

17th Annual
SIF 2021

SCOTTSDALE INTERVENTIONAL FORUM

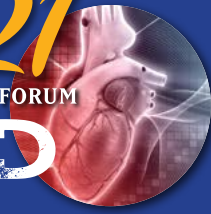
HYBRID



INDUSTRY PARTNERSHIP PROSPECTUS

SIF2021.com

March 10 – 13, 2021 • A Hybrid Learning Experience



Dear Colleague,

I am thrilled to invite you to participate in the **17th Annual Scottsdale Interventional Forum, a Hybrid Learning Experience**, scheduled for March 10-13, 2021. The COVID-19 pandemic severely impacted cardiovascular CME efforts this past year. During the virus' peak, meeting organizers moved to virtual formats to regain momentum and continue advancing ongoing cardiovascular education. While these virtual formats have allowed us to continue learning in an ever-changing world, the educational value of learning live and in-person has suffered. Recognizing the enormous value of in-person education, the **SIF 2021** scientific organizing committee has committed time and resources to create a safe and educational meeting with limited in-person attendance. In an effort to share the outstanding educational content and reach as many cardiovascular professionals as possible, **SIF 2021** will be held in a hybrid format: in conjunction with the limited in-person attendance, the symposium will also be concurrently live-streamed for online attendance and participation.

Our organizing committee, along with Gaffney Events, takes the health and safety of our faculty, industry partners and attendees very seriously. We will take every measure to ensure that the educational value of **SIF 2021** will be enhanced by following all guidelines outlined by the CDC and Arizona Department of Health to provide a safe and structured environment.

Thank you for your consideration and your support of continuing medical education. We are confident that you and your organization will find exceptional value in supporting and participating in this important educational program. We look forward to your participation in the **2021 Scottsdale Interventional Forum**.

Sincerely,

David G. Rizik, MD, FACC, MSCAI
Program Director

EDUCATIONAL HIGHLIGHTS

- Live cases broadcast from the top US centers covering complex coronary and structural intervention
- Comprehensive didactic lectures from the world's leading experts in cardiovascular disease management
- Personal interaction with leading cardiovascular specialists both via in-person and virtually
- Stimulating taped case presentations covering the most complex interventional complications
- Extensive review of mechanical circulatory support and advanced coronary intervention
- A robust review of the latest advances in the therapy of valvular and structural heart disease
- Comprehensive Industry Symposia, Fellows Course and dedicated Nursing Symposium
- Advanced Imaging Symposia
- Expert comprehensive panel on advances in pharmacologic management and DAPT de-escalation

TARGET AUDIENCE

The **2021 Scottsdale Interventional Forum** has been designed to meet the educational needs of interventional and general cardiologists, cardiology fellows, cardiovascular surgeons and vascular specialists, interventional radiologists, cath lab nurses and technicians as well as other medical professionals who have an interest in heart and vascular medicine.

FOR ADDITIONAL INFORMATION, CONTACT:

Jennifer Berens, Gaffney Events
425-442-1314
jennifer@gaffneyevents.com



BENEFITS	PLATINUM \$50,000	GOLD \$25,000	SILVER \$15,000	BRONZE \$5,000
EXCLUSIVE LOGO PLACEMENT ON SIF VIRTUAL LEARNING WEBSITE	✓	—	—	—
SPONSORED LIVE CASE	✓	—	—	—
SPONSORED EDUCATIONAL SESSION <i>Choose 1:</i> • Cases Over Coffee • Cases Over Cocktails	✓	✓	—	—
SIF CONFERENCE KIT INCLUSION • Course materials mailed to first 100 virtual registrants and given on-site to all in-person attendees	✓ • <i>Company Logo displayed on outside of kit</i> • <i>Company marketing piece (1) included in kit*</i>	✓ • <i>Company marketing piece (1) included in kit*</i>	—	—
MARKETING EBLAST INSERTION • 1 Banner Advertisement* • Inclusion in 1 SIF Promotional eblast highlighting live case sponsorship &/or educational session. <i>Eblasts may be pre or post conference</i>	✓	✓	✓ <i>Banner ad only*</i>	—
VIRTUAL EXHIBIT SUITE FEATURING: • Company Logo & Description • Animated Product or Promotional Video(s) • Downloadable Marketing & Educational Materials • Live “Real Time” Attendee Interaction** • Social Media Links	✓ • <i>Premier Placement in Virtual Exhibit Hall</i> • <i>2 Promotional Videos</i> • <i>4 Downloadable Marketing Materials</i>	✓ • <i>1 Promotional Video</i> • <i>4 Downloadable Marketing Materials</i>	✓ • <i>1 Promotional Video</i> • <i>3 Downloadable Marketing Materials</i>	✓ • <i>1 Promotional Video</i> • <i>2 Downloadable Marketing Materials</i>
6' TABLETOP EXHIBIT • Complimentary 6' Tabletop Exhibit in socially-distanced Exhibit Hall on-site at SIF. <i>Includes 3 Full-Meeting Badges (Subject to CDC and Arizona Dept. of Health Guidelines March 2021)</i>	✓	✓	✓	✓
LOGO RECOGNITION ON SUPPORTER BANNER at SIF LIVE CONFERENCE	✓	✓	✓	✓

