



June 2–4, 2011 Seaport Hotel

Supporter Prospectus

BOSTON MASSACHUSETTS, USA

SVM 22nd Annual Scientific Sessions

Inside:

- **Support Opportunities**
- **Satellite Symposium**



This meeting is jointly sponsored by
University of Colorado School of Medicine and SVM.



Reach the country's leading researchers, physicians and technologists in vascular medicine. Demonstrate your dedication to the learning and information sharing that is at the heart of vascular health progress and the research that makes it possible.

The Society for Vascular Medicine invites you to support its 2011 Annual Meeting, June 2 – 4, 2011, at the Seaport Hotel in Boston, Massachusetts. Support a one-time event or activity or purchase a support package. Reach the leaders as well as those on the front lines — those who bring advancements in vascular medicine to those who need it most. We have developed new opportunities for collaboration with SVM this year.

ROOM DROP PROGRAM

To help your company increase its presence at the SVM Annual Meeting, SVM offers a marketing opportunity designed to help your company's promotional materials get into attendees' hands. SVM will deliver your company's collateral material to the sleeping rooms of all Annual Meeting attendees staying at the Seaport Hotel. The room drop will take place the evening of Thursday, June 2 — the peak check-in day. Materials cannot exceed 9" x 12", 12 pages in length or three ounces in weight. See the Promotional Program Participation form for further details.

SUPPORT SVM

Profile of 2010 Meeting Attendees

In 2010, over 400 people attended the SVM Annual Meeting, including:

Cardiologists	35% of attendees
Interventionists	4% of attendees
Vascular internists	15% of attendees
Internal medicine physicians ...	10% of attendees
Other attendees	16% of attendees

Supporters will be acknowledged in the final program and through appropriate signs and announcements during the SVM 2011 Annual Meeting.

If you have any questions or would like to personalize your support, call +1-847-480-2961.

Per continuing education guidelines, supporters may not dictate the content or planning of any educational session.

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SUPPORT PACKAGES

All SVM support packages include:

- Acknowledgment in final program
- Acknowledgment on the SVM Web site and in the SVM newsletter
- Acknowledgment on slides between meeting sessions
- Additional opportunities for SVM-supported publicity based on your level of support
- The right to include the SVM logo with the phrase “Proud Supporter of the Society for Vascular Medicine’s 2011 Annual Meeting” on organization materials distributed between February 1 and June 4, 2011.
Specific product or company logos are not allowed

Platinum Supporter – \$50,000 and Up

Platinum level supporters enjoy the standard benefits plus:

- Recognition on signage
- Verbal acknowledgment during general sessions
- One set of final attendee mailing labels for one-time use
- One set of SVM membership mailing labels for one-time use
- Up to five medical and scientific personnel are welcome to attend scientific sessions

Gold Supporter – \$20,000 to \$49,999

Gold level supporters enjoy the standard benefits plus:

- Recognition on signage
- Verbal acknowledgment during general sessions
- One set of final attendee mailing labels for one-time use
- One set of SVM membership mailing labels for one-time use
- Up to four medical and scientific personnel are welcome to attend scientific sessions

Silver Supporter – \$15,000 to \$19,999

Silver level supporters enjoy the standard benefits plus:

- Recognition on signage
- One set of final attendee mailing labels for one-time use
- Up to three medical and scientific personnel are welcome to attend scientific sessions

Bronze Supporter – \$10,000 to \$14,999

Bronze level supporters enjoy the standard benefits plus:

- Recognition on signage
- One set of final attendee mailing labels for one-time use
- Up to two medical and scientific personnel are welcome to attend scientific sessions

Copper Supporter – \$5,000 to \$9,999

Copper level supporters enjoy the standard benefits plus:

- Recognition on signage
- One set of final attendee mailing labels for one-time use
- One medical and scientific personnel is welcome to attend scientific sessions

Traditional Supporter – \$1,000 to \$4,999

Traditional supporters enjoy the standard benefits.

