Prospectus

32nd Annual Meeting
March 3-6, 2020
Omni Amelia Island Plantation
Amelia Island, FL
www.VeinForum.org
The AVF Annual Meeting’s Highly Anticipated Return to the East Coast is Here!

Members of the AVF have a special calling - to provide the highest quality of care to patients who are afflicted by the many challenges associated with venous and lymphatic disease.

While we may come from various professional backgrounds, we are all bound by one common desire: to provide the best venous and lymphatic care to our patients.

The AVF supports this calling by advancing new knowledge, by educating our members, their patients and the public, and by developing clinical guidelines and policies that guide treatment options that accelerate healing and improve quality of life.

We cordially invite you to join us as we advance this mission through our flagship event. The American Venous Forum 32nd Annual Meeting will be held March 3-6, 2020 at the Omni Amelia Island Plantation in Amelia Island, Florida.

The AVF Annual Meeting provides an excellent opportunity to:

• Engage and network with internationally recognized thought leaders.
• Showcase your venous and lymphatic products & services to help improve patient care.
• Meet with more than 450 attendees from the United States and around the world.
• Build and solidify relationships through one-on-one discussions and focused marketing.

We look forward to seeing you in Amelia Island and VENOUS 2020!
The American Venous Forum

Established in 1987, the AVF’s mission is to save and improve lives by reducing venous and lymphatic disease through education, innovative research and advocacy, and to empower venous specialists to be the best in the world in assessing and treating venous disease.

Membership in the AVF is a mark of professional distinction and denotes a dedication to understanding and treating the entire spectrum of venous and lymphatic disorders. Members of the AVF contribute their time and expertise to further scientific and clinical research, educate physicians and fellows, create unique public awareness programs and provide state-of-the-art patient care for people with venous disease.

Membership is open to all healthcare professionals who treat venous disease, including:

- Vascular & General Surgeons
- Interventional Radiologists
- Interventional Cardiologists
- Phlebologists
- Plastic Surgeons
- Physician Assistants
- Nurse Practitioners
- Vascular Technologists

AVF Programs and Initiatives

**Annual Meetings** of the AVF bring together internationally recognized authorities on all aspects of venous disease, diagnosis, pathophysiology and treatment.

**Advocacy activities** organized through AVF’s Health Policy Committee, allow AVF members to have a voice in issues facing the field. The AVF and its Health Policy Committee review and provide feedback on federal legislative and regulatory issues, healthcare guidelines, and medical insurance reimbursement issues in cooperation with third party providers and other medical societies.

**Guidelines** creation is a priority. In 2019, the AVF published new guidelines for the use of compression therapy [Class 5 and lower CEAP disease/requirement and duration of compression therapy before and after interventions]. We are working on guidelines for duplex ultrasound surveillance after venous ablation procedures; and post ablation thrombosis (EHIT) classification and treatment.

**The Venous Patient Outreach Survey (vPOS)** is exploring how patients seek and use information related to venous diseases. We will utilize data modeling to identify how/where to focus our educational efforts to achieve maximum resonance with patients who will benefit most from venous treatment and interventions.

**Handbook of Venous Disorders**, “the” quintessential references for physicians treating venous disease includes all essential information on proven therapies, new techniques and technologies, and new developments in the field.

**The Journal of Vascular Surgery Venous and Lymphatic Disorders**, launched in 2013, publishes high quality clinical studies, research, case reports, techniques, reviews, venous & lymphatic images, practice management manuscripts related to all aspects of venous disease, lymphatic disease and wound care.

**The AVF Day of Innovation and Science** is an all-inclusive forum for scientific exchange among physicians, scientists, allied health professionals, industry representatives and others interested in defining current research priorities in the area of venous and lymphatic diseases.

