

“Most professionally  
executed conference  
I’ve attended in a  
35-year career.”

# JOURNEY TO THE PEAK AVA 2020

DENVER, COLORADO

AVA  2020

SEPTEMBER 12-15

ASSOCIATION FOR VASCULAR ACCESS

## EXHIBITOR PROSPECTUS

ANNUAL SCIENTIFIC MEETING

[www.eventscribe.com/2020/AVA](http://www.eventscribe.com/2020/AVA)



# JOURNEY TO THE PEAK AVA 2020



**The Association for Vascular Access (AVA) is an association of healthcare professionals founded in 1985 to promote the emerging vascular access specialty.**

Today, it's multidisciplinary membership advances research, professional and public education to shape practice and enhance patient outcomes, and partners with the device manufacturing community to bring about evidence-based innovations in vascular access. AVA is the leader in defining the standards of vascular access through an evidence-based approach, resulting in enhanced healthcare outcomes.



# AVA's Annual Scientific Meeting is the premier meeting for vascular access healthcare professionals.

More than **1,900** attendees are expected in Denver, CO from September 12-15, 2020. There will be four days of clinical educational sessions, motivational keynote speakers, networking opportunities and an exhibit hall.

JOURNEY TO  
THE PEAK  
**AVA 2020**



**“Absolutely one of the best conferences ever!”** — AVA 2019 Attendee

**“At the conclusion of this conference, I truly believe that WE HAVE ARRIVED as specialty that can add value and safety to the patient experience. You have set the bar very high for 2020! See you in Denver.”**

— AVA 2019 Attendee

**“The overall experience was amazing. Everything was organized down to the letter. The best conference, by far, that I have attended. Looking forward to returning.”**

— AVA 2019 Attendee

# Why Exhibit at AVA 2020?

## ACCESS

More than 1,900 vascular access professionals will be there!  
Complimentary post-show attendee list is given to all exhibitors.

## AWARENESS

Ensure that your company name and products are remembered by vascular access professionals by keeping your name and products in front of them at all times.

## EDUCATION

Exhibitors are full attendees. Exhibitors receive additional opportunities to interact with conference attendees through vendor access to ALL educational sessions.

## INSIGHT

Learn what new issues the vascular industry clinicians are facing in the field. Discover their concerns and how you can help resolve their problems.

## PRACTICAL DEMONSTRATIONS

Give your clients and potential customers hands-on access to your current and new products and devices.

**“Very satisfied. Couldn’t ask for more. So much valuable info.”**

— AVA 2019 Attendee



# Who Should Exhibit?

More than **80 exhibitors** exhibit at AVA – the premier conference for vascular access clinicians & healthcare professionals. Companies that provide products listed below should exhibit at AVA 2020.

Alternate Site Infusion

Ambulatory Infusion

Catheters

Catheter Position Systems

Catheter Stabilization Devices

Central Line Maintenance

Consulting

Custom Kits & Trays

Dialysis Products

Dressing Materials

Drainage Devices

Drug Delivery Filters

Education/Training

Guidewires

Home Care Infusion

Imaging

Infection Prevention Products

Infusion Medication and Solutions

Infusion Disposables

Infusion Site Preparation

Injection Products

Insurance

IV Tagging

Market Research

Medications

Needleless Devices

Nursing Apparel/Accessories

PICC Prep solutions

Professional Associations

Publications

Securement Devices

Site Care

Staffing/Recruitment

Ultrasound Devices

Vein Illumination Devices

Wound Care

**“You guys did an outstanding job. I think this was one of the best conferences I’ve been to (and I’ve been to a lot).”**

— AVA 2019 Attendee





# Attendee Demographics continued

## AVA Annual Meeting Clinical Attendance

<b>2019</b>	Las Vegas, NV	<b>1,385</b>
<b>2018</b>	Columbus, OH	<b>1,064</b>
<b>2017</b>	Phoenix, AZ	<b>1,012</b>
<b>2016</b>	Lake Buena Vista, FL	<b>991</b>
<b>2015</b>	Gaylord, TX	<b>943</b>
<b>2014</b>	National Harbor, MD	<b>913</b>

## Areas of Expertise

Vascular Access	<b>48%</b>
Critical Care	<b>11%</b>
Pediatrics	<b>9%</b>
General Med/Surg and Internal Medicine	<b>8%</b>
Other	<b>8%</b>
Oncology	<b>5%</b>
Radiology/Interventional Radiology	<b>4%</b>
Medical Device Industry	<b>4%</b>
Home Infusion	<b>3%</b>

**“First time participant. Absolutely loved it. Invaluable information.  
Makes me proud to be in the profession as a PICC nurse.”**

— AVA 2019 Attendee

# Past Exhibitors Include:

2G Medical  
3M Medical Solutions  
Access vascular, Inc.  
AccuVein LLC  
Adhezion Biomedical  
Alpinion Medical Systems  
AngioDynamics  
Argon Medical Devices  
B. Braun Medical  
BD Medical  
Ben Guard Healthcare Solutions  
Biolife, LLC  
British Journal of Nursing  
Canadian Vascular Access Association  
CareAline Products LLC  
Cath Latch  
CIVCO Medical Solutions  
Cook Medical  
Covalon Technologies Ltd.  
Cura Surgical  
Dale Medical Products  
Dartmouth-Hitchcock  
Eloquest Healthcare  
Encapson  
Entrotech Life Sciences  
Ethicon  
Fist Assist Devices, LLC  
Footprint Medical Inc.  
Frontline Medical Products  
FujiFilm Sonosite  
Galt Medical Corporation  
Genentech  
Grand Canyon University  
Gus Gear  
Halyard Global Products  
Healthline International  
HR Pharmaceuticals, Inc.  
HRA Healthcare Research & Analytics

