Industry Opportunities

August 16-18, 2015
Fairmont Chicago Millennium Park
Chicago, IL
Overview

• Focused ultrasound examinations in the critical care setting have become an extension of the clinical assessment because of their rapid precise detection capabilities
  – Attendees will be able to assist in the immediate management of patients by learning or enhancing point-of-care ultrasound skills
Overview

• Due to continuing demand, there are now *four* ultrasound course offerings
  – Critical Care Ultrasound (CCU)
    • August 16 -17
  – Critical Care Ultrasound - Pediatric (CCU-PED)
    • August 16 - 17
  – Advanced Critical Care Ultrasound (ACCU)
    • August 18
  – *Advanced Critical Care Ultrasound - Pediatric (ACCU-PED)*
    • August 18 *(new offering)*
Critical Care Ultrasound

- Continues to have an attendee capacity of 120 attendees
  - Explores how to recognize imaging characteristics of common critical care scenarios and how to guide treatment based on those findings
  - Learning experience combines didactic presentations with hands-on skill stations for performing and interpreting ultrasound imaging
  - The learning objectives are
    - Demonstrate a foundation of ultrasound knowledge
    - Practice acquisition of high-quality images via hands-on exercises
    - Demonstrate image interpretation and utilization of ultrasound as a diagnostic tool
Critical Care Ultrasound - Pediatric

• Will have an increased attendee capacity of 108 attendees
  – Explores how to recognize imaging characteristics of common critical care scenarios and how to guide treatment based on those findings for pediatric patients
  – Learning experience combines didactic presentations with hands-on skill stations for performing and interpreting ultrasound imaging
  – The learning objectives are
    • Demonstrate a foundation of ultrasound knowledge
    • Practice acquisition of high-quality images via hands-on exercises
    • Demonstrate image interpretation and utilization of ultrasound as a diagnostic tool
Advanced Critical Care Ultrasound

• This course expands upon the basic echocardiographic skills and knowledge and focus on the specialty specific use of echocardiography in the management of the critically ill patient
  – Maximum attendee capacity is 75
• The focus of the course is on hemodynamics
  – Important cardiovascular information for the noninvasive management of the hemodynamically unstable patient will be provided
• The learning objectives are:
  – Describe the use of echocardiography in the assessment of hemodynamic parameters
  – Perform the quantitative assessment of left ventricular systolic function
  – Recognize the regional wall motion abnormalities
  – Describe the basic assessment of valvular pathology
  – Describe the limitations of echocardiography in ICU settings
  – Describe the usage of ultrasonography for evaluation of pulmonary edema
Advanced Critical Care Ultrasound - Pediatric

• This course expands upon the basic echocardiographic skills and knowledge and focus on the specialty specific use of echocardiography in the management of the critically ill patient
  – Maximum attendee capacity is 54

• The focus of the course is on hemodynamics
  – Important cardiovascular information for the noninvasive management of the hemodynamically unstable patient will be provided

• The learning objectives are:
  – Describe the use of echocardiography in the assessment of hemodynamic parameters (e.g., central venous pressure, pulmonary artery pressures, etc.)
  – Perform the quantitative assessment of left ventricular systolic function
  – Perform the quantitative assessment of right ventricular systolic function
  – Examine the aortic arch utilizing ultrasound
  – Describe the utilization of ultrasound in a cardiac arrest and ECMO setting
  – Describe the limitations of echocardiography in ICU settings
Benefits

• Reach influencers of the ICU/CCU team in cost-effective manner
  – Up to 26.25 hours of comprehensive course content focused on applying knowledge and practicing skills and techniques of ultrasound in the ICU

• Build rapport with those hard to reach ICU/CCU team members
  – Adequate time due to complimentary continental breakfasts, lunches, and breaks over the course of 3 days

• Familiarize them with your product or service
  – Provide them with the nuances of your product as skill stations offer machines from different manufacturers
Both of these continuing education activities are intended to meet the needs of the following:
- Advanced Nurse Practitioners
- Anesthesiologists
- Cardiologists
- Emergency Physicians
- Intensivists
- Pharmacists
- Physician Assistants
- Other providers in any critical care setting

Course offerings have increased due to attendee demand

Anticipated attendance: 357
CCU – 120
CCU-PED – 108
AU – 75
AU-PED - 54
Attendee Demographics

By Profession

- MDs: 87%
- PAs: 2%
- RNs: 5%
- Other: 6%

Domestic attendance

- US: 90%
- Int'l: 10%

Based on combined attendance of CCU, CCUP and AU courses in August 2014.
# Sponsorship Levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tbody>
<tr>
<td>Amount</td>
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<td>$10,000</td>
<td>$5,000</td>
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<tr>
<td>Maximum Slots Available</td>
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<tr>
<td>6’ Table Top</td>
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<tr>
<td>Pre-Registrant List (for pre- or post- show mailing)</td>
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<td>Signage/ Ultrasound Promo Recognition in print collateral and electronic marketing</td>
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<td>BW Logo</td>
<td>BW Text</td>
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<td>Breakfast Sponsorship Acknowledgement</td>
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Gold Sponsor

• **Investment - $15,000**
  – 6’ table top
    • Electrical outlet provided
  – Pre-Registrant list
  – Color logo on signage
  – Color logo on print and electronic marketing materials
  – Full page four-color ad on the back cover of the onsite program
  – Sponsorship acknowledgment of 2 lunches and 2 breaks
Silver Sponsor

• **Investment - $10,000**
  – 6’ table top
    • Electrical outlet provided
  – Pre-Registrant list
  – Black/white company logo on signage and print and electronic marketing efforts
  – Full page four-color ad on an inside cover position of the attendee program
  – One breakfast and one break sponsorship acknowledgment
Bronze Sponsor

• **Investment - $5,000**
  – 6’ table top
    • Electrical outlet provided
  – Half page four-color ad in the onsite program
  – Black/white text of company name on the onsite program and signage
  – Pre-registrant list
Sponsorship Descriptions

• **Table top – 6 foot long**
  – Display literature or your medical device.

• **Attendee pre-registrant list**
  – Mailing labels are provided so that you can do your own promotional mailing prior to or post event. Note you’ll need final copy approval from SCCM before list is released

• **Attendee program book ad**
  – Another avenue to promote company product or service

• **Company recognition**
  – Recognition of sponsorship level on all pre-event promotional print materials and email marketing
  – Onsite recognition includes signage outside the conference meeting room, break areas, and attendee conference program
  – Email promoting the event to approximately 30,000+ names (includes SCCM members and non-members)