EVENT SUPPORT

Event supporters receive the following benefits in addition to the standard support package:

- Recognition on signage
- Verbal acknowledgment during general sessions
- One medical and scientific personnel is welcome to attend scientific sessions
- One set of final attendee mailing labels for one-time use available at certain levels

Celebrating Vascular Medicine Reception – \$15,000

Thursday, June 2

Join your colleagues and friends at the SVM Annual Meeting's premier networking event. The reception is open to all attendees of the Scientific Sessions and Workshops. This is the place to be Thursday night!

Audiovisual Package – \$6,000 per day

Thursday, June 2 – Saturday, June 4

Your logo on welcome slides before and in between sessions will reach an attentive audience.

Cases Over Cocktails Reception – \$5,000

Friday, June 3

Gain exposure by supporting the Cases Over Cocktails Reception, a well-attended interactive event that gets everyone together for a discussion of "Best Vascular Cases."

Vascular Jeopardy – \$10,000

Friday, June 3

Most popular session of the annual meeting!

Young Investigator Award Poster Session – \$2,000

Thursday, June 2

You will be acknowledged in the final program and through appropriate signs and announcements during the SVM 2011 Annual Meeting.

Continental Breakfast – \$2,000 per breakfast

Thursday, June 2 – Saturday, June 4

Help meeting attendees start their days with breakfast and remain fresh in their minds throughout the day. Includes coffee, decaf, tea and breakfast pastries.

Morning and Afternoon Coffee Break(s) – \$1,500 per break

Thursday, June 2 – Saturday, June 4

Women in Vascular Medicine Breakfast – \$1,500 **SOLD!**

Friday, June 3

An interactive breakfast allowing fellowship and discussion among women pursuing careers in vascular medicine.

New Member Breakfast – \$1,500

Thursday, June 2

This informal networking time is invaluable to new members as they look to make connections with colleagues.

General Support – Price varies

Gain exposure to this international audience by providing general support to the SVM Annual Meeting. Let meeting organizers determine how best to utilize your support dollars to enhance events and education for the attendees. Supporters are recognized on all general meeting signs and in the final program.

Don't see what you're looking for?

Contact SVM headquarters at info@vascularmed.org to develop your ideal support package.

SATELLITE SYMPOSIUM

The SVM Satellite Symposium is an opportunity for representatives from the vascular industry to host a scientific satellite program. The SVM Satellite Symposium is sponsored in its entirety by supporting companies.

Participation in the SVM Satellite Symposium requires an unrestricted educational grant. For a two-hour slot on Wednesday evening, June 1: \$15,000. For a two-hour slot on Friday evening, June 3 (higher attendance): \$25,000.

Due to Massachusetts law governing Pharmaceutical and Medical Device Manufacturer conduct, (July, 2009), food and beverage is strictly prohibited during the symposium. Audiovisual costs are the responsibility of the participating company. Contact information for onsite representatives will be provided to participating companies once their proposals have been accepted as part of the program.

Participation Benefits

- Two-hour presentation during the satellite symposium (includes questions from the audience)
- Acknowledgment as a meeting supporter in the final program
- Listing on SVM's Web site and in the SVM newsletter as a meeting supporter with a link to your home page
- Promotion of the event through a SVM Satellite Symposium Web page on SVM's Web site and in regular e-mail messages to all potential meeting attendees
- Additional medical and scientific personnel are welcome to attend scientific sessions
- One set of final attendance mailing labels for one-time use
- Symposium listing and signs in the registration area

Application Process

To ensure inclusion in the annual meeting registration brochure, applications to participate in the SVM Satellite Symposium must be e-mailed to info@vascularmed.org no later than Jan. 31, 2011. Submitted applications must include the following information to be considered:

- Proposed symposium title
- Name of supporting company
- Contact information for the primary person who will be receiving all future correspondence
- Statement of educational need and/or benefit of the symposium
- Proposed speaker list with accompanying CVs
- Narrative description of the symposium — this will be used to promote your session on the SVM Web site and in other promotional materials
- Learning objectives and goals of the symposium and your target audience

Be as accurate and detailed as possible when putting together your submission. Should your symposium be selected for participation, the information provided in the application will be used in promotional materials. The presentation should address relevant topics and may not include sales-focused materials. All applications that present genuine scientific content relevant to SVM membership will be considered by an SVM review committee for inclusion in the symposium.

