



EXHIBITOR PROSPECTUS

14th Annual
Venous **E**ndovascular **I**nterventional **S**trategies

THE C**VEINS**

NOVEMBER 2 - 3, 2024

WYNN LAS VEGAS



22nd Annual
Vascular Inter**V**entional **A**dvances



NOVEMBER 3 - 6, 2024

WYNN LAS VEGAS

THE GLOBAL EDUCATION COURSES FOR
VASCULAR MEDICINE AND INTERVENTION

presented by
The VIVA Foundation

viva-foundation.org

VIVA AND THE VEINS

Multidisciplinary, Innovative, Collaborative

The VIVA Foundation is a not-for-profit organization dedicated to advancing the field of vascular medicine and intervention through education, research, advocacy, and collaboration. Our dynamic programs are designed by a multidisciplinary board of expert clinicians to bring attendees the latest data, debates on the most pressing controversies, and insights from a world-renowned faculty.

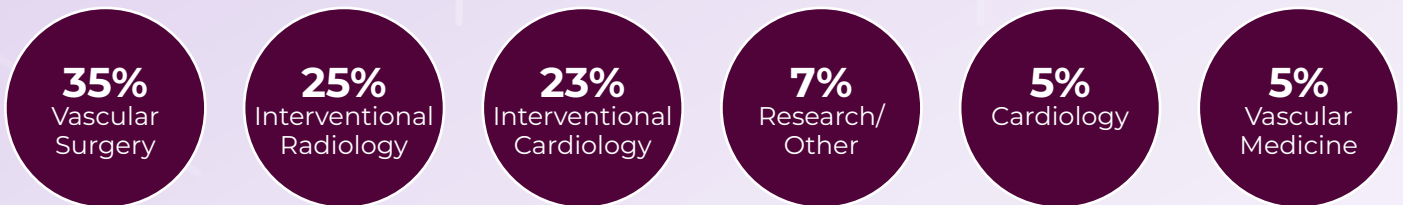
VIVA23



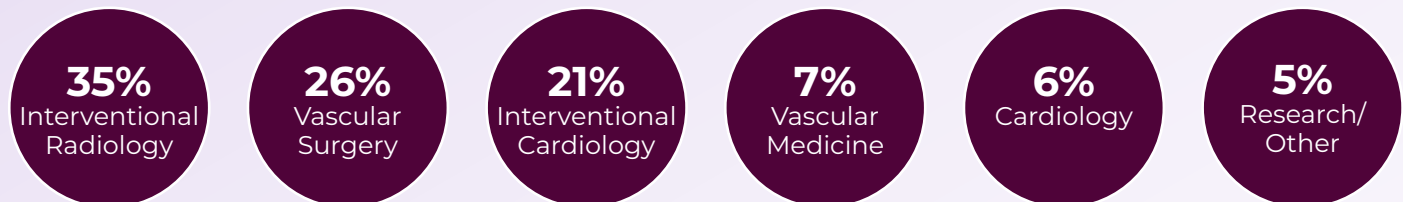
The VEINS 2023



VIVA23 Physician Attendee Specialty



The VEINS 2023 Physician Attendee Specialty



Why exhibit at VIVA and The VEINS?

- Gain access to healthcare practitioners across the peripheral vascular disease spectrum
- Engage with key stakeholders
- Share your products and services with the next generation of clinicians

VIVA CONTACTS

CHRISTOPHER EBBE

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

MADISON ARPIN

Exhibits, marketing, press
marpin@viva-foundation.org
408-513-3249

EXPOSITION SERVICES

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

REGISTRATION & IT

registration@viva-foundation.org
888-513-8482

REBECCA HALL

Executive Director
rhall@viva-foundation.org

IMPORTANT DATES

Thursday, June 6

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

Thursday, July 11

- Satellite symposia application submission due (see page 7 for more information)
- Deadline for Physicians-in-Training program support
- Deadline to cancel with 40% administrative fee*
- First day to book hotel reservations in VIVA room block, see more details on page 4.
- Industry professional registration opens

Thursday, August 8

- 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

Tuesday, September 10

- 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.**

Friday, September 27

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

Monday, September 30

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

Monday, October 14

First day freight accepted to the advance warehouse

Week of October 21

- 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 21 at 8am PT until Friday, October 25 at 5pm PT.

Friday, October 25

- Last day freight accepted at the advance warehouse

Week of December 2

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

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

*** 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.

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

- On or before July 10, 2024, the exhibitor will be charged a 40% administrative fee.
- From July 11, 2024 - September 10, 2024, the exhibitor will be charged an 80% administrative fee.
- After September 10, 2024, refunds will not be possible.

