



Exhibitor and Promotional Partnership Prospectus

April 14-17, 2021 • The Ritz Carlton, St. Louis, Missouri



Exhibit Prospectus

WELCOME

Thank you for your support and participation in the 2021 ARCH Symposium. The following will provide you with important information about this year's hybrid symposium and your participation as a supporter. If you have any questions or need further assistance, please do not hesitate to contact Jennifer Berens, Gaffney Events at 425.442.1314 or jennifer@gaffneyevents.com.

With the goal of bringing healthcare professionals together in the spirit of camaraderie and interactive learning, we look forward to working with you and assisting to ensure a successful live, in-person and virtual experience for your organization.

VIRTUAL & LIVE EXHIBIT SPACE, EQUIPMENT & STAFFING

Each virtual supporter, regardless of support level, will be given a complimentary 6' Table Top Exhibit on-site at the ARCH Symposium. In-Person Exhibits will be located in the Ritz Carlton Ballroom, Lobby Level. The ARCH Symposium Exhibit Hall will have strict social distancing and strong safety measures in place in accordance with all CDC and St. Louis Department of Health Guidelines. All supporters will be entitled to 3 complimentary full access badges.

The following will be provided for your use at no additional charge:

- 1 Skirted exhibit table measuring 6'x30"
- 2 Side Chairs
- 1 Wastebasket

SET-UP OF IN-PERSON EXHIBITS

In-Person exhibit set-up will be Wednesday, April 13th between 3:00 p.m. and 6:00 p.m. Dismantling of exhibits will take place on Saturday, April 17th after the lunch break.

EXHIBIT HOURS

Tuesday, April 13th	3:00 p.m. - 6:00 p.m.	Exhibit Set-Up
Wednesday, April 14th	7:30 a.m. - 5:00 p.m.	Exhibits Open Heart Rhythm & Fellows Course
Thursday, April 15th	7:30 a.m. - 5:45 p.m.	Exhibits Open
Friday, April 16th	6:15 a.m. - 5:45 p.m.	Exhibits Open
Saturday, April 17th	7:30 a.m. - 1:00 p.m.	Exhibits Open
Saturday, April 17th	1:00 p.m. - 3:00 p.m.	Exhibit Dismantle



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SHIPPING

If you will be shipping any materials to the hotel please note, materials may begin to arrive on Monday, April 12th.

THE RITZ CARLTON HOTEL

100 Carondelet Plaza
St. Louis, Missouri 63105

HOLD FOR: Alichka Jarrett

DELIVER TO: ARCH 2021

[YOUR COMPANY NAME]

[YOUR NAME]

Ritz Carlton Ballroom– April 14, 2021

Lobby Level

If you have more than one box, please number each box.

Example: Box 1 of 3, 2 of 3, etc.

SHIPMENT CONFIRMATION

GAFFNEY EVENTS will not assume responsibility for the confirmation of shipped materials or equipment. The exhibitor is solely responsible for their property including loss, damage, or failure to arrive in a timely manner from the initial shipment, up to and including the final shipment to the final destination.

CANCELLATION POLICY

In the event that an exhibitor must cancel their participation in the 2021 ARCH Symposium, the exhibiting company will be responsible for 50% of the exhibit fee if cancelling after April 2, 2021. Cancellations must be made in writing.

LIABILITY

GAFFNEY EVENTS is not responsible, and the "Exhibitor" hereby waives all claims against the aforementioned, for loss, damage, destruction of property, or bodily injury occurring at or in connection with the exhibit or conference. Further, the exhibitor agrees to hold harmless **GAFFNEY EVENTS** and its employees and agents with respect to such claims and indemnify them against such claims brought by third parties arising out of the actions of exhibitor or its employees. Each exhibitor is responsible for obtaining its own insurance for bodily injury or property loss or damage occurring in connection with the exhibit.

ADDITIONAL INFORMATION

If you have any questions or concerns regarding exhibiting at the 2021 ARCH Symposium, please feel free to contact Jennifer Berens at jennifer@gaffneyevents.com or 425.442.1314.

