



# EXHIBITOR AND PROMOTIONAL PARTNERSHIP PROSPECTUS

December 9, 2021 • etc.venues • New York, New York

## WELCOME

Thank you for your support and participation in the **2021 New York Transcatheter Valves Symposium**. The following will provide you with important information about this year's meeting and your participation as an exhibitor. If you have any questions or need further assistance, please do not hesitate to contact the NYTV Exhibit Manager Jennifer Berens, Gaffney Events at 425.442.1314 or [jennifer@gaffneyevents.com](mailto:jennifer@gaffneyevents.com). We look forward to working with you and assisting to ensure a successful conference for your organization!

## SYMPOSIUM LOCATION

**etc.venues | 360 Madison Avenue (Corner of Madison & East 45th) | New York, NY 10017**

## HOTEL ACCOMMODATIONS

You are responsible for making your hotel room reservations for your company personnel. Please note that room reservations should be made in advance. Below are a few suggested hotels within walking distance of etc.venues. There are no group blocks reserved at these hotels:

<p><b>The Gotham Hotel NYC</b> 16 East 46th St. New York NY 10022</p>	<p>(4 Star) Distance: 300 ft. Phone: 212.490.8500 <a href="http://thegothamhotelnyc.com">thegothamhotelnyc.com</a></p>	<p><b>Club Quarters Hotel, Times Square</b> 40 W. 45th Street New York, NY 10036</p>	<p>(4 Star) Distance: 0.2 mi. Phone: 212.354.6400 <a href="http://clubquartershoteles.com">clubquartershoteles.com</a></p>
<p><b>The Intercontinental Barclay</b> 111 East 48th St. New York, NY 10017</p>	<p>(4 Star) Distance: 0.3 mi. Phone: 212.755.5900 <a href="http://intercontinentalnybarclay.com">intercontinentalnybarclay.com</a></p>	<p><b>The Iroquois</b> 49 West 44th St. New York, NY 10036</p>	<p>(4 Star) Distance: 0.2 mi. Phone: 212.453.4067 <a href="http://iroquoisny.com">iroquoisny.com</a></p>
<p><b>The Royalton</b> 44 West 44th St New York, NY 10036</p>	<p>(4 Star) Distance: 0.2 mi. Phone: 212.869.4400 <a href="http://royaltonhotel.com">royaltonhotel.com</a></p>		

## EXHIBIT SPACE AND EQUIPMENT

Exhibits will be located in etc.venues, 4th Floor Galleria. The NYTV General Sessions will take place in the Venture Rooms.



4th Floor



# Exhibit Prospectus

## EXHIBIT AREA STAFFING

Please provide us with the names of the individuals who will be representing your company by completing and returning the Exhibitor Agreement and Badge Form, which is located on pages 7 and 8. Each 10' x 10' Exhibit will be entitled to 6 Badges and each 6' Table Top Exhibit, 3 Badges. Additional badges are \$150.00 each. Each badge gives exhibitor full meeting access.

## VACCINATION MANDATE

All company representatives must show proof of vaccination prior to entering etc.venues. Please have your personnel complete the Health Policy Form and upload their proof of vaccination by using this link, prior to their arrival: <https://gaffneyevents.wufoo.com/forms/mt8p4cl1r88q2l/>

## ELECTRICITY

If you require electricity for your exhibit booth, please contact Jeff Shutts, jeff.shutts@willwork.com.

## SET-UP AND DISMANTLING OF EXHIBITS

Exhibit set-up starts on Wednesday, December 8th between 12:00 pm and 4:00 pm. Exhibits **MUST** be set by 5:00 pm on Wednesday, December 8th. No personnel will be allowed onsite at etc.venues after 5:00 pm on Wednesday night. Set-up of exhibits will not be allowed while attendees are present. Dismantling of exhibits will take place on Thursday, December 9th at 3:00 pm, and **MUST** be complete by 5:30 pm Thursday night.

## EXHIBIT HOURS

<b>Wednesday, December 8th</b>	12:00 p.m. – 4:00 p.m.	Exhibit Set-Up
<b>Thursday, December 9th</b>	7:00 a.m. – 3:00 p.m.	Exhibits Open   <b>NYTV General Session</b>
	3:00 p.m. – 5:30 p.m.	Exhibit Dismantle

## EXPO SERVICE / SHIPPING OF MATERIALS

Jeff Shutts is the preferred provider for all Exhibit Materials. Please contact Jeff Shutts at (407) 284-0412 or jeff.shutts@willwork.com for additional information.

