



STS 54th Annual Meeting & Exhibition

Branding Catalog

**Greater Fort Lauderdale/
Broward County Convention Center
Florida**

**EXHIBITION DATES:
January 28-30, 2018**

**MEETING DATES:
January 27-31, 2018**



**The Society
of Thoracic
Surgeons**



STS 54th Annual Meeting Branding Opportunities

The STS 54th Annual Meeting will bring members of the entire cardiothoracic surgery team to Fort Lauderdale, Florida, and they will be eager for face time with companies—such as yours—that are delivering cutting-edge products and valuable services.

In 2017, the STS Annual Meeting attracted approximately 4,200 registrants from 66 countries, including more than 2,100 cardiothoracic surgery professionals. The promotional opportunities in this catalog provide dynamic vehicles to showcase your company's products and services and deliver its message to this targeted audience.

Read on to discover a variety of creative ways to capitalize on the Society's reach so that your company can enhance its brand, demonstrate its commitment to the specialty, and connect with the cardiothoracic surgery community while in Fort Lauderdale!

2017 ANNUAL MEETING ATTENDEE PROFILE

2,155 Professional Attendees

128 Exhibiting Organizations

ATTENDEES AS PURCHASERS:*

98% Visit the Exhibit Hall at least once

63% Visit the Exhibit Hall at least three times!

78% MDs in practice for at least 10 years!

*STS 53rd Annual Meeting Survey

INTERNATIONAL MEETING SCOPE

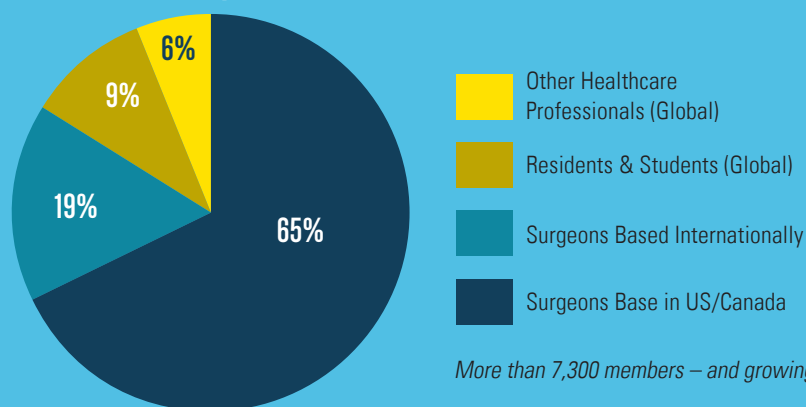
66 Countries represented at the STS Annual Meeting

27% Professional attendees from outside the US

TOP 5 COUNTRIES:

1. United States
2. Japan
3. Canada
4. Mexico
5. United Kingdom

STS Membership



The STS Annual Meeting continues to be the preeminent event in cardiothoracic surgery. The 2018 meeting will feature outstanding didactic and interactive educational programs, combined with an expansive Exhibit Hall and unique networking opportunities. When you need to reach cardiothoracic surgery's decision makers, there's no better choice than the STS Annual Meeting.



Please Note

The deadline for right of first refusal August 31, 2017. After this date, branding opportunities will be made available to other companies on a first-come, first-served basis.

Branding opportunities are listed by location in descending price order from high to low. Convention Center opportunities start on page 3; hotel opportunities start on page 7, and publication opportunities start on page 9. Additional opportunities are listed at the end of this catalog.

Convention Center Branding Opportunities

Atrium Lobby Vertical Banners

- \$50,000, Exclusive Opportunity
- **SOLD!**

Do you want your company to be the first to be seen at the STS Annual Meeting? Seven vertical banners are available in the Atrium Lobby of the convention center. This is a high-impact opportunity. Registration, reception, and escalators that will take attendees to the meeting rooms also are in this area. Price does not include production, installation, or removal.

Deadline to submit materials to STS: December 16, 2017



Shuttle Bus Exterior

- \$40,000, Exclusive Opportunity

STS provides meeting attendees with the convenience of frequent shuttle service to and from the convention center and 10 official STS Annual Meeting hotels. Buses will run four routes throughout the day from Friday, January 26, through noon Wednesday, January 31, 2018. Shuttle bus service also will be provided to and from the STS President's Reception. The ongoing bus service makes this a highly visible promotional opportunity! Price does not include production, installation, or removal.

Deadline to submit materials to STS: TBD



Wi-Fi

- \$25,000, Exclusive Opportunity
- **SOLD!**

Provide Annual Meeting attendees with the convenience of Wi-Fi in the meeting rooms and common areas. This is a highly visible promotional opportunity. Be sure to appreciate this valuable service, which will be shown during the meeting. Show your preproduced company graphic and logo on the Wi-Fi signal that you can create.

