

# AVA 2023

exhibitor & supporter  
**PROSPECTUS**  
Portland, Oregon  
October 14-17, 2023



[avainfo.org/annual](https://avainfo.org/annual)

# AVA 2023

October 14-17  
Portland, Oregon

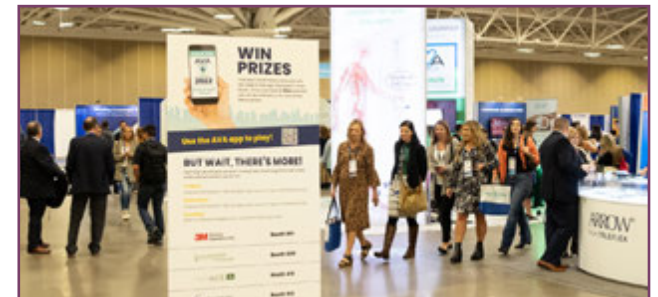
The Association for Vascular Access (AVA) is an association of healthcare professionals founded in 1985 to promote the emerging vascular access specialty.

The mission of AVA is to lead healthcare by protecting patients and providers to improve lives. Today, its multidisciplinary membership advances research, professional and public education to shape practice, enhance patient outcomes, and partner with the device manufacturing community to bring about evidence-based innovations in vascular access.

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

AVA continues to lead the way in motivational speakers, exhibits and engagement activities. Join us in Portland, OR from October 14-17, 2023 and showcase your innovations to the vascular access professionals that are caring for patients every day.

There will be four days of clinical and educational sessions, motivational keynote speakers, plenty of networking opportunities, and an exhibit hall.



"The variety of speakers was fabulous as was the networking."

"I always leave feeling so inspired!"

# Why Exhibit at AVA 2023?

“Great meeting!  
Great presentations  
all around. Thrilled  
I made the decision  
to attend!”

“Best AVA yet! Lots of  
energy and engagement!”

—AVA 2022 Attendee



“Excellent program, speakers and topics relevant to what is going on in  
the healthcare system! Question and answers validated practices.”

## ACCESS

Reach the vascular access professionals that want to learn about new products to enhance their patient outcomes! Lead retrieval is available and a 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 conference attendees and can attend all educational sessions and networking receptions.

## ENDURING CONTENT

AVA's educational programming continues long past the annual meeting. Sessions are available online to watch for many months!

## INSIGHT

Learn what new issues the vascular access 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.



# What Do AVA Attendees Have to Say?

**96%**

of attendees said that the exhibits provided useful information for their practice and were of interest to them.

**95%**

of attendees said they liked the Vascular Access “Ted” Talks held in the exhibit hall.

**83%**

of attendees recommend products or services in their facility.

**70%**

of attendees are part of the team that makes the final decision on products used in their facility.

**96%**

of attendees said that they were interested in learning about new technologies.

**94%**

of attendees said they liked attending the evening reception in the exhibit hall.



# Who Should Exhibit?

**MORE THAN 80 EXHIBITORS EXHIBIT AT AVA** – the premier conference for vascular access clinicians & healthcare professionals. Companies that provide the products listed below should exhibit at AVA 2023.

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

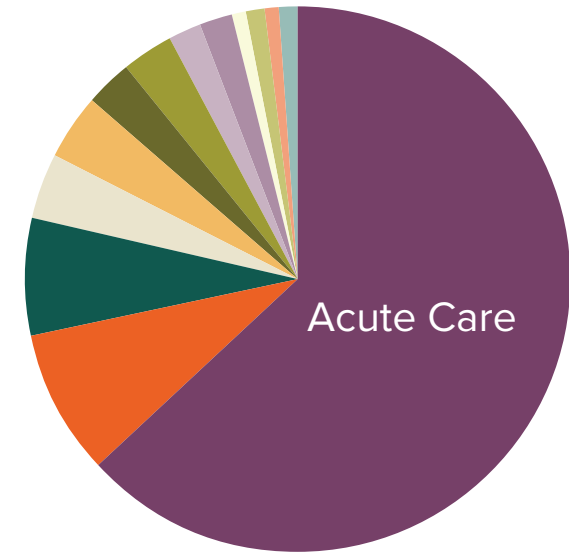
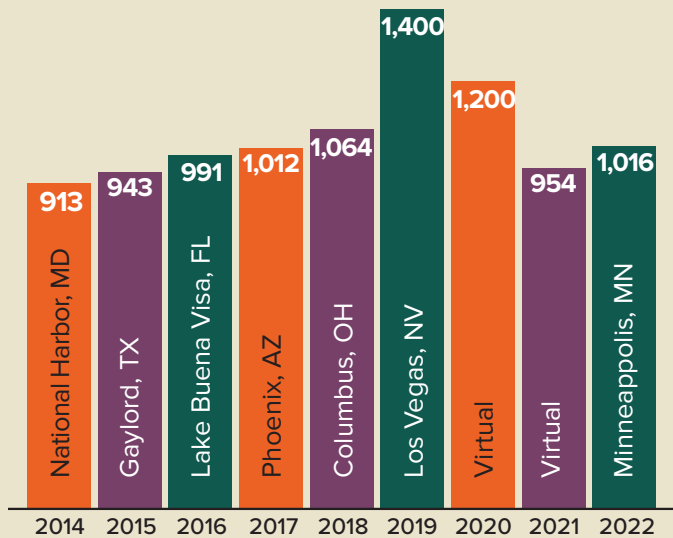


# Attendee Demographics

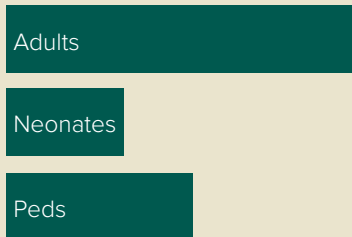
## What is Your Primary Clinical Practice Setting?

