

ALTERNATIVE SPONSORSHIP PACKAGE

The Alternative Sponsorship Package (ASP) entitles Company **Sponsor** to participate in the individual events of **TCT RUSSIA 2021** Congress Program.

As planned, the Congress is to be held offline, as defined by the current Moscow quarantine measures, as well as online following the continuous medical education requirements to internet-based educational events. There will be the Congress principal and elective programs to be provided on the uniform internet platform of the same imaging level.

The ASP reflects the participation rights for individual Congress events, which may be combined at will.

In case of **impossible** in-person attendance of **over 300**, the rights marked * are not granted.

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Once all other terms are equal for the competing applications, the Alternative Option Sponsor enjoys third priority after the title and other sponsors.

1. Company logo placement on the Congress website

Fee: EUR 630.

Requirements: Submit the logo in EPS or CDR not later than 21 days before Congress start.

Promo effect: The Sponsor logo will be placed on the Congress website. The Sponsor can deliver visually and bind his company logo and products to the Congress and its program themes for a sizable audience.

2. Promo flyers to be put into the participant's package *

Fee: EUR 2,400.

Requirements: A set of two-sided promo flyers, preferably in both Russian and English, min. 300 (up to A4, inclusively), with the content being available not later than 7 days before Congress start, subject to delivery as indicated.

Promo effect: The flyers will be put into all Congress participants' folders. The Sponsor can present his company and its products in a plain common format for over 300 professionals.

3. Provision of one promo page in the Congress program booklet *

Fee: EUR 2,700.

Requirements: Submit not later than 30 days before Congress start in the format defined by the organizer.

Promo effect: The event program, a colored booklet in Russian and English, will be put into all participants' folders. The Sponsor can present his company and its products in a plain common format for over 300 professionals.

4. **Placement of one Company video clip (up to 1 min.) on separate screens for event participants ***

Fee: EUR 1,260.

Requirements: Submit not later than 21 days from Congress start in the organizer-defined format (max. 1 min., preferably in both Russian and English).

Promo effect: A separate screen, set up in the respective Congress area to consider the continuous medical education limitations and requirements, will show Company ads and/or products. The sponsor can present his company and its products in a plain common format for a sizable Congress audience.

5. **Placemen of a creative structured video clip of Company (up to 3 min.) on the Congress elective program livestream screen.**

Fee: EUR 1,260.

Requirements: Submit not later than 21 days from Congress start in the organizer-defined format (max. 3 min., preferably in both Russian and English) to contain either a Company official's address, or a promo story on Company innovations (product, device, tool, equipment, medication).

Promo effect: The Congress elective program screen will show either Company background and achievements, or emphasize Company innovations in the video format. The sponsor can deliver imagery about his company or its products to the professional audience as part the Congress elective program.

6. **Placement of video clips (one/day/30 sec. each) to meet the continuous medical education requirements, at agreed time on both the principal and Congress elective program screens ***

Fee: EUR 870.

Requirements: Submit not later than 21 days from Congress start, preferably in both Russian and English. The run time will be set as agreed with the Organizer.

Promo effect: Both the principal and Congress elective program screens will show Company ads and/or its products. The sponsor can deliver imagery about his company or its products to the professional audience as part the Congress elective program.

7. **Placement of video clips (2/day/30 sec. each) to meet the continuous medical education requirements, at agreed time on both the principal and Congress elective program screens ****

Fee: EUR 870.

Requirements: Submit not later than 21 days from Congress start, preferably in both Russian and English. The run time will be set as agreed with the Organizer.

Promo effect: Both the principal and Congress elective program screens will show Company ads and/or its products. The sponsor can deliver imagery about his company or its products to a sizable part of Congress participants.

8. **Create a page with Company textual and visual materials on the Congress website (up to 65 MB)**

Fee: EUR 33 per 1 MB, min. 40 MB (EUR 1,320) in total.

Requirements: Submit Sponsor materials in the Organizer-defined format not later than 30 days prior to Congress start. The respective website page should be structured to accommodate Company logo in EPS or CDR, video ads, Congress activity programs (if any), Company profile in Russian and English, an ad flyer, and Company business cards.

Promo effect: The Company logo and promo materials will be placed on a separate Congress website page to be watched by both the participants and other visitors. The Company can deliver thereby its business imagery or products to a sizable part of the respective professionals. The Organizer will provide a separate page to feature Company materials on the Congress website, including page advertisement and navigation.

