



# VAM23™

## SPONSORSHIP & BRANDING PROSPECTUS

JUNE 14-17, 2023

NATIONAL HARBOR, MD

GAYLORD NATIONAL RESORT AND CONVENTION CENTER

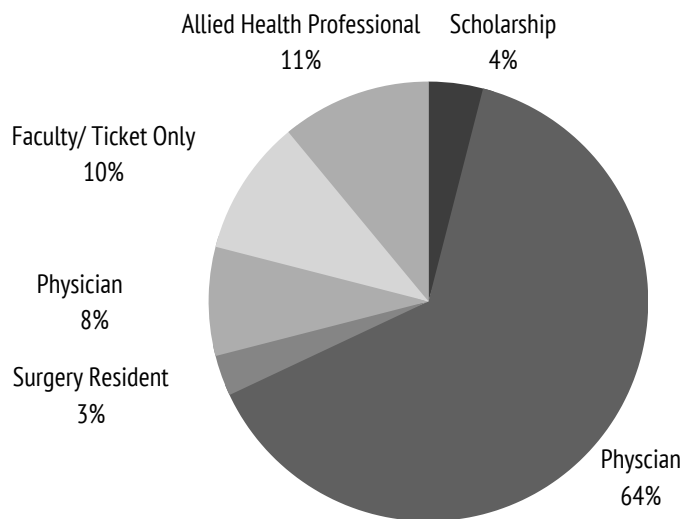


# ABOUT VAM

The Vascular Annual Meeting (VAM) is the premier source of education for vascular health professionals and provides a variety of learning opportunities in vascular surgical practice, research and science that support individual educational needs and lifelong learning.

95% of VAM physician attendees are vascular surgeons. These health care professionals master the intricacies of vascular surgery as well as state-of-the-art endovascular techniques. Ten percent of attendees travel to VAM from outside the US.

## VAM22 REGISTRATION CATEGORIES BY PERCENTAGE



**With over 1,500 professionals registered from over 40 countries in 2022, having a presence at VAM will greatly increase your visibility in the Vascular Surgery community.**

The Society for Vascular Surgery (SVS) is the national advocate for over 6,000 specialty-trained vascular surgeons and other vascular health professionals who are dedicated to the prevention and cure of vascular disease. SVS seeks to advance excellence and innovation in vascular health through education, advocacy, research, and public awareness.

**For more information see our conference website or contact [svssponsorship@vascularsociety.org](mailto:svssponsorship@vascularsociety.org) to learn about these and other opportunities!**



# VASCULAR LIVE!\*

**Cost: \$4,500** (10 timeslots available)

The Vascular Live stage is an interactive experience that puts industry partners face-to-face with VAM attendees in the exhibit hall. Vascular Live is your company's opportunity to present new ideas, provide clinical trial updates, showcase new technologies and discuss the latest trends in vascular surgery.

Each Sponsor will have 25 minutes to present on the official Vascular Live stage located in the exhibit hall during session breaks on Thursday and Friday of the conference.

\*Time-slots are first come, first served and presentation must be approved by SVS.

## BENEFITS\*

- > Virtual tote bag insert
- > Promotion on SVS's VAM webpage
- > Promotion in Vascular Specialist pre-VAM
- > Promotional signage throughout the conference
- > Dedicated Signage including presentation schedule near Vascular Live stage
- > E-blast to attendees promoting Vascular Live in exhibit hall
- > VAM mobile app promotion to include dedicated Vascular Live schedule and push notifications

*\*Please note that all the above activities will promote Vascular Live as a whole. Participating companies may choose to do independent promotions. Promotions may not imply endorsement by SVS.*



# VAM SATELLITE SYMPOSIA

A proven way to engage attendees, the VAM satellite symposia allow industry partners the opportunity to host a non-CE session and promote research, industry trends new product trials and other information relevant to our attendees.

This year, two evening and three breakfast opportunities will be offered. Availability is limited and filled on a first come, first served basis. Please review the summaries for each opportunity below as inclusions differ from breakfast to evening symposium.

## Breakfast Session

### Sponsorship Fee: \$50,000 (Thursday morning)

Sponsorship fee includes the cost of session room, meals, audio/visual equipment and labor, directional signage, and temporary staffing. Breakfast sessions are ticketed, and attendees are required to register for these sessions. All faculty related costs are the responsibility of the sponsor including registration fees, stipends and/or honorarium.