Per 2022 Attendee registration

### AVA Annual Meeting Clinical Attendees

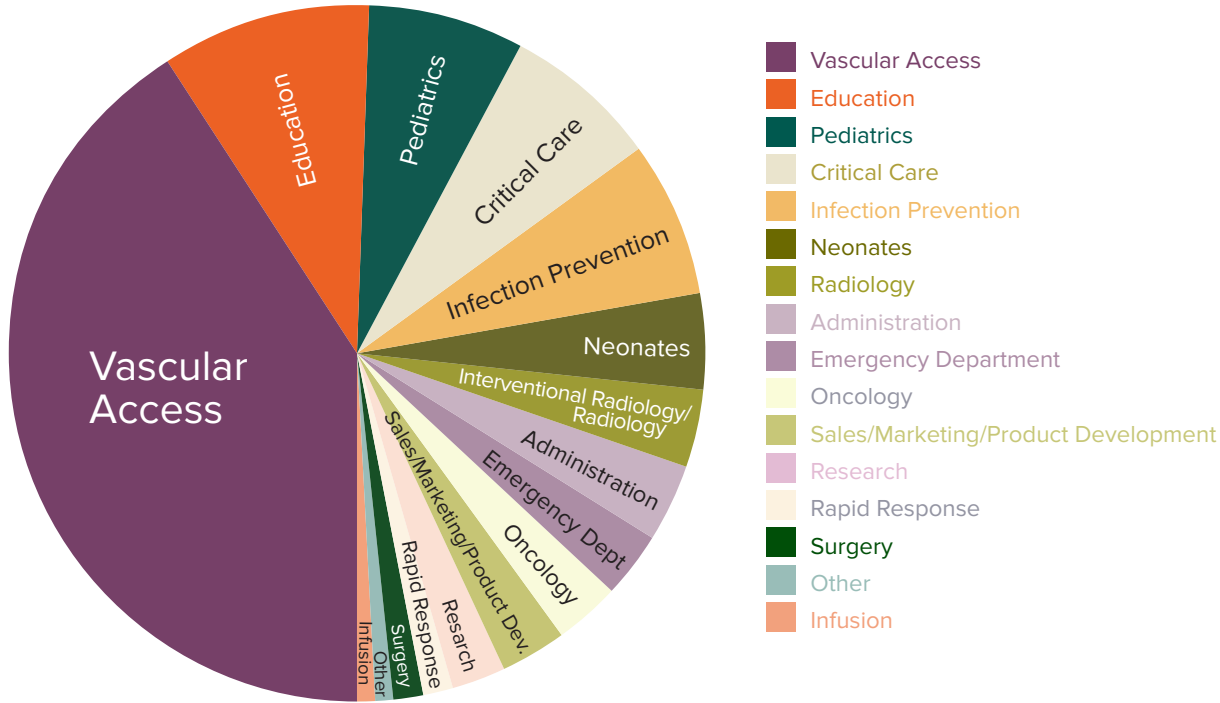


## What patients are in your practice?



# Attendee Demographics

## What is Your Primary Focus for Your Profession?



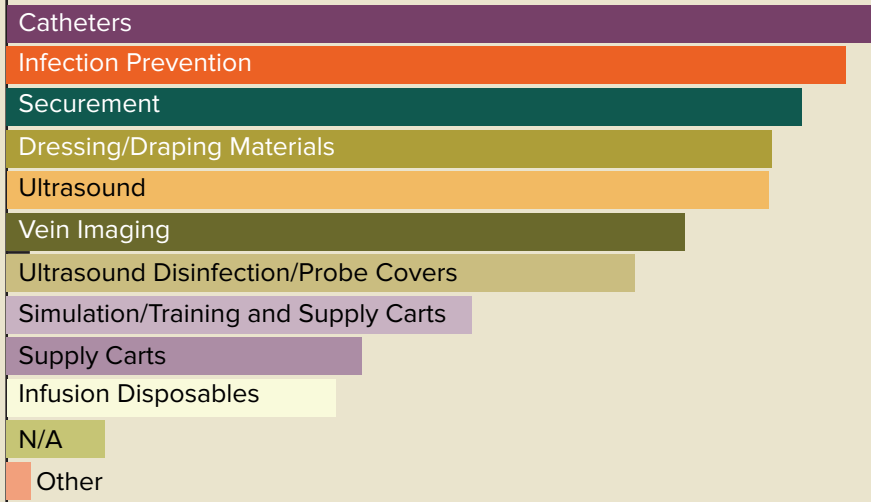
## How Many AVA Annual Scientific Meetings have You Attended?

Per 2022 Attendee registration

This is my first AVA Meeting	39%
2-3 AVA Meetings	33%
4-6 AVA Meetings	14%
7-9 AVA Meetings	5%
10-15 AVA Meetings	5%
16-20 AVA Meetings	1%
21+ AVA Meetings	2%



## Which Type of Products/Services in the Exhibit Hall are You Interested in Reviewing?



# Past Exhibitors

2G Medical  
 3M Medical Solutions  
 Access vascular, Inc.  
 AccuVein LLC  
 Adhezion Biomedical  
 Alpinion Medical Systems  
 AngioDynamics  
 Argon Medical Devices  
 Avia Vascular  
 B. Braun Medical  
 B.D. Medical  
 Ben Guard Healthcare Solutions  
 Biolife, LLC  
 British Journal of Nursing  
 Canadian Vascular Access Association  
 Care + Wear  
 CareAline Products LLC  
 Cath Latch  
 CIVCO Medical Solutions  
 Cook Medical  
 Covalon Technologies Ltd.  
 Cura Surgical  
 Dale Medical Products  
 Eloquest Healthcare  
 Encapson  
 Entrotech Llife Sciences

Ethicon  
 Fist Assist Devices, LLC  
 Flat Medical  
 Footprint Medical Inc.  
 Frontline Medical Products  
 FujiFilm Sonosite  
 Galt Medical Corporation  
 Gebauer Corporation  
 GE Healthcare  
 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  
 KOAG  
 Kurin Inc  
 Linear Health Sciences  
 Lineus Medical  
 Magnolia Medical  
 MD HealthCare Supplies

Medcomp  
 Medi Lazer  
 Mediknox  
 Medline Industries, Inc.  
 MedLite ID, Inc.  
 MedSource Labs  
 Nanosonics, Inc.  
 Neo Medcial, Inc.  
 Near Infared Imaging  
 Neuma Innovations  
 Nexus Medical, LLC  
 Oley Foundation  
 Owens & Minor  
 Parker Laboratories, Inc.  
 PDI  
 PerSys Medical  
 PFM Medical, Inc.  
 PICC Excellence, Inc.  
 PR Mednet  
 REDpoint International Inc  
 RyMed Technologies, LLC.  
 SecurAcath by Interrad Medical  
 Sheathing Technologies, Inc.  
 SkyDance Vascular Inc.  
 Smiths Medical ASD, Inc.  
 SonoStik LLC  
 Starboard Medical

SterilCare  
 Teleflex  
 The Clinician Exchange  
 Theragenics  
 TIDI Products  
 TIMERTAG  
 Vascular Access Certification Corporation  
 Vascular Safeguard  
 Velano Vascular  
 VIC the PICC  
 Vygon Corporation  
 Xact Medical, Inc.







