

CARDIOVASCULAR
INSTITUTE



**2024-2025
Sponsorship
and
Partner
EXHIBITOR
PROSPECTUS**

We are excited to present our 2024-2025 program prospectus for your review and action. This academic year we have instituted new opportunities for our sponsors and industry partners. CVI's programs and events are well attended because we employ best practices in continuing medical education that deliver key learning and skill outcomes for our attendees. CVI's high quality programs also drive improvements in patient care.

The Cardiovascular Institute of Philadelphia has provided cardiovascular educational programming for 25 years. Over the years CVI's mission to positively impact cardiovascular health has expanded to include focused programs specifically designed for clinicians and trainees.

CVI is an independent, federally registered 501(c)3 medical education organization, and as such, we are not directly affiliated with any one health system, hospital, private practice or industry partner and is an independent resource for all. Our programs are planned by diverse groups of physicians and healthcare professionals representing the region's academic medical centers.

CVI aims to provide all healthcare professionals with convenient access to the most current and pertinent clinical information on the prevention, diagnosis, management and treatment of cardiovascular disease. Our goal is to enhance patient care by ensuring that providers are equipped with the latest research, guidelines and best practices in cardiovascular health. Through our comprehensive resources and industry partners we strive to support continuous education and improve outcomes for patients with cardiovascular conditions.



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, and treatment of cardiovascular disease. CVI also focuses on the prevention of cardiovascular disease. CVI programs are known for their outstanding educational content and feature internationally recognized thought leaders in the fields of cardiovascular medicine and related subspecialties. CVI has welcomed luminaries including:



Eugene Braunwald, MD



Quinn Capers, MD



Maria Rosa Costanza, MD



Valentine Fuster, MD



Martha Gulati, MD



Jae Oh, MD



Annabelle Volgman, MD



Nannette Wenger, MD

A full listing of our CVI faculty can be viewed at: [CVI PAST FACULTY LINK](#)

We are proud of and grateful for our partnership with many of the top device, pharmaceutical and imaging companies in the cardiovascular space. We welcome all pharmaceutical companies, medical device companies and all businesses and organizations interested in sponsorship and/or partnership. Benefits, opportunities and recognition are outlined later in this prospectus.

Included with this prospectus are:

- Detailed outline of exhibit/partnership opportunities (pgs 5 and 6)
- A complete list of our currently planned programs (pg 7)
- Exhibit Response Form to reserve exhibit space at one or more of our programs (pg 8)
- CVI's current, signed IRS W-9 form (pg 9)

Thank you for your consideration. We are eager to welcome you as a CVI partner during our 2024-2025 academic year.

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 one on one with local and regional clinicians with whom you may not have the opportunity to secure office appointments. We provide opportunities for one-on-one meetings with course directors via a Zoom call. We also provide access via a CVI sponsored focus group.

Awareness

Keep your company name and products in front of cardiology professionals. Our course directors encourage attendees to visit exhibits and we feature a network-formatted exhibit style interactive set up. Past exhibitors have stated they see more attendees at their CVI program tables than any others. CVI program exhibits increase brand visibility among a targeted audience.

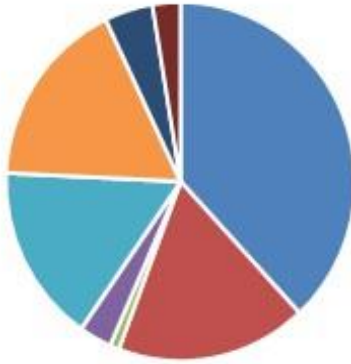
Insight

Meet with cardiology clinicians who are eager to discuss new issues they are facing and provide insights to products and devices both in market or in development. Discover valuable information about their concerns and work on solutions. Collect valuable leads for future business opportunities.

Practical Demonstrations

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

Attendee Demographics 6/2023 to 6/2024



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

CVI typically hosts 100-300 attendees at each of our programs. Target audiences include adult and pediatric cardiologists including clinical, interventional, electrophysiology, heart failure, lipids, diabetes/metabolic syndrome as well as surgery subspecialists. We also host primary care, emergency medicine, geriatrics, and endocrinology physicians. CVI programs are well attended by cardiology and endocrinology fellows and residents at each of our programs.

