Critical Care Congress

Exhibitor Prospectus

February 17-20, 2019
San Diego Convention Center | San Diego, California, USA
Reach key decision-makers in critical care who are eager to learn about your company’s offerings.

Acquire and educate the most qualified leads in critical care at the Society of Critical Care Medicine’s (SCCM) 48th Critical Care Congress. Share your newest technology, products, services, and career opportunities with the largest gathering of multiprofessional critical care thought leaders from all over the world.

Nearly 5,000 critical care professionals attend SCCM’s annual Congress to discover the latest solutions and developments, medical advances, cutting-edge treatments, and breakthroughs in intensive care unit (ICU) administration and management.

Sign up to exhibit today! Visit sccm.org/expo.

Exhibiting at SCCM’s Congress gives you a competitive advantage:

- Gain valuable face time with key decision-makers.
- Develop new product ideas by attending educational sessions.
- Generate new leads and increase sales with exposure to nearly 5,000 critical care professionals.

Benefit from Exhibit Hall traffic boosters:

- **Unopposed Exhibit Hours**
  Designated unopposed exhibit time each day.
- **Research Snapshot Theaters**
  Presentations will be given daily, drawing scientists and clinicians to the hall.
- **SCCM Giveaway**
  Names will be drawn daily in the hall; attendees must be present to win.
- **Beverage Breaks**
  Beverage breaks will be located throughout the hall every day.
- **Congress App Listing**
  Announce in-booth education, giveaways, or new products directly to attendees through their mobile devices.
- **Critical Crosstalk Theater**
  Discussions led by SCCM faculty members and specialty sections held daily, drawing attendees to the hall.
- **Roundtable Discussions**
  Discussions led by experts to engage attendees occur several times per day during exhibit hall hours, increasing traffic.

YOUR EXHIBITING EFFORTS WILL CONTRIBUTE TO YOUR COMPANY’S BOTTOM LINE WHEN YOU TARGET THESE PROSPECTIVE CUSTOMERS:

- Anesthesiologists
- Critical care educators
- Critical care nurses
- Critical care physicians
- Emergency department physicians
- Family practice physicians
- ICU medical directors
- ICU nurse managers
- Intensivists
- Internists
- Neurosurgeons
- Nurse practitioners
- Pediatric critical care nurses
- Pediatric critical care physicians
- Pharmacists
- Physician assistants
- Research scientists
- Respiratory care practitioners
- Surgeons
- Veterinarians
- And others!
THE SOCIETY’S ANNUAL CONGRESS CONTINUES TO GROW. IF YOU’RE NOT THERE TO MAKE AN IMPACT, YOUR COMPETITORS WILL BE.

2018 Critical Care Congress Attendee Profile

- **Physician**: 58%
- **Nurse**: 16%
- **Pharmacist**: 13%
- **Student**: 2%
- **Professional Other**:
  - Physician assistant
  - Physical therapist
  - Respiratory therapist
  - Veterinarian

2018 Congress Attendees by Profession

- **West**: 16%
- **Midwest**: 22%
- **North-East**: 28%
- **South**: 34%

2018 Congress Attendees from the United States

- **North America**: 90%
- **Central/South America**: 1%
- **Europe**: 3%
- **Africa/Middle East**: 0.5%
- **Asia/Oceania**: 5.5%

2018 Congress Attendees from Around the World

- **Phoenix 2015**: 909 Exhibitors, 4,416 Professional Attendees
- **Orlando 2016**: 938 Exhibitors, 4,674 Professional Attendees
- **Honolulu 2017**: 641 Exhibitors, 5,270 Professional Attendees
- **San Antonio 2018**: 1,067 Exhibitors, 4,912 Professional Attendees

2015-2018 Congress Registration Numbers

- Exhibitors
- Professional Attendees
These exhibitors increased their presence in the critical care marketplace at the 2018 Critical Care Congress