# Exhibit Booth Package

The following will be provided to the exhibitor:

## Visibility

- 8+ total exhibit hall hours over three days
- One (1) complimentary booth identification sign with your company name and booth number
- Eight foot (8') high background drape and 36-inch tall side rails

## Registration

- Two (2) complimentary full meeting registrations per 10'x10' booth (includes access to all educational sessions and meal functions – CE included)
- Unlimited additional full exhibitor registrations at a special exhibitor rate (includes access to all educational sessions and meal function – CE included)
- Unlimited additional single day exhibit hall only registrations

## Marketing

- Exhibitor listing, with logo and description, in the mobile app
- One (1) complimentary post-show attendee list (mailing addresses only for those that opt in)



## 2023 Exhibit Schedule

### Installation

<b>Friday, October 13</b>	8 am – 5 pm	installation
<b>Saturday, October 14</b>	8 am – 2 pm	installation

### Exhibit Hall Hours

<b>Saturday, October 14</b>	5:15 pm – 7:30 pm	Opening Reception in the Exhibit Hall
<b>Sunday, October 15</b>	11:00 am – 2:30 pm	Exhibits Open (Lunch in Hall)
<b>Monday, October 16</b>	12:15 pm – 2:45 pm	Exhibits Open (Lunch in Hall)

### Dismantle

<b>Monday, October 16</b>	3:00 pm – 8:00 pm	
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This schedule is tentative and subject to change. If the official exhibit hall schedule changes, all exhibitors will be notified in writing.



# 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	Island Booths
\$3,500 per 10'x10', plus \$150 per corner booth	\$35 per sq. ft., plus four (4) corner fees

**Industry Partners Discounts** AVA's Industry Partners are eligible for discounts on exhibit space. See page 12 for more information about Industry Partnership

## BOOTH PAYMENT TERMS

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

<b>Booth reservations PRIOR to May 1, 2023</b>	50% deposit with exhibit booth contract 100% due by May 1, 2023
<b>Booth reservations AFTER May 1, 2023</b>	100% due with exhibit booth contract <i>(must pay by credit card)</i>
<b>Full Payment must be received by May 1, 2023.</b>	Any booth reservation after this time will require full payment at time of purchase.

## 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:

### Prior to May 1, 2023

**LINEAR BOOTHS:** Full refund, minus a \$500 administrative fee

**ISLAND BOOTHS:** 50% refund

### After May 1, 2023, No refund.

AVA will retain as liquidated damages all monies paid. Any unpaid items must be paid in full before cancellation.

## EXHIBITOR PERSONNEL REGISTRATIONS

Exhibitor badges allow entrance to all educational sessions, meal functions, and the exhibit hall. **All Exhibitor registrations now include CE Credit.** Badges are nontransferable. Registration will be available in your exhibitor portal starting in May.

## ACCOMMODATIONS

The headquarters hotel for AVA's 37th Annual Scientific Meeting is the Hyatt Regency Portland, AVA will also have rooms available at the Crowne Plaza and the DoubleTree. Housing and reservations information will be included in your exhibit space confirmation.



# Exhibitor Registration

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

## Complimentary Full Meeting Registration

On or before June 19:

**\$0**

June 20 – August 31:

**\$0**

■ 2 badge limit per 10' x 10' booth space.

■ Access to sessions and meals included.

■ Access to workshops available for purchase.

■ **Includes CE credits.**

## Additional Exhibitor Full Meeting Registration

On or before June 19:

**\$525**

June 20 – August 31:

**\$625**

On or after Sept. 1:

**\$725**

■ Unlimited badges available.

■ Access to sessions and meals included.

■ Access to workshops available for purchase.

■ **Includes CE credits.**

## Single Day Hall Only Registration (Saturday, Sunday, Monday)

On or before June 19:

**\$270**

June 20 – August 31:

**\$315**

On or after Sept. 1:

**\$370**

■ Unlimited badges available.

■ Access to meals only.

■ Access to workshops available for purchase.

■ **Does not include CE credit.**

**AVA values our exhibitors! Did you know you save \$65 when you register as an exhibitor?**

## Exhibitor Full Meeting Registration Includes:

- Access to **ALL sessions and events!**
- Earn up to **30 Continuing Education Credits**
- Access to on-demand sessions
- Networking, networking, and more networking!
- Early access to the exhibit hall to set up



# Industry Partnership

## Join Forces with AVA Today

Email [partner@avainfo.org](mailto:partner@avainfo.org) or call **801-792-9079 x 901** for more information on our Elite, Premier, and Signature partner programs. AVA will support your strategic goals with a flexible program that will be indispensable to advancing, elevating and improving your reach and market penetration.

Association for Vascular Access believes in mutually beneficial partnerships with vascular access professionals and industry. It's a unique part of AVA's mission. We create custom solutions to solve your marketing challenges while maintaining a laser focus on the education needs of our members and extended community. AVA Industry Partnerships are designed to deliver measurable results and positive ROI. With more than 10,000 multidisciplinary members and stakeholders around the globe, these are your most qualified buyers and influencers.

