

The Global Education Course for Vascular Medicine and Intervention



VIVAPHYSICIANS.ORG

NOV.  
5-8,  
2018

WYNN LAS VEGAS

# EXHIBITOR PROSPECTUS



A NOT-FOR-PROFIT  
ORGANIZATION  
DEDICATED TO  
VASCULAR  
EDUCATION  
AND RESEARCH

THE  
C **VEINS**  
AT VIVA

NOV. 4-5, 2018

# Why **VIVA**

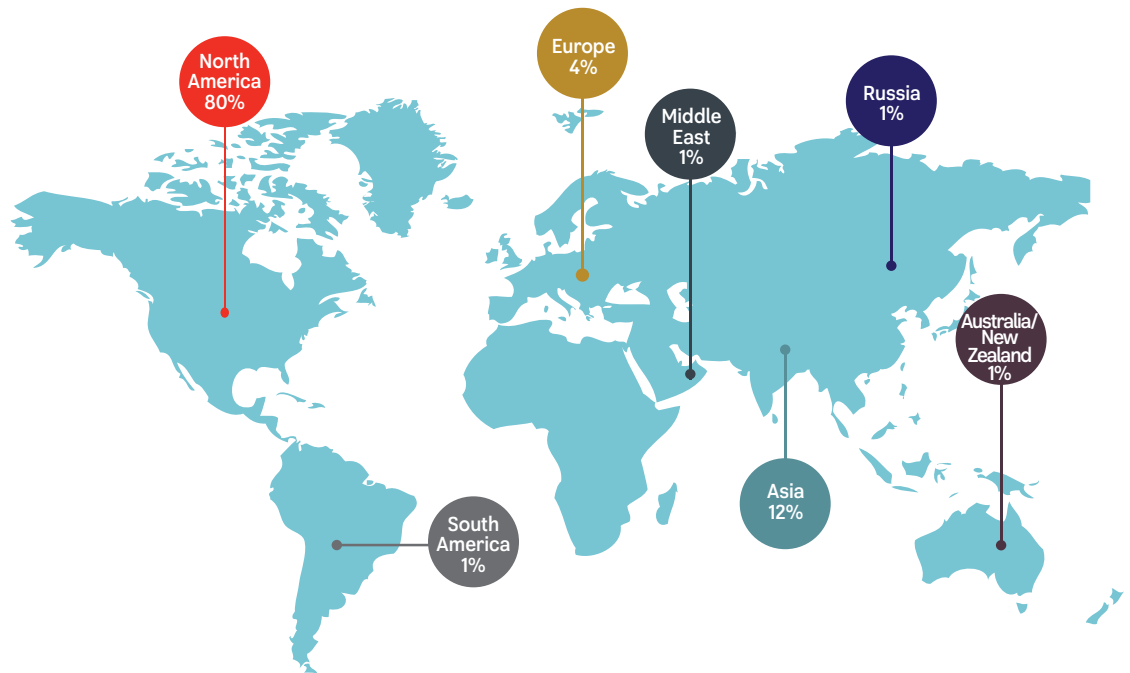
## EDUCATION FOR THE ENTIRE VASCULAR INTERVENTIONAL TEAM

For 16 years, VIVA has brought together interventionalists and allied healthcare practitioners from across the nation and the world to learn about the latest advances in the peripheral vascular arena. In 2018, our multispecialty faculty and enhanced educational programming will continue to draw attendees from all areas of the vascular medicine field, as we continue our effort to foster improvements in patient care.