Deadline to submit materials to STS: TBD



Entrance Window Clings

- \$25,000, Atrium Lobby Entrance Window Clings, 16 windows (2 rows of 8) - Available
- \$20,000, North Concourse Entrance Window Clings, 12 windows (2 rows of 6) - **SOLD!**

Display your company graphics on windows located at one of two main entrances to the Convention Center. Branded clings can be double-sided and can face both outside the entrance and inside the bustling Convention Center. Price does not include production, installation, or removal.

Deadline to submit materials to STS: January 3, 2018



Wall Banners

- \$20,000 each, 5 available - **2 SOLD; 3 Available**
- \$15,000 each, 2 available

Four single-sided wall banners—approximately 20' x 8'—are available in premium locations to promote your company's brand or products. Two are located near the Floridian Ballroom on the Third Floor where Parallel Sessions will be held and two are outside Lobby B & C on the First Floor of the Convention Center. Two single-sided wall banners—approximately 10' x 8' each—are available in premium locations in the North Concourse on the Second Floor. Price does not include production, installation, or removal.

Deadline to submit materials to STS: January 3, 2018

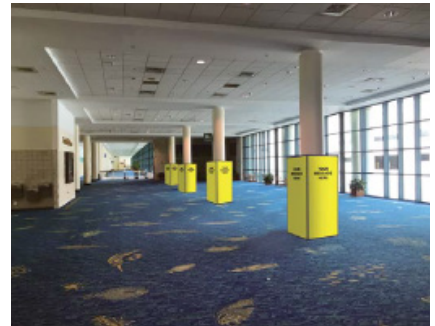


Column Wraps

- \$20,000, set of 4, Outside Grand Ballroom
- \$15,000, set of 2, Outside Exhibit Halls B and C - **SOLD!**
- *Open to all; no company has first refusal.*

One set of four column wrap structures can highlight your company's message outside the Third Floor Grand Ballroom (where Tech-Con and the General Sessions will take place). An additional set of two columns is available outside Exhibit Halls B and C in the North Concourse. Price does not include production, installation, or removal.

Deadline to submit materials to STS: January 3, 2018

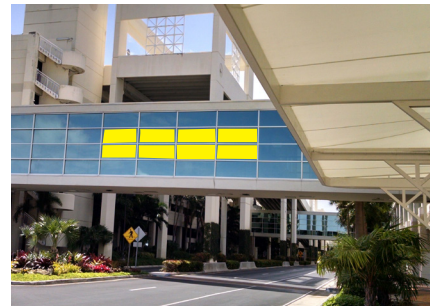


Skywalk Banner Cling

- \$15,000, Exclusive Opportunity
- **SOLD!**

Make an impression as attendees walk through the Convention Center with a large banner cling—14 windows of the skywalk—that will be placed on the skywalk window overlooking the Lobby Entrance (where shuttle buses drop-off/pick-up). Price does not include production, installation, or removal.

Deadline to submit materials to STS: December 15, 2017

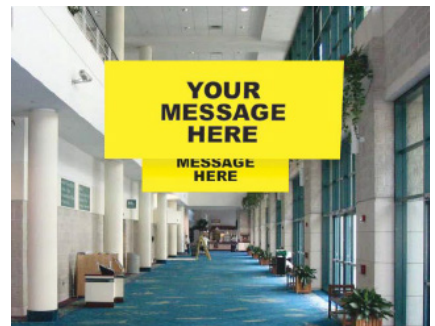


Large Concourse Banners

- \$15,000 each
- **SOLD!**

Your company's message will be hard to miss in a well-traveled area. Each banner will be approximately 10' x 36" tall, double-sided. Price does not include production, installation, or removal.

Deadline to submit materials to STS: December 15, 2017



Escalator Clings

- \$15,000 each, 2 available, Atrium Lobby
- \$10,000 each, 2 available, South Concourse - **SOLD!**

The sides and adjoining interior runners on four sets of escalators are available for your company to promote its brand or products using clings. Annual Meeting attendees will use the escalators, often several times each day, between the First Floor (where Registration and the Exhibit Hall entrance are located), and the Second and Third Floors (where the educational sessions will take place). Take advantage of this large canvas for your brand to repeatedly reach its target audience! Price does not include production, installation, or removal.

