

August 8, 2024



Guidelines and Important Dates for the November 2024

VEITHsymposium Advertising Opportunities

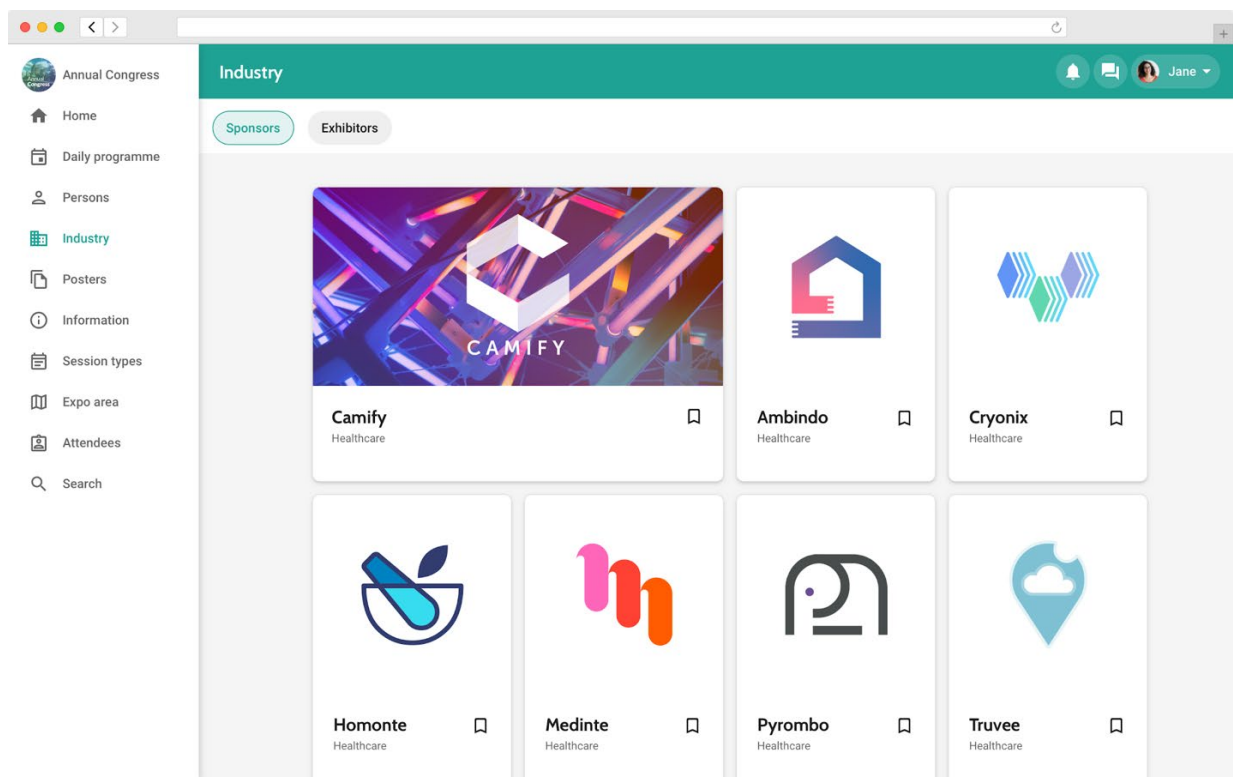
- 1. Payment for advertising opportunities is due 2 weeks after the invoice is sent. Payment not received during this period may result in a forfeited opportunity.**
- 2. All graphic orders must be placed with Freeman no later than October 25, 2024. Failure to submit by this date will result in surcharges.**
- 3. In order to give more companies an opportunity to purchase advertising opportunities, requests may not be on a first come, first served basis.**

MOBILE APP EXCLUSIVE BRANDING OPPORTUNITY

Highlight your company in the Exhibitor List by placing your company's logo on our industry page.

Large Card Cost: \$1,500 Size: 1200x600. Submit jpg or png up to 2MB
Small Card Cost: \$1,000 Size: 600x600. Submit jpg or png up to 2MB