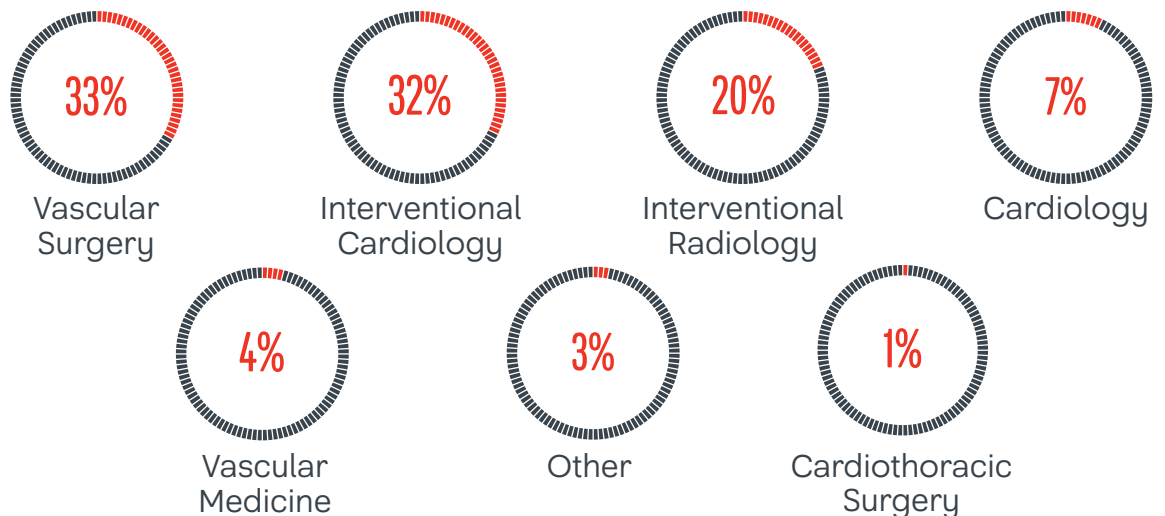
### Exhibiting at VIVA and The VEINS provides:

- Access to the entire vascular medicine team, including nurses, techs, radiologists, surgeons, physicians, and more
- The chance to meet and interact with the next generation of decision makers
- Cost-effective interaction with key customers

### 2017 Attendees by Region



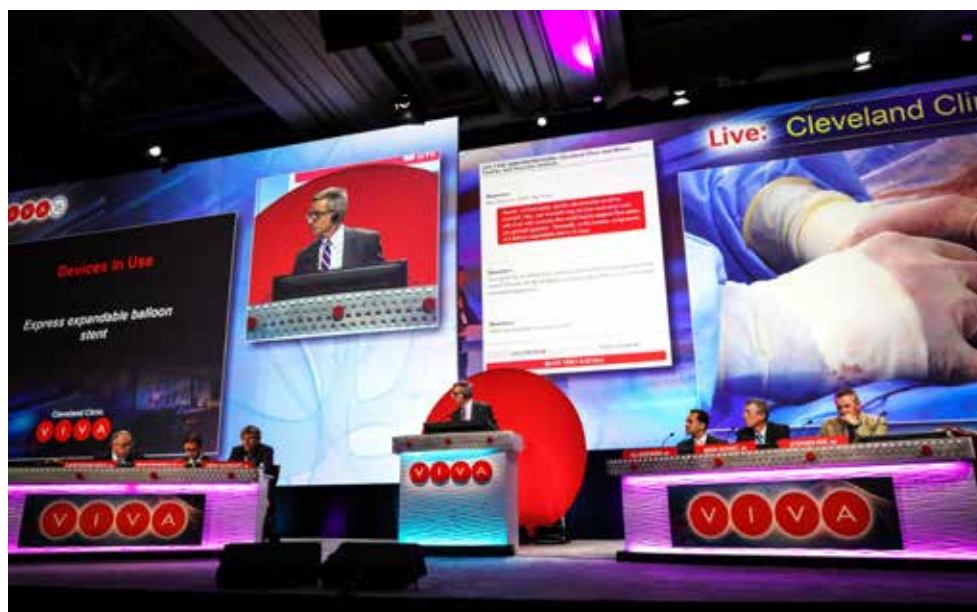
### 2017 Physician Breakdown (by specialty)





# Important Dates

- **Friday, March 30**  
Deadline for inclusion in brochure for exhibitors and industry sponsors
- **April**  
Registration opens, e-blast will be sent to notify you.
- **Thursday, July 5**  
Last day for Early Registration pricing
- **Wednesday, September 12**  
Satellite symposium application due (limited space available; sessions are first-come, first-served)
- **Friday, September 14**  
Last day for Prime Registration pricing, price increases Saturday, September 15  
  
Deadline for Fellows program support and participation in Physicians-In-Training Reception
- **Tuesday, September 25**  
First day freight accepted to the advance warehouse (Xpert)
- **Monday, October 1**  
Exhibit and marketing deadline: content, graphics, and final payment  
*No extensions will be honored.*
- **Week of October 15**  
Pre-conference attendee mailing list distributed
- **Friday, October 26**  
Last day freight accepted to the advance warehouse (Xpert)
- **Monday, October 29**  
Last day to make changes to existing registration
- **Week of November 19**  
Post-conference final attendee mailing list distributed





