

April 24, 2024



**Guidelines and Important Dates for the November 2024  
VEITHsymposium/AIMsymposium Advertising Opportunities**

- 1. Payment for advertising opportunities is due 2 weeks after the invoice is sent. Payment not received during this period may result in a forfeited opportunity.**
- 2. All graphic orders must be placed with Freeman no later than October 25, 2024. Failure to submit by this date will result in surcharges.**
- 3. In order to give more companies an opportunity to purchase advertising opportunities, requests may not be on a first come, first served basis.**

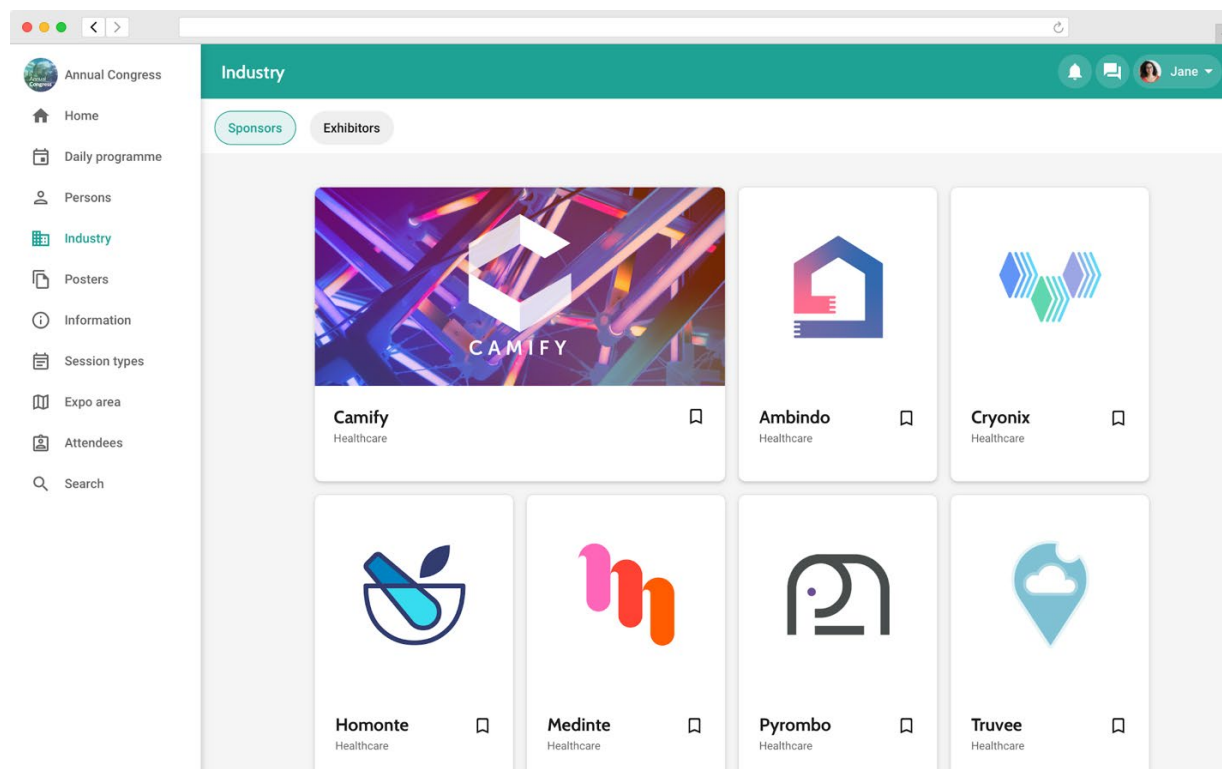
## MOBILE APP EXCLUSIVE BRANDING OPPORTUNITY

Highlight your company in the Exhibitor List by placing your company's logo on our industry page.

