



Industry Partnership Prospectus 2025

SVS | Society for
Vascular Surgery

SVS | Foundation

SVS | PSO
PATIENT SAFETY ORGANIZATION





SVS Mission Statement:

The Society for Vascular Surgery® (SVS) seeks to advance excellence and innovation in vascular health through education, advocacy, research, and public awareness. The organization was founded in 1946 and currently has a membership of almost 6,500. SVS membership is recognized in the vascular community as a mark of professional achievement.



SVS Industry Relations' Corporate Support Philosophy:

At the SVS, our philosophy around industry support is centered on building collaborative, impactful, and sustainable partnerships that align with our values and mission and is beneficial to both parties. We believe that by working together, we can make a meaningful difference in the outcomes of the vascular community and patient populations we serve through:

- 1. Transparency and Integrity:** We believe in maintaining transparency and integrity in all our industry relations activities. We will operate with the highest ethical standards and ensure that our partnerships align with our values and mission.
- 2. Creative Collaboration:** We recognize that we cannot achieve our mission alone, and therefore seek to collaborate creatively – including innovative problem solving – with corporations, non-profits, and other organizations that share our goals and can bring unique perspectives and resources to the table.
- 3. Impact:** Our industry relations activities will focus on making a meaningful impact on the vascular community we serve. We will prioritize partnerships that have the potential to make a significant difference in the lives of our vascular and allied healthcare professionals and their patients.
- 4. Sustainability:** We aim to build long-term, sustainable alliance partnerships that can endure beyond short-term goals. We believe in building honest rapport and fostering relationships that can continue to grow and evolve over time, delivering continuous value to all parties involved. Our Industry Alliance Program is designed to offer year-round engagement and benefit, beyond the week of the VAM.
- 5. Flexibility and Adaptability:** We recognize that the healthcare landscape is constantly changing, and we must be flexible and adaptable to respond to new challenges and opportunities. We will be proactive in seeking out new partnerships and innovative approaches, including input from our industry allies, to advance our mission.



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Learn more about opportunities to support the Society for Vascular Surgery and its mission through meaningful funded support of educational programs, research, quality improvement and clinical practice, DEI, and SVS Foundation initiatives to advance the fight against vascular disease and elevate your company's brand within the field of vascular surgery.

Invest and align with the preeminent medical society serving the vascular specialty.

The Society for Vascular Surgery (SVS) and its Foundation are well-positioned to help your organization exceed its business objectives. Whether your goal is to increase engagement with our vascular leaders, raise brand awareness, or establish new relationships with our subject matter experts we have many opportunities available to leverage your goals.

Please contact our Director of Industry Relations, Scott Behm, at sbehm@vascularsociety.org to learn more.

LEVELS OF SUPPORT:	PLATINUM: \$250K	GOLD: \$150K	SILVER: \$100K	COPPER: \$50K	BRONZE: \$30K	*EMERGING: \$5K
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***Emerging level partners will have a limited number of the benefits as outlined separately.**

BENEFIT	PLATINUM \$250K	GOLD \$150K	SILVER \$100K	COPPER \$50K	BRONZE \$30K
Dedicated Industry Relations Contact	✓	✓	✓	✓	✓
Company Logo on SVS website and Communications Logo Lock	Includes Company Landing Page & website link	✓	✓	✓	✓
Company Logo in SVS Member Newsletter (Pulse)	7	6	5	3	2
Annual IAP Donor Report Recognition	✓	✓	✓	✓	✓
Industry Monthly Newsletter	✓	✓	✓	✓	✓
Physician Ally	4	3	2	1	
State of the SVS/Roundtable Discussion at VAM	✓	✓	✓		
Strategic meeting(s) with SVS leadership and key staff	✓	✓			
VAM BENEFITS					
Vascular Live - Lunch Slot first pick at cost	✓				
Crossroads@VAM space	✓				
Piloting: Legacy Lounge Inclusion	✓	✓			
Sponsorship Hotel Key Cards - Exclusive Opportunity (first come, first serve)	✓	✓			
Sponsorship Discounts: - Hands-on and Interactive Simulation Lab - Hotel Room Drop - VAM Video Wall	✓	✓	✓		
Sponsorship - Convention Center Video Monitor Discounted Video	✓	✓	✓	✓	
Sponsorship Discounts: - Directional Stacks - 6x6 Convention Center Floor Logo - Exhibit Hall Dangling Aisle Sign	✓	✓	✓	✓	✓
Recognition ribbon for each organizational representative (during VAM)	✓	✓	✓	✓	✓
Early access to VAM Branding & Sponsorship prospectus	✓	✓	✓	✓	✓
VAM Recognition Benefits: -VAM Video Wall Slide Recognition -Convention Center Video Monitor Slide Recognition	✓	✓	✓	✓	✓
Recognition in VAM daily newspaper	Logo & Booth #	Logo & Booth #	Name & Booth #	Name & Booth #	Name

All the support provided, no matter in which category – programmatic, VAM Sponsorship/Branding, or general mission support – is combined to determine your Alliance Partner level. Recognition cycle runs post-VAM through the following VAM.

Educational Programs

SVS offers a wide array of educational programming (both CME and non-CME), including research in vascular disease, leadership development, hands-on skills courses and programs targeted to vascular surgery program directors and residents.

VASCULAR ANNUAL MEETING (VAM)

The Society for Vascular Surgery seeks to advance excellence and innovation in vascular health through education, advocacy, and research. As the premiere scientific meeting for vascular health, the VAM program presents the most current topics in vascular surgery and is loaded with robust educational content for every member of the vascular surgery team. It is the place to partner with the SVS and share your products and services with key decision makers. Sponsorship, branding and exhibiting opportunities are outlined in a separate prospectus each year.



