



# Prospectus

## 101st Annual Meeting

**Featuring Aortic Symposium  
and Mitral Conclave**

A Virtual Learning Experience



April 30-May 2, 2021

**President**  
Marc R. Moon

For more information, visit [aats.org/annualmeeting](https://aats.org/annualmeeting)



# AATS

## PRESIDENT

Marc R. Moon

## PROGRAM COMMITTEE

Niv Ad

Anelechi C. Anyanwu

Rakesh C. Arora

Ko Bando

Clifford W. Barlow

Joseph E. Bavaria

Shanda H. Blackmon

Christopher A. Caldarone

Robert J. Cerfolio

Edward P. Chen

Joseph S. Coselli

Marci S. Damiano

Pirooz Eghtesady

Stephanie Fuller

Leonard N. Girardi

Thomas G. Gleason

G. Chad Hughes

Benjamin D. Kozower

Steven L. Lansman

Richard Lee

Hersh Maniar

Nahush A. Mokadam

Sudish C. Murthy

Richard G. Ohye

Ourania Preventza

Varun Puri

John D. Puskas

Matthew A. Romano

Eric E. Roselli

Malakh Shrestha

Scott C. Silvestry

David Spielvogel

Thoralf M. Sundt, III

Vinod H. Thourani

Glenn J. Whitman

Y. Joseph Woo

Dear Industry Supporter,

**Who We Are** The American Association for Thoracic Surgery (AATS) is an international organization that encourages, promotes, and stimulates the scientific investigation of cardiothoracic surgery. The AATS 101st Annual Meeting will once again be the place where the cardiothoracic community comes together to discuss the latest scientific innovations. It attracts the field's pioneers and future leaders, and no other meeting offers the opportunities to interact with the number and variety of influencers, decision-makers, and team members who have the ability to build the future of the specialty.

**Virtual Format** In 2021, AATS will host a virtual meeting. With more than 800 speakers and 75 simultaneous innovative breakout sessions, e-posters, and live panel discussions, participants will have the opportunity to customize their educational experience like never before. Using the latest technology, presentations will be paired up with a live panel discussion throughout the three days. Links to the Expo will be prominently displayed on the headers of the program page directing traffic on Friday, Saturday, and Sunday. In addition, partner microsite content will continue to be available well beyond the days of the meeting. Partnering with AATS means registered attendees will have access to your content for 90 days after the event, allowing them to view and share with peers on any device, at any time that is convenient for them.

**Audience** Eighty percent of the Annual meeting's professional attendees are surgeons, more than 65 percent have been in practice for at least 11 years, and global reach expands 80 countries worldwide. The new virtual platform promises an even higher international attendance. Partners will have an opportunity to connect with impressive groups such as fellows and residents in cardiothoracic and general surgical training programs, physicians in related specialties, including cardiothoracic anesthesia, cardiology, pulmonology, radiology, gastroenterology and thoracic oncology; health care professionals involved in the care of cardiothoracic surgical patients, and medical students with an interest in cardiothoracic surgery.

**Opportunities** Take advantage of the promotional opportunities highlighted in this prospectus to ensure you showcase your products and services to key audiences from around the world.

I look forward to working with you on this exciting event!

Sincerely,

**Melissa Binette**

Director of Corporate and Industry Relations

## AATS

800 Cummings Center, Suite 350-V, Beverly, MA 01915

Phone: (978) 252-2200 ext. 538

Fax: 978-522-8469

[mbinette@aats.org](mailto:mbinette@aats.org)

[aats.org/annualmeeting](https://aats.org/annualmeeting)



101st Annual Meeting April 30-May 2, 2021



# 101st Annual Meeting

Featuring Aortic Symposium and Mitral Conclave  
A Virtual Learning Experience

## EVENT DETAILS

**Live dates:** April 30-May 2, 2021

**Hours:** 7:00AM EST- 5:00PM EST. Subject to change based on final program.

**Post Meeting:** After the virtual event, content will be available for 90 days on-demand for all registered attendees.

## Virtual Expo

### PREMIER EXPO \$18,500

- ▼ Company Logo
- ▼ Company URL
- ▼ 10 complimentary meeting registrations
- ▼ Digital banner
- ▼ Company overview
- ▼ Navigation Bar Image or Video
- ▼ Social Media links: Facebook, LinkedIn, Twitter
- ▼ 6 Promotional Links (pdf, video, or URL) on Booth Page
- ▼ 4 Advertisements (Static or Videos) on Booth Page
- ▼ Booth "check in feature" (first, last, city, state, institution, email)
- ▼ Make an appointment feature
- ▼ Banner advertisement within platform (Premier Platinum Level partners will receive preference in banner location)
- ▼ Advertisement in the AATS Member Newsletter (distributed quarterly to all AATS Members both by mail and email)
- ▼ Pre-registration list of all professional attendees (first, last, city, state)
- ▼ Post meeting metrics of booth traffic (first, last, city, state)
- ▼ 25 Priority Points for 2022

