

2023 SPONSORSHIP AND SUPPORT



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Partnering and support

Partnering with SCCT gives your company valuable exposure year-round, helping you develop brand awareness and allowing you to build rapport with leading physicians from the United States and around the world. It gives you an opportunity to contribute to the growth and quality of the cardiovascular CT field by supporting our education and reimbursement advocacy efforts.

Partnership tiers



Diamond Partner
\$105,000 minimum
annual investment



Gold Partner
\$70,000 minimum
annual investment



Silver Partner
\$40,000 minimum
annual investment

Partnership requirements

As part of your investment, SCCT partners are expected to support the Society and the Annual Scientific Meeting as outlined below. The balance of your support can be dedicated to a variety of other activities.

Activity	Diamond	Gold	Silver
Unrestricted educational grant (will be used to support educational platforms at the Annual Meeting and throughout the year)	\$35,000	\$22,000	\$10,000
Exhibit at Annual Scientific Meeting	Minimum 10' x 20' booth	Minimum 10' x 20' booth	10' x 10' booth

Additional year-round support opportunities

- ▶ Grants for CME education (webinars, symposia, workshops, courses, conferences, on-demand education)
- ▶ In-kind support for hands-on workshops (providing access to workstations/post-processing platforms)
- ▶ Sponsorships: Webinars, small conferences, podcasts
- ▶ Sponsorships at the Annual Scientific Meeting (July 27 – 28)
- ▶ Advertising (website, member emails)
- ▶ Mailing list (postal addresses only)

Partner benefits

As a Diamond, Gold or Silver Partner, your company will receive the following benefits in addition to the specific sponsorship and grant opportunities you select:

Benefit	Diamond	Gold	Silver
SCCT website home page partner listing by name with link to your home page	✓	✓	
SCCT website home page partner listing by name			✓
Member e-newsletter logo recognition with link (monthly year-round)	✓	✓	
One e-mail to all members sent by SCCT on your behalf OR one-time use of postal mailing list	✓		
<i>Journal of Cardiovascular Computed Tomography (JCCT)</i> logo recognition on the "SCCT Update" page (6x/year)	✓	✓	
Annual Scientific Meeting PDF program (name recognition)	✓	✓	✓
Novel Technologies session speaking role at the Annual Scientific Meeting	✓		
Pre-Annual Meeting registration list (including name, city and state/country)	✓	✓	
Post-Annual Meeting registration list (including name, city and state/country)	✓		
Company promotion of SCCT partner status	✓	✓	✓
Complimentary on-demand access to Annual Scientific Meeting recordings for all registered staff	✓	✓	✓
Complimentary private meeting room for one full day at the Annual Scientific Meeting	✓		
Complimentary private meeting room for a half-day at the Annual Scientific Meeting		✓	

2023 Annual Scientific Meeting Final Program

The program provides vital information on sessions and presentations, faculty information, abstracts, an exhibitor listing, and a list of annual meeting sponsors. A PDF version of the final program is emailed in advance to more than 16,000 cardiologists, radiologists and other key stakeholders in the field.

Email or postal mailing

SCCT will send one email to members on behalf of Diamond Partners at the time of your choice. Alternatively, Diamond Partners may have one-time use of SCCT's postal mailing list. Communication must be reviewed/approved by SCCT.

Novel Technologies Session at the Annual Scientific Meeting

Diamond Partners will have the opportunity to participate in a program session during the Annual Scientific Meeting designed to engage attendees in discussions about the company's novel technologies and products. This is an opportunity for attendees to gain insight and perspective in an informal educational setting.

