



## 2012 Support Opportunities

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The Society of Cardiovascular Computed Tomography (SCCT) is an international professional society that addresses all issues pertaining to the field of cardiovascular computed tomography. SCCT represents physicians, scientists, and technologists who advocate for research, education, and clinical excellence in the use of cardiovascular CT for the benefit of improved patient care. Since its inception in 2005, SCCT's membership has grown to approximately 3,500 individuals, including cardiologists, radiologists, nuclear physicians, technologists, and administrators from 52 countries around the world.

Partner with SCCT. Strategically partnering with SCCT not only helps focus your marketing, but it also allows you to contribute to something bigger. Partnering means building your brand while engaging in the society and supporting its mission and goals, enhancing industry initiatives and educational opportunities, and improving SCCT membership benefits.

By becoming an SCCT partner, a grant provider, an educational symposium host, a sponsor, or an advertiser, your company will gain valuable exposure, develop brand awareness, and build rapport with leading physicians from across the country and around the world. Supporting SCCT is your opportunity to impress, excite, and motivate physicians and other decision makers about what's new in the field. These industry leaders will know your company name, your company logo, your company's values, products, and services. They will think of *you* when they make purchasing decisions.

Get noticed. Position your company as a power-player in the industry. Partner with SCCT.

### EDUCATIONAL GRANTS

#### SCCT Emergency Department Educational Program

*Educational Grant — Multiple Available*

*\$15,000 each*



The SCCT Emergency Department Educational Program is a half-day program designed to educate emergency department physicians on the benefits and limitations of cardiac CT and the appropriate use of this modality, including when it is appropriate to refer patients in the Emergency Department for a cardiac CT scan. The course will take place in conjunction with SCCT's Annual Scientific Meeting. Support will be recognized on all promotional materials for this course.

#### FiRST Initiative

*Educational Grant — Multiple Available*

*\$5,000 each*



The Fellow and Resident Leaders of the SCCT (FiRST) Initiative's goal is to develop and maintain a self-governing subgroup of the SCCT that will provide leadership and organizational participation opportunities to trainee members. Specifically, the FiRST Initiative is designed to engage fellows and residents in the society and spark interest in the field of cardiovascular CT.

Under the supervision of the SCCT Executive Committee and Board of Directors, the FiRST initiative will be led by a parallel governance structure with its own Executive Committee. The committee's goals include (but are not limited to) outreach to fellows-in-training and residents-in-training; organization of regional "pizza party" symposia to cover interesting cases in cardiovascular CT; dissemination of news related to cardiovascular CT and/or the SCCT; and communications with SCCT officers as well as the American College of Cardiology and the American College of Radiology. Dedicated time will be allocated in the Main Room at the SCCT Annual Scientific Meeting to formally announce the FiRST Initiative and its appointed officers.

SCCT is seeking grants to fund the FiRST Initiative to ensure its initial launch, future endeavors, and success. Fellows and residents continuously seek skill-enhancing education and the most up-to-date information the industry has to offer. This grant opportunity puts your brand in front of the most up-and-coming physicians in the field. As a grant provider, your company will be recognized where the FiRST Initiative is promoted and in the FiRST Initiative's communications and activities.

## **SCCT Fellows & Residents Webinar Program**

*Educational Grant — Multiple Available*  
\$10,000 each



The SCCT Fellows Webinar Program consists of a two-hour Webinar for fellows and residents that will consist of a lecture/case-based program delivered via a cloud-based platform. Attendees will review cases on their laptops in a virtual classroom setting with an expert faculty member who walks the attendees through the cases and diagnoses. SCCT will offer three webinars, and a sponsorship is available for each. Fellows and residents continuously seek skill-enhancing education and the most up-to-date information the industry has to offer. This sponsorship opportunity puts your brand in front of the most up-and-coming physicians in the field. Sponsors provide the cloud platform capable of remote dataset manipulation for the Webinar and will be recognized on all electronic and printed promotional materials for the course.

## **SCCT Cardiac CTA Practicum Designed for Cardiology Fellows, Radiology Residents, and Nuclear Medicine Residents**

*Educational Grant and In-Kind Contribution — Exclusive Opportunity*  
\$30,000 (at cost)

This program is an intensive, hands-on, 2.5-day course designed to train participants in the basics of cardiac CT in an effort to advance participants in pursuit of the SCCT Level II competency and future cardiovascular CT board certification. The course will consist of 50+ mentored cases with hands-on evaluations of contrast cardiac CT examinations with invasive coronary angiographic correlation. The sponsor is responsible for providing an educational grant as well as a training center with 10 available workstations for the training course. The sponsor will receive recognition on all promotional materials for course.

