THE GLOBAL EDUCATION COURSE FOR VASCULAR MEDICINE AND INTERVENTION



SEPTEMBER 11-14, 2017

WYNN LAS VEGAS

WWW.VIVAPHYSICIANS.ORG





SEPTEMBER 11, 2017



THANK YOU for your interest in VIVA 17, the annual multidisciplinary, collaborative educational symposium. As the global education course for vascular medicine and intervention, we strive to offer the most innovative learning experience to engage over 2,000 attendees from multiple specialties around the world. Attendees from VIVA 16 represented 48 states and 35 countries.

CONTENT

Why Participate?

Cancellation Policy

VIVA continues to expand its educational platforms, utilizing emerging technologies and enhancing the experience for all attendees and this year is no exception. With more pre-courses, new morning tracks, and even more unique learning formats, VIVA continues to be at the forefront of vascular

intervention and education. The 7th annual VEINS at VIVA meeting will take place on Sunday, September 10 – Monday, September 11 and will focus on acute and chronic venous diseases.

We recognize the importance of our supporters and exhibitors and hope you will join us as we celebrate 15 years of providing premier education for those dedicated to treating patients with vascular diseases.

IMPORTANT DATES

July 14
July 28
August 8
September 9
September 10
September 10 September 11

See the complete industry timeline online at www.vivaphysicians.org/exhibit-support

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WHY PARTICIPATE?

You won't want to miss:

- Interacting with hundreds of leaders, change-makers and visionaries from all disciplines and professions in vascular medicine and intervention as they come together to enhance patient care
- An opportunity to present late-breaking clinical trials to a multidisciplinary audience
- Meeting the next generation of decision-makers attending VIVA through our fellows program
- Access to physicians from an array of specialties from all over the world
- The robust Global Theater agenda, international live case experience and unique concurrent theaters' in an array of learning venues
- The new addition of "morning tracks" that focus on venous disease, aortic disease, and critical limb ischemia
- Being at the forefront where the future of medicine and technology is discussed, created, and challenged
- Connecting with key customers on the latest technology and treatment solutions
- Experiencing an intimate environment to network, collaborate, and build relationships
- A unique opportunity to interact with attendees in the VIVA Focus and VEINS Exhibit Pavilion on Sunday and Monday.

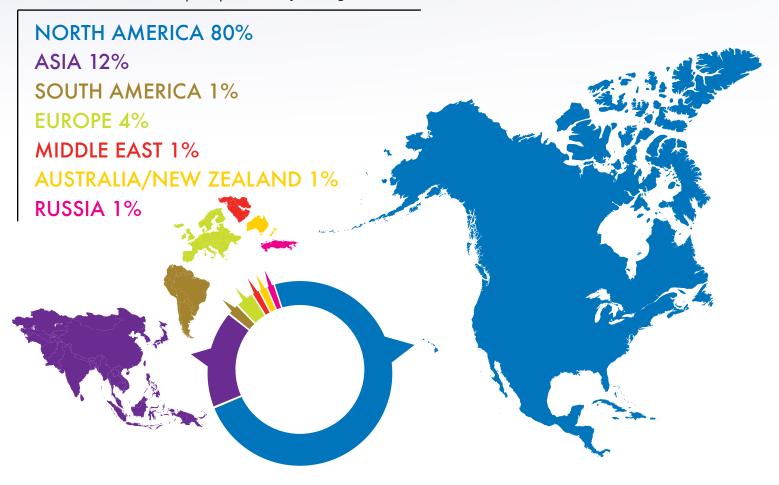
WHY VEGAS?

- Meeting and Hotel Accommodations Las Vegas hotel room rates are extremely competitive with more than 150,000 rooms available. The close proximity of Las Vegas hotels eliminates the need for transportation as attendees can walk to many restaurants, shops, casinos, and amenities nearby.
- Convention Centers and Services Las Vegas hosts more than 22,000 meetings and conventions annually, ranging in size from 10 to more than 150,000 attendees. Las Vegas has more than 11 million sq. ft. of exhibit and meeting space and is home to three of the country's 10 largest convention venues.
- Attendance On average, attendance increases 8% when conventions rotate into Las Vegas. Research also shows that attendees spend more time in meetings and on the exhibit floor when programs are held in Las Vegas.
- Air Service With more than 900 flights per day and non-stop service from 130+ US cities, Las Vegas represents one of the easiest air travel destinations within the United States with competitive airfare.
- Weather Las Vegas averages 320 days of sunshine per year. With an average temperature of 66.3 degrees, annual rainfall of 4.13 inches and humidity around 29 percent, the climate is perfect for meetings held throughout the year, limiting flight delays and loss of time from work and home.
- Summary Las Vegas offers the best value and best meeting criteria for VIVA of any city in the United States

