

EXHIBITOR PROSPECTUS

The 13th Annual
Venous Endovascular **IN**terventional **S**trategies

THE C^{VEINS}

OCTOBER 28 - 30, 2023

The 21st Annual
Vascular **IN**terventional **A**dvances



OCTOBER 30 - NOVEMBER 2, 2023

THE GLOBAL EDUCATION COURSES FOR
VASCULAR MEDICINE AND INTERVENTION

WYNN LAS VEGAS

PRESENTED BY



viva-foundation.org

WHY EXHIBIT AT VIVA AND THE VEINS?

Education for the entire vascular care community

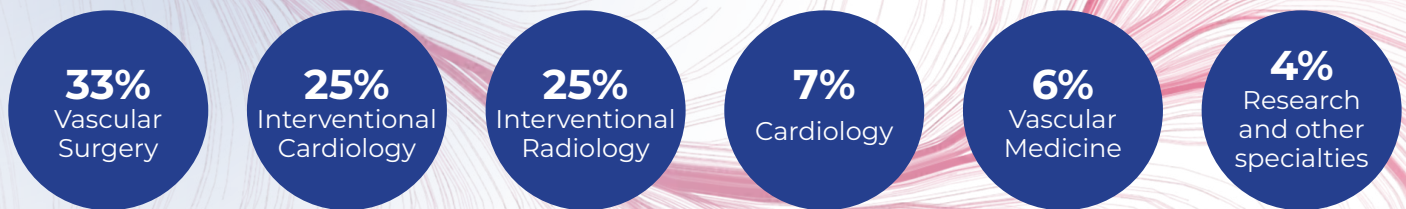
For 2 decades, VIVA has brought together interventionists and allied healthcare practitioners from across the globe to learn about the latest advances in the peripheral vascular arena. With a multidisciplinary faculty, the VIVA and VEINS educational experiences provide sessions focused on the most pressing issues and most recent technologies as we continue to foster improvements in patient care.

Maximize your access to key specialists across the PVD care community

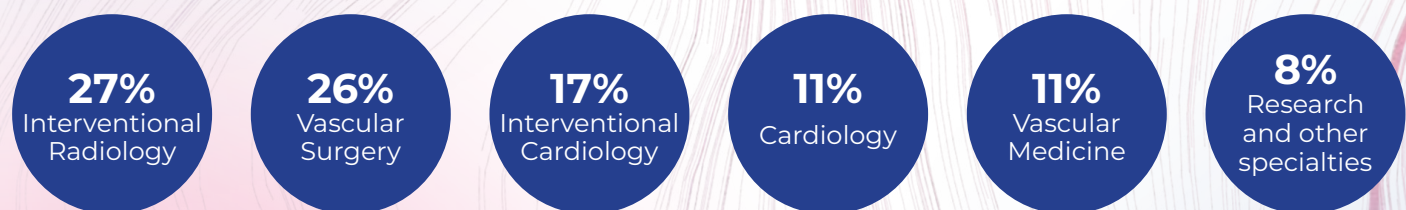
38% of VIVA attendees report VIVA is the only major conference they plan to attend in 2023.

67% of The VEINS attendees report The VEINS will be their only major conference for the year.

VIVA22 Physician Attendee Specialty



The VEINS 2022 Physician Attendee Specialty



Physicians-in-Training Program: Access to the next generation

VIVA and The VEINS offer annual scholarships for fellows and residents to attend the conferences and participate in the Face-Off Competition. In 2022, 64 scholarships were granted to this important audience.

Supporters of this scholarship program are invited to participate in an exclusive reception on Tuesday, October 31, during which trainees will rotate through supporters' booths. To provide grant support, please contact cebbe@viva-foundation.org.

