

September 24, 2023



Guidelines and Important Dates for the November 2023

VEITHsymposium/AIMsymposium/AVIDsymposium Advertising Opportunities

- 1. Advertising content must be approved by jsimpson@veithsymposium.org by 5:00 p.m. Eastern time on September 29, 2023. Failure to submit content for approval by this date may result in a forfeited opportunity.**
- 2. Payment for advertising opportunities is due 2 weeks after the invoice is sent. Payment not received during this period may result in a forfeited opportunity.**
- 3. All graphic orders must be placed with Freeman no later than October 13, 2023. Failure to submit by this date will result in surcharges.**
- 4. In order to give more companies an opportunity to purchase advertising opportunities, this year, requests will be confirmed/invoiced within 2 weeks of receipt. Advertising opportunities will not be on a first, first served basis.**

HILTON MOVABLE LIGHT BOX/TOWER – 8' HIGH ENTRANCE TOWER (4 SIDED)
(Hotel Lobby – 6th Avenue - Location must be approved by Hilton and/or VEITHsymposium.)

Quantity: 1 Light Box/Tower (4 Panels/Clings each – Back Lit). Available to ONE company only. Sold as 4-Panel Light Box/Tower although only 3 may be visible, depending on location.

Dimensions: 24 1/8" W x 94 15/16" H

Cost: \$7,750; includes Freeman printing and installation labor; does not include graphic design or Hilton electricity.

Content must be approved by September 29, 2023. Please submit to jsimpson@veithsymposium.org.

Orders received by Freeman after October 13, 2023 are subject to a surcharge.



ESCALATOR WELLS (2nd Floor)

Quantity: 2 Full Wells
12 Panels/Clings per Well (double sided only)

Dimensions: 57" W x 30" H each Panel/Cling.

Cost: \$7,750 per Well; includes Freeman printing and installation labor; does not include graphic design.

Content must be approved by jsimpson@veithsymposium.org by September 29, 2023. Orders received by Freeman after October 13, 2023, are subject to a surcharge.

Escalator Well West – Close to Rhinelander Gallery



COUNTER CHARGING BANK UNIT

Quantity: 2 Sides

Dimensions: 116 7/8" W x 19 1/4" H

Cost: \$5,000 each side

Content must be approved by jsimpson@veithsymposium.org by September 29, 2023.
Orders received by Freeman after 10/13/23, are subject to a surcharge.



COLUMN WRAPS (Rhinelanders Gallery/Registration Area – 2nd Floor)

OPTION A (See next page for Option B.)

Quantity: 9 Columns (4 single sided Panels per Column)

Dimensions: Each Panel is 58.3125" W x 93" H

Cost: \$3,500 per Column; includes Freeman printing and installation labor; does not include graphic design.

See Floor Plans at end of document for Column Wrap selection.

Content must be approved by jsimpson@veithsymposium.org by September 29, 2023.
Orders received by Freeman after 10/13/23 are subject to a surcharge.



Column #5 Not Available

STAND ALONE GRAPHICS/METER BOARDS

Quantity: 3 per Company

Dimensions: 38" W x 87" H – double or single sided.

Cost: \$550 single sided; includes Freeman printing and installation labor; does not include graphic design.

\$725 double sided; includes Freeman printing and installation labor; does not include graphic design.

Content must be approved by jsimpson@veithsymposium.org by September 29, 2023. Orders received by Freeman after 10/13/23 are subject to a surcharge.



HOTEL ROOM KEY

Quantity: 1 Company
Double Sided

Please note that the Hilton's logo must be included on the card.

Opportunity Fee: \$10,000 (plus hotel and other charges, to be paid to hotel and/or vendor)

Content must be approved by jsimpson@veithsymposium.org prior to production date set by vendor of the hotel room key.

Once the opportunity fee has been paid to VEITHsymposium, please contact Cheve Dietz for further instructions (i.e., how to prepare and submit your artwork, payment, etc.).

Cheve Dietz

Phone: (828) 418-8410

Email: cdietz@plicards.com

Web: www.plicards.com

For Quantities please contact: paula.ramirez@hilton.com

HOTEL DOOR DROPS

Quantity: 9

Opportunity Fee: \$500 plus hotel charges.

Content must be approved by jsimpson@veithsymposium.org by September 29, 2023.

Hotel Door Drop Instructions

Upon approval, hotel will be notified and you will submit your order form directly to the hotel. Please contact paula.ramirez@hilton.com for quantity, ordering form, and shipping instructions.