SPONSORSHIP OPPORTUNITIES

BENEFITS	PLATINUM \$50,000	GOLD \$25,000	SILVER \$15,000	BRONZE \$5,000
LOGO PLACED PROMINENTLY ON ARCH VIRTUAL LEARNING PLATFORM	✓	—	—	—
SPONSORED LIVE CASE	✓	—	—	—
SPONSORED EDUCATION SESSION (Choose 1) <ul style="list-style-type: none"> • Meet the Experts • Physiology / Imaging <i>* Limited to one company per session (smaller text under the Physiology/Imaging)</i>	✓	—	—	—
ATTENDEE CONFERENCE KIT INCLUSION <ul style="list-style-type: none"> • Course materials mailed to first 100 virtual registrants and given on-site to all in-person attendees 	✓ <ul style="list-style-type: none"> • Company Logo displayed on outside of kit • Company marketing piece (1) included in kit* 	✓ <ul style="list-style-type: none"> • Company marketing piece (1) included in kit* 	—	—
MARKETING EBLAST INSERTION (1 Banner Advertisement*) <ul style="list-style-type: none"> • Inclusion in 1 ARCH Promotional eblast highlighting live case sponsorship &/or educational session. • Eblasts may be pre- or post-conference 	✓ 1 Deployment	✓ 1 Deployment	✓ Banner ad Only	—
VIRTUAL EXHIBIT SUITE <ul style="list-style-type: none"> • Company Logo & Description • Animated Product or Promotional Video(s) • Downloadable Marketing & Educational Materials • Live "Real Time" Attendee Interaction** • Social Media Links 	✓ Premier Placement in Virtual Exhibit Hall 2 Videos 4 Downloadable Marketing Materials	✓ 1 Video 4 Downloadable Marketing Materials	✓ 1 Video 3 Downloadable Marketing Materials	✓ 1 Video 2 Downloadable Marketing Materials
6' TABLETOP EXHIBIT <ul style="list-style-type: none"> • Complimentary 6' Tabletop Exhibit in socially-distanced Exhibit Hall on-site at ARCH. • Includes 3 Full-Meeting Badges (Subject to CHC and St. Louis Dept. Of Health Guidelines) 	✓	✓	✓	✓
BANNER ON-SITE AT ARCH SYMPOSIUM	✓	✓	✓	✓

*Company Provided

** Live Zoom or Email connection (Company Discretion)

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HEART RHYTHM ONLY EXHIBIT OPTIONS

In-Person Only Exhibit at Wednesday, April 14th Heart Rhythm Symposium | \$1,500

In-Person Wednesday, April 14th HR Symposium and Full Conference Virtual Presence | \$5,000

ADDITIONAL SPONSORSHIPS

Attendee Wi-Fi

Keep ARCH In-Person attendees connected with exclusive sponsorship of the symposium wi-fi. Includes custom network SSID and password.

\$15,000 (1 Available)

Attendee App

Company Logo and Recognition as the Premier Sponsor of the ARCH Attendee Interaction App. Ability to send push notifications and connect personally with attendees.

\$15,000 (1 Available)

Faculty Lounge Sponsorship

Display your company Logo as screensavers on the ARCH Faculty Lounge Computers. Includes a recognition pull-up banner with artwork of your choice.

\$15,000 (1 Available)

Hotel Key Cards and Sleeves

Includes company supplied artwork on custom ARCH hotel key cards and security sleeves given to all attendees staying at the Ritz Carlton, St. Louis.

\$15,000 (1 Available)

Eblast Advertisements

Banner Advertisement in "Time to Tune In" Eblast sent to all registered attendees 5 mins before the start of each day.

\$10,000 (4 Available)

Hand Sanitizer Stations

Company Logo or Product Advertisement on On-Site sanitizing stations throughout the ARCH conference space.

\$10,000 (6 Available)

On-Site Health and Safety Item Sponsorship

Company Logo and/or recognition on one of the on-site personal health & safety items given to all in-person attendees:

- Pocket Hand Sanitizer
- Facemasks
- Touchless Tools

\$7,500 (3 Available)

Attendee Lanyards

Customized with your company logo &/or product message. Given to all onsite attendees.

\$7,500 (1 Available)

Sponsored Virtual Break

Display your company logo on the virtual platform screen during breaks and encourage attendees to view your exhibit suite.

\$5,000 (6 Available)



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SPONSORSHIP AGREEMENT

2021 ARCH SYMPOSIUM • April 14-17, 2021

Company Name (As it should appear on printed material)

Contact Person (Individual to whom all exhibitor information will be forwarded)

Title

Street Address

City

State

Zip

Telephone

Fax

Email

Product

PARTNERSHIP LEVELS

PLATINUM \$50,000

GOLD \$25,000

SILVER \$15,000

BRONZE \$5,000

EP ONLY IN-PERSON \$1,500

EP IN-PERSON & VIRTUAL \$5,000

COMPLIMENTARY 6' TABLETOP BOOTH

Yes, our company would like to take advantage of the complimentary 6' Tabletop booth on-site at ARCH 2021

No, we will not be participating in-person at ARCH 2021

ADDITIONAL SPONSORSHIPS

List all additional sponsorships here _____

PAYMENT

Make checks payable to: **Gaffney Events Educational Trust**

EIN #: 47-3109028

Mail: Gaffney Events, 27322 NE 143rd Place, Duvall, WA 98019

Fax: (425) 788-0668

To pay by credit card contact Jennifer Berens, jennifer@gaffneyevents.com

Phone: (425) 442-1314

Credit Card Number _____

CVC Code _____ **Expiration Date** _____

TOTAL Sponsorship \$ _____ **Signature** _____

*For all sponsorship-related questions, please contact Jennifer Berens at 425-442-1314 or via email at jennifer@gaffneyevents.com

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