VIVA CONTACTS

CHRISTOPHER EBBE

Grant support, satellite symposia,
industry relations
cebbe@viva-foundation.org
312-366-8514

REGISTRATION & IT

registration@viva-foundation.org
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MADISON ARPIN

Exhibits, marketing, press
marpin@viva-foundation.org
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REBECCA HALL

Executive Director
rhall@viva-foundation.org

EXPOSITION SERVICES

The Expo Group
Customer Account Management
exhibitorservice@theexpogroup.com
972-580-9000

IMPORTANT DATES

Thursday, June 1

- The exhibit & marketing portal opens to all exhibitors at 12pm PT
- Abstract submissions open for Late-Breaking Clinical Trial presentations (VIVA and The VEINS)

Wednesday, June 28

First day to book hotel reservations in VIVA room block.

Tuesday, August 1

- Industry professional registration opens
- Deadline to cancel with 40% administrative fee*

Thursday, August 10

- Deadline to submit abstracts for Late-Breaking Clinical Trial presentations (VIVA and The VEINS)
- Deadline to submit an application for Blue Sky Breakfast: The VEINS Innovation Summit
- Deadline to reserve space in the Cadaver and Simulator labs

Friday, August 25

- Satellite symposia application submission due (see page 7 for more for information)
- Deadline for Physicians-in-Training program support

Tuesday, September 12

- Final day to register with Prime tuition pricing
- Deadline to cancel with 80% administrative fee*
- Deadline to submit satellite & sponsored session titles and invited speakers
- Deadline for graphics, final payment, and content, if applicable. **No extensions will be honored.**

Visit us at viva-foundation.org/exhibit-market

Thursday, September 28

Discount deadline for orders from the Exhibitor Services Manual, if applicable

Friday, September 29

Last day to book hotel reservations in the VIVA room block at the discounted rate. The block may fill prior to this date.

Monday, October 9

First day freight accepted to the advance warehouse

*This date was originally listed as Tuesday, October 3 and was updated to Monday, October 9.

Week of October 16

- Pre-conference attendee list distributed to exhibitors with name, specialty, city, state. Email addresses are not provided.
- This is the only week during which you can make name changes to group conference registrations if you registered multiple attendees as a Primary Contact. Changes will be accepted from Monday, October 16 at 8am PT until Friday, October 20 at 5pm PT.

Monday, October 23

Last day freight accepted at the advance warehouse

*This date was originally listed as Wednesday, October 25 and was updated to Monday, October 23.

Tuesday, October 24

Last day to make name changes on existing Industry Professional conference registrations.

Week of December 4

Post-conference attendee list distributed with attendee name, specialty, city, and state



*** Cancellation policy:** During the purchase process you will be required to review and acknowledge the cancellation policy. Purchasing exhibit space and/or marketing items signifies your commitment to exhibit and/or market your company, product, or services at VIVA or The VEINS.

Subsequent cancellation of assigned booth space and marketing items poses a burden and hardship on those exhibitors who must choose from any remaining selections. To cancel, kindly email your cancellation request to exhibits@viva-foundation.org.

In the event that VIVA or The VEINS are canceled in their entirety due to the COVID-19 pandemic, refunds will be given for exhibit spaces and sponsorships/marketing items that were not implemented.

Exhibitors will be assessed the following fees for canceled/reduced booth space or canceled sponsorship items:

- On or before August 1, 2023, the exhibitor will be charged a 40% administrative fee.
- From August 2, 2023 - September 12, 2023, the exhibitor will be charged an 80% administrative fee.
- After September 12, 2023, refunds will not be possible.

VIVA BOARD OF DIRECTORS

EHRIN J. ARMSTRONG, MD**Interventional Cardiology**

Adventist Health St. Helena
St. Helena, California

RAGHU KOLLURI, MD, MS**Vascular Medicine**

OhioHealth Riverside
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Milwaukee, Wisconsin

NITEN SINGH, MD**Vascular Surgery**

Harborview Medical Center
Seattle, Washington

THE VENUE

Wynn Las Vegas

**3131 Las Vegas Boulevard South
Las Vegas, Nevada 89109**

VIVA is excited to once again return to Wynn Las Vegas!