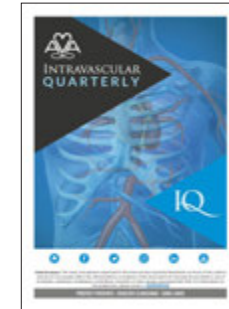


# Industry Partnership

**AVA elevates your brand, expertise and solutions, not just your logo. Some of our flexible marketing support services include:**

- **Customer survey panels**—the voice of the customer from precisely the stakeholders you're trying to reach whether to build revenue or launch a product
- **Advertising opportunities** across AVA's best-in-class communications channels, including *JAVA-The Journal of the Association for Vascular Access*, *Intravascular Quarterly*, weekly newsletter to AVA members and stakeholders, website and social media
- **ISAVE That Webinar** with both CE and non-CE content opportunities
- **Branded scholarship administration** for vascular access clinicians through AVA Foundation
- **Content placement** of your case studies and product announcements
- **Spotlight creation and development**
- ... and as always, **presence at our Annual Scientific Meeting!**

The AVA Industry Partners program has been designed to deliver results throughout the entire year. We work with allies in manufacturing, pharmaceuticals, infusion, home health, distribution, consulting services, government, hospitals, outpatient clinics and home health services.



Email [partner@avainfo.org](mailto:partner@avainfo.org) or call **801.792.9079 x 105** to start designing a program that will be indispensable to advancing, elevating and improving your reach and market penetration.

Note that if you join the AVA Industry Partner Program after booth rental and before the conference ends, you will receive a credit towards sponsorship opportunities in the amount of the difference.



# Supporter Opportunities

## ALL AVA 2023 Supporters will receive...

- Listing in pre-meeting marketing, including website and brochures
- Supporter ribbon for all exhibit booth personnel
- First right of refusal for next year's meeting



The exhibit booth is just the beginning.

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

Elite Supporters >\$30,000	Premium Supporters >\$15,000	Patrons >\$7,500	Contributors >\$2,500
<ul style="list-style-type: none"> <li>■ Listing in pre-meeting marketing, including website and emails</li> <li>■ Supporter ribbon for all exhibit booth personnel</li> <li>■ First right of refusal for next year's meeting</li> <li>■ Company logo and hyperlink on AVA website</li> <li>■ Onsite signage with sponsorship level acknowledgement</li> <li>■ Enhanced mobile app directory listing with acknowledgment as Elite supporter</li> </ul>	<ul style="list-style-type: none"> <li>■ Listing in pre-meeting marketing, including website and emails</li> <li>■ Supporter ribbon for all exhibit booth personnel</li> <li>■ First right of refusal for next year's meeting</li> <li>■ Company logo and hyperlink on AVA website</li> <li>■ Onsite signage with sponsorship level acknowledgement</li> <li>■ Enhanced mobile app directory listing with acknowledgment as Premium supporter</li> </ul>	<ul style="list-style-type: none"> <li>■ Listing in pre-meeting marketing, including website and emails</li> <li>■ Supporter ribbon for all exhibit booth personnel</li> <li>■ First right of refusal for next year's meeting</li> <li>■ Company logo and hyperlink on AVA website</li> <li>■ Onsite signage with sponsorship level acknowledgement</li> <li>■ Enhanced mobile app directory listing with acknowledgment as Patron supporter</li> </ul>	<ul style="list-style-type: none"> <li>■ Listing in pre-meeting marketing, including website and emails</li> <li>■ Supporter ribbon for all exhibit booth personnel</li> <li>■ First right of refusal for next year's meeting</li> <li>■ Company name on AVA website and onsite signage.</li> <li>■ Mobile app directory listing with acknowledgment as Contributor supporter</li> </ul>



# Education & Events

## Vascular Access Talks – 10 Available

Host your own 20-minute Vascular Access Talk on a topic and speaker of your choice. These talks will occur in the exhibit hall at different times. 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.

### AVAILABLE TIMES:

#### Sunday, October 15, 2023

11:30 – 11:50 am  
12:00 – 12:20 pm  
12:30 – 12:50 pm  
1:00 – 1:20 pm  
1:30 – 1:50 pm  
2:00 – 2:20 pm

#### Monday, October 16, 2023

12:30 – 12:50 pm  
1:00 – 1:20 pm  
1:30 – 1:50 pm  
2:00 – 2:20 pm

### Benefits include:

- Sponsor choice of content and speaker
- Session title, description and speaker bio on the website and app
- Session title, time and company logo on Vascular Access Talk Schedule onsite signage

**\$3,000**

**\$2,700** Industry Partners



# Education & Events cont.

## Scan and Win Networking Game – 10 Available

**\$3,500**  
**\$3,150 Industry Partners**

### Drive traffic to your booth with this app-based game!

To play the game (and win prizes!), attendees must visit your booth to scan the QR code on the game signage, directly from the AVA mobile app. Attendees must stop by your booth on either Opening Reception or during exhibit hall hours. Then, they must answer a customized question provided by you. Each day winners will be announced, with a grand prize winner announced on the exhibit hall's last day.

### Benefits include:

- Booth Sign, with company logo and game QR code, where attendees must scan the QR code to play the game.
- Customized question that all attendees must answer after scanning the QR Code
- Company logo on all marketing for this game, including website, onsite signage, and mobile app.





# Education & Events cont.

## Pediatric/Neonatal Reception – 5 Available

\$3,000

\$2,700 Industry Partners

**Friday, October 13, 2023**

Meet and mingle with attendees at the Pediatric Networking Reception. This event is exclusively designed for attendees with an interest in Pediatric and Neonatal Vascular Access and PediNeoSIG members.

### Benefits include:

- One (1) 6' table display
- Two (2) registrations to the evening reception
- Pediatric/Neonatal Reception attendee list (mailing address of those that opt in to share information).
- Logo on Reception Signage
- Acknowledgement on all marketing materials.

### Note:

- Exhibit Tables will be a draped 6' table OR Exhibitor can choose to have pop-up display not to exceed: 10' wide x 4' deep x 8' tall.
- Exhibitor can also bring products for display – portable medical equipment.
- Electricity will not be available.
- No VIDEOS OR SOUND are allowed.



# Education & Events cont.

## General Session Coffee Break – Exclusive

**\$5,000**

**\$4,500 Industry Partners**

Capture the attention and gratitude of all attendees. As attendees exit the General Session or the Peds General Session and all attendees head into the 3rd General Session, this coffee break will be a welcomed sight. Your support of this event will re-energize attendees to continue their education.