Company promotion as an SCCT Partner

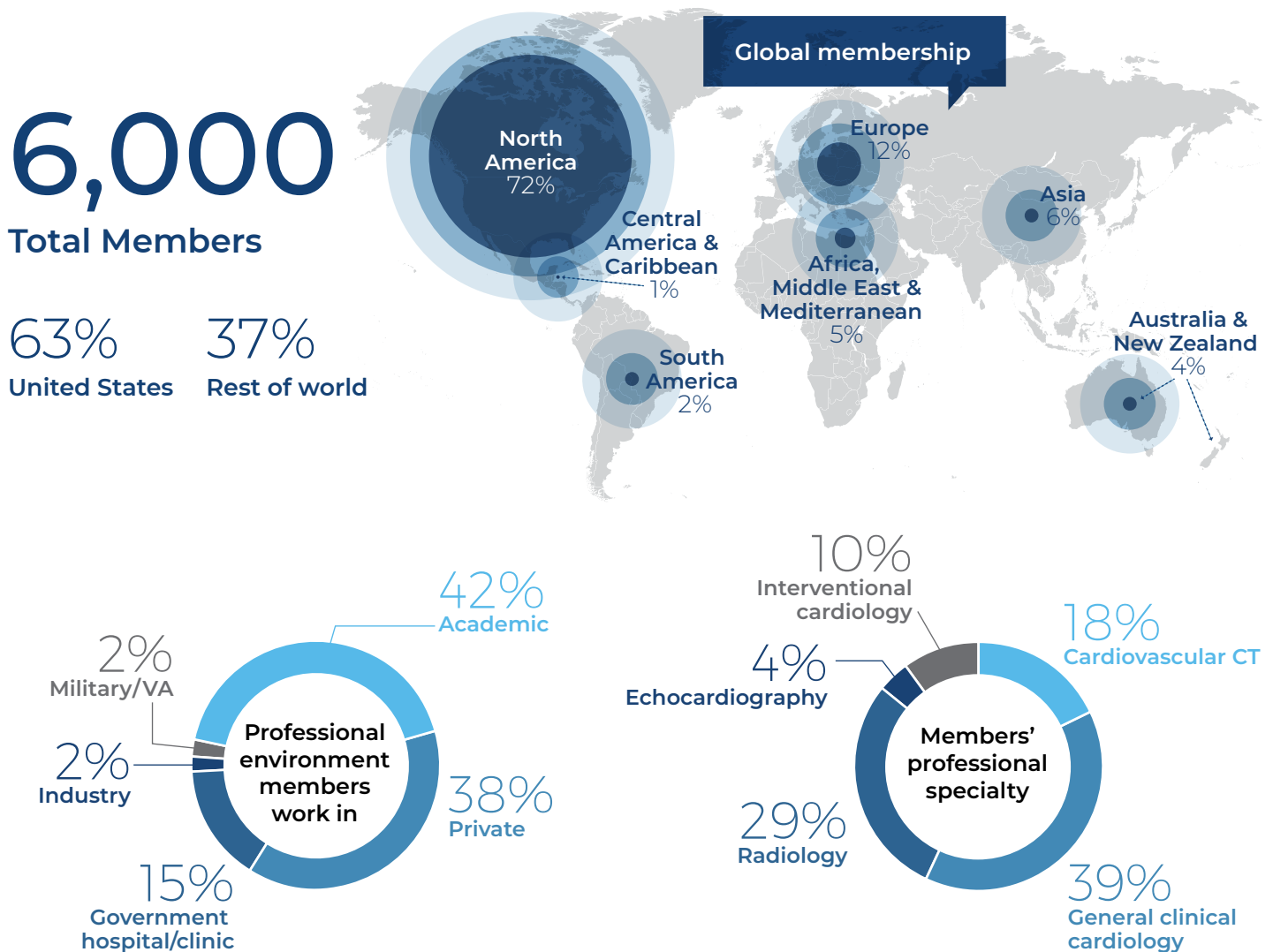
Partner companies may include the phrase, "an SCCT [Diamond/Gold/Silver] Partner," on printed and digital industry communications to show company affiliation to the Society.

About SCCT

Founded in 2005, the Society of Cardiovascular Computed Tomography (SCCT) is the global professional society devoted exclusively to improving health outcomes through the effective use of cardiovascular computed tomography (CT). Cardiovascular CT has emerged as an effective first-line testing strategy for diagnosing and managing coronary artery disease based on strong clinical science, cost-effectiveness and the ability to positively impact patient outcomes.

SCCT's membership has grown into an international network of nearly 6,000 cardiologists, radiologists, technologists, and hospital and practice administrators from 85 countries around the world who specialize in cardiovascular CT.

SCCT member demographics



SCCT Annual Scientific Meeting



SCCT2023 will engage physicians, trainees, technologists and healthcare professionals in a complete overview of the cardiovascular CT field. Planned sessions are targeted for all levels – new practitioners and experienced providers alike. Sessions also range from general overviews to state-of-the-art research and expert discussions.

Sessions cover coronary artery disease as well as valvular, structural and congenital heart disease, guidelines and trials, AI/machine learning, technical aspects of cardiac CT, debates and more.