SATELLITE SYMPOSIUM (continued)

Promotional Materials

SVM must approve all promotional materials for all industry symposia. Participating companies are required to present copies of all promotional materials to SVM staff for review prior to mailing. Participating companies may refer to themselves as a “Friend of SVM” and their symposium as preceding the start of the SVM Annual Meeting.

Speaker Guidelines

Members of the SVM Executive Committee, the SVM Board of Trustees or SVM committee chairs may not serve as speakers for a company’s presentation unless prior approval has been given by the program committee chair.

If a speaker chosen to present at the SVM 2011 Annual Meeting is also presenting at an industry symposium, the speaker must deliver unique information during each presentation. A subset of information or repeat of a scientific session or symposium is discouraged.

Speakers may participate in only one company’s symposium. Final speaker selection should be submitted to SVM by March 31, 2011. SVM should be notified of any program changes. Upon your acceptance and complete payment, no refunds will be available at any time. For your reference, the members of the SVM Executive Committee, Board of Trustees and the SVM committee chairs are listed below:

Peter Angelopoulos, MD, FSVM
 J. Michael Bacharach, MD, MPH, FSVM
 Jerry Bartholomew, MD, FSVM
 Joshua A. Beckman, MD, FSVM
 Susan M. Begelman, MD, FSVM
 Mark A. Creager, MD, FSVM
 Robert T. Eberhardt, MD, FSVM
 Cindy Felty, MSN, RN, CNP, FSVM
 James B. Froehlich, MD, MPH, FSVM
 Heather L. Gornik, MD, FSVM
 Scott Kinlay, MBBS, FSVM
 Raghu Kolluri, MD, RVT, FSVM
 Robert D. McBane, MD, FSVM
 Suman W. Rathbun, MD, FSVM
 Thom W. Rooke, MD, FSVM
 David P. Slovit, MD, PhD, FSVM
 Diane J. Treat-Jacobson, PhD, RN, FSVM

Preliminary Meeting Schedule

Wednesday, June 1

5:30 p.m. – 7:30 p.m. Satellite Symposium

Thursday, June 2

7:00 a.m. – 8:00 a.m. New Member Breakfast

8:30 a.m. – 6:00 p.m. Scientific Sessions

4:15 p.m. – 5:30 p.m. Jay D. Coffman Young Investigator Presentations

6:30 p.m. – 8:00 p.m. Celebrating Vascular Medicine Reception

Friday, June 3

7:00 a.m. – 8:00 a.m. Women in Vascular Medicine Breakfast

8:00 a.m. – 4:30 p.m. Scientific Sessions

11:55 a.m. – 1:30 p.m. Vascular Jeopardy and Lunch

4:30 p.m. – 5:15 p.m. Cases Over Cocktails

5:30 p.m. – 7:30 p.m. Satellite Symposium

Saturday, June 4

8:00 a.m. – Noon Novel Anticoagulants Workshop

GENERAL INFORMATION

Boston: Hip & Historical, Cool & Hot

Boston is a wonderful blend of stylish sophistication and historic New England charm. You can easily uncover the city's past while enjoying its distinctively modern edge. Summer is a great time to explore Boston, Massachusetts. Affectionately known as "America's Walking City," You can stroll the city's sidewalks, wander its abundance of green parks, or just people-watch at one of the many outdoor cafes. Shoppers will love Boston's Faneuil Hall Marketplace and the high-end boutiques on Newbury Street. For sports fans, catching a Red Sox game at Fenway Park is a must when you're in Massachusetts. North of Boston and on Cape Cod, picturesque New England beaches are frequented by locals and visitors alike, and the colonial towns hum with the bustle of eager explorers. When the sun goes down, ideal temperatures make for a hot nightlife in the city's restaurants, bars and clubs.