I.V. House, Inc.  
ICU Medical, Inc.  
IVtags, LLC  
ivWatch LLC  
Kurin Inc  
Linear Health Sciences  
Lineus Medical  
Medcomp  
Medline Industries, Inc.  
MedLite ID, Inc.  
Nanosonics, Inc.  
Neo Medcial, Inc.  
Neuma Innovations  
Nexus Medical, LLC  
Oley Foundation  
Optomeditech Oy  
OVA  
Parker Laboratories, Inc.  
PDI  
PerSys Medical  
PFM Medical, Inc.  
PICC Excellence, Inc.  
REDpoint International Inc  
RyMed Technologies, Inc.  
SecurAcath by Interrad Medical  
Sheathing Technologies, Inc.  
Smiths Medical ASD, Inc.  
Starboard Medical  
Teleflex  
The Clinician Exchange  
TIDI Products  
TIMERTAG  
Vascular Access Certification Corporation  
Velano Vascular  
VIC the PICC  
Vygon Corporation  
Xact Medical, Inc.





# Booth Package

## The following will be provided to the exhibitor:

- Eight (8) total exhibit hall hours over 3 days
- Exclusive exhibit hall hours (no competing educational sessions, workshops or receptions)
- Two (2) complimentary full meeting registrations per 10'x10' booth (includes access to all educational sessions and meal functions – CE credit NOT included)
- Unlimited additional full exhibitor registrations at a special exhibitor rate (includes access to all educational sessions and meal function – CE credit not included)
- Unlimited additional single day exhibit hall only registrations
- One (1) complimentary booth identification sign with your company name and booth number
- One (1) Complimentary post-show attendee list (mailing addresses only)
- Eight foot (8') high background drape and 36 inch high side rails
- Exhibit listing in the Exhibitor Directory (subject to printing deadlines)
- One (1) complimentary Meeting Program per booth

## Exhibit Fees

All booths are standard 10 x 10 units or multiple thereof. End-cap booths, a 10' x 20' booth open to 3 sides are not allowed.

**LINEAR BOOTHS: \$3,400 per 10'x10', plus \$150 per corner booth**

**ISLAND BOOTHS: \$34 per sq. ft., plus 4 corner fees**

## Industry Partners Discounts

AVA has Enterprise and Strategic Industry Partners that are eligible for discounts on exhibit space:

Please see Pages 13-14 for more details.

## Booth Payment Terms

All exhibit booth reservations must be submitted with a signed contract to the AVA Exhibits Manager.

### BOOTH RESERVATIONS PRIOR TO MAY 12, 2020

50% deposit with exhibit booth contract

50% due by May 12, 2020

### BOOTH RESERVATIONS AFTER MAY 12, 2020

100% due with exhibit booth contract

## Cancellation Policy

Cancellation requests must be submitted in writing to the AVA Exhibits Manager. Any exhibitor who cancels all or part of purchased booth space will receive:

**LINEAR BOOTHS:** Full refund, minus a \$200 administrative fee

**ISLAND BOOTHS:** 50% refund

**After May 12, 2020** No refund. AVA will retain as liquidated damages all monies paid.

## Exhibitor Personnel Registrations

Exhibitor badges allow entrance to all educational sessions, meal functions, and the exhibit hall. None of these aforementioned registrations include CE credit. All representatives who require CE credit must register at regular conference rates. Badges are nontransferable. A badge registration form will be included in the exhibitor service kit.

## Accommodations

The headquarters hotels for AVA's 36th Annual Scientific Meeting is the Gaylord Rockies Resort. Housing and reservations information will be included in your exhibit space confirmation.

# Booth Package continued



## 2020 Exhibit Schedule

### INSTALLATION

Friday, September 11 8:00 am – 5:00 pm  
Saturday, September 12 8:00 am – 2:00 pm

### EXHIBIT HALL HOURS

Saturday, September 12	5:30 pm – 7:30 pm	Opening Reception in Exhibit Hall
Sunday, September 13	11:15 pm – 2:15 pm	Exhibits Open (Lunch in Hall)
Monday, September 14	11:15 am – 2:00 pm	Exhibits Open (Lunch in Hall)

### DISMANTLE

Monday, September 14 2:00 pm – 8:00 pm

This schedule is tentative and subject to change. If the official exhibit hall schedule changes, all exhibitors will be notified in writing.