## Evening Symposium

### Sponsorship Fee: \$25,000 (Wednesday evening)

Sponsorship fee includes the cost of the session room, audio/visual equipment and labor, temporary staffing. Evening symposium sponsors are responsible for all costs associated with the event including meals or cocktail reception (food must be served if it is hosted as a reception). All faculty related costs are the responsibility of the sponsor including registration fees, stipends and/or honorarium.

**Each company sponsoring a satellite symposium will receive the following added benefits to enhance exposure at the meeting:**

- (Title, date and time of symposia) in the Vascular Specialists @ VAM preview edition (published in late May) and onsite daily newspapers. (if confirmed by publication deadline)
- Membership mailing list, with invitation to be approved by SVS with a one-time use
- Signage located adjacent to the registration area to include session title and company name (produced by SVS)
- Sponsor may provide (2) directional signs and one sign for outside of session room (all signage and artwork must be SVS approved) up to (1) hour prior to start of session. Signage must be removed immediately after session.
- Inclusion in the attendee online planner (detailed program agenda including session title, sponsor name, faculty name, institution name, city and state)
- Inclusion in the SVS mobile app (session title, sponsor name, faculty name, institution name, city and state)
- Two email blast promotions inclusive of all industry sponsored satellite symposia events (to include sponsor name, session title, faculty name(s), institution name, city and state, link to symposia registration page (provided by sponsor), pdf. with symposia description (provided by sponsor)
- Special signage at exhibit booth (produced by sponsor)
- Credit in the Corporate Partners Recognition Program
- Promotional flier to be included in virtual tote bag, located in mobile app.

For more information, to review the rules and regulations, or to complete to application, please see our conference webpage.

Contact [svssponsorship@vascularsociety.org](mailto:svssponsorship@vascularsociety.org) for inquiries or more information.



# ANNOUNCING THE 1ST ANNUAL

# VAM BLOCK PARTY

The SVS is proud to announce a completely new event taking place on the evening of Wednesday, June 14th to kick off the Vascular Annual Meeting! VAM attendees and their families will join us for an evening of festive fun to include music, entertainment, and food in a block party like no other! The lawn of the Gaylord National Convention Center and Resort will transform as the sun sets and come alive with games, artists, festive cuisine and plans of closing our party with an EPIC drone display!

The VAM Block Party will be limited to 4 sponsors each having their own “block”

## **BLOCK PARTY SPONSOR (Limited to 4 sponsors) - \$25,000**

- Assigned “block” for your organization
- Featured activity within your block with additional branding options
- Branded Cocktail Tables
- Branded Flag Banner
- Branded Festival Wristband
- Branded block on festival style map and schedule handed out to each attendee
- 10 entry badges
- Listing in mobile app
- Listed on the website
- Inclusion in announcement e-blast



On top of the above inclusions, your organization’s block will offer endless opportunities for additional creative activities and enhancements hand selected to fit your needs. Choose from our menu of enhancements or work with us to create bespoke options to fit your messaging and networking objectives. Opportunities include but are not limited to:

- Branded Food Stations
- Additional Interactive Games and Activities
- Branded Lounge Spaces
- Entertainment (chalk artists, street performers, magicians, fortune tellers, etc.)
- Artisanal and handmade demonstrations from local artists
- Branded Bar/Beverage strategically placed within your block
- Endless other opportunities to draw a crowd and keep them talking throughout the conference

Interested in supporting the SVS Foundation at VAM? The mission of the SVS Foundation is to optimize the vascular health and well-being of patients and the public through support of research that leads to discovery of knowledge and innovative strategies, as well as education and programs, to prevent and treat circulatory disease. Your organization can support this mission through sponsorship of one of the many opportunities offered at “The Great Gatsby Gala.”

For more information, please visit [vascular.org/2023Gala](https://vascular.org/2023Gala) or contact Scott Behm, Director of Industry Relations: [Sbehm@vascularsociety.org](mailto:Sbehm@vascularsociety.org)

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# BRANDING OPPORTUNITIES\*

Make a lasting impression on attendees by reaching outside your booth space! Maximize your visibility by adding these exciting and innovative branding and sponsorship opportunities! SVS has developed a list of options to meet all price points and help achieve each company's goals while onsite. Whether you are trying to increase booth traffic, promote new products, or increase brand recognition, there is something for everyone in our branding and sponsorship opportunities!