VIVA BOARD OF DIRECTORS

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

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Denver, Colorado

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Harborview Medical Center
Seattle, Washington

ACCOMMODATIONS

VIVA has reserved a block of rooms at Wynn and The Palazzo at The Venetian at discounted rates.

Due to limited availability, we anticipate the Wynn room block will sell out quickly and have also reserved a block of rooms at The Venetian.

The Palazzo at The Venetian*

3325 S Las Vegas Boulevard

Las Vegas, Nevada 89109

Rooms are available on Friday, November 1 and Saturday, November 2 for \$409 + tax. Rooms are available on Sunday, November 3 for \$339 + tax.

*The Palazzo at The Venetian has its own check-in desk and entrance. Please ensure any of your staff staying here know this.

Wynn Las Vegas

3131 Las Vegas Boulevard South

Las Vegas, Nevada 89109

Rooms for industry may be available at Wynn starting July 11. Rooms are available from Friday, November 1 to Sunday, November 3 at Wynn's prevailing rate. Rooms are available from Monday, November 4 to Thursday, November 7 for \$304 + tax.

These rates include the daily resort fee which includes access to the fitness center, internet access, boarding pass printing, and more.

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 the room blocks fill. We anticipate that both hotels will sell out, we encourage you to arrange your booth and accommodations as soon as possible.

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

EXHIBITING AT VIVA

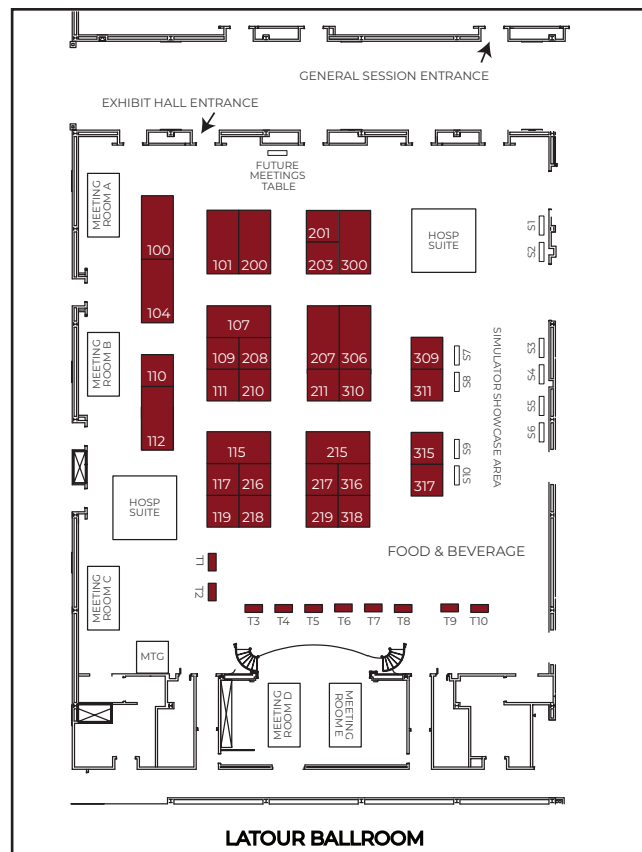
The VIVA Exhibit Hall is the perfect place to maximize your presence and make connections with current practitioners and the next generation of clinicians.

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 2022-2023, 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
6' Tabletop 1st Time Exhibitors & Nonprofits	\$4,500	2 complimentary interchangeable, all-access badges
Hospitality suites available for the first time, see page 9 for more information.		

BADGES

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 Tuesday. 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 July 11.

VIVA EXHIBITS	SET-UP	EXHIBIT HOURS	TEAR-DOWN
Saturday, 11/2	2 - 5pm		
Sunday, 11/3	8am - 3pm		
Monday, 11/4		7:30am - 3:45pm*	
Tuesday, 11/5		7:30am - 4pm	
Wednesday, 11/6			7am - 12pm

*The Physicians-in-Training program reception will be held in the exhibit hall. 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 3:45pm.