### Benefits include:

- Three (3) 22x28 signs to acknowledge support
- Custom napkins with company logo
- Scan and Win Question custom to company and placed at coffee break area
- Company logo on all marketing for this area, including website, onsite signage and mobile app



# Brand Awareness

## Networking & Charging Lounge – Exclusive

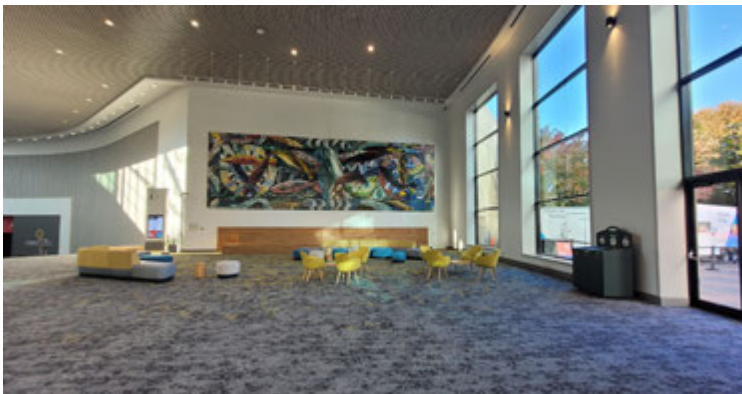
**\$10,000**  
**\$9,000** Industry Partners

This lounge will feature comfortable seating, access to charge devices, easy access to sessions and the exhibit hall. Located by the convention center entrance (Holladay Entrance), Posters area and the stairwell to the Registration & Exhibit Hall, this is a highly trafficked area.

Tables, chairs, and benches inside the lounge will encourage attendees to relax in between sessions. Great visibility for the entire conference!

### Benefits include:

- AVA selected furniture
- Custom graphics on 4 window clings, approximate size 69.5” w x 72” h
- Company logo on all marketing for this lounge, including website, onsite signage, and mobile app.



# Brand Awareness cont.

## Abstract Poster Display and Online Database – Exclusive

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 registered attendees (in-person & virtual).

### Benefits include:

- Company logo on the static banner for the e-poster gallery.
- Two (2) email eblasts, with your logo, to remind attendees about the gallery pre-and post-conference
- Company logo on all marketing, including website, onsite signage, and mobile app. Your logo will be 480 wide x 200 tall pixels and can be linked to an external URL.

**\$8,000**  
**\$7,200 Industry Partners**



# Brand Awareness cont.

## Hand Sanitizer Display: Exhibit Hall – Exclusive

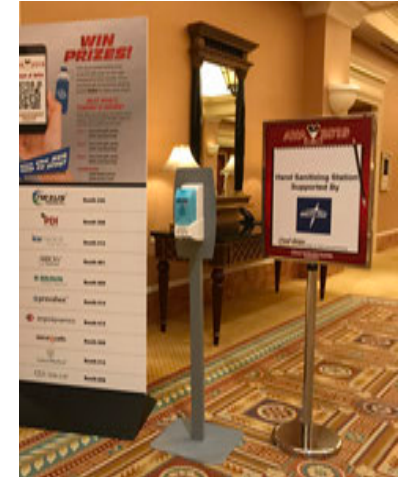
Attendees can utilize your hand sanitizers placed at the exhibit hall's food areas for all three days of the exhibit hall. Your hand sanitizer stations will be placed in four (4) locations inside the exhibit hall.

### Benefits include:

- 4 locations for hand sanitizers- must be provided by the sponsor (samples or floor stands)
- 4 22x28” signs with your logo at each location
- Company logo on all marketing for this area, including website, onsite signage, and mobile app.

**\$5,000**

**\$4,500** Industry Partners



## Hand Sanitizer Display: Convention Center – Exclusive

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

### Benefits include:

- 4 locations for hand sanitizers – must provided by the sponsor (samples or floor stands)
- 4 22x28” signs with your logo at each location
- Company logo on all marketing for this area, including website, onsite signage, and mobile app.

**\$5,000**

**\$4,500** Industry Partners



# Promotions and Onsite Signage

## Exhibit Hall Entrance Wall Banners – Exclusive

**\$12,000**  
**\$10,800 Industry Partners**

Prominently display your custom graphics on one (1) large wall banner (Single Sided Banner) located next to the exhibit hall entrance. Your custom advertisement graphics will be seen by attendees all day long!

### Benefits include:

- 1 large banner, with custom graphic approximately 4' wide x 20' tall



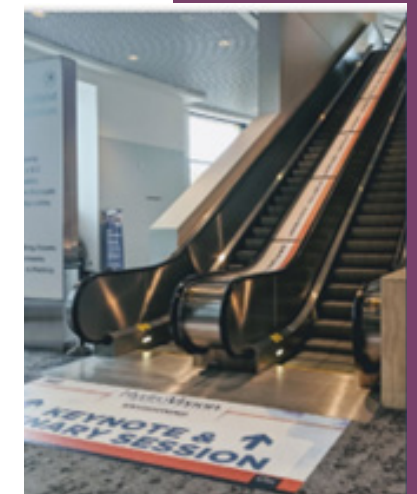
## Escalator Clings – Exclusive

**\$12,000**  
**\$10,800 Industry Partners**

Prominently display your custom graphics on the escalator from the main convention center doors to Registration and the Exhibit Hall. Your custom advertisement graphics will be seen by attendees all day long!

### Benefits include:

- One main escalator—8 clings
  - Custom graphic for clings are 2' wide x 10' long, repeated 8 times.
- One escalator sticker at bottom of escalator
  - Custom graphic is 3' tall x 10' wide



# Promotions and Onsite Signage cont.

## Restroom Mirror Clings – Exclusive

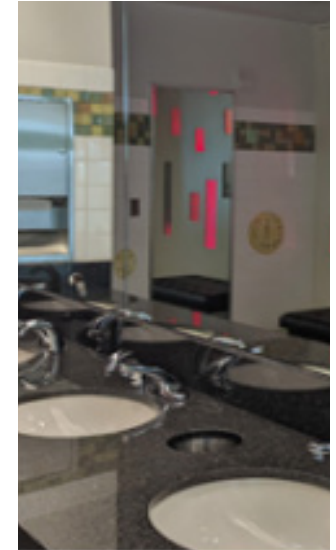
**\$10,000**

**\$9,000 Industry Partners**

Place your custom graphics on restroom mirrors throughout the AVA areas in convention center. Attendees will definitely see your branding as they navigate their way through the AVA meeting rooms, registration and exhibit hall.