## THE FOLLOWING BENEFITS ARE INCLUDED WITH EACH BRANDING OPPORTUNITY:



- Recognition in the pre-meeting and onsite daily newspaper, Vascular Specialists@VAM – distributed onsite to all conference attendees
- Recognition on the SVS Web site, VascularWeb.org®, the leading resource for vascular health information for patients and health care professionals
- Promotional flier to be included in virtual tote bag, located in mobile app
- Recognition signage on-site, strategically placed throughout the convention center increasing visibility beyond your booth!
- Recognition in the VAM mobile app with over 2,400 downloads in 2022!

*\*All artwork must be approved by SVS prior to production. All opportunities on first come, first served basis.*

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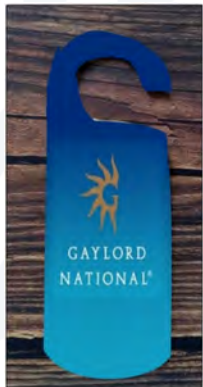


# BRANDING OPPORTUNITIES

## Hotel Key Cards

### \$15,000 (Exclusive Sponsorship)

A small way to make a big impact! What better way to remind our attendees of your support than seeing your logo each time they enter their sleeping room? As the official Headquarters Hotel of VAM, the Gaylord National Harbor is host to all VAM meeting attendees. Keycards include an approved, one-sided image provided by sponsor.



## Do Not Disturb

### \$10,000 (Exclusive Sponsorship)

Over 60% of hotel guests report utilizing the “do not disturb” door hanger during their stay. Placing your company’s message on the card makes a big impact as attendees walk into their rooms. Each door hanger is double-sided for maximum branding. \*Additional \$4 fee per room for delivery and removal by bell services. Sponsor is responsible for production costs.

## Convention Center Floor Logo

### \$5,000 (6 Available)

Strategically placed in high traffic areas to grab everyone’s attention, these 9’x9’ floor logos make a big splash and offer ample space for a logo, product promotion and booth numbers.



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# BRANDING OPPORTUNITIES

## Mobile App

### \$25,000 (Exclusive Opportunity)

VAM has gone digital! Over 2,400 attendees in 2022 utilized the SVS app for information during VAM. From agenda and floorplans to networking with other attendees, every time the app is re-launched, attendees will see the sponsoring splash page!



## Charging Lounge

### \$7,500 (6 Available)

**New this year!** Whether it is a laptop, tablet or cell phone, everyone needs to stay connected. VAM is offering industry partners the opportunity to do just that with branded charging lounges. Area includes two lounge chairs, a loveseat, and a charging table. Branding will include 2'x1' floor sticker in front of lounge, branding of charging table, and two throw pillows with company logo. Sponsor may provide small pop-up banner or backdrop with approval.



## Headquarters Room Drop

### \$7,500 (6 Available)

Deliver your message directly to VAM attendees! Use this to promote a new product, invite traffic to your booth, or increase brand awareness.

*\*Production and hotel delivery costs are at the sponsor's expense. Current pricing is \$4.00 per room for outside delivery and \$4.50 per room for inside delivery.*

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# BRANDING OPPORTUNITIES

## Vascular Specialist@VAM Room Drop \$8,500 (3 Available)

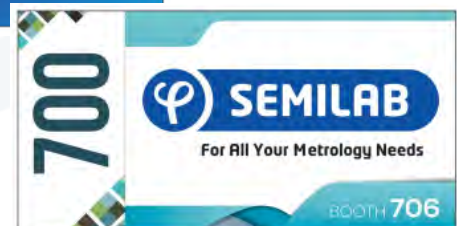
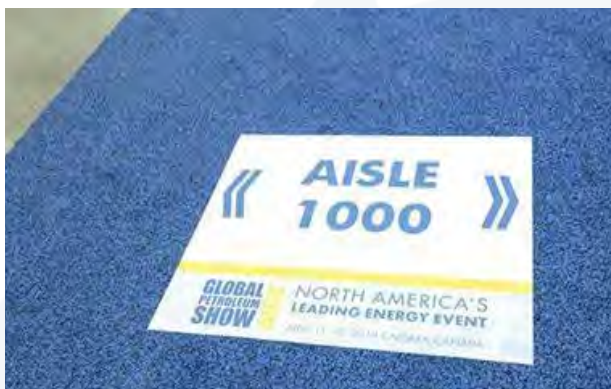
**New this year!** VS@VAM is our daily conference publication that offers highlights from each day, insights on how to maximize the conference experience, and valuable education & industry related articles. With over 4,800 subscribers, Vascular Specialist and VS@VAM is a perfect way to put your company name and logo in the hands of attendees with a hotel room door delivery each day of the VAM! Branding will include a corner note on the cover to credit sponsor and directing reader to ½ page ad within issue (option for 50% off a full page ad), eblast announcing room delivery and push notification in mobile app noting sponsor.