# VIVA Contacts

## Industry / Exhibits / Logistics / Housing

**Karen Havstad**

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## Registration

**Tony Jakovcevic**

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## Marketing

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## Executive Director

**Rebecca Hall**

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## Exposition Services

**XPERT**

855-677-3976

exhibitionservices@expertexpo.com

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# Board of Directors

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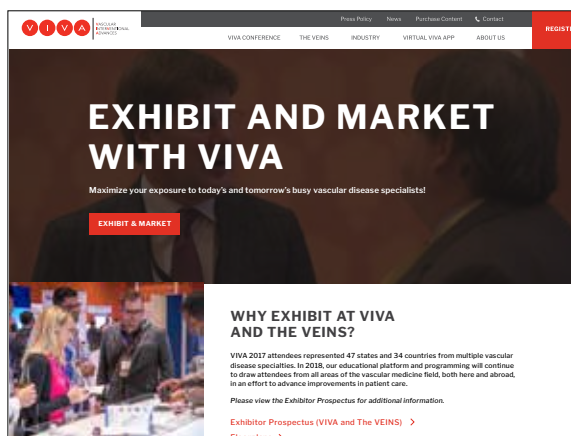


# New This Year!



## Redesigned VIVA Website

Our new website offers improved functionality, both to participants and supporters! Users can view the latest agenda in real time and use the interactive features to search for presentations by speaker, keyword, and session. The Virtual Exhibit Hall map gives detailed information about each exhibit space, including company name and profile, contact information, and location in the exhibit hall.



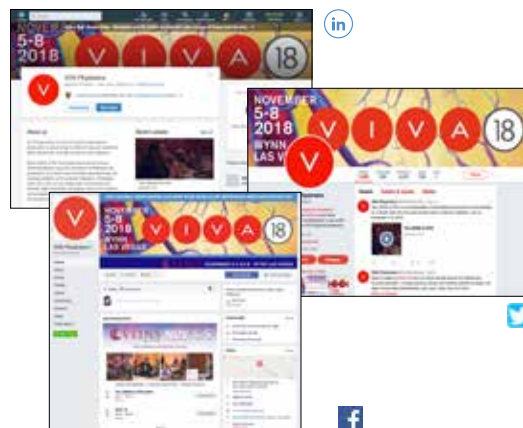
## Exhibit and Marketing Portal

Our new VIVA Exhibit and Marketing Portal makes your exhibiting experience more efficient and gives you increased control of your conference presence. Through the portal, exhibitors can select available booths, choose from a variety of marketing opportunities, and pay conveniently online. Auto-reminders will help you to ensure you meet relevant deadlines for logo submissions, booth payments, satellite session advertising, and more.



## Expanded Education

The VEINS program will be 2 full days in 2018, with more taped cases and continued focus on the challenges of preventing, diagnosing, and managing venous disease. VIVA will offer an array of half- and full-day pre-courses Monday, November 5, focusing on critical limb ischemia, aortic intervention, and pharmacotherapy as well as expanded education for Fellows.



## Increased Social Media Presence

We're leveraging social media to engage with potential participants and boost attendance to this year's conference! Conference information, details on satellite symposia, videos showcasing highlights of last year's meeting, and more will be shared via eBlast, Facebook, Twitter, and LinkedIn so that attendees can plan their VIVA experience before arriving.