## **2012 Annual Scientific Meeting (SCCT2012)**

*Educational Grant — Multiple Available*  
\$29,000 (recommended donation; any donation amount is accepted)

Educational grants are used to support activities that enhance the educational program and/or extend its reach beyond the time and setting of the meeting. Educational grants provide SCCT the continued opportunity to bring the latest advancements in cardiovascular CT to attendees. In addition to helping advance the field of cardiovascular CT, donors will receive recognition on signage throughout the meeting.

## **2012 Annual Scientific Meeting Content DVD**

*Educational Grant — Exclusive Opportunity or Multiple Available*  
*Exclusive \$30,000*  
*Non-Exclusive \$15,000 each*

The 2012 Annual Scientific Meeting Content DVD is an audio and slide recording of the SCCT2012 sessions. The DVD will be a valuable and enduring educational resource for cardiologists, radiologists, and others who are interested in the field. By sponsoring this product, you'll build your brand and reaffirm your position as an industry leader. Sponsors will receive logo recognition on the DVD and the DVD cover, as well as on electronic and printed materials that promote the product.

## **2012 Annual Scientific Meeting Europe Presents**

*Educational Grant — Exclusive Opportunity*  
\$12,500

This exciting event will take place 6:00–7:30 p.m. on Saturday, July 21, and will offer presentations by 4 to 5 speakers from Europe on various topics related to cardiac CT. Content for this session will be provided by SCCT representatives from the SCCT European International Regional Committee. The event will be promoted in the SCCT2012 Final Program and on signage throughout the meeting. Food and beverage may be provided at the sponsor's discretion and cost.

## **2012 Annual Scientific Meeting Europe Best Abstract Award**

*Educational Grant — Exclusive Opportunity*

\$12,500

SCCT will highlight the technology and research originating in Europe with a special collection of abstracts from that part of the world. A limited number of European abstracts will be selected and available for spotlight viewing as both posters and oral abstracts throughout the meeting. The abstracts will be judged, and the winner will receive the Europe Best Abstract Award during the awards ceremony on Sunday, July 22. The supporter will be recognized in the SCCT2012 Final Program as well as in marketing materials for this abstract.

## **2012 Annual Scientific Meeting Read with the Experts Session**

*Educational Grant — Multiple Available*

\$7,500 each

During these dedicated sessions, experts present cases in a structured format to the audience. Sponsorship consists of providing the workstation, including application support, uploading the data onto the workstation, and service support for setup. Sponsors will receive recognition on signage as well as in the SCCT2012 Final Program.

## **International Fellows Travel Grant**

*Educational Grant — Exclusive Opportunity*

\$30,000

This program provides four International Abstract Winners with a travel stipend to attend the SCCT 2012 Annual Scientific Meeting. The travel stipend will include coverage for economy class airfare, hotel arrangements, and complimentary registration to the Annual Scientific Meeting. Residents, fellows, or researchers at a similar level are encouraged to apply. Applicants must submit an abstract along with an additional 1,000-word extended abstract to be reviewed and judged by an independent panel. Sponsors will be recognized in the SCCT2012 Advance and Final Programs as well as in all other marketing materials for this program.

## **Webinar Series for Technologists**

*Educational Grant — Multiple Available*

\$35,000 for set of three Webinars with one sponsor per set; SCCT may host additional sets

SCCT will host several Technologist Webinars designed to educate technicians on the how-to of cardiovascular CT. Each session will include a faculty lecture and a corresponding PowerPoint presentation which will enrich SCCT educational offerings to cardiovascular CT technologists. There will be a nominal attendee registration fee for these Webinars. The sponsor will be recognized prior to the Webinar on all promotional materials for this educational offering as well as at the beginning of the Webinar session. The sponsor may host a link to the SCCT Website and the Webinar on the sponsor's site.

## **DVD for Technologists**

*Educational Grant — Exclusive Opportunity*

\$25,000

SCCT will host a Technologist Session prior to the 2012 Annual Scientific Meeting. This session will be video taped and then reproduced in a DVD-ROM for Technologists. The sponsor will receive recognition on the DVD, the DVD cover, and in promotions for the product.

## Educational Symposia

Satellite symposia are held outside of the SCCT 2012 Annual Scientific Meeting official program times, and symposia are not eligible for *AMA/PRA Category 1 Credit™*. Space is limited to three concurrent sessions, so contact SCCT to reserve your company's preferred date and time. Sponsors are listed in the SCCT2012 Final Program. All symposia and their sponsors will be advertised on signage throughout the meeting.

