

8/15/22



Guidelines and Important Dates for the November 2022

VEITHsymposium/AIMsymposium/AVIDsymposium Advertising Opportunities

- 1. Advertising content must be approved by jsimpson@veithsymposium.org by 5:00 p.m. Eastern time on September 30, 2022. Failure to submit content for approval by this date may result in a forfeited opportunity.**
- 2. Payment for advertising opportunities is due at the time the order is placed. Payment not received within this time period may result in a forfeited opportunity.**
- 3. All graphic orders must be placed with Freeman no later than October 5, 2022. Failure to submit by this date will result in surcharges.**

HILTON REVOLVING DOOR (Hotel Lobby Entrance – 6th Avenue)

Quantity: 3 Panels/Clings (1 per company) SINGLE SIDED

Dimensions: 41 ¼” W x 76” H

Cost: \$10,000 each Panel/Cling; includes Freeman printing and installation labor; does not include graphic design.

Content must be approved by September 30, 2022. Please submit to jsimpson@veithsymposium.org.

Orders received by Freeman after 10/5/22 are subject to a surcharge.



HILTON REVOLVING DOOR (Rear Lobby Garage Entrance – 53rd / 54th Streets)

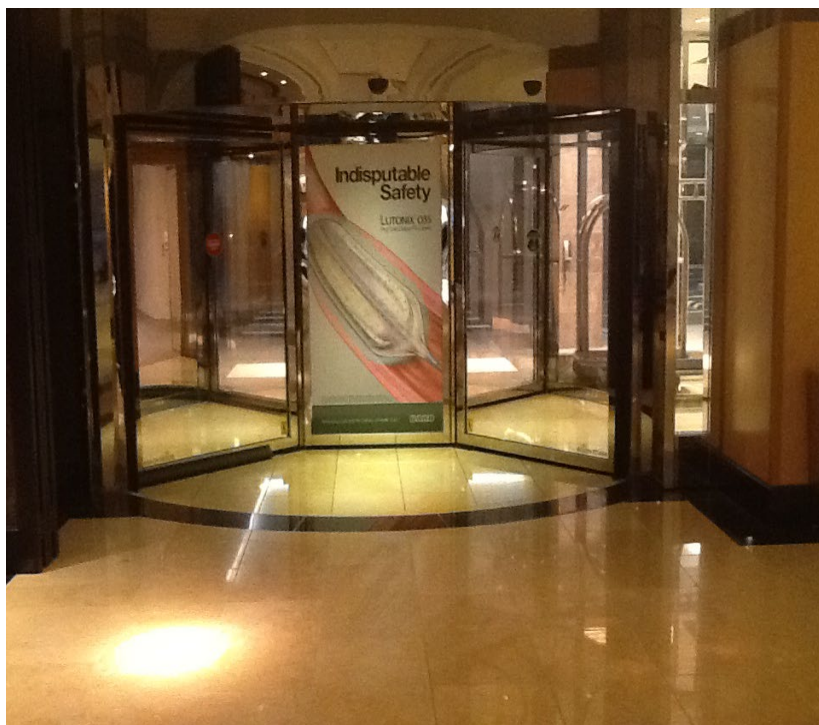
Quantity: 3 Panels/Clings (1 per company) SINGLE SIDED

Dimensions: 41 ¼" W x 76" H

Cost: \$10,000 each Panel; includes Freeman printing and installation labor; does not include graphic design.

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HILTON LOBBY LIGHT BOX (Hotel Lobby Entrance – 6th Avenue)