## THE VEINS AND VIVA PRE-COURSE PAVILION

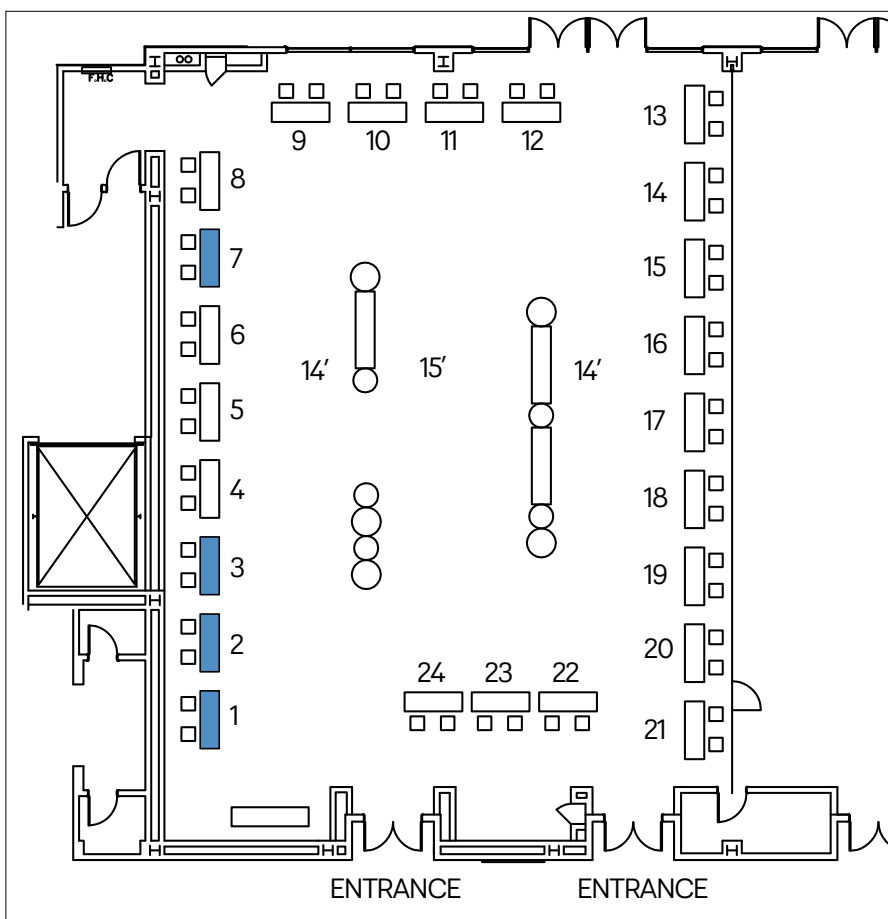
The VEINS at VIVA will host a dedicated exhibit forum all day Sunday, November 4 through midday Monday, November 5 to further engage this growing audience of vascular specialists. November 5 our VIVA pre-course exhibits will also be within the pavilion. Lead retrieval details available in exhibitor kit.

EXHIBIT	FEE	WHAT'S INCLUDED
<b>The VEINS Sunday &amp; Monday 6' TT</b>	<b>\$9,000</b>	3 full-access badges to The VEINS meeting (also use these badges for pre-course sessions)
<b>VIVA pre-course Monday ONLY 6' TT</b>	<b>\$5,500</b>	2 VIVA <b>exhibit-only</b> badges

The VEINS EXHIBIT	SETUP	EXHIBIT HOURS	TEARDOWN
<b>Saturday</b>	11/03 • 1:00 pm – 5:00 pm		
<b>Sunday</b>		11/04 • 7:15 am – 5:30 pm	11/04 • 5:30 pm – 7:30 pm

PRE-COURSE EXHIBIT	SETUP	EXHIBIT HOURS	TEARDOWN
<b>Sunday</b>	11/04 • 5:30 pm – 7:30 pm		
<b>Monday</b>		11/05 • 7:15 am – 3:15 pm	11/05 • 3:15 pm – 5:30 pm

### Margaux 1



Unavailable





## VIVA EXHIBIT PAVILION

VIVA's Exhibit Pavilion is the perfect place to maximize your presence and make connections with current practitioners and the next generation of decision makers. Returning this year is the Purple Theater, which hosts special sessions on disruptive technology, government and regulation, and case complications, increasing attendee traffic in the exhibit hall.

On Tuesday morning, the Global Theater and the Exhibit Pavilion will be the only venues open to attendees. No other sessions are scheduled for this time, so we expect this change to create greater traffic to your booth. New this year, exhibit passport to encourage engagement with attendees and exhibitors. Drawing for prizes will be awarded to completed passport.