Exhibitors will receive the link to book hotel rooms on Wednesday, June 28. All VIVA, VEINS, and Pre-course booth rentals include a set number of interchangeable, all-access Industry Professional badges (more on page 5-6). Any other badges for VIVA and/or The VEINS must be purchased at viva-foundation.org/register after industry registration opens on August 1 (more on page 12).

VIVA has reserved a block of rooms at the discounted rate of \$274 per night plus tax (currently 13.38%). This rate includes access to the fitness center, internet access for up to 4 devices, boarding pass printing, daily newspapers, and more. A non-refundable 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 September 29 at 5pm PT or until the room block fills, whichever occurs first.

The room block will fill up quickly, so making your hotel reservation should be completed as soon as possible once the booking page becomes available. The link to the room block will be sent to Exhibitors on Wednesday, June 28.

A charge of \$50 per person per night will apply to each guest over double occupancy.



EXHIBITING AT VIVA

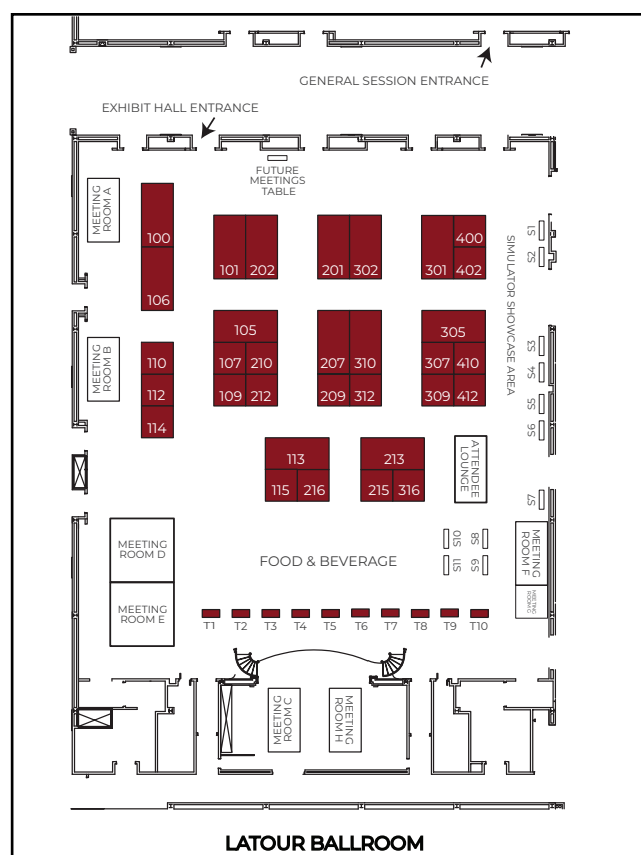
The VIVA Exhibit Hall is the perfect place to maximize your presence and make connections with current practitioners and the next generation of clinicians.

HOW TO REGISTER FOR A BOOTH

- 1) Visit viva-foundation.org/exhibit-market to access the Exhibit and Marketing portal.
- 2) Returning exhibitors can log in using their previous portal login, and new exhibitors will be prompted to set up a new account.
- 3) Exhibitors can choose a booth from the floor plan after signing in and selecting a booth coordinator for your company.

If your company exhibited at VIVA or The VEINS in 2018-2022, your company's information will auto-populate. Please update any changes and note that only one coordinator may be named per company.

Please contact exhibits@viva-foundation.org for additional assistance. Booth placements are limited and are first come, first served.



Floor plans and booth placements are subject to change.

EXHIBIT	FEE	WHAT'S INCLUDED
10' x 20'	\$22,000	5 complimentary interchangeable, all-access badges
10' x 10'	\$11,500	3 complimentary interchangeable, all-access badges
6' Tabletop	\$7,500	2 complimentary interchangeable, all-access badges

BADGES

New in 2023, badges included with a VIVA booth purchase are all-access and are interchangeable among your staff members. Badges allow entry into education sessions, the Exhibit Hall, and the VIVA reception on Wednesday. Exhibit-only and additional interchangeable badges are not available for sale. If you would like additional staff to attend the education sessions, please purchase an Industry Professional badge at viva-foundation.org/register beginning on August 1.