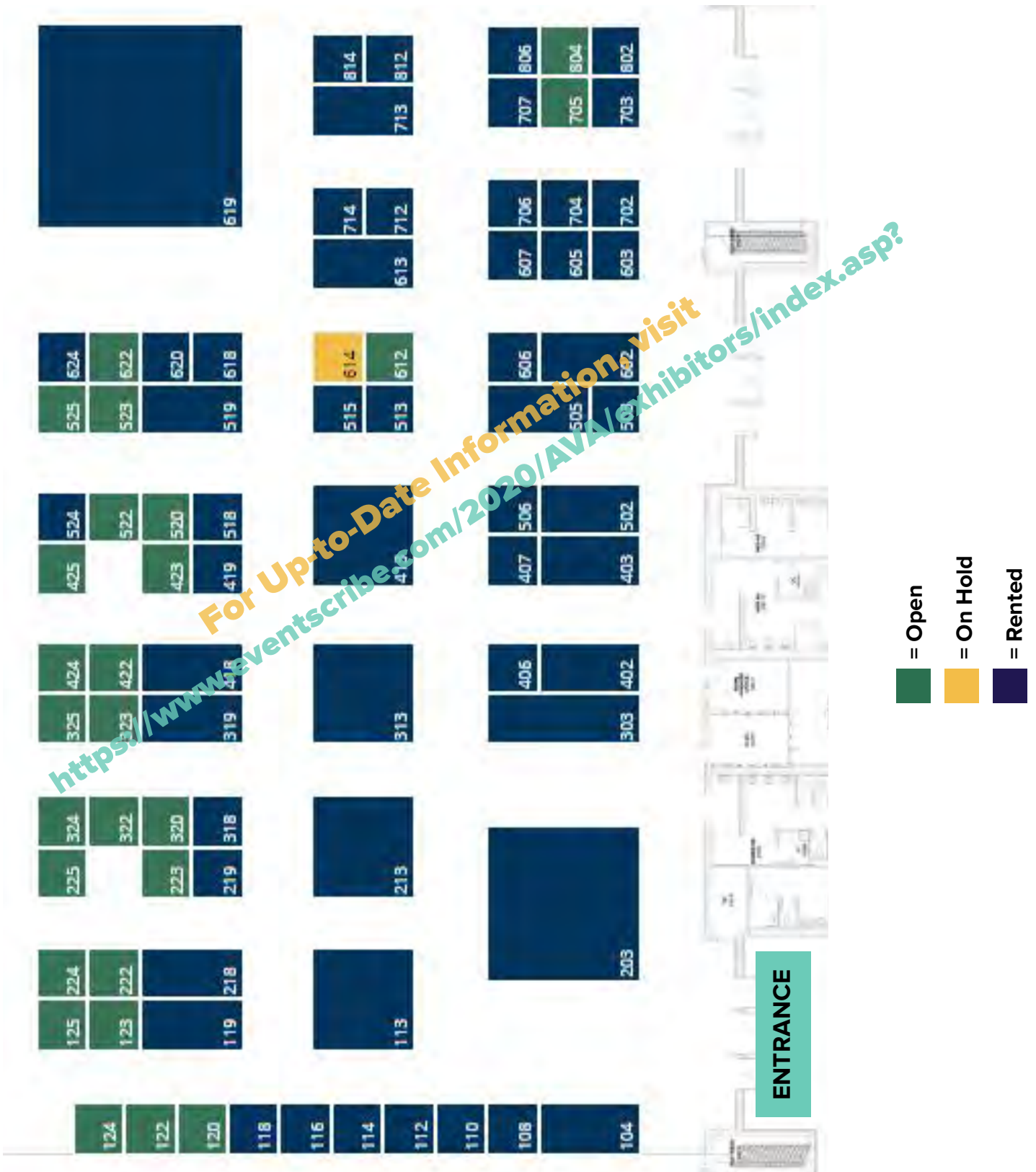


**“I appreciated the whole event, from the exhibit hall to the food to the wealth of knowledge learned.”**

— AVA 2019 Attendee

# Exhibit Hall Floorplan

Gaylord Rockies | Aurora Exhibit Hall 2 & 3 | September 12-15, 2020



# Exhibitor Registration

AVA offers multiple exhibitor registration types to fit each booth personnel's needs.

Exhibitor Registration Type	Badge Limit	Access to Sessions and Meals	Access to Workshops	Rate		CE Credits	
<b>Complimentary Full Meeting Registration</b>	2 per 10'x10' booth space	Yes	Available for purchase	\$0	before May 7	<b>\$180</b>	
					before July 30	<b>\$205</b>	
					Late/onsite after July 30	<b>\$255</b>	
<b>Additional Exhibitor Full Meeting</b>	Unlimited	Yes	Available for purchase	before May 7	<b>\$430</b>	before May 7	<b>\$180</b>
				before July 30	<b>\$530</b>	before July 30	<b>\$205</b>
				Late/onsite after July 30	<b>\$630</b>	Late/onsite after July 30	<b>\$255</b>
<b>Single Day Hall Only</b> (Saturday, Sunday, Monday)	Unlimited	Meals ONLY within the hall	Available for purchase	before May 7	<b>\$180</b>	No	
				before July 30	<b>\$205</b>		
				Late/onsite after July 30	<b>\$255</b>		



“Plan to attend every year possible.”

— AVA 2019 Attendee

“AVA nailed it with the fabulous speakers, great topics, great organization, and left you wanting more from next year’s Colorado 2020 meeting! Thanks.”

— AVA 2019 Attendee

# Industry Partnership

AVA believes there should be more to an industry partnership than just booth space at an annual convention. Leads are great, but our partners can rely on and measure what they get from joining forces—all year, not just once a year.

The 2020 AVA industry partnership is designed to deliver ROI throughout the year, providing our allies in manufacturing, pharmaceuticals, infusion, home health, government, distribution, services and design innovation opportunities ranging from promotion to voice of customer and product launch/retention to direct revenue.

