



INDUSTRY PROSPECTUS

# 2021 Scientific *Virtual* Sessions

The Intersection of Innovation & Practice

# Join the Future of Interventional Cardiology at SCAI 2021 Scientific Sessions

Join us and an expected 2,000+ physicians, cardiovascular professionals, hospital administrators, academics, and industry professionals from around the U.S. to share knowledge, clinical expertise, and the latest medical advances, with the single goal of advancing care to save and enhance lives.

A distinguished faculty will conduct a three-day program that includes live cases, featured speakers, case reviews, lectures, interactive discussions, abstract presentations, poster sessions, and more.

## Target Audience

- Invasive, interventional, and general cardiologists as well as internal medicine and other physician specialists
- Pediatricians specializing in congenital heart disease
- Fellows-in-Training
- Cath lab nurses, technologists, radiologic technologists, technicians, physician assistants, and nurse practitioners
- Hospital administrators and service line managers
- Quality improvement specialists

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## Questions?

**For more information about exhibits, satellite symposia,  
and sponsorship opportunities,  
please contact Sandy Hung at [shung@scai.org](mailto:shung@scai.org).**

**For more information about grant support opportunities, please contact  
Eric Grammer at [egrammer@scai.org](mailto:egrammer@scai.org).**

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**Chandan Devireddy, MD, FSCAI**  
*Co-Chair*

**James B. Hermiller, MD, MSCAI**  
*Co-Chair*

# Why Exhibit at Scientific Sessions?

## SCAI 2020 Scientific Sessions Virtual Conference

**8,984** LIVE PARTICIPANTS

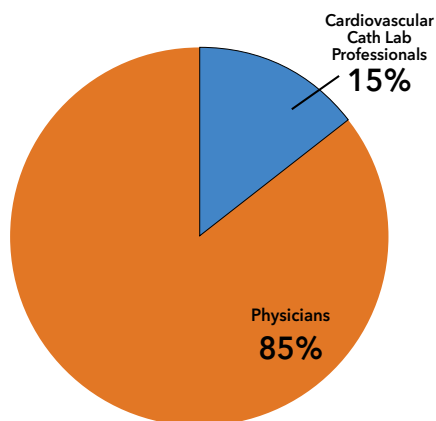
from

**102** COUNTRIES

**19,000+** ONDEMAND LEARNERS

## SCAI 2019 Scientific Sessions Demographics

### Professional Attendance



### SCAI 2019 Exhibitors

- |  |                               |
|--|-------------------------------|
| Abbott                                       | Edwards Lifesciences          |
| Abiomed                                      | Egg Medical                   |
| ACC  | GE                            |
| Accreditation for Cardiovascular Excellence  | Getinge                       |
| ACIST Medical                                | Gore                          |
| Am Board of Internal Medicine                | HCA                           |
| Amgen  | HeartFlow                     |
| Asahi  | HMP                           |
| AstraZeneca                                  | IAC                           |
| B Braun                                      | Inari Medical                 |
| Baylis Medical                               | InnoTherapy America           |
| Best Vascular/Novoste                        | Janssen                       |
| BioTronik                                    | LP Medical                    |
| Boston Scientific                            | Medicure Pharma               |
| BTG  | Medtronic                     |
| Canon  | Mentice                       |
| Cardiac Interventions Today                  | Opsens Medical                |
| Cardio Ex (by Level Ex)                      | Osprey Medical                |
| Cardiology Today's Intervention & Healio.com | Ostial Corporation            |
| Cardiovascular Credentialing International   | Penumbra                      |
| Cardiovascular Innovations Foundation        | PERT                          |
| Cardiovascular Research Technologies (CRT)   | Philips                       |
| Chisei                                       | PICS-AICS                     |
| Congential Cardiology Today                  | Ra Medical                    |
| Cook Medical                                 | Radux Devices                 |
| Cordis                                       | Shockwave Medical             |
| Corindus                                     | Siemens                       |
| CRF  | StatSeal (Biolife)            |
| Cardiovascular Systems, Inc.                 | Suzhou Innomed Medical Device |
|  | TandemLife   LivaNova         |
|  | The Angiogenesis Foundation   |
|  | Therox                        |
|  | Thrombolex                    |
|  | Wolters Kluwer                |
|  | ZHealth Publishing            |
|  | ZOLL LifeVest                 |