VIVA EXHIBITS	SET-UP	EXHIBIT HOURS	TEAR-DOWN
Sunday, 10/29	2 - 5pm		
Monday, 10/30	8am - 3pm		
Tuesday, 10/31		7:30am - 4pm*	
Wednesday, 11/1		7:30am - 4pm	
Thursday, 11/2			7am - 12pm

*The Physicians-in-Training program reception will be held in the exhibit hall from 5-6:30pm on Tuesday. Supporters of the Physicians-in-Training program will be allowed to exhibit during this time, all other exhibitors will be asked to leave the hall at 4pm.

EXHIBITING AT THE VEINS AND VIVA PRE-COURSES

The VEINS will once again foster robust interaction between exhibitors and conference participants from Sunday, October 29 to Monday, October 30. On Monday, The VEINS exhibit hall offers increased attendee traffic with both VEINS and VIVA Pre-Course attendees. In addition to engaging topics covered in The VEINS general session, Monday's pre-course selection includes sessions on:

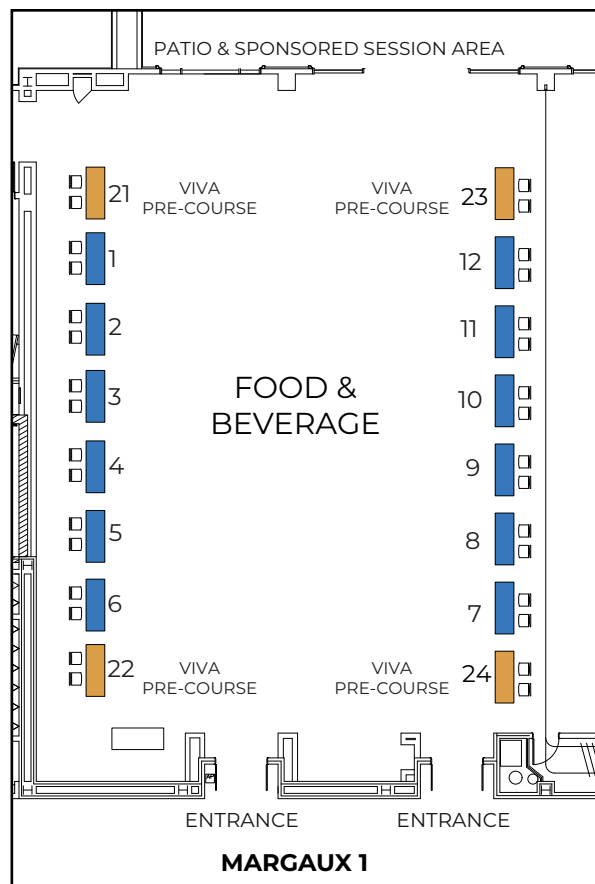
- Critical limb-threatening ischemia
- Pharmacotherapy
- Aortic intervention
- Dialysis

HOW TO REGISTER FOR A BOOTH

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- 3) Exhibitors can choose a booth after signing in and selecting a booth coordinator for your company.

If your company exhibited at VIVA or The VEINS in 2018-2022, your company's information will auto-populate. Please update any changes and note that only one coordinator may be named per company

For additional assistance, contact us at exhibits@viva-foundation.org. Please note that all booths are first-come first-served and quantities are limited.



Floor plans and booth placements are subject to change.