Total Need: \$440,000 Shared

Domain(s): Education

Target Audience: Vascular Surgeons,
Vascular Nurses, Residents, Fellows,
Vascular Medicine Physicians

RESIDENT STUDENT PROGRAM AT VAM

Student and resident scholarship recipients are required to attend a variety of VAM sessions, mock interviews, a mentor match, and visit the exhibit area and touchpoint simulation lab to expose them to the scope of vascular surgery practice and encourage future attendance to the meeting as they pursue a career in vascular surgery. This program, and grant support of it, is critical in helping to engage residents and students in the vascular space.



Total Need: \$84,000 Shared

Domain(s): Education

Target Audience: Medical Students and
General Surgery Residents

LEADERSHIP DEVELOPMENT PROGRAM (LDP):

The SVS Leadership Development Program is a multi-month interactive learning experience for vascular surgeons who are 5-10 years out of training. Held annually and incorporating both virtual and in-person programming through a series of webinars, mentoring, and in-person workshops. The curriculum helps participants identify and tackle real-life challenges faced by leaders in vascular surgery. The goal is for the participants to reach their full potential as leaders and make a positive impact in the specialty, in their workplace and community, as well as other areas of importance in their lives. Program content is drawn from the highest quality research on leadership with an intense focus on applying this knowledge to real-life challenges.



Total Need: \$83,000 Shared

Domain(s): Education

Target Audience: Vascular Surgeons

VASCULAR RESEARCH INITIATIVES CONFERENCE (VRIC)

VRIC is designed to encourage interaction and collaboration between vascular surgeon investigators and scientists from other vascular biology-related disciplines, and emphasizes exchange of basic and translational vascular science that stimulates thoughtful discussion and motivates participants to discover solutions to important problems affecting vascular patients. The one-day meeting carries CME, encourages interactive participation of all attendees and emphasizes emerging vascular science. VRIC presentations feature basic vascular biology including regenerative medicine and wound healing, translational science including device testing, and early or novel clinical science. VRIC precedes the American Heart Association's Vascular Discovery Scientific Sessions held yearly in May.



Total need: \$42,000

Domain(s): Education, Research



Target Audience: Vascular Surgeon-Scientists,
Basic & Translational Researchers, Trainees
and their Principal Investigators, Fellows

Educational Programs (Continued)

SVSF VRIC TRAINEE AWARD

Award for four trainees to present their research at the annual Vascular Research Initiatives Conference (VRIC). Top-scoring abstracts submitted to VRIC by trainees are considered for the award.



Total Need: \$4,000

Domain(s): Research, Foundation



Target Audience: Pre-Med Students, Medical Students, General Surgery Residents, Vascular Residents or Vascular Fellows

CODING AND REIMBURSEMENT FOR VASCULAR SURGERY + OPTIONAL E/M CODING WORKSHOP

Vascular surgeons and their support staff need to maintain knowledge and competence for appropriate billing and coding procedures. The SVS Coding & Reimbursement Workshop is an intensive program designed to provide a comprehensive review of current coding and reimbursement information, including critical updates vital to anyone who wants to become an expert in vascular coding. The SVS Evaluation and Management (E/M) Coding Workshop is designed to support vascular surgeons and their staff to maintain knowledge and competence for one of the most challenging areas for coders. This workshop will focus on coding and documentation rules for choosing a correct E/M category and level of service, specifically for the vascular surgeon. The SVS offers year-round educational content on coding.



Total Need: \$15,000

Domain(s): Education

Target Audience: Vascular Surgeons and their office staff

COMPLEX PERIPHERAL VASCULAR INTERVENTION (CPVI) SKILLS COURSES

The largest clinical area for vascular surgeons in the United States is the treatment of patients with Peripheral Arterial Disease (PAD). Surgeons must be familiar with the latest treatments and technology so they can provide the best possible patient care. This SVS CPVI Skills Course is comprised of an extensive hands-on program designed by vascular surgeons for vascular surgeons, interventional radiologists, and interventional cardiologists. This 2-day program gives surgeons the chance to practice the latest procedures on cadavers and benchtop models during small-group simulations. A separate branding and sponsorship prospectus is available each year.



Total Need: \$158,000 + In-kind donations

Domain(s): Education

Target Audience: Interventionalists (Radiologists and Cardiologists), Vascular Surgeons, Vascular Trainees, Allied Health Professionals, Other Specialties

WOUND CARE CURRICULUM

In a first-of-its-kind joint programming by the Society for Vascular Surgery (SVS), Society for Vascular Nursing (SVN), and American Podiatric Medical Association (APMA) is releasing an innovative interprofessional Wound Care Curriculum. This comprehensive educational initiative includes on-demand videos and an in-person Masterclass workshop. The curriculum is designed to provide participants with the knowledge and skills necessary to address chronic wound management, including the latest treatment guidelines, diagnostic tools, and advanced therapeutic options.

This initiative addresses the critical need for specialized, multidisciplinary education in wound care and limb salvage, focusing specifically on vascular surgeons, APPs, PAs, and podiatrists.

Educational Programs (Continued)

There is a separate prospectus available for sponsorships of this curriculum and masterclass workshop.



Total Need: \$20,000

Domain(s): Education

Target Audience: Vascular Surgeons, Vascular Nurses, PAs, Vascular Trainees, Fellows, Podiatrists

INDUSTRY WEBINARS

SVS Foundation (SVSF) will host the webinars, under its Disease Prevention pillar, and will align these webinars with disease states and national disease awareness months. By aligning this series with the SVSF, we will raise needed funds for the Foundation, increase awareness of the Foundation's mission in disease prevention, and provide you direct access to share the latest on a topic of your choosing aligned with our disease states/mission.