- 3D Systems Simbionix
- Abbott Nutrition
- Accelerate Diagnostics
- Access Scientific
- Achaogen, Inc.
- Adaptec Medical Devices LLC
- Adfinitas Health
- Advanced ICU Care
- Air & Surface Transport Nurses Association
- Alexion Pharmaceuticals
- Allergan USA, Inc.
- Alliance for Physician Certification & Advancement
- Ambu Inc.
- American Association of Critical Care Nurses
- American Board of Internal Medicine
- American College of Chest Physicians
- American Heart Association
- American Thoracic Society
- Applied Medical Technology Inc. AMT
- ArjoHuntleigh
- Associação de Medicina Intensiva Brasileira
- Associates of Cape Cod, Inc.
- Astute Medical, Inc.
- Auburn University Harbert College of Business
- Aurora Health Care
- Bard Medical Division
- Baxter Healthcare
- BiO2Medical, Inc.
- BioFire Diagnostics, LLC
- bioMerieux
- Board of Pharmacy Specialties
- Butterfly Network
- Calmoseptine, Inc.
- Cardinal Health
- Cardio Renal Society of America
- Ceribell
- Cerus Corporation
- Cheetah Medical Inc.
- Chiesi USA, Inc.
- Christus Trinity Clinic
- CLS Specialty Medical and Surgical Products
- COAPTECH
- COCECATI
- Cook Medical
- CortiCare
- CSL Behring
- CSZ, a Gentherm Company
- CytoSorbents Corporation
- Daxor Corporation
- Decisio Health
- DISTRIBUTUNA Ltda. Editorial y Librería Médica
- DMMED Group
- Draeger, Inc.
- Edwards Lifesciences
- Elsevier
- Enable Me
- Endoclear, LLC
- Etiometry Inc.
- European Society of Intensive Care Medicine
- Exergen Corporation
- Extracorporeal Life Support Organization (ELSO)
- Federación Panamericana e Iberica
- Fisher & Paykel Healthcare
- FujiFilm SonoSite
- Functional Formularies
- G&I Innovation
- GE Healthcare
- Getinge (formerly Maquet)
- Gulfcoast Ultrasound Institute
- Haemonetics Corporation
- Halyard Health
- Hamilton Medical, Inc.
- Hayes Locums
- HCA Healthcare
- Hill-Rom
- HRA Research
- Huntsville Hospital
- ICU Medical, Inc.
- IDbyDNA, Inc.
- Imtmedical
- Indiana University Kelley School of Business, Business of Medicine Physician MBA
- Inova Medical Group
- Instrumentation Industries, Inc.
- Integrity Locums
- ISICEM (38th International Symposium On Intensive Care and Emergency Medicine)
- ivWatch, LLC
- Jackson & Coker
- Karl Storz Endoscopy America Inc.
- Kol Bio Medical Instruments/Plastimed
- Kreg Therapeutics, Inc.
- La Jolla Pharmaceutical Company
- Lantheus Medical Imaging
- LiDCO LTD
- LifeFlow by 410 Medical
- MASIMO
- McMahon Publishing Group
- Medaphor (Heartworks by Medaphor)
- Medical Decisions Network
- Medicus Healthcare Solutions
- Medline Industries, Inc.
- MedTech International Group
- Medtronic
- Melinta Therapeutics
- Merck Human Health
- Mindray/ZONARE
- National Board of Echocardiography, Inc.
- Nature's Med
- Neurocritical Care Society
- NeuOptics, Inc.
- Neurotech, LLC
- Northwell Health
- Nova Biomedical
- NxStage Medical, Inc.
- On Call Medical Coats
- Patient Shield Concepts, LLC
- Philips Healthcare
- Portola Pharmaceuticals
- Pronia Medical Systems
- Quest Healthcare Solutions
- Questcare Intensivists, PLLC
- RAUMEDIC, Inc.
- Reddyport
- RenalSense
- Respiratory Motion, Inc.
- RespirTech
- Restorative Therapies, Inc.
- Rhino Medical Services
- Samsung
- Schumacher Clinical Partners
- Securisyn Medical
- SimplicityMD
- Smiths Medical
- SonoSim
- Sound Critical Care
- Spartanburg Regional Medical Center
- SpinFusion, Inc.
- Springer
- Staff Care
- Steward Health Care
- Syncro Medical Innovations
- SysteMedical LLC
- T2 Biosystems, Inc.
- Teleflex
- Texas IPS - Intensivist, Pulmonary, and Sleep Medicine
- The Intensivist Company
- The JAMA Network
- Thermo Scientific
- TIMPEL Medical B.V.
- TS Medical USA
- University of Tennessee Physician Executive MBA Program
- U.S. Army Medicine Civilian Corps
- Vapotherm
- VEP Healthcare
- Virtual Pediatric Systems, LLC
- Vital Therapies, Inc.
- Vituity
- Vyaire Medical
- Weatherby Healthcare
- Wolters Kluwer Health
- Zero Gravity
- ZOLL Medical Corporation
Application and Selection Procedures