### PARTNER EXPO \$7,500

- ▼ Company Logo
- ▼ Company URL
- ▼ 5 Complimentary meeting registrations
- ▼ Digital banner
- ▼ Company overview
- ▼ Navigation Bar Image or Video
- ▼ Social Media links: Facebook, LinkedIn, Twitter
- ▼ 4 Promotional Links (pdf, video, or URL) on Booth Page
- ▼ 2 Advertisements (Static or Videos) on Booth Page
- ▼ Booth "check in feature" (first, last, city, state, institution email)
- ▼ Make an appointment feature.
- ▼ Pre-registration list of all professional attendees (first, last, city, state)
- ▼ Post meeting metrics of booth traffic (first, last, city, state)
- ▼ 15 Priority Points for 2022

### EXPO \$3,500

- ▼ Company Logo
- ▼ Company URL
- ▼ 2 Complimentary meeting registrations
- ▼ Pre-registration list of all professional attendees (first, last, city, state)
- ▼ Post meeting metrics of booth traffic (first, last, city, state)
- ▼ 10 Priority Points for 2022

## Marketing Opportunities

### VIRTUAL SYMPOSIUM \$35,000 for one, \$25,000 for multiple

As part of our "live" day program, attendees will have the opportunity to attend a virtual symposia. Present the latest information regarding clinical research or product development. Your company will be highlighted in emails to attendees before and after the event.

### MASTERCLASSES \$20,000

Industry-sponsored "MasterClasses" are a unique way for a surgeon leader to demonstrate in the operating room, a key procedure using your product. MasterClasses will be the "how to" learning experience to be hosted each day following the program. Produce a cutting edge video, and share with our audience for all to learn and participate.

### VIRTUAL KOL (Key Opinion Leader) MEETING \$20,000

Do you have a product, case study, or topic you would like AATS leaders to offer their expert opinion on? Virtual KOL Luncheons will allow for 3-4 AATS Leaders to participate in a one hour open discussion, covering a topic of your choice. This intimate setting is ideal for immediate feedback and valuable knowledge.

### TECHNOLOGY THEATER \$7,500 per video

Do you have cutting edge video to share? Videos featuring NEW technologies and expert presenters? Post in our Technology Theater that is available to all registered attendees to view at their leisure. Your company will be highlighted in emails to attendees before and after the event.

### ADVERTISEMENTS Banners: \$6,000 Video Ads: \$10,000

A variety of digital banner and video ads are available for purchase within the virtual platform. Banners are able to link directly to a URL of your choice.

### BLAST EMAIL \$7,500

Reach attendees prior to the live event through a targeted email blast. Company graphics and messaging will be sent by AATS on your behalf. Content must be approved by AATS.

## Support Levels

### PREMIER PLATINUM LEVEL \$200,000

### PLATINUM LEVEL \$75,000

### GOLD LEVEL \$50,000

### SILVER LEVEL \$25,000

### BRONZE LEVEL \$10,000





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## Payment Information

Please complete all sections of this application and either type or print in each section.

Company / Exhibitor			
Contact	Title		
Address			
City	State	Zip	Country
Telephone	Fax	Email for Contact	
Authorized Signature			

By signing this document, exhibitor agrees that this is a legally binding contract. A deposit of 50% of the contracted amount must be forwarded by **March 15, 2021** with the completed application in order to participate. Final payment is due no later than **April 1, 2021**. Applications received after March 15, 2021 must be submitted with full payment. Written cancellations received by **March 15, 2021** are subject to an administrative fee of 25% of the total cost of the original contracted amount. Written cancellations received after **March 15, 2021** will not receive a refund. All cancellations must be submitted in writing.

### VIRTUAL EXHIBIT SPACE OPTIONS

Please check the appropriate Expo:

- ☐ **Premier Expo** \$18,500  
☐ **Partner Expo** \$7,500  
☐ **Expo** \$3,500

**Amount Paid:** \_\_\_\_\_

### PAYMENT INFORMATION

After this application has been processed, exhibitor will receive an invoice with a link to make payment.