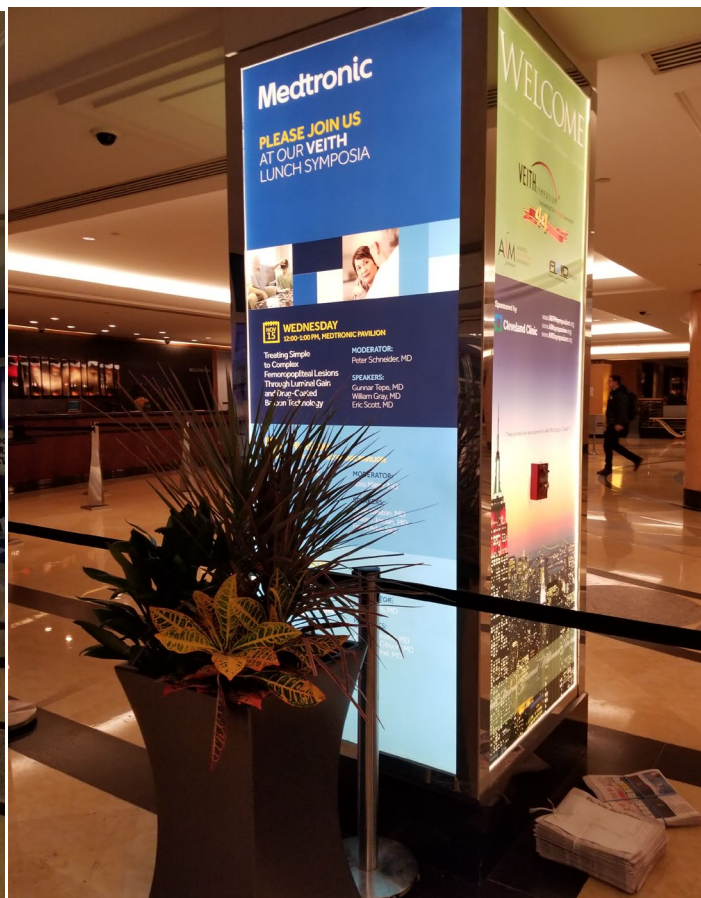
Quantity: 2 Light Boxes (4 Panels/Clings each – Back Lit) – Maximum 1 Light Box (4 Panels/Clings) per company

Dimensions: 32 ½” W x 92” H (each Panel/Cling)

Cost: \$10,000 per Panel/Cling; includes Freeman printing and installation labor; does not include graphic design.

Note: The Light Box on the right has a fire alarm pull station (as pictured) and a high strobe on the opposite Panel (facing Minus 5).

Content must be approved by September 30, 2022. Please submit to jsimpson@veithsymposium.org. Orders received by Freeman after 10/5/22 are subject to a surcharge.



ESCALATOR WELLS (2nd Floor)

Quantity: 2 Full Wells
12 Panels/Clings per Well (double sided only)

Dimensions: 57" W x 30" H each Panel/Cling.

Cost: \$7,500 per Well; includes Freeman printing and installation labor; does not include graphic design.

Content must be approved by jsimpson@veithsymposium.org by September 30, 2022.
Orders received by Freeman after 10/5/22, are subject to a surcharge.

Escalator Wells (2nd Floor East)
(Close to Sutton Complex)

Escalator Well (2nd Floor West)
(Close to Rhineland Gallery)



Only the West Well is available.

ESCALATOR WELL (3rd Floor – West Well Only – Outside of the Americas Hall)

Quantity: 1 Full Well
10 Panels/Clings per Well (double sided)

Dimensions: See Below

Cost: \$7,500; includes Freeman printing and installation labor; does not include graphic design.

Content must be approved by jsimpson@veithsymposium.org by September 30, 2022. Orders received by Freeman after 10/5/22, are subject to a surcharge.

Escalator Well – West (Outside Americas Hall)



Dimensions:

A & J: 66 $\frac{3}{4}$ " W x 31 $\frac{1}{2}$ " H

B, C & D, G, H & I: 61" W x 31 $\frac{1}{2}$ " H

E & F: 53 $\frac{3}{4}$ " W x 31 $\frac{1}{2}$ " H

Note: There are 10 Panels/Clings on the West Escalator Well. All Panels/Clings are double sided.

COUNTER CHARGING BANK UNIT

Quantity: 2 Sides

Dimensions: 116 7/8" W x 19 1/4" H

Cost: \$5,000 each side

Content must be approved by jsimpson@veithsymposium.org by September 30, 2022.
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COLUMN WRAPS (Rhinelanders Gallery/Registration Area – 2nd Floor)

OPTION A (See next page for Option B.)

Quantity: 9 Columns (4 single sided Panels per Column)

Dimensions: Each Panel is 58.3125" W x 93" H

Cost: \$3,000 per Column; includes Freeman printing and installation labor; does not include graphic design.

See Floor Plans at end of document for Column Wrap selection.

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Medtronic – Columns 1, 2, 4 and 5 are **not** available.

COLUMN WRAPS (Rhineland Gallery/Registration Area – 2nd Floor)

OPTION B – FOAM COLUMN WRAPS (See previous page for Option A.)