Deadline to submit materials to STS: January 3, 2018

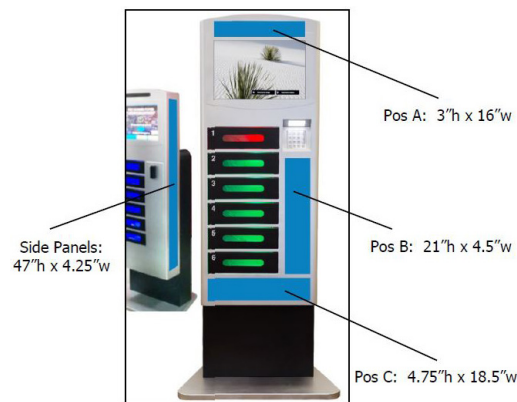


Charging Stations

- \$10,000 each, 2 available

Grab the attention of attendees and provide a great service! A charging station offers safe lockers for attendees to charge their devices so that they can spend more time with you. Each station contains six individual charging lockers that correspond to most mobile phones, tablets, and small laptops. The station will be branded with your company graphics and includes use of a full media display on a 19" LCD touchscreen. Charging stations will be promoted in the daily onsite/online newspaper, the STS Annual Meeting Mobile App, digital signage, and more. Price includes production.

Deadline to submit materials to STS: TBD



Lanyard Trees

- \$10,000, Exclusive Opportunity

Place your graphics on a double-sided sign—approximately 24"x 15"—on top of the lanyard trees that will be located at registration. You also may brand the lanyard base panels, which are approximately 32.875" x 18.5". Your company's message is sure to be noticed when attendees stop by to grab a lanyard. Price includes production.

Deadline to submit materials to STS: January 3, 2018



Exhibit Hall Directional Aisle Signs

- \$10,000, Exclusive Opportunity
- **SOLD!**

Is your company looking for a way to stand out in the STS Exhibit Hall? Then don't pass up the opportunity to have your branding to appear on prominently placed directional signage. Will your company be highlighted throughout the exhibit hall? Also attendees will appreciate these helpful directional signs. The included area is 48" wide x 30" tall. Price includes production.

Deadline to submit materials to STS: December 15, 2017



Coffee Cup Sleeves

- \$10,000, 1 set available

Greet Annual Meeting attendees with a cup of coffee in the Exhibit Hall. Coffee will be provided on Sunday during the Opening Reception and on Monday and Tuesday during breaks and lunch. Your company name, logo, and/or booth number can be placed on coffee sleeves. Price includes production.

Deadline to submit materials to STS: December 15, 2017



Railing Banners

- \$10,000 each, 2 available

Promote your company's brand or product to attendees via a large single-sided banner—approximately 268" x 58"—that will hang from the Third Floor Atrium railing. These premium banners are viewable from the Atrium Lobby and Second Floor. Price does not include production, installation, or removal.

Deadline to submit materials to STS: January 3, 2018

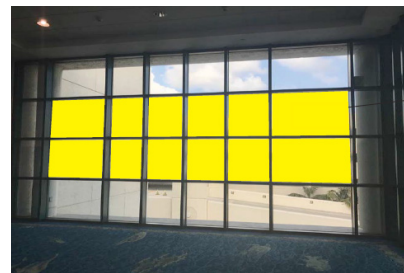


Window Clings

- \$10,000 each set, 1 set of 12 available (2 rows of 6)
- \$7,500 each set, 1 set of 8 available (2 rows of 4)

Feature your company's message on the Third Floor windows that attendees will pass as they travel to and from the Grand Ballroom where the General Sessions and Tech-Con will be held. The Tech-Con Exhibit Area and reception also will be located in this area. Price does not include production, installation, or removal.

Deadline to submit materials to STS: January 3, 2018



Archway Banner

- \$7,500, Exclusive Opportunity
- **SOLD!**

Take advantage of this affordable opportunity to display your company's message in the Atrium Lobby of the Convention Center. This banner is approximately 12' x 4'. Your message will be seen as attendees travel through the archway that connects the Second Floor to the Atrium. Price does not include production, installation, or removal.

Deadline to submit materials to STS: December 15, 2017



Food & Beverage Napkins

- \$7,500, Exclusive Opportunity

Participate in the Opening Reception and coffee breaks by providing napkins with your company logo for food and beverage stations located in the Exhibit Hall. Price includes production.

Deadline to submit materials to STS: January 3, 2018



Door Clings

- \$5,000, 1 set of 2 panels, Exclusive Opportunity
- **SOLD!**

Feature your company's message on the doors that attendees will pass several times per day as they travel to and from the South Concourse. These doors connect the South Concourse and the parking garage via a skywalk. Price does not include production, installation, or removal.