## Join Forces with AVA Today

Email [partner@avainfo.org](mailto:partner@avainfo.org) and you can start designing a program that becomes an indispensable instrument to advancing, elevating and improving your business.

**AVA Strategic Partners** have a specialized focus on areas in vascular access, including Infusion, Collection, Diagnostics, Dressings, Imaging, Intraosseus, Infection Prevention, Patency, Patient Comfort, Securement and Stabilization.

**AVA Enterprise Partners** develop, manufacture and support a comprehensive range of products and services relevant to vascular access. Enterprise Partners can depend on AVA to help them drive business and awareness at the specific SKU/brand and targeted call point level.



## Customize Your Partnership Today

Email [partner@avainfo.org](mailto:partner@avainfo.org) and you can start designing a program that becomes an indispensable instrument to advancing, elevating and improving your business.

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AVA 2020



# Industry Partnership continued

AVA elevates the expertise and the solution, not just your company logo. Both of our partnership programs are customized to partner needs, and include:

- Novel programs to increase product compliance and utilization
- Discounted Survey Panels—voice of customer from precisely the stakeholders you're trying to reach at a fraction of the cost of boutique consultancies
- Advertising opportunities across AVA's best-in-class communications channels
- *JAVA* (subscription included)
- *Intravascular Quarterly*—advertising and content creation
- AVA's daily engagements across five social media channels
- Advertising and guest opportunities on the ISAVE That Podcast
- Branded scholarship administration for vascular access clinicians
- Discounted, co-branded ISAVE That Line assets and merchandise, Career Center postings and Web site advertising
- Case Study and Product Spotlight creation and development
- AVA Academy revenue sharing opportunities
- Discounted Venture Communications services

...and as always, presence at our Annual Scientific Meeting!



## Customize Your Partnership Today


Email [partner@avainfo.org](mailto:partner@avainfo.org) and you can start designing a program that becomes an indispensable instrument to advancing, elevating and improving your business.

# AVA 2020 Supporter Opportunities

**The exhibit booth is just the beginning.**

As AVA's Annual Scientific Meeting continues to grow in both attendance and exhibitors, make sure to keep your logo and message in front of all attendees.

Increase booth traffic and generate high quality leads with sponsorship and advertising activities designed to enhance your presence and visibility at the meeting.

A stylized graphic of three mountain peaks. The peaks are dark blue with white, jagged tops. The text 'JOURNEY TO THE PEAK' is written in a white, serif font across the first peak, and 'AVA 2020' is written in a bold, orange, sans-serif font below it.

JOURNEY TO  
THE PEAK  
**AVA 2020**

# Supporter Benefits

## ALL AVA 2020 Supporters will receive...

- Listing in pre-meeting marketing, including website and brochures
- Listing on supporter page in the Exhibitor Directory & Event Guide
- Supporter ribbon for all exhibit booth personnel
- First right of refusal for next year's meeting

### Elite (≥ \$30,000)

- Company logo and hyperlink on AVA website
- Enhanced directory listing with acknowledgement as Elite supporter
- Company logo on onsite meeting signage



### Premium (≥ \$15,000)

- Company logo and hyperlink on AVA website
- Enhanced directory listing with acknowledgement as Premium supporter
- Company logo on onsite meeting signage



### Patron (≥ \$7,500)

- Company logo and hyperlink on AVA website
- Enhanced directory listing with acknowledgement as Patron supporter
- Company logo on onsite meeting signage



### Contributor (≥ \$2,500)

- Company name on AVA website
- Company name on onsite meeting signage





# Events

## Scan and Win Networking Game

**\$3,400** ONLY 10 AVAILABLE

**\$3,200** INDUSTRY PARTNERS

Help attendees network at the opening reception, conveniently located in the Exhibit Hall. This reception activity is both a fun networking activity and exhibit booth traffic driver. Attendees must visit your booth to scan the QR code from the AVA mobile app. Each sponsor's logo will appear on the signs at the exhibit hall entrances and on all marketing of the game. Attendees must stop by your booth on either Opening Reception or during exhibit hall hours. Each day winners will be announced with grand prize winners announced on the last day of the exhibit hall.



## Pediatric Networking Reception



**\$2,500** PER TABLE

**\$2,000** INDUSTRY PARTNERS

Nearly 100 attendees will meet and mingle at the Pediatric Networking reception. This event is designed exclusively for AVA 2020 attendees interested in pediatric vascular access and PediSIG members.

Your support includes:

- One (1) 6' display table
- Two (2) registrations to the morning preconference lecture (not hands-on workshop)
- Two (2) registrations to the evening reception
- Post-workshop attendee list
- Acknowledgement in all marketing materials



**NEW!**

## Network Leaders Reception

**\$7,500** EXCLUSIVE OPPORTUNITY

**\$6,500** INDUSTRY PARTNERS

Connect with nearly 100 AVA Network Leaders as they meet and mingle for their Networking reception. This event is designed exclusively for AVA network leaders to network with each other.

Your Support of this event includes:

- Attendee Mailing List (Name and mailing addresses only)
- Display Table in reception
- Network Access to AVA leaders
- Acknowledgement in all marketing material

## First Time Attendees – Reception and Pocket Program

**\$5,500** EXCLUSIVE OPPORTUNITY

**\$5,000** INDUSTRY PARTNERS

AVA will host a reception for all first-time attendees to learn about navigating the meeting. AVA Ambassadors assigned to mentor these first-time attendees will help them meet and mingle. First-time attendees also receive a foldable pocket program, which highlights the “Must Do” items for first-time attendees. It will be given to each first-time attendee at registration. Your custom graphics will be given to each first-time attendee at registration.