CVI hosts advance practice providers, nurse practitioners, physician assistants as well as nurses. Imaging-focused programs provide required certification credits for cardiac sonographers and nuclear technologists. Our program attendees participate from all academic medical centers, health systems, community hospitals and private practice settings throughout the extended greater Philadelphia region and beyond.

Pennsylvania, New Jersey and Delaware are the primary states for our attendance; we also welcome attendees from the New York to Metro DC corridor.



CVI 2024-2025 PROSPECTUS
Exhibit Space Packages

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| PLATINUM \$10,000 | <i>Exhibits located outside educational function space</i> |
| Premium 15-foot Display Space with (2) 6-foot draped tables | |
| Premium positioning of company logo on event signage | |
| Premium placement of company logo on event materials | |
| Premium placement of company logo on supporter disclosure sheet | |
| 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 exhibit as Platinum supporter in syllabus | |
| Opportunity to show an MP4 video clip (maximum 2 minutes 30 seconds) during pre- program housekeeping slide rotation <i>(available for non-CME only)</i> | |
| 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 physician volunteer or other CVI leadership volunteer physician as appropriate post-program | |
| Opportunity for company representatives to participate in a CVI sponsored focus group. | |

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| GOLD \$7,500 | <i>Exhibits located outside educational function space</i> |
| Prime 12-foot Display Space with (2) 6-foot draped tables | |
| Prime positioning of company logo on event signage | |
| Prime placement of company logo on event materials | |
| Prime placement of company logo on exhibitor disclosure sheet | |
| Prime positioning of company hyperlinked logo highlighted in (5) email blasts to CVI data- base 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, 30- minute one-on-one Zoom meeting with a CVI program physician volunteer or other CVI leadership volunteer physician as appropriate post-program, | |

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| SILVER \$5,000 | <i>Exhibits located outside educational function space</i> |
| Choice 10-foot Display Space with (1) 6-foot draped table | |
| Choice positioning of company logo on event signage | |
| Choice placement of company logo on exhibitor disclosure sheet | |
| 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 | |
| Opportunity for (2) company representatives to participate in a private, moderated, 15- minute one-on-one Zoom meeting with a CVI program physician volunteer or other CVI leadership volunteer physician as appropriate post-program | |

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| BRONZE \$3,500 | <i>Exhibits located outside educational function space</i> |
| Standard 8-foot Display Space with (1) 6-foot draped table | |
| Standard placement of company logo on supporter disclosure sheet | |
| Standard placement of company name on exhibitor slide (available for non-CME only) | |
| 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 | |



CVI EXHIBITOR PROGRAM LIST

Please confirm your **exhibit level** and email or click on link and send form. Thank you!