Deadline to submit materials to STS: December 15, 2017

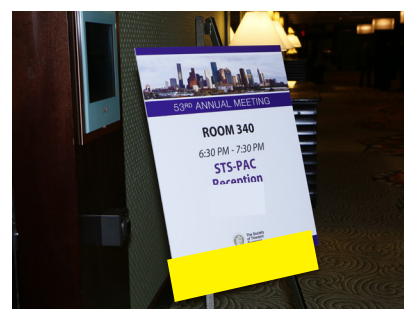


Meeting Room Signage

- \$5,000, Exclusive Opportunity

Before and during STS Annual Meeting sessions, STS leadership—some of the world's most renowned cardiothoracic surgeons—will attend workforce, committee, and other governance meetings at the convention center. This signage opportunity will provide your company with repeated exposure to the Society's most respected and influential leaders. Price includes production.

Deadline to submit materials to STS: January 3, 2018

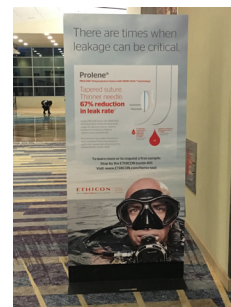


Graphic Boards

- \$5,000
- **1 SOLD, 5 available**

Standing signage—approximately 7' tall x 3' wide, double-sided—will be placed in high-traffic areas of the convention center, offering a great opportunity to promote your company's message and booth location. Price does not include production.

Deadline to submit materials to STS: January 3, 2018



Convention Bag Inserts

- \$5,000 each
- **3 SOLD, 3 available**

Be among the select few exhibitors to secure this highly visible opportunity! Exhibitor inserts are limited to five (no more than two per company), so your promotion will not be lost among a mass of paper. Convention bags are handed to all professional attendees at registration. Price does not include production.

Deadline to submit 2,300 inserts to STS: January 8, 2018



Learning Lab

- \$5,000 per timeslot (seats up to 100 people)
- **3 SOLD, 2 available**

Engage your target audience through a 30-minute talk, demonstration, or video in a Learning Lab. The Learning Lab setup will include a stage, podium, basic AV, and seating. Presentation schedules will be listed on signage near the theater area, on a bag insert that will be handed out at registration, via the STS Annual Meeting Mobile App, and on digital signage screens located throughout the convention center. Announcements also will be made over the Exhibit Hall's public address system when each presentation is about to begin. Available timeslots* are:

Monday – ~~10:55 a.m. – 11:25 a.m.~~, ~~12:45 p.m. – 1:15 p.m.~~, 3:45 p.m. – 4:15 p.m.
Tuesday – ~~10:15 a.m. – 10:45 a.m.~~, 12:15 p.m. – 12:45 p.m.

*Timeslots will be assigned on a first-come, first-served basis and are subject to change.



Hotel Branding Opportunities

Additional branding opportunities are available at the hotels with the largest STS room blocks. Peak night room totals are as follows:

Hilton Fort Lauderdale Marina – 500
Fort Lauderdale Marriott Harbor Beach – 400
Hyatt Pier Sixty-Six – 295

Hotel Key Cards (Hilton, Marriott, Hyatt)

- \$20,000, Exclusive Opportunity
- **SOLD!**

Hotel key cards for official STS Annual Meeting hotels—rooms on the peak night alone—can be printed with your company logo and message. Hotel key cards will be distributed to attendees at the Fort Lauderdale Marriott Harbor Beach, Hilton Fort Lauderdale Marina, and Hyatt Regency Pier Sixty-Six each time an attendee uses his or her room key. Price does not include production.

Deadline to submit materials to STS: December 1, 2017



SOLD!

Marriott Branding Package

- \$20,000, Exclusive Opportunity

Save money and buy out the branding opportunities. This package includes the Porte Cochère Banner, Wall Banner, Shuttle Bus Entrance Window Clings, and Porte Cochère Column Banners (see photos below). Priced separately, this package does not include production, installation, or removal.

Deadline to submit materials to STS: January 12, 2018

NO LONGER AVAILABLE

SEE
MARRIOTT
PHOTOS
BELOW

Porte Cochère Banner (Marriott)

- \$7,500, Exclusive Opportunity

Display your company's message with a large banner hanging from the porte cochère at the Fort Lauderdale Marriott Harbor Beach Resort & Spa. This covered entrance area is where all shuttle bus pick-ups and drop-offs will take place at the hotel, including for the President's Reception. Price does not include production, installation, or removal.

Deadline to submit materials to STS: January 12, 2018



Wall Banner (Marriott)

- \$7,500, Exclusive Opportunity

Capture the attention of attendees with this large wall banner—approximately 17'6" x 91"—near the shuttle bus entrance and meeting room staircase at the Fort Lauderdale Marriott Harbor Beach Resort & Spa. Price does not include production, installation, or removal.