Your sponsorship includes:

- One (1) 6’ display table
- One (1) eblast to all first-time attendees to announce this event. Your support will be acknowledged with prominent exposure of your logo.
- Opportunity to hand out your company promotion items or flyers at this reception
- Your custom graphics on the back cover of the pocket program
- Two (2) tickets to attend
- Introduction speech at podium
- Acknowledgement in all marketing materials



**“I was very appreciative of the first time attendee dinner.”**

— AVA 2019 Attendee

**“It is nice to network and meet great friends and new resources. I also enjoyed the ambassador program. My ambassador was amazing!”**

— AVA 2019 Attendee

## Exhibitor Block Party

**\$2,500** EXCLUSIVE OPPORTUNITY

**\$2,000** INDUSTRY PARTNERS

### Host a happy hour at the Exhibitor Block Party!

Meet and mingle with attendees in a cozy atmosphere designed for several exhibitors. No other AVA events will be scheduled at this time to maximize attendance! This is your opportunity to network with attendees outside the exhibit hall or sessions. Each sponsor gets one (1) meeting room; for the AVA Exhibitor Block Party. You can provide any hospitality you wish—food, entertainment, drinks. It's your Happy Hour! AVA will market the Exhibitor Block Party in the program and with onsite signage.



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# Education

## Conference Educational Proceedings

**\$11,000** EXCLUSIVE

**\$10,000** INDUSTRY PARTNERS

### Support Vascular Access Education! Draw attendees to your booth with this exclusive sponsorship!

All conference attendees receive the complete Conference Educational Proceedings—educational session slide presentations with synced audio and handouts—as part of their registration fee.

They will login to their custom planner to access the fully synced presentation slides/audio a few weeks after the annual meeting. These presentations provide enduring content for attendees. Your exposure will reach all attendees, as well as potentially 2,000 members and prospects.

Your exclusive sponsorship includes:

- Logo and sponsorship acknowledgement on all marketing for this gallery, including: AVA 2020 website, Exhibitor Event Guide, mobile app and onsite signage
- Two (2) customized eblasts (pre- & post-meeting) regarding your support
- Logo and acknowledgement on ALL attendee registration confirmation emails

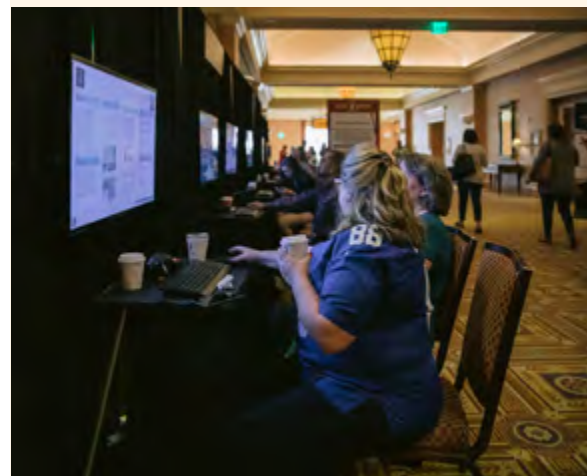
## Abstract Poster Display and Online Database

**\$8,000**

**\$7,500** INDUSTRY PARTNERS

Support the abstract posters and the valuable information they provide. This opportunity includes several exclusive benefits at the onsite poster displays for attendees and the online database and display for ALL AVA members. Your exclusive sponsorship includes:

- Screensaver on the digital poster screen
- Onsite signage by the digital poster displays
- Two (2) email eblasts, with your logo, to remind attendees about the gallery pre- and post-conference



## Vascular Access Talks

**\$2,500**

**\$2,000** INDUSTRY PARTNERS

The 2019 talks proved to be very successful! Attendees loved these quick educational talks. Host your own 15 minute TED-style talk on vascular access. These talks will take place in the exhibit hall at different times on Sunday, September 13 and Monday, September 14. Attendees can enjoy a quick and fascinating educational session in this popular format. You provide the teaser information that can draw attendees to your booth for more information. The exhibitor theater area will be in its own separate location in the exhibit hall designed to maximize the attendee experience.



**“Loved the TED-Style talks”**

**“The ‘TED’ talks were great..”**

**“Loved ‘ted’ talks!”**

**“The TED-Style talks were a great idea!!!”**

— Quotes from AVA 2019 Attendees

# Promotions

## Registration Lobby Lounge

**\$11,000**

**\$10,000** INDUSTRY PARTNERS

At AVA 2020, the registration lobby will have a Lounge that is open all day to attendees. This lounge provides a place where attendees can relax, charge their devices, and chat with colleagues. The sponsorship opportunity includes custom graphics on the lounge walls and on table top stickers.



## Exhibit Hall Hand Sanitizers

**\$6,000**

**\$5,500** INDUSTRY PARTNERS

Attendees can utilize your hand sanitizers that will be placed at the food areas in the exhibit hall for all 3 days of the exhibit hall. Sponsor must provide the hand sanitizer displays or samples. Large onsite signage will acknowledge your sponsorship.