Large Card Cost: \$1,500 Size: 1200x600. Submit jpg or png up to 2MB

Small Card Cost: \$1,000 Size: 600x600. Submit jpg or png up to 2MB

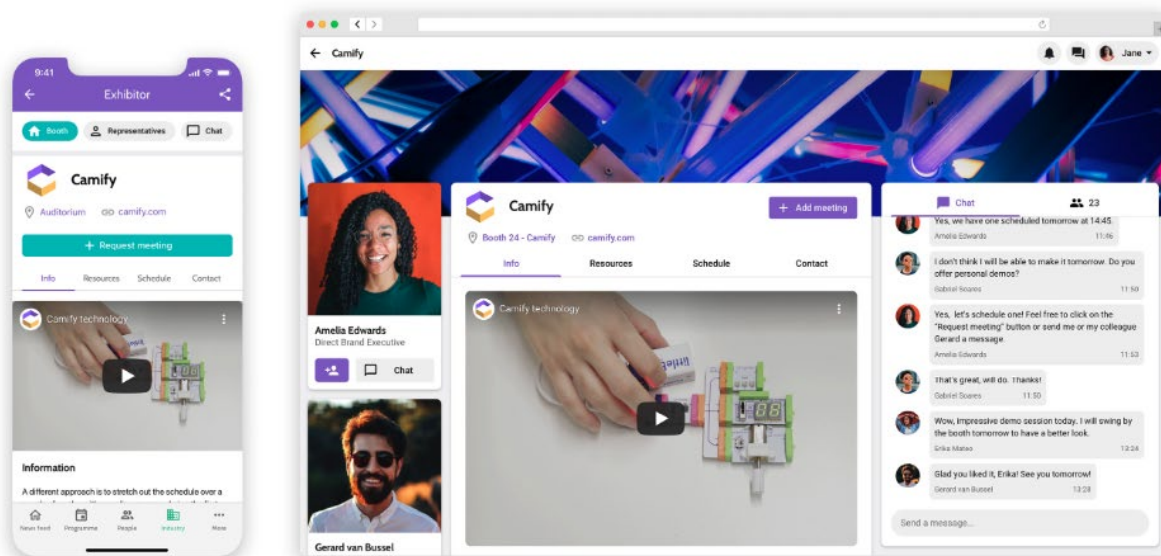
Logos will be placed alphabetically based, grouped by Large and Small Card. Please note that the Mobile App Sponsor's Large Card logo will be placed first. Logos must be sent to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org). Please copy [sbowman@veithsymposium.org](mailto:sbowman@veithsymposium.org) on your emails. Deadline for submission: November 1, 2024.



## MOBILE APP EXCLUSIVE BRANDING OPPORTUNITY

Interested in interacting with your customers in person *and* **virtually** at the symposium? Participate in the **Exhibitor Hub** and receive your own branded exhibitor page with logo, banner, video, and slideshow. Your page includes:

- Links to your website, PDFs, email, etc.
- Contact links and drop business card feature
- Videos acceptable \*(price changes based on length of video)
  - 90-second video \$5,000
  - 3-minute video \$6,000
  - 4-minute video \$6,500
  - 5-minute video \$7,000
- Chat with representatives
- List your company's special industry-sponsored event at VEITHsymposium
- Representative profiles



Exhibitor booth

Mobile app

Web app

See next page for more details.

## Expanded Details for participation in the Exhibitor Hub Branded Exhibitor page.

Optional: Custom background image

Optional: Logo, link to booth, link to website

Optional: Users as company representatives

Optional: Links to websites, PDFs, images, email

Sessions and exhibitions connected to event data

Optional: Video, information text, image slideshow

Optional: Contact links, drop business card feature

Group chat for representatives & attendees

### Specifications:

Send your logo and information using the format listed below to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org). Please copy [sbowman@veithsymposium.org](mailto:sbowman@veithsymposium.org). Once confirmed, additional instructions will be sent to you. Deadline: November 1, 2024.