Eligibility to Exhibit
Applicants that meet one or more of the following criteria will be eligible to exhibit at Congress:

- Products and services of a professional or educational interest or benefit to the attendees and directly related to the field of critical care
- Prescription and nonprescription pharmaceutical companies
- Equipment and devices designed for treatment and/or use in the critical care setting
- Scientific/medical educational publications
- Products or services related to supporting the nonmedical aspects of the practice of critical care (apparel, office equipment, record-keeping equipment, services, etc.)
- Physician recruitment and placement services

Recruitment Companies and Associations
Recruitment companies and associations will be assigned space at the discounted price of $3,700 for a 10’ x 10’ booth. If an association or recruiter requests a specific booth location or a larger size, the full booth price will apply.

Congress Priority Points
SCCM uses a priority points system for booth assignment. Priority points are awarded based on years of exhibit participation, booth size, and non-CME sponsorship support.

Companies contracted to exhibit at Congress will receive their priority point total and company rank for the booth selection process before the initial booth assignments. In the event of a tie in the number of priority points, space will be assigned based on when the application was received. The booth rate is $48 per square foot. There is a $200 charge for a corner booth.

Application Procedures
To apply for exhibit space and view the exhibit hall floor plan, visit www.sccm.org/expo. You may reserve your booth, add your exhibit booth staff, and update your booth profile online. If you are a new exhibitor, please contact Colleen McNamara at ccmnamara@sccm.org.

- Exhibit space is based on a priority point system during the initial space draw. After the initial booth assignments are made, space is assigned on a first-come, first-served basis.
- Exhibit space will not be assigned without a signed application and full payment and until any outstanding balances with SCCM are paid in full.
- No requests for exhibit space will be accepted or confirmed via telephone.
- To be listed in the Congress Program and Exhibition Guide, you must be registered by November 2, 2018.

Every effort will be made to consider location of competitors and to accommodate special requests. SCCM cannot guarantee preferences for booth locations.

All acceptances of the Congress Program and Exhibition Guide listing and assignments of exhibit space are conditioned upon continued compliance of the products or services proposed for exhibition with the basic criteria established for technical exhibits. If at any time a product or service for which a description has been accepted fails to conform to such basic criteria, SCCM may revoke its acceptance of the application, and all exhibit space rental fees paid by the applicant may be refunded in accordance with SCCM’s refund policy. SCCM shall have no further liability to the applicant with respect to the proposed exhibition.

Permission to exhibit does not constitute in any way SCCM’s endorsement of the exhibited products or services. SCCM reserves the right to terminate any contract for violating any rules or regulations.

Cancellation Policy
Notification of an exhibitor’s decision to cancel or reduce space must be sent in writing on company letterhead to SCCM. If an exhibiting company does not cancel its space in writing and does not occupy its booth space on site, the company will be regarded as a no-show. If written notification of cancellation or booth reduction is received at SCCM headquarters by Friday, August 31, 2018, the exhibiting company will receive a full refund less a 50% administrative fee. After Friday, August 31, 2018, no refunds will be given.