EXHIBIT	DATES	FEE	WHAT'S INCLUDED
THE VEINS	October 28-30	\$9,000	3 interchangeable, all access badges to The VEINS and VIVA pre-courses
VIVA Pre-Course	October 30	\$5,500	2 interchangeable, all access badges to The VEINS and VIVA pre-courses

The VEINS EXHIBITS	SET-UP	EXHIBIT HOURS	TEAR-DOWN
Saturday 10/28	3-5pm		
Sunday, 10/29	6:45-7:15am	7:15am – 6pm*	
Monday, 10/30		7:15am – 4pm	4 - 4:30pm

* On Sunday, 10/29, The VEINS reception will be held from 5-6pm in the exhibit hall.

VIVA PRE-COURSE EXHIBITS	SET-UP	EXHIBIT HOURS	TEAR-DOWN
Monday, 10/30	6:45am-7:15am	7:15am – 4pm	4 - 4:30pm

INDUSTRY-SPONSORED SESSIONS

25-MINUTE INDUSTRY-SPONSORED SESSIONS

VEINS and Pre-Course sessions in Margaux 1 | VIVA sessions in the Red Theater

\$15,000 per break

Exhibitors have the opportunity to sponsor 25-minute sessions during the morning and afternoon breaks for VIVA and The VEINS. Your session will be marketed in a shared eblast and in onsite materials, signage, and app listings.

Satellite Symposia Schedule

	Breakfast		Lunch		Evening	
Sunday, 10/29	1	\$12,500	3	\$15,500	-	-
Monday, 10/30 (The VEINS)	-	-	2	\$15,500	-	-
Monday, 10/30 (VIVA Pre-Courses)	-	-	1	\$15,500	2	\$12,500
Tuesday, 10/31	1	\$12,500	4	\$20,500	3	\$12,500
Wednesday, 11/1	1	\$12,500	3	\$20,500	-	-

We have limited the total number of lunch symposia per day to maximize audience size. In addition to the above, we will have limited lunches in Premier Suites each day. VIVA reserves the right to add sessions based on registration.

We anticipate major interest in lunches and we will not be able to accommodate all requests.

Room Specs and Marketing Information

Meeting rooms will accommodate approximately 75 people for VIVA and 55 people for The VEINS and include classroom setup, standard audiovisual, and signage. A promotional eBlast will be sent approximately 2 weeks prior to the conference, which will summarize each day's satellite events, your session will be listed with the other sessions for that day. This is not an entire eBlast dedicated to your session.

Meals During Symposia

Information about meals during symposia will be sent after your session time is confirmed. Standard menus are required for lunch symposia and are at your expense; lunches are approximately \$100pp and should be organized directly with your Wynn contact, who will be provided after your session is confirmed. Food will be served inside the room for all satellite and premier lunch rooms.

Application Process

August 25: Applications are due

September 12: Session titles and speakers are due

Industry-sponsored satellite symposia are open to Commercial Supporters who provide an unrestricted educational grant to VIVA or The VEINS. Once you are confirmed as a supporter, please submit a satellite symposium application through the portal. Session space is limited and applications will be prioritized based on their submission date. Program information received after deadlines will not be included in program materials.

Once your application is accepted, please provide your session title, description, and speakers, and submit payment through the exhibitor portal. For more information about hosting a satellite symposium, please contact Christopher Ebbe at cebbe@viva-foundation.org.

HANDS-ON VASCULAR INNOVATION LAB

WEDNESDAY, NOVEMBER 1

The Cadaver Lab, a hands-on workshop that is a required component of the Physicians-in-Training program, is open to all attendees. Attendee pre-registration is not accepted.

This cadaver lab offers two afternoon sessions focused on lower extremity access, imaging, and intervention:

- Atherectomy (e.g., laser, orbital, rotational)
- Vessel prep
- Retrograde/deep vessel access
- Stent placement

To participate, please select "Hands-on Lab" from the marketing opportunities in the exhibitor portal. Additional information will be sent to finalize your station within the lab.

Space is limited to **8** tables. Be sure to register early to ensure participation.