**Medical Education Programs** include Spring and Fall Fellows Courses in Venous Disease and the West Coast Vein Forum. Each program provides a complete curriculum with workshop components that addresses the need for more venous education during vascular training.
Meeting Attendance

The target audience for AVF Annual Meetings includes vascular and general surgeons, interventional radiologists, interventional cardiologists, phlebologists, plastic surgeons, physician assistants, vascular nurse practitioners, nurses, technicians, technologists and other medical professionals who are currently treating venous disease.

Each year, the AVF also welcomes more than a hundred leaders, representatives and research & development staff from leading vascular healthcare companies that share the vision of improving patient outcomes and quality of care for individuals with venous disease.

Meeting Attendee Demographics

Countries Represented in 2018 & 2019

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2019 Annual Meeting Supporters & Exhibitors:

ACI Medical
American College of Phlebology
American Venous Forum
American Venous Forum Foundation
AngioDynamics
Aquaficial
BD formerly BARD
BMS/Pfizer
Boston Scientific
BTG Vascular
Carolon
Cook Medical
Gore & Associates
Inari Medical
Janssen Pharmaceuticals
JOBST
Juzo
medi USA/circaid
Medstreaming
Medtronic
Merit Medical Systems Inc.
NormaTec Medical
Organogenesis Inc.
Penumbra, Inc
Philips Guided Image Therapy
SIGVARIS GROUP
Tactile Medical
United Medical Instruments
Vascular Quality Initiative
VEIN Magazine / Vein Directory.org
Vein Therapy News
Venous Symposium
Annual Meeting Highlights

Late Breaking Venous Trials • Cutting-Edge Scientific Program • Expert Lectures
D. Eugene Strandness Memorial Lecture • Original Oral Abstract and Poster Presentations
David S. Sumner Venous Summit • Villavicencio Symposium • Presidential Address
Specialty International Symposia: “Sharing Excellence in Global Venous Science”
Day of Science and Innovation • Early Career Special Session • AVF Annual Business Meeting
Latest News on Reimbursement for Venous Procedures
Addressing the Issue of Appropriate Use for Venous Care
Personally Meet and Interact with Venous and Lymphatic Visionaries in Small Group Settings
Exhibit Hall featuring New Treatments and “Coffee Talk” Presentations & Debates

Program Goals

• Provide attendees cutting edge knowledge in effective clinical management of venous disease
• Gain insight into future directions from critical analysis of investigative findings
• Utilize subsection meetings to provide a more focused format that fosters meaningful dialogue
  among physicians and researchers on specific types of venous disease and treatments

Projected Attendance

Projected attendance for the 32nd Annual Meeting includes more than 350 general surgeons, vascular
surgeons, interventional radiologists, physician assistants, nurse practitioners and other medical professionals
who specialize in venous disease.
Our Venue

Omni Amelia Island Plantation Resort is nestled on 1,350 acres at the tip of a barrier island just off the Northeast Florida coast. Enjoy luxurious oceanfront accommodations, world-class resort pools, championship golf, full-service spa, endless dining options and family-friendly activities.

Unparalleled views of the Atlantic Ocean and spacious accommodations are available in all 404 rooms. Relax on the largest multi-tiered pool deck in northeast Florida, featuring an adults-only infinity edge pool, a 10,000-square-foot family-friendly pool, Splash Park water playground for the kids, two hot tubs and oversized fire pits.

Stroll 3.5 miles of pristine beach or spend an afternoon kayaking and paddleboarding through Amelia Island’s preserved marshlands. Children will enjoy our award-winning kids’ camp and Nature Center, both of which offer supervised activities.

Accommodations

On behalf of meeting participants, the American Venous Forum has reserved rooms at The Omni Amelia Island Plantation. The “cut-off date” for reserving rooms in the Room Block is 5:00 p.m. EST on February 12, 2020.

Traditional Guestrooms $249.00/night  Upgraded Guestrooms $269.00/night

All reservations must be made individually through the reservation link on the AVF website or through the Hotel’s Reservation Department by calling 888-261-6161. Please reference “AVF Annual Meeting 2020” to receive our special group rate.