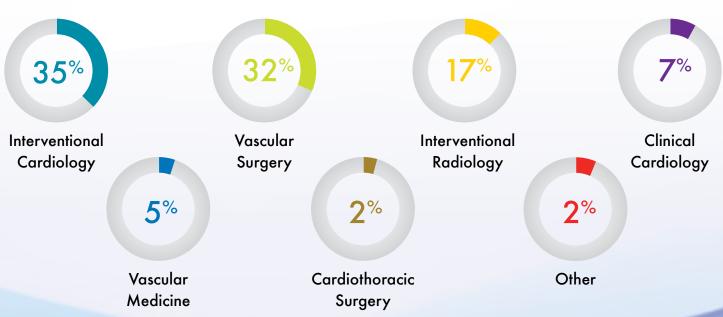


ATTENDEE GEOGRAPHIC

Attendees from multiple specialties join together to make VIVA a world-renowned event.



PHYSICIAN SPECIALTY





IMPORTANT CONTACTS

EXECUTIVE DIRECTOR

Rebecca Hall 408-513-3241

REGISTRATION / INDUSTRY LOGISTICS

Pam Bishop exhibits@vivaphysicians.org 408-513-3244

LOGISTICS / HOUSING CONTACT

logistics@vivaphysicians.org

Gaylene Horst 408-513-3243

Karen Havstad 408-513-3249

VENUE / HOTEL

Wynn Las Vegas 3131 Las Vegas Boulevard South Las Vegas, Nevada 89109 702-770-7000

CATERING CONTACT

Rebecca Kaplan

rebecca.kaplan@wynnlasvegas.com 702-770-2752

EXPOSITION SERVICES

Xpert

exhibitionservices@expertexpo.com 855-677-3976

VIVA 17 STEERING COMMITTEE

GARY M. ANSEL, MD

Interventional Cardiology

OhioHealth Riverside Methodist / McConnell Heart Hospital Columbus, Ohio

JOSHUA A. BECKMAN, MD

Vascular Medicine

Vanderbilt University Medical Center Nashville, Tennessee

MICHAEL D. DAKE, MD

Interventional Radiology

Stanford University Medical Center Stanford, California

TONY S. DAS, MD

Interventional Cardiology

Walnut Hill Medical Center Dallas, Texas

JOHN A. KAUFMAN, MD

Interventional Radiology

Dotter Interventional Institute Portland, Oregon

JOHN R. LAIRD JR., MD

Interventional Cardiology

UC Davis Medical Center Sacramento, California

SEAN P. LYDEN, MD

Vascular Surgery

Cleveland Clinic Cleveland, Ohio

MANISH MEHTA, MD

Vascular Surgery

Vascular Health Partners Glen Falls, New York

D. CHRISTOPHER METZGER, MD

Interventional Cardiology

Wellmont CVA Heart Institute Kingsport, Tennessee

KRISHNA ROCHA-SINGH, MD

Interventional Cardiology

Prairie Heart Institute Springfield, Illinois

KENNETH ROSENFIELD, MD

Interventional Cardiology

Massachusetts General Hospital Boston, Massachusetts

JOHN H. RUNDBACK, MD

Interventional Radiology

Interventional Institute, Holy Name Medical Center Teaneck, New Jersey

PETER A. SCHNEIDER, MD

Vascular Surgery

Hawaii Permanente Medical Group Honolulu, Hawaii



VIVA OVERVIEW AND HIGHLIGHTS

VIVA continues to provide an unparalleled opportunity to interact with experts, immerse in education and experience innovation by offering a professional educational experience. Attendees are challenged by our world-renowned multidisciplinary faculty by evaluating modern therapies in the field of vascular medicine, controversial and emerging innovations, and engaging in lively discussions through unique learning platforms.

In 2017, we are offering an educational course with multiple learning venues, special sessions in aortic, CLI, and venous disease, global live cases, latest cutting-edge technology, the latest clinical data presentations and more!

