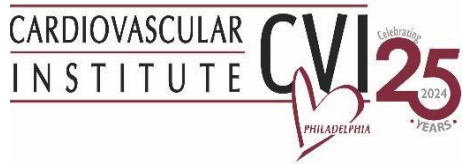


2024 Sponsorship and Partner
Exhibitor
Prospectus



2024 marks twenty-five years of CVI cardiovascular education programming for physicians, advanced practice providers, allied healthcare professionals and trainees who participate in the care of patients with cardiovascular disease.

When we started CVI in 1999, there was 1 accredited program in general clinical cardiology (CVI's Cardiology Update, which evolved from an existing program – and celebrates our 30th Annual installment this year!)

Over the years our calendar expanded to include focused programs in Echocardiography, EP & Arrhythmia Management, Nuclear and Advanced Non-Invasive Cardiac Imaging, Interventional Cardiology and Heart Failure. Along with partner organizations, we expanded programming to focus on Multi-Modality Cardiac Imaging in Women and Caring for Adults Born with Congenital Heart Disease.

We expanded CVI's mission (to positively impact cardiovascular health in the Greater Philadelphia Region and beyond), to include a special focus on focused educational programs, specifically designed for Cardiology Fellows and Residents, *the next generation of cardiologists*.

To achieve that goal, CVI's Cardiology Fellows Program focuses on what every cardiology trainee should know about interventional cardiology. CVI launched a new program, CVI's Cardiology Boot Camp, that focuses on what every cardiology trainee should know in the first months of training.

You, our dedicated industry partners were critical in making these educational initiatives possible and we thank you!

As always, we understand the importance of ensuring that our physicians, healthcare professionals and trainees understand the great value in developing strong relationships with industry representatives that provide pharmacologic agents, invaluable diagnostic tools and medical devices to aid in the diagnosis, treatment and prevention of cardiovascular disease – with the goal of improving patient outcomes.

We work to ensure that there is strong interaction between our program attendees, faculty and exhibitors.

Please take a moment to review this Exhibit Prospectus and consider hosting table-top exhibits at one or more of our programs during the first part of the 2024 Academic Year.

To find out more about CVI CME and CVI Trainee Programs, and other upcoming events, please visit us online at cviphiladelphia.org or email us at info@cviphiladelphia.org

Thank you for your consideration.

About Our Programs

CVI's goal is to offer all healthcare providers convenient access to the latest and most relevant clinical information on the diagnosis, therapeutic options, treatment and most importantly, prevention of cardiovascular disease.

CVI programs are of the highest academic caliber and feature internationally recognized leaders in the fields of cardiovascular medicine and various subspecialties. Since 1999, the Cardiovascular Institute of Philadelphia has organized hundreds of accredited CME conferences and other clinical education programs for thousands of physicians, trainees and allied healthcare professionals from throughout the Greater Philadelphia Region and far beyond.

Over the years, CVI has welcomed luminaries in the field including Drs. Eugene Braunwald, Valentin Fuster, Martha Gulati, Milton Packer, Mariell Jessup, Nanette Wenger, William Roberts, Jae Oh, Karol Watson, Steven Nissen, Spencer King, Sabrina Philips, David Holmes, Mark Josephson, Daniel Berman, Maria Rosa Costanzo and Nobel Peace Prize laureate, Dr. James Muller,



A full listing of our CVI faculty can be found at
<https://cviphiladelphia.org/past-cvi-faculty/>.

CVI is an independent, federally registered 501(c)3 non-profit medical education organization, and as such, we are not directly affiliated with any one health system, hospital or private practice and an independent resource for all. Our programs are planned by diverse groups of physicians and healthcare professionals representing many of the region's academic medical centers. CME accreditations are provided by a variety of organizations to further demonstrate CVI's commitment to avoiding the underlying institutional marketing objectives which may be seen in other conferences/programs.

Exhibit opportunities are open and available to all businesses and organizations interested in participating. Recognition and benefits are commensurate to the specific level of exhibit chosen as outlined in this prospectus.