## Hotel Room Keys

**\$5,000**

**\$4,500** INDUSTRY PARTNERS

Add your custom graphics to the hotel room keys. Sponsor responsible for all associated production and hotel costs.

## Hand Sanitizing Display

**\$5,000**

**\$4,500** INDUSTRY PARTNERS

Help attendees maintain cleanliness while promoting your product. Your hand sanitizer samples will be placed in four (4) locations outside the exhibit hall. Sponsor must provide the hand sanitizer displays or samples.



## Hotel Room Drop

**\$2,000** (Additional hotel fees will apply.)

**\$1,800** INDUSTRY PARTNERS

Your literature or flyer can be delivered to each attendee's hotel room on the conference night of your choosing. This is a perfect opportunity to further advertise your exhibitor showcase or symposium.



# Promotions continued

## Exhibit Hall Aisle Stickers

**\$8,500**

**\$8,000** INDUSTRY PARTNERS

Prominently display your logo on all exhibit hall aisle floor stickers. These signs help attendees navigate through the exhibit hall and as such are constantly being viewed.



## Column Wraps (8 available)

**\$6,000** PER COLUMN

**\$5,000** INDUSTRY PARTNERS

AVA has 8 column wraps that can advertise your custom graphics. These column wraps are located throughout the convention center, from the exhibit hall to the breakout sessions.



## You Are Here Locator

**\$5,000** PER LOCATOR (2 AVAILABLE)

**\$4,500** INDUSTRY PARTNERS

These large displays provide a quick view of the convention center layout and identify locations of various AVA services/ events. Located at high traffic areas, they will be valuable navigational aides for attendees. Your custom graphics will be back-lit and displayed on the bottom panel (8'wide x 3' tall).



### Adams Level: Main Escalator Wall Cling

\$3,000

\$2,500 INDUSTRY PARTNER

Welcome attendees to the conference with you own personalized message. You will receive half of this cling – 10' x 5' to display your message to attendees as they navigate their way through the conference.



### Adams Level: Escalator Landing Wall Column

\$2,000

\$1,500 INDUSTRY PARTNER

Welcome attendees to the conference with you own personalized message. You will receive half of this cling – 3' x 5' to display your message to attendees as they navigate their way through the conference.



### Window Cling

\$1,200 per cling

\$1,000 per cling INDUSTRY PARTNER

Display your message to attendees as they navigate through the conference, past the doors and window to the outside. These window clings will be prominently displayed at the bottom of the escalator as attendees head to education sessions. Each window panel available is almost 4' x 7.5'



### Hanging Banner Ad (one side)

\$1,200

\$1,000 INDUSTRY PARTNER

Capture attendees attention as you place your custom graphic on one side of this hanging banner. This banner hangs in the walkway of attendees as they move around to sessions. The size is approximately 10' x 1.5'.







# Branding Opportunities continued

## Column Graphic – Adams Ballroom

**\$1,500**

**\$1,200** INDUSTRY PARTNER

Capture the attention of attendees as they descend the escalator on their way to education sessions. Don't miss this opportunity to brand the way with your custom graphic or message. Approximate size of cling is 11'x 3.5'



## Nook Wall Cling – Adams Ballroom

**\$6,000**

**\$5,000** INDUSTRY PARTNER

This cozy nook area is a great location for attendees to take a break in between sessions and gather with fellow attendees. Don't miss this opportunity to brand this nook with your custom message or graphic to capture the attention of all attendees. The approximate size of this cling is 18' x 12'



# Advertising

## Onsite Meeting Guide & Directory

AVA prints a four-color conference publication that contains the schedule at a glance, educational sessions, exhibitor directory, platinum showcase descriptions, exhibitor symposia descriptions as well as the exhibit hall floor plan. It will be distributed to each attendee in their totebag.

All advertisements will be 4-color full. Bleeds will only be allowed on cover pages.

Back Cover	<b>\$6,500</b> <b>\$6,000</b> INDUSTRY PARTNERS
Inside Front Cover	<b>\$4,500</b> <b>\$4,000</b> INDUSTRY PARTNERS
Inside Back Cover	<b>\$3,000</b> <b>\$2,500</b> INDUSTRY PARTNERS
Inside Full page	<b>\$2,000</b> <b>\$1,750</b> INDUSTRY PARTNERS
Two page spread (only 1 available)	<b>\$5,000</b> <b>\$4,500</b> INDUSTRY PARTNERS

## Totebag insert

**\$2,500**  
**\$2,250** INDUSTRY PARTNERS

Insert your flyer (no larger than 8.5 x 11) into each totebag. The PDF of your insert will also be added to the mobile app. All flyers must be approved by AVA.

## Pre-meeting Attendee List Rental

**\$750**  
**\$500** INDUSTRY PARTNERS

Mail your postcard, brochure or flyer to all pre-registered clinical attendees. List contains mailing addresses, not email addresses. This list is for one-time usage and will be available after July 13, 2020.



# Digital Advertising

## **NEW!** In-Room Cable Channel Advertising

**\$3,000**

**\$2,500** INDUSTRY PARTNERS

Put your message in the hotel rooms of attendees. Advertise on the AVA dedicated cable channel for the 4 days of the conference.

## **Custom Eblast**

**\$3,000**

**\$2,500** INDUSTRY PARTNERS

Send your message out to all AVA 2020 attendees with a custom eblast.

