepare for their talks. Support must be secured by December 20, 2019, to meet production deadlines.

## **BADGE RIBBONS**

Six Platinum Benefactor badge ribbons will be provided for a supporter's staff to wear throughout the meeting.

## **THE ANNALS YEAR-LONG ACKNOWLEDGMENT**

Recognition will appear in an advertisement throughout 2020 in *The Annals of Thoracic Surgery*. With a circulation of approximately 7,100 monthly, this ad will total more than 55,200 exposures to members of the cardiothoracic surgery community.

## **STS NEWS BANNER**

Acknowledgment of support will be included on a 1.5" x 8.5" banner on the back cover of *STS News* for 1 year (four issues). *STS News* is the official STS newsletter mailed and emailed to more than 7,600 STS members worldwide. Support must be secured by December 12, 2019, to meet production deadlines.

## **THE ANNALS ADDRESS CARRIER**

Acknowledgment will appear on the January 2020 address carrier sheet that accompanies *The Annals*, providing immediate visibility upon opening the journal. *The Annals* has a circulation of approximately 7,100. Support must be secured by November 25, 2019, to meet production deadlines.

# Gold | \$25,000-\$49,999

Gold Benefactors receive all Silver acknowledgments listed below, plus these acknowledgments:

## **STS NEWS, SPRING 2019 RECOGNITION**

Special thanks will be included in the official STS newsletter that is mailed and emailed to more than 7,600 STS members worldwide, after the Annual Meeting.

## **STS MEETING BULLETIN EMAIL RECOGNITION**

Supporters will be acknowledged in the e-version of the *STS Meeting Bulletin* that will be sent to all STS members and registered attendees during the Annual Meeting. Support must be secured by January 13, 2020, to meet production deadlines. If support is secured by December 12, 2019, your company also will be acknowledged in the Meeting Preview edition, if produced.

## **THE ANNALS NOTICE**

A supporter acknowledgment advertisement will be placed in the February 2020 issue of *The Annals*, which has a circulation of approximately 7,100. Support must be secured by December 28, 2019, to meet production deadlines.

## **EMAIL TO STS MEMBERS**

An email will be sent to STS members and registered attendees a week prior to the Annual Meeting. The email will include the names of all Gold and Platinum benefactors, acknowledging the level of support that each company has provided.

## INVITATIONS TO PRESIDENT'S RECEPTION\*

Each Gold Benefactor will receive invitations for two individuals to attend the President's Reception; each Platinum Benefactor will receive invitations for six individuals to attend the President's Reception on Sunday evening, January 26, 2020. This reception will provide supporters with an opportunity to mingle with several hundred cardiothoracic surgeons and thought leaders from around the globe.



## Silver | \$10,000-\$24,999

Silver Benefactors receive all the following acknowledgments:

### STS MEETING BULLETIN RECOGNITION

Three issues (Saturday, Sunday, and Monday/Tuesday), each with a daily circulation of at least 2,250, are distributed to attendees. Acknowledgment will be provided in this valuable reference for the most up-to-date meeting information, room locations, and program changes. The *STS Meeting Bulletin* is available online during the meeting and throughout the year. Support must be secured by January 3, 2020, to meet production deadlines. If support is secured by November 11, 2019, your company also will be acknowledged in the Meeting Preview edition, if produced.

### STS.ORG RECOGNITION

All benefactors will receive an acknowledgment on the STS Annual Meeting web page, [sts.org/annualmeeting](https://sts.org/annualmeeting), from the date support is secured through the end of the meeting. This web page is visited frequently by those planning – and even those not planning – to attend. In January 2019 alone, the page received 25,989 impressions!

### SOCIAL MEDIA RECOGNITION

A pre-conference tweet sent from the STS Twitter account will thank all benefactors during the week of the meeting.

### STS MEETING BULLETIN MICROSITE RECOGNITION

Supporters will be acknowledged on the *STS Meeting Bulletin* microsite. Support must be secured by January 13, 2020, to meet production deadlines.

### ROTATING WALK-IN & BREAK SLIDES

Acknowledgment will appear on meeting room slides displayed before all Annual Meeting sessions and during session breaks. The slides offer consistent acknowledgment of a benefactor's generous support.

### STS NEWS, WINTER 2020 RECOGNITION

Special thanks will be provided in the official STS newsletter that is mailed and emailed just prior to the Annual Meeting to more than 7,600 STS members worldwide. Support must be secured by December 12, 2019, to meet production deadlines.

### CONVENTION CENTER SIGNAGE

Acknowledgment signs will be displayed prominently in the Ernest N. Morial Convention Center during the STS 56th Annual Meeting so that all attendees can be aware of a benefactor's generous support. Support must be secured by December 20, 2019, to meet production deadlines.

*For more information on educational grant acknowledgments, contact Samantha McCarthy, Industry Relations Manager, at [smccarthy@sts.org](mailto:smccarthy@sts.org) or 312-202-5869.*

## Platinum \$50,000 & Above | Gold \$24,999–\$49,999 | Silver \$10,000–\$24,999

Use this chart to choose your desired benefactor level and associated acknowledgments. See previous pages for acknowledgment details.

ACKNOWLEDGMENT	PLATINUM	GOLD	SILVER
STS University Videos	★		
Exhibit Hall Booth Markers	★		
Speaker Ready Room Signage	★		
Badge Ribbons	★		
<i>The Annals</i> Year-Long Acknowledgment	★		
STS News Banner	★		
<i>The Annals of Thoracic Surgery</i> Address Carrier	★		
<i>The Annals of Thoracic Surgery</i> Notice	★	★	
STS News, Spring 2020 Recognition	★	★	
Email to STS Members	★	★	
STS Meeting Bulletin Email Recognition	★	★	
Invitations to President's Reception	★	★	
STS Meeting Bulletin Recognition	★	★	★
sts.org Recognition	★	★	★
Social Media Recognition	★	★	★
STS News, Winter 2020 Recognition	★	★	★
Convention Center Signage	★	★	★
Rotating Walk-In & Break Slides	★	★	★
STS Meeting Bulletin Microsite Recognition	★	★	★