Included with this prospectus are:

1. Detailed outline of partnership opportunities
2. Exhibit Response Form to reserve exhibit space at one or more of our programs
3. Our current signed and dated IRS W-9 form

Thank you for your consideration and we hope to welcome you as a partner during our 25th academic anniversary year.

Why You Should Consider Partnering with CVI

Access

Premium opportunity to market your products and services to healthcare professionals who want to learn how to enhance their patient outcomes! We design our agendas to ensure multiple, unopposed blocks of time to engage attendees and encourage product reviews and/or demonstrations. You are able to meet local and regional clinicians with whom you may not have secured an office appointment.

Awareness

Keep your company name and products in front of cardiology professionals. Our course directors make announcements to encourage attendees to visit exhibits and we feature a prize-driven networking game. Past exhibitors have said they see more attendees at their CVI program tables than any others.

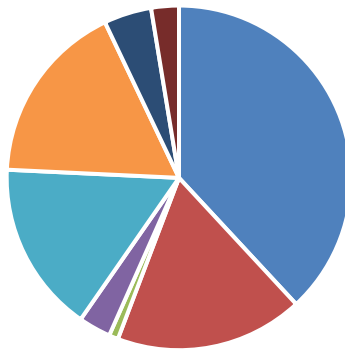
Insight

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

Practical Demonstrations

Give attendees, as your potential customers, hands-on access to your current and new products and devices.

Attendee Demographics 10/2022 to 10/2023



■ Physicians ■ Fellows ■ Residents ■ PAs ■ Nurses ■ Echo/Nucl Techs ■ Industry ■ CMA

We typically host between 100 – 300 Attendees at each of our programs.. Target audiences include adult and pediatric cardiologists (including clinical, interventional, electrophysiology, and surgery subspecialists), as well as emergency medicine, primary care, family practice, geriatric, internal medicine, and endocrinology physicians. We typically see a good number of cardiology and endocrinology fellows, as well as internal medicine residents among our attendees.

CVI audiences also include Advance Practice Providers (NPs/PAs) and nurses. Our imaging-focused programs also provide much needed certification credits for cardiac sonographers (SDMS) and nuclear technologists (SNMMI). CVI conference/program attendees participate from all the academic medical centers, health systems, community hospitals and private practice settings throughout the extended Greater Philadelphia Region. Many of our attendees typically come from areas throughout Pennsylvania, New Jersey, and Delaware. As CVI programs have grown, our geographic range has expanded to welcome many attendees from the New York to Metro DC corridor, as well as others from across America.



2024 Exhibitor Prospectus SPONSORSHIP LEVELS

PLATINUM \$10,000
Premium 15-foot Display Space with (2) 6-foot draped tables
Premium positioning of company logo on event signage
Premium positioning of company logo on housekeeping title slide
Premium placement of company logo on event materials
Premium placement of company logo on supporter disclosure sheet
Verbal recognition of company name as Platinum exhibitor by moderator at opening and closing of program
Premium positioning of company hyperlinked logo highlighted in (8) email blasts to CVI database of 18,000 physicians and healthcare professionals
Specific recognition of company sponsorship as Premium supporter in syllabus
Opportunity to show an MP4 video clip (maximum 2 minutes 30 seconds) during pre-program housekeeping slide rotation
Up to 8 complimentary exhibitor conference badges
Opportunity for (2) company representatives to participate in a private, moderated, 45-minute one-on-one Zoom meeting with a CVI program planning committee physician volunteer or other CVI leadership volunteer physician post-program

GOLD \$7,500
Prime 12-foot Display Space with (2) 6-foot draped tables
Prime positioning of company logo on event signage
Prime positioning of company logo on housekeeping title slide
Prime placement of company logo on event materials
Prime placement of company logo on supporter disclosure sheet
Verbal recognition of company by name as Gold exhibitor by moderator at opening and closing of program
Prime positioning of company hyperlinked logo highlighted in (5) email blasts to CVI database of 18,000 physicians and healthcare professionals
Up to 5 complimentary exhibitor conference badges
Opportunity for (2) company representatives to participate in (1) private, moderated, one-on-one Zoom meeting with a CVI program planning committee physician volunteer or other CVI leadership volunteer physician post-program