Quantity: 9 Columns (4 single sided Panels per Column)

Dimensions: Each Panel is 37 ½” W x 77 ½” H

Cost: \$2,000 per Column; includes Freeman printing and installation labor; does not include graphic design.

See Floor Plans at end of document for Column Wrap selection.

Content must be approved by jsimpson@veithsymposium.org by September 30, 2022. Orders received by Freeman after 10/5/22 are subject to a surcharge.



STAND ALONE GRAPHICS/METER BOARDS

Quantity: 3 per Company

Dimensions: 38" W x 87" H – double or single sided.

Cost: \$550 single sided; includes Freeman printing and installation labor; does not include graphic design.

\$725 double sided; includes Freeman printing and installation labor; does not include graphic design.

Content must be approved by jsimpson@veithsymposium.org by September 30, 2022. Orders received by Freeman after 10/5/22 are subject to a surcharge.



HOTEL DOOR DROPS

Quantity: 10

Opportunity Fee: \$500 plus hotel charges.

Content must be approved by jsimpson@veithsymposium.org by September 30, 2022.

Hotel Door Drop Instructions

Upon approval, hotel will be notified and you will submit your order form directly to the hotel. Please contact victor.wilson@hilton.com for quantity, ordering form, and shipping instructions.

HILTON:

Room Drop under the door: \$1.50 per item/piece

Room Drop inside the room: \$2.50 per item/piece

Room Drop hang on the door: \$1.50 per item/piece

Cross referencing of convention attendees with customer list: \$0.50 per name

E-Blasts

Available only to companies exhibiting at VEITHsymposium, AIMsymposium and/or AVIDsymposium.

Quantity: 15

Cost: \$1,000

E-blasts will be sent October 10 through November 19, 2022.

Content must be approved by jsimpson@veithsymposium.org one week prior to the date the eblast is to be sent (i.e., October 3rd to November 10th).

Note: Only 1 eblast will be sent per day. Please provide 1st, 2nd and 3rd choice of dates. Dates will be confirmed once payment is received and based on availability.

Eblast Preparation:

1. Designs should be 800pixels across.
2. Submit compressed file containing one HTML document and any supporting images.
3. Once your eblast is approved by jsimpson@veithsymposium.org, please send your HTML formatted content to Paul Singh at Captivate Media Ltd. Paul or his designee will send test e-mails for your approval prior to sending the blast. Paul's e-mail address is contact@captivatemediaco.uk.

Unavailable dates:

November 1, 2, 3, 8, 9, 10, 11, 14, 15, 23

ONSITE DAILY NEWSPAPER ADVERTISING

Quantity: Set by Captivate Media Ltd.

Cost: Set by Captivate Media Ltd.

Content must be approved by jsimpson@veithsymposium.org prior to due date set by Captivate Media Ltd., publisher of the VEITHsymposium Daily Newspaper.

For additional information please contact:

Paul Singh – contact@captivatemediaco.uk



Issue 1
November 16-20, 2021

VEITH SYMPOSIUM NEWS
CONNECTING THE VASCULAR COMMUNITY

Cleveland Clinic 48th Annual Symposium including AIMsymposium and AVIDsymposium

In this issue

- 4 "Greater use" of FEMAR/BEVAR in TAAAs
- 5 Steering clear of early vascular interventions
- 6 How to approach dissecting aneurysms
- 8 Lesion prep before DORS/DORS
- 9 A new system for aortic dissection
- 12 Promising developments in CLTI
- 14 AAAs: "ticking time bombs"?
- 15 The human factor in TAAA repair
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- 18 LEAR model aims for personalized treatment
- 19 Stalins: changing hearts and minds
- 20 Linking silent coronary ischemia and CLTI survival

Welcome to the 48th VEITHsymposium

This has been a difficult year for most of us. This includes those of us who organize the VEITHsymposium. Although virtual education is valuable, we have always believed that we must have live medical meetings because there is no substitute for the personal interactions a live meeting affords. These interactions include those between rank-and-file attendees, between attendees and faculty, and between physicians and industry representatives. With this belief in mind, and with COVID-19 being partly controlled with vaccinations, we planned a live in-person meeting in Orlando, and we had great expectations. However, the surge of the Delta variant throughout the world dampened these expectations a bit – largely because many of our important out-of-US faculty members could not come. So, we were forced to modify our meeting slightly so that some talks of these faculty members would be presented as recorded PowerPoint with audio, while others would be saved for next year. We managed to do this effectively to preserve a valuable cohesive program which should parallel the quality of our usual meetings. In addition, because of the restructuring of our program, it should be more relaxed, and there will be more time for interpersonal interactions and discussion. We warmly thank all attendees, faculty members and industry representatives who have come here to Orlando. We expect everyone to be rewarded by a high quality, live meeting that will be a bit less intense and more intimate than our usual events. Let the games begin!