An exhibitor’s cancellation of exhibit space may result in the release of any convention center ancillary meeting space previously assigned to the exhibitor by SCCM. SCCM assumes no responsibility for the inclusion or exclusion of the cancelled exhibitor or descriptions of products in Congress materials, including the Congress Program and Exhibition Guide, brochures, and news releases, and on SCCM’s website.

No-Show Policy
Any booth unoccupied by 5:00 p.m. on Saturday, February 16, 2019, will be regarded as a no-show and the contract to exhibit will be terminated. All freight will be removed and returned to the loading dock at the exhibitor’s expense.
Exhibit Dates: February 17-19, 2019
For questions regarding exhibiting, please contact: Colleen McNamara | +1 847 827-7478 | cmcnamara@sccm.org

On-Site Exhibitor Registration Dates and Hours*
Friday, February 15 ......................... 8:00 a.m. - 5:00 p.m.
Saturday, February 16 .................... 8:00 a.m. - 5:00 p.m.
Sunday, February 17 ....................... 7:00 a.m. - 4:00 p.m.
Monday, February 18 ...................... 8:00 a.m. - 4:00 p.m.
Tuesday, February 19 ..................... 8:00 a.m. - 3:00 p.m.

Exhibit Installation/Move-In Hours*
Friday, February 15 ......................... 8:00 a.m. - 5:00 p.m.
Saturday, February 16 .................... 8:00 a.m. - 5:00 p.m.

Exhibition Dates and Hours*
Sunday, February 17 ....................... 9:00 a.m. - 3:45 p.m.
Monday, February 18 ...................... 9:00 a.m. - 3:45 p.m.
Tuesday, February 19 ..................... 9:00 a.m. - 2:00 p.m.

Exhibit Dismantle/Move-Out Hours*
Tuesday, February 19 ..................... 2:00 p.m. - 8:00 p.m.
Wednesday, February 20 ................. 8:00 a.m. - 12:00 p.m.

*Dates and times are subject to change.

Cancellation of Space
Friday, August 31, 2018: Full refund, less a 50% administrative fee, will be given if booth space is cancelled on or before this date. No refunds will be given if cancellation occurs after this date.

Important Dates to Mark on Your Calendar
- Booth assignments begin .................. June 2018
- Exhibitor housing opens ................. July 2018
- Exhibitor service kit available .......... July 2018
- Congress Program and Exhibition Guide advertising deadline .......... October 24, 2018
- Company listing in the Congress Program and Exhibition Guide due .......... November 2, 2018
- Special Events and Sessions Brochure advertising deadline .............. November 14, 2018
- In-Booth Education Information deadline .............................. November 26, 2018
- Special function request form due ...... December 7, 2018
- San Diego advance warehouse shipments begin .......................... January 14, 2019
- Hotel door drop materials due .......... January 23, 2019
- Booth layout approval due .............. January 25, 2019
- Giveaway form due ......................... January 25, 2019
- Intent to use a non-appointed contractor form due ...................... January 25, 2019
- Registration list request form due ...... February 1, 2019
- San Diego advance warehouse shipments end .......................... February 12, 2019
- Direct shipments begin ..................... February 15, 2019

Future Congresses
- 49th Annual Critical Care Congress
  February 16-19, 2020
  Orlando, Florida, USA
  Orange County Convention Center

- 50th Annual Critical Care Congress
  January 31- February 3, 2021
  Anaheim, California, USA
  Anaheim Convention Center
Medical Education Grants
Be acknowledged as an educational partner by supporting the educational programming at Congress through an unrestricted medical educational grant. All Congress programs are packed with essential clinical information to keep practitioners informed on various critical care topics.

Educational Sessions
Support a concurrent session or select pre-Congress courses. Options available include supporting a live session, an enduring webcast (which includes continuing education [CE]/continuing medical education [CME] for a year), or both. Because these are CE/CME sessions, no influence by industry is allowed in the program content or speaker selection.
Investment: Customized

CE/CME Symposia
Held in the morning or evening, these programs promote improvement in healthcare and give a balanced view of available therapeutic options for all intensive care practitioners. The CE/CME symposia are supported by unrestricted independent educational grants and comply with industry guidelines. SCCM is the CE provider for these events. All presentation topics, faculty, and objectives are approved by SCCM to ensure that content is unbiased and meets established goals. For an incremental fee, enduring material options are available to reach learners beyond the live event.
Investment: Customized

SCCM’s Awards and Grants Program
This program was established in 1983 to promote excellence in critical care teaching and research for the improved care of the critically ill and injured. Last year, SCCM awarded $240,000 in research grants and awards.