Logo	Size: 600x600. Submit jpg or png up to 2MB
Background	Size: 1920x384. Submit jpg or png up to 2MB
Slideshow	Size: 1280x480. Submit jpg or png up to 2MB
Video * price varies based on video length	URL from YouTube or Vimeo – 90 secs; 3 min, 4 mins, or 5 mins.
Company Description	Text formattable through HTML – maximum 100 words
Link to Website	URL to website
Contact Links	Phone number, email, Facebook URL, twitter URL, LinkedIn URL
Ability to receive business cards directly through the app	Email address of your company representative
Ability to add a representative directly to your personal page. This person then will be able to be contacted directly through the page of the exhibitor	Email address and name
Group Chat – a feature that can be turned on or off for your exhibit	Specify YES if you would like this feature turned on for your Exhibit Page.

## HILTON LOBBY FABRIC COLUMN WRAPS

Quantity: 6 Columns. Please specify column 1, 2, 3, 4, 5, or 6.

Dimensions: Exact dimensions vary by column and are available upon request.

Cost: \$10,000 per column.

Please contact Jackie Simpson – [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org), and please copy [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org) for dimensions.

Content must be approved by September 27, 2024. Please submit to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org), and please copy [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org).

Orders received by Freeman after October 25, 2024 are subject to a surcharge.



## HILTON LOBBY LIGHT BOX (Hotel Lobby Entrance – 6<sup>th</sup> Avenue)

Quantity: 2 Light Boxes (4 Panels/Clings each – Back Lit) – Maximum 1 Light Box (4 Panels/Clings) per company

Dimensions: 32 ½” W x 92” H (each Panel/Cling)

Cost: \$10,000 per Panel/Cling; includes Freeman printing and installation labor; does not include graphic design.

**Note:** Two Light Box panels have a fire alarm pull station (as pictured) and a high strobe on the opposite Panel.

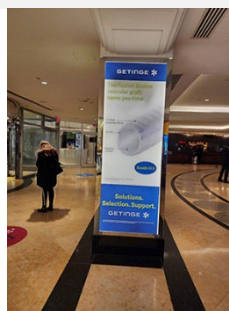
**Content must be approved by September 27, 2024. Please submit to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org), and please copy [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org).**



**From 6<sup>th</sup> Ave. to hotel lobby. Panel D  
– Left and Right Panels are available.**



**Left box, outer panel. Panel C**



**Right box, outer panel. Panel C**

**HILTON MOVABLE LIGHT BOX/TOWER – 8' HIGH ENTRANCE TOWER (4 SIDED)  
(Hotel Lobby – 6<sup>th</sup> Avenue - Location must be approved by Hilton and/or VEITHsymposium.)**

Quantity: 1 Light Box/Tower (4 Panels/Clings each – Back Lit). Sold as 4-Panel Light Box/Tower although only 3 may be visible, depending on location.

Dimensions: 24 1/8" W x 94 15/16" H

Cost: \$7,750; includes Freeman printing and installation labor; does not include graphic design or Hilton electricity.

**Content must be approved by September 27, 2024. Please submit to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org), and please copy [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org).**

**Orders received by Freeman after October 25, 2024 are subject to a surcharge.**



## HILTON REVOLVING DOOR (Rear Lobby Garage Entrance – 53<sup>rd</sup> / 54<sup>th</sup> Streets)

Quantity: 3 Panels/Clings (1 per company) SINGLE SIDED

Dimensions: 41 ¼" W x 76" H

Cost: \$10,000 each Panel; includes Freeman printing and installation labor; does not include graphic design.

**Content must be approved by September 27, 2024. Please submit to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org), and please copy [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org).**

**Orders received by Freeman after October 25, 2024 are subject to a surcharge.**





**LEVEL ONE (REAR LOBBY) WEST SIDE CLING (BOTTOM OF THE WEST ESCALATOR, BY THE 54<sup>TH</sup> STREET ENTRANCE/EXIT)**

Quantity: 1 – Available to One Company Only.

Dimensions: 104" W x 93 ½" H (Please note that dimensions end under the words Selection. Support. on the image below. The other vertical black area [i.e., Getinge logo at bottom] is marble and that area will not be branded.)