### Benefits include:

- Custom graphics on mirror clings in 8 restrooms total
- Clings are approximately 2'wide x 2' tall
- One cling per bathroom

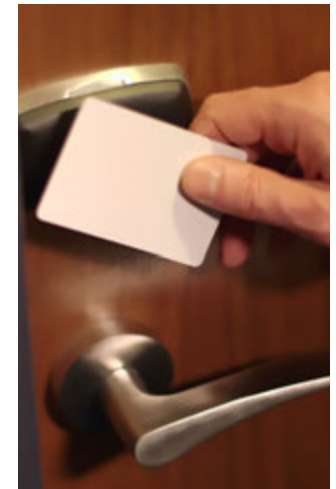


## Hotel Room Keys – Exclusive

**\$6,000**

**\$5,400 Industry Partners**

Add your custom graphics to the headquarter hotel room keys (Hyatt Regency, Crowne Plaza & Doubletree) and put your name in the hands of all attendees. Sponsor responsible for all associated production costs.



# Promotions and Onsite Signage cont.

## Exhibit Hall Aisle Signs – Exclusive

Prominently display your logo on all exhibit hall aisle signs that are hung above the exhibition floor. These signs help attendees navigate through the exhibit hall and, as such, are constantly being viewed. There will be an aisle sign with your custom graphic hanging above each aisle.

### Benefits include:

- 8 aisle signs with your custom graphics
- Aisle sign is approx. 3' wide x 12' tall , your graphics are approx. 3' wide x 4' tall

### Add-On (Only available to aisle sign sponsor)

Add custom aisle floor stickers to this package for incredible visibility inside the exhibit hall. Each aisle will have a floor sticker at each end of the aisle.

### Benefits include:

- 16 aisle stickers with your company logo and booth #
- Stickers are approximately 2' wide x 2' tall

**\$10,000**

**\$9,000 Industry Partners**



**\$3,500**

**\$3,150 Industry Partners**





# Promotions and Onsite Signage cont.

## Column Towers – 8 available

**\$6,000**

**\$5,400 Industry Partners**

AVA has eight (8) column towers that can advertise your custom graphics. These column towers are located throughout the conference center, from the exhibit hall to the breakout sessions. Put your message in view of attendees as they navigate through the conference.

### Benefits include:

- Each column tower has four (4) graphic areas – each approximately 3' x 8' tall. Three panels are available for your content; the fourth panel will contain AVA content.

## You Are Here Locator – 2 available

**\$6,000**

**\$5,400 Industry Partners**

These large displays provide a quick view of the convention center layout and identify various AVA services/events. Located at high traffic areas, they will be valuable navigational aides for attendees.

### Benefits include:

- Custom graphics, back-lit, displayed on the bottom panel (8'wide x 3' tall).



# Promotions and Onsite Signage cont.

## Exhibit Hall Floor Stickers Package – 4 available

**\$3,000**  
**\$2,700 Industry Partners**

Direct attendees to your booth with colorful and exciting custom floor stickers that start at the exhibit hall entrance and lead to your booth. These stickers will feature your custom graphics along with the AVA 2023 logo.

### Benefits include:

- 4 stickers with one (1) custom graphic—approximate size 2' x 2' tall



## Navigation Signs – 10 available

**\$2,500**  
**\$2,250 Industry Partners**

Showcase your custom graphics to attendees as they navigate throughout the convention center.

### Benefits include:

- One (1) side of each navigation sign
- Custom graphics - approximate size 3' x 8' tall



# Printed Advertising

## Pocket Program – Exclusive

A Pocket Program is the only printed material AVA produces for the conference. The pocket program will be handed out at registration with badge pick up. Your back cover advertisement will be seen by all attendees!

### Ad size:

- 3.5 inches x 4 inches

**\$3,500**

**\$3,150 Industry Partners**

## Totebag Product Insert – 2 available

Take your product sample size directly to each attendee with this prime product sample placement each attendee tote bag. All product inserts must be approved by AVA.

**\$3,500**

**\$3,150 Industry Partners**

## Totebag Insert – 10 available

Take your message directly to AVA attendees by placing your Insert 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.

**\$2,500**

**\$2,250 Industry Partners**



# Printed Advertising cont.

## Hotel Room Drop *(additional hotel fees will apply)*

**\$2,000**  
**\$1,800 Industry Partners**

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

## Pre-Meeting Attendee List Rental

**\$750**  
**\$675 Industry Partners**

Mail your postcard, brochure, or flyer to all pre-registered clinical attendees. The list contains mailing addresses, not email addresses, for attendees that opted in to share their information. This list is for one-time usage and will be available after Sept. 1, 2023. Please note that only one list is provided regardless of the time purchased.



# Digital Advertising—Emails

## Conference Registration E-Mail Banner – Exclusive

Put your custom graphic banner on the bottom of each conference registration confirmation email that goes out to attendees. Your advertisement will be the first they see after they register for the AVA 2023 Annual Scientific Meeting.

**Ad size:** 1920x250 pixels

**\$5,000**

**\$4,500** Industry Partners

## App Login Email Banner – Exclusive

Put your custom graphic banner on the bottom of the first App login email that goes out to attendees. Your advertisement will be the first they see after they register for the AVA 2023 Annual Scientific Meeting. *Please note that subsequent “forgot password” login emails will not contain this advertisement.*

**Ad size:** 1920x250 pixels

**\$5,000**

**\$4,500** Industry Partners

## Know Before You Go Email Banner – Exclusive

Put your custom graphic banner on the bottom of each Know Before You Go email that goes out to attendees. This email is sent in the final weeks before the annual meeting.

**Ad size:** 1920x250 pixels

**\$5,000**

**\$4,500** Industry Partners



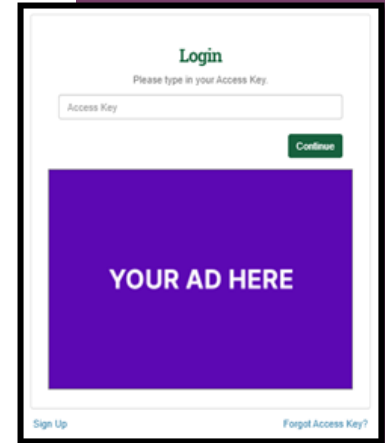
# Digital Advertising—Website

## Website Login Advertisement – Exclusive

Place your custom graphic front and center as attendees (both in-person and on-demand) log into the website. The website advertisement can be clickable to a custom URL.