*Sponsorship only: hotel delivery costs are at the sponsor's expense. Current pricing includes \$4.00 per room for outside delivery and \$4.50 per room for inside delivery.*



## Exhibit Hall Hanging Aisle Signs and Floor Decals \$10,000 (7 Available)

Grab attention from above and below by branding the sign in the aisle where your booth is located, as well as a branded path that will lead attendees directly to your booth. Price includes one aisle sign and up to 10 floor decals and installation. With only seven (7) opportunities available, don't wait! Hurry before another competitor claims the aisle!



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# BRANDING OPPORTUNITIES

## Opening Reception Bar Sponsorship\* \$6,500 (4 Available)

Cheers to our opening reception! Bring attention to your brand and drive traffic to your booth by sponsoring one of the four (4) bars at the opening reception! Sponsorship includes branded beverage napkins, and signage placed on top of the bar. Each sponsored bar will be placed within proximity to your booth, increasing traffic!

*\*Bar placement subject to fire marshal approval.*



## Elevator Cling \$7,000 (12 Available)

While your captive audience waits for the elevator, promote your booth, brand, and new products with signage that covers the exterior of the entire elevator door!

*Opportunity includes cost of production and installation.*



## Conference Wi-Fi Splash Page and Password Option \$25 000 (Exclusive Sponsorship)

New to VAM this year! An exclusive sponsorship opportunity and a necessity for all attendees! Sponsorship includes approved Wi-Fi password selected by sponsor!

**Username: VAM2023**

**Password: YOURCOMPANY NAME**

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# BRANDING OPPORTUNITIES

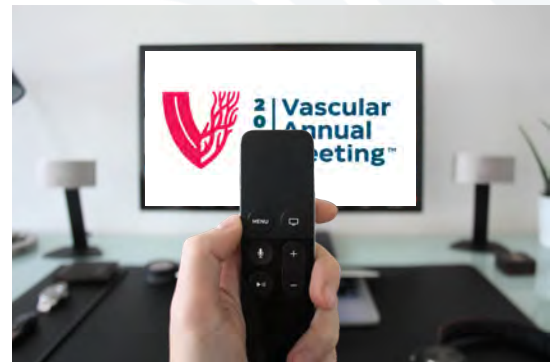


## Hotel Digital Signage \$7,500 (10 Available)

With over 25 monitors located throughout the hotel's lobby and elevator banks, your message will be displayed on a loop throughout the days of the conference! Only 10 opportunities available and each image or video will display for 30 seconds.

## Guest Room Channels \$10,000 (3 Available)

Make a lasting impression every time an attendee turns on the TV! All guest rooms are automatically set to this default channel, ensuring that your company logo will appear when they check in to their rooms and when they return after a long day of learning and networking! Logo/Image from each company will rotate on a loop to ensure that participating sponsors receive equal visibility.



## Convention Center Video Wall \$10,000 (2 Spots Available)

Exclusive to the National Harbor Resort, make a BIG impact with the Convention Center Digital Video Wall! Located above the Chesapeake Ballrooms and at the centerpiece of the session rooms, this 20 second image or video (no sound) will be shown on a loop throughout the conference.

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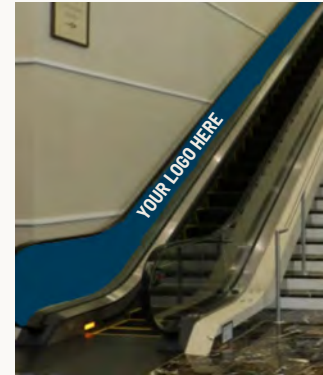


# BRANDING OPPORTUNITIES

## National Harbor Escalator Clings \$7,500 (2 Escalators Available)

Another exclusive opportunity at the National Harbor Resort, escalators flanking the video wall lead up to the plenary. Escalators will display a continuous image promoting your products or your company's logo to increase visibility!