SOMETHING FOR EVERYONE AT VIVA!

- More highly anticipated LATE-BREAKING CLINICAL TRIALS presented at VIVA, including data from
 major randomized trials, single or multicenter registries and first-in-man experiences with novel
 techniques, devices or drugs and leading experts sharing the latest techniques and methods through
 some of the most challenging GLOBAL LIVE CASES.
- Industry supporters of the *PHYSICIANS-IN-TRAINING PROGRAM* are invited to participate in the *PHYSICIANS-IN-TRAINING RECEPTION* on Monday evening, September 11. The VIVA Board will host a *PHYSICIANS-IN-TRAINING TALK* to provide further education on transitioning from academia to a private practice. Then, fellows and residents interact with Industry as they navigate through the Exhibit Pavilion.
- VIRTUAL VIVA allows attendees to customize their education by watching sessions live, asking questions
 of faculty and accessing exclusive content such as the product device library, eBags, and more!



The VEINS at VIVA will return for a third year as a full day and a half educational symposium on acute and chronic venous diseases, and will offer a comprehensive analysis of critical issues facing vascular specialists. Course director, Raghu Kolluri, MD, is thrilled to see the interest

in venous stents and superficial venous disease increasing. Now that venous disease is getting noticed, the VEINS at VIVA remains a leader of venous disease education and intervention, where education and experience go hand-in-hand!

HIGHLIGHTS (CONTINUED)

VIVAFOCUS

SEPTEMBER 11, 2017

CLI: CRITICAL LIMB ISCHEMIA

Critical limb Ischemia (CLI) continues to challenge our practices, with almost 120,000 amputations in the U.S. each year. This dedicated pre-course, always packed and now in its 5th year, provides a comprehensive review of the most "critical" things to know when treating patients with ischemic limbs. Emerging data and ground-breaking techniques are highlighted in presentations and case reviews, and will change the way your "CLI Team" cares for these complex patients. This topic continues on through the VIVA week in the Morning Tracks.

AORTIC

For those who like to work in the aortic space, you wouldn't want to miss out on this unique aortic session! It will bring together expert operatives who will share their best and worst aortic cases from the

ascending aorta to the iliac bifurcation and focus discussions on complications, bailouts, and lessons learned. Aortic Armageddon is designed to be an intimate no-nonsense case-based session where the audience has the opportunity to challenge the experts and take a deep dive in managing all aspects of aortic intervention – A state of the art discussion you wouldn't want to miss. This topic continues on through the VIVA week in the Morning Tracks.



The management of patients with vascular disease requires a comprehensive approach, ranging from medical therapy to intervention and surgery. Medical therapy is

especially important as it treats the underlying condition and modifies the impact of interventional therapies. In these sessions, we will review the well-known and lesser known aspects of medical therapy for peripheral artery disease, abdominal aortic aneurysm, and venous thromboembolism to provide clinical pearls for the practitioner. The PharmacoRX session will provide an interactive series of discussions to engage the vascular interventionist to improve the overall standard of care and outcome of the intervention for each of the major vascular diseases.



CONCURRENT THEATERS OVERVIEW



Returning VIVA Favorites...

The Roundtable – This session provides concentrated disease-based clinical discussions, moderated by VIVA Board members.



Strategies on the Frontline – A dynamic and interactive discussion of nothing but clinical cases! The "theater-in-the-round" environment encourages the audience to engage the faculty to address real world issues and practice approaches.



Face-Off - Vascular U.S. physicians-in-training (fellows and residents) and international physicians face-off with faculty in a competition series presenting original research or an interesting case.



Nurses + Techs - This educational symposium is focused on the needs of the cardiovascular healthcare professionals who play a critical role in the team-based delivery of vascular care featuring a wide variety of topics.



Hands-On - Superficial venous insufficiency is a common and debilitating problem leading to varicose veins, leg swelling and ulceration. Learn established and newer techniques for treating both simple and complex patterns of reflux in a hands-on, device based program.



NEW to the VIVA Line-up for 2017...

Morning Tracks: Venous, Aortic, CLI - As a continuation of the VIVA Focus sessions, we have added morning tracks for a daily dose of advanced topics, talks, strategies, and science with 3 hot topics: Aortic, CLI and Venous disease.