## **Nightly News EBlasts**

**\$1,500**

**\$1,250** INDUSTRY PARTNERS

AVA will send out one eblast each evening of the annual meeting; the eblast will provide the day's highlights and information on the next day events. Remind attendees to visit your booth or attend your event. Your custom message can be 100 words with logo and hyperlink.

## **Mobile Banner Advertising**

**\$2,000** 2 Available (Main Page, Exhibitor listing Page)

**\$1,800** INDUSTRY PARTNERS

Display your custom advertising on a banner inside the mobile app exhibitor directory section. Your custom ad will be seen by attendees when they search for exhibitors. This is an exclusive advertising option—no other company will have advertising.

## **Push Notifications**

**\$750 each** (3 available per day)

**\$500** INDUSTRY PARTNERS

Send out text alerts through the AVA 2020 app. With 100 characters, you can remind attendees to stop by your booth, attend your symposium or stop by your hospitality event.

**“Liked having the spiral book and the app.”**

**“The interactive app was excellent!”**

**“I love the app, very user friendly, easy to download presentations, and evaluation right at your fingertips.”**

— Quotes from AVA 2019 Attendees





# Supporter Contract

**MAIL:** AVA EXHIBITS DEPARTMENT | PO Box 600 White Marsh, MD 21162  
**QUESTIONS?** Phone: 301-200-4616 ext 108 | **EMAIL:** AVAexhibits@sponsorshipboost.com

## 1 COMPANY INFORMATION

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

## 2 SUPPORTER OPPORTUNITY CHOSEN

Item: \_\_\_\_\_ Price: \_\_\_\_\_

Item: \_\_\_\_\_ Price: \_\_\_\_\_

Item: \_\_\_\_\_ Price: \_\_\_\_\_

Item: \_\_\_\_\_ Price: \_\_\_\_\_

Item: \_\_\_\_\_ Price: \_\_\_\_\_

**TOTAL:** \_\_\_\_\_ \$

## 3 PAYMENT

FULL PAYMENT REQUIRED

A link will be sent for online payment.

## 4 AUTHORIZATION

This contract must be submitted with authorizing signature, agreeing to abide by all terms, conditions, and specifications and agreeing to the commitment total tallied above. Any questions regarding a specific opportunity in advance of submission may be directed to AVA Exhibits Manager, contact information above.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

# Focus Groups

**\$3,500**

**\$3,000** INDUSTRY PARTNERS

Focus Groups at the AVA Annual Meeting are an opportunity to meet and conduct research with AVA members. These focus groups are limited to no more than 2 hours and 20 participants; however, multiple slots may be purchased for groups seeking additional time. AVA does not select the group participants, does not provide invitations or moderators, and does not partake in the content or planning of a sponsored focus group. AVA will send out an email to all attendees regarding the focus group.

## Focus Groups Benefits

- Room rental fee
- Onsite signage (if desired)
- 1-time use of pre-registered attendee mailing list (available beginning July 2020)
- 1-time use of opt-in pre-registered attendee email list (available beginning July 2020)

## Not included:

- A/V
- Catering

## Available Dates

DATE	TIME
<b>Sunday, September 13</b>	7:00 am – 8:30 am
	6:15 pm – 8:30 pm
<b>Monday, September 14</b>	7:00 am – 8:30 am
	7:00 pm – 9:00 pm
<b>Tuesday, September 15</b>	7:00 am – 8:30 am





# Exhibitor Symposia

**Exhibitor Symposia are an excellent opportunity to reach vascular access healthcare professionals with educational events in your own style and format.**

Create your own event – product demonstration, educational session, or research findings – with your own selected faculty. This opportunity can support your marketing strategy by reaching a core group of attendees with a targeted message. AVA attendees are eager to attend these events and attend in large numbers.

**An average of 180 clinical vascular access professionals attended each AVA 2019 symposium.**

Exhibitor symposia are not part of the official AVA meeting; however they can be scheduled during the early morning to evening hours of the AVA meeting.

Take advantage of the large number of attendees available to participate in your event!

## **SESSION CONTENT**

The symposium can be as long or as short as you like it. You provide the educational content and speaker.

## **CE CREDIT**

Companies are responsible for making their own CE provider arrangements. AVA does not provide or approve CE credit for any exhibitor sponsored event.

## **LOCATION**

The symposia will be located in the convention center of the Gaylord Rockies.

## **EACH SYMPOSIA INCLUDES:**

- Room rental fee
- Standard A/V equipment, including: speaker/lavalier microphone, projector, screen, audio mixer, laptop computer, technician, table for technician (additional A/V can be ordered for a fee)
- Lead Retrieval unit (1) per event
- Onsite Registration Table
- Listing of event on website, Exhibitor Event Guide and Directory, and onsite signage.

### Pre-Conference Symposium

FRIDAY, SEPTEMBER 11 | 12:00 – 1:30 PM

\$4,000

**\$3,500** INDUSTRY PARTNERS

AVA has a pediatric pre-conference workshop on Friday, September 11, 2020. During lunchtime, AVA will allow a pediatric focused symposium. Take advantage of the pediatric focused attendees available to participate in your event! Expected workshop attendance is 80 attendees.

### Lunchtime Symposium (Exclusive)

SATURDAY, SEPTEMBER 12 | 11:45 AM – 1:30 PM

\$22,000

**\$20,000** INDUSTRY PARTNERS

During lunchtime on the first day of AVA 2020, AVA will allow one EXCLUSIVE symposium. Attendees can go straight from the general session to your symposium and then back to afternoon educational sessions. This symposium will be held in the Gaylord convention center.