Ranging from \$15,000 each or \$40,000 for Series of 3

Domain(s): Foundation

Target Audience: Vascular Surgeons, Vascular Nurses, Residents, Fellows, Vascular Medicine Physicians, Medical Students, General Surgery Residents

SVS VascuLEARN

This is SVS's Learning Management System for all online education and learner CME transcript. SVS VascuLearn is the education resource for vascular surgeons, residents, and allied health professionals. Current offerings include SVS Microlearnings for Medical Professionals, bite-sized videos that answer a specific question, or highlight salient points about a specific topic, technique, or technological/new advancement. Also houses all recordings from VAM and past webinars for continued access and learning.



Total Need: \$54,000

Domain(s): Education

Target Audience: Vascular Surgeons, Vascular Nurses, Residents, Fellows, Vascular Medicine Physicians, Medical Students and General Surgery Residents

INDUSTRY OFFERED LEARNINGS

Bundle of up to 5 links. Have a white paper you want to promote? New company made educational series or materials? Industry Partners may provide us with a hyperlink back to their educational content to be housed under our Industry-Sponsored Content on SVS VascuLearn with a description of the educational content. The link(s) would remain active on our site up to 2 years. May be renewed annually. We will have dedicated advertising of this section of the SVS VascuLearn site via our membership newsletter, *Pulse* (49% open rate) to increase awareness of when new offerings are added and drive traffic to the site.



Cost: \$1,000 per link, \$4,500 for bundle of 5

Domain(s): Education, Engagement



Target Audience: Vascular Surgeons, Vascular Nurses, Residents, Fellows, Vascular Medicine Physicians, Medical Students and General Surgery Residents

WOMEN'S SECTION

The SVS created and approved a Women's Section within the SVS to support women in the field of Vascular Surgery. This section focuses on relevant initiatives and programming for advancing women in vascular surgery. The intent is to provide an SVS-based home for members to address their specific needs, and in turn, allow a pathway for women SVS members to engage and serve the SVS. The Section's mission is to strengthen the communication and collaboration of women in vascular surgery and to enhance development

Educational Programs (Continued)

and leadership skills that will permit a more robust presence for women that serve the mission of the SVS, including in leadership roles.



Total Need: \$10,000

Domain(s): Organizational Health

Target Audience: Women Vascular Surgeons

YOUNG SURGEONS SECTION

The SVS created and approved a Surgeons Section within the SVS to support vascular surgeons in their early career. This section will focus on relevant initiatives and programming for advancing young surgeons in vascular surgery. Their mission is to foster and accelerate the learning and career development of SVS members within their first ten years in clinical practice. The Section will achieve this by establishing an engaging and interactive forum that will enhance SVS efforts in education, advocacy, quality practice, ethics, research, diversity/equity/inclusion, and member value, with specific focus and attention to the needs of members in the earlier stages of their careers.



Total Need: \$10,000

Domain(s): Organizational Health

Target Audience: Young Surgeons (0-10 Years in Practice)

VASCULAR SURGERY HISTORICAL COLLECTION

The SVS History Digital Archive Task Force is charged with devising a plan to curate and maintain a digital history of SVS and the practice of Vascular Surgery. The task force began its work in early 2023 and has made meaningful progress toward identifying key elements for this digital collection. The vision is to acquire, document, preserve and exhibit the rich history of the specialty, **including innovations and contributions from companies**, for the purposes of research, education, and inspiration. This portal to the past will enable traveling through time on a self-guided journey to experience the innovations, the

people, and the events that established our medical specialty of vascular surgery, and the Society itself. The target launch for this archive is mid to late 2025, but we need support now to bring this to fruition, and sponsors will be recognized for their support.



Total Need: \$10,000

Domain(s): Education, Organizational Health, Research, Quality, Practice, Engagement

Target Audience: Vascular Surgeons, Vascular Trainees, Fellows, Vascular Nurses, public audiences

INNOVATION TASK FORCE

The Innovation Task Force is now developing a comprehensive strategic plan tailored to the unique needs of supporting vascular surgeon innovators through collaboration, mentorship, education, and grants. This robust program will foster innovation and accelerate the translation of ideas into impactful technologies. There will be opportunities for industry to engage with vascular surgeon-innovators.



Total Need: \$50,000

Domain(s): Research

Target Audience: Vascular Surgeons

CLINICAL TRIALS TASK FORCE

This new task force of the SVS will work to provide support and mentorship of clinical trialists in developing large, multicenter studies aimed at addressing significant unanswered questions in vascular surgery. A goal is to maximize participation of SVS members in the conduct of this research. Working with the SVS PSO it will explore the utilization of VQI infrastructure in the execution of large clinical trials.



Domain(s): Research

Target Audience: Vascular Surgeons

Educational Programs (Continued)

VISITING PROFESSORSHIP

The SVS and the Young Surgeon Section (YSS) offers annual Visiting Professorships for young vascular surgeons to provide mentorship, foster professional development, and expose them to diverse clinical and innovative research environments, ultimately accelerating their career growth and enhancing their contributions to the vascular specialty.



Total Need: \$5,000 Each

Domain(s): Education, Research



Target Audience: Early Career Vascular Surgeons

SVS ADVOCACY CONFERENCE

The event is designed to bring together passionate vascular surgeons nationwide to engage in meaningful dialogue, share insights and collaborate on an advocacy agenda designed to protect and promote the future of vascular surgery. With the mission to advance vascular health advocacy, sessions will include effective leadership qualities, effectual lobbying strategies, and advocacy impact. These learnings will be facilitated through a combination of workshops, keynote presentations, and panel discussions. Additionally, attendees can visit Capitol Hill and directly engage with lawmakers and their staff.