NEW!

Deep Dive - Looking to learn the latest techniques and data for CTO management, access difficulties, thrombectomy, IVC interventions, filter removal, aortic diseases, or embolization? The Deep Dive sessions focus on just this and is a "mini-fellowship" in its topic!

NEW!

Case Complications - This session provides non-stop, in-depth solutions for the most clinically important case scenarios...when moments count.



VIVA Debates - Two dedicated debate sessions will push the limits of Vascular Leaders--live and uncut. We invite our experts to confront their own beliefs as they take changing positions to discuss controversial best strategies for treating case-based vascular problems.

BECOME AN EXHIBITOR

PURCHASE BOOTH SPACE

To download exhibitor applications, please visit www.vivaphysicians.org/exhibit-support and click on the Application under Important Links or request an application from Pam Bishop at exhibitors@vivaphysicians.org.

Payment in full is due no later than Friday, July 14, 2017. Badges are required for everyone in the Exhibit Pavilion at all times. Violators will be escorted out.

Once your booth is confirmed, you can select your booth location through the Industry Portal. Contact Pam Bishop at exhibits@vivaphysicians.org to inquire about additional marketing opportunities.

Register the representatives associated with your booth and purchase additional badges by clicking on the Register Now button at www.vivaphysicians.org.

VIVA 17 EXHIBIT PAVILION

(Tuesday, September 12 - Thursday, September 14, 2017)

10 x 20 Booth

Includes 6 interchangeable exhibit only badges.....\$22,000

10 x 10 Booth

Includes 3 interchangeable exhibit only badges.....\$11,500

Table Top Exhibit

Publisher's Table Top Exhibit (limited availability)

Please note the maximum booth height is 8 feet (including signs and banners)

THE VEINS AND VIVA FOCUS EXHIBITS

(Sunday, September 10 – Monday, September 11, 2017)

6' Table Top Exhibit (Sunday & Monday)

The VEINS at VIVA*

The VEINS at VIVA*

(Sunday Only – Includes 3 FULL ACCESS badges - Use your VEINS badge for all Monday sessions)......\$5,500

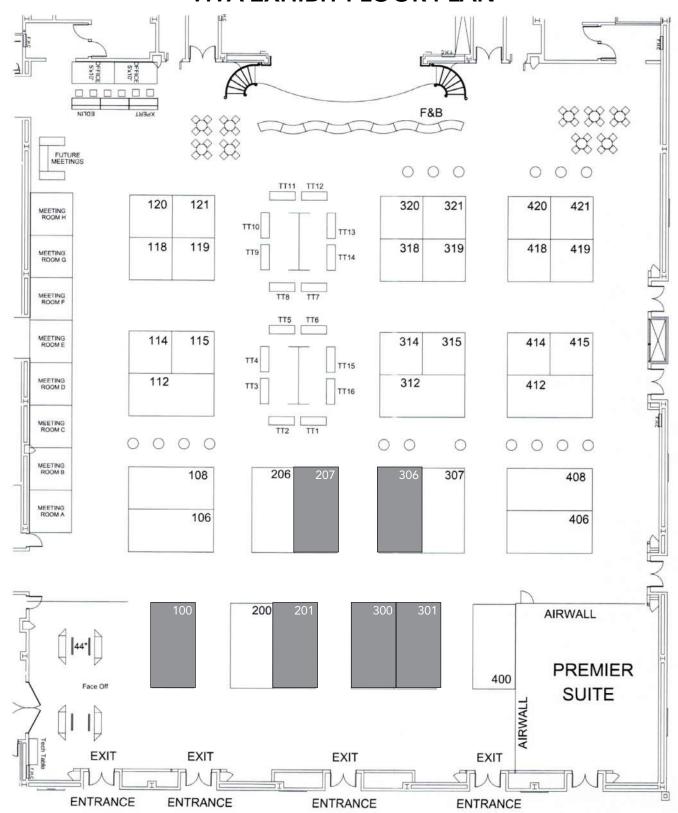
VIVA Focus Exhibits (CLI/Aortic)

Please note the VEINS Monday only exhibit opportunity is NOT available.