EXHIBITING AT THE VEINS AND VIVA PRE-COURSES

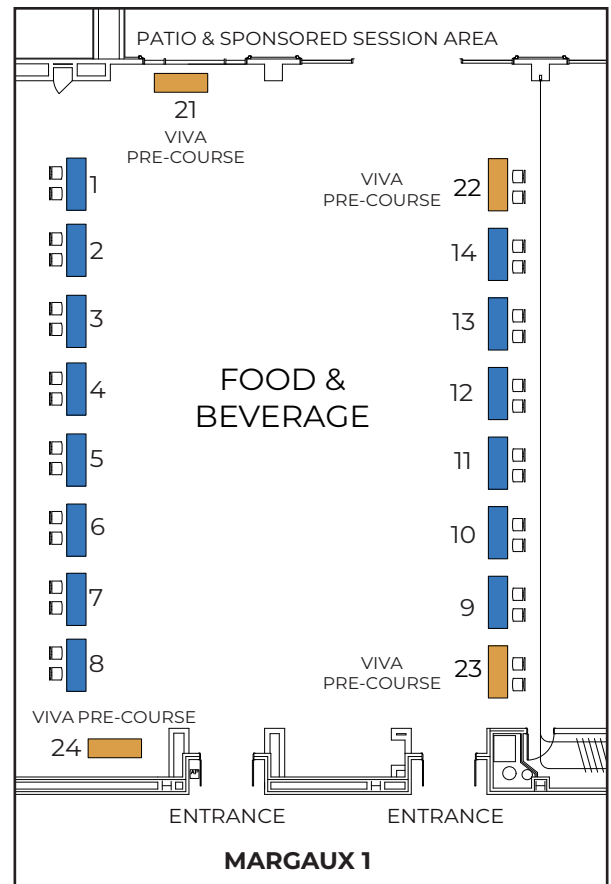
The VEINS will once again foster robust interaction between exhibitors and conference participants on Saturday, November 2 and Sunday, November 3. On Sunday, The VEINS exhibit hall offers increased attendee traffic with both The VEINS and VIVA Pre-Course attendees. In addition to engaging topics covered in The VEINS general session and VIVA's pre-course selection, Sunday features the NEW PE Summit. The PE Summit is open to all VIVA and The VEINS attendees.

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Floor plans and booth placements are subject to change.

EXHIBIT	DATES	FEE	WHAT'S INCLUDED
THE VEINS	November 2-3	\$9,000	3 interchangeable, all access badges*
THE VEINS 1st Time Exhibitors & Nonprofits	November 2-3	\$4,500	3 interchangeable, all access badges*
VIVA Pre-Course	November 3	\$5,500	2 interchangeable, all access badges*

*All-access badges give you access to all educational sessions and reception for VIVA Pre-Courses and The VEINS.

The VEINS EXHIBITS	SET-UP	EXHIBIT HOURS	TEAR-DOWN
Friday, 11/1	3 - 5pm		
Saturday, 11/2	6:45 - 7:15am	7:15am - 6:15pm*	
Sunday, 11/3		7:15am - 3:30pm	3:30 - 4pm

* On Saturday, 11/2, The VEINS reception will be held from 5-6:15pm in the exhibit hall.

VIVA PRE-COURSE EXHIBITS	SET-UP	EXHIBIT HOURS	TEAR-DOWN
Sunday, 11/3	6:45 - 7:15am	7:15am - 3:30pm	3:30 - 4pm

INDUSTRY-SPONSORED SESSIONS

25-MINUTE INDUSTRY-SPONSORED SESSIONS

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

\$16,000 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	
Saturday, 11/2	1	\$12,500	3	\$19,500	-	-
Sunday, 11/3 (The VEINS)	-	-	2	\$22,500	-	-
Sunday, 11/3 (VIVA Pre-Courses)	-	-	1	\$22,500	2	\$12,500
Monday, 11/4	1	\$12,500	4	\$22,500	3	\$12,500
Tuesday, 11/5	1	\$12,500	3	\$22,500	-	-

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

July 11: Applications are due

September 10: 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 Madison Arpin at marpin@viva-foundation.org.

HANDS-ON VASCULAR INNOVATION LAB

TUESDAY, NOVEMBER 5

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
- 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: \$17,500

- Two 75-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

MONDAY, NOVEMBER 4 • 1:15 - 3:00pm

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. Electrical will be provided by VIVA. **Your company is responsible for shipping, 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: \$1,250

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

Attendee pre-registration is not accepted.

LATE-BREAKING CLINICAL TRIALS

VIVA and The VEINS 2024 will offer a series of Late-Breaking Clinical Trials.

Submissions will be accepted June 6 - August 8. For 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 5th annual Innovation Summit on Sunday, November 3. 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. Companies who have been accepted for Late-Breaking Clinical Trial sessions are not eligible.

Applications will be accepted June 6 - August 8.

VIRTUAL REALITY

Participate in VIVA's VR Corner powered by Immertech. For additional information and pricing, email exhibits@viva-foundation.org.

FEATURED MARKETING OPPORTUNITIES

Hospitality Suite

Monday-Tuesday: \$25,000

Includes 4 interchangeable, all-access badges

Rent a 20'x20' pop-up, closed space on the exhibit floor to connect with attendees, host internal meetings, or showcase products. The purchasing company will be able to determine layout, furnishings, and exterior signage (easel or meterboard) for an additional cost directly with The Expo Group.