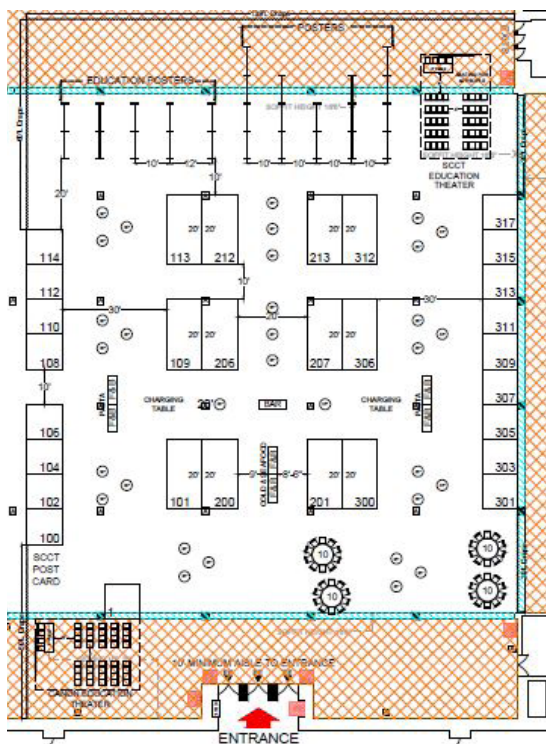
Why exhibit

Are you a CT equipment, software or services supplier? Exhibiting at the SCCT Annual Scientific Meeting is an ideal way to:

- ▶ Generate sales leads or new customers
- ▶ Maximize brand awareness for your company
- ▶ Network with physicians and healthcare professionals
- ▶ Educate prospective clients on your new products and services
- ▶ Advertise to a wide range of attendees

[Visit SCCT2023 website](#) for more details

Exhibitor floorplan



Exhibitor highlights

\$37 per SF non-island/\$40 per SF island booths (including 10' x 20' partial islands)

- ▶ Promoted to 15,000+ cardiologists, radiologists, technologists, nurses and -key decision makers
- ▶ Attendee reception on July 28, 6:00 - 7:30 pm in the exhibit hall
- ▶ Steady booth traffic with poster sessions, abstract presentations, education theaters, debates and more in the exhibit hall
- ▶ Company name and booth # in SCCT2023 program, on website and mobile app.
- ▶ 10' x 10' and larger booths. Booth sign, 8' high back wall. 3' side rails with drapery. Free WiFi. Security guards. Lead retrieval system (additional fee).
- ▶ Complimentary exhibitor registration: Two badges per 100 sf. Exhibitor badges permit audit access to scientific sessions.



Key dates

Booth deposits	at time of reservation	Exhibitor online registration forms due	July 5
Last day to cancel for a partial refund	March 31	Last day freight can arrive with delivery to booth for move-in	July 26
Contracts & certificate of liability insurance due	April 28	On-site shipments permitted	July 28 – 29
Island booth exhibits submit blueprint	May 31	Exhibit installation completed by 4:30 pm	July 27
Final payment due	May 31	Exhibits dismantled by 9 pm	July 29
Hotel cut-off date for discount rate	June 12		

Annual meeting event opportunities

Satellite Symposia – July 28 & 29

Two concurrent sessions in each time slot; total of 8 opportunities

Morning: \$14,000 • Afternoon: \$25,000

Enhance your visibility by hosting a morning or lunch symposium. Reserve your spot today.

- ▶ Highlighted in SCCT newsletter, symposia marketing insert and on meter board
- ▶ SCCT2023 program and mobile app visibility (symposia section)

- ▶ AV included. Food & beverage available (*purchase separately*)

Specialty hands-on workshops

(sponsors provide attendee workstations)

\$5,500 – \$9,500 each plus in-kind workstation support

- ▶ Email Melissa Thompson (mthompson@scct.org) for details.

SCCT2023 sponsorships

Attendee Reception – July 28, 6:00 – 7:30 pm

\$20,000 (*exclusive*)

The reception sponsor enjoys exclusive visibility through logo placement, a signature named cocktail, branded napkins and highlighted mentions in all attendee materials.

WiFi sponsor

\$20,000 (*exclusive*)

The SCCT2023 WiFi sponsor receives branded splashscreen recognition and acknowledgement in all meeting materials.

Mobile app sponsor

(splash page or rotating subpage banner)

\$3,000/\$1,500

Opening splash page or rotating banner on subpages
Only one splash page sponsor. 3 banner sponsor limit.

Re-charge table sponsor

\$3,000 per unit

Hotel keycards or room drops sponsors

Email Melissa Thompson (mthompson@scct.org) for pricing

SCCT2023 advertising

Broaden your visibility to 6,000+ cardiovascular CT professionals. SCCT members are continuously updated about the meeting and its sponsors – before, during and after.