ULTRASOUND PACKAGE: \$14,000

- Two 60-minute sessions
- Workstation includes radiolucent table, specimen trays, synthetic blood, specialized metering pumps, tubing and introducers.
- **Two anatomical human leg specimens that have been re-vascularized.** Each specimen allows 8-12 attendees the opportunity for hands on practice of your endovascular procedures.
- Ultrasound

If you require fluoro, a C-arm, or an additional cadaveric specimen, VIVA can assist for an additional fee (pending availability). You will be responsible for any product and staffing for the demonstrations.

SIMULATOR SHOWCASE

TUESDAY, OCTOBER 31

1:15-3:15PM

Exhibiting companies with simulators are welcome to reserve space for this event. Demonstrations must focus on the endovascular treatment of vascular disease.

Each company will be given a 6-foot table to display their simulator. **Your company is responsible for shipping, electrical, and any other associated costs as well as arranging faculty for your station.** To participate, select Simulator Showcase session in the exhibitor portal.

SIMULATOR STATION: \$750

- Open to all attendees
- Required for Physicians-in-Training program attendees

Attendee pre-registration is not accepted.

THE VEINS LATE-BREAKING CLINICAL TRIALS

The VEINS 2023 will offer a venous-focused series of Late-Breaking Clinical Trials in addition to the late-breaking presentation series at VIVA.

Submissions will be accepted June 1-August 10. The VEINS late-breaking session will be held on Monday, October 30.

For more information, visit viva-foundation.org/clinical-trials

BLUE SKY BREAKFAST: THE VEINS INNOVATION SUMMIT

Companies with new and innovative technology are invited to participate in the 4th annual Innovation Summit on Monday, October 30. The session will feature a limited number of companies to highlight creative solutions for unmet clinical needs in patients with venous disease. Email exhibits@viva-foundation.org to submit your technology.

The summit is intended for technology that is pre-market or has been on the market less than a year.

Applications will be accepted June 1-August 10.

FEATURED MARKETING OPPORTUNITIES

Attendee Networking Lounge **\$12,500**

Sponsor a comfortable spot for attendees to connect and recharge throughout the day. The sponsoring company will have the opportunity to determine the layout of the lounge and will be able to purchase furnishings and signage directly through The Expo Group for an additional cost.

Charging Stations

VIVA: \$8,000

The VEINS: \$8,000

Sponsor a prominently located charging station with your branded artwork. Your branded artwork is to be provided; VIVA conference management will manage production. Specs available in the Exhibit and Marketing Portal.

Conference WiFi Sponsorship

VIVA (Tuesday-Thursday): \$20,000

The VEINS (Saturday-Monday): \$16,000

Your company's name and/or logo will be displayed on each name badge and in onsite course materials.

Cappuccino Station

\$15,000 per 25-minute break

Sponsored Article in VIVA Today

Half page placement: \$4,500

Create a half-page article to be included in an issue of *VIVA Today*. Two sponsored articles are available per issue. Sponsors must submit their own articles which will be reviewed by VIVA staff.

Print Ad in VIVA Today

Full page inside: \$5,500

Full page back cover: \$6,500

2-page center spread: \$11,500

Front-cover tip: \$8,700

VIVA Today, the onsite newspaper for VIVA and The VEINS, is distributed and displayed throughout the conference space.

VIVA Edition

VIVA Today will be distributed on Tuesday, October 31 & Wednesday, November 1, and will highlight the VIVA23 Late-Breaking Clinical Trials.

The VEINS Edition

VIVA Today: The VEINS & Pre-Course Edition will be distributed on Monday, October 30, and will feature coverage of both The VEINS and VIVA Pre-courses, including The VEINS Late-Breaking Clinical Trial session.

As the newspapers contain late-breaking data, VIVA will hold distribution for each edition until the embargo has lifted for all referenced data.



Please note that all sponsorships are first-come, first-served, and most items are limited. A limited number of items have been reserved as first right of refusal from 2022. If your item falls under this category, we will be in touch prior to the portal opening.

See page 6 for portal login instructions. For additional assistance, contact exhibits@viva-foundation.org

Images are intended for reference only.

