





Who Attends

The Society for Vascular Ultrasound Annual Conference & Marketplace is the event to attend to reach our niche audience, which includes:

- · Vascular Technologists and Surgeons
- Physicians
- Cardiac Sonographers
- Cardiologists
- · Vascular Lab Technical Directors and more...

Our targeted event has sponsorship and exhibitor opportunities that are guaranteed to get you in front of our expected audience of nearly 300 individuals who want to know about your organization's products and services.

We are open to your suggestions, too!

Please contact us if you would like to pursue an innovative sponsorship opportunity that is not listed.

Please contact Missi McLean for conference sponsorships and exhibits at exhbits@svu.org.

Attendees always get extensive value from participating. This year attendees will walk away with the ability to do the following:

- Adjust protocols in order to more efficiently evaluate the patients
- Describe cutting edge treatments valuable to address complicated cases
- Understand velocity criteria and application to various pathologies
- Recognize the correlation between the clinical presentation and diagnostic findings
- Understand and relate changes in waveforms to clinical decision making
- Understand the relative value and differences among various imaging modalities
- Discuss current important aspects of practice management for the vascular ultrasound professional...and more.

2024 Sponsorship Opportuntities

A variety of sponsorship opportunities are available to offer consistent exposure across the three days of the event. We understand that different organizations have different financial resources, so opportunities have been created to meet any budget.

LIVE SCANNING

As educators speak from the dais, a sonographer or physician expert demonstrates using your machine, with your images projected onto the big screens.

Availability: 4 Cost: \$4,000

REGISTRATION DESK BRANDING

Attendees have to come to registration to get their badges and their attendee bags. Therefore what better place to have your branding than on the kickboards of the desk itself – the first thing they'll see upon arrival.

Benefits:

- Logo and/or company name on kickboards of registration desk
- Listing as sponsor on all sponsor signage, website and in mobile app

Cost: \$3,500

ATTENDEE BAG SPONSOR - SOLD

All attendees receive a bag when they register for the Conference and the bag is probably the one thing, besides their devices, they make sure they have with them at all times. Keep your logo in front of attendees for three days straight when you sponsor this is part of any attendee's uniform.

Benefits:

- Logo and/or company name on attendee bags
- Listing as sponsor on all sponsor signage, website and in the mobile app

Cost: \$6.000

LANYARDS - SOLD

Every attendee needs a lanyard to hold their show badge. Sponsoring the lanyards will keep your logo around the necks of attendees for the entire event.

Benefits:

- Logo and/or company name on lanyard
- Listing as sponsor on all sponsor signage, website and in the mobile app

Cost: \$2,000

WATER BOTTLES - SOLD

Every attendee will receive a water bottle to use during the conference. It is important to stay hydrated and your logo can be in the hands of all the attendees at the conference and beyond.

Benefits:

- Logo and/or company name on bottle
- Listing as sponsor on all sponsor signage, website and in the mobile app

Cost: \$2,500

2024 Sponsorship Opportuntities

Market research has proven time and time again that keeping your brand in front of your current and prospective customers is necessary for you to remain top of mind. The SVU Conference offers many opportunities for you to maintain your brand presence, before during and after the event.

MOBILE APP BANNER AD - SOLD

Since a printed show program is no longer provided, attendees have turned to using the mobile app as their go-to reference for anything related to the event. The Mobile App Banner ad shows up every time an attendee open the app so it will be seen many times during the three day event.

Cost: \$3,000

MOBILE APP PUSH NOTIFICATION

The mobile app has the ability to send messages to all attendees at anytime during the conference. If you are looking for an affordable way to get attendee's attention this would do the trick. Use it to drive traffic to your book for a flash sale promote giveaway, or to meet an ultrasound celebrity.

Cost: \$250

ATTENDEE BAG INSERT - FLYER

Have a white paper or brochure that you want to get in the hands of all attendees? Provide it to be inserted into every attendee bag. (All bag inserts must be approved by SVU. Brochure should be no more than 4 pages.)

Cost: \$500

ATTENDEE BAG INSERT - GIVEAWAY

Want to place a branded giveaway into the attendee bag? This is any type of product, other than a flyer or brochure. (All bag inserts must be approved by SVU.)

Cost: \$800

ABSTRACT AWARD SPONSORSHIPS

Prices range from \$600 to \$1,100. If you are interested, please contact SVU Staff.