HILTON:

Room Drop under the door: \$1.50 per item/piece

Room Drop inside the room: \$2.50 per item/piece

Room Drop hang on the door: \$1.50 per item/piece

Cross referencing of convention attendees with customer list: \$0.50 per name

E-Blasts

Available only to companies exhibiting at VEITHsymposium, AIMsymposium and/or AVIDsymposium.

Quantity: 20

Cost: \$1,500

E-blasts will be sent October 9 through November 18, 2023.

Content must be approved by jsimpson@veithsymposium.org one week prior to the date the eblast is to be sent (i.e., October 9th to November 18th).

Note: Only 1 eblast will be sent per day. Please provide 1st, 2nd and 3rd choice of dates. Dates will be confirmed once payment is received and based on availability.

Eblast Preparation:

1. Designs should be 800 pixels across.
2. Submit compressed file containing one HTML document and any supporting images.
3. Once your eblast is approved by jsimpson@veithsymposium.org, please send your HTML formatted content to Paul Singh at Captivate Media Ltd. Paul or his designee will send test e-mails for your approval prior to sending the blast. Paul's e-mail address is contact@captivatemediaco.uk.

Unavailable Dates:

October: 18

November: 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16

Push Notifications

Limit: 2 Per Company

Cost: \$1,000 Each

- Each notification must have a title and a body. The limit for the title is 76 characters.
- For the body of the notification, please limit your message to 500 characters or about 5 lines of text (in Microsoft Word).
- Images are OK, but please be aware that the readability is impacted by the size of each user's mobile device.
- PDFs are OK, however, they will be links, and opened within the app, and not just displayed as is (i.e.: the way an image is displayed.)
- PDFs and images are not a necessary part of the push notification, they are just available for your use.

BAG STUFFING

Dimensions: One Piece - Standard paper - 8.5 W x 11 H, or smaller.

Cost*: \$1,000 per piece – up to 3,000 copies of each piece. Limit 2 pieces.

*Includes Freeman handling. Label to affix to your shipping package will be provided.

Materials are due in Freeman's warehouse between October 13th and no later than November 6th.

Please send a copy of your material for easy identification to jsimpson@veithsymposium.org no later than November 6, 2023.

NEW THIS YEAR!

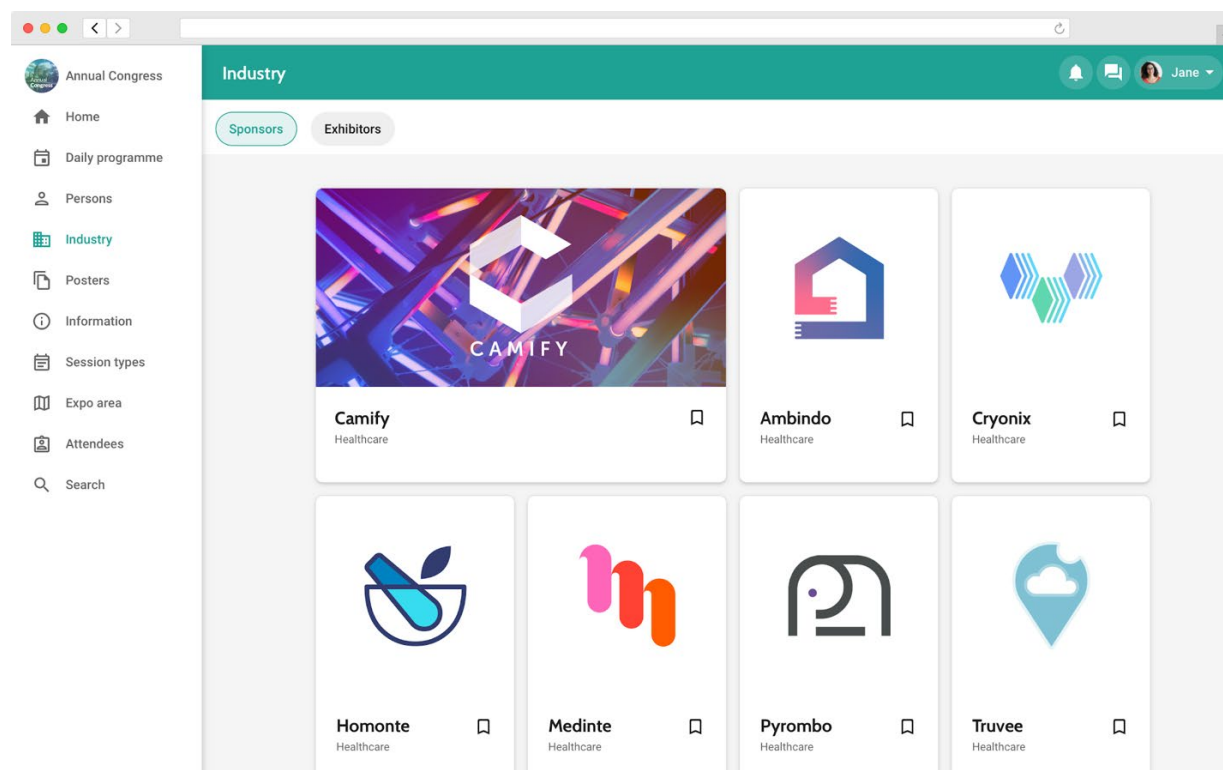
MOBILE APP EXCLUSIVE BRANDING OPPORTUNITY