A deposit equal to one night’s room/tax/resort charge will be charged at the time a guest makes a room reservation, and upon check-in, will be applied towards the guest’s bill. All exhibitors are REQUIRED to have a minimum of one hotel room per night March 3-5, 2020 at The Omni Amelia Island Plantation.

Transportation

The Omni Amelia Island Plantation is 35 miles or 45 minutes from the Jacksonville International Airport.
Industry Sponsored Product Theater

An industry sponsored product theater offers a tremendous opportunity to provide education, demonstrate your company’s commitment to quality patient care, and build your corporate brand. Each product theater is 50-60 minutes in length and is open to all meeting attendees. The symposia are not part of the AVF Annual accredited program and CME is not available through the AVF.

Your company will have a dedicated time slot with no competing sessions. Participation at the product theaters in 2019 exceeded all estimates. The AVF will help market your product theater event and will provide standard audio/visual along with food and beverage. The sponsoring company is responsible for any speaker fees and additional desired staffing. All marketing materials must be reviewed by the AVF. Product Theater titles are due by January 31, 2020.

- Breakfast Product Theaters - $15,000/each: Wednesday March 4, Thursday March 5, Friday March 6
- Lunch Product Theaters - $25,000/each: Wednesday March 4, Thursday March 5

Marketing and Promotional Opportunities

Door Drop Flyers.......................................................... $2,500
Deliver your message throughout the hotel with a door drop to attendees’ rooms. Sponsor responsible for providing flyers. Limit of one (1) available per day.

Lanyards, Messenger Bags or Padfolios........ $4,000
850 pieces for distribution at all AVF educational programs including the AVF Annual Meeting, Fall Fellows Courses, Day of Science, and West Coast Vein Forum. Would feature logos from both the sponsor and the American Venous Forum. Sponsor responsible for production costs. Limit of one (1) available for each item.

Mobile Charging Station ........................................ $2,500
A custom branded mobile charging station placed adjacent to your exhibit booth or in a central location. Sponsor responsible for supplying artwork.

Attendee Survey....................................................... $5,000
The AVF staff will administer a survey of up to ten questions of your design to all attendees on your behalf and provide you with a report after the meeting. Limit of one (1) available.

Poster Session / Opening Reception Sponsor... $5,000
Two and a half hours of prime exposure during the busiest time in the exhibit hall on Wednesday evening. Limit of one (1) available.

Coffee Break Sponsor.............................................. $6,000
Prime exposure during all four (4) coffee breaks including the opportunity to provide branded disposable coffee cups. Sponsor responsible for production costs. Limit of one (1) available.

Hotel Key Cards.......................................................... $12,000
Remind attendees of your presence at the Annual Meeting as soon as they arrive with a hotel key card featuring your company logo. Sponsor responsible for supplying the finished key cards. Limit of one (1) available.

Hotel Wi-Fi............................................................... $10,000
Provide high speed internet access to attendees with log-in recognition. Limit of one (1) available.

Mobile Application...................................................... $15,000
This app for iPhone and Android mobile devices makes information on the 2020 Annual Meeting available at your fingertips. The sponsor’s name and logo will appear prominently within the app, which will be available to all attendees before, during and after the meeting. Limit of one (1) available.

Please direct all sponsorship and marketing inquiries to:
Jeffrey Mendola, Director of Mission Advancement, Jeffrey@VeinForum.org, 716-361-9623
Exhibitor Packages
Pavilion: Large, limited-availability room (720 sq. ft.) outside exhibit hall with display/meeting/demonstration/access flexibility and five (5) exhibitor badges. (only 2 available)

10’x20’ Double Booth: Four (4) exhibitor badges & chairs, two (2) 6’ draped tables, one wastebasket

10’x10’ Single Booth: Two (2) exhibitor badges & chairs, one (1) 6’ draped table, one wastebasket

All booth packages include:
• Participation in the Welcome Reception which takes place in the exhibit hall
• 8’ back drape, 3’ side drape, logo and brief company description distributed to all attendees, standard block letter company ID sign
• Additional exhibitor badges may be purchased for $695. ($1,300 less than badges for non-exhibiting companies)

Exhibit Hours
Below are the show hours for the 32nd Annual Meeting of the American Venous Forum. Exhibitors will be allowed entry into the exhibit hall one hour before the Exhibit Hall opens each morning. Please Note: Exhibit hours are subject to change.