Total Need: \$50,000

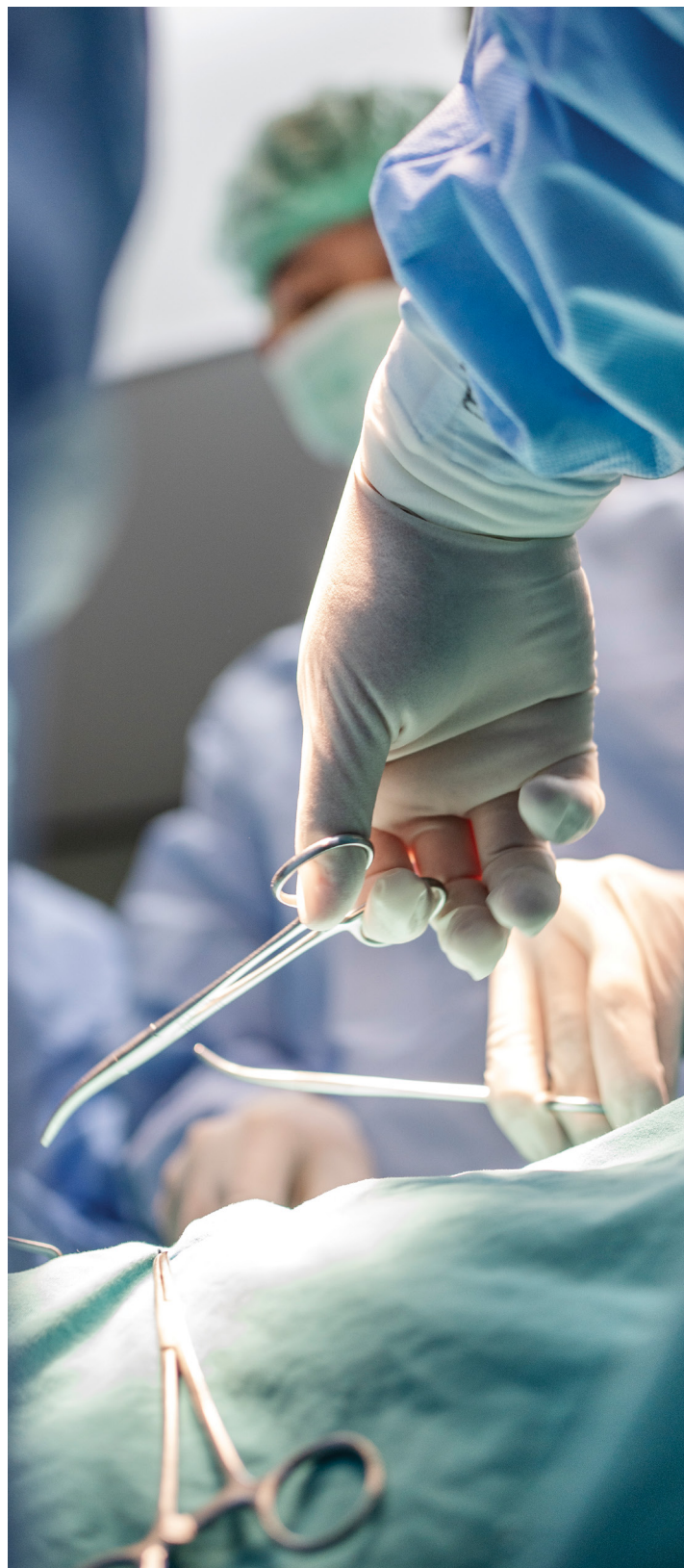
Luncheon-and-Learn or Reception



**Sponsorships available at \$20,000 each
(includes 3-5 minutes addressing group)**



Domain(s): Advocacy, Education, Engagement
Target Audience: Vascular Surgeons





Quality and Practice Initiatives

The SVS facilitates many initiatives around quality improvement and clinical practice, including review and implementation of Clinical Practice Guidelines, a vascular surgeon wellness coaching program, quality practice study survey, quality measures reporting and population health initiatives. In addition, the SVS also supports the VCVQI (Vascular Center Verification and Quality Improvement) Program.

CLINICAL PRACTICE GUIDELINES APP/POCKET GUIDES TOOLS

The SVS publishes evidence-based clinical guideline updates each year, based on the update timelines of each guideline. In 2025 we will have an update on the Management of Intermittent Claudication guideline. It was developed by experts and is currently undergoing the SVS review process. After approval, the pocket guide will be developed. This topic is very important to the SVS members as well as other specialties as many treat PAD at various stages of the disease. Sponsorship cost is for production, printing, and distribution, as well as digital access. Sponsor will be recognized in pocket guide and receive their own copies.



Total Need: \$50,000

Domain(s): Quality, Practice



Target Audience: Vascular Surgeons, Interventionalists (Radiologists, Cardiologists)

QUALITY PRACTICE STUDY SURVEY

The last SVS practice survey was conducted in 2021. The next practice survey will be conducted this year to help the SVS understand the changing demographics and practice characteristics of our

membership. It will also compare the data and ascertain new trends in vascular practices - are patients still trending towards OBL, going back to hospitals, etc. The results of the survey will be helpful for aligning SVS priorities. Furthermore, it will guide data-driven initiative and tools to support SVS physicians in their practices.

We will share the results with sponsoring companies.