Deadline to submit materials to STS: January 12, 2018



Shuttle Bus Entrance Window Clings (Marriott)

- \$7,500, 1 set of 5, Exclusive Opportunity

Stand out by placing your branding on the large shuttle bus entrance windows that face the Porte Cochère at the Fort Lauderdale Marriott Harbor Beach Resort & Spa. Clings can be double-sided. Price does not include production, installation, or removal.

Deadline to submit materials to STS: January 12, 2018



Porte Cochère Column Banners (Marriott)

- \$5,000, 1 set of 2, Exclusive Opportunity
- **SOLD!**

Promote your company's brand on the large Porte Cochère Column Banners located at the shuttle bus drop-off/pick-up area at the Fort Lauderdale Marriott Harbor Beach Resort & Spa. Price does not include production, installation, or removal.

Deadline to submit materials to STS: January 12, 2018



Elevator Clings (Hilton)

- \$10,000, 1 set of 3
- **SOLD!**

One set of three elevator clings is located in the guest rooms at the Fort Lauderdale Marina. Price does not include production, installation, or removal.

Deadline to submit materials to STS: January 12, 2017

SOLD!

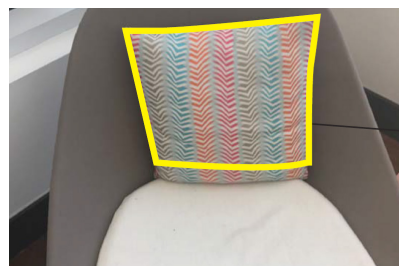


Sitting Area Pillows (Hilton)

- \$5,000, Exclusive Opportunity

Showcase your company's logo on custom embroidered pillows in the lobby at the Hilton Fort Lauderdale Marina. This sitting area is right near check-in and an outdoor patio that has great views of the marina. Price does not include production.

Deadline to submit materials to STS: December 15, 2017



Main Entrance Door Clings (Hilton)

- \$5,000 each, Exclusive Opportunity

Make an impression and display your company's product and/or service on the main entryway sliding doors at the Hilton Fort Lauderdale Marina. Price does not include production.

Deadline to submit materials to STS: December 15, 2017



Gobo Light (Hyatt)

- \$2,000, Exclusive Opportunity

A gobo light will project your company's logo onto a screen in the lobby/restaurant area of the Hyatt Pier Sixty-Six near check-in. Price includes production.

Deadline to submit materials to STS: December 15, 2017



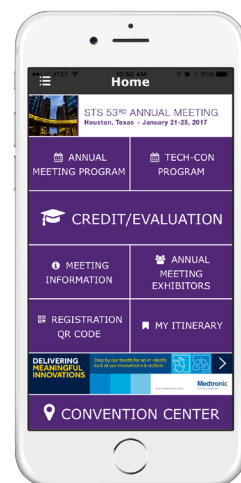
Publication & App Opportunities

Annual Meeting Mobile App

- \$40,000, Exclusive Opportunity
- **SOLD!**

The STS Annual Meeting Mobile App will enable everyone attending the Annual Meeting—attendees and non-attendees—to access information directly from their smartphones or tablets. Users can view the program, take notes, and access a map of the convention center. Your company logo will be featured on the splash screen, as well as a page that will redirect users to your company's website. Additionally, your company's message can be featured in up to five push notifications—one per day. Price includes production.

Deadline to submit materials to STS: TBD

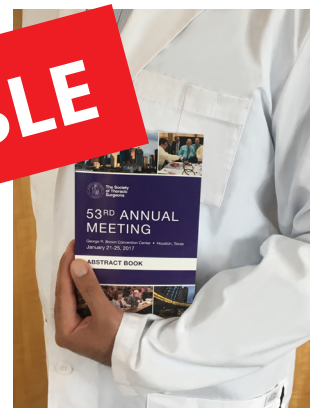


Abstract Book

- \$15,000, Back cover
- \$10,000, Inside Back Cover
- **SAVE! \$20,000, Both Back Cover and Inside Back Cover**

The *Abstract Book* offers a daily Annual Meeting schedule with more than 200 oral presentations and posters, and dozens of special lectures. Approximately 2,300 attendees will be onsite in Fort Lauderdale. This is a valuable resource that many attendees will use. Your company will receive a prominent advertisement. Price includes production and shipping (8.25") four-color.

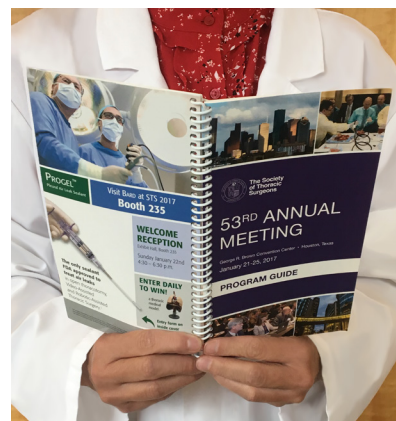
Deadline to submit materials to STS: December 1, 2017



- \$15,000, Back Cover - **SOLD!**
- \$10,000, Inside Back Cover

SOLD!