Cost: \$10,000

**Content must be approved by September 27, 2024. Please submit to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org), and please copy [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org).**

**Orders received by Freeman after October 25, 2024 are subject to a surcharge.**



**HOTEL ROOM KEY**

Quantity: 1 Company  
Double Sided  
Please note that the Hilton's logo must be included on the card.

Opportunity Fee: \$10,000 (plus hotel and other charges, to be paid to hotel and/or vendor)

**Content must be approved by September 27, 2024. Please submit to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org), and please copy [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org).**

Once the opportunity fee has been paid to VEITHsymposium, please contact Cheve Dietz for further instructions (i.e., how to prepare and submit your artwork, payment, etc.).

Cheve Dietz

Phone: (828) 418-8410

Email: [cdietz@plicards.com](mailto:cdietz@plicards.com)

Web: [www.plicards.com](http://www.plicards.com)

For Quantities please contact: [nicole.ward@hilton.com](mailto:nicole.ward@hilton.com)

**PENDING**

## ESCALATOR WELLS (2<sup>nd</sup> Floor)

- Quantity: 2 Full Wells  
12 Panels/Clings per Well (double sided only)
- Dimensions: 57" W x 30" H each Panel/Cling.
- Cost: \$7,750 per Well; includes Freeman printing and installation labor; does not include graphic design.

**Content must be approved by September 27, 2024. Please submit to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org), and please copy [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org).**

### Escalator Well East - Close to Sutton Complex



### Escalator Well West - Close to Rhineland Gallery



## ESCALATOR WELL (3<sup>rd</sup> Floor – West Well Only – Outside of the Americas Hall)

Quantity: 1 Full Well  
10 Panels/Clings per Well (double sided)

Dimensions: See Below

Cost: \$7,750; includes Freeman printing and installation labor; does not include graphic design.

**Content must be approved by September 27, 2024. Please submit to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org), and please copy [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org).**

**Orders received by Freeman after October 25, 2024, are subject to a surcharge.**

### Escalator Well – West (Outside Americas Hall)



#### Dimensions:

A & J: 66  $\frac{3}{4}$ " W x 31  $\frac{1}{2}$ " H  
 B, C & D, G, H & I: 61" W x 31  $\frac{1}{2}$ " H  
 E & F: 53  $\frac{3}{4}$ " W x 31  $\frac{1}{2}$ " H

**Note: There are 10 Panels/Clings on the West Escalator Well. All Panels/Clings are double sided.**

**ESCALATOR RUNNER**

- Quantity: 5 Escalator Bank Runners
- Dimensions: 1' W x 36' H (subject to trimming, best used as step and repeat)
- Cost: \$2,500 per Escalator; includes Freeman printing and installation labor; does not include graphic design.

**Content must be approved by September 27, 2024. Please submit to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org), and please copy [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org).**

**Orders received by Freeman after October 25, 2024, are subject to a surcharge.**



West Escalator Runner – 3<sup>rd</sup> floor to 2<sup>nd</sup> floor  
West Escalator Runner: Lobby to 2<sup>nd</sup> Floor  
Rhineland Gallery (Registration Area) to 3<sup>rd</sup> Floor (Americas Hall) Escalator Runner

## **CIRCULAR WELLS / FISHBOWLS (3<sup>rd</sup> Floor – East, Center, West)**

Quantity: 3 Full Wells  
16 Horizontal Panels/Clings per Well (double sided)

Dimensions: 48" W x 30" H per Panel/Cling

Cost: \$7,750 per Well; includes Freeman printing and installation labor; does not include graphic design.

Individual Panels: 16 Panels/Clings (double sided)

Cost: \$600 per Panel/Cling (double sided)

**Content must be approved by September 27, 2024. Please submit to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org), and please copy [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org).**

**See Floor Plans at end of document for Well selection (East, Center, West).**



Center Well (Closest)

**ELEVATOR DOORS – 2<sup>nd</sup> Floor**

Quantity: 12 Doors (24 Clings)

Dimensions: 21 ½” W x 80” H (each Cling)

Cost: \$1,500 per Door; includes Freeman printing and installation labor; does not include graphic design.