^{*}Includes the Sunday VEINS evening reception



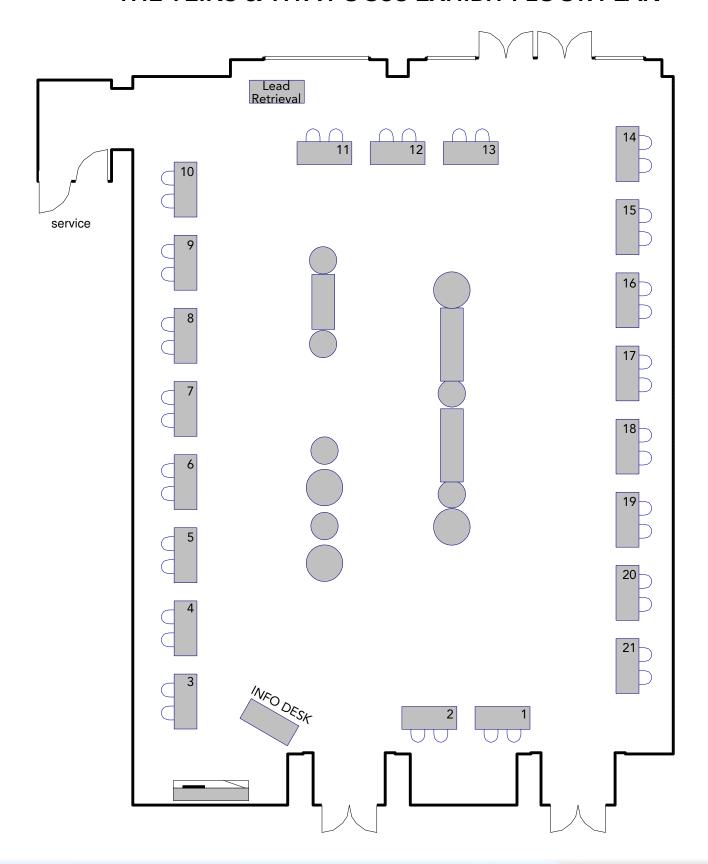
VIVA EXHIBIT FLOOR PLAN



NOTE: Booths shaded in gray are already reserved. Exhibitor floor plan current as of March 14, 2017. For the most current floor plan, please visit www.vivaphysicians.org/exhibitfloorplan



THE VEINS & VIVA FOCUS EXHIBIT FLOOR PLAN





MARKETING OPPORTUNITIES

VIVA TODAY

Advertisements are available in the daily newspaper, VIVA TODAY, and will be published and distributed on-site Monday, Tuesday, Wednesday, and Thursday. The newspaper boasts timely articles highlighting The VEINS, VIVA Focus Sessions, late-breaking trials, and current hot topics by world-renowned faculty. The daily will also recap the previous days' events and outline upcoming not-to-miss sessions. This opportunity is available on a first-come, first-served basis and will be the only printed material distributed by VIVA for 2017.

Advertising rates are:

 Full page color ad (back cover) 	\$5,200
Limited to 1 per company*	

• Full page color ad (inside) \$5,000

• ½ page color ad (inside) \$2,700



EBAG INSERTS

No need to print and ship...VIVA is offering the opportunity to submit an electronic flyer to be displayed on digital screens predominantly located in the meeting space. The flyer will be circulating in several locations throughout the day on Monday, Tuesday, Wednesday, and Thursday. In addition, all electronic flyers are available to attendees on Virtual VIVA.

VIVA: \$3,500 per electronic file VEINS: \$1,700 per electronic file

EBLASTS

VIVA and VEINS exhibitors, societies, and organizations may purchase an eBlast to be sent to the VIVA database of over 7,000 during the week of August 28, 2017.

VIVA: \$3,500 VEINS: \$3,000

FUTURE MEETINGS

If you are interested in displaying printed material on the Future Meetings Table, please upload a pdf of the piece you would like displayed, in your Industry Portal Account no later than Monday, July 17, 2017 for approval. Once approved, you will be notified. Please ship no more than 200 pieces using the shipping label available in the Industry Portal.

SPECIAL OPPORTUNITIES

SATELLITE SESSION*

Commercial supporters are invited to present educational sessions that enhance the learning experience by offering attendees an extended and more varied selection of educational programs.