Deadline to submit materials to STS: December 1, 2017



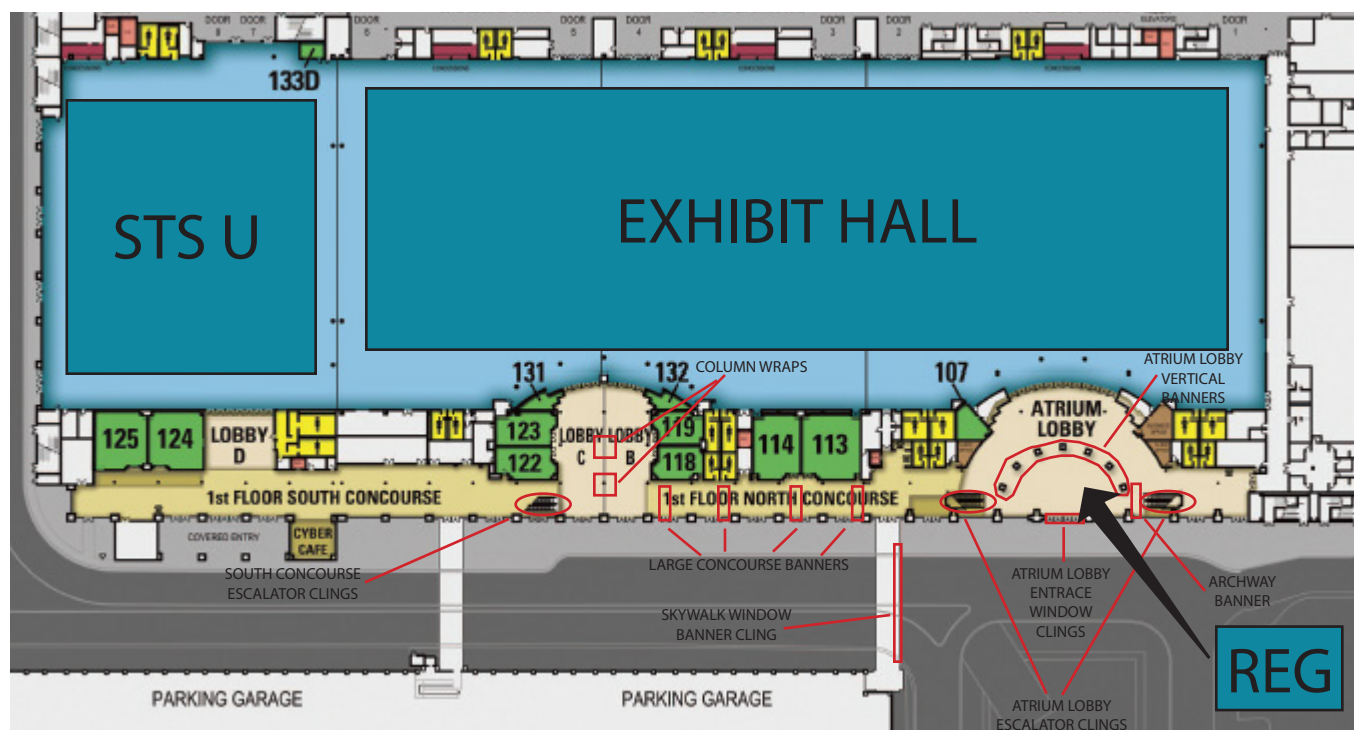
- \$10,000, Page 2, Exclusive Opportunity