See Floor Plans at end of document for door selection. Doors 2, 5, 8 and 11 are reserved for VEITHsymposium.

Content must be approved by September 27, 2024. Please submit to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org), and please copy [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org).

Orders received by Freeman after October 25, 2024, are subject to a surcharge.



Available Doors: 3, 4, 6, 7, 9, 10, 12

## ELEVATOR DOORS – 3<sup>rd</sup> Floor

Quantity: 12 Doors (24 Clings)

Dimensions: 21 ½” W x 80 ½” H (each Cling)

Cost: \$1,500 per Door; includes Freeman printing and installation labor; does not include graphic design.

See Floor Plans at end of document for door selection. Doors 2, 5, 8 and 11 are reserved for VEITHsymposium.

Content must be approved by September 27, 2024. Please submit to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org), and please copy [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org).

Orders received by Freeman after October 25, 2024, are subject to a surcharge.



Available Doors: 3, 4, 9, 10



## AMERICAS BREEZEWAY CLINGS

**Quantity:** 12

**Dimensions:** See below.

**Cost:** \$7,500 (All 12 Clings)

**Cost Per Cling:** \$750

Content must be approved by September 27, 2024. Please submit to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org), and please copy [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org).

Orders received by Freeman after 10/5/22, are subject to a surcharge.

**A1 - F1:** 36" W x 64" H

**A2 - F2:** 36" W x 79" H



**Top (Right to Left):**  
F2, E2, D2, C2, B2, A2

**Bottom (Right to Left)**  
F1, E1, D1, C1, B1, A1

**COUNTER CHARGING BANK UNIT**

**Quantity: 2 Sides**

**Dimensions: 116 7/8" W x 19 1/4" H**

**Cost: \$5,000 each side**

**Content must be approved by September 27, 2024. Please submit to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org), and please copy [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org).**

**Orders received by Freeman after October 25, 2024, are subject to a surcharge.**



## COLUMN WRAPS (Rhineland Gallery/Registration Area – 2<sup>nd</sup> Floor)

### OPTION A (See next page for Option B.)

Quantity: 9 Columns (4 single sided Panels per Column)

Dimensions: Each Panel is 58.3125" W x 93" H

Cost: \$3,500 per Column; includes Freeman printing and installation labor; does not include graphic design.

**See Floor Plans at end of document for Column Wrap selection.**

Content must be approved by September 27, 2024. Please submit to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org), and please copy [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org).

Orders received by Freeman after October 25, 2024 are subject to a surcharge.



**COLUMN WRAPS (Rhineland Gallery/Registration Area – 2<sup>nd</sup> Floor)****OPTION B – FOAM COLUMN WRAPS (See previous page for Option A.)**

Quantity: 9 Columns (4 single sided Panels per Column)

Dimensions: Each Panel is 37 ½” W x 77 ½” H

Cost: \$2,250 per Column; includes Freeman printing and installation labor; does not include graphic design.

See Floor Plans at end of document for Column Wrap selection.

Content must be approved by September 27, 2024. Please submit to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org), and please copy [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org).

Orders received by Freeman after October 25, 2024 are subject to a surcharge.



## PLANTER BOX CLING

Quantity: Based On Availability

Dimensions: 72" W x 30" H

Cost: \$750 - includes Freeman production and installation labor; does not include graphic design. Single sided option only.

**Content must be approved by September 27, 2024. Please submit to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org), and please copy [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org).**

**Orders received by Freeman after October 25, 2024 are subject to a surcharge.**



## STAND ALONE GRAPHICS/METER BOARDS

Quantity: 3 per Company

Dimensions: 38" W x 87" H – double or single sided.

Cost: \$550 single sided; includes Freeman printing and installation labor; does not include graphic design.

\$725 double sided; includes Freeman printing and installation labor; does not include graphic design.

**Content must be approved by September 27, 2024. Please submit to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org), and please copy [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org).**

**Orders received by Freeman after October 25, 2024 are subject to a surcharge.**



**E-Blasts**

Available only to companies exhibiting at VEITHsymposium and AIMsymposium.