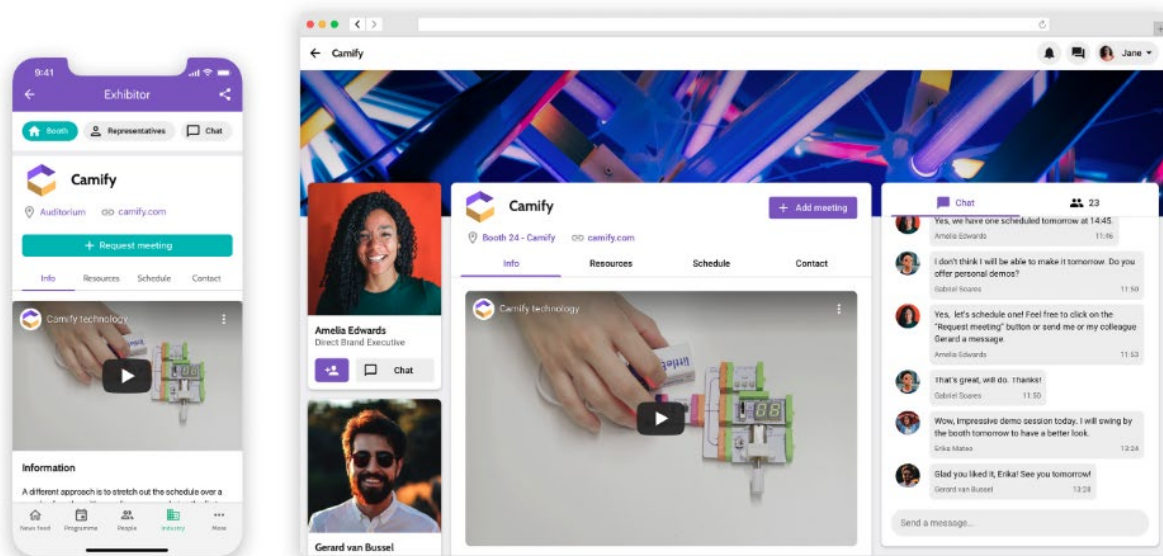
Logos will be placed alphabetically based, grouped by Large and Small Card. Please note that the Mobile App Sponsor's Large Card logo will be placed first. Logos must be sent to jsimpson@veithsymposium.org. Please copy sbowman@veithsymposium.org on your emails. Deadline for submission: November 1, 2024.



MOBILE APP EXCLUSIVE BRANDING OPPORTUNITY

Interested in interacting with your customers in person *and* **virtually** at the symposium? Participate in the **Exhibitor Hub** and receive your own branded exhibitor page with logo, banner, video, and slideshow. Your page includes:

- Links to your website, PDFs, email, etc.
- Contact links and drop business card feature
- Videos acceptable *(price changes based on length of video)
 - 90-second video \$5,000
 - 3-minute video \$6,000
 - 4-minute video \$6,500
 - 5-minute video \$7,000
- Chat with representatives
- List your company's special industry-sponsored event at VEITHsymposium
- Representative profiles



Exhibitor booth

Mobile app

Web app

See next page for more details.

Expanded Details for participation in the Exhibitor Hub Branded Exhibitor page.

Optional: Custom background image

Optional: Logo, link to booth, link to website

Optional: Users as company representatives

Optional: Links to websites, PDFs, images, email

Optional: Video, information text, image slideshow

Optional: Contact links, drop business card feature

Group chat for representatives & attendees

Sessions and exhibitions connected to event data

Specifications:

Send your logo and information using the format listed below to jsimpson@veithsymposium.org. Please copy sbowman@veithsymposium.org. Once confirmed, additional instructions will be sent to you. Deadline: November 1, 2024.

Logo	Size: 600x600. Submit jpg or png up to 2MB
Background	Size: 1920x384. Submit jpg or png up to 2MB
Slideshow	Size: 1280x480. Submit jpg or png up to 2MB
Video * price varies based on video length	URL from YouTube or Vimeo – 90 secs; 3 min, 4 mins, or 5 mins.
Company Description	Text formattable through HTML – maximum 100 words
Link to Website	URL to website
Contact Links	Phone number, email, Facebook URL, twitter URL, LinkedIn URL
Ability to receive business cards directly through the app	Email address of your company representative
Ability to add a representative directly to your personal page. This person then will be able to be contacted directly through the page of the exhibitor	Email address and name
Group Chat – a feature that can be turned on or off for your exhibit	Specify YES if you would like this feature turned on for your Exhibit Page.

HILTON LOBBY FABRIC COLUMN WRAPS

Quantity: 4 Columns Available. Please specify column 2, 4, 5, or 6.

Dimensions: Exact dimensions vary by column and are available upon request.

Cost: \$10,000 per column.

Please contact Jackie Simpson – jsimpson@veithsymposium.org for dimensions.

Content must be approved by September 27, 2024. Please submit to jsimpson@veithsymposium.org.

Orders received by Freeman after October 25, 2024 are subject to a surcharge.