Floor decals (*pair of 3' x 3' or one 6' x 6'*)

\$3,500

Table tent cards (*placed in exhibit hall and foyer areas*)

\$3,000

Meterboard sign (*39" x 84"*)

\$3,000 per sign

e-newsletter advertising (*60% open rate*)

\$750 – 650x90 • \$1,000 – 650x150

Year-round digital advertising

Email Melissa Thompson (mthompson@scct.org) for pricing

CT State of the Art Conference 2023: Edinburgh, UK

February 7 – 8, 2023

This two-day conference, featuring the leading clinicians and scientists in cardiovascular computed tomography from Europe and North America, will provide you with state-of-the-art content and the latest updates applicable to clinical practice, provide insights into the future of the field and connect this with improved patient outcomes.

Program committee

- ▶ Co-chair: Michelle Williams, MD, PhD, FSCCT (University of Edinburgh)
- ▶ Co-chair: Ed Nicol, MD, MBA, FSCCT (Brompton and Harefield NHS Trust)
- ▶ Marc Dweck, MD (University of Edinburgh)
- ▶ Maros Ferencik, MD, PhD FSCCT (Oregon Health & Sciences University)
- ▶ David Newby, MD, PhD (University of Edinburgh)
- ▶ Julie O'Brien, MD, FSCCT (University Hospital Limerick)
- ▶ James Shambrook, MD, FSCCT (University Hospital Southampton)

About SCCT

Founded in 2005, the Society of Cardiovascular Computed Tomography (SCCT) is the international professional society devoted exclusively to cardiovascular computed tomography (CCT), with 3,700 members from over 80 countries. SCCT is a community of physicians, scientists and technologists advancing research, education and clinical excellence in the use of CCT.

Sponsorship contact

Melissa Thompson
mthompson@scct.org
+1-703-766-1347

	Platinum (£20,000)	Gold (£10,000)	Silver (£5,000)
Exhibit space	Double tabletop (approx. 12ft x 2 ft)	Double tabletop (approx. 12ft x 2 ft)	Single tabletop (approx. 6ft x 2 ft)
Conference badges	8	6	3
Sponsored midday symposium	✓		
Speaking role in industry innovation session, Tuesday, Feb. 7 (up to 15 minutes)	✓	✓	
Acknowledgement in printed program	✓	✓	✓
Mobile app splash screen	✓		
Banner ad on mobile app		✓	
Acknowledgement on mobile app			✓
Acknowledgement in rolling slide deck	✓	✓	✓
Dedicated slides in rolling deck	2	1	
Printed insert in attendee package*	✓	✓	
Highlighted exhibitor listing in mobile app	✓	✓	✓
Lunch and refreshments on Tues & Weds	✓	✓	✓

Other opportunities

Sponsored morning symposium (£7,000)

- ▶ The opportunity to supply one of two symposia on either Tuesday, Feb. 7 or Wednesday, **FEB 8 SOLD**. Opportunities are limited to one morning each day.
- ▶ You will have the chance to run a 45-minute session in the main conference space from 8.00 – 8.45 am, with the topic and speakers of your choice.
- ▶ Your event will be listed on the event web page, in promotional materials and in the attendee program
- ▶ Lunch and refreshments included with conference registration
- ▶ As a symposium sponsor you will also have the option to add the Silver exhibitor package at a 25% discounted rate to maximise your presence at the conference

Sponsored midday symposium (£5,000)

- ▶ The opportunity to supply one of two symposia on either Tuesday, Feb. 7 or Wednesday, Feb. 8, 2023. Opportunities are limited to one midday each day.
- ▶ You will have the chance to run a 30-minute session in the main conference space from during the midday program break, with the topic and speakers of your choice.
- ▶ Your event will be listed on the event web page, in promotional materials and in the attendee program.

Exhibit table (£2,000; nonprofit and start-up discounts available)

- ▶ 6 square meters exhibit space (3m long x 2m deep) located near lunch and refreshments
- ▶ 1 draped table and 2 chairs
- ▶ 1 standard electric outlet (plug) 220 volt
- ▶ Refreshments during coffee breaks
- ▶ Listing on the event web page and in attendee program
- ▶ 2 complimentary conference registrations including lunch and refreshments

Mobile app advertising

- ▶ Banner ad – £1,000: Posted at the top of the home screen, clickable banner ads will cycle continuously as attendees use the app



*Attendee package inserts: Sponsor is responsible for providing printed inserts to organizers prior to the meeting. Inserts must arrive by Jan. 16, 2023. Inserts should be a single sheet, no larger than A4; may be double-sided.