MARKETING OPPORTUNITIES – VIRTUAL & EBLAST ADS

eBlast

Pre-conference: \$9,200

Post-conference: \$7,200

Purchase a promotional eblast to be sent to our database of 9,000+ emails either before the conference or in the week after. Once you complete your eblast purchase, please contact exhibits@viva-foundation.org to confirm your target date is available.

Virtual VIVA App Sponsorship

VIVA: \$15,000

The VEINS: \$15,000

Your company's logo will be displayed on a splash page as the Virtual VIVA app opens and your name and/or logo will be included in onsite course materials.

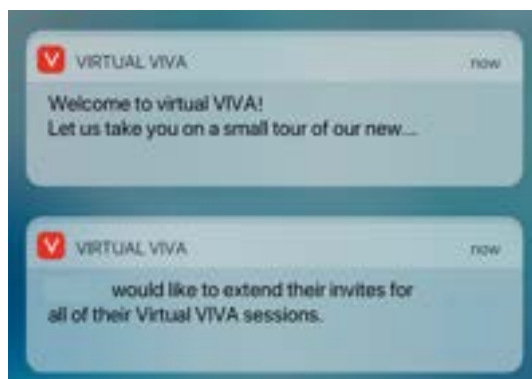
Virtual VIVA Push Notification

VIVA: \$3,500

The VEINS: 3,500

Physicians-in-Training program attendees: \$1,500

Catch attendees' eyes with a push notification that flashes on the Virtual VIVA app and is saved in attendees' inboxes. For example, you could notify attendees of satellite symposia, activities in the exhibit hall, or your late-breaking trial data.



Registration Confirmation Tile Ad

\$9,500

Place a tile advertisement at the bottom of each confirmation email sent to more than 1,500 attendees of VIVA and The VEINS. Attendees will receive a confirmation immediately after registering and then a second email immediately before the conference. The tile can link to your company's website.

Please contact exhibits@viva-foundation.org to purchase this item. Registration confirmation tile ads must be purchased before July 10, 2023.



Late-Breaking Clinical Trial eBlast Ads

Banner ad: \$6,500

Skyscraper ad: \$5,500

VIVA will share three eblasts covering VIVA and The VEINS Late-Breaking Clinical Trial sessions on Monday, Tuesday, and Wednesday, October 30-November 1. Purchase a banner or skyscraper ad in these eblasts, which will be sent to the VIVA database of 9000+ emails, including all 2023 conference attendees.

Please note that all sponsorships are first-come, first-served, and most items are limited. A limited number of items have been reserved as first right of refusal from 2022. If your item falls under this category, we will be in touch prior to the portal opening.

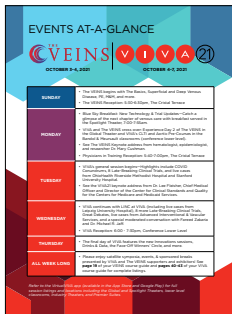
See page 6 for portal login instructions. For additional assistance, contact exhibits@viva-foundation.org

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MARKETING OPPORTUNITIES – PRINT ADS & MORE

At-a-Glance Cards \$11,000

This branded, 5x7 card will feature a calendar of VIVA educational offerings on the front, and can highlight your company's events and/or news on the back. VIVA will manage production and coordinate graphics and listings with you. At-a-glance cards will be distributed at or near the registration desk and help desk.



FRONT



BACK

Door Drops \$500 administrative fee

Wynn Las Vegas will deliver your marketing materials nightly to conference attendees. This fee does not include your design/printing costs or the cost to deliver each piece. Wynn will deliver materials to all conference attendees (both industry and healthcare providers) so we recommend printing 1000 pieces.

Future Meetings Table Exhibitors: No cost Non-exhibitors: \$1000

Window Clings Starting at \$7,000

Pricing variable based on size of cling and number of windows.