Frank J. Veith
on behalf of the VEITHsymposium Organizing Committee.

"Although virtual education is valuable, we have always believed that we must have live medical meetings because there is no substitute for the personal interactions a live meeting affords."

Frank J. Veith

SESSION 41
ETHANOL ENDOVASCULAR CURATIVE TREATMENT OF VASCULAR MALFORMATIONS – PART 1
Lecture Hall 2 – Floridian Ballroom **Tuesday 8:00 PM**

Advances in AVM therapies take center stage on Tuesday

Krassi Ivancev (Lund, Sweden), an endovascular pioneer, will take a look at the latest advances in vascular malformation therapy on Tuesday afternoon. Moderating the stimulating program alongside Professor Ivancev will be Robert L. Vogelzang, of Northwestern University Feinberg School of Medicine (IL, USA) and Wayne E. Yakes, director of The Yakes Vascular Malformation Center (CO, USA). "We have been asked by Dr. Veith to talk specifically about the Yakes Classification for arteriovenous malformation (AVMs) which has

Continued on page 2

NOTE: Payment for advertising in the VEITHsymposium onsite newspaper is due prior to the beginning of the meeting.

**MOBILE APP/MOBILE WEBSITE ADVERTISING
SPECIAL CME, NON-CME AND OTHER EVENTS AT VEITHsymposium**

Dear Valued Industry Partner,

Thank you for purchasing advertising/promotional opportunities at the November 2022 VEITHsymposium.

This year, we are pleased to extend a **complimentary** offer to companies that are hosting events during the meeting the opportunity to post their pavilion/exhibit events on our mobile app (including push notifications), mobile website, and on the special CME, non-CME and other events page on the VEITHsymposium website.

Please submit your content for approval to jsimpson@veithsymposium.org no later than Wednesday, November 9, 2022. Your content should be void of logos and links to your products. Once approved, please submit your content for posting/pushing to sbowman@veithsymposium.org with the preferred date and time for push notification. Please copy jsimpson@veithsymposium.org on your email.

Thank you for supporting VEITHsymposium. We look forward to providing an educational and exhibiting experience that exceeds your expectations.