*Production costs are the responsibility of the sponsor. (branding includes both glass walls of (1) escalator).*



## Potomac Lobby Banners \$6,000 (3 Available)

Reach your audience as they travel to the session rooms, banners are in a high traffic area and will be seen from the lobby, atrium, and convention center entrances. No better way to grab the eye of attendees!

## Maryland Foyer Window Clings \$6,000 (2 Available)

Visible from the Maryland entrance to the convention center and as attendees travel down the escalator to access the exhibit hall, this opportunity allows attendees to take notice! Promote your organization, product, or booth to attendees as they enter the exhibit hall.



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# BRANDING OPPORTUNITIES

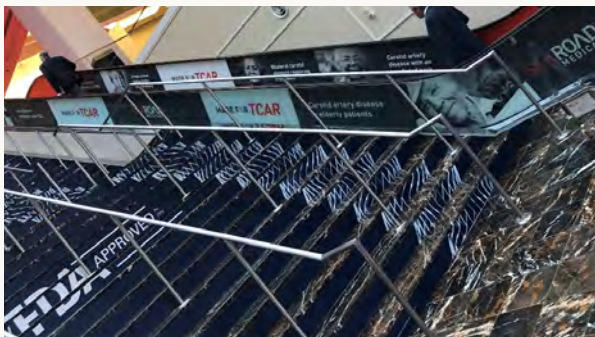
## Foyer Mirror Clings \$7,500 (5 Available)

Placed throughout the main Ballroom Foyers; Maryland, Potomac, Chesapeake, National Harbor, and Annapolis, these mirror clings are a simple, yet effective way to ensure your organization remains top of mind throughout VAM!



## Exhibit Hall Staircase \$15,000 (2 Staircases Available)

Every attendee will visit the exhibit hall for meals, the opening reception and to gain industry insights at VAM, stand out from other industry partners by branding the only staircase leading to and from the exhibit floor! Sponsorship includes production and installation for area as seen in images on right.



## Exhibit Hall Escalator Railing Wall \$7,500 (4 Escalators Available)

An impactful way to remind attendees to visit your booth, branding the escalators leading to and from the exhibit hall floor! Branding will be highly visible not only as attendees descend the escalators but around the corner as they access the main entrance to the exhibit hall. *Sponsorship includes opportunity cost, production is at the cost of the sponsor. (branding includes both glass sides of (1) escalator wall)*

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# BRANDING OPPORTUNITIES

## Lamp Post Banners \$3,500 (7 Available)

Exclusive to Gaylord properties, the atrium is a highly populated area, no matter what time of day. Elevate your presence on property by branding the lamp posts located throughout this coveted space. Guests will see your company banner opposite VAM banners as they travel through the resorts to dine, shop or relax at the various outlets.



## Directional Stacks \$2,500 (6 Available)

**New this year!** VAM will be utilizing 3D directional “stacks” providing important information on sessions, meeting rooms, events, and more! Sponsor a stack that will include your company’s branding on two (2) sides of the directional. Stacks will be scattered throughout VAM for maximum exposure!



## National Harbor Fountain \$20,000 (Exclusive Sponsorship)

Yet another unique opportunity exclusive to the Gaylord, branding of the iconic National Harbor Fountain! The fountain demands to be seen from all areas of the resort; at guest check-in, overlooking the atrium from the guest rooms, or as attendees enjoy their morning coffee. Give everyone the chance to see your logo in action!

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# BRANDING OPPORTUNITIES

## Atrium Building Gobos \$10,000 (2 Available)

A creative way to establish a presence outside the convention space - your company logo projected onto one of the two buildings located in the atrium! This unique placement ensures your logo is visible to attendees overlooking the atrium from above and from the atrium floor!



## Lawn Chairs (per 10 chairs) \$2,500 (10 Available)

The lawn at Gaylord National Harbor will be visited many times by attendees to unwind after long days in session. Sponsor a space for them to relax with branded Adirondack chairs! Price includes branding for 10 chairs that will be placed throughout the levels of the rolling lawn for the duration of VAM. \*\*\*



## Drink Coasters \$5,000 (3 Available)

The hotel bar is a popular place to meet with colleagues, unwind after a day in sessions, or catch up over a drink. Increase your visibility by branding coasters with your company logo or product promotion. Each sponsorship will include 250 coasters that will be used at the main lobby bar during VAM.

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