Total Need: \$30,000

Domain(s): Quality, Practice



Target Audience: Vascular Surgeons

QUALITY MEASURES REPORTING

SVS continuously monitors the Quality Payment Program (QPP) and CMS (Centers for Medicare & Medicaid Services) changes, and incorporates changes in quality and performance measurement according to CMS and develops MVP (MIPS Value Payment) measures according to CMS requirements. SVS provides our membership with information to support quality measure reporting, including revising current quality measures, re-evaluating and revising measures that were removed by CMS, creating new Merit-Based Incentive Payment System (MIPS) Value Payment (MVP) measures and developing new quality measures to submit for evaluation to National Quality Forum (NQF) first before submitting to CMS. Additionally, SVS develops a methodology to design and analyze vascular-specific quality measures for providers and patients that will assist in improving quality of care in the different vascular practice settings, and conducts analysis and validation studies for vascular-specific outcome and process measures. Can report findings back to supporters.



Total Need: \$100,000

Domain(s): Quality

Target Audience: Vascular Surgeons

Quality and Practice Initiatives (Continued)

SAVC RESEARCH SEED GRANT

The Section on Ambulatory Vascular Care (SAVC) Research Seed Grant's goal is to provide vascular surgeons with funds for research for actionable insights, quality improvement, and patient care in OBL or ASC practices. Industry supporters can work with SVS to help suggest topics of research for awards and are invited to attend VAM sessions where findings are presented. To encourage and promote research in the OBL setting there are awards that have collected data not published or presented, and also to start collection of data and analysis.



Total Need: \$60,000

Domain(s): Quality, Practice



Target Audience: Vascular Surgeons

TRANSLATING GUIDELINES INTO PRACTICE WEBINARS

The goal of this series is to educate vascular surgeons and the entire vascular team on how to translate the SVS Clinical Practice Guidelines into their practice. The translating guidelines sessions will be helpful in expanding physician knowledge base and improving clinical confidence and effectiveness based on the guideline's topics. Case vignettes presentation will illustrate how to practically use the guideline recommendations in specific clinical scenarios. The sessions will help physicians implement the guidelines recommendations into their daily practice. Topics for upcoming webinars include: Claudication, pain management, and Type B Aortic dissection. Industry may sponsor specific webinars of interest.



Total Need: \$40,000

Domain(s): Quality, Practice



Target Audience: Vascular Surgeons, Interventionalists (Radiologists, Cardiologists)

REPORTING STANDARDS ON ECONOMICS/ BUSINESS OF VASCULAR CARE STUDY

The paper will address the following:

- Defining the need for Reporting Standards on the Economics of Vascular Care within the US Healthcare System
- Examining charge and cost variations by geographical area, site of service and payor
- Describing different methodologies used to capture charges and costs, including databases, statistical software and how data is presented.
- Developing consistent terminology, classification systems and scoring systems for comparative purposes
- Explaining data limitations

Results will be shared with supporters.



Total Need: \$20,000

Domain(s): Practice

Target Audience: Vascular Surgeons

DEVELOPMENT OF VASCULAR SERVICE LINE/ SCOPE OF WORK POSITION PAPER

Since the vascular surgeons and their care team's role, skills, and expectations are not currently clearly well-defined, the vascular scope of work position paper will develop guidelines pertaining to the scope of work of vascular surgery practice in diagnosing and treating vascular disease.



Total Need: \$10,000

Domain(s): Quality, Practice



Target Audience: Vascular Surgeons, Vascular Care Team

AI, MACHINE LEARNING, AND AI IN VASCULAR PRACTICE NEWSLETTER

Machine learning and AI can be used in vascular surgery to predict diseases, which may have gone undiagnosed. As a result, machine learning and AI

Quality and Practice Initiatives (Continued)

are crucial for early diagnosis and intervention to prevent severe vascular disease. A newsletter is being developed to address how to use and the pros and cons of these technologies (live document). Many vascular surgeons are finding it challenging to stay updated on these rapid advancements. However, there is a critical need for them to swiftly enhance their knowledge and expertise in AI to remain on the cutting edge of the field. Newsletter sponsors will receive recognition and ad space in the newsletter.



Total Need: \$10,000



Domain(s): Quality, Practice

Target Audience: Vascular Surgeons, Vascular Care Team

SVS/APSA SPECIAL INTEREST NETWORK

The most effective way of addressing this gap in care is for SVS Senior Leadership to collaborate with their counterparts at the American Pediatric Surgery Association to establish an on-going, coordinated process of sharing expertise and information. This will 1) Encourage local/national participation between specialists to optimize the care of patients with pediatric vascular pathology; 2) Offer evidence-based clinical and technical based education to those SVS (and APSA members) interested in providing comprehensive vascular surgery care to pediatric patients; 3) Build community.

The APSA-SVS pediatric vascular surgery task force has identified a vascular surgery interest group as a potential intervention for those interested in learning more.



Total Need: \$5,000

Domain(s): Practice

OPTIMAL CARE OF VASCULAR AMPUTEE PATIENTS/LIMB LOSS

This is a multidisciplinary, multispecialty, and multi-society group. The goal is to develop a guidance document and educational sessions and resources for the care of vascular amputee patients throughout their journey, from preoperative stages to longer-term follow-up which will improve patient outcomes, enhance quality of life, and address social disparities related to amputee care.



Total Need: \$20,000



Domain(s): Quality, Practice

Target Audience: Vascular Surgeons, Prosthetists, Anesthetists, Physiatrists

SMOKING CESSATION

The SVS PSO launched a new Smoking Cessation National Quality Initiative named, “CAN-DO” (Choosing Against combustible Nicotine Despite Obstacles). CAN-DO includes three components to increase smoking quit rates: 1) including smoking cessation variables (preop smoking in elective procedures only, and smoking cessative for elective, urgent and emergent cases) in VQI’s arterial registries; 2) physician and patient toolkits; and 3) revising the smoking cessation section on the SVS website, to make it more patient-centered and increase its visibility.