SPONSORSHIP OF A PRESENTER

Are you interested in sponsoring the Keynote Presenter or another speaker at the conference? These sposorships will help cover the costs of their airfare and hotel accomondations. Please tell SVU Staff, which speaker you would like the funds to go to:

Keynote Speaker Cost: minimum \$3,000 Other Speakers Cost: minimum \$1,000







2024 Exhibitor Opportuntities

The SVU 2024 Annual Conference & Marketplace will be co-located with VAM 2024. Therefore, both meetings will be sharing an exhibit hall during a two-day period. Sharing space provides an excellent opportunity for vascular industry representatives to connect with surgeons and sonographers alike. The SVU Marketplace is in a very favorable and visible location within the exhibit hall. We anticipate a lively exhibit hall floor with the consistent traffic, as usual.

Exhibiting Companies Include:

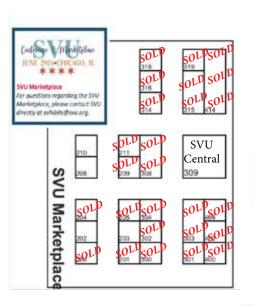
- Ultrasound Manufacturers
- Peripheral Devices and Equipment Manufacturers
- Ultrasound Device, Supplies and Equipment Distributors
- Ergonomics Manufacturers
- Infection Prevention Supplies
- Training Phantoms

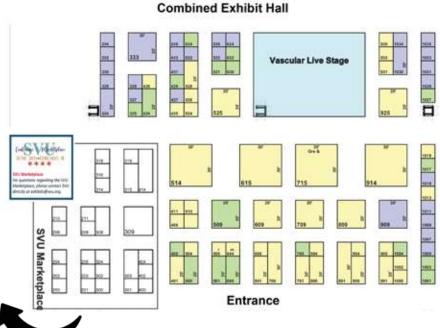
- Software Reporting Packages
- Credentialing Agencies
- Health Care Recruiters
- Non-Profit Societies Working in Vascular, Ultrasound, Radiology, Medical Imaging Area
- · Ultrasound Schools

PRICING

Booth Size	EARLY BIRD by 2/28	REGULAR after 2/28	Fee Includes
10' x 10'	\$3,000 \$3,200		One complimentary full conference registration
10' x 20'	\$4,500	\$4,700 Two complimentary full conference re	
20' x 20'	\$7,200	\$7,600	Three complimentary full conference registrations

FLOOR PLAN (SUBJECT TO CHANGE)





SVU 2024 Reservation Contract

Please reserve the following for our company's participation at the SVU 2024 Annual Conference & Marketplace June 19-22, 2024 | McCormick Place West, Chicago, IL

Contact Information

Unless otherwise indicated, all correspondence, including billing	, will be conducted with the individual listed below.						
Name	Title						
Company Name (as you wish it to appear when published)							
Mailing address							
City/State/Zip							
TelephoneEmail							
Website							
We understand this application becomes a contract when s	signed by us and accepted by SVU.						
Please review the General Rules and Regulations found on	th next three pages, and return with the signed SVU Contract.						
Signature	Date						
Payment Check Enclosed (Mail to P.O. Box 715491 Philadelphia, PA 19171-5491) Please Charge Credit Card: MasterCard Visa Account #ExpExp							
	CVV# Billing Zip Code Date						
Signature	CVV# Billing Zip Code Date						
Live Scanning\$4,000	EXHIBITOR OPPORTUNITIES						
Registration Desk Branding\$3,500	Booth Preference: 1 2 3						
Attendee Bag Sponsor SOLD \$6,000	☐ 10' x 10' Booth Early bird by 2/28\$3,000						
SOLD \$2,000	Regular rate after 2/28\$3,200						
Water Bottles. \$2,500	Fee Includes: One complimentary full conference registration						
Mobile App Banner Ad\$3,000 Mobile App Push Notification\$250 Attendee Bag Insert - Flyer\$500 Attendee Bag Insert - Giveaway\$800 Abstract Award Sponsorships\$ Sponsorships of Keynote Speaker (min. \$3,000).\$	10' x 20' Booth Early bird by 2/28						
Sponsorships of Other Speaker (min. 1,000)\$	Fee Includes: Three complimentary full conference registra						

Note: All exhibit and sponsorship invoices must be paid in full by May 1, 2024. April 1, 2024 is the last day to cancel and receive a refund minus the \$300 cancellation fee.

COMBINED TOTAL \$

VAM24 Exhibition and the SVU Marketplace General Rules and Regulations • June 19-22, 2024 • McCormick Place Convention Center • Chicago, IL

The Society for Vascular Ultrasound (SVU), its authorized representatives and Corcoran Expositions, Inc. are collectively referred to herein as "Show Management" and the VAM24 Exhibition and the SVU Marketplace as the "Show."