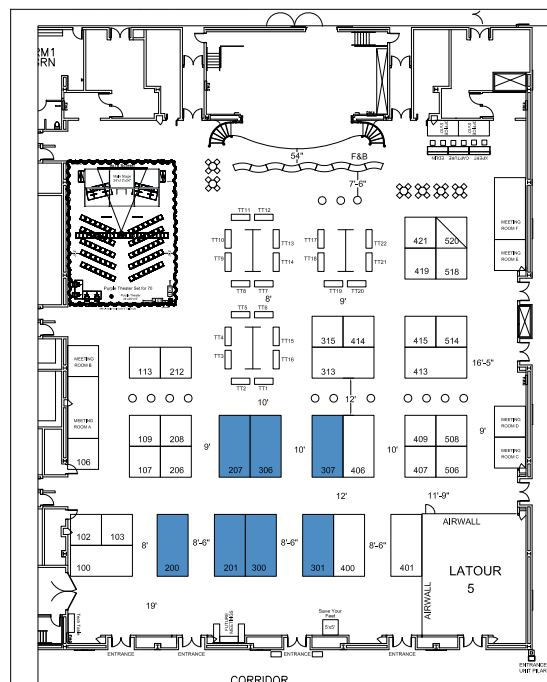
New this year, exhibit passports will be distributed to all attendees to encourage engagement with exhibitors. Completed passports will be entered into a raffle with fun prizes.

Lead retrieval details available in exhibitor kit.

EXHIBIT	FEE	WHAT'S INCLUDED
10' x 20' Booth	\$22,000	6 complimentary interchangeable <b>exhibit-only</b> badges
10' x 10' Booth	\$11,500	3 complimentary interchangeable <b>exhibit-only</b> badges
6' TT	\$7,500	2 complimentary interchangeable <b>exhibit-only</b> badges

	SETUP	EXHIBIT HOURS	TEARDOWN
<b>Sunday</b>	11/04 • 1:00 am – 5:30 pm		
<b>Monday</b>	11/05 • 7:30 am – 1:00 pm	*For Fellows Supporters, Physicians-in-Training Reception 5:30 pm – 7:00 pm	
<b>Tuesday</b>		11/06 • 7:30 am – 5:15 pm	
<b>Wednesday</b>		11/07 • 7:30 am – 5:15 pm	
<b>Thursday</b>		11/08 • 7:30 am – Noon	11/08 • Noon – 8:00 pm

## Latour Ballroom





Unavailable

# Satellite Symposia

## SATELLITE SYMPOSIA: THE VEINS & VIVA

Satellite sessions at VIVA and The VEINS give commercial supporters the option to present scientific information to conference participants. These symposia can provide a deeper exploration of a hot topic in peripheral vascular disease, late-breaking data, or innovations in therapeutic options. Lunch and evening sessions will be available. Programming can be either promotional or accredited for continuing education.

AVAILABLE SESSIONS	LUNCH	EVENING
		
Sunday, November 4	2	2
Monday, November 5	Not available	1
		
Monday, November 5	Not available	1
Tuesday, November 6	3	3
Wednesday, November 7	3	Not available
Thursday, November 8	3	Not available

## Room Specs and Marketing

Meeting rooms will accommodate approximately 100 people. VIVA conference management will provide standard audiovisual setup, promotional signage (both digital and poster), as well as a dedicated eBlast of the daily satellite symposia offerings.

## Application Process

Industry-sponsored satellite symposia are open only to commercial supporters of VIVA or The VEINS. As a commercial supporter, you will receive an application to request a space in spring 2018. Applications are due by September 12. Session space is limited and applications will be prioritized based on their submission date. To request more information, please contact Christopher Ebbe at [cebbe@vivaphysicians.org](mailto:cebbe@vivaphysicians.org).

Once your application is accepted, you will be able to log into the Exhibit and Marketing Portal, complete your session description, including title and faculty selection, and process your payment. Additional information and specifications about ordering meals, additional audiovisual support, and marketing pieces will be available through the portal.

## Fees

<b>The VEINS Lunch Symposium</b>	<b>\$15,000</b>
<b>The VEINS Evening Symposium</b>	<b>\$15,000</b>
<b>VIVA Lunch Symposium</b>	<b>\$19,500</b>
<b>VIVA Evening Symposium</b>	<b>\$15,000</b>

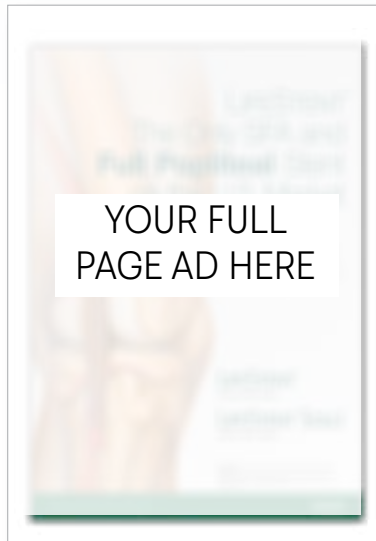


# Marketing Opportunities

## EXTEND YOUR REACH BEYOND YOUR BOOTH

There are a variety of innovative opportunities to maximize your promotional experience at VIVA and The VEINS and identify your company as a major supporter of premier vascular education.

