

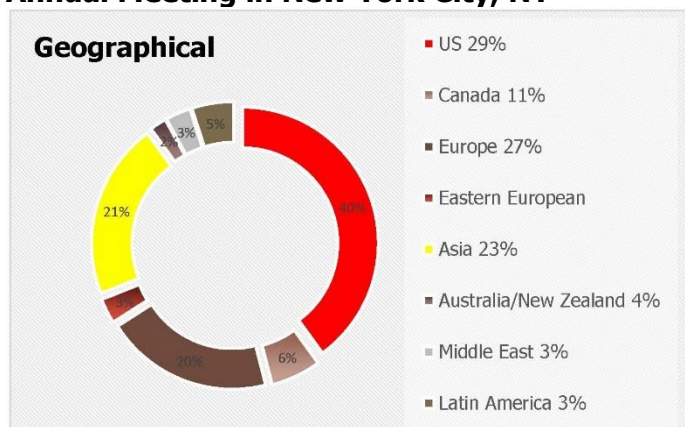
INDUSTRY PROSPECTUS

**2021 ISMICS REIMAGINED: Virtual Annual Scientific Meeting
 18 – 20 June, 2021**

ABOUT THE SOCIETY

The International Society for Minimally Invasive Cardiothoracic Surgery (ISMICS) was established in 1997 in order to enhance, promote and support research and education related to the field of minimally invasive cardiothoracic surgery. The Annual Scientific Meeting has become the leading gathering of the most respected and forward thinking surgeons in the world: committed to innovation in surgery, the development of less invasive cardiothoracic, thoracic, and cardiovascular surgery techniques. For more information please visit the ISMICS website at www.ismics.org or call the administrative office at +1.978.927.8330 or email industry@ismics.org.

**DEMOGRAPHICS of the 2019 ISMICS
 Annual Meeting in New York City, NY**



Professional	
Physicians	354
Fellows	94
Extended Healthcare Professional ..	44
Non-exhibiting Industry	7
Press	1

Historical Professional Registration

<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
419**	459*	473*	600**	486*	534*	589**	576*	550**	490* ^C	625**	466* ^C	500

* Meeting held in US
 *^C Meeting held in Canada
 ** Meeting held in Europe



Gold Level \$25,000

Includes:

- Recognition for Gold Level Support at the start of the program and social media.
- Industry Symposium Opportunity
- Ten (10) full convention registrations for members of your company
- Company name listed on conference website home page - www.ISMICS.com
- Pre-registration and final registration mailing list (including name, institution and email address)
- Gold Level virtual exhibit space in the Digital Marketplace, Please see Guidelines and details on page 3.
- 1 email blast during the 2021 year to our ISMICS database.

Silver Level \$15,000

Includes:

- Recognition for Silver Level Support in email blasts, website, on screen at the start of the program and social media.
- Industry Symposium Opportunity
- Five (5) full convention registrations for members of your company
- Company name listed on conference website home page - www.ISMICS.com
- Pre-registration and final registration mailing list (including name, institution and email address)
- Single virtual exhibit space in the Digital Marketplace, Please see Guidelines and details on page 3.

Bronze Level \$5,000

Includes:

- Recognition for Bronze Level Support in email blasts and on screen at the start of the program and social media.
- Single virtual exhibit space in the Digital Marketplace, Please see Guidelines and details on page 3.
- Two (2) full convention registrations for a member of your company.

Exhibit Level \$2,500

Includes:

- Single exhibit space in the Digital Marketplace, Please see Guidelines and details on page 3.
- Two (2) full convention registrations for a member of your company.

VIRTUAL BOOTH SUBMISSION GUIDELINES

Virtual Booth Asset Submission Instructions and Deadlines

Welcome to the Digital Marketplace! Please email your digital assets to industry@ISMICS.org no later than May 31, 2021. We can accommodate slightly longer deadlines if needed. Please send us an update by May 31st. Once we receive the content, our team builds your virtual booth. We will send a link to you for one round of review before the virtual booth goes live.

Exhibit Level Virtual Booth



A sample Digital Marketplace can be viewed online:

www.ppri.com/virtual
username: licensing@ppri.com
password: PRRI

The first screen registrants will see after clicking the Digital Marketplace button is the virtual exhibit hall. This will display all participating company logos. Sections **A** through **F** explain the content formats allowed within the virtual booth:

- A.** Company and/or product logo (JPG or PNG).
- B.** Company description, maximum 50 words. Please note the first 80 characters, including spaces, will appear without having to click on a link to expose the full description.
- C.** The main screen is intended to feature an embedded video (a link to an online video or send the video file). You can also post a static image that hyperlinks to a website, external video, or some other URL. A PowerPoint Show that has been exported as an MP4 may also be used.

The main screen is not intended to have a list of links.

If your embedded video must have a customized thumbnail (E.g. to obscure product branding) as the display image shown before a registrant hits play, please send one at the screen size listed below.

Screen size: 750 x 460 pixels

Acceptable video file formats: MP4, .MOV, .WMV, .AVI, youtube, or VIMEO links

- D.** Company or product slogan: suggested 50 characters in length, including spaces
- E.** This is a scrolling banner where your contact information and company website will be posted. We recommend using a representative's email and phone number. Below the company contact information, you can list other resources such as PDFs, a PowerPoint slidedeck (5 slides max), static images (.jpg or .png), URLs to external sites like an online survey or product page.

Platinum sponsors have a slightly bigger booth with 2 scrolling banners.

- F.** Company logo and social media links

Live Chat: A registrant must initiate the chat. Please note as a rep admin you will not see a Live Chat button. As the admin you will click on the Live Chat Admin button which can sometimes be at the very bottom of the page after logging in. Your virtual booth can have as many reps logged in as desired but only 1 rep can chat with a registrant at a time. Your virtual booth reps must have their chat window open to see if a registrant has clicked your company's chat button. A doorbell sound will alert reps when a registrant clicks on the Live Chat button in your virtual booth. The registrant's name will appear in your chat window in the cue and you will see how long they have been waiting (ex: idle for 1 minute, 3 minutes, 5 minutes, etc). Once a rep picks up a registrant who is in the chat cue, the registrant name disappears from the queue. A transcript of all chat (text based only) will be available to your team. It will not be available to anyone else but your team who has the Live Chat function enabled with their login.



STRATEGIC SUPPORT REQUEST FORM

Once ISMICS receives your Strategic Support Request Form you will be notified regarding approval of your request and to confirm the appropriate next steps. Please indicate your interests below.

Company Name

Contact

Title

Address

City/State/ Zip/Country

Telephone




Email

Please select your support activities below:

- DIAMOND LEVEL - \$25,000 SILVER LEVEL - \$15,000
 BRONZE LEVEL - \$5,000 EXHIBIT LEVEL - \$2,500

PAYMENT METHOD:

WIRE TRANSFER Check amount enclosed: \$ _____ .

CREDIT CARD:    Amount to be charged: \$ _____

Credit Card Number Expiration Date Security Code (3-4 numbers on front/back)

Name as it appears on credit card

Cardholder's Signature

Please provide credit billing address if different from address shown at the top of the form

Complete and return to:

Yvonne Grunebaum, Director of Industry Relations | ISMICS
industry@ISMICS.org | Phone: 978-927-8330 | Fax: 978-524-0461