**Fees are payable via credit card or check.** Please note that as part of our compliance we can no longer accept credit card numbers via e-mail. This policy is designed to increase data security for cardholders and merchants. Emails received containing credit card information will be blocked.

Checks must be drawn on a U.S. bank and are payable to: **American Association for Thoracic Surgery** and sent to:

**AATS Annual Meeting**  
**c/o A Fassano & Company**  
200 Davistown Road #1288  
Blackwood, NJ 08012

**For Wire Transfer** Info please contact Kimberly Deptula at 856-302-0885 or email logistics@AFassanoCo.com. Wire fees will be added to your invoice.

Credit Card #	Expiration Date	Security Code		
Name as it appears on the card				
Billing Contact Name	Billing Contact Phone Number			
Address	Billing Address <input type="checkbox"/> Same as Above <input type="checkbox"/> Different Address Provided Here			
City	State	Zip	Country	Signature (I authorize AATS to charge my credit card the above fees)

☐ **Wire Transfer:** Please call our offices at 978-252-2200 for wiring information. Wire fees will be added to invoice.

**COMPLETE AND RETURN TO:**  
**aatsprocessing@AFassanoCo.com**

**STAFF USE ONLY**

\_\_\_\_\_  
Authorized Approval



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## Marketing Support Form

Please complete all sections of this application and either type or print in each section.

Company / Exhibitor			
Contact	Title		
Address			
City	State	Zip	Country
Telephone	Fax	Email for Contact	
Authorized Signature			

By signing this document, exhibitor agrees that this is a legally binding contract. A deposit of 50% of the contracted amount must be forwarded by **March 15, 2021** with the completed application in order to participate. Final payment is due no later than **April 1, 2021**. Applications received after March 15, 2021 must be submitted with full payment. Written cancellations received by **March 15, 2021** are subject to an administrative fee of 25% of the total cost of the original contracted amount. Written cancellations received after **March 15, 2021** will not receive a refund. All cancellations must be submitted in writing.

### MARKETING SUPPORT OPTIONS

Please check the appropriate support opportunity:

<input type="checkbox"/> <b>Virtual Symposium</b>	\$35,000 for one/\$25,000 for more than one**	<input type="checkbox"/> <b>Premier Platinum Level</b>	\$100,000
<input type="checkbox"/> <b>Virtual KOL (Key Opinion Leader) Meeting</b>	\$20,000	<input type="checkbox"/> <b>Platinum Level</b>	\$75,000
<input type="checkbox"/> <b>Technology Theater Video</b>	\$7,500 per video. # of videos _____	<input type="checkbox"/> <b>Gold Level</b>	\$50,000
<input type="checkbox"/> <b>Advertising Banner</b>	\$6,000	<input type="checkbox"/> <b>Silver Level</b>	\$25,000
<input type="checkbox"/> <b>Blast Email</b>	\$7,500	<input type="checkbox"/> <b>Bronze Level</b>	\$10,000
		<b>Total Support Fee Due \$ _____</b>	

### PAYMENT INFORMATION

**Fees are payable via credit card or check.** Please note that as part of our compliance we can no longer accept credit card numbers via email. This policy is designed to increase data security for cardholders and merchants. Emails received containing credit card information will be blocked. Payments by credit card over \$25,000 will be charged a 3.5% fee.

DO NOT EMAIL. This form must be faxed if credit card number is showing. **Secure Fax: 978-522-8469**

**Check payable to:** American Association for Thoracic Surgery

**Mail check and completed application to:** 101st Annual Meeting, 800 Cummings Center, Suite 350-V, Beverly, MA 01915

**Total Fee Due \$ \_\_\_\_\_** ☐ Check # \_\_\_\_\_  ☐ MasterCard  ☐ Visa  ☐ American Express

Credit Card #	Expiration Date	Security Code
Name as it appears on the card		
Billing Contact Name	Billing Contact Phone Number	
Address		Billing Address <input type="checkbox"/> Same as Above <input type="checkbox"/> Different Address Provided Here
City	State	Zip Country Signature (I authorize AATS to charge my credit card the above fees)

☐ **Wire Transfer:** Please call our offices at 978-252-2200 for wiring information. Wire fees will be added to invoice.

### COMPLETE AND RETURN TO:

Melissa Binette, Director of Corporate and Industry Relations, mbinette@aats.org  
American Association for Thoracic Surgery, 800 Cummings Center, Suite 350-V, Beverly, MA 01915 USA,  
Phone: 978-252-2200 Fax: 978-522-8469 Email: industry@aats.org **We do not accept credit card payments via email.**

**STAFF USE ONLY**

Authorized Approval