### Breakfast Symposia (2 Available)

SUNDAY, SEPTEMBER 13, 2020 | 7:00 – 8:30 AM

\$20,000

MONDAY, SEPTEMBER 14, 2020 | 7:00 – 8:30 AM

**\$18,500** INDUSTRY PARTNERS

Breakfast symposia are an opportunity to reach vascular access healthcare professionals first thing in the morning at the AVA 2020 meeting.

### Evening Symposia (2 Available)

SUNDAY, SEPTEMBER 13, 2020 | 6:15 – 8:30 PM

\$18,000

**\$15,000** INDUSTRY PARTNERS

Evening symposia are a perfect way to end the day with vascular access healthcare professionals during the AVA 2020 meeting.

### Lunchtime Symposium (Exclusive)

TUESDAY, SEPTEMBER 15 | 12:15 – 2:00 PM

\$10,000

**\$8,000** INDUSTRY PARTNERS

**NEW!**

Have the final word with AVA 2020 attendees! On the last day of the conference, Tuesday, September 15, 2020, an exclusive lunchtime symposium time slot is now available. (Sponsor is responsible for providing lunch.)

### Meeting Space

\$1,000/4 hours

Rent meeting room space for your private meetings with potential or current clients. These rooms can be used as hospitality suites or recruitment offices.



# Focus Groups/ Exhibitor Symposia Contract

**QUESTIONS?** Phone: 301-200-4616 ext 108 | **EMAIL:** AVAexhibits@sponsorshipboost.com

## 1 CONTACT INFORMATION

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

## 2 EVENT INFORMATION

Please provide the following information, so that we may adequately place your event in the AVA 2020 meeting space (room assignments will be based on response):

Focus Group     Exhibitor Symposium    Estimated Number of Attendees: \_\_\_\_\_

## 3 PREFERRED DATE AND TIME

### FOCUS GROUPS

<b>Sunday, September 13</b>	<input type="checkbox"/> 7:00 – 8:30 AM or <input type="checkbox"/> 6:15 – 8:30 PM
<b>Monday, September 14</b>	<input type="checkbox"/> 7:00 – 8:30 AM or <input type="checkbox"/> 7:00 – 9:00 PM
<b>Tuesday, September 15</b>	<input type="checkbox"/> 7:00 – 8:30 AM

### EXHIBITOR SYMPOSIA

#### PRE-CONFERENCE SYMPOSIUM

<b>Thursday, September 11</b>	<input type="checkbox"/> 12:00 – 1:30 PM
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#### LUNCHTIME SYMPOSIA

<b>Saturday, September 12</b>	<input type="checkbox"/> 11:45 AM – 1:30 PM
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#### BREAKFAST SYMPOSIA

<b>Saturday, September 12</b>	<input type="checkbox"/> 7:00 – 8:30 AM
<b>Sunday, September 13</b>	<input type="checkbox"/> 7:00 – 8:30 AM

#### EVENING SYMPOSIA

<b>Sunday, September 13</b>	<input type="checkbox"/> 6:15 – 8:30 PM
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#### MEETING SPACE

4 hours / \$1,000

## 4 PAYMENT FULL PAYMENT REQUIRED

A link will be sent for online payment.

### FINE PRINT

**RESERVATION AND PAYMENT:** Payment in full is required with application submission. Space will not be assigned or held until full payment has been received. Bookings are final at the time of confirmation by show management. All requests for function space will be handled through the AVA Exhibits and Sponsorship Department.

**CANCELLATION:** Symposia cancelled on or before May 31, 2020, will receive refund of 50% of total symposia sponsorship cost. Symposia cancelled after May 31, 2020 will not be eligible for any refund of costs. Cancellation requests must be submitted in writing to the AVA Exhibits Manager (AVAexhibits@sponsorshipboost.com).

**ARRANGEMENTS:** Room setup arrangements must be indicated at the time of application. Space is assigned based on room set arrangements and availability. If the estimated attendance or space need decreases after booking, the vendor may be given a different room than initially assigned; however, no portion of the fee will be refunded. If the estimated attendance increases, show management will in good faith try to reassign to a larger space. Companies are responsible for marketing their sessions in ways other than outlined in this publication, and any planned marketing must be approved by AVA. This includes but is not limited to invitations, mailers, and announcements. Vendors will deal directly with the hotel or convention center for any food/beverage and the AVA hired provider for any additional AV needs beyond equipment provided by AVA as listed. Such arrangements will be at the expense of the vendor. Contacts for sub-providers will be provided when confirmation is sent.

**AGREEMENT:** Vendors shall not promote, advertise, or represent any session as an AVA event or as sponsored, supported, or endorsed by AVA, nor allow the appearance as such. Any promotional materials used in advertising the session must be sent to AVA for approval. By signing and submitted this application for Exhibitor Symposium at the 34<sup>th</sup> Annual Scientific Meeting of the Association for Vascular Access, vendor hereby agrees to indemnify and hold AVA and the host convention center and hotel harmless for any and all claims, expenses, costs (including without limitation, reasonable attorney's fees), and liabilities of any nature associated with or resulting from the Exhibitor Symposium, or from any acts or omission of Vendor, its employees, or agents.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date