INTRODUCING A 12-PART SVS VQI SMOKING CESSATION EDUCATIONAL SERIES

This monthly series on Smoking Cessation is based on the education obtained by Director of Quality, Betsy Wymer, DNP, during her certification course in tobacco specialist training. Topics include in part historical background, pharmacotherapy, motivational interviewing, cessation, treatment planning, professional resources, and more. The audience for this series includes physicians, APPs, nurses, and patients. Each session will be recorded.

Quality and Practice Initiatives (Continued)



Grant and Sponsorship Opportunities available – Contact Industry Relations for more information on pricing and sponsor benefits



Domain(s): Education, Quality, Practice
Target audience: Vascular Surgeons, Vascular Nurses, Respiratory therapists, Social workers, Pharmacists and Addiction Counselors.



Grant and Sponsorship Opportunities available – Contact Industry Relations for more information on pricing and sponsor benefits



Domain(s): Education, Quality, Practice
Target Audience: Vascular Surgeons, Resident and Fellows in General Surgery, Vascular Surgery, Cardiology, Radiology and/or Vascular medicine

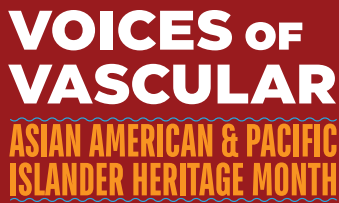
QUALITY FELLOWSHIP IN TRAINING (FIT) PROGRAM

The SVS PSO Quality Fellowship in Training (FIT) program is for residents and fellows in vascular surgery and medicine. It is designed to introduce residents and fellows in vascular disease-focused programs (including General Surgery, Vascular Surgery, Cardiology, Radiology or Vascular Medicine) to our patient safety organization (PSO/VQI).

The program is facilitated in collaboration with APDVS, American College of Cardiology (ACC), Society for Vascular Medicine (SVM) and Society for Cardiovascular Angiography & Interventions (SCAI). FIT applicants work closely with their VQI mentor-director on participation in regional biannual meetings and review of comparative data, including center level quality improvement processes. Opportunities include engagement in quality charter development, center level QI process and research initiatives using VQI data reviewed by VQI research advisory committee (RAC).

Advancement through the 12-to-18-month program provides the FIT applicant opportunity to present their work during VQI@VAM with potential selection for a highly coveted Jack L Cronenwett Scholarship (5 awarded annually). In 3 cohorts this program has trained 47 participants and awarded 10 scholarships for continued research.





Voices of Vascular Campaign

SPONSORSHIP OPPORTUNITIES

Become a Premier Sponsor of *Voices of Vascular* (VoV) - \$30,000 (multiple available)

BRAND RECOGNITION:

- Recognition as "Premier Sponsor" of the Foundation's VoV campaign (12 months) including five (6) signature celebratory campaigns (Black History Month, Women's History Month, Asian American & Pacific Islander Heritage Month, Pride Month, Vascular Legacy Month and Hispanic Heritage Month), as well as all other efforts throughout the year
- Recognition on *Voices of Vascular* campaign website
- Recognition in Foundation Annual Report

SOCIAL MEDIA EXPOSURE:

- Your company's logo and name will be featured across our social media channels for VoV posts, including Facebook, X (formerly Twitter), LinkedIn, and Instagram, reaching a diverse and engaged audience of medical professionals, industry leaders, patients, and stakeholders

EXCLUSIVE CONTENT OPPORTUNITIES:

- Vascular Care for the Underserved (VC4U) Grant – Your funding will directly support a VC4U award on a mutually agreed upon disease state. These awards are designed to explore solutions to the significant disparities in vascular surgery care delivery across the United States.

ON-SITE EVENT RECOGNITION:

- Recognition at VAM 2025 if committed by May 15th, 2025

Become an Ally of the *Voices of Vascular* - \$10,000 (multiple available)

BRAND RECOGNITION:

- Recognition as "Ally" of the Foundation's VoV campaign (12 months) including five (6) signature celebratory campaigns (Black History Month, Women's History Month, Asian American & Pacific Islander Heritage Month, Pride Month, Vascular Legacy Month and Hispanic Heritage Month), as well as all other efforts throughout the year
- Recognition on *Voices of Vascular* campaign website
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ON-SITE EVENT RECOGNITION:

- Recognition at VAM 2025 if committed by May 15th, 2025

SVS Foundation

FUNDING THE FUTURE OF VASCULAR HEALTH

CLINICAL RESEARCH SEED GRANTS

The Clinical Research Seed Grant program encourages the interest and development of clinical investigators among the SVS membership, particularly junior members or those with limited prior experience as Principal Investigators. The grant provides support for pilot clinical projects that have potential to develop into larger studies fundable by industry or governmental sources.



Total Need: \$70,000 (2 grants)

Domain(s): Foundation, Research



Target Audience: Young Vascular Surgeons
(0-10 years out of practice)

SVSF MENTORED RESEARCH CAREER DEVELOPMENT AWARDS

The SVSF Research Career Development Awards Program provides supplemental funding to vascular surgeon scientists who have been awarded a mentored research career development award (K08, K23) from National Institutes of Health (NIH) or the Agency for Healthcare Research and Quality (AHRQ).



Total Need: \$150,000

Domain(s): Foundation, Research



Target Audience: Early Career Vascular Surgeon Scientist

SVSF STUDENT RESEARCH FELLOWSHIP AWARDS

The Fellowship is designed to stimulate laboratory and clinical vascular research by undergraduate college students and medical school students in the United States and Canada. The intent is to further the student's education and introduce the student to the application of rigorous scientific methods to clinical problems and underlying biologic processes important to patients with vascular disease.