Technologist Education Series

All virtual

This series of webinars will be delivered live and recorded for on-demand learning. It will feature two types of sessions: courses and device-focused webinars.

Courses

Program overview; sessions take place on Saturdays

February	Basic Cardiovascular CT Course
April	Advanced Cardiovascular CT Course
June	3D/Post Processing Course

Support for the courses covers both live and on-demand content

- ▶ Online presentations feature a mix of pre-recorded and live presentations, as well as live Q&A/discussion with faculty
- ▶ Recording of each full program in the series will be hosted on the SCCT learning platform for post-event consumption
- ▶ Expected attendance: 150 total for live delivery

Webinars (device-focused)

Technologists' guides to pre-scan, protocols and post-scan aspects of cardiac CT

These interactive one-hour sessions feature one manufacturer's device. They are led by physician and technologist faculty along with an application specialist, who outline vendor-aligned processes and protocols for high quality cardiac CT exams.

The webinars will be free to attendees, who will also receive links to webinar recordings to share with colleagues. Attendees will:

1. Learn what processes or protocols are recommended in both pre- and post- scanning to get the best results
2. Discover ways to improve image quality and ascertain the criteria for a high quality scan
3. Learn how to troubleshoot problems and how to avoid common mistakes in scanning
4. Be able to ask questions and engage with faculty and vendor technical support

Tech Series Sponsorship – \$12,000

supports series of 3 courses plus exclusive support for 1 webinar featuring your company's device (*limit of 3 opportunities*)

Benefit	Details
Webinar	As outlined previously, this one-hour session will help technologists produce the best quality images on your company's device. We request an application specialist from your company join the call to support faculty as needed. Registration is free to SCCT members.
Course talk	A 20-minute talk during the mid-course break at one of the three Saturday courses. Topic and speaker selected by sponsor.
Registration	Package of 8 registrations for each of the three courses that give access to the live events plus the full package of enduring educational content.
Meeting registration page recognition	Acknowledgement with link
On-demand page recognition	Acknowledgement of series support
Social media	One social media post related to event will mention/tag the sponsor. SCCT's SM following totals about 17,000

Webinar series: Cardiac CT Imaging for Beginners

All virtual

- ▶ Two interactive webinars, each two hours long, delivered live on Saturdays
- ▶ Target audience: trainees, general cardiologists, technologists, others interested in learning more
- ▶ Online presentations feature a mix of pre-recorded and live presentations, as well as live Q&A/discussion with faculty
- ▶ Recording of each webinar in the series will be hosted on the SCCT learning platform for post-event consumption
- ▶ Low-priced registration for members and non-members
- ▶ Expected attendance: 75-100 for each webinar
- ▶ This content for those new to cardiac CT is a great way to bring value to your newer sites and prospective customers

Program overview; two-hour sessions take place on Saturdays	
March 2023	Part 1 topics include: Basic scanning; minimum hardware requirements; prospective ECG-triggering and retrospective ECG-gating; contrast agents; CHD; endocarditis
May 2023	Part 2 topics include: CAD; patient preparation; SHD; electrophysiology applications; exciting cases; guidelines

Webinar Series Sponsorship – \$10,000 *(limit of 2 opportunities)*

Benefit	Details
Course talk	A 15-minute talk during the mid-course break at one of the two Saturday courses. Topic and speaker selected by sponsor.
Registration	Package of 5 registrations for each of the two courses that give access to the live events plus the full package of enduring educational content.
Meeting registration page recognition	Acknowledgement with link
On-demand page recognition	Acknowledgement of series support
Social media	One social media post related to event will mention/tag the sponsor. SCCT's SM following totals about 17,000

2nd Annual Workshop: AI and machine learning in cardiovascular CT

A one-day meeting featuring didactic and hands-on workshop components in conjunction with the SCCT Annual Scientific Meeting on Thursday, July 27, 2023 in Boston, Mass., with expected attendance of 60



Breakout Patron – \$9,000 *(limit of 3 opportunities)*

Same benefits as a Discussion Sponsor below, except:

- ▶ session participation is replaced by or in addition to a table leader role in an interactive breakout, “Developing, Adjudicating and Deploying AI/ML in Imaging to Improve My Organization,” in which faculty will work through a theoretic problem. Faculty will also include an academic clinician and a data scientist; the sponsor’s expert will provide a commercialization perspective.

