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

Questions?

For more information about exhibits, satellite symposia, and sponsorship opportunities, please contact Sandy Hung at shung@scai.org.

For more information about grant support opportunities, please contact Eric Grammer at egrammer@scai.org.
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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

Physicians 85%
Cardiovascular Cath Lab Professionals 15%

SCAI 2019 Exhibitors

Abbott
Abiomed
ACC
Accreditation for Cardiovascular Excellence
ACIST Medical
Am Board of Internal Medicine
Amgen
Asahi
AstraZeneca
B Braun
Baylis Medical
Best Vascular/Novoste
BioTronik
Boston Scientific
BTG
Canon
Cardiac Interventions Today
Cardio Ex (by Level Ex)
Cardiology Today’s Intervention & Healio.com
Cardiovascular Credentialing International
Cardiovascular Innovations Foundation
Cardiovascular Research Technologies (CRT)
Chisei
Congential Cardiology Today
Cook Medical
Cordis
Corindus
CRF
Cardiovascular Systems, Inc.

Edwards Lifesciences
Egg Medical
GE
Getinge
Gore
HCA
HeartFlow
HMP
IAC
Inari Medical
InnoTherapy America
Janssen
LP Medical
Medicure Pharma
Medtronic
Mentice
Opsens Medical
Osprey Medical
Ostial Corporation
Penumbra
PERT
Philips
PICS-AICS
Ra Medical
Radux Devices
Shockwave Medical
Siemens
StatSeal (Biolife)
Suzhou Innomed
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.

<table>
<thead>
<tr>
<th>Time</th>
<th>Wednesday, April 28</th>
<th>Thursday, April 29</th>
<th>Friday, April 30</th>
<th>Saturday, May 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 am</td>
<td>International Focus</td>
<td>International Focus</td>
<td>International Focus</td>
<td>International Focus</td>
</tr>
<tr>
<td>8:00 am</td>
<td>Satellite (50 min)</td>
<td>Satellite (50 min)</td>
<td>Satellite (50 min)</td>
<td>Satellite (50 min)</td>
</tr>
<tr>
<td>9:00 am</td>
<td>Welcome</td>
<td>Peripheral Track Content (55 min)</td>
<td>Structural Track Content (55 min)</td>
<td>Satellite (50 min)</td>
</tr>
<tr>
<td>9:30 am</td>
<td>Hildner Lecture (Diversity &amp; Inclusion)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00 am</td>
<td>Live Case Session (25 min)</td>
<td>Live Case Session (25 min)</td>
<td>Live Case Session (25 min)</td>
<td>Live Case Session (25 min)</td>
</tr>
<tr>
<td>10:30 am</td>
<td>Planning for Success in High Risk PCI (55 min)</td>
<td>Peripheral Track Content (55 min)</td>
<td>Structural Track Content (55 min)</td>
<td>Structural Track Content (55 min)</td>
</tr>
<tr>
<td>11:30 am</td>
<td>Featured Clinical Research (1 hr)</td>
<td>WIN Session* (55 min)</td>
<td>Structural Track Content (55 min)</td>
<td>Peripheral Track Content (55 min)</td>
</tr>
<tr>
<td>12:30 pm</td>
<td>Satellite (50 min)</td>
<td>Satellite (50 min)</td>
<td>Satellite (50 min)</td>
<td>Satellite (50 min)</td>
</tr>
<tr>
<td>1:30 pm</td>
<td>Stuck Between a Rock and a Hard Place: Get Unstuck (55 min)</td>
<td>Best of CCI (40 min)</td>
<td>Founders Lecture (Hermiller)</td>
<td>Leadership/ Presidential Address/ Member Induct/ MSCAI/FSCAI/ Town Hall</td>
</tr>
<tr>
<td>2:00 pm</td>
<td>Trial Updates (40 min)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:15 pm</td>
<td>Live Case Session (40 min)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:00 pm</td>
<td>Live Case Session (40 min)</td>
<td>Live Case Session (40 min)</td>
<td>Cath Lab Boot Camp Track Content (55 min)</td>
<td></td>
</tr>
<tr>
<td>3:15 pm</td>
<td>SCAI Clinical Documents (40 min)</td>
<td>SCAI Bifurcation Club: Approaches to Left Main PCI (70 min)</td>
<td>COVID Session (70 min)</td>
<td>Cath Lab Boot Camp Track Content (55 min)</td>
</tr>
<tr>
<td>3:45 pm</td>
<td>ABCs of CTO (55 min)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:00 pm</td>
<td>Imaging and Physiology (55 min)</td>
<td>Cases Over Cocktails (55 min)</td>
<td>Dr. Gupta (55 min)</td>
<td>Uncomplicating the Complex (55 min)</td>
</tr>
<tr>
<td>5:00 pm</td>
<td>Satellite (50 min)</td>
<td>Satellite (50 min)</td>
<td>Satellite (50 min)</td>
<td>Coronary Complications (55 min)</td>
</tr>
<tr>
<td>6:00 pm</td>
<td>Satellite (50 min)</td>
<td>Satellite (50 min)</td>
<td>Satellite (50 min)</td>
<td></td>
</tr>
<tr>
<td>7:00 pm</td>
<td>Satellite (50 min)</td>
<td>Satellite (50 min)</td>
<td>Satellite (50 min)</td>
<td></td>
</tr>
</tbody>
</table>

Questions? Contact Sandy Hung at shung@scai.org or 202-552-0790.
Satellite Symposia Opportunities

Scientific Sessions 2020 SCAI-Sponsored Satellites

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

Average Live Learners: 349
Average OnDemand Learners: 239
Average MyCME Learners: 500
Total Learners: 1,164

349
239
500
1,164

Average Live Learners
Average OnDemand Learners
Average MyCME Learners
Total Learners
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 On-Demand
- 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 with appropriate thematic emails promoting On-Demand
- 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 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, 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.

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 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.

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

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.
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.

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

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

- 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 by March 15, 2021.

Questions? Contact Sandy Hung at shung@scai.org or 202-552-0790.