Quantity: 20

Cost: \$1,500

E-blasts will be sent October 7 through November 22, 2024.

**Content must be approved one week prior to the date the eblast is to be sent. Please submit to [jvissers@veithsymposium.org](mailto:jvissers@veithsymposium.org), and please copy [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org).**

**Note:** Only 1 eblast will be sent per day. Please provide 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> choice of dates. Dates will be confirmed once payment is received and based on availability.

**Eblast Preparation:**

1. Designs should be 800 pixels across.
2. Submit compressed file containing one HTML document and any supporting images.
3. Once your eblast is approved by VEITHsymposium, please send your HTML formatted content to Paul Singh at Captivate Media Ltd. Paul or his designee will send test e-mails for your approval prior to sending the blast. Paul's e-mail address is [contact@captivatemediaco.uk](mailto:contact@captivatemediaco.uk).

**PUSH NOTIFICATIONS**

Available only to companies exhibiting at VEITHsymposium and AIMsymposium.

Cost: \$1,000

Quantity: 20

Cost: \$1,500

E-blasts will be sent October 7 through November 22, 2024.

**Content must be approved one week prior to the date the push notification is to be sent. Please submit to [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org), and please copy [sbowman@veithsymposium.org](mailto:sbowman@veithsymposium.org).**

Each notification requires a title and a body.

Titles are limited to 76 characters, including spaces.

Body text is limited to 500 characters, including spaces, or about 5 lines of text, and must be submitted in Microsoft Word.

Images are acceptable, however, please note that legibility is impacted by the size of each user's mobile device.

PDFs are acceptable, however, they will be treated as links and opened within the app and not just simply displayed as is (i.e., the way an image is displayed.)



## **HOTEL DOOR DROPS**

Quantity: 10

Opportunity Fee: \$500 plus hotel charges.

**Content must be approved by September 27, 2024. Please submit to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org), and please copy [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org).**

### **Hotel Door Drop Instructions**

Upon approval, hotel will be notified and you will submit your order form directly to the hotel. Please contact [nicole.ward@hilton.com](mailto:nicole.ward@hilton.com) for quantity, ordering form, and shipping instructions.

#### **HILTON:**

Room Drop under the door: \$1.50 per item/piece

Room Drop inside the room: \$2.50 per item/piece

Room Drop hang on the door: \$1.50 per item/piece

Cross referencing of convention attendees with customer list: \$0.50 per name

## MOBILE APP/MOBILE WEBSITE ADVERTISING SPECIAL CME, NON-CME AND OTHER EVENTS AT VEITHsymposium



Dear Valued Industry Partner,

Thank you for purchasing advertising/promotional opportunities at the November 2024 VEITHsymposium.

Again this year, we are pleased to extend a **complimentary** offer to companies that are hosting events during the meeting the opportunity to post their pavilion/exhibit events on the special CME, non-CME and other events page on the VEITHsymposium website.

Please submit your content for approval to [jvissers@veithsymposium.org](mailto:jvissers@veithsymposium.org) no later than Wednesday, November 8, 2024. Your content should be void of links to your products. Once approved, please submit your content for posting/pushing to [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org) with the preferred date and time for push notification. Please copy [sbowman@veithsymposium.org](mailto:sbowman@veithsymposium.org) on your email.

Thank you for supporting VEITHsymposium. We look forward to providing an educational and exhibiting experience that exceeds your expectations.