### Morning Symposium

*Sponsorship — Multiple Available*  
\$7,500 each

Morning symposia will be concurrent and offered on Friday morning. Coffee service will be provided in the Exhibit Hall. Additional food and beverage may be provided at the sponsor's discretion and cost.

### Lunch Symposium

*Sponsorship — Multiple Available*  
\$25,000 each

Lunch symposia will be concurrent and offered on Friday. Boxed lunches will be provided by SCCT and served in the Exhibit Hall.

### Evening Symposium

*Sponsorship — Multiple Available*  
\$25,000

Evening symposia will be concurrent and offered on Friday and Saturday evenings. Food and beverage are not included in the sponsorship. Food and beverage may be provided at the sponsor's discretion and cost.

## SPONSORSHIPS

### SCCT2012 Wi-Fi Access

*Sponsorship — Exclusive Opportunity*  
\$25,000



Stay top-of-mind with attendees, and provide them with the convenience of on-the-go Internet access during the meeting. Attendees will automatically go to a custom landing page when they access the Internet in any of the meeting's public areas. The sponsor will receive logo recognition on the landing page as well as logo recognition on printed cards with the Wi-Fi access code, which will be distributed to the attendees at the conference registration area.

### SCCT Appropriate Use of Cardiac CT for Symptomatic Patients with Intermediate Risk of Coronary Artery Disease DVD-ROM

*Sponsorship — Multiple Available*  
\$20,000 each



The SCCT Appropriate Use of Cardiac CT for Symptomatic Patients with Intermediate Risk of CAD DVD-ROM is an audio and slide recording of the SCCT Emergency Department Educational Program, a course which will be offered in conjunction with the SCCT 2012 Annual Scientific Meeting. The DVD will be a valuable and enduring educational resource for emergency department physicians, referring physicians, primary care physicians and others interested in information on the benefits and limitations of cardiac CT and the appropriate use of this modality. By sponsoring this product, you'll build your brand and reaffirm your position as an industry leader. Sponsors will receive logo recognition on the DVD and the DVD cover, as well as on all electronic and printed promotional materials. Multiple companies may sponsor the DVD.

## **Pocket Guidelines**

*Sponsorship — Five Available*  
*\$15,000 per guideline*



The SCCT Pocket Guidelines are condensed versions of SCCT's published guidelines. These guidelines will be disseminated both nationally and internationally. The sponsor receives logo recognition (with "printed with support of...") on the guideline as well as well as in electronic and printed materials that promote the product.

## **SCCT2012 FSCCT Lounge**

*Sponsorship — Exclusive Opportunity*  
*\$3,000*



The prestigious Fellow designation recognizes those SCCT members who show evidence of an ongoing interest in and contribution to cardiovascular diseases through cardiovascular computed tomography research, education, or patient care following completion of training. A candidate may apply for FSCCT through either the Clinical Track or the Scientific Track and must be a current SCCT member in good standing with membership dating back for at least two years.

Currently, SCCT is proud to recognize 115 Fellows who have excelled in the field of cardiac CT. At the 2012 Annual Scientific Meeting, the FSCCT members will be invited to relax in special lounge. The FSCCT Lounge will offer coffee service as well as complimentary use of a computer and printer — all in an atmosphere conducive to networking. The lounge will be open two days during the meeting, and the specific times will be determined by SCCT staff after the meeting schedule is finalized.

The FSCCT Lounge Sponsor will receive recognition in communications regarding the lounge to FSCCTs prior to the meeting as well as on a reminder card that they will receive when they pick up their badges at the registration area. In addition, the sponsor may display freestanding, retractable banners in the lounge (sponsor provides banners and is responsible for setup and retrieval).

## **SCCT2012 Welcome Reception**

*Sponsorship — Exclusive Opportunity*  
*\$20,000*

Held in the Exhibit Hall, the highly attended Welcome Reception is an opportunity for the sponsoring company to stand out from the crowd. The sponsor will receive recognition in the Final Program, on the SCCT2012 website, and on signage at the meeting. Steal the spotlight — meet and greet attendees at the reception and continue building relationships while you network throughout the meeting.

## **SCCT2012 Internet Café**

*Sponsorship — Exclusive Opportunity*  
*\$10,000*

Free Internet access is a must-have for any conference attendee. As such, this is one of the most visible advertising opportunities available. Sponsors are identified by special signage at the e-mail stations as well as on customized screen savers at each terminal.