Please note, it is **STRONGLY** encouraged that you ship your exhibit materials **Advance to Warehouse**. Your exhibit will be stored and brought to etc.venues at no additional charge to your organization, and will then be returned to the warehouse for return shipping to your organization. Your materials will be covered under the Willwork COI form, no additional forms will be required to etc.venues. Please find shipping labels on page 9.

If you choose to ship your exhibit materials directly to etc.venues or hand carry any items to the event your company must provide a COI to etc.venues prior to your arrival. Please find direct to venue shipping labels on page 10. If you will be hand carrying your exhibit to etc.venues, please find the required COI form, attached.

### Deliveries / Collections To The Venue

- Due to limited storage space, etc.venues can accept deliveries one working day prior to the start of NYTV (Tuesday, December 7th) and store them until one working day after the event, between the hours of 8:00 a.m. - 5:00 p.m. (Monday to Friday only)

- All items must be labelled clearly using the labels in this document for them to be accepted
- Any items left at the venue outside of these times may be disposed of at the charge of \$500+VAT per item.

## Couriers

- At the end of the event, if you are leaving any materials to be collected by a courier, please ensure they are labelled correctly (name of person, company, address and number of items) and confirm this with the event manager prior to departure

**If you need to ship displays, literature or other materials directly to etc.venues, Labels MUST read the same as the labels provided on the last page of this prospectus.**

## IMPORTANT SHIPPING DETAILS

If shipping direct to the venue, YOU MUST notify Gaffney Events at [jennifer@gaffneyevents.com](mailto:jennifer@gaffneyevents.com) exactly what you are shipping, how many boxes, and box dimensions so that we may inform the venue of what will be arriving.

## 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.

## 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 New York Transcatheter Valves Symposium, please feel free to contact Jennifer Berens at [jennifer@gaffneyevents.com](mailto:jennifer@gaffneyevents.com) or 425.442.1314.



*We look forward to seeing you  
in New York in December!*



## EXHIBITS

- ☐ **\$5,000**      **6' Table Top Exhibit** *(Includes 3 Complimentary Full-Meeting Badges)*
- ☐ **\$10,000**    **10' x 10' Exhibit** *(Includes 6 Complimentary Full-Meeting Badges)*

## SPONSORSHIPS & BRANDING OPPORTUNITIES

### ☐ **\$15,000 Staircase Wrap**

Showcase your brand on the highly visible staircase wraps at etc. venues. Glass panels available on the 4th floor.

- Vendor to supply artwork
- 1 Available

### ☐ **\$15,000 Coffee Station Branding**

Graphics of your choice to be placed on 2 locations of the coffee & beverage stations visible throughout meeting space. Vendor to supply artwork.

- 2 Available (Location given on first-come, first-served basis)

### ☐ **\$15,000 LightBox Graphic**

Showcase your brand or product to attendees right when they walk off the elevator, with these highly visible backlit graphics located directly at the elevator doors.

- 1 Available

### ☐ **\$10,000 Symposium Wi-Fi**

Attendees will stay connected with WiFi compliments of your company. Company recognition and custom password of your choice

- 1 Available

### ☐ **\$7,500 Lanyards**

Highlight your company logo or brand along with NYTV on custom program lanyards given to all symposium attendees

- 1 Available



Staircase Example



Coffee Station Example



Coffee Station Example 2

☐ **\$7,500 Faculty Lounge**

Company Logo screensavers placed on all computers in NYTV Faculty Lounge

- Includes Recognition Signage
- 1 Available

☐ **\$5,000 Column Wraps | 4th Floor**

Graphic of your choice to be placed on columns throughout the 4th floor of etc.venues. Vendor to supply artwork