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| <p>IMAGING REDEFINED: THE ROLE OF CT IN CARDIOLOGY Dinner Program- Non-CME -Industry Sponsored Thursday September 12, 2024 Marriott Conshohocken</p> | <p>PLATINUM \$10,000 <input type="checkbox"/></p> | <p>GOLD \$7,500 <input type="checkbox"/></p> | <p>SILVER \$5,000 <input type="checkbox"/></p> | <p>BRONZE \$3,500 <input type="checkbox"/></p> |
| <p>OFFICE BASED MANAGEMENT OF CARDIOVASCULAR DISEASE CME –Full Day Sunday October 13, 2024 Marriott Conshohocken</p> | <p>PLATINUM \$10,000 <input type="checkbox"/></p> | <p>GOLD \$7,500 <input type="checkbox"/></p> | <p>SILVER \$5,000 <input type="checkbox"/></p> | <p>BRONZE \$3,500 <input type="checkbox"/></p> |
| <p>PLAC: APPROACH TO LIPOPROTEIN(α) MANAGEMENT Dinner Program- Non-CME -Industry Sponsored Wednesday October 16, 2024 Loews Philadelphia Hotel</p> | <p>PLATINUM \$10,000 <input type="checkbox"/></p> | <p>GOLD \$7,500 <input type="checkbox"/></p> | <p>SILVER \$5,000 <input type="checkbox"/></p> | <p>BRONZE \$3,500 <input type="checkbox"/></p> |
| <p>HEART FAILURE SYMPOSIUM CME – Full Day Sunday October 20, 2024 Marriott Conshohocken</p> | <p>PLATINUM \$10,000 <input type="checkbox"/></p> | <p>GOLD \$7,500 <input type="checkbox"/></p> | <p>SILVER \$5,000 <input type="checkbox"/></p> | <p>BRONZE \$3,500 <input type="checkbox"/></p> |
| <p>ROLE OF CARDIAC IMAGING IN WOMEN CME – Full Day – Deborah Heart & Lung Saturday December 7, 2024 DoubleTree Mt Laurel NJ</p> | <p>PLATINUM \$10,000 <input type="checkbox"/></p> | <p>GOLD \$7,500 <input type="checkbox"/></p> | <p>SILVER \$5,000 <input type="checkbox"/></p> | <p>BRONZE \$3,500 <input type="checkbox"/></p> |
| <p>FELLOWS BOOT CAMP SERIES Live & On Demand-Online Resources-Non-CME Early January 2025 Post Match Educational Library</p> | <p>PLATINUM \$10,000 <input type="checkbox"/></p> | <p>GOLD \$7,500 <input type="checkbox"/></p> | <p>SILVER \$5,000 <input type="checkbox"/></p> | <p>BRONZE \$3,500 <input type="checkbox"/></p> |
| <p>ECHOCARDIOGRAPHY UPDATE CME – Full Day Sunday January 12, 2025 Marriott Conshohocken</p> | <p>PLATINUM \$10,000 <input type="checkbox"/></p> | <p>GOLD \$7,500 <input type="checkbox"/></p> | <p>SILVER \$5,000 <input type="checkbox"/></p> | <p>BRONZE \$3,500 <input type="checkbox"/></p> |
| <p>WHAT EVERY TRAINEE SHOULD KNOW ABOUT INTERVENTIONAL CARDIOLOGY Non-CME –Two Days Friday January 31 & Saturday February 1, 2025 Hilton at Penn's Landing</p> | <p>PLATINUM \$10,000 <input type="checkbox"/></p> | <p>GOLD \$7,500 <input type="checkbox"/></p> | <p>SILVER \$5,000 <input type="checkbox"/></p> | <p>BRONZE \$3,500 <input type="checkbox"/></p> |
| <p>ELECTROPHYSIOLOGY UPDATE CME – Full Day Sunday February 23, 2025 Marriott Conshohocken</p> | <p>PLATINUM \$10,000 <input type="checkbox"/></p> | <p>GOLD \$7,500 <input type="checkbox"/></p> | <p>SILVER \$5,000 <input type="checkbox"/></p> | <p>BRONZE \$3,500 <input type="checkbox"/></p> |
| <p>BEYOND THE SPECTRUM: INNOVATIONS IN NUCLEAR AND ADVANCED IMAGING CME – Full Day Mid April 2025 Virtual</p> | <p>PLATINUM \$10,000 <input type="checkbox"/></p> | <p>GOLD \$7,500 <input type="checkbox"/></p> | <p>SILVER \$5,000 <input type="checkbox"/></p> | <p>BRONZE \$3,500 <input type="checkbox"/></p> |

CVI EXHIBIT SPACE RESERVATION FORM

Please complete reservation form and email to info@cviphiladelphia.org or
Click on link to complete form and send:

| | | |
|-----------------------|--------------|------|
| 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.

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|---------------------------------------|--|--|--|--|---|--|--|---|--|--|--|
| Social security number | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | - | | | - | | | |
| or | | | | | | | | | | | |
| Employer identification number | | | | | | | | | | | |
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| | | | | | - | | | | | | |

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>Michele Dahan</i> | Exec. Dir. | Date ▶ |
|------------------|---|------------|--------|

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.