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<tr>
<th>Day</th>
<th>Time</th>
<th>Description</th>
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<tr>
<td>Wednesday, March 4, 2020</td>
<td>9:00 am - 1:00 pm</td>
<td>(Includes morning Coffee Break and Lunch)</td>
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<td>3:30 pm - 8:30 pm</td>
<td>(Includes afternoon Coffee Break and Welcome Reception)</td>
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<tr>
<td>Thursday, March 5, 2020</td>
<td>9:00 am – 1:00 pm</td>
<td>(Includes morning Coffee Break and Lunch)</td>
</tr>
<tr>
<td>Friday, March 6, 2020</td>
<td>9:00 am – 1:00 pm</td>
<td>(Includes morning Coffee Break and Lunch)</td>
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Exhibit Set Up
Tuesday, March 3, 2020 12:00 pm – 6:00 pm
All exhibits must be completely set up by 6:00 pm unless prior arrangements have been approved by the AVP and Viper Tradeshows Services.

Exhibit Tear Down
Friday, February 22, 2019 1:00 pm - 5:00 pm
All exhibits must remain intact until 1:00 pm on Friday, March 6. At 1:00 pm, all exhibitors will be able to breakdown and prepare their shipment. Below are the exhibit tear-down hours.

Space Assignment
Space will be assigned in the order in which applications are received, with priority given to Healthy Veins Supporters and then returning sponsors/exhibitors. Exhibitors wishing to avoid assignment of space adjacent to a particular competitor should indicate this on their application. All applications will be accepted on a space available basis.

Please Note: The AVF reserves the right to alter the floor plan at any time without prior notice.

Exhibit Services
Viper Tradeshows is the exhibit services contractor for the 2020 Annual Meeting. Registered exhibiting companies will receive an Exhibitor Service Kit in mid-December 2019. The Exhibitor Service Kit will contain all necessary information and order forms including:
• Drayage and shipping
• Labor regulations and rates
• Electrical/Telephone service
• Furniture, display and decorating rentals
• Audio/Visual and computer rentals

Viper Show Coordinator: John Olis, 847-426-3100, JOlis@ViperTradeshow.com

QUESTIONS?
Please direct exhibitor questions to:
Jeffrey Mendola, Director of Mission Advancement, Jeffrey@VeinForum.org, 716-361-9623
2020 Exhibit Floor and Proximity to Annual Meeting Activity Spaces

Please note:
Exhibit Floor Layout is rotated 90 degrees vs. overall map
Terms and Conditions

DEADLINE FOR INCLUSION IN PRINT MATERIALS - All applications must be received by Friday, January 31, 2020.

TERMS OF PAYMENT - Full payment must accompany the application for corporate exhibit space. No application will be accepted without remittance of full payment. Please note that if full payment is not received with the application you will not be guaranteed an exhibit booth. Payment receipt date will be used as the application submission date. Accepted forms of payment are MasterCard or Visa. TAX ID #: 36-3643456

CONTRACT FOR SPACE - Exhibitors agree to accept and comply with the policies, rules and regulations contained in this Exhibit Prospectus and on the Forum’s website and all rules, policies and regulations adopted after publication of the Prospectus. The acceptance of an application by the AVF and the deposit for rental charges constitute a contract. The AVF reserves the right to not accept applications from exhibitors it deems inconsistent with the mission of the AVF or its Annual Meeting.

REFUNDS FOR CANCELLATION - Cancellations must be forwarded in writing by Friday, January 24, 2020. You will be refunded 50% of your exhibit booth fee, less $1,500 administrative fee, only if the space can be resold. AVF will make every effort to resell exhibit space. However, if your space cannot be resold you will not receive any of your booth fee. There will be no refunds for cancellations received after midnight on Friday, January 31, 2020.