# Exhibitor Opportunities

## VIRTUAL EXHIBIT PACKAGE

**\$2,500**

Package includes

- Company logo
- Company description text
- Unlimited videos uploads
- List of resource links
- Social media links
- Gamification to drive traffic to booth
- Asynchronous Question and Answer Comments (for interacting with attendees)
- SCAI will provide booth report
- Virtual booth listing on SCAI Scientific Sessions OnDemand for one year
- Includes the opted-in pre-registration list three weeks prior to the event date and the opted-in final registration list within one week of event completion

## PRODUCT THEATRE PACKAGE\*

**\$25,000**

\*4 spots available, first come first served basis.

Package includes

- Virtual Exhibit Package
- Demonstrate your products (15 minutes)
- Live streamed and endured on SCAI Scientific Sessions OnDemand for one year
- Includes the opted-in pre-registration list three weeks prior to the event date and the opted-in final registration list within one week of event completion



# SCAI 2021 Virtual Scientific Sessions Schedule at a Glance

Please note that times are tentative and may adjust according to the final agenda.

	<b>Wednesday, April 28</b>	<b>Thursday, April 29</b>	<b>Friday, April 30</b>	<b>Saturday, May 1</b>
6:30 am	International Focus	International Focus	International Focus	International Focus
8:00 am	Satellite (50 min)	Satellite (50 min)	Satellite (50 min)	Satellite (50 min)
9:00 am	Welcome	Peripheral Track Content (55 min)	Structural Track Content (55 min)	Satellite (50 min)
9:30 am	Hildner Lecture (Diversity & Inclusion)			
10:00 am	Live Case Session (25 min)	Live Case Session (25 min)	Live Case Session (25 min)	Live Case Session (25 min)
10:30 am	Planning for Success in High Risk PCI (55 min)	Peripheral Track Content (55 min)	Structural Track Content (55 min)	Structural Track Content (55 min)
11:30 am	Featured Clinical Research (1 hr)	WIN Session* (55 min)	Structural Track Content (55 min)	Peripheral Track Content (55 min)
12:30 pm	Satellite (50 min)	Satellite (50 min)	Satellite (50 min)	Satellite (50 min)
1:30 pm	Stuck Between a Rock and a Hard Place: Get Unstuck (55 min)	Best of CCI (40 min)	Founders Lecture (Hermiller)	Leadership/ Presidential Address/ Member Induct/ MSCAI/FSCAI/ Town Hall
2:00 pm		Trial Updates (40 min)	Structural Track Content (55 min)	
2:15 pm				
2:30 pm	Live Case Session (40 min)	Live Case Session (40 min)	Live Case Session (40 min)	Live Case Session (25 min)
3:00 pm	SCAI Clinical Documents (40 min)			SCAI Bifurcation Club: Approaches to Left Main PCI (70 min)
3:45 pm	ABCs of CTO (55 min)	Cath Lab Boot Camp Track Content (55 min)		
4:00 pm	Imaging and Physiology (55 min)		Cases Over Cocktails (55 min)	Dr. Gupta (55 min)
6:00 pm	Satellite (50 min)	Satellite (50 min)	Satellite (50 min)	Coronary Complications (55 min)
7:00 pm	Satellite (50 min)	Satellite (50 min)	Satellite (50 min)	

**Questions? Contact Sandy Hung at [shung@scai.org](mailto:shung@scai.org) or 202-552-0790.**



# Satellite Symposia Opportunities

Scientific Sessions 2020 SCAI-Sponsored Satellites

**349**  
Average  
Live  
Learners

**239**  
Average  
OnDemand  
Learners

**500**  
Average  
MyCME  
Learners

**1,164**  
Total  
Learners

## SCAI-SPONSORED CME SATELLITE WEBCAST (LIVE & ONDEMAND)

**Cost:** \$50,000, plus myCME \$65,000

**Audience:** 500 viewers or 1 year  
800 viewers with MyCME package

### Channels:

- Live streamed and endured on SCAI 2021 OnDemand and MyCME.com SCAI education series page for one year
- Housed in OnDemand and on Live Content Schedule pages and MyCME.com SCAI education series page
- SCAI designs the agenda, recruits faculty and puts together the content/recording