NO LONGER AVAILABLE

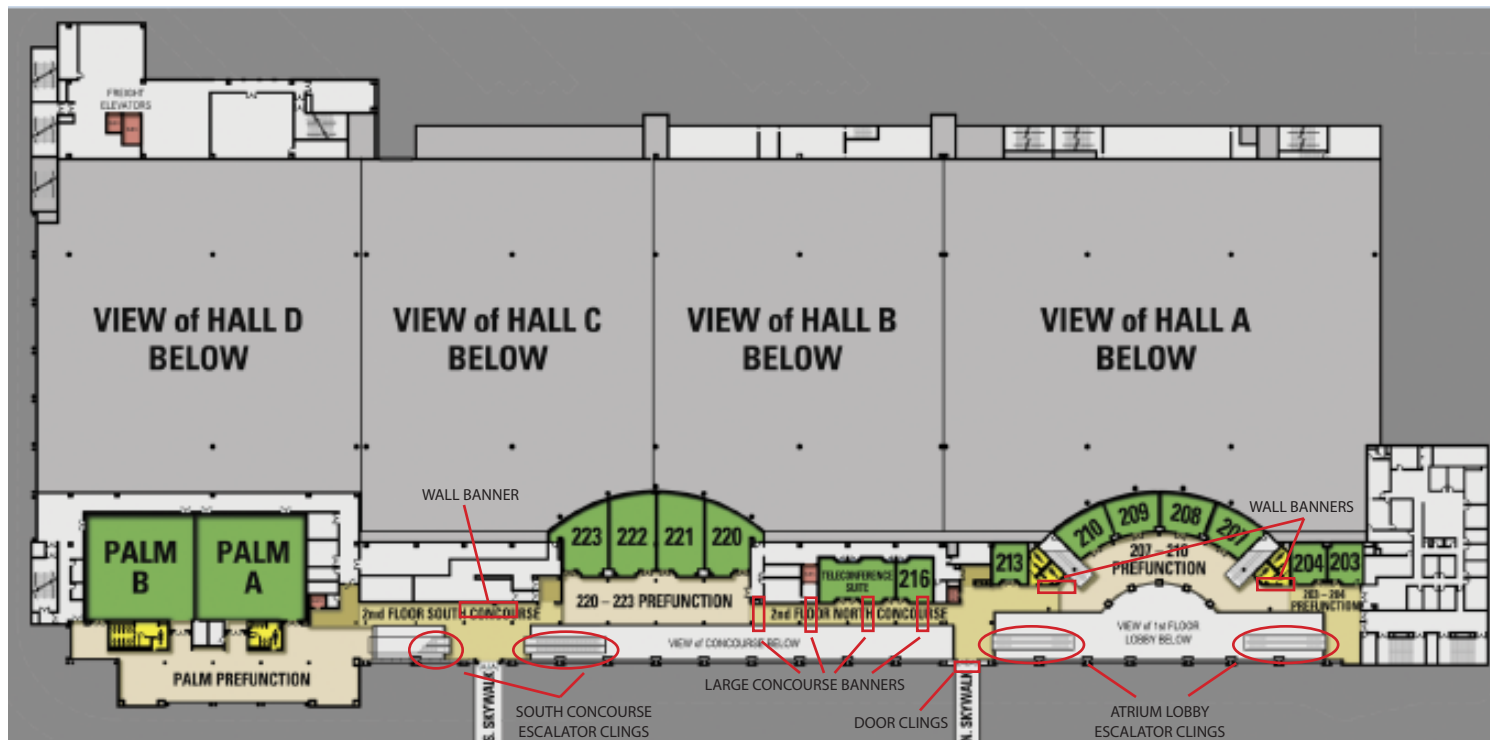
Deadline to submit comments to STS for final version: October 13, 2017