**HILTON MOVABLE LIGHT BOX/TOWER – 8’ HIGH ENTRANCE TOWER (4 SIDED)
(Hotel Lobby – 6th Avenue - Location must be approved by Hilton and/or VEITHsymposium.)**

Quantity: 1 Light Box/Tower (4 Panels/Clings each – Back Lit). Available to ONE company only. Sold as 4-Panel Light Box/Tower although only 3 may be visible, depending on location.

Dimensions: 24 1/8” W x 94 15/16” H

Cost: \$7,750; includes Freeman printing and installation labor; does not include graphic design or Hilton electricity.

Content must be approved by September 27, 2024. Please submit to jsimpson@veithsymposium.org.

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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.

Content must be approved by September 27, 2024. Please submit to jsimpson@veithsymposium.org.

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LEVEL ONE (REAR LOBBY) WEST SIDE CLING (BOTTOM OF THE WEST ESCALATOR, BY THE 54TH STREET ENTRANCE/EXIT)

Quantity: 1 – Available to One Company Only.

Dimensions: 104" W x 93 ½" H (Please note that dimensions end under the words Selection. Support. on the image below. The other vertical black area [i.e., Getinge logo at bottom] is marble and that area will not be branded.)

Cost: \$10,000

Content must be approved by September 27, 2024. Please submit to jsimpson@veithsymposium.org.

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HOTEL ROOM KEY

Quantity: 1 Company
Double Sided
Please note that the Hilton's logo must be included on the card.

Opportunity Fee: \$10,000 (plus hotel and other charges, to be paid to hotel and/or vendor)

Content must be approved by September 27, 2024. Please submit to jsimpson@veithsymposium.org.

Once the opportunity fee has been paid to VEITHsymposium, please contact Cheve Dietz for further instructions (i.e., how to prepare and submit your artwork, payment, etc.).

Cheve Dietz

Phone: (828) 418-8410

Email: cdietz@plicards.com

Web: www.plicards.com

For Quantities please contact: nicole.ward@hilton.com

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: \$7,750 per Well; includes Freeman printing and installation labor; does not include graphic design.

Content must be approved by September 27, 2024. Please submit to jsimpson@veithsymposium.org.

Escalator Well East - Close to Sutton Complex



Escalator Well West - Close to Rhineland Gallery



ESCALATOR WELLS (3rd Floor – East and Center)

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

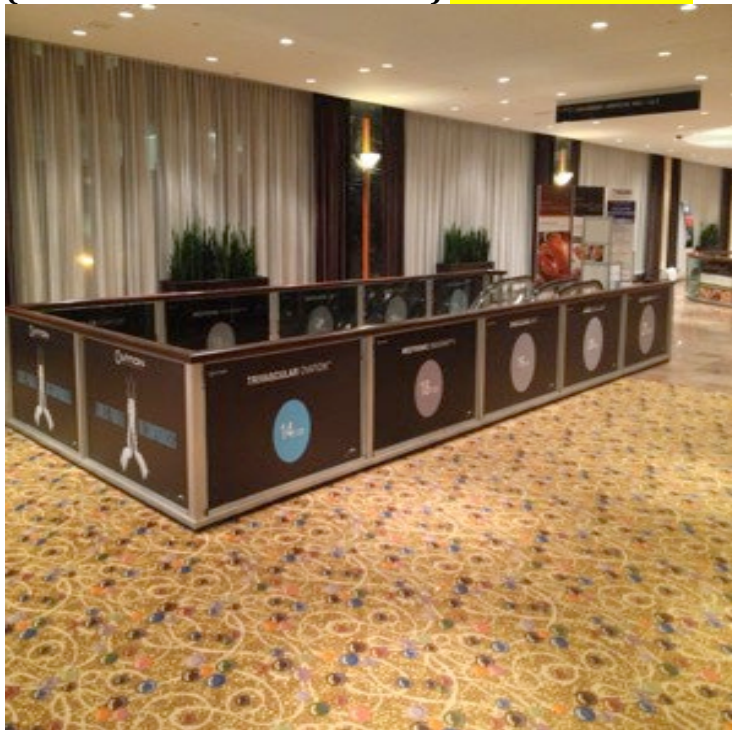
Dimensions: 61.25" W x 30" H (East and Center Escalators)

Cost: \$7,750 per Well; includes Freeman printing and installation labor; does not include graphic design.

Content must be approved by September 27, 2024. Please submit to jsimpson@veithsymposium.org.

See next page for Escalator Well (3rd Floor West – Outside of the Americas Hall).

**Escalator Well (3rd Floor Center)
(Close to the Grand Ballroom) Panels 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:	\$7,750; includes Freeman printing and installation labor; does not include graphic design.