1. ELIGIBILITY. The Show is a professional meeting dedicated to vascular ultrasound, surgery and products and services proposed for exhibition must relate specifically to the practice and advancement of the diagnosis, treatment and prevention of vascular disease, or the education of those treating or conducting research related to vascular disease and their patients. Show Management has the sole right to determine the eligibility of any company, product or service, and reserves the right to cancel this Agreement and/or restrict, prohibit or evict any exhibitor or product at any time, if the company/exhibitor, product, or service detracts from the character of the Show, disparages Show Management (or its services or products), violates any of the following Rules and Regulations, or is otherwise harmful to Show Management (or its services or products).

In the event of such cancellation by Show Management prior to the move-in date of the Show, Show Management will refund the total fee for the booth space. In the event of cancellation, restriction, prohibition, or eviction by Show Management on or after the move-in date of the Show, Show Management is not liable for refunding the exhibit space fee or any other costs incurred by the exhibitor.

- 2. USE OF SPACE, SUBLETTING OF SPACE. No exhibitor shall assign, sublet, or share the space allotted with another business or company unless approval has been obtained in writing from Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies excepted. Exhibitors must show only goods manufactured or dealt by them in the regular course of business. Should an article of a non-exhibiting company be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint, or trademark under which same is sold in the general course of business. No company or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.
- 3. OPERATION OF DISPLAYS. Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the Show or exposition. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, are determined by Show Management to be objectionable to the successful conduct of the exposition. Use of so-called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

Direct Sales. No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery.

Contests, Drawings & Lotteries. All promotional items must be approved by Show Management prior to the meeting. Promotional items to be distributed to physician attendees must follow the exhibitor's Advamed and PhRMA guidelines. In accordance with Article 5.4.2 of the CMSS Code, SVS will only permit exhibitor giveaways that are educational and modest in value. Giveaways must be limited to those items found in a physician's office and may not be items routinely produced for sale by the exhibiting company. Distribution of candy or mints is acceptable but limited to individually wrapped items. Literature Distribution. All demonstrations or other activities must be confined to the limits of the exhibitor's booth space. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

Live Animals. Live animals are prohibited.

Models. Booth representatives, including models or demonstrators, must be properly and modestly clothed. Excessively revealing attire is prohibited.

Sound. Exhibits which include the operation of musical instruments, radios, sound projection equipment, public address systems or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked, nor exceed 80 decibels at a distance of 10' away from the booth. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens.

Copyright Licensing. Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform, or display any copyrighted materials including but not limited to music, video, and software. Exhibitor shall indemnify and hold harmless SVS, Show Management, and facility against cost, expense, or liability which may be incident to, arise out of or be caused by Exhibitor's failure to obtain the requisite license(s).

Photography. Only the official photographer may take photographs in the Exhibit Hall. Details about the official photographer will be included in the Exhibitor Service Kit. Exhibitors may photograph, or have their own booth photographed. Cameras, camera phones or other advanced technology devices used to photograph or film anything other than your own exhibit booth are strictly prohibited.

4. EXHIBITORS AUTHORIZED REPRESENTATIVE. Each exhibitor must name one person to be their representative in connection with the installation, operation and removal of the company's exhibit. Such a representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such a representative being in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times. For their own safety and protection, individuals under the age of 16 are not permitted in the exhibit hall. Only registered meeting attendees and those with a daily guest/exhibit badge will be allowed in the exhibit hall. Infants (12 months or younger) who need to be with their parent will be allowed in the exhibit hall provided they are being carried by an adult (no strollers).

- 5. INSTALLATION AND REMOVAL. Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Installation of all exhibits must be fully completed by the opening time of the Show. Any space not claimed and occupied three hours prior to opening, may be resold or reassigned without refund. No exhibitor will be allowed to dismantle or repack any part of his exhibit until after the closing of the Show. Doing so will result in the loss of space selection priority points.
- **6. ARRANGEMENT OF EXHIBITS.** Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the Show. Exhibitor Plan Review. Booth construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the Show.
- 7. EXHIBITS & PUBLIC POLICY. Each exhibitor is charged with knowledge of and compliance with all laws, ordinances and regulations pertaining to health, fire prevention and public health and safety, while participating in the Show. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Show Management and service contractors have no responsibility pertaining to the compliance with laws and public policy as far as individual exhibitor's space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to its exhibit or display, Show Management will endeavor to answer them.

All booth decorations including carpeting must be flame-proofed and all hangings must clear the floor. Electrical wiring must conform with National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, Show Management reserves the right to cancel all or such part of the exhibit as may be irregular, and effect the removal of same at exhibitor's expense. Exhibitors will not be permitted to store behind their booth background any excess material such as cardboard cartons, literature, etc. Excess supplies must be stored in areas which will be made available for such purpose. If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with Show Management for information concerning facilities or regulations. Exhibitors must comply with City and State fire regulations. Independent contractors must conform to IAEE, ESCA and ED&PA guidelines. All exhibit labor must comply with established labor jurisdictions. Crates, boxes, or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Exhibitors will be billed by Show Contractors for removal time and materials at prevailing rates.