Highlight your company in the Exhibitor List by placing your company's logo on our industry page.

Large Card Cost: \$1500 Size: 1200x600. Submit jpg or png up to 2MB

Small Card Cost: \$1000 Size: 600x600. Submit jpg or png up to 2MB

Logos will be placed alphabetically based, grouped by Large and Small Card. Please note that the Mobile App Sponsor's Large Card logo will be placed first. Logos must be sent to jsimpson@veithsymposiu.org by **September 29, 2023**.



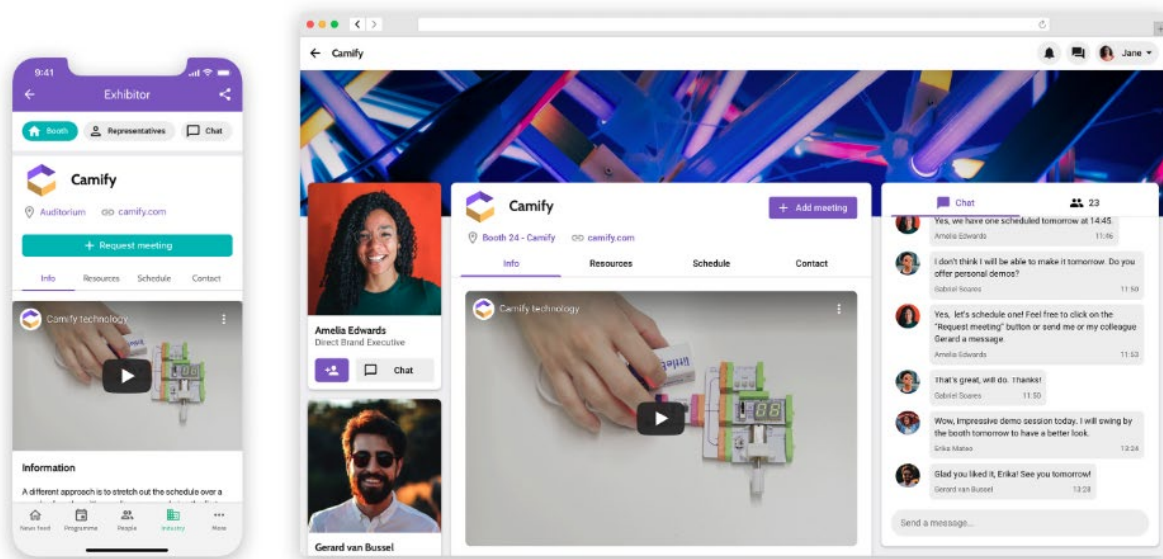
NEW THIS YEAR!

MOBILE APP EXCLUSIVE BRANDING OPPORTUNITY

*Special Introductory Price Starting at \$5,000**

Interested in interacting with your customers in person *and* **virtually** at the symposium? Participate in the **Exhibitor Hub** and receive your own branded exhibitor page with logo, banner, video, and slideshow. Your page includes:

- Links to your website, PDFs, email, etc.
- Contact links and drop business card feature
- Videos acceptable *(price changes based on length of video)
 - 90 second video \$5,000
 - 3-minute video \$6,000
 - 4-minute video \$6,500
 - 5-minute video \$7,000
- Chat with representatives
- List your company's special industry-sponsored event at VEITHsymposium
- Representative profiles