**Ad size:** 600 tall x 400 pixels wide

**\$3,000**  
**\$2,500 Industry Partners**

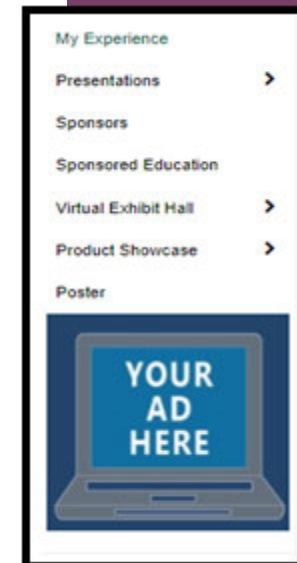


## Navigation Advertisement – Exclusive

Place your custom ad (and link) on all conference website pages. Appearing under the navigation buttons, your branded ad will be visible to all attendees—regardless of the page they are viewing. The website advertisement can be clickable to a custom URL.

**Ad size:** 400 pixels tall x 400 pixels wide

**\$5,000**  
**\$4,500 Industry Partners**



# Digital Advertising—Website cont.

## “My Experience” Page Advertisement – Exclusive

Place a custom ad on the My Experience Page of the conference platform. The My Experience page is a personal dashboard for each attendee; it includes attendees’ messages, the attendee’s schedule, poster selection, and networking.

Your custom ad will be seen by all attendees as they visit their dashboard. The advertisement can be clickable to your website, virtual exhibitor resource center, or any other URL.

**Ad size:** 1,280 pixels wide x 200 pixels tall

**\$10,000**  
**\$7,500 Industry Partners**



## Home Page Rotating Advertisement – Exclusive

Place your custom advertisement on the conference platform home page. This advertisement will rotate on the home page, and your custom advertisement will be visible to all in-person and virtual attendees.

The advertisement can be clickable to your website, virtual exhibitor resource center, or any other URL. Click/view counts are tracked and provided to the sponsor.

**Ad size:** 320 pixels wide x 1,200 pixels tall

**\$7,500**  
**\$6,750 Industry Partners**



# Digital Advertising—Website cont.

## Home Page Tile Advertisement – 2 Available

Place your custom advertisement on the conference platform home page. This webpage is the highest traffic page of the website.

The advertisement can be clickable to your website, Virtual exhibitor resource center, or any other URL.

**Ad size:** 600 pixels wide x 200 pixels high

**\$5,000**

**\$4,500** Industry Partners





# Digital Advertising—Custom Eblast

## Preconference or Post Conference Eblasts

**\$3,500**

**\$3,150** Industry Partners

Send your message out to all AVA 2023 attendees with a custom eblast. Select a date (Monday – Friday) and AVA will schedule to send these eblasts in the immediate four (4) weeks before and two (2) weeks after the meeting. There is only one (1) Eblast available per day.

Eblast Options include:

- A completed HTML File exported from your email platform
- AVA designed template with one image, one link, and text

## Nightly News Eblasts – 3 Available

**\$2,500**

**\$2,250** 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's events. Remind attendees to visit your booth or attend your event. Your custom message can have your text, logo and hyperlink.

**Text and ad size:** 100 words max. message, with logo and hyperlink.



**4,463 logins** were made for content during and after AVA 2022



# Digital Advertising—Mobile App

## Mobile App Splash Page Banner – Exclusive

Your custom graphic will appear on the opening page of the mobile app every time each attendee opens the mobile app.

### Ad sizes:

- 0.75:1 aspect ratio, 2,048 pixels wide x 2,732 pixels high
- 0.46:1 aspect ratio, 1,242 pixels wide x 2,688 pixels high
- 0.56:1 aspect ratio, 1,080 pixels wide x 1,920 pixels high
- 1.3:1 aspect ratio, 2,732 pixels wide x 2,048 pixels high
- 2.2:1 aspect ratio, 2,688 pixels wide x 1,242 pixels high
- 1.8:1 aspect ratio, 1,920 pixels wide x 1,080 pixels high

**\$5,000**  
**\$4,500** Industry Partners

## Schedule Page, Exhibitor Listing Page – 2 Available

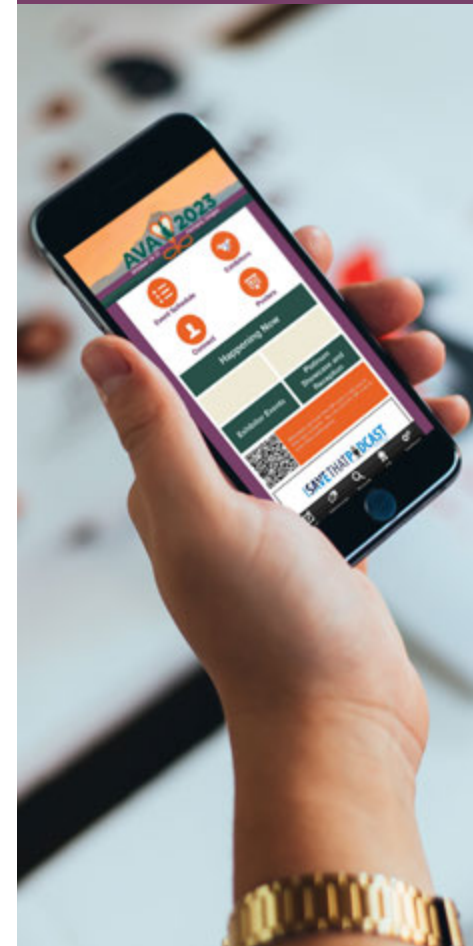
Display your custom advertising on a banner inside the mobile app exhibitor directory section. Your custom ad will be seen by attendees when they search for exhibitors. This is an exclusive advertising option—no other company will have advertising.