Discussion Sponsor – \$3,500

Benefit	Details
Session participation	Sponsor’s expert participates alongside clinician experts as a speaker and panelist in one of two sessions: ▶ AI/ML in Cardiac Imaging, aiming to showcase scanner developments OR ▶ AI/ML in Cardiovascular CT, aiming to showcase plaque analysis & other post-processing evaluation developments
Tabletop exhibit	6ft table tops are located adjacent to the session room, co-located with F&B
Registration	4 registrations for the in-person session
Email to attendees	SCCT will send one email to all webinar/workshop attendees on behalf of sponsor; sponsor provides HTML content.
Meeting registration page recognition	Acknowledgement with link
Rolling slides	Sponsor provides up to 2 slides to be played as part of the deck during breaks.
Social media	One social media post related to event will mention/tag Patrons. SCCT’s SM following totals about 17,000

Tabletop exhibitor – \$1,200

Benefit	Details
Tabletop exhibit	6ft table tops adjacent to session room. At in-person event on July 27
Registration	2 registrations for the in-person event.
Meeting registration page recognition	Acknowledgement with link
Social media	One social media post related to event will mention/tag sponsor. SCCT’s SM following totals about 17,000

SCCT 2023 Cardiovascular Disease Prevention Symposium

August 2023 • A virtual one-day conference

This interactive symposium – which will feature some of the most prominent leaders in preventive cardiology – will provide an overview of the changing landscape of preventive cardiology and an update on new therapies and risk assessment tools for preventing cardiovascular disease. Attendees will learn how to incorporate the latest advances in pharmacologic and lifestyle interventions for lowering cardiovascular risk. The target audience includes cardiologists, internists, family medicine physicians, endocrinologists and other health care professionals interested in the prevention of cardiovascular disease.

Support covers both live and on-demand content

- ▶ Fully live/interactive presentations feature Q&A/discussion with faculty
- ▶ Recording of selected presentations hosted on SCCT learning platform for post-event consumption and will be accredited with CME
- ▶ Expected registration: approx. 150

Patron sponsor – \$20,000 – supports the symposium in its entirety (*limit of 2 opportunities*)

Benefit	Details
Sponsored presentation	20-minute sponsored talk before or immediately after the educational program, featuring speaker of your choice. Presentation recording will be hosted on SCCT industry education web page and YouTube channel for 1 year. SCCT will provide the recording to sponsor.
Registration	8 complimentary registrations that give access to the live event plus the full package of enduring educational content.
Meeting registration page recognition	Acknowledgement with link
Program recognition	Acknowledgment in program on website and pdf, plus placement of 3 slides in the rolling slide deck during breaks.
Streaming platform recognition	Acknowledgement with link
Social media	Acknowledgment of support in 2 posts on SCCT's Twitter and Facebook feeds. SCCT's social media following totals about 17,000

Benefactor sponsor – \$10,000 – supports the symposium in its entirety

Benefit	Details
Registration	5 complimentary registrations that give access to the live event plus the enduring educational content.
Meeting registration page recognition	Acknowledgement with link
Program recognition	Acknowledgment in program materials and on live meeting platform
Streaming platform recognition with break slides	1 slide to be played as part of the deck during breaks.
Social media	Acknowledgment of support in 1 post on SCCT's Twitter and Facebook feeds. SCCT's social media following totals about 17,000

Session sponsorship – \$5,000

Benefit	Details
Company name connected with the session of your choice	In the pdf program On the symposium web page On a pre-session slide
Recording file	SCCT will supply a recording of the talk to sponsor
Registration	2 complimentary registrations that give access to the live event plus the full package of enduring educational content.

2023 Industry-sponsored Webinars

\$12,500

Description

Commercially supported, non-CME one-hour sessions delivered live or mock-live online.

Quantity

Sponsor can commission one webinar or a series of up to 3 per year.

Topic and speaker

Sponsor proposes topic and speaker and will provide draft descriptive materials for SCCT Education Committee review and approval. Upon approval, Sponsor invites speaker; all parties coordinate date/time.

Honorarium

SCCT can provide a speaker honorarium at Sponsor's discretion; this amount plus an administrative fee can be added to package funding. Sponsor may choose to pay an honorarium directly.

Content

SCCT encourages educational content. The Society also recognizes that webinar content that focuses on a platform's or device's capability/features/functionality from the experience of the speaker can be valuable to attendees. The SCCT Education Committee reserves the right to request review of pre-recorded content (if any) or presenter slides 3 days prior to webinar.

Promotion

The webinars will be listed on the SCCT website and proactively promoted via email and social media as sponsored events.