BADGE POLICY - All participants affiliated with exhibits must be registered. Badges are required to enter the exhibit space. Each registrant will be issued an exhibitor badge and must be employed by the exhibiting company or have a direct business affiliation. Each company is allotted two badges per 10’ x 10’ exhibit space purchased. Additional badges are $695.00.

CME COMPLIANCE - All exhibitors are expected to comply with the Accreditation Council for Continuing Medical Education Standards for Commercial Support SM. These include gifts to physicians, ancillary events, and any other interaction that might violate the standards for ethical interactions set out by the AMA, OIG, PhRMA, NEMA, AdvaMed and Law.

FDA REGULATIONS - Exhibitors are reminded of the Food and Drug Administration (FDA) restrictions on the promotion of investigational and pre-approved drugs and devices. Exhibitors are also cautioned about FDA prohibition on promoting approved drugs for unapproved uses. Exhibitors are expected to abide by all applicable FDA regulations. Requests for information and guidance should be directed to: Ph: 301-796-1200; FDA Division of Drug Marketing, Advertising, and Communications; 10903 New Hampshire Ave Bldg. 52, Rm. 3200; Silver Spring MD 20993-0002

SECURITY - Security will not be furnished by management in the exhibit area, the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor. The American Venous Forum and The Omni Amelia Island Plantation are not responsible for theft, loss or damage which may occur; and each exhibitor is advised to be sure their stands, equipment and material are insured at full value.

CONDUCTING EXHIBITS - No drawings, raffles, bags or containers for collection of samples are to be distributed by an exhibitor without the approval of the AVF. Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. Character of the exhibits is subject to approval of the American Venous Forum. The right is reserved to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits, or parts of exhibits, which reflect against the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of person, etc.

INFRINGEMENT - Interviews, demonstrations and the distribution of literature or samples must be made within the area assigned to the exhibitor. Canvassing or distribution of advertising matter outside the exhibitor’s own space will not be permitted.

FIRE PROTECTION - All materials used in the exhibit area must be flame-proof and fire-resistant in order to conform to the local fire ordinances and in accordance with regulations established by the local Fire Department. Crepe paper or other paper is not to be used in crating merchandise. Display racks, signs, spotlights and special equipment must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibit or parts thereof found not to be fire-proof may be dismantled. All aisles and exits must be kept clear at all times. Fire stations and fire extinguisher equipment are not to be covered or obstructed.

PROTECTION OF THE HOTEL - Exhibitors will be held liable for any damage caused to the hotel property, and no material or matter of any kind shall be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts or portions of the building or furnishings.

Whatever may be necessary to properly protect the building, equipment or furniture will be installed at the expense of the exhibitor. If any controversy arises as to the need or propriety thereof, the Convention Service Manager of The Omni Amelia Island Plantation will be the final judge thereof and his/her decision shall be binding on all parties concerned.
Company Details (List all information below as it should appear in printed meeting materials)

Company Name ____________________________________________________________________________________________

Address __________________________________________________________________________________________________

City __________________________________________________  State __________  ZIP/Postal Code _____________________

Telephone _______________________________________________  Fax ______________________________________________

Website ____________________________________________________________________________________________________

Company Name to be Displayed on Signage ___________________________________________________________________

Exhibit Contact Details (Will receive all exhibit-related correspondence, including invoices, service kits, etc.)

Contact Name ________________________________________________  Title ________________________________________

Email ________________________________________________________  Phone _______________________________________

Booth Package Selection (Please select your desired exhibit booth package below)

_____ Pavilion (limited): $20,000       _____ Double 10 x 20 booth: $8,000       _____ Single 10 x 10 booth: $4,500

Booth Location Preferences Space will be assigned in the order in which applications are received, with priority given to
“Healthy Veins” supporters and then returning sponsors. Exhibitors wishing to avoid assignment of space adjacent to a
particular competitor should indicate this on their application. All applications will be accepted on a space available basis.
Please Note: The AVF reserves the right to alter the floor plan at any time without prior notice.