Best regards,

VEITHsymposium Organizing Committee

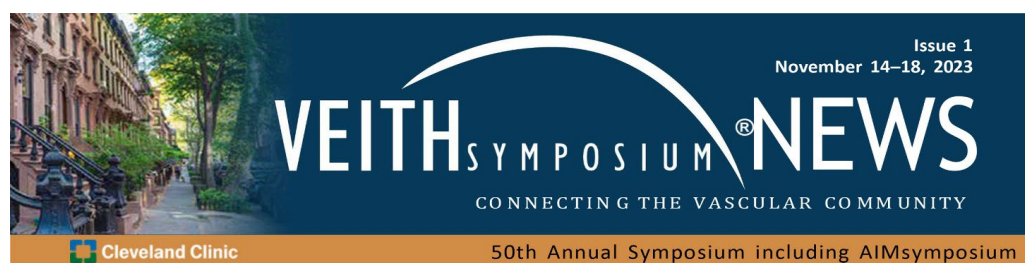
## ONSITE DAILY NEWSPAPER ADVERTISING

Quantity: Set by Captivate Media Ltd.

Cost: Set by Captivate Media Ltd.

Content must be approved by [jcheetham@veithsymposium.org](mailto:jcheetham@veithsymposium.org) prior to due date set by Captivate Media Ltd., publisher of the VEITHsymposium Daily Newspaper.

For additional information please contact: Paul Singh – [contact@captivatemediaco.uk](mailto:contact@captivatemediaco.uk)



### In this issue

5 What's new in BEST-CLI, BASIL 2 and venous health?

6 Stroke & venous programs this 50th year

8 Can AI move us beyond guidelines?



10 Dispelling myths in small AAAs

13 Hope for accelerated progress in the ascending aorta

16 BTK interventions: an update

19 How can we counter mistrust of physician-industry partnerships?

21 EVAR with hypogastric occlusion

22 50th Floorplan

## The VEITHsymposium turns 50!

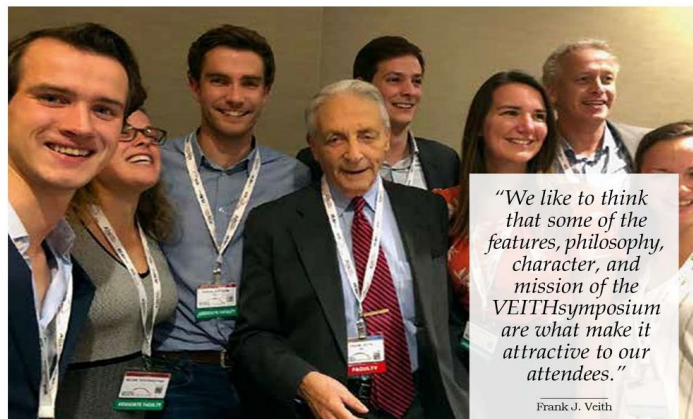
### Celebrating half a century of vascular excellence

It is with tremendous honor that we welcome you to the 50th VEITHsymposium here in New York City! What a landmark year this is for anyone who has stepped through the doors of this enduring and educational forum over the past half a century.

The VEITHsymposium grew out of a small meeting started in the early 1970s by Henry Haimovici. These early meetings, held in the Roosevelt Hotel just a few blocks away from where we are now, were sponsored by Montefiore Medical Center. The meeting had a two-page program, 10-15 faculty members, and attracted fewer than 100 attendees.

After the first three meetings, I succeeded Dr. Haimovici as Chief of Vascular Surgery at Montefiore and Albert Einstein College of Medicine, and became the chair of the meeting. Since then, as vascular surgery grew and matured as a specialty, it has been a pleasure to see the VEITHsymposium also grow in size, scope and international flavor. It now attracts thousands of attendees each year, has around 600 faculty members, and its program fills upward of 120 pages with over 100 exciting and provocative sessions.