Best regards,

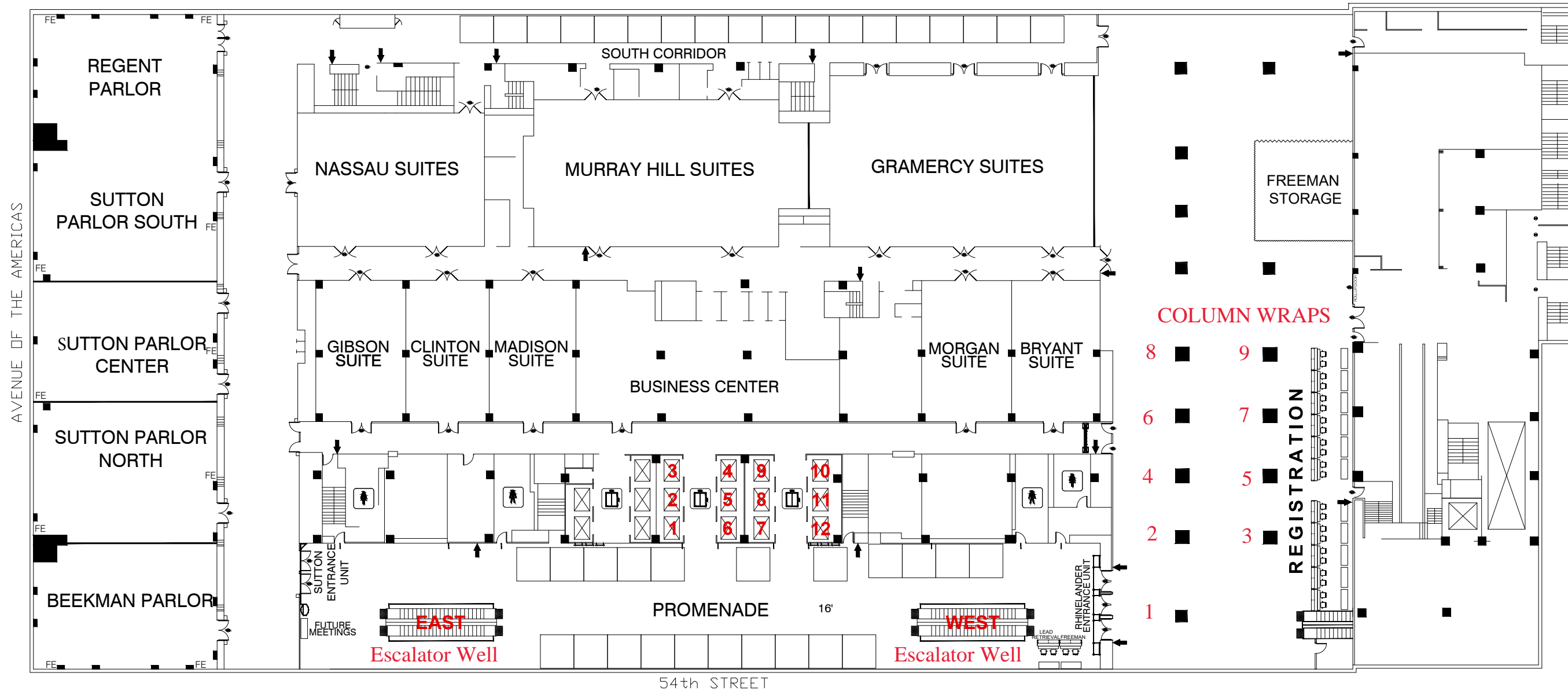
VEITHsymposium Organizing Committee

VEITHSYMPOSIUM

NOVEMBER 15-19, 2022

NEW YORK HILTON MIDTOWN, NEW YORK, NY
2ND FLOOR PROMENADE & SOUTH CORRIDOR

Elevator Doors 2, 5, 8 and 11 are reserved for VEITHsymposium.



Option A Column Wraps - 1, 2, 4, 6 and 8

Option B Column Wraps - 3, 5, 7 and 9

REVISION

Date: 4/1/2022
By: Mario Giamei

BOOTH COUNT

Inventory as of 04/01/2022

Dimension	Size	Qty	SqFt
8'x10'	80	1	80
10'x10'	100	21	2,100
8'x10'	80	17	1,360
Totals:		39	3,540

BLDG. LEGEND:

DRAWING INFO

Passport Line Item Number:
#8104558 FP
Facility:
NEW YORK HILTON MIDTOWN

Facility Location:
LEVEL 2
City & State:
NEW YORK, NY
Scale: CUSTOM
Project #: 513390
Acct. Sales: STEPHEN DOREY
Acct. Mgmt.: ISAAC MORRIS
Started: 4/1/2022
Started By: ENTER FULL NAME, STUDIO
Prod. Branch: NEW YORK