Registration

SCCT will provide registration services. Registrants will check a box to acknowledge that SCCT has permission to share their contact information with Sponsor. There will be no charge for registration. SCCT will provide access information to attendees at least one day prior to each webinar.

Pre-recording and presentation

Should the Sponsor wish to present a mock-live webinar, SCCT will work with the speaker to pre-record his/her presentation. SCCT will host the webinar on Zoom to allow for attendee interaction. SCCT recommends live Q&A even if content is pre-recorded.

Sponsor acknowledgement

SCCT will provide/present an acknowledgement slide at the beginning of the webinar to inform attendees that the session is commercially sponsored. Sponsor will be acknowledged on all email, website and social media promotions.

Disclaimer text

Email and website promotion by both SCCT and sponsor will include the following: *References to a specific product, process, or service on this webinar do not constitute or imply an endorsement by the Society of Cardiovascular Computed Tomography. The views and opinions expressed in do not necessarily reflect those of the Society of Cardiovascular Computed Tomography.*

Post-event

- ▶ SCCT will provide event metrics and attendee information to Sponsor within 2 business days.
- ▶ SCCT will provide a recording of the webinar to Sponsor

Prior to the event, SCCT reserves the right to refund support funding and withdraw hosting if the content does not align with practice standards. Hosting will not be withdrawn unreasonably.

Post-event use by Sponsor

The Sponsor may re-use/re-distribute re-use webinar videos and content, 3 months (or any other agreed upon earlier time frame) after the event has been hosted and made available on-demand via the SCCT website. This video and content ('Webinar Materials') may be used on the Sponsor's webpage and promoted via all digital channels to enlist further viewing and customer engagement for the Sponsor, but may not make claims regarding SCCT endorsement or any connection SCCT has with Sponsors product or services. Any reference to SCCT on the webpages or in other digital content, must be approved prior to use. Webinar Materials will continue to be recognized as an SCCT originated production and sponsored by Sponsor.

Year round

Website

Banner ads: \$2,500 / 3 month run of 250x250

With a recent update to the SCCT website, now is the time to maximize your brand and expand your reach. Your website banner ad has the potential to reach members on a global scale. Metrics available.

E-newsletter advertising

Banner ad per issue: \$1,000

The monthly newsletter contains the latest news from the Society and the field. Distributed via email to all regular and community members, this is one of the most popular communication vehicles at SCCT. Average open rate: 38.6; average click through rate: 13.2

Mailing List Rentals

SCCT allows mailing lists rentals of our growing active member list through INFOCUS. SCCT members are excellent prospects for cardiovascular equipment, technology and supplies, surgical tools, technology and equipment, subscriptions, books and journals, pharmaceuticals and supplements, medical group management, continuing education, seminars and conferences, insurance offers, office supplies, equipment, and services, accounting and business services, and much more. Visit <https://www.infocusmarketing.com/lists/Society-of-Cardiovascular-Computed-Tomography-SCCT-Member-Mailing-List> for more information.

Sponsored educational webcasts

\$7,500

Webcasts are recordings of 30-45 minutes and delivered on-demand on the SCCT learning platform, with or without CME credits. Leading faculty present recorded sessions on cutting-edge basic and advanced cardiovascular CT topics. SCCT's Education Committee can suggest topics and faculty or approve a sponsor's topic of choice.

Benefits:

- ▶ Industry supporters will receive recognition with the webcast description
- ▶ Industry recognition on title screen
- ▶ Recognition in all promotional material

Podcasts

JCCT Pulse

Exclusive sponsorship \$10,000 for full year (minimum of 6 episodes)

Individual episodes and smaller packages may be available

With each new *Journal of Cardiovascular Computed Tomography (JCCT)* issue, this podcast delivers highlights of key articles through interviews with the authors and subject matter experts. Tune in to stay up-to-date with the latest happenings in the field CCT.

Donut of Destiny

Exclusive sponsorship \$12,000 for full year (approximately 12-15 episodes)

Individual episodes and smaller packages may be available

This podcast from members of SCCT's trainees committee explores new hot topics in cardiovascular CT from the perspectives of both radiologists and cardiologists. Grab a quick bite of the latest happenings.

Benefits:

- ▶ Sponsors receive two 15-second live read audio spots (the host reads your copy, approved by SCCT; your choice of pre- mid- or post-roll)
- ▶ Acknowledgement on the podcast page and in selected social media promotions.

Editorial calendars available on a rolling basis about two months out.