* Company Provided

** Live Zoom or Email connection (Company Discretion)



2021 Community Event

Partner with Honorhealth and reach not only SIF attendees, but the greater Phoenix area through this Community Event to be televised on AZTV-7, Wednesday, March 10. Held annually in conjunction with SIF, Dr. Rizik and faculty educate current and future patients on heart health and the evolution of cardiovascular surgery. Featuring 2 live cases and panel discussions by SIF's esteemed faculty, your company will be prominently recognized as supporting the Community Event throughout the evening with logo placement on the screen and recognition from the course faculty encouraging viewers to visit your company website for additional company and product information.

\$25,000 (3 Available)

Attendee Wi-Fi

Keep SIF In-Person attendees connected with exclusive sponsorship of the symposium wi-fi. Includes custom network SSID and password.

\$20,000 (1 Available)

Attendee App

Company Logo on the opening splash screen and recognition as the Premier Sponsor of the SIF Attendee Interaction App. Ability to send push notifications and connect personally with attendees.

\$15,000 (1 Available)

Faculty Lounge Sponsorship

Display your company Logo as screensavers on the SIF Faculty Lounge Computers. Includes a recognition pull-up banner with artwork of your choice placed at the entrance of the Faculty Lounge on-site.

\$15,000 (1 Available)

Wall Decal (Stairway Banner)

Onsite banner located in upper stairwell of the Hyatt Hotel leading to registration area and main auditorium. 112" x 45"

\$15,000 (4 Available)

Hotel Key Cards and Sleeves

Includes company supplied artwork on custom SIF hotel key cards and security sleeves given to all attendees staying at the Hyatt Gainey Ranch.

\$15,000 (1 Available)

Eblast Advertisements

Banner Advertisement in "Time to Tune In" Eblast sent to all registered attendees 5 mins before the start of each day.

\$10,000 (4 Available)

Hand Sanitizer Stations

Company Logo or Product Advertisement placed on sanitizing stations on-site throughout the SIF conference and exhibit space.

\$10,000 (6 Available)

On-Site Health and Safety Item Sponsorship

Company Logo and/or recognition on one of the on-site personal health & safety items given to all in-person attendees:

- Pocket Hand Sanitizer
- Facemasks
- Touchless Tools

\$7,500 (3 Available)

Attendee Lanyards

Customized with your company logo &/or product message. Given to all onsite attendees.

\$7,500 (1 Available)

Sponsored Virtual Break

Display your company logo on the virtual platform screen during breaks and encourage attendees to view your exhibit suite.

\$5,000 (6 Available)





17th ANNUAL SCOTTSDALE INTERVENTIONAL FORUM A HYBRID LEARNING EXPERIENCE • March 10 – 13, 2021

Company Name (As it should appear on printed material)		
Contact Person (Individual to whom all exhibitor information will be forwarded)	Title	
Street Address		
City	State	Zip
Telephone	Fax	Email
Product		

EXHIBIT LEVEL

\$50,000 Platinum
 \$25,000 Gold
 \$15,000 Silver
 \$5,000 Bronze

COMPLIMENTARY 6' TABLETOP BOOTH

Yes, our company would like to take advantage of the complimentary 6' Tabletop booth on-site at SIF 2021
 TBD (Please Describe) _____

ADDITIONAL SPONSORSHIP OPPORTUNITIES

_____ \$ _____ \$
 _____ \$ _____ \$

BADGES NEEDED

Representative Name (First, Last)	Email Address	Phone

PAYMENT

Make checks payable to: **Gaffney Events Educational Trust**
 Mail: Gaffney Events, 27322 NE 143rd Place, Duvall, WA 98019
 To pay by credit card contact Jennifer Berens.
 Email: jennifer@gaffneyevents.com

EIN #: 47-3109028
 Fax: (425) 788-0668
 Phone: (425) 442-1314

Credit Card Number _____

CVC Code _____ Expiration Date _____

TOTAL SPONSORSHIP \$ _____ Signature _____



*For all sponsorship-related questions, please contact Jennifer Berens at 425-442-1314 or via email at jennifer@gaffneyevents.com