- 8. STORAGE OF PACKING CRATES AND BOXES. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period, but these, when properly marked, will be stored, and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify its crates. Crates not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty." Because of the lack of storage facilities, it may be necessary to store empty crates and cartons outside the building. Every effort will be made to protect the crates from the elements, but neither Show Management nor its service contractors will assume any responsibility for damage to them. The removal and return of large crates that cannot be handled by hand trucks will be charged at prevailing rates.
- 9. LIABILITY AND INSURANCE. All property of the exhibitor remains under its custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand it may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.
- 10. INDEMNIFICATION. Exhibitor agrees that it will indemnify and hold and save Show Management (including their respective, officers, directors, employees and agents) harmless from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the exhibit space leased hereunder with the express or implied invitation or permission of Exhibitor (including its employees and contractors), or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the exhibit space leased hereunder. Such indemnification of Show Management by Exhibitor shall be effective unless such damage or injury may result from the sole gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the exhibit space leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.
- 11. PROPERTY DAMAGE. Neither Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty, and Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. Accordingly, it shall be the responsibility of Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.
- 12. WAIVER, ASSUMPTION OF RISK & RELEASE. Show Management cannot prevent Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees, or invitees from exposure to, contracting or spreading of communicable disease while attending or exhibiting at the Show. It is not possible to prevent the presence diseases. Therefore, if Exhibitor chooses to exhibit at and attend the Show it acknowledges and agrees that it may be exposing its agents, servants, employees, contractors, patrons, guests, licensees, and invitees to communicable diseases. Exhibitor understands and acknowledges that contracting some communicable diseases includes the risk of grave illness and injury, including, without limitation, death. Exhibitor hereby acknowledges and agrees that it has read and understands the above warning concerning communicable diseases and hereby choose to accept the risk of contracting communicable diseases on behalf of itself and its agents, servants, employees, contractors, patrons, guests, licensees, and invitees in order to exhibit at and attend the Show. The value of exhibiting at the Show is such that Exhibitor accepts the risk of being exposed to, contracting, and/or spreading communicable disease in order to exhibit at and attend the Show. Exhibitor hereby forever releases and waives its right to sue Show Management and their respective owners, officers, directors, managers,

officials, trustees, agents, employees, and other representatives in connection with exposure, infection, and/or spread of communicable disease to Exhibitor or its agents, servants, employees, contractors, patrons, guests, licensees, and invitees while attending or exhibiting at the Show. It is understood that the Exhibitor relinquishes its right to bring any claims including personal injuries, death, disease or property losses, or any other loss, including but not limited to claims of negligence and relinquishes any claim it may have to seek any damages whatsoever, whether known or unknown, foreseen or unforeseen.

- 13. CARE OF BUILDING AND EQUIPMENT. Exhibitors or their agents shall not injure or deface any part of the Show premises, exhibit building, the booths, or booth contents or Show equipment and decor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.
- 14. AMERICANS WITH DISABILITIES ACT. Exhibitors acknowledge and agree to fulfill their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped per- sons. Exhibitor shall also indemnify and hold harmless SVS, SVU, Show Management, and the facility from and against all cost, expense, liability, or damage which may be incident to, arise out of or in connection with, or be caused by Exhibitor's failure to comply with the Act.
- 15. OTHER REGULATIONS. Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. SHOW MANAGEMENT HAS FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES, REPRESENTATIVES AND CONTRACTORS AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES, EMPLOYEES OR CONTRACTORS WHO FAIL TO OBSERVE THESE RULES AND REGULATIONS OR WHO, IN THE SOLE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY OR UNPROFESSIONALLY MAY IMMEDIATELY BE REMOVED FROM THE SHOW AND/OR EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.

EXHIBITOR HAS CAREFULLY READ, FULLY UNDERSTANDS AND AGREES TO ALL PROVISIONS OF THESE RULES AND REGULA-TIONS INCLUDING THE INDEMNITY AND WAIVER & RELEASE PROVISIONS AND FREELY AND KNOWINGLY ASSUMES THE RISK AND WAIVES ITS RIGHTS CONCERNING LIABILITY AS DESCRIBED ABOVE BY SIGNING IN THE SPACE INDICATED BELOW.

PRINT NAME	 	
AUTHORIZED SIGNATURE		
DATE.		

Please be sure this form is returned with the rest of your Exhibitor Application.



Reserve Your Spot Today! Join us in Chicago.









Society for Vascular Ultrasound

P. 301.459.7550 F: 301.459.5651

Send Payments To: P.O. Box 715491 Philadelphia, PA 19171-5491

www.svu.org