**Traffic-building:** SCAI will drive traffic to this programming by:

- Featuring it in a SCAI 2021 branded livestream
- Supporting it with a stand-alone email blast
- Integrating it into our editorial calendar of email blasts throughout the summer, so it is packaged with appropriate thematic emails promoting OnDemand
- Listing as Featured Content on SCAI.org
- Promoting it via SCAI social media channels
- Featuring on SCAI education series page on MyCME.com
- Monitoring number of participants and increasing promotion as appropriate to reach audience goals

## SCAI-SPONSORED IME SATELLITE WEBCAST (LIVE & ONDEMAND)

**Cost:** \$50,000 and non-CME

**Audience:** 200 viewers or 1 year

### Channels:

- Live streamed and endured on SCAI 2021 OnDemand for one year
- Housed in OnDemand and on Live Content Schedule pages
- SCAI designs the agenda, recruits faculty and puts together the content/recording

**Traffic-building:** SCAI will drive traffic to this programming by:

- Featuring it in a SCAI 2021 branded livestream
- Supporting it with a stand-alone email blast
- Integrating it into our editorial calendar of email blasts throughout the summer, so it is packaged with appropriate thematic emails promoting OnDemand
- Listing as Featured Content on SCAI.org
- Promoting it via SCAI social media channels
- Monitoring number of participants and increasing promotion as appropriate to reach audience goals

# Satellite Symposia Opportunities

(continued)

## INDUSTRY SATELLITE WEBCAST (ONDEMAND ONLY)

**Cost:** \$40,000—no CME

**Audience:** 100 viewers or 1 year

### Channels:

- Endured content on SCAI 2021 OnDemand for one year; no livestreaming
- Housed in OnDemand and also partner-sponsored education pages
- Industry designs the agenda, recruit faculty and put together the content/recording; SCAI can assist faculty with recordings (slides synched with audio if company cannot produce content)
- Industry to submit the final .MP4 file. It can be audio over slides, slides with the presenter, panels captured on video are all fine.

**Traffic-building:** SCAI will drive traffic to this programming by:

- Supporting it with a stand-alone email blast
- Listing as Featured Content on SCAI.org (more detail to come soon)
- Integrating it into our editorial calendar of email blasts throughout the summer, so it is packaged with appropriate thematic emails promoting OnDemand
- Promoting it via SCAI social media channels
- Monitoring number of participants and increasing promotion as appropriate to reach audience goals
- Providing industry partners files from these programs that can be repurposed through internal or external channels

## FELLOWS SUMMIT WEBCAST (LIVE AND ONDEMAND)

**Cost:** \$25,000—no CME

**Audience:** 200 viewers or 1 year

### Channels:

- Live streamed and endured on SCAI 2021 OnDemand for one year
- Housed in OnDemand and also partner-sponsored education pages
- Industry designs the agenda, recruit faculty and put together the content/recording; SCAI can assist faculty with recordings (slides synched with audio if company cannot produce content)
- Industry to submit the final .MP4 file. It can be audio over slides, slides with the presenter, panels captured on video are all fine.

**Traffic-building:** SCAI will drive traffic to this programming by:

- Supporting it with a stand-alone email blast
- Listing as Featured Content on SCAI.org (more detail to come soon)
- Integrating it into our editorial calendar of email blasts throughout the summer, so it is packaged appropriate thematic emails promoting OnDemand
- Promoting it via SCAI social media channels
- Monitoring number of participants and increasing promotion as appropriate to reach audience goals
- Providing industry partners files from these programs that can be repurposed through internal or external channels

**Questions? Contact Sandy Hung at [shung@scai.org](mailto:shung@scai.org) or 202-552-0790.**



# Satellite Symposia Guidelines

SCAI's industry partners have the opportunity to conduct educational programming to highlight important topics such as pharmacologic and device treatment modalities or diagnostic techniques.