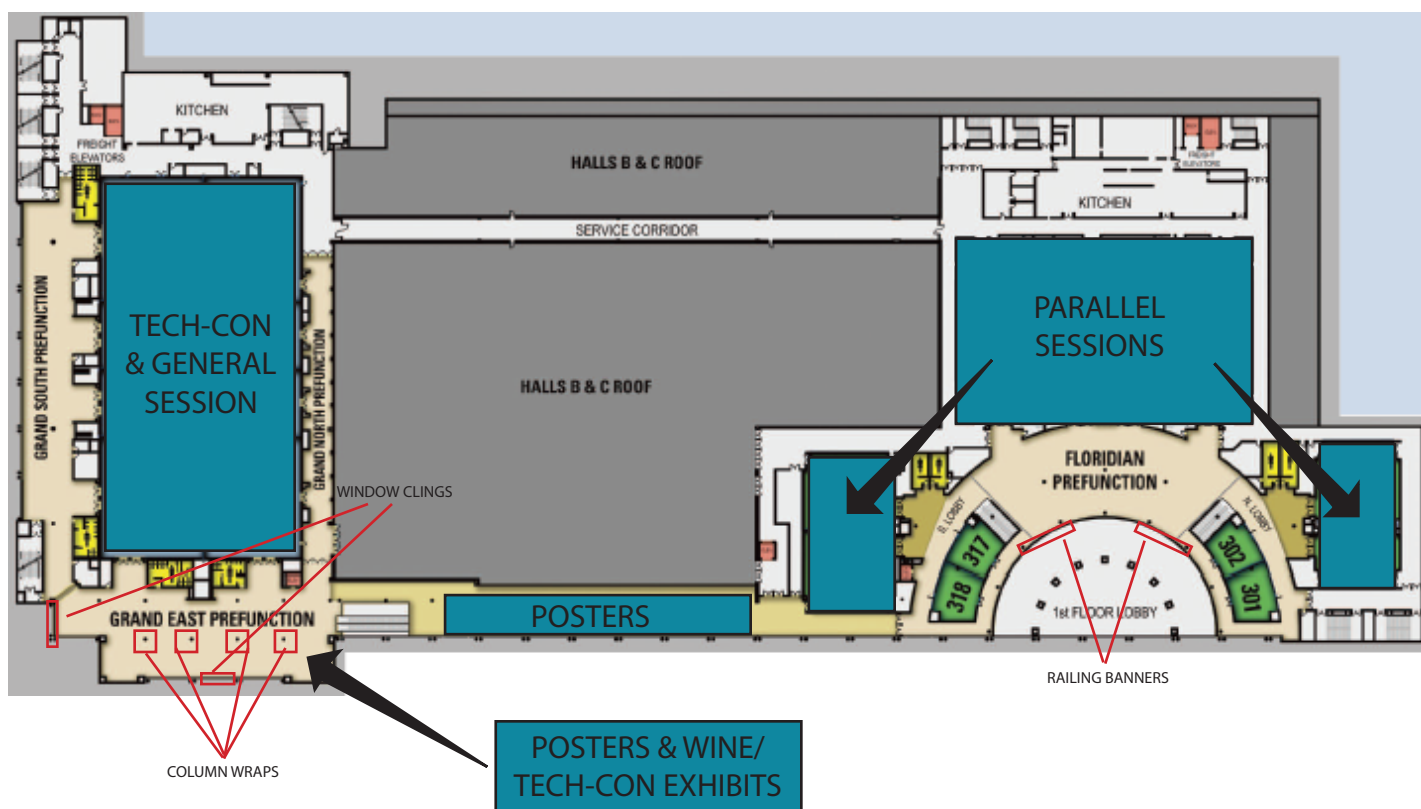
MAP OF FIRST FLOOR



MAP OF SECOND FLOOR



MAP OF THIRD FLOOR





Specifications

- All artwork, graphics, logos, signage, and promotional messages must be approved by the Society in advance of production.
- Please contact STS for all specifications. Dimensions provided in this catalog are approximate.
- All signed agreements are final. Cancellations are not accepted.
- All reasonable efforts will be made to preserve materials in their original condition; however, STS is not responsible for lost or damaged materials.
- Branding opportunities are available only to STS 54th Annual Meeting exhibitors. For more information on exhibiting at the STS 54th Annual Meeting, contact Angel Law, STS Exhibit Manager, at (312) 202-5838 or alaw@sts.org.
- In planning for branding opportunities in this catalog, please consider external guidelines and policies, such as the ACCME's "Standards for Commercial Support," PhRMA's "Code on Interaction with Healthcare Professionals," and AdvaMed's "Code of Ethics for Interactions with Healthcare Professionals."

Other Opportunities

STS Membership List License

Purchase an STS membership mailing list license (fee: \$1,000), which consists of more than 7,300 names and postal mailing addresses, to send STS-approved mailings. STS does not license, sell, or distribute members' phone/fax numbers or e-mail addresses under any circumstance. Visit www.sts.org/membershipmailinglist for more information.

Educational Grant Support

Become a Platinum (\$50,000 and above), Gold (\$25,000–\$49,999), or Silver (\$10,000–\$24,999) Benefactor of the STS 54th Annual Meeting by providing an unrestricted educational grant for this premier event in cardiothoracic surgery.

STS Meeting Bulletin

Advertise in the printed, online, and e-mail versions of the STS Annual Meeting newspaper.

STS Annual Meeting Registrant List License

Purchase an STS Annual Meeting registrant list license to send STS-approved mailings. List types include the final registration list for 2017 (fee: \$2,000), the final registration list for 2018 (fee: \$2,000), and the pre-meeting registration list for 2018 (fee: \$1,200). STS does not license, sell, or distribute attendees' phone/fax numbers or e-mail addresses under any circumstance. Visit www.sts.org/annualmeetingmailinglist for more information.

Satellite Activities

Offer independent programs to be held in conjunction with the STS Annual Meeting. These programs can include educational activities, receptions, meal functions, investigator meetings, and focus groups.

Multipurpose Suites

Utilize space in the Exhibit Hall for a private, quiet location to conduct business with clients, display innovative new products, offer hands-on training sessions, or meet with staff.

Opening Reception

Participate in the Exhibit Hall Opening Reception by providing food and/or refreshments on Sunday, January 28, 2018, from 4:30 p.m. to 6:30 p.m. Participant names and booth numbers will be listed on signage near the Exhibit Hall entrance.

For more information on any of the above opportunities, contact Samantha McCarthy, Industry Relations Manager, at smccarthy@sts.org or (312) 202-5869.