Hallway Promo Signs \$7,000 per sign

Make a great first impression with a v-shaped sign in one of the hallways leading to the conference space. Up to two signs will be in the hallway near Petrus and up to two more signs will be in the hallway near Alsace and Chambertin.



Static Digital Display Ads

VIVA: \$4,000
The VEINS: \$4,000

Display your ad on our 80" LCD monitors in the hallway of VIVA and The VEINS.

Video Digital Display Ad \$7,000

Intersperse your video content with our digital display ads. Videos can be up to 45 seconds and will play on the same loop as the static digital ads.



Please note that all sponsorships are first-come, first-served, and most items are limited. A limited number of items have been reserved as first right of refusal from 2022. If your item falls under this category, we will be in touch prior to the portal opening.

Payment is accepted by check or credit card. Wire transfers will be charged a \$50 service fee.

See page 6 for portal login instructions. For additional assistance, contact exhibits@viva-foundation.org

Images are intended for reference only.

INDUSTRY REGISTRATION

Exhibitors may purchase individual Industry Professional badges for the 2023 conferences at viva-foundation.org/register beginning on August 1.

VIVA

August 1 - September 12
\$1445

September 13 - November 2
\$1595

The VEINS

August 1 - September 12
\$750

September 13 - November 2
\$800

Badges included with booth purchase

All badges included with VIVA, VEINS, or Pre-course booth rentals are interchangeable among your staff members and are all-access. The VEINS and VIVA Pre-course badges grant you access to both The VEINS and Pre-course education sessions and exhibits. Additional interchangeable badges are not available for sale, and exhibit-only badges are no longer offered.



Registration cancellation policy

Cancellations submitted to registration@viva-foundation.org by September 22 will incur a 15% administrative fee. Please note cancellations and/or refunds are not possible after September 22. Refunds are not available within 48 hours of registration to allow for credit card settlement. Once registration is canceled in your online account, refunds will be settled within 7 days.

Refunds or credits will not be given for failure to attend, late arrival, unattended events, or early departure. VIVA is not responsible for airfare, hotel, or other costs incurred by participants in the event of registration cancellation for any reason.

In the event that VIVA and/or The VEINS are amended to be held virtually due to a pandemic, in-person registrations will be transferred to virtual-only registrations and the difference will be refunded.

EXHIBITORS AND SUPPORTERS

2022 VIVA SUPPORTERS

GLOBAL PREMIER

Abbott
Boston Scientific
Cook Medical
Gore & Associates
Medtronic
Philips Image Guided Therapy

BENEFACTOR

Cordis

CONTRIBUTOR

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Concept Medical
Penumbra, Inc.
Shockwave Medical
Terumo

SUBSCRIBER

LimFlow
Silk Road Medical

PHYSICIANS-IN-TRAINING

SCHOLARSHIP

AngioDynamics
BD
Boston Scientific
Cook Medical
Gore & Associates
Haemonetics
Medtronic
Penumbra, Inc.
Philips Image Guided Therapy

2022 THE VEINS SUPPORTERS

PLATINUM

Medtronic

GOLD

Philips Image Guided Therapy

SILVER

Abbott
BD
Boston Scientific
Cook Medical

BRONZE

Inari Medical

2022 EXHIBITORS

All conferences

Abbott
Advamedica Inc.
AngioAdvancements
AngioDynamics
Argon Medical Devices, Inc.
Baylis Medical Technologies
BD
Biotronik
Boston Scientific
Cagent Vascular
Cardiovascular Systems, Inc.
Concept Medical, Inc.
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Reflow Medical, Inc.
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Shockwave Medical
Silk Road Medical
Surmodics
Terumo Aortic
Thrombolex, Inc.
Vascular News/CX Symposium
Veryan Medical
Viz.ai

2022 CLTI PRE-COURSE SUPPORTERS

Abbott
BD
Boston Scientific
Cook Medical
Medtronic

Purchase your booth early as prime exhibit locations will sell out quickly. Visit viva-foundation.org/exhibit-market for more information.