Total Need: \$36,000

Domain(s): Foundation, Research



Target Audience: Undergraduate Students,
Pre-Med Students, Medical Students

VOYAGE SCHOLARSHIPS

This program of the SVS Foundation and the SVS Young Surgeons Section supports early-career vascular surgeons by providing opportunities to advance their education, broaden their professional network, and actively engage with the wider vascular surgery community. The VOYAGE Scholarship aims to empower early-career vascular surgeons in the first 10 years of practice to grow professionally, make meaningful contributions to the field, and bring unique perspectives to leadership roles and key discussions within vascular surgery.



Total Need: \$20,000

Domain(s): Foundation, Education



Target Audience: Early Career Vascular Surgeons



VASCULAR HEALTH STEP CHALLENGE

VASCULAR HEALTH STEP CHALLENGE PRESENTING SPONSORSHIP - \$25,000

- All Globetrotter benefits & VAM25 exhibit hall bingo
- **Sponsored Social Media Posts:**
#WhyIWalkWednesday sponsored posts, posted weekly beginning August and runs through September, including company logo
 - Weekly why I walk post – sponsored by “XXX Company”
 - Company logo on social media template
 - Weekly social media posts through September [X/Instagram/LinkedIn/FaceBook]
- **Quarterly Foundation Newsletter E-Blast:** A quarterly newsletter sent to all SVS Foundation contacts, include Presenting Sponsor logo, offering valuable content and brand visibility. Sponsor-contributed section at bottom on topic of their interest, 150 word limit, in one issue.
- **Sponsored Text Message:** One sponsored text during campaign with logo and thank you, audience estimate at 1000+
- **Sponsorship of VC4U grant:** Receive naming right of fall 2025 VC4U award. Your funding will directly support a VC4U award on a mutually agreed upon disease state. These awards are designed to explore solutions to the significant disparities in vascular surgery care delivery across the United States.
- **Co-Branded Logo Placement:** Presenting sponsor’s logo featured prominently on all event

materials, including:

- Event website
- Registration pages
- Foundation website
- Logo & thank you in all post-event correspondence
- **Free Event Registrations:** Up to 20 complimentary registrations for the walk for sponsor’s to use

SUPERIOR SPONSOR – \$18,500

- All Globetrotter benefits & VAM25 exhibit hall bingo
- **Sponsored Social Media Posts:**
#MyHealthMonday’s sponsored posts, post weekly through September, including company logo
 - Weekly Health tip/fact or SVSF charitable fact – sponsored by “XXX Company”
 - Company logo on social media template
 - Weekly social media posts through September [X/ Instagram/LinkedIn/FaceBook]
- **Co-Branded Logo Placement:** Sponsor’s logo featured on all event materials, including:
 - Event website
 - Registration pages
 - Foundation website
 - Logo & thank you in all post event correspondence
- **Free Event Registrations:** Up to 15 complimentary registrations for the walk for sponsor to use

SPONSORSHIP BENEFITS

	GLOBETROTTER \$10,000	EXPLORER \$5,000	STRIDER \$1,000
Recognition on campaign website	Logo	Logo	Name
Recognition on SVS Foundation initiatives webpage	Logo & Link	Logo	Name
Recognition in campaign email promotions	Logo	Name	Name
Thank you in SVS Pulse newsletter (56% open rate)	Logo	Name	Name
Social Media recognition during campaign	3x	2x	1x
VAM Exhibit Hall Bingo*	✓	✓	
Recognition in SVS Foundation Annual Report	Logo		
Highlighted on SVS Industry Relations webpage	✓		

**For those who committed by April 30, 2025*



Your
Vascular
Health



YourVascularHealth.org

SVS is in the midst of a multi-faceted, multi-year, public awareness campaign, **Highway to Health: Fast Track Your Vessel Health**, and the launch October 2024 of **YourVascularHealth.org** (15K+ new users), the new go-to online resource for patients and caregivers regarding vascular health. As most people underestimate their vascular health risk, leaving them vulnerable to serious health consequences including heart attack, stroke, amputation, and even death, the Highway to Health initiative aims to educate and raise awareness about the symptoms and risk factors associated with vascular disease. There are **100M+** people reaching vascular disease age (>65) with a growing risk of patients not receiving the care they deserve. In the campaign's first year, the SVS has launched communications activations to reach consumers and referring providers where they are already spending time.

Opportunities for Industry support to help support the core tenet of this initiative – patient education:

- Support/sponsor the development of a PSA-Style Video to provide further education on impact and importance of vascular surgery. Funds may be used for development of creative concepts, storyboards, scripting, 30- and 60-second videos (including VO, music and b-roll/original footage), post-production and final video. **Total need is \$30-\$60K, depending on level of production (original footage, hired talent, on location shoots), with partial contributions welcomed.**
- Support/sponsor the development of additional video content and/or infographics to help explain more details about the campaign and the value being brought to patients, caregivers and referring physicians. **Total need is \$15-\$40K, with partial contributions welcomed.**
- Support/sponsor the development of an interactive graphic/image of the human body to help individuals “explore the body’s vasculature” as a way to understand vascular diseases and the risks associated with them. **Total need is \$40-\$60K, with partial contributions welcomed.**
- Support the development of updated medical illustrations for the Your Vascular Health website. High-quality visuals will help make vascular disease easier for patients to understand. Sponsors will receive recognition throughout the website. Support can be provided through an in-kind contribution or a grant ranging from **\$40-\$60K, with partial contributions welcomed.**



AUDIBLE BLEEDING ADVERTISING

Audible Bleeding: The Vascular Surgery Podcast has carved its niche as an auditory experience and a formal publication dedicated to shaping the minds of early-career surgeons. At Audible Bleeding, you will find interviews with leaders in the field, education for exam preparation and best clinical practices and an introduction to high-impact innovations in vascular surgery. Pre-roll and mid-roll ads and bundle packages available.