Appendix

Live virtual education in 2023: Descriptions, support requirements and benefits

WORKSHOPS

Format/features

- ▶ Delivered virtually or in-person from 1 to 2 days. Usually include a pre-session focused on buttonology.
- ▶ Hands-on instruction in best practices in case-reading complimented by didactic lectures. Attendees are typically provided with individual access to workstations.
- ▶ Always accredited for CME. May also include case credit.
- ▶ Workshops have 15 – 20 attendees or more if sponsor can give access to platform. SCCT's virtual workshops always sell out and have long waitlists.
- ▶ Types: CTA Academy, Structural Heart, Congenital Heart Disease

Support requirements

- ▶ A signed letter of agreement
- ▶ Workstation access via the internet or a cloud environment for all attendees for the duration of the workshop, plus at least one day prior and at least one day after.
- ▶ The company will work with SCCT/faculty in advance to load and test cases.
- ▶ Technical support for buttonology sessions prior to workshop and during workshop delivery.
- ▶ Educational grant funding to support workshop expenses; one-day workshops start at \$5,500 and two day workshops start at \$9,000. Please note that sponsorships (marketing and advertising) are prohibited for CME education.

Benefits

- ▶ Expert/senior faculty demonstrate case reads solely on your company's platform
- ▶ Physician attendees have hands-on access and become familiar with your platform's capabilities
- ▶ Direct contact with attendees as appropriate for the provision of technical support
- ▶ Acknowledgement on workshop web page and in slides during course

COURSES

Format/features

- ▶ Delivered virtually or in-person; length is at least 1 day. Virtually delivered courses are recorded and are later available on-demand for additional attendees.
- ▶ Always accredited for CME. Typically does not include case credit.
- ▶ Instructive lectures with question/discussion segments.
- ▶ Types: Virtual SCCT Comprehensive Board Review & Update of Cardiovascular CT

Support requirements

- ▶ A signed letter of agreement
- ▶ Educational grant funding; amounts vary. Please note that sponsorships (marketing and advertising) are prohibited for CME education.

Benefits

- ▶ Acknowledgement as an educational grantor on course web page and in course slides and materials.
- ▶ Courses typically have 125 – 150 attendees



SCCT WEBINARS

Format/features

- ▶ Delivered virtually; length is usually 60 minutes
- ▶ CME accreditation and case credits are usually available
- ▶ Either case-based – faculty demonstrate case interpretation and answer/ask questions AND/OR didactic/lecture-based

Support requirements

- ▶ A signed letter of agreement
- ▶ Eligible for educational grant funding of \$7,000 – \$11,000. Please note that sponsorships (marketing and advertising) are prohibited for CME education.

Benefits

- ▶ Acknowledgement as an educational grantor on course web page and in course slides and materials.
- ▶ Webinar attendance is generally 200 – 400
- ▶ Package of complimentary registrations

INDUSTRY-SPONSORED WEBINARS

Format/features

- ▶ Delivered virtually; length is usually 60 minutes
- ▶ Topic and speaker are selected by sponsor.

Support requirements

- ▶ \$12,500 per webinar. For full details, see p. 14.

Benefits

- ▶ SCCT provides marketing and promotional services
- ▶ SCCT provides registration, scheduling and hosting services
- ▶ Typical registration is 200 – 400
- ▶ SCCT provides contact information for all attendees to sponsor (via an opt-in acknowledgement)

SMALL CONFERENCES

Format

- ▶ Delivered virtually or in-person; length varies from half-day to 2 days. Conferences delivered virtually are recorded and are later available online on-demand.
- ▶ Typically organized in sessions with 3 – 4 speakers per session and a session chair to moderate questions and discussion. Single track (no concurrent sessions).
- ▶ CME or CE accredited
Types: Prevention Symposium, Technologist Education Series, AI/ML Workshop, Winter Meeting

Support requirements

- ▶ Eligible for educational grant funding; amounts vary. See individual conference pages, pp. 7 – 13.
- ▶ May have exhibit and sponsorship opportunities (marketing and advertising) separate from the CME program.

Benefits

- ▶ Acknowledgement as an educational grantor or sponsor on conference web page and in conference materials.
- ▶ Small conference registration is typically 150 – 250
- ▶ Opportunities *may* include:
 - » Exhibit hall
 - » Slide breaks
 - » Sponsored symposia (industry-planned sessions with 1-2 speakers)
 - » Sponsored networking/social events
 - » Sponsored non-CME education (SCCT-planned sessions)
 - » Branding on materials
 - » Branded email sent by SCCT on your behalf to all attendees



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