
SCA 2021

Annual Thoracic Anesthesia Symposium

April 23, 2021

Annual Meeting & Workshops

April 24-27, 2021

VIRTUAL
PARTNERSHIP
PROSPECTUS

SCAHQ.ORG

Dear Industry Colleagues,

On behalf of the SCA Leadership it is my pleasure to invite your support and participation at the Annual Thoracic Anesthesia Symposium on April 23rd and the Annual Meeting and Workshops April 24th -27th. Please join us as we reimagine the 2021 SCA Meeting into a Virtual Meeting that will be an exceptional experience for one-on-one interaction, expertise sharing and more.

Industry partners and technical exhibits continue to be an essential part of our meeting's success. SCA will be utilizing a customizable desktop/mobile platform to house the conference. Utilizing the platform's technology and creative engagement mechanisms will allow us to create an interactive Exhibit Hall that provides an enhanced capacity to build brand awareness, provide product education and gain access to valuable leads that have made the live meeting so attractive in the past.

Benefits of the Virtual Booth include:

- Live reps staff the booth and interact with attendee visitors
- Product videos and marketing collateral can be loaded to the booth
- Zoom business suites with a one-on-one appointment setting to host group meetings/ demo products
- Online lead generation and post-meeting analytics

Thank you for considering our request for participation in the SCA Annual Events; we look forward to receiving your commitment. If you have any questions, please contact Denise Castetter, denise@veritasamc.com or 973-769-1020.

Sincerely,

Denise

Denise Castetter
Director, Industry Relations
Society of Cardiovascular Anesthesiologists



SPONSORSHIP INFORMATION

The 2021 SCA Annual Meeting will provide attendees with Continuing Medical Education (CME) in addition to advanced knowledge, combined with new product knowledge offered in the non-CME Science and Technology Auditorium.

Supporting SCA

Deliver your message in a professional, focused, and educational environment. SCA provides you with networking opportunities to build relations with new and existing customers. The more than 1000 expected participants will be eager to learn about your company and products.

Benefits of the Virtual Exhibit Include

- Live reps staff the booth and interact with attendee visitors
- Product videos and marketing collateral can be loaded to the booth
- Zoom business suites with a one-on-one appointment setting to host group meetings/demo products
- Online lead generation and post-meeting analytics

CALL AHEAD TO SCHEDULE A DEMO

Build brand awareness, provide product education and gain access to valuable leads with a virtual exhibit

Optimize Visibility with a Platinum, Gold, Silver or Bronze Level Sponsorship

Participation includes recognition on the Conference website, in social media and e-blasts. Please refer to the Partnership Opportunities for a complete list of benefits.

For more information about exhibits, sponsorships, or advertising opportunities to support SCA, please contact:

Denise Castetter | Director of Industry Relations | Veritas Association Management
1061 East Main Street, Suite 300, East Dundee, IL 60118
W: 973-769-1020 | F: 847-649-1704 | denise@veritasamc.com



PARTNERSHIP OPPORTUNITIES

MAXIMIZE YOUR IMPACT THROUGH SPONSORSHIP

The SCA Annual Meeting offers industry sponsors an opportunity to reach Anesthesiologists who sub-specialize in the cardiac and cardiothoracic fields. The focused meeting environment is ideal for businesses dedicated to delivering products and services that support these conditions. This forum will allow you to interact with clinicians eager to learn about new technologies and innovations that aim to improve patient care.

PLATINUM CUSTOM PKG **\$25,000 & UP**

Pinnacle Level Includes:

- Opportunity for a Custom Sponsorship of your choice
- Company recognition (logo, weblink) posted on the SCA Annual Meeting website, in social media and e-blasts

GOLD **\$20,000**

INDUSTRY SPONSORED PRODUCT THEATER

Highlight your commitment to SCA with a 45-60 minute presentation by your product specialist or guest speaker to present to participants.

Gold Level Includes:

- Speaker Presentation and Q&A
- Option for presentation to be available as Enduring Material for On Demand viewing within the meeting platform for 60 days
- Event marketing – messaging promoting your presentation will be sent to SCA registrants
- Company recognition (logo, weblink) posted on the SCA Annual Meeting website, in social media and e-blasts
- Participation in the “Industry Round Table” – a 5-minute introduction about your company
- Virtual Exhibit (see below)

Recording options and logistical instruction provided upon receipt of Registration Form.



PARTNERSHIP OPPORTUNITIES (CONT.)

SILVER \$15,000

INDUSTRY SPONSORED PRODUCT THEATER

Highlight your commitment to SCA with a 30 minute presentation by your product specialist or guest speaker to present to participants.

Silver Level Includes:

- Speaker Presentation and Q&A
- Option for presentation to be available as Enduring Material for On Demand viewing within the meeting platform for 60 days
- Event marketing – messaging promoting your presentation will be sent to SCA registrants
- Company recognition (logo, weblink) posted on the SCA Annual Meeting website, in social media and e-blasts
- Participation in the “Industry Round Table” – a 3-minute introduction about your company
- Virtual Exhibit (see below)

BRONZE \$7,500

CoffeE Talks

Deliver your message with 15 minute Topic Related presentations prior to morning sessions or during breaks.

Bronze Includes:

- Company recognition (logo, weblink) posted on the SCA Annual Meeting website, in social media and e-blasts
- Participation in the “Industry Round Table” – a 2-minute introduction about your company
- Virtual Exhibit (see below)

VIRTUAL EXHIBIT \$3,000 Increase brand awareness and generate valuable leads

Deliver your message, engage with key decision makers, build relationships with new and existing customers via a Virtual Exhibit in the non-CME Science and Technology Auditorium.

Participate in the “Industry Round Table” – a 1-minute introduction about your company

Virtual Exhibit Level Includes:

- Live reps staff the booth and interact with attendee visitors
- Product videos and marketing collateral can be loaded to the booth
- Zoom business suites with a one-on-one appointment setting to host group meetings/demo products
- Online lead generation and post-meeting analytics

TAS sponsors have the opportunity to participate in the entire meeting



EXHIBIT REGISTRATION & INVOICE FORM

Contact Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

SPONSORSHIP OPTIONS

- PLATINUM (\$25,000+)**
Custom Package
- SILVER (\$15,000)**
30 minute Presentation
- VIRTUAL EXHIBIT (\$3,000)**
- GOLD (\$20,000)**
45-60 Minute Presentation
- BRONZE (\$7,500)**
Coffee Talk

Representative Name (First, Last)	Title	Email Address	Phone

PAYMENT INFORMATION

Check payable to: Society of Cardiovascular Anesthesiologists in U.S. dollars drawn on a U.S. bank. TAX ID #72-0863580

Credit Card VISA Mastercard Discover American Express

Credit Card # _____ CW _____ Exp Date _____

Name _____

Billing Address _____

City _____ State _____ Zip _____

Signature _____ Total \$: _____

Phone _____ Fax _____

Email _____

Return this completed exhibit reservation form and payment to Denise Castetter.
Mail: Veritas Association Management, 1061 E. Main St., Suite 300, East Dundee, IL 60118
W: 973-769-1020 | F: 847-960-3862 | denise@veritasamc.com