*VIVA Today*, the onsite newspaper for VIVA and The VEINS, is distributed to all The VEINS and VIVA Pre-course attendees on Monday and is distributed and displayed in the conference areas and exhibit pavilion.



### VIVA TODAY PRINT AD

Full page back cover

\$5,200 (4 available)

### VIVA TODAY, THE VEINS EDITION

Full page back cover

\$5,200 (1 available)

Full page inside

\$5,000 (17 available)

Full page inside

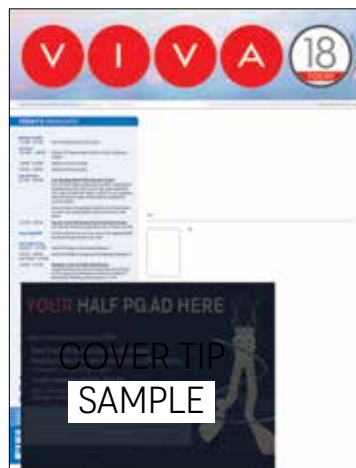
\$5,000 (3 available)



### VIVA TODAY PRINT AD

1/2 page inside

\$2,700 (2 available)



### VIVA TODAY FRONT COVER TIP

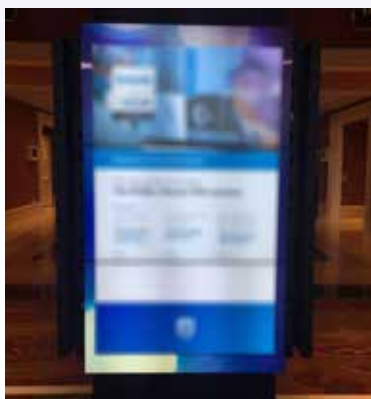
\$8,000 (2 available)

Exclusive *VIVA Today* front cover tip on Tuesday or Wednesday

PURCHASE OF ONE DAY ONLY, PER COMPANY.

# Marketing Opportunities

Our digital ads provide an exciting opportunity to promote your brand and increase your visibility.



## ONSITE DIGITAL AD

VIVA  
\$4,000 (5 available)

THE VEINS  
\$2,000 (3 available)

Display your ad on our 80" LCD monitors in the foyers and hallways of VIVA.

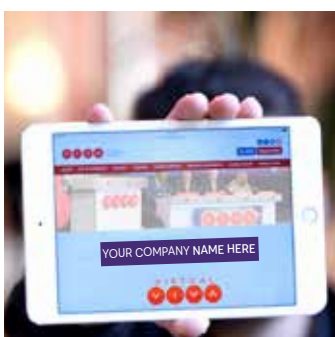
Extend your marketing reach with an eBlast, sent to our proprietary VIVA and The VEINS databases.

## eBLAST

VIVA  
\$4,500 (3 available)

THE VEINS  
\$3,000 (3 available)

VIVA/The VEINS exhibitors, societies, and organizations may purchase an eBlast to be sent to a database of 7,000+ healthcare professionals prior to VIVA.



## VIRTUAL VIVA APP SPONSORSHIP

VIVA  
\$10,000 (2 available)

THE VEINS  
\$8,000 (2 available)

Own a day on the Virtual VIVA App. Banner ad placed in prominent position.

PURCHASE OF ONE DAY ONLY, PER COMPANY.

## VIRTUAL VIVA APP PUSH NOTIFICATION

VIVA  
\$3,000 (6 available)

THE VEINS  
\$3,000 (2 available)

A push notification (message of your choice) that flashes on the Virtual VIVA App. Example: notify attendees of satellite symposia, activities in the exhibit hall, Late-Breaking Clinical Trials, etc.