Domain(s): Engagement

AD TYPE BUNDLE	TERM LENGTH	COST	DISCOUNT
Exclusive Presenting Sponsor 1 Pre- & 1 Mid-Roll Ad per podcast	One Quarter	\$6,250	
	Six Months	\$10,625	15%
	One Year	\$20,000	20%

- With your Exclusive Presenting sponsorship, you will receive recognition on all Audible Bleeding podcast episodes produced during the period of your sponsorship package. We will also advertise this sponsorship in our membership newsletter and on the Audible Bleeding platform.
- Receive a standard Pre-roll host-read ad of the equivalent “Today’s episode of the Audible Bleeding podcast is brought to you by our Presenting Sponsor XXX Company.”
- Receive a Mid-Roll ad of 30-60 seconds, pre-recorded by host to be inserted at the midway point of all Presenting Sponsored podcasts. Content/script to be decided by company.



103,083 total downloads in 2024.



Average of **148** listeners per day.



Average of **1130** listeners per episode.



Minimum of **2 episodes** per month.



Episodes averaging **45 minutes**.

TOP 5 TOPICS OF 2024

Holding Pressure: Carotid Endarterectomy

2253

Transatlantic Series with the ESVS: Intersocietal PAD Guidelines

1846

JVS Author Spotlight - Brinster, Conte, Kim

1796

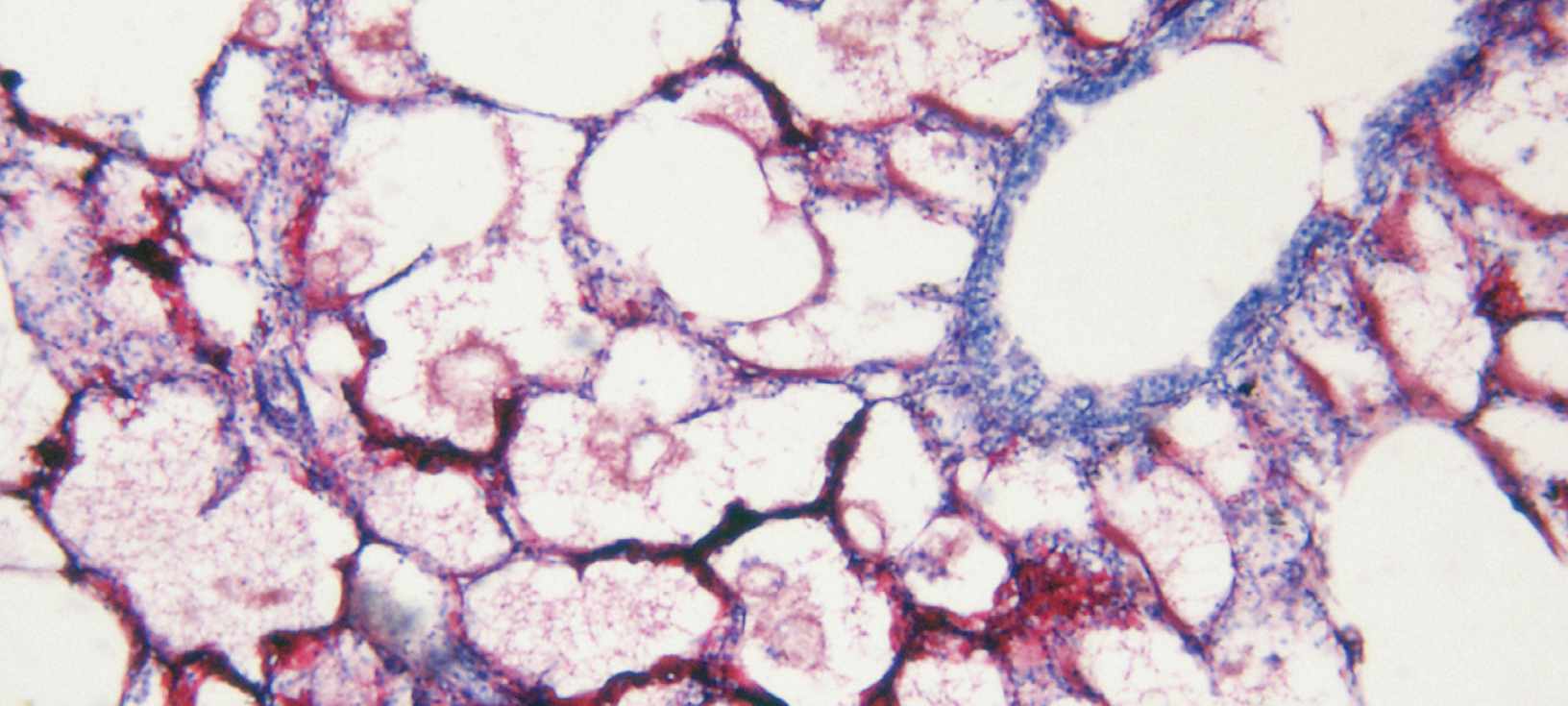
Robotic Vascular Surgery Part 1

1689

Diagnosis and Management of Infected Aortic Endografts

1567

TOTAL DOWNLOADS



Enhanced Opportunities

*Options outside of Industry Alliance Program

SPONSORSHIP & BRANDING



Separate prospectus includes VAM, VQI and SVN meetings
Domain(s): Engagement

VASCULAR SPECIALIST*



Vascular Specialist reports news articles in the field of vascular surgery. Important topics such as reimbursement, treatments, vascular society news briefs and SVS news are reported monthly.
Domain(s): Engagement





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SVS | Society for
Vascular Surgery

SVS | Foundation

SVS | PSO
PATIENT SAFETY ORGANIZATION