### Ad sizes:

- 7:1 aspect ratio, 1,080 pixels wide x 152 pixels high
- 11:1 aspect ratio, 2,048 pixels wide x 180 pixels high
- 9:1 aspect ratio, 1,920 pixels wide x 225 pixels high
- 13:1 aspect ratio, 1,920 pixels wide x 152 pixels high

**\$2,250**  
**\$1,800** Industry Partners

**1,371 users**  
 downloaded the  
 mobile app



# Digital Advertising—Mobile App cont.

## Push Notifications – 3 Available Per Day

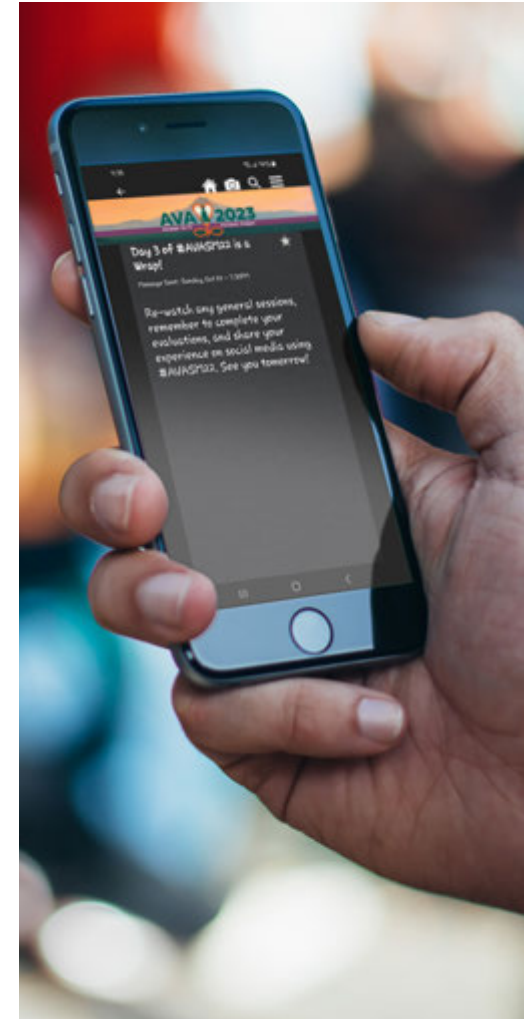
Send out text alerts through the AVA 2023 app. With 200 characters, you can remind attendees to stop by your booth, attend your symposium or stop by your hospitality event.

### Available dates/times include:

<b>Saturday, October 14</b>	Morning, Afternoon, Evening
<b>Sunday, October 15</b>	Morning, Afternoon, Evening
<b>Monday, October 16</b>	Morning, Afternoon, Evening

**\$850 each**

**\$765 Industry Partners**



# Event Space

## Meeting Space

Rent meeting room space for your private meetings with potential or current clients. These rooms can be used as hospitality suites or recruitment offices. The maximum room capacity is 20 ppl.

**\$3,500/4 hours**  
**\$3,150/4 hours Industry Partners**

## Focus Groups

**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 1.5 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.

**\$3,500**  
**\$3,150 Industry Partners**

AM and PM time slots available.

### Focus Groups Benefits

- Room rental fee
- Onsite signage (if desired)
- One-time use of pre-registered attendee mailing list (available beginning Sept. 2023)

### Not included:

- A/V
- Catering



# Exhibitor Symposia

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

Create your event—product demonstration, educational session, or research findings—with your 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.

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 a 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 to be within the allotted time. You provide the educational content and speaker.

**CE CREDIT UPGRADE**     **\$3,500**  
**\$3,150 Industry Partners**

AVA will be offering a CE Accreditation Upgrade for Symposia for 2023. Please contact [AVA@discoversb.com](mailto:AVA@discoversb.com) for more information.

## LOCATION

The symposia will be located in the Portland Convention Center.

## EACH SYMPOSIA INCLUDES:

- Room rental fee
- Pre-Meeting attendee list
- 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
- Listing of the event on the website, app, and onsite signage.

**97%** of AVA 2022 attendees found the exhibitor symposia to be valuable or very valuable.

An average of **171** clinical vascular access professionals attended each AVA 2022 symposium.



# Exhibitor Symposia cont.

## Lunchtime Symposia – 2 Available

**Saturday, October 14**      **12:15 – 1:30 pm**

During lunchtime on the first day of AVA 2023, AVA will allow two symposia. Attendees can go straight from the general session to your symposium and then back to afternoon educational sessions. Average attendance for this time slot is 210 attendees. This symposium will be held in the convention center. *Each sponsor MUST provide catering for a minimum of 200 attendees for this date & time.*

**\$25,000**  
**\$22,500 Industry Partners**

Average  
**210**  
 attendees

## Breakfast Symposia – 2 Available Each Day

**Sunday, October 15**      **7:00 – 8:30 am**

**Monday, October 16**      **7:00 – 8:30 am**

Breakfast symposia are an opportunity to reach vascular access healthcare professionals first thing in the morning at the AVA 2023 meeting. Average attendance for this time slot is 150 attendees.

**\$22,500**  
**\$20,250 Industry Partners**

Average  
**150**  
 attendees

## Evening Symposia – 2 Available

**Sunday, October 15**      **5:45 – 7:45 pm**

Evening symposia are a perfect way to end the day with vascular access healthcare professionals during the AVA 2023 meeting. Average attendance for this time is 160 attendees.

**\$20,000**  
**\$18,000 Industry Partners**

Average  
**160**  
 attendees

# Exhibitor Symposia—Upgrades



## CE Upgrade

**\$3,500**

**\$3,150 - Industry Partners**

Include CE Credit for your Symposium. AVA will be offering a CE Accreditation Upgrade for Symposia for 2023. Please contact [AVA@discoversb.com](mailto:AVA@discoversb.com) for more information.



## Content Capturing Symposia

**\$5,000**

**\$4,500 - industry Partners**

Turn your symposia into enduring content by upgrading to have your symposia recorded (synced audio and slides) by AVA. The MP4 recording will then be placed on the Event Website by October 25 for attendees to view for up to 3 months. A copy of the MP4 will also be emailed to sponsor contact along with a list of who watched the recording and agreed to share their information.



## Contact Information

**Andrea Schermerhorn, CEM, DES**  
Sr. Sales Manager

Office: 301-200-4616 ext 108  
Direct: 301-658-2042

[avaexhibits@discoversb.com](mailto:avaexhibits@discoversb.com)  
PO Box 600  
White Marsh, MD 21162  
[avainfo.org/annual](http://avainfo.org/annual)