## CME Accreditation

Although not required, satellite programming can be accredited for continuing medical education (CME accredited). Applications for CME-accredited programs will only be accepted if submitted by medical education providers and approved by the ACCME to accredit medical education programs.

SCAI has a long history of accrediting medical education programs and is available to provide CME accreditation for satellite programs. SCAI is compliant with all accreditation criteria, policies, and standards for commercial support. Please contact Eric Grammer, [egrammer@scai.org](mailto:egrammer@scai.org), if you are interested in this service.

## Review Process

All applications will be submitted to SCAI 2021 Scientific Sessions for review. The review process is designed to ensure that the approved symposium meets the educational needs of the interventional cardiology fellow, presents a variety of topics, and does not duplicate the educational content of SCAI 2021 Scientific Sessions.

Criteria include:

- Program objectivity, balance, and scientific rigor. Your program proposal will not be accepted if it is judged to be promotional rather than educational.
- The extent to which the program proposal meets the educational needs of meeting attendees. Content should be presented at the highest level of sophistication.
- The extent to which the program proposal presents a variety of topics.
- The extent to which the program proposal complements the overall educational content of the meeting.

If approved, all revisions to a symposium's content or format must be communicated to SCAI in writing.

## Satellite Cancellation Policy

Notification of cancellation must be sent via email to [shung@scai.org](mailto:shung@scai.org).

The cancellation policy is as follows:

- On or before February 1, 2021: 50% of the satellite fee.
- After March 15, 2021: No refund.

## Important Dates

**Application Deadline**  
Monday, February 15

**Satellite Content  
Deadline**  
Monday, March 1

**Cancellation Deadline**  
Monday, March 15

**Questions? Contact Sandy Hung at [shung@scai.org](mailto:shung@scai.org) or 202-552-0790.**

# Sponsorship Opportunities

## MOBILE APP AND WEB SPLASH PAGE \$25,000 \*EXCLUSIVE

Be the first thing SCAI Scientific Sessions attendees see when they view the app or web program. This exclusive sponsorship will showcase your branded ad front and center.

## SPONSOR POPUP AD \$15,000

Your branded ad on select page in the mobile app and web version. The popup ad appears every time you load the page that they have been placed on. Popup ads cannot be on the landing page or faculty index page.



# Sponsorship Opportunities

## SIDE TOWER BANNER (FOOTER ADS) \$10,000

Your branded ad on select pages in the native app and web version. Limit: 1.



## ROTATING BANNER (FOOTER ADS) \$10,000

Your branded ad on select pages in the native app and web version. The footer ad banner can link to the sponsor website on click. Banners rotate every 5 seconds. Limit: 6.

Example: UCLPRESS Ad in the footer shown with a white background on the footer.



# Advertising Opportunities

## Digital Advertising Opportunities

### Countdown to SCAI 2021 Banner and eBrief Banners

The "Countdown to SCAI 2021" eBrief is sent to pre-registrants in the five days prior to the Scientific Sessions.

The "SCAI 2021 Morning eBrief" is sent to attendees each morning of the Scientific Sessions.

#### Countdown to SCAI 2021 Banner

- 5 banners . . . . . \$12,500
- 1 banner . . . . . \$3,500

#### eBrief Banners

- 4 banners . . . . . \$10,500
- 1 banner . . . . . \$3,500

### SCAIMail: SCAI Sponsored Emails

Want to reach SCAI's email list of more than 35,000 interventional and invasive cardiologists, cath lab professionals and others industry professionals? SCAIMail is an opportunity to address this group via a SCAI sponsored email on your behalf.

- 1 time/month for 3 months . . . . . \$25,000
- 1 time/month for 2 months . . . . . \$18,000
- 1 time/month for 1 months . . . . . \$10,000
- 1 email to Scientific Sessions Registered Attendees . . . . . \$8,000

Artwork Preparation and Submission Guidelines: Banners must be 640 px (wide) x 100 px (tall), with 72 dpi resolution, in gif, jpg, or png format, in RGB color mode. Email artwork to Kaysha Johnston at [kjohnston@scai.org](mailto:kjohnston@scai.org) by March 15, 2021.

**Questions? Contact Sandy Hung at [shung@scai.org](mailto:shung@scai.org) or 202-552-0790.**