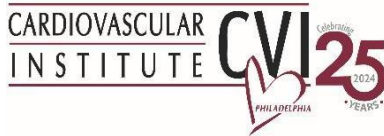


2024 Exhibitor Prospectus SPONSORSHIP LEVELS

SILVER \$5,000
Choice 10-foot Display Space with (1) 6-foot draped tables
Choice positioning of company logo on event signage
Choice placement of company logo on supporter disclosure sheet
Verbal recognition of company by name as Silver exhibitor by moderator at opening and closing of program
Choice positioning of company hyperlinked logo highlighted in (5) email blasts to CVI database of 18,000 physicians and healthcare professionals
Up to 3 complimentary exhibitor conference badges

SUPPORTER \$3,500
Standard 8-foot Display Space with (1) 6-foot draped tables
Standard placement of company logo on supporter disclosure sheet
Standard placement of company name on sponsor slide
Standard positioning of company logo highlighted in (3) email blasts to CVI database of 18,000 physicians and healthcare professionals
Up to 2 complimentary exhibitor conference badges





Program Exhibit Menu

Please confirm your support level below. Thank you.

CVI Echocardiography Update Sunday 1/7/2024 Hilton Penn's Landing	PLATINUM \$10,000 <input type="checkbox"/>	GOLD \$7,500 <input type="checkbox"/>	SILVER \$5,000 <input type="checkbox"/>	SUPPORTER \$3,500 <input type="checkbox"/>
CVI Cardiology Fellows Program Saturday 2/2/2024 & Sunday 2/3/2024 Hilton Penn's Landing	PLATINUM \$10,000 <input type="checkbox"/>	GOLD \$7,500 <input type="checkbox"/>	SILVER \$5,000 <input type="checkbox"/>	SUPPORTER \$3,500 <input type="checkbox"/>
CVI EP/Arrhythmia Update Sunday 2/25/2024 Loews Philadelphia Hotel	PLATINUM \$10,000 <input type="checkbox"/>	GOLD \$7,500 <input type="checkbox"/>	SILVER \$5,000 <input type="checkbox"/>	SUPPORTER \$3,500 <input type="checkbox"/>
CVI Nuclear & Advanced CV Imaging Update (VIRTUAL) Sun. 4-14/24 Mon. 4/15/24 & Wed. 4/17/24	PLATINUM \$10,000 <input type="checkbox"/>	GOLD \$7,500 <input type="checkbox"/>	SILVER \$5,000 <input type="checkbox"/>	SUPPORTER \$3,500 <input type="checkbox"/>
CVI Heart Failure Symposium Date and Location: TBD				

Please email completed form to: info@cviphiladelphia.org or fax to 215-389-5450

Primary Contact Name:		
Company:		
Address:		
City:	State:	Zip:
Email Address:		
Office Phone:	Mobil Phone:	

Not a request for grant support and is open to all businesses and organizations with an interest in exhibiting at our program.

For further information please contact CVI at

info@cviphiladelphia.org

Thank you!

Request for Taxpayer Identification Number and Certification

**Give Form to the
 requester. Do not
 send to the IRS.**

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type. See Specific Instructions on page 3.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.	
	2 Business name/disregarded entity name, if different from above	
	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
	<input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate	Exempt payee code (if any) _____
	<input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.	Exemption from FATCA reporting code (if any) _____
	<input type="checkbox"/> Other (see instructions) ▶ _____	<i>(Applies to accounts maintained outside the U.S.)</i>
	5 Address (number, street, and apt. or suite no.) See instructions.	Requester's name and address (optional)
6 City, state, and ZIP code		
7 List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number									
-				-					
or									
Employer identification number									
-									

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person ▶ <i>Michèle Dahan</i>	Exec. Dir.	Date ▶ November 1, 2023
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.