Content must be approved by September 27, 2024. Please submit to jsimpson@veithsymposium.org.

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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.

ESCALATOR RUNNER

Quantity: 5 Escalator Bank Runners

Dimensions: 1' W x 36' H (subject to trimming, best used as step and repeat)

Cost: \$2,500 per Escalator; includes Freeman printing and installation labor; does not include graphic design.

Content must be approved by September 27, 2024. Please submit to jsimpson@veithsymposium.org.

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(1) West Escalator Runner – 3rd floor to 2nd floor (4) West Escalator Runner: Lobby to 2nd Floor
(5) Rhineland Gallery (Registration Area) to 3rd Floor (Americas Hall) Escalator Runner

CIRCULAR WELLS / FISHBOWLS (3rd Floor – East, Center, West)

Quantity: 3 Full Wells
16 Horizontal Panels/Clings per Well (double sided)

Dimensions: 48" W x 30" H per Panel/Cling

Cost: \$7,750 per Well; includes Freeman printing and installation labor; does not include graphic design.

Individual Panels: 16 Panels/Clings (double sided)
Cost: \$600 per Panel/Cling (double sided)

Content must be approved by September 27, 2024. Please submit to jsimpson@veithsymposium.org.

See Floor Plans at end of document for Well selection (East, Center, West).



Center Well (Closest)

ELEVATOR DOORS – 2nd Floor

Quantity: 12 Doors (24 Clings)

Dimensions: 21 ½” W x 80” H (each Cling)

Cost: \$1,500 per Door; includes Freeman printing and installation labor; does not include graphic design.

See Floor Plans at end of document for door selection. Doors 2, 5, 8 and 11 are reserved for VEITHsymposium.

Content must be approved by September 27, 2024. Please submit to jsimpson@veithsymposium.org.

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Available Doors: 3, 4, 6, 7, 9, 10, 12.

ELEVATOR DOORS – 3rd Floor

Quantity: 12 Doors (24 Clings)

Dimensions: 21 ½” W x 80 ½” H (each Cling)

Cost: \$1,500 per Door; includes Freeman printing and installation labor; does not include graphic design.

See Floor Plans at end of document for door selection. Doors 2, 5, 8 and 11 are reserved for VEITHsymposium.

Content must be approved by September 27, 2024. Please submit to jsimpson@veithsymposium.org.

Orders received by Freeman after October 25, 2024, are subject to a surcharge.



Available Doors: 3, 4, 9, 10, 12

AMERICAS BREEZEWAY CLINGS

Quantity: 12

Dimensions: See below.

Cost: \$7,500 (All 12 Clings)

Cost Per Cling: \$750

Content must be approved by September 27, 2024. Please submit to jsimpson@veithsymposium.org.

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

A1 - F1: 36" W x 64" H

A2 - F2: 36" W x 79" H



Top (Right to Left):
F2, E2, D2, C2, B2, A2

Bottom (Right to Left)
F1, E1, D1, C1, B1, A1

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 September 27, 2024. Please submit to jsimpson@veithsymposium.org.

Orders received by Freeman after October 25, 2024, are subject to a surcharge.



COLUMN WRAPS (Rhineland 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: \$3,500 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 September 27, 2024. Please submit to jsimpson@veithsymposium.org.

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Unavailable Column: #1

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: \$2,250 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 September 27, 2024. Please submit to jsimpson@veithsymposium.org.

Orders received by Freeman after October 25, 2024 are subject to a surcharge.



PLANTER BOX CLING

Quantity: Based On Availability

Dimensions: 72" W x 30" H

Cost: \$750 - includes Freeman production and installation labor; does not include graphic design. Single sided option only.

Content must be approved by September 27, 2024. Please submit to jsimpson@veithsymposium.org.

Orders received by Freeman after October 25, 2024 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 September 27, 2024. Please submit to jsimpson@veithsymposium.org.

Orders received by Freeman after October 25, 2024 are subject to a surcharge.



E-Blasts

Available only to companies exhibiting at VEITHsymposium and AIMsymposium.

Quantity: 20

Cost: \$1,500

E-blasts will be sent October 7 through November 22, 2024.

Content must be approved one week prior to the date the eblast is to be sent. Please submit to jsimpson@veithsymposium.org.

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 800 pixels across.
2. Submit compressed file containing one HTML document and any supporting images.
3. Once your eblast is approved by VEITHsymposium, 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.

PUSH NOTIFICATIONS

Available only to companies exhibiting at VEITHsymposium and AIMsymposium.

Cost: \$1,000

Quantity: 20

Cost: \$1,500

E-blasts will be sent October 7 through November 22, 2024.