Star Research Awards
These awards honor the top 64 original scientific papers (abstracts) for outstanding research.
Investment: $14,550

In-Training Award
This award honors a presenting author who is in a critical care training program or who has ended training not more than one year before Congress.
Investment: $2,500

Young Investigator Award
This award honors a presenting author who has completed a training program at least 18 months, but not more than three years, before Congress.
Investment: $2,500

Norma J. Shoemaker Award for Critical Care Nursing Excellence
This award, which honors SCCM’s founding Executive Director Norma J. Shoemaker, RN, MN, FCCM, recognizes an SCCM nurse member who demonstrates excellence in critical care clinical practice, education, and/or administration. The recipient receives an honorarium plus registration and reimbursement for air and hotel expenses to attend SCCM’s Critical Care Congress.
Investment: $2,500

Norma J. Shoemaker Grant
This grant, which honors SCCM’s founding Executive Director Norma J. Shoemaker, RN, MN, FCCM, is given to support the research studies of an SCCM nurse member. The grant was created to encourage research in critical care nursing and to provide funding for the continuation of research endeavors. Grant funds may be used for up to two years. Research will be presented at SCCM’s 2019 or 2020 Congress.
Investment: $15,000

Research Grants
SCCM’s research grants provide funding opportunities for critical care professionals whose research efforts will ultimately improve patient care both during and after an ICU stay.
Investment: SCCM-Weil Research Grants: up to two grants of $50,000 each
Discovery Research Grants: total of $100,000

Critical Care Societies Collaborative Abstract Award
This award honors a presenting author for research that aligns with the goals and projects of the Critical Care Societies Collaborative (American Association of Critical-Care Nurses, American College of Chest Physicians, American Thoracic Society, and Society of Critical Care Medicine) and who is in training or within three years of his/her first faculty position.
Investment: $500
Advertising

Successful product promotion begins with targeting the right audience. With SCCM’s advertising opportunities, you will reach key decision-makers who drive the industry. Your advertisement will benefit from exposure in vital Congress promotions, helping you to capitalize effectively on your investment. Customize your own advertising package or select one of SCCM’s discount packages. Please contact Desiree Ng at +1 847 827-7188 or dng@sccm.org for more information.

**Bundle and Save**
- Choose two advertising vehicles: $1,000 discount
- Choose three advertising vehicles: $1,500 discount
- Choose four advertising vehicles: $2,000 discount

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**Congress Program and Exhibition Guide**
Nearly 5,000 critical care professionals will see your message as they repeatedly check the Congress schedule. Premium positions are available. Advertising agreement is due October 24, 2018.

**Full Page:** $5,000  
**Divider Page:** $6,500

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**Congress Special Events and Sessions Brochure**
A must-read for all Congress registrants, this brochure exclusively highlights pre-Congress educational sessions, sponsored symposia, and social events. All Congress registrants, as well as nonregistrants from surrounding states, will receive this brochure before Congress via email, recipients totaling approximately 5,000. The brochure will also be available for viewing on the SCCM website. Advertising agreement is due November 14, 2018.

**Full Page:** $3,750

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**Critical Connections**
Broaden your advertising reach with SCCM’s newsmagazine, Critical Connections. This unique publication is designed to keep all critical care professionals up to date on vital news. Your advertisement will be read by 45,000 critical care professionals who seek new therapies, technologies, drugs, and other tools for delivering the best possible care to their patients. The advertising agreement is due six weeks before the issue date.