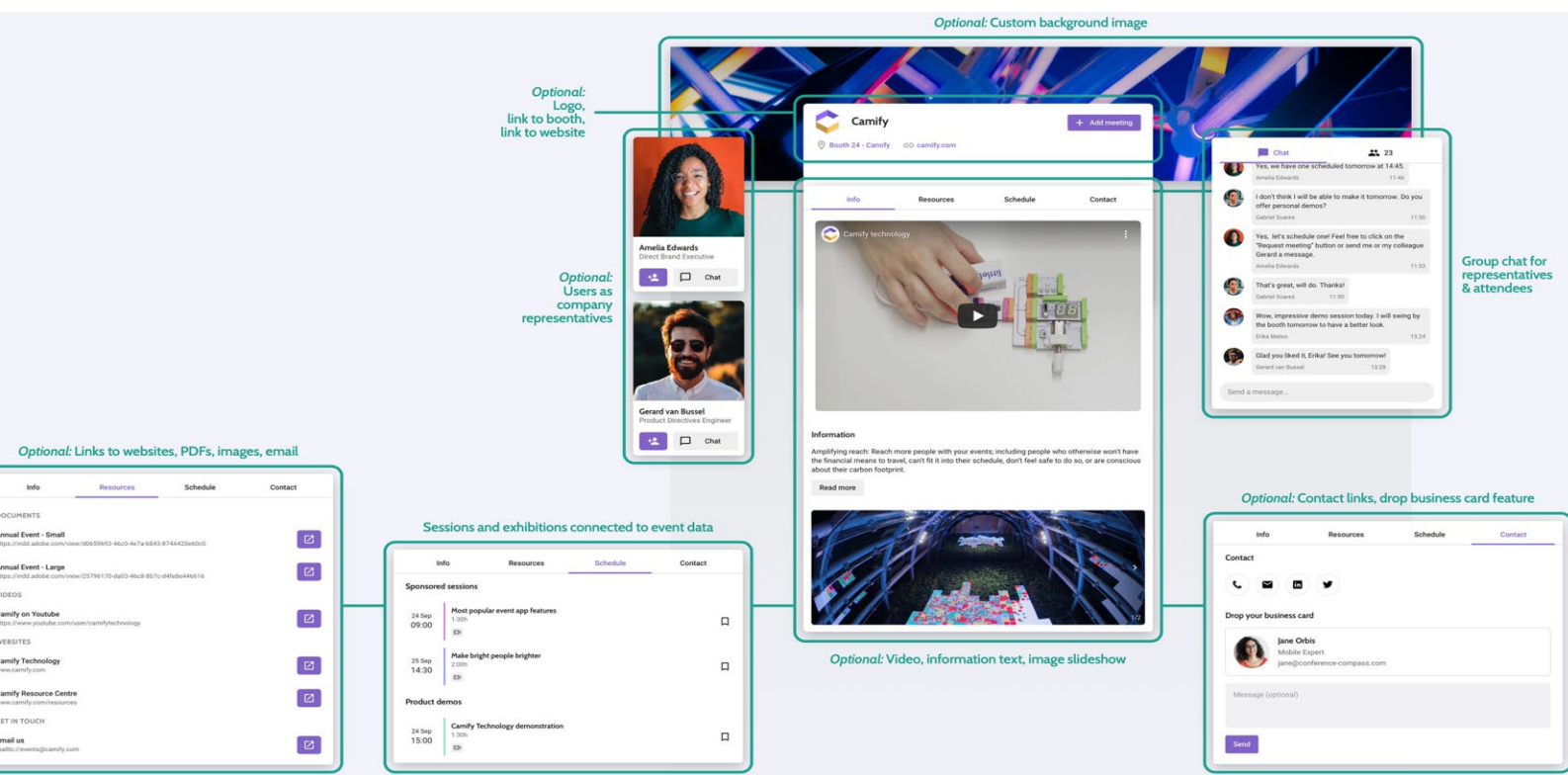
Exhibitor booth

Mobile app

Web app

See next page for more details.

Expanded Details for participation in the Exhibitor Hub Branded Exhibitor page.



Specifications:

Send your logo and information using the format listed below to jsimpson@veithsymposium.org by **September 29, 2023**. Once confirmed, additional instructions will be sent to you.

Logo	Size: 600x600. Submit jpg or png up to 2MB
Background	Size: 1920x384. Submit jpg or png up to 2MB
Slideshow	Size: 1280x480. Submit jpg or png up to 2MB
Video * price varies based on video length	URL from YouTube or Vimeo – 90 secs; 3 min, 4 mins, or 5 mins.
Company Description	Text formattable through HTML – maximum 100 words
Link to Website	URL to website
Contact Links	Phone number, email, Facebook URL, twitter URL, LinkedIn URL
Ability to receive business cards directly through the app	Email address of your company representative
Ability to add a representative directly to your personal page. This person then will be able to be contacted directly through the page of the exhibitor	Email address and name
Group Chat – a feature that can be turned on or off for your exhibit	Specify YES if you would like this feature turned on for your Exhibit Page.