Content must be approved one week prior to the date the push notification is to be sent. Please submit to jsimpson@veithsymposium.org, and please copy sbowman@veithsymposium.org.

Each notification requires a title and a body.

Titles are limited to 76 characters, including spaces.

Body text is limited to 500 characters, including spaces, or about 5 lines of text, and must be submitted in Microsoft Word.

Images are acceptable, however, please note that legibility is impacted by the size of each user's mobile device.

PDFs are acceptable, however, they will be treated as links and opened within the app and not just simply displayed as is (i.e., the way an image is displayed.)

HOTEL DOOR DROPS

Quantity: 10

Opportunity Fee: \$500 plus hotel charges.

Content must be approved by September 27, 2024. Please submit to jsimpson@veithsymposium.org.

Hotel Door Drop Instructions

Upon approval, hotel will be notified and you will submit your order form directly to the hotel. Please contact nicole.ward@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

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 2024 VEITHsymposium.

Again 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 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 8, 2024. Your content should be void of links to your products. Once approved, please submit your content for posting/pushing to jsimpson@veithsymposium.org with the preferred date and time for push notification. Please copy sbshowman@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

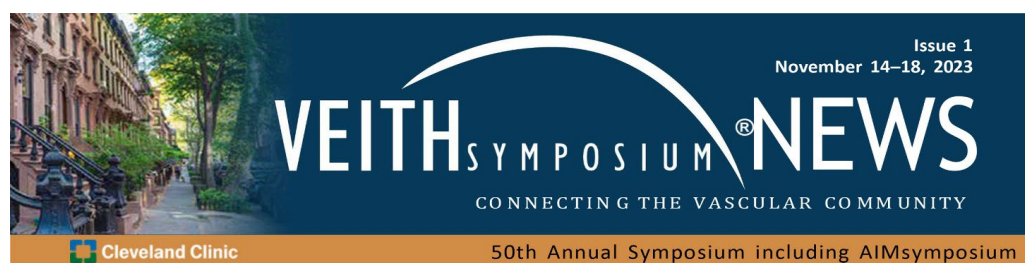
ONSITE DAILY NEWSPAPER ADVERTISING

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



In this issue

5 What's new in BEST-CLI, BASIL 2 and venous health?

6 Stroke & venous programs this 50th year

8 Can AI move us beyond guidelines?



10 Dispelling myths in small AAAs

13 Hope for accelerated progress in the ascending aorta

16 BTK interventions: an update

19 How can we counter mistrust of physician-industry partnerships?

21 EVAR with hypogastric occlusion

22 50th Floorplan

The VEITHsymposium turns 50!

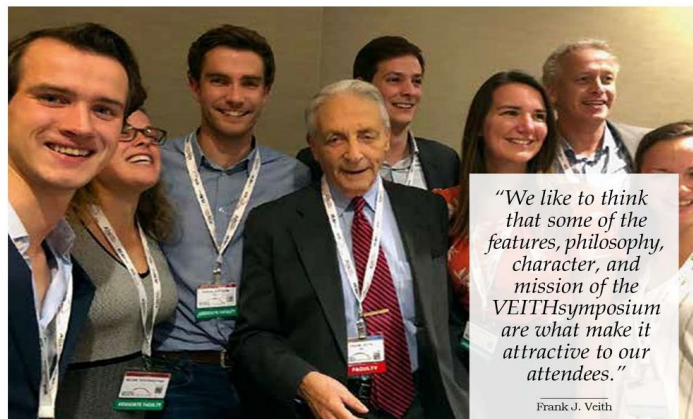
Celebrating half a century of vascular excellence

It is with tremendous honor that we welcome you to the 50th VEITHsymposium here in New York City! What a landmark year this is for anyone who has stepped through the doors of this enduring and educational forum over the past half a century.

The VEITHsymposium grew out of a small meeting started in the early 1970s by Henry Haimovici. These early meetings, held in the Roosevelt Hotel just a few blocks away from where we are now, were sponsored by Montefiore Medical Center. The meeting had a two-page program, 10-15 faculty members, and attracted fewer than 100 attendees.

After the first three meetings, I succeeded Dr. Haimovici as Chief of Vascular Surgery at Montefiore and Albert Einstein College of Medicine, and became the chair of the meeting. Since then, as vascular surgery grew and matured as a specialty, it has been a pleasure to see the VEITHsymposium also grow in size, scope and international flavor. It now attracts thousands of attendees each year, has around 600 faculty members, and its program fills upward of 120 pages with over 100 exciting and provocative sessions.

Continued on page 2



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