**Full Page:** $4,665  
**Two-Thirds Page:** $4,090  
**Half page:** $3,500

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**Critical eConnections (Congress Editions)**
Gain exclusive advertising access to more than 26,000 critical care professionals. Critical eConnections (Congress Editions) features late-breaking news that includes session highlights, new initiatives, new or updated guidelines, SCCM products, and Congress events. Your ad will be the only one that appears in this eNewsletter, which is sent to Congress attendees and nonattendees. The eNewsletter is sent on the Saturday, Sunday, Monday, Tuesday, and Wednesday of Congress. In 2018, the Critical eConnections Congress Editions had an average open rate of 37%.

**Investment:** $25,000

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**Bookstore and Door Drop Bags**
During Congress, attendees will receive these sturdy, high-grade plastic bags when they make a purchase at the SCCM Bookstore and with their hotel door drops. Your company’s logo, product logo(s), and exhibit booth number will be prominently displayed on each bag.

**Investment:** $15,000

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**Hotel Door Drop**
SCCM will distribute your product literature, sales brochures, or other promotional materials to attendees’ hotel rooms so that your materials are at their doors when they awaken in the morning. Materials must be approved by SCCM and will be distributed at select SCCM-contracted hotels.

**One Piece:** $5,000  
**Two Pieces:** $7,500

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**Pre-Congress Mailing List**
Reach your prospects before Congress begins by purchasing the preregistration attendee list. The list of mailing addresses (not email addresses) will be emailed four weeks before Congress and is for a one-time use only. SCCM must approve your mail piece before sending the list. (Excluded from bundling discount).

**Investment:** $750
Sponsorships

SCCM offers several sponsorship opportunities for Congress. Your company name will be seen at a wide range of Congress activities, increasing your exposure to critical care decision-makers, purchasers, and influencers. Congress sponsors receive substantial recognition for their support. SCCM acknowledges the importance of corporate partners and recognizes that, without their generous support, a successful Congress would not be possible.

**Industry Education Workshops**
Located in the Exhibit Hall, Industry Education Workshops provide additional learning opportunities for attendees and allow exhibitors to present products and services beyond their booth space.
**Investment:** $5,000 to $7,500

**Enduring Option**
Extend the life of industry sponsored education by having your session included in Congress On Demand. Both attendees and nonattendees can access from the comfort and convenience of their home or office throughout the year.
**Investment:** $10,000

**Hotel Keycards**
Place your company’s name, logo, product name, or product logo in the palm of each attendee’s hand! Each time Congress attendees use their hotel keycards, your message will be noticed. The sponsoring company will work directly with SCCM’s keycard vendor and will cover all costs associated with the actual keycards in addition to the sponsorship investment.
**Investment:** $30,000

**Exhibit Aisle Signage**
Prominently displayed throughout the hall, the aisle signs hang above the exhibit floor. A 4’ x 2’ sign is attached to the bottom of the aisle signs for the exhibit row of your choice, prominently displaying your company name and booth number. Each row is exclusive!
**Investment:** $4,000 for one aisle
$6,000 for two aisles

**Congress App**
Promote your company and/or products in the Congress App. The Congress App features the latest information, from the schedule of events and speaker listings to Exhibit Hall information. This sponsorship puts your banner ad front and center every time users refer to this resource. The banner ad links to your website for additional value. In 2018, the Congress App had more than 3,700 unique users (62% of total attendees) and more than 754,000 page views.
**Investment:** $30,000 (exclusive)
or $8,000 per ad (non-exclusive)

**Attendee Receptions**
Sponsor one or more attendee receptions to target specific audiences in the critical care field. Benefits include a company color logo on the entrance sign, a 10-minute address to attendees, reception admission for 10 guests, and a listing in the meeting section in the Congress App.
**Investment:** Customized

**Common-Area Signage**
Maximize your presence and visibility by increasing participant awareness of your support of the Critical Care Congress. Opportunities include floor decals, window clings, column wraps, hanging banners, light boxes, and more, displayed in high-traffic attendee areas of the convention center. Artwork is to be submitted by advertiser. Production, installation, and dismantling are included in pricing.
**Investment:** Customized

**Photo Booth**
Attendees will be able to have professional head shots taken in a prime location in the exhibit hall or in the exhibitor’s booth. Benefits include capture of leads with customizable questions to capture data, company branded email with customizable content to attendees with photo, and acknowledgment in the Congress event app and Congress Program and Exhibition Guide.
**Investment:** $35,000
More opportunities are available, including customized sponsorship packages.
Please contact Desiree Ng at +1 847 827-7188 or dng@sccm.org for more information.