VIVA AVAILABLE TIMES: MONDAY - Evening

TUESDAY - Lunch and Evening

WEDNESDAY - Lunch
THURSDAY - Lunch

VEINS AVAILABLE TIMES: SUNDAY - Lunch and evening

MONDAY - Breakfast and lunch

If you are interested in hosting a satellite session, please contact Pam Bishop at 408-513-3244 or support@vivaphysicians.org
*Additional Fees Apply

PHYSICIANS-IN-TRAINING RECEPTION

VIVA educational grantors are offered the opportunity to support fellows and participate in the Physicians-in-Training on Monday evening!

The VIVA Physicians-in-Training returns to support fellows and residents from all represented specialties allowing them to further their education at VIVA 17. Several events have been specifically designed for fellows and residents throughout the conference. Companies who support VIVA with an educational grant are invited to support fellows and participate in the reception on Monday in a unique setting highlighted by a guided tour of each of the supporting companies booth.

VEINS FELLOWS PROGRAM

Fellows are invited to participate in a special networking session during the VEINS on Sunday evening.

HANDS-ON: VEIN ABLATION

Opportunity for a limited number of companies to display devices at the Hands-on: Vein Ablation session with a 6' Table top on Wednesday morning. Session description is on page 7.

For more information about any of these opportunities, please contact Pam Bishop at 408-513-3244 or support@vivaphysicians.org.





VIVA 16 COMMERCIAL SUPPORTERS

The commercial support of our industry colleagues, who are dedicated to educating healthcare professionals and enhancing patient outcomes, helps make VIVA possible. VIVA recognizes the companies listed below for their ongoing support of quality, state-of-the-art, medical education.

GLOBAL PREMIER

Abbott Bard Peripheral Vascular **Boston Scientific** Cook Medical Cordis, A Cardinal Health company Gore & Associates Medtronic

PATRON

TVA Medical

CONTRIBUTOR

AstraZeneca Cardiovascular Systems, Inc. Endologix, Inc. Getinge Group Philips Volcano Shockwave Medical, Inc. **Spectranetics**

SUBSCRIBER

Silk Road Medical The Medicines Company Zimmer Biomet

CLI

Abbott **Bard Peripheral Vascular Boston Scientific** Cook Medical Medtronic

FELLOWS SCHOLARSHIP

Bard Peripheral Vascular **Boston Scientific** Cook Medical Endologix, Inc. Gore & Associates Medtronic **Spectranetics**

VIVA 16 EXHIBITORS

Argon Medical Devices Asahi Intecc USA Avinger, Inc. B. Braun Interventional Systems Inc. Bard Peripheral Vascular **Boston Scientific BTG**

Cardiology Today's Intervention and Healio. com by SLACK Incorporated CardioVascular Coalition Cardiovascular Systems, Inc. Cook Medical

Cordis, A Cardinal Health company Corindus Vascular Robotics CX 2017/Vascular News DGMR | Global Intercepts

Endologix, Inc.

Endovascular Today **GE** Healthcare

Getinge Group

Gore & Associates

HMP Communications

Inari Medical Inc.

IVC | ACWH

Knobbe, Martens, Olson & Bear, LLP Lifeline Vascular Centers

LINC 2017

Medstreaming

Medtronic

Osborn Medical

Penumbra, Inc.

Perimed Inc.

Philips Volcano

PMI

PQ Bypass, Inc. Ra Medical Systems, Inc

Rex Medical Roxwood Medical Siemens Healthineers Silk Road Medical Society for Vascular Nursing Society of Interventional Radiology Spectranetics Surgical Tables, Inc. Surmodics, Inc. Terumo Interventional Systems **TIDI Products** Toshiba America Medical Systems TVA Medical

Ziehm Imaging **FELLOWS EXHIBITORS**

Vascular Solutions, Inc.

Walk Vascular

Avinger, Inc. Bard Peripheral Vascular **Boston Scientific** Cardiovascular Systems, Inc. Cook Medical Cordis, A Cardinal Health company Endologix, Inc. Gore & Associates Medtronic **Spectranetics**

VIVA FOCUS EXHIBITORS

Abbott Bard Peripheral Vascular **Boston Scientific** Cook Medical Cordis, A Cardinal Health company Endologix, Inc.