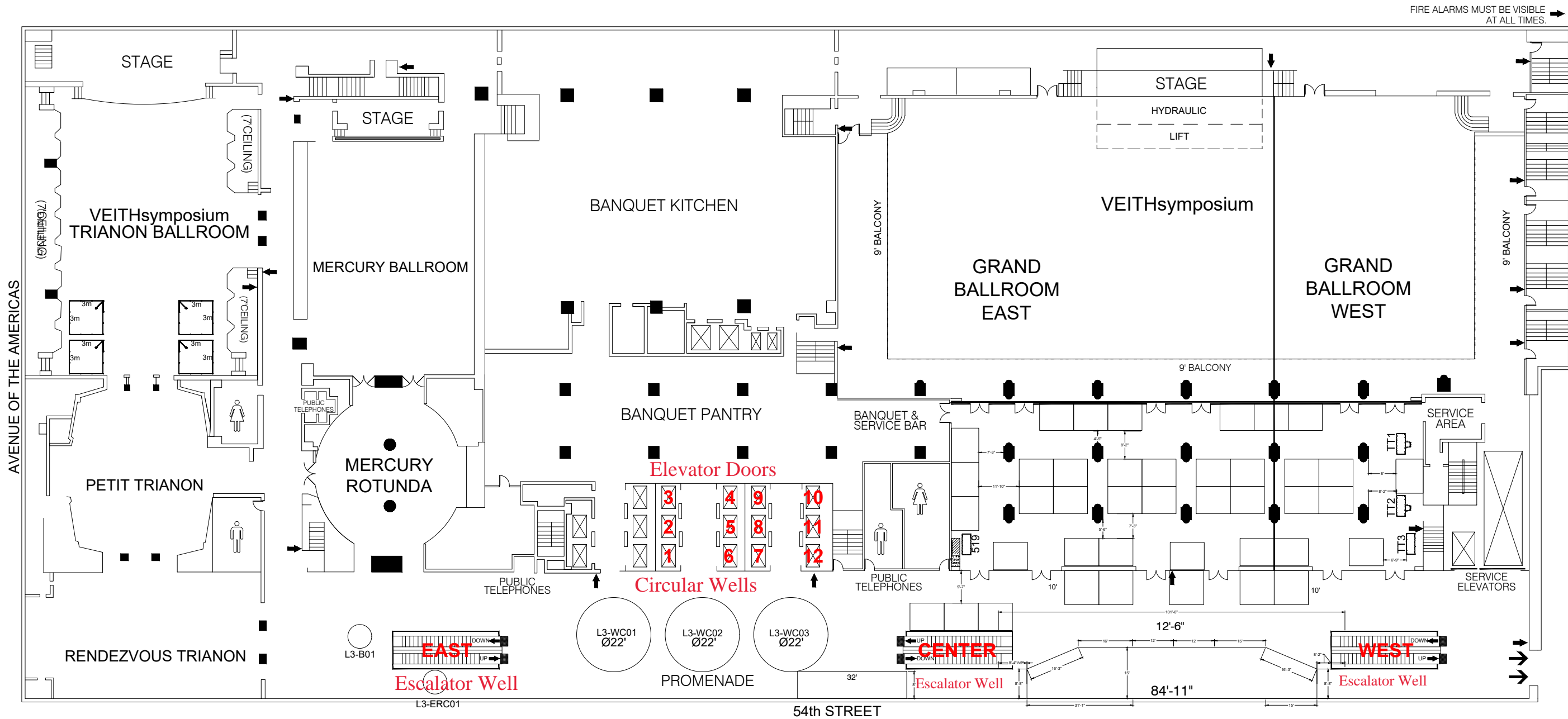
Disclaimer - This floor plan is preliminary and subject to change pending review and official approval by all authorities having jurisdiction. Every effort has been made to ensure the accuracy of all information contained on this floor plan. However, no warranties, either expressed or implied, are made with respect to this floor plan. If the location of building columns, utilities or other architectural components of the facility is a consideration in the construction or usage of an exhibit, it is the sole responsibility of the exhibitor to physically inspect the facility to verify all dimension and locations.
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VEITHSYMPOSIUM

NOVEMBER 15-22, 2022
 NEW YORK HILTON MIDTOWN, NEW YORK, NY
 3RD FLOOR PROMENADE & FOYER

Elevator Doors 2, 5, 8 and 11 are reserved for VEITHsymposium.

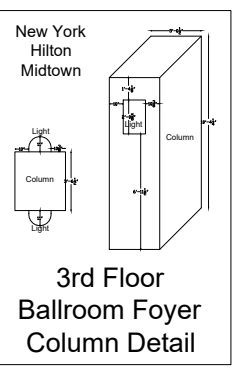


REVISION
 Date: 4/1/2022
 By: Mario Giamei

BOOTH COUNT
 Inventory as of 04/01/2022

Dimension	Size	Qty	SqFt
Custom	1,179	1	1,179
8'x10'	80	30	2,400
10'x10'	100	2	200
8'x10'	80	1	80
10'x10'	100	1	100
8'x10'	80	2	160
10'x10'	100	2	200
8'x10'	80	3	240
8'x32'	256	1	256
Totals:	43	4,815	

BLDG. LEGEND:



DRAWING INFO

Passport Line Item Number:
#8104558
 Facility:
 NEW YORK HILTON MIDTOWN
 Facility Location:
 LEVEL 3
 City & State:
 NEW YORK, NY
 Scale: CUSTOM
 Project #: 513390
 Acct. Sales: STEPHEN DOREY
 Acct. Mgmt.: ISAAC MORRIS
 Started: 4/1/2022
 Started By: ENTER FULL NAME, STUDIO
 Prod. Branch: NEW YORK



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