*Continued on page 2*

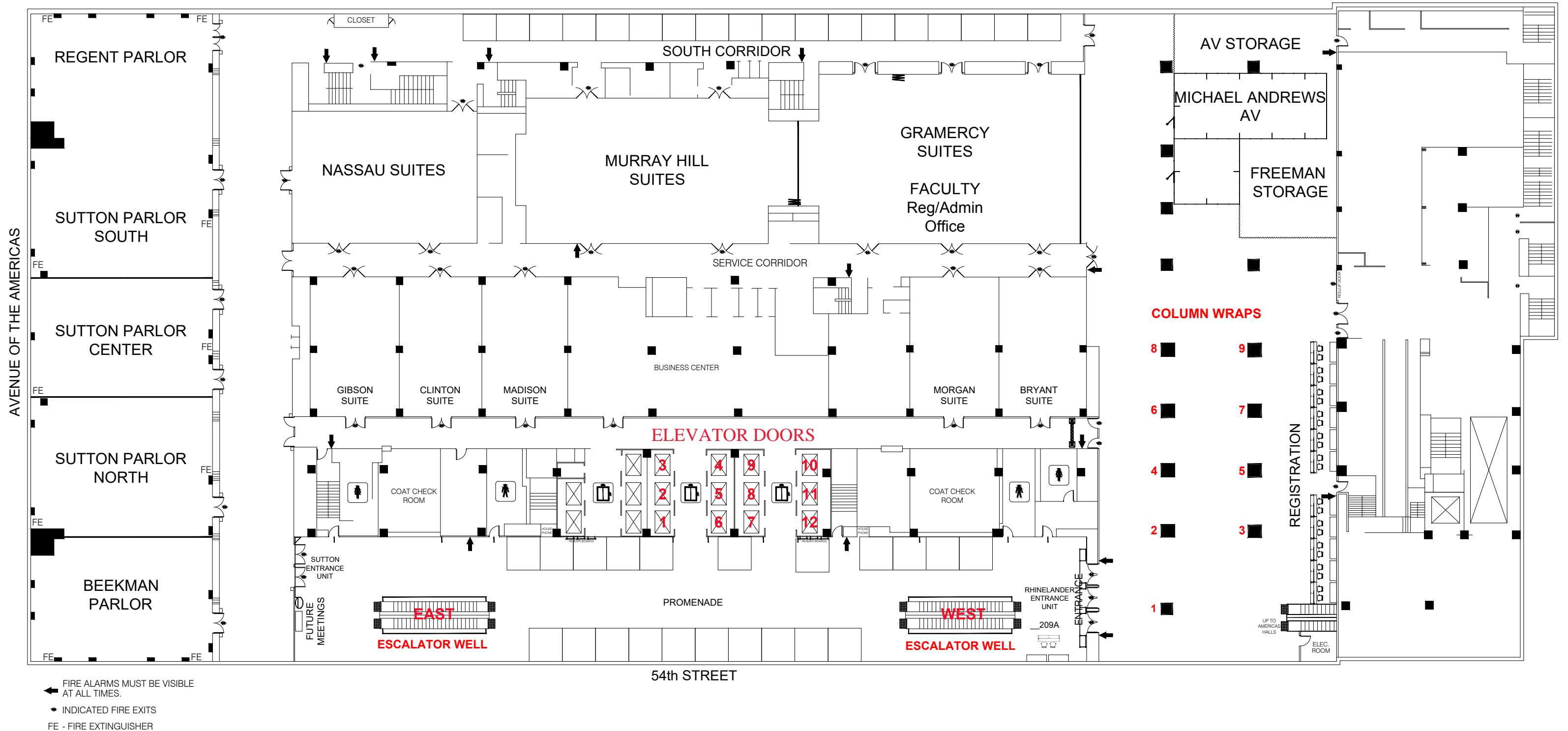


**NOTE:** Payment for advertising in the VEITHsymposium onsite newspaper is due prior to the beginning of the meeting.

# VEITHsymposium, AIMsymposium, AVIDsymposium

NOVEMBER 18, 2024 - NOVEMBER 23, 2024  
 NEW YORK HILTON MIDTOWN - 2ND FLOOR - NEW YORK, NY

**Elevator Doors 2, 5, 8, and 11 are reserved for VEITHsymposium.**



# VEITHsymposium

NOVEMBER 18, 2024 - NOVEMBER 23, 2024

NEW YORK HILTON MIDTOWN - 3RD FLOOR & AMERICAS HALL 1 - NEW YORK, NY

**Elevator Doors 2, 5, 8, and 11 are reserved for VEITHsymposium.**