Intact Vascular

Medtronic

THE VEINS 16 COMMERCIAL **SUPPORTERS**

Bard Peripheral Vascular Boston Scientific Cook Medical Medtronic

THE VEINS 16 FELLOWS SUPPORTERS

AngioDynamics Bard Peripheral Vascular Boston Scientific Medtronic

THE VEINS 16 EXHIBITORS

AngioDynamics Argon Medical Devices Bard Peripheral Vascular BMS / Pfizer **Boston Scientific BTG** Cook Medical Cordis, A Cardinal Health company Medtronic Osborn Medical Penumbra, Inc. Philips Volcano Total Vein Systems Vascular Insights, LLC VENITI, Inc.

EXHIBITOR ADVISORY COMMITTEE

Since its inception in 2009, the VIVA Exhibitor Advisory Committee (EAC) has been a forum for supporting organizations to participate in open dialogue to discuss ways to enhance and improve the overall VIVA experience.

We appreciate the feedback from our members past and present, and are pleased to have incorporated many requests and suggestions since our inaugural meeting.

If you are interested in attending this year's Exhibitor Advisory committee meeting scheduled for Thrusday, September 14, 2017 at 10:00 am. Please contact Pam Bishop at exhibits@vivaphysicians.org or (408) 513-3244.

2016 COMMITTEE MEMBERS

ERIC FONG, Abbott WILL BATENIC, AstraZeneca LAUREN MUCCI, AstraZeneca JOANN DIRTADIAN, Bard Peripheral Vascular KAREN GILSETH, Boston Scientific **LAURIE HODGE, BTG DENISE HITE, CORDIS, a Cardinal Health company MONIQUE ROCHARD-MARINE** Cardiovascular Systems, Inc. MEGAN DOMBECK, Cardiovascular Systems, Inc. RYAN KOONTZ, Cook Medical **DENISE HITE**, Cordis, a Cardinal Health company **SHARON HANCOCK**, Gore & Associates JEAN AHLSTROM, Medtronic LYNN OSTER, Medtronic YVONNE HANSEN, Philips Volcano **HEATHER SIMONSEN, PQ Bypass** KIM PETERSON, Spectranetics **HEATHER SCHMIDT, Spectranetics**

EXHIBITOR INFORMATION

ATTEND THE CONFERENCE

Join us for this special opportunity to learn from world-renowned faculty, engage leading experts, and connect with dedicated colleagues in the vascular field.

Early Registration (through August 8): VIVA - \$995 The VEINS - \$595
Standard Registration (beginning August 9): VIVA - \$1,145 The VEINS - \$745

Pre-registered VEINS exhibitors and supporters are encouraged to pick up name badges between 3PM - 5:00PM on Saturday at Registration Desk 2. Pre-registered VIVA exhibitors and supporters are encouraged to pick up name badges prior to Tuesday morning at Registration Desk 2. All on-site registrations must be paid by credit card. Please log on to your registration account to view a list of company representatives who are already pre-registered. No refunds will be given for duplicate registrations. Badges must be worn at ALL times in the meeting space.

EXHIBIT PAVILION HOURS

The VEINS (Margaux 1)

Sunday, September 10......9:15 am - 5:30 pm Monday, September 11.....7:00 am - 3:15 pm

The VEINS Reception

Sunday, September 10......5:30 pm - 6:45 pm

VIVA Focus: CLI / Aortic (Margaux 1)

Monday, September 11......7:00 am - 3:15 pm

VIVA 17 (Latour Ballroom)

Tuesday, September 12.......7:00 am - 5:30 pm Wednesday, September 13.....10:00 am - 5:30 pm Thursday, September 14.....9:00 am - 5:30 pm

DISMANTLE BOOTHS

The VEINS (For those not exhibiting Monday)

Sunday, September 10......7:00 pm - 9:00 pm

The VEINS & VIVA Focus

Monday, September 11.....3:30 pm - 7:00 pm

VIVA 17

Thursday, September 14......5:30 pm - 9:30 pm Friday, September 15.....8:00 am - 5:00 pm

MEETING SPACE

Additional meeting room space is available to VIVA supporters to host internal and/or small meeting(s). The space is available on first-come, first-served basis. You may request a meeting room through your industry portal account.

NOTE: Unsanctioned meetings (including those in guest room suites) are a violation of VIVA policy.

EXHIBITOR SERVICE KIT

Will be available through the Industry Portal or via the VIVA website here

www.vivaphysicians.org/exhibit-support

WEATHER AND ATTIRE

The average daily high temperature in Las Vegas in September is in the low 90's. Business or business casual attire is appropriate during meetings and social events.