## **SCCT2012 Lunch Totes**

*Sponsorship — Two Days Available*  
*\$15,000 per day*

This keepsake insulated lunch tote, which will feature the sponsor's logo and SCCT's logo, will be provided to each SCCT2012 attendee on Friday or Saturday. SCCT provides the lunch totes. Attendees will use this item long after the meeting ends, maximizing the marketing impact.

## **SCCT2012 Workstation Arena**

Advertising — Multiple Available

\$7,500 per participating company

This opportunity allows sponsors to set up a maximum of three (3) workstations at the Workstation Arena inside the Exhibit Hall. Each sponsor will provide their own cases on their workstations including technical and professional staffing. Sponsors will receive recognition at the Workstation Arena as well as signage throughout the meeting and in the Final Program.

## **SCCT2012 Attendee Bag**

Sponsorship — Multiple Available

\$6,000

Make your brand inescapable. This coveted sponsorship opportunity provides logo recognition on the SCCT2012 attendee bags, which are distributed at the start of the meeting when attendees check in. SCCT provides the bags, which will feature each sponsor's name and logo as well as SCCT's logo.

## **SCCT2012 Disposable Cups**

Sponsorship — Exclusive Opportunity

\$4,000

This year, give them something to talk about at the water coolers. Place your company's logo on the cups! Water coolers will be strategically positioned throughout the Annual Scientific Meeting venue, so your company will receive ample exposure. Cups to be provided by the sponsor.

## **SCCT2012 Refreshment Break**

Sponsorship — Two Available

\$3,000 per break

Capture the attendees' attention as they fuel up for the next session. During the Refreshment Breaks, held inside the Exhibit Hall, attendees enjoy snacks such as cookies. Sponsors receive prominent recognition on signage near the buffet tables as well as acknowledgment in the Final Program.

## **ADVERTISING**

### **SCCT2012 Advance Program Advertisement**

Advertising — Multiple Available

Inside back cover, four-color \$12,500

Full-page inside, four-color \$10,000

Half-page inside, four-color \$5,000

This program — a 4-color booklet containing program information and registration and housing forms — will be mailed to more than 30,000 cardiology specialists and other key stakeholders in the field. Reserve your advertising space now to gain maximum exposure.

### **SCCT2012 Final Program Advertisement**

Advertising — Multiple Available

Inside back cover, four-color \$12,500

Full-page inside, four-color \$10,000

Half-page inside, four-color \$5,000

The SCCT2012 Final Program is the attendees' must-have amenity onsite. The in-demand publication provides vital session information, room assignments, a map of the Exhibit Hall with exhibitor listing, and a list of the SCCT2012 Sponsors. Your advertisement in this four-color booklet will reinforce your company's message and help attendees know where to find you during the meeting.

## **SCCT2012 Room Key Cards**

*Advertising — Exclusive Opportunity*  
*\$7,500 plus any associated hotel fees*

Put your company in front of meeting attendees who stay at the SCCT2012 hotel, the Marriott Baltimore Waterfront. With your company's print-ready design on the hotel room key cards, attendees will be reminded of your company *each time* they enter their rooms during the meeting.

## **SCCT2012 Give-Away Material in Conference Tote Bag**

*Advertising — Multiple Available*  
*\$3,500*

Sponsors have the opportunity to insert one item (such as a CD, brochure, or flyer) into the attendee bags that are distributed to all meeting attendees when they check in at the conference registration area. Items must be pre-approved by SCCT by June 15.

## **SCCT2012 Hotel Room Drop**

*Advertising — Multiple Available*  
*\$2,000 plus any associated hotel fees*

Stay top of mind with attendees by dropping a brochure off at their room. This is an innovative way to reach out to attendees during the meeting.

## **SCCT2012 Promotional One-Meter Panel**

*Advertising — Multiple Available*  
*\$2,000*

Grab attendees' attention with a two-sided graphic panel positioned in high-traffic areas. Sponsoring companies work with the exposition decorator to create customized messages that are of interest to attendees. Placement will be determined by SCCT to maintain adherence to ACCME standards.

## **ONLINE ADVERTISING**

### **SCCT Website Banner Advertisement**

*Advertising — Multiple Available*  
*\$10,000 for 30 days*

The sponsor's advertisement will run for 30 days and will appear in the lower left corner on the home page of the SCCT Website — [scct.org](http://scct.org). The sponsor may provide a URL address to which the ad will link.

### **SCCT E-newsletter Advertisement**

*Advertising — Multiple Available*  
*\$3,000 per e-newsletter*

The sponsor's advertisement will appear in the left column of the e-newsletter, and the sponsor may provide a URL address to which the ad will link.