MOBILE APP/MOBILE WEBSITE ADVERTISING SPECIAL CME, NON-CME AND OTHER EVENTS AT VEITHsymposium



Dear Valued Industry Partner,

Thank you for purchasing advertising/promotional opportunities at the November 2023 VEITHsymposium.

Again this year, we are pleased to extend a **complimentary** offer to companies that are hosting events during the meeting the opportunity to post their pavilion/exhibit events on the special CME, non-CME and other events page on the VEITHsymposium website.

Please submit your content for approval to jsimpson@veithsymposium.org no later than Wednesday, November 8, 2023. Your content should be void of links to your products. Once approved, please submit your content for posting/pushing to sbowman@veithsymposium.org with the preferred date and time for push notification. Please copy jsimpson@veithsymposium.org on your email.

Thank you for supporting VEITHsymposium. We look forward to providing an educational and exhibiting experience that exceeds your expectations.

Best regards,

VEITHsymposium Organizing Committee

ONSITE DAILY NEWSPAPER ADVERTISING

Quantity: Set by Captivate Media Ltd.

Cost: Set by Captivate Media Ltd.

Content must be approved by jsimpson@veithsymposium.org prior to due date set by Captivate Media Ltd., publisher of the VEITHsymposium Daily Newspaper.

For additional information please contact: Paul Singh – contact@captivatemediaco.uk



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Welcome back to New York!

It is with great pleasure that we welcome you to the 49th Vascular & Endovascular Issues Techniques and Horizons (VEITHsymposium).

We are delighted to be back in New York for a packed program of cutting-edge talks that promise to deliver a comprehensive exploration of current insights in the vascular field, its treatments, and a fascinating look at novel therapies, techniques, and innovations.

This has still been a challenging year for us, with some faculty and attendees being unable to come to New York for various reasons – mostly travel restrictions from overseas. So, to have our usual complete and thorough meeting which covers everything of importance in vascular disease management, with the best experts in the world as faculty, we have had to have some topics presented as pre-recorded talks. However, these talks will be inserted seamlessly into sessions, so you won't even know the speakers aren't here. So, in fact, our meeting will be even better than it was pre-COVID, combining several new features with all the excellent ones of the past!

In the coming days, you can be assured there will be plenty of rapid-fire presentations, debates, panel discussions, case reports and more,



Frank J. Veith

taking place in more than 100 sessions from dawn to dusk. Expect the latest pharmacologic, radiologic, open surgical and endovascular techniques and technologies to be laid bare, along with advances, changing concepts in diagnosis, management and guidelines, re-evaluations of clinical practice and cutting-edge concepts and controversies.

As always, we offer a huge thanks to our industry partners. They have encouraged and helped us even more than usual this year. To get important

new information, we urge you to visit their pavilions, their exhibits, and industry sponsored events held throughout the program.

For last-minute updates to the program, or to search for specific speakers, industry partners or sessions, head to the official VEITHsymposium Mobile App. And, if you can't squeeze in everything you would like to see, all content will be available in the online library (www.veithondemand.com) very soon after the meeting. It is a great up-to-date resource, so make sure to save your conference badge or its number to gain access.

And of course, each issue of *VEITHsymposium News* will help you to catch up with some of the highlights from the expansive program thus far, as well as whetting your appetite for things to come.

Finally, we thank you for your attendance. Your insight, expertise, and continued motivation in the field of vascular and endovascular practice are the pillars on which the annual VEITHsymposium is built. We wish you a fantastic five days here in New York, and we look forward to welcoming you back next year.

Frank J. Veith
VEITHsymposium Chairman

MIMEDX

Introducing the AMNIOEFFECT and AXIOFILL Advanced Placental-Based Allografts in Vascular Surgery

Speaker: Nicolas Mouawad, MD, MPH, MBA, RPVI | Vascular Surgeon | Bay City, MI

EDUCATIONAL LUNCH PRESENTATION
Thursday, Nov 17, 2022, 12:00 – 1:30 PM
Gramercy Suite East, 2nd Floor

Register Now:
<https://bit.ly/3EYmVAs>

AXIOFILL™
ECM PARTICULATE

NEW!

Human Placental Extracellular Matrix (ECM)

AMNIOEFFECT™

NEW!

Trilayer Placental-Based Sheet Allograft

NOTE: Payment for advertising in the VEITHsymposium onsite newspaper is due prior to the beginning of the meeting.