Please list your top four booth location preferences. This does not guarantee your preferred booth assignment; the AVF
will make every effort to accommodate your specific request based on availability. Floor plan is subject to change

1. _______________________          2. _______________________          3. _______________________          4. _______________________

Names for Badges 1. __________________________________________   2. __________________________________________

If possible, please avoid adjacent booth location with the following companies: _____________________________________
____________________________________________________________________________________________________________

Product/equipment being displayed: __________________________________________________________________________
___________________________________________________________________________________________________________

Additional Advertising & Marketing Opportunities (production costs not included unless indicated)

____ Door Drop Flyers  □ Tues PM □ Wed PM □ Thurs PM $2,500
____ Mobile Charging Station $2,500
____ Lanyards $4,000
____ Messenger Bags $4,000
____ Padfolios $4,000
____ Attendee Survey $5,000
____ Hotel W-Fi $10,000
____ Hotel Key Cards $12,000
____ Mobile Application $15,000

____ Opening Reception/Poster Session Sponsor $5,000
____ Coffee Break Sponsor $6,000
____ Product Theater Breakfast  □ Wed □ Thurs □ Fri $15,000
____ Product Theater Lunch  □ Wed □ Thurs $25,000
You are invited to participate in the above event. A special exhibit area has been established adjacent to the main educational venue. Exhibits are promotional events and your company will have no influence on the selection of speakers, topics, or other components of the event/CME activity. Acceptance of this offer to exhibit in no way creates an expectation or obligation to purchase or recommend your company's products or services. If this exhibit is held in conjunction with an accredited CME activity, all CME requirements will be strictly observed and enforced by the CME Provider.

It is expressly understood that in renting and using space at the American Venous Forum 32nd Annual Meeting, the Exhibitor agrees to abide by all the rules and regulations. Any points not covered above or elsewhere are subject to a settlement by the Program Committee. The Committee reserves the right to change or modify any rule or regulation, or any specification therein, when deemed advisable and in the best interest of the American Venous Forum.

By signing the agreement below, you are acknowledging the following:

- The fee being paid will be used for exhibit or display fees only. No funds will be paid to support any educational programming or activities associated with the event.
- You will pay these fees without any expectations that your products or services will be purchased and without pressure to prescribe or purchase your products.
- This agreement may be terminated with a written notice and at the time your booth space can be resold.
- This meeting is a live meeting.

We the exhibitor, understand, that full payment for booth space, company profile, and/or advertising, is due with this application. Final payment is due Friday, January 31, 2020. Applications will not be processed without payment. Booth space is limited and assigned on a first-come, first serve-basis. We also agree to abide by the Terms and Conditions set forth pertaining to this meeting.

Signed/Accepted ___________________________________________  Total Amount $ ____________  Date: _______________

Company Logo: Please email a digital version of your logo (vector, 300dpi jpeg or eps preferred) to Jeff Mendola at Jeffrey@VeinForum.org.

Please select your payment method below. Full payment must be received with this application. Checks should be made out to American Venous Forum in U.S. dollars drawn from a U.S. bank. Please inquire with AVF staff for wire transfer details.

- Check (Check: ________)  - VISA  - Mastercard  - American Express

Total Charge to Credit Card (including booth and marketing) $ ____________________

Name on Card ______________________________________________________________________________________________

Card Number ________________________________________________   Exp Date _____/_____    Security Code __________

Authorized Signature________________________________________________________

E-mail address for confirmation, if not the Meeting Contact ______________________________________________________

Application Deadline: January 31, 2020

Please retain a copy of this application for your files and return the original copy with payment to:

American Venous Forum
Attn: 2020 Annual Meeting
1061 E. Main Street, Suite 300
East Dundee, IL 60118
Phone: 847-752-5355
Fax: 847-960-3861