Critical Crosstalk Theater
Located in the Exhibit Hall, the Critical Crosstalk Theater features educational sessions and debates focusing on critical care topics including internal medicine, anesthesiology, surgery, and more. Discussions are led by SCCM faculty members and specialty section members. Sponsoring companies gain additional interaction with attendees and receive company exposure through a floor decal and company logo and/or tagline appearing on monitors and other signage.
Investment: $10,000

Critical Care Quiz Show
In 2018, the Critical Crosstalk Theater featured its first ever Critical Care Quiz Show, drawing a large audience and exceeding its capacity. Due to its popularity, the 2019 Critical Care Quiz Show is being expanded to include more rounds before the finals allowing for more exposure. The location will feature a large video monitor to allow for commercial breaks which accommodate sponsor acknowledgments and commercial messages.
Investment: $10,000 per commercial
$35,000 for exclusive sponsorship

Promotional Symposia
These nonaccredited programs, independently developed and directly sponsored by industry, are presented in an educational format that will provide insight on new or controversial developments affecting most ICUs. Held off-site from the convention center, promotional symposia must not conflict with SCCM programming. Multiple dates and times are available.
Investment: $15,000 - $40,000 (pricing based on time slot and exhibit booth size)

Enduring Option – NEW!
Extend the life of industry sponsored education by having your session included in Congress On Demand. Both attendees and nonattendees can access from the comfort and convenience of their home or office throughout the year.
Investment: $10,000.

Critical Connections Live
Promote your company or product to Congress attendees, as well as nonattendees. Critical Connections Live features live-streaming sessions from Congress, interviews with guest panelists, and Congress highlights and bonus content. Critical Connections Live has had up to 1,700 viewers with an average viewing time of over 30 minutes. The advertiser or sponsor will gain additional exposure beyond the live program. SCCM can create an ad clip consisting of company logo, company tag-line, and booth number. The streamed segments will be posted on YouTube and other media channels or repurposed when they have topical relevance.
Investment: $10,000 per commercial (4 slots available)
$35,000 for exclusive sponsorship

Sponsorships
Achieve highly valued benefits designed to help you reach more potential customers based on the level of financial support (Platinum, Gold, or Silver) for Congress. Act quickly since there are a limited number of available slots. Investments include exhibit space, sponsorships, promotional symposia, industry education workshops, receptions, advertising, and other non-CME sponsorship activities.

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<th>Investment Level</th>
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<td>Benefits</td>
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<tr>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
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<td>$75,000</td>
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<th>Slots Available</th>
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<td>Limited</td>
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<th>Special Events and Sessions Brochure</th>
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<tr>
<td>Color company logo with exhibit booth number</td>
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<td>Company name with exhibit booth number</td>
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<tr>
<th>Complimentary Registrant List</th>
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<td>Pre- or post-Congress</td>
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<tr>
<th>Sponsorship of a Research Snapshot Theater</th>
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<td>2 theaters</td>
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<thead>
<tr>
<th>Convention Center Signage</th>
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<tr>
<td>Color company logo in common-area signage</td>
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<th>Exhibit Hall Visibility</th>
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<tr>
<td>Floor decals in aisles surrounding exhibit space</td>
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<tr>
<th>Critical eConnections (Congress Editions)</th>
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<td>Color company logo placement</td>
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<tr>
<th>Priority Points Awarded for Future Exhibit Space Assignments</th>
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<table>
<thead>
<tr>
<th>Sponsorship Level Highlighted in the Congress App</th>
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<td>Company name highlighted</td>
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