Visitors guides are available from the Boston Convention & Visitors Bureau at +1-888-SEE-BOSTON or online at www.bostonusa.com

Seaport Hotel

1 Seaport Lane
Boston, MA 02210

The Seaport Hotel will be the site of all annual meeting activities. For reservations, call the hotel at +1-216-707-4100 or toll free at +1-800-262-0680 and mention that you are an SVM attendee to receive the special conference group rate of of \$219 single/double occupancy, plus applicable taxes and

a \$3 inclusive charge per room per night to cover all gratuities while onsite. Discounted rooms are sold on a first-come, first-served basis. Discounted room rates apply only to SVM attendee reservations received before May 1, 2011, as long as rooms are still available in the SVM room block. Make your hotel reservations early! If you need a handicap-accessible room, make this request in advance.

Air Travel Discount Information

Airline reservations may be made through FCm Travel Solutions, the preferred agency for SVM meetings. FCm charges a processing fee on transactions but provides a discount to all SVM Annual Meeting attendees. International callers and callers in the state of Illinois call FCm Travel Solutions at +1-847-948-9111, Ext. 3; callers from North America dial +1-866-341-7672.

Airport Transportation

From Logan International Airport (BOS), the Seaport Hotel is located 3 miles from the airport. The Seaport Hotel is easily accessed by interstate highways by car, shuttle buses, public transportation, taxi or water taxi. Travelers may also see the Public information booths located in the lower level baggage claim areas of A, B, C and E. Booths are generally staffed from 7:00 a.m. - 11:45 p.m. (times may vary).

Parking

Valet parking is available beneath the Seaport Hotel on a 24-hour basis at the Seaport Hotel for \$42 per day, with in and out privileges. Daily self-parking is available for \$32, with in and out privileges.

Profile of SVM Membership

SVM is a not-for-profit society of 700 physicians, researchers, nurses and technologists interested in vascular medicine and disease.

SVM Annual Meeting attendees include:

- Practicing physicians in vascular medicine
- Clinicians and physicians in vascular medicine
- Interventionists
- Vascular internists
- Scientists
- Researchers
- Surgeons
- Radiologists
- Nurses and Nurse Practitioners
- Physician Assistants

About the Society for Vascular Medicine (SVM)

Vascular diseases account for most of the morbidity and mortality in the United States. In addition to the commonly appreciated stroke, myocardial infarction and venous thromboembolism, the field of vascular medicine encompasses a broad spectrum of arterial, venous and lymphatic disorders, as well as their associated medical disorders. This diversity and complexity of vascular diseases requires knowledgeable practitioners of vascular medicine to provide cost-effective care. The society's mission is to promote vascular medicine through education, training and research. The Society includes among its membership the major investigators and opinion leaders in vascular medicine.

**SVM 2011 Annual Meeting
Seaport Hotel
Boston, Massachusetts USA
June 2 – 4, 2011**

Room Drop Program Participation Form

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To participate, complete this form and e-mail, fax or mail to SVM headquarters by May 2, 2011.

Company: _____

Contact Name: _____

Address: _____

City _____ State/Province: _____

Postal Code: _____ Country: _____

Phone: _____

Fax: _____

E-mail: _____

Send completed participation form with payment to:

Society for Vascular Medicine
111 Deer Lake Road, Suite 100
Deerfield, IL 60015 USA
Phone: +1-847-480-2961
Fax: +1-847-480-9282

Room Drop Program

Delivery to Attendee Rooms —
Registration Deadline: May 2, 2011

- For-Profit Organizations \$5,000
 Nonprofit Organizations \$2,000

Note: SVM will schedule room drops only if a minimum of three companies apply for the program. If this minimum is not met by May 2, SVM will issue refunds to companies that may have already issued payment.

Payment Information

SVM's Federal tax ID number is 34-1623552.

Enclosed is a check for US\$ _____
payable to Society for Vascular Medicine.

Charge my:
 Visa Mastercard AmEx Discover

Acct. # _____

Exp. Date: _____ Amount \$ _____

Signature: _____

Name on credit card (if different from above)

Billing address (if different from above)



For up-to-date meeting information, visit
www.vascularmed.org