LIMIT TO 2 NOTIFICATIONS A DAY, ONE PER COMPANY.



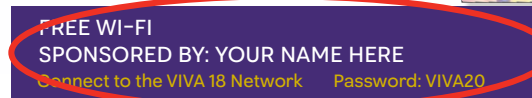


# Marketing Opportunities

## WI-FI SPONSORSHIP

\$25,000 (1 available)

Exclusive opportunity to provide Wi-Fi access for VIVA and The VEINS attendees. You will receive branding placement within the conference registration book and on badges. Conference Wi-Fi sponsorship acknowledged in registration book and brought to you by Your Name Here on registration book and badges.



## SAVE ATTENDEES' FEET!

\$5,000 (1 available)

A dispensary column inside the Exhibit Pavilion where attendees can obtain needed foot relief. Items may be branded.



## CHARGING STATION

\$7,500 (2 available)

A charging station for mobile devices available to VIVA attendees in 2 high-traffic areas. Electronic artwork to be submitted and approved. VIVA will manage the production and onsite logistics.



\*Pictures shown for illustration purpose only. Actual product may vary.

# Marketing Opportunities

These sponsorship opportunities offer your company an exclusive presence and chance to maximize visibility for your brand.

## KEY CARD INSERT

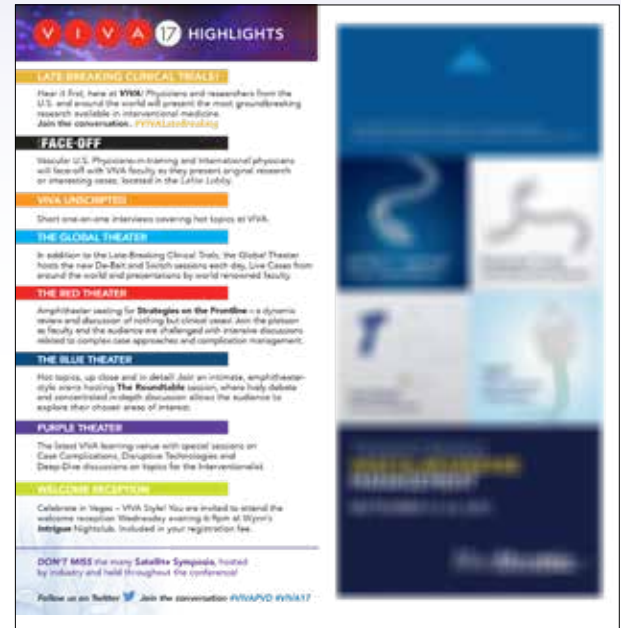
VIVA

\$10,500 (1 available)

THE VEINS

\$4,500 (1 available)

Create instant awareness of your company and its booth location with a branded hotel key card insert. The VIVA key card sleeve has a map insert and highlights for attendees staying at Wynn Las Vegas.



## FUTURE MEETINGS TABLE

NO COST (10 available)

Our Future Meetings Table in the exhibit pavilion provides space for you to leave marketing materials for your upcoming events.



## HOTEL DOOR DROPS

\$500 (6 available)

Have your marketing materials waiting for attendees in their rooms with a hotel door drop! Note: The Wynn cannot separate physician attendees from industry attendees. The recommended number of room drop pieces is 1,100. Pieces will be placed inside each room; hanging pieces are not permitted. Additional hotel fees apply.



# Registration

**Space is limited; register today! With innovative features, a dynamic faculty, and comprehensive courses, you won't want to miss VIVA 2018!**

VIVA	EARLY BIRD (Ends July 5)	PRIME (July 6 - Sept. 14)	STANDARD (Sept. 15 - Nov. 8)
Industry Professionals	\$1,095	\$1,295	\$1,545
THE VEINS	EARLY BIRD	PRIME	STANDARD
Industry Professionals	\$650	\$700	\$850

1. Register for VIVA 2018 and/or The VEINS.
2. Complete all requirements in registration and provide a valid email address.
3. Log on to [virtualviva.org](http://virtualviva.org) on November 5 and receive full access!
4. After the meeting, refer to presentations and sessions that were recorded during The VEINS and VIVA 2018.
5. Virtual VIVA included in registration.