LEAD RETRIEVAL

Lead retrieval information is available online at: www.vivaphysicians.org/leadretrieval

VIVA 17 PRE-REGISTERED LIST

All exhibitors will receive the VIVA 17 pre-registration list on August 21. For the most current Industry Timeline, please visit: www.vivaphysicians.org/exhibit-support

TERMS AND CONDITIONS

For a complete list of terms and conditions for exhibiting, please visit:

www.vivaphysicians.org/termsandconditions





EXHIBITOR INFORMATION (CONTINUED)

INDUSTRY PORTAL ACCOUNT (AVAILABLE IN APRIL)

This account allows supporters and exhibitors to:

- Participate in the Product Device Library (posted on Virtual VIVA) and the Live Case
 Device Index (used during live cases)
- Request booth location
- Request additional meeting space (available to supporters of VIVA)
- Upload artwork for approval (VIVA Today ads, eBlast files, eBag inserts, logos, etc.)
- Upload satellite session and premier suite session titles and faculty.

Beginning in April, use the follow link to log in to your existing account: industry17.vivapvd.com or request a new account from Pam Bishop at exhibits@vivaphysicians.org.

PRODUCT DEVICE LIBRARY:

Information submitted by the deadline of May 19th will be included on the Virtual VIVA app.

LIVE CASE DEVICE INDEX:

Used during live case procedures offering alternative device options from those being used during each case. Any company is welcome to contribute to the Product Device Library and/or Live Case Device Index. Templates and instructions are available online at:

www.vivaphysicians.org/productdevicesubmissions

SUBMISSIONS MUST BE RECEIVED BY FRIDAY, MAY 19, 2017.



VIRTUAL VIVA

All in person and virtual attendees may customize their education with the Virtual VIVA app. Connect with faculty, learn and engage with experts around the world, watch sessions and live cases in real-time, and access numerous educational tools and resources during and after the conference from the convenience of their own device.

Supporters and exhibitors are encouraged to provide a company biography for inclusion on Virtual VIVA, through the Industry Portal Account which is due no later than July 17, 2017.



RESERVATIONS

To secure your hotel reservation(s) at Wynn Las Vegas, please use the link provided in your confirmation email. A limited number of rooms are available at our negotiated rate of \$229/night+tax. We recommend making your reservations early to secure your room which is on first-come first-served basis.

Once the room block fills, this rate is no longer available. For companies providing educational grants to support VIVA 17 or The VEINS, a block of rooms may be secured at the negotiated rate of \$229/night+tax by contacting Gaylene Horst at hotel@vivaphysicians.org or 408-513-3243.



WELCOME RECEPTION

Wednesday, September 13 • 6:00 pm - 9:00 pm Wynn Las Vegas' nightclub, Intrigue

All VIVA exhibitors, commercial supporters, and attendees are invited to the Welcome Reception at Wynn Las Vegas' new nightclub, Intrigue. Admission to the reception is included in your conference registration fee. A VIVA 17 badge is required for you and all guests – no exceptions will be made. Guests are welcome to attend for an additional fee of \$100 per person. Additional tickets must be purchased during the registration process or at the registration desk no later than Wednesday, September 13 at 5:15 pm. Tickets will not be available at the door. All attendees must be 21 years of age and provide valid identification at the door.

CANCELLATION POLICY

Receipt of a signed "Exhibitor Application for Exhibit Space" is a commitment to exhibit at VIVA and/or The VEINS. As such, VIVA begins assigning booth space upon receipt of the executed application agreement and begins compilation and distribution of printed and electronic program materials. Subsequent cancellation of assigned booth space poses a burden and hardship on those exhibitors who must choose from available exhibit space. Notification of an exhibitor's desire to cancel must be submitted in writing on company letterhead to: VIVA, 5671 Santa Teresa Blvd., Suite 104, San Jose, CA 95123, Attn: Exhibits.

Exhibitors will be assessed the following fees for booth reduction or cancellation:

- For cancellation or reduction of booth space prior to May 1, 2017, the exhibitor will be charged a 40% administrative fee.
- For cancellation or reduction of booth space from May 1, 2017 June 30, 2017, the exhibitor will be charged an 80% cancellation/administrative fee.
- For cancellation or reduction of booth space after July 1, 2017, the exhibitor will be charged 100% of the booth fee.