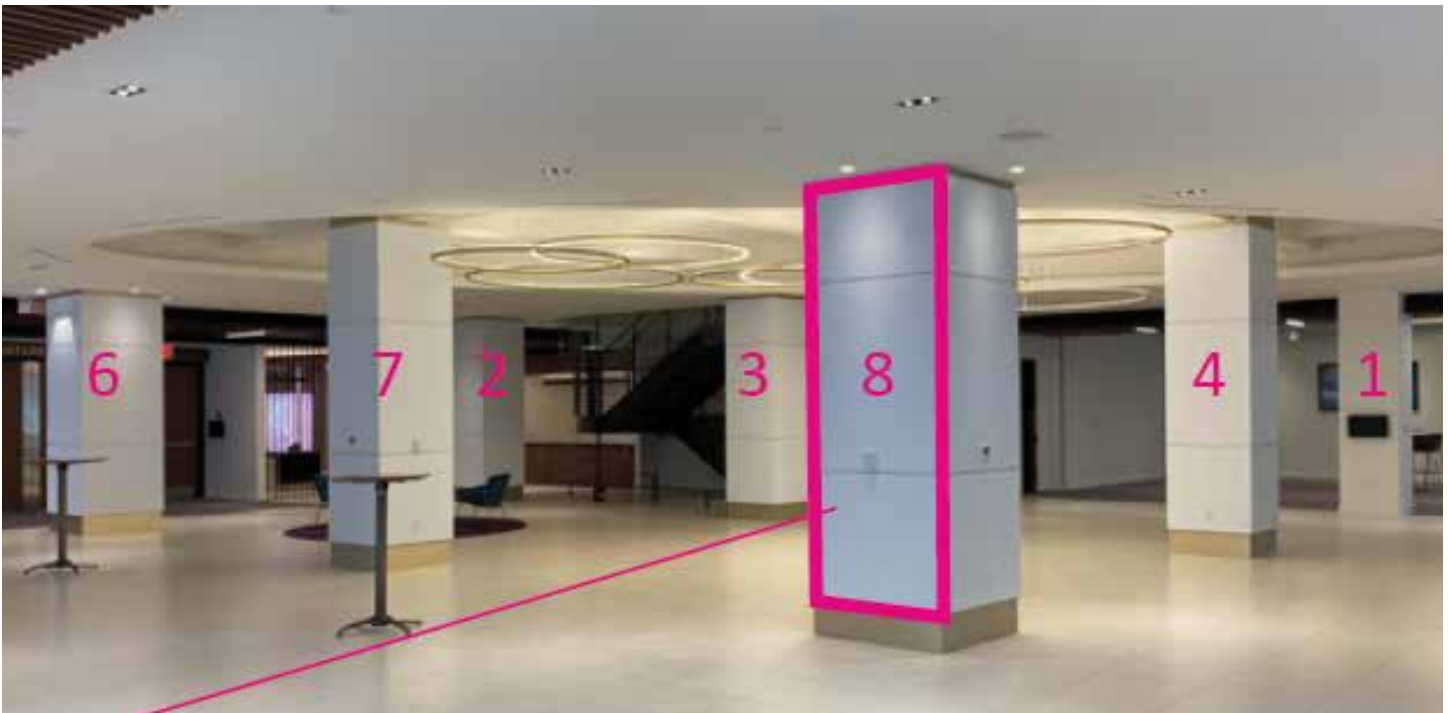
- 7 Available

☐ **\$5,000 Marketing Advertisement in Mount Sinai NYTV eblast**

- Company Advertisement in 1 NYTV Promotional Eblast
- 2 Available



Light Box Graphic Example



4th Floor Column Example

# SPONSORSHIP FORM

## 2021 NEW YORK TRANSCATHETER VALVES SYMPOSIUM

etc.venues • December 9, 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

### PARTNERSHIP LEVELS

**\$5,000 6' Table Top Exhibit** (Includes 3 Complimentary Full-Meeting Badges)

**\$10,000 10' x 10' Exhibit** (Includes 6 Complimentary Full-Meeting Badges)

### SPONSORSHIPS & BRANDING OPPORTUNITIES (Please select all that apply)

**\$15,000 Staircase Wrap**

• 1 Available

**\$15,000 Coffee Station Branding**

• 2 Available

**\$15,000 LightBox Graphic**

• 1 Available

**\$10,000 Symposium Wi-Fi**

• 1 Available

**\$7,500 Lanyards**

• 1 Available

**\$7,500 Faculty Lounge**

• 1 Available

**\$5,000 Column Wraps | 4th Floor**

• 7 Available

**\$5,000 Marketing Advertisement in Mount Sinai NYTV eblast**

• 2 Available

### PAYMENT

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

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

**There will be a 3% Service Fee added to all credit card transactions**

Pay by credit card:

CC# \_\_\_\_\_ Exp. \_\_\_\_\_ CCV \_\_\_\_\_

EIN #: 47-3109028

Phone: (425) 442-1314

Email: jennifer@gaffneyevents.com

**By signing below I acknowledge that I have fully read and understood the etc.venue's shipping and handling instructions. I understand that if I have any questions or concerns about this policy, it is my responsibility to discuss this with etc.venues.**

Signature \_\_\_\_\_



# Badge Form

Please provide us with the names of the individuals who will be representing your company by completing and returning this form prior to **Tuesday, November 30th**. Please return this form to Jennifer Berens at Gaffney Events via email at [jennifer@gaffneyevents.com](mailto:jennifer@gaffneyevents.com). **Please refer to the vaccination requirement on page 3.**

**COMPANY NAME:** \_\_\_\_\_

## STAFFING

6' Table-Top Exhibit = 3 Badges      10'x10' Exhibit = 6 Badges

NAME (as it should appear on badge)	EMAIL ADDRESS
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

*\*Additional Badges - \$150.00 each*

### Please Make Checks Payable To:

Gaffney Events Educational Trust  
 C/O NYTV 2021  
 27322 NE 143rd Place  
 Duvall, WA 98019  
 Tax ID#: 47-3109028

### Mail Badge Form and Check To:

Attn: Gaffney Events  
 27322 NE 143rd Place  
 Duvall, WA 98019  
 PH: 206.310.3612



### PAYMENT VIA CREDIT CARD

Visa     
  MasterCard     
  American Express     
  Discover

NAME AS IT APPEARS ON CARD: \_\_\_\_\_

CREDIT CARD NUMBER: \_\_\_\_\_ CVV: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ EXP. DATE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

AUTHORIZED COMPANY REPRESENTATIVE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_





**Shipping Labels**  
(Advance to Warehouse)

ADVANCED SHIPPING		ADVANCED SHIPPING	
FROM:		FROM:	
TO: _____ <small>EXHIBITING COMPANY</small> <b>Mt. Sinai – NYTV Summit</b> <small>NAME OF EXHIBITION</small>		TO: _____ <small>EXHIBITING COMPANY</small> <b>Mt. Sinai – NYTV Summit</b> <small>NAME OF EXHIBITION</small>	
<b>Gaffney Events</b> <b>C/O DEMERS</b> <b>151a Park Ave.</b> <b>East Hartford, CT 06108</b>		<b>Gaffney Events</b> <b>C/O DEMERS</b> <b>151a Park Ave.</b> <b>East Hartford, CT 06108</b>	
<b><i>MUST BE RECEIVED BY:</i></b> <b>Friday, December 3<sup>rd</sup> by 3:30PM</b>		<b><i>MUST BE RECEIVED BY:</i></b> <b>Friday, December 3<sup>rd</sup> by 3:30PM</b>	
Number _____ of _____ pieces		Number _____ of _____ pieces	



# Shipping Labels

(Direct to Venue)

## DELIVERY TO VENUE

**To:**  
etc.venues - 4th Floor  
360 Madison Avenue  
Located East 45 Street  
New York, NY  
10017

**Tel:**  
646.844.6004

**ATTN: Chelsey Dulina**

**FAO**

Your Representative's Name: \_\_\_\_\_

Your Telephone Number: \_\_\_\_\_

Your Company Name: \_\_\_\_\_

Package \_\_\_\_\_ of \_\_\_\_\_

**Name and Date of Event:**  
**New York Transcatheter Valves - December 9, 2021**

## DELIVERY TO VENUE

**To:**  
etc.venues - 4th Floor  
360 Madison Avenue  
Located East 45 Street  
New York, NY  
10017

**Tel:**  
646.844.6004

**ATTN: Chelsey Dulina**

**FAO**

Your Representative's Name: \_\_\_\_\_

Your Telephone Number: \_\_\_\_\_

Your Company Name: \_\_\_\_\_

Package \_\_\_\_\_ of \_\_\_\_\_

**Name and Date of Event:**  
**New York Transcatheter Valves - December 9, 2021**