**Cancellation policy:** Cancellations through your online account by Saturday, September 15 will be accepted less a 15% administrative fee. Refunds are not available within 48 hours of registration to allow for credit card settlement. Once registration is cancelled in your online account, refunds will be settled within 7 days. NO refunds will be given after Saturday, September 15. Refunds or credits will not be given for failure to attend, late arrival, unattended events, or early departure.

## The Venue

### VIVA 2018 and The VEINS return to the Wynn Las Vegas

- After completing registration, you will receive a confirmation email that includes a link to the accommodations booking page. VIVA has reserved a block of rooms at the discounted rate of \$239 per night plus tax (currently 13.38%). This rate is available until the room block fills. A nonrefundable deposit of the first night's room and tax will be required to confirm all reservations.
- Reservations are accepted on a first-come, first-served basis and will be accepted until October 5, at 5 pm PDT, or until the block fills. The room block will fill up quickly, so we strongly suggest registering and making reservations as soon as possible.
- A charge of \$50 per night will be added for each guest over double occupancy.



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



# 2017 Supporters

THANK YOU to our supporters of VIVA 2017 and The VEINS 2017!

We recognize the importance of our supporters and exhibitors in creating a successful conference, and we hope you will join us in 2018 as we provide premier education for those dedicated to treating patients with vascular diseases.

## VIVA COMMERCIAL SUPPORTERS

### GLOBAL PREMIER

Abbott  
Boston Scientific  
Cook Medical, LLC  
Cordis, A Cardinal Health company  
Gore & Associates  
Medtronic  
Philips Volcano  
Spectranetics

### BENEFACTOR

Bard Peripheral Vascular

### PATRON

Endologix, Inc.

### CONTRIBUTOR

Cardiovascular Systems, Inc.  
Shockwave Medical, Inc.

### SUBSCRIBER

Biocompatibles, Inc.  
Silk Road Medical

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Endologix, Inc.  
Gore & Associates  
Medtronic  
Spectranetics

### CLI

Abbott  
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Boston Scientific  
Cook Medical, LLC  
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### AORTIC

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## VIVA EXHIBITORS

Aralez Pharmaceuticals US Inc.  
Argon Medical Devices, Inc.  
Asahi Intecc USA  
Avinger, Inc.  
B. Braun Interventional Systems Inc.  
Bard Peripheral Vascular  
BMS / Pfizer  
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Cardiology Today's Intervention  
and Healio.com by  
SLACK Incorporated  
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Image Diagnostics Inc.  
IVC | ACWH  
Knobbe, Martens, Olson & Bear, LLP  
Lifeline Vascular Access  
LINC 2018  
MedData  
Medstreaming  
Medtronic  
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Penumbra, Inc.  
Philips Volcano  
Ra Medical Systems, Inc.  
ReFlow Medical, Inc.  
Rex Medical  
Shockwave Medical, Inc.  
Siemens Healthineers  
Silk Road Medical  
Society for Vascular Nursing  
Spectranetics  
Surgical Tables, Inc.  
Teleflex  
Terumo Interventional Systems  
*VEIN Magazine/Veindirectory.org*  
Veryan Medical Ltd.  
Walk Vascular, LLC  
Zero Gravity Skin  
Ziehm Imaging

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Cook Medical, LLC  
Cordis, A Cardinal Health company  
Endologix, Inc.  
Gore & Associates  
Medtronic  
Spectranetics

## VIVA FOCUS EXHIBITORS

Bard Peripheral Vascular  
Boston Scientific  
Cook Medical, LLC  
Cordis, A Cardinal Health company  
Endologix, Inc.  
LimFlow  
Medtronic

## THE VEINS COMMERCIAL SUPPORTERS

### PLATINUM

Medtronic

### GOLD

Bard Peripheral Vascular  
Philips Volcano

### SILVER

Boston Scientific

### BRONZE

Biocompatibles, Inc.  
Cook Medical, LLC

## THE VEINS PHYSICIANS-IN-TRAINING SCHOLARSHIP

AngioDynamics  
Bard Peripheral Vascular  
Boston Scientific  
Medtronic

## THE VEINS EXHIBITORS

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BMS / Pfizer  
Boston Scientific  
BTG  
Clinlogix  
Cook Medical, LLC  
Cordis, A Cardinal Health company  
Medtronic  
OhioHealth Research & Innovation  
Institute  
Philips Volcano  
Vascular Insights, LLC  
*Venous News*