Print Ad in VIVA Today

Full page inside: \$6,500

Full page back cover: \$7,500

2-page center spread: \$12,500

Front-cover tip: \$9,200

VIVA Edition

VIVA Today will be distributed on Monday, November 4 & Tuesday, November 5, and will highlight the VIVA24 Late-Breaking Clinical Trials.

The VEINS Edition

VIVA Today: The VEINS & Pre-Course Edition will be distributed on Sunday, November 3, 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.

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.

Conference WiFi Sponsorship

VIVA (Monday-Wednesday): \$15,000

The VEINS (Saturday-Sunday): \$12,000

Your company's name will be printed on each name badge, and your company's name or logo will appear on a meterboard sign, the help desk, and in onsite course materials.

Cappuccino Station

\$12,000 per 25-minute break

Sponsor a cappuccino station in the Exhibit Hall during a break. Your company's name and/or logo will be displayed on a sign.

Charging Stations

VIVA: \$8,500

The VEINS: \$8,500

Photo Backdrop (Step and Repeat)

\$8,000

Sponsor a social media moment. This branded wall will serve as the backdrop for attendees to have their photo taken as they enter both The VEINS and VIVA receptions. Your company's logo will be displayed with The VIVA Foundation's logo.



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 2023. 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

eBlast \$11,000

Purchase a promotional eblast to be sent to our database of 18,000+ 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

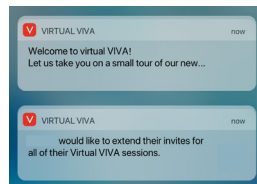
The VEINS: \$15,000

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

To all attendees: \$4,000

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



Tile Ad in Attendee Registration Confirmation Email \$9,500

Late-Breaking Clinical Trial eBlast Ads

Banner ad: \$4,500

Skyscraper ad: \$3,500

VIVA will share three eblasts covering VIVA and The VEINS Late-Breaking Clinical Trial sessions on Sunday, Monday, and Tuesday, November 3-5. Purchase a banner or skyscraper ad in these eblasts, which will be sent to the VIVA database of 18,000+ emails, including all 2024 conference attendees.

Hallway Promo Signs \$4,500 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.



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

Static Digital Display Ads

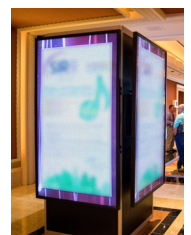
VIVA: \$4,500

The VEINS: \$4,500

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.



Future Meetings Table

Exhibitors: No cost

Non-exhibitors: \$1,000

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 for a fee of \$2.75+ per piece (both industry and healthcare providers) so we recommend printing 1000 pieces.

Window Clings

Doors to Sunset Terrace: \$5,000

Windows flanking doors to Sunset Terrace: \$5,000

Above doors to Sunset Terrace (2): \$4,000

Windows overlooking Sunset Terrace: \$3,000 (up to 4 available)

The VIVA Reception will be held on the Sunset Terrace.

INDUSTRY REGISTRATION

Exhibitors may purchase individual Industry Professional badges for the 2024 conferences at viva-foundation.org/register beginning on July 11

VIVA

July 11 - September 10
\$1445

September 11 - November 6
\$1595

The VEINS

July 11 - September 10
\$750

September 11 - November 6
\$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 19 will incur a 15% administrative fee. Please note cancellations and/or refunds are not possible after September 19. 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

VIVA and The VEINS would not be possible without generous commercial support. Tax-deductible educational grants underwrite the cost of producing these global conferences. To learn more about how your company can support VIVA with an educational grant, please contact Christopher Ebbe (cebbe@viva-foundation.org).

2023 VIVA SUPPORTERS

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Gore & Associates
Medtronic
Philips

BENEFACTOR

Cordis

CONTRIBUTOR

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Penumbra, Inc.
Shockwave Medical
Terumo

SUPPORTER

Contego Medical
LimFlow
Silk Road Medical

PHYSICIANS-IN-TRAINING SCHOLARSHIP

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Boston Scientific
Cook Medical
Gore & Associates
HCA Healthcare
Haemonics
Medtronic
Penumbra, Inc.

2023 THE VEINS SUPPORTERS

PLATINUM

Medtronic

SILVER

BD
Boston Scientific
Gore & Associates

BRONZE

Abbott
Cook Medical
Inari Medical

2023 EXHIBITORS

All conferences

Abbott
Akura Medical
AngioAdvancements
AngioDynamics
Argon Medical Devices, Inc.
Asahi Intecc USA
Aval
BD
Bentley US Inc.
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Sirtex
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Surmodics
Teleflex
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Veryan Medical

2023 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.**