9. **Placement of Company logo with a hyperlink to Company website on the Congress mobile application (Android, IOS)**

Fee: EUR 1,860.

Requirements: Submit Company links and logo in EPS or CDR not later than 30 days before Congress start.

Promo effect: The Sponsor logo will be placed in the Congress mobile application (Android, IOS). The Company can build up visits to its website by a sizable part of Congress participants.

10. Giveaways *.

Fee: EUR 3,750.

Requirements: A set of min. 300 pcs. The product dummy and design and availability to be agreed with the Organizer not later than 7 days before Congress start. Subject to submittal as indicated. The notepads and pens will be a one-set offering.

Promo effect: Company/ logo products will be handed to Congress participants mostly in their folders for a keepsake. It is possible to select a souvenir for long use (antistress items, pen case, baseball cap, memorial sign, business card case, cardholder, pencil, memory stick, etc...).

11. Sponsor of coffee-breaks/ lunch-boxes *

Fee: EUR 12,000 for one day of Congress.

Requirements: Submit Company/ product logo in EPS or CDR not later than 30 days before Congress start.

Limitations: The quantity is limited. The time slots will be provided based on sponsor and early application submittal priority. The application should indicate sponsor preferences and quantity following in the sponsor priority order.

Promo effect: The Company logo will be placed on coffee-break tables/ lunch-boxes during the day to meet the continuous medical education requirements. The Company can deliver its background and product imagery to all Congress participants during coffee-breaks and lunch symposiums.

12. Lunch symposium *.

Fee: EUR 22,500.

Requirements: To be agreed with the symposium organizer not later than 45 days before Congress start. Submit the symposium program notice to be placed on the Congress website, including the Company logo in EPS or CDR, not later than 21 days before Congress start.

Limitations: Symposium duration: **up to 30 min.** The number of symposiums is limited. The Sponsor undertakes not to exceed the agreed symposium duration.

The time slots will be provided based on sponsor and early application submittal priority, including the respective day's general agenda.

Promo effect: The symposium allows the Sponsor to focus the sizable Congress audience on the medical domains and equipment where the Company has interesting achievements and success stories. The Organizer will place the symposium notice on the Congress website and provide a specially fitted room, simultaneous interpreting equipment, and meals.

13. Satellite symposium *

Fee: EUR 22,500.

Requirements: Have the satellite symposium agreed with the Organizer not later than 45 days before Congress start. Submit the symposium program notice to be placed on the Congress website, including the Company logo in EPS or CDR, not later than 21 days before Congress start.

Limitations: Symposium duration: **up to 30 min.** The number of symposiums is limited. The Sponsor undertakes not to exceed the agreed symposium duration. The time slots will be provided based on sponsor and early application submittal priority, including the respective day's general agenda.

Promo effect: The symposium allows the Sponsor to focus the sizable Congress audience on the medical domains and equipment where the Company has interesting achievements and success stories. The Organizer will place the symposium notice on the Congress website and provide a specially fitted room, simultaneous interpreting equipment, and meals.

14. Arrangements for a symposium/ satellite symposium **

Fee: EUR 19,050.

Requirements: Have the satellite symposium agreed with the Organizer not later than 45 days before Congress start. Submit the symposium program notice to be placed on the Congress website, including the Company logo in EPS or CDR, not later than 21 days before Congress start.

Limitations: Symposium duration: **up to 30 min.** The number of symposiums is limited. The Sponsor undertakes not to exceed the agreed symposium duration. The time slots will be provided based on sponsor and early application submittal priority, including the respective day's general agenda.

Promo effect: The symposium allows the Sponsor to focus the sizable Congress audience on the medical domains and equipment where the Company has

considerable achievements and success stories. The Organizer will place the symposium notice on the Congress website and provide a specially fitted online site and the simultaneous interpreting services.

15. **Arrangements for a thematic discussion club under the Congress elective program**

Fee: EUR 6,000.

Requirements: Have the event agreed with the Organizer not later than 45 days before Congress start. Submit the symposium program notice to be placed on the Congress website, including the Company logo in EPS or CDR, not later than 21 days before Congress start.

Limitations: Thematic discussion club duration: **up to 60 min.** The number of events is limited. The Sponsor undertakes not to exceed the agreed event duration. The time slots will be provided based on sponsor and early application submittal priority, including conformity with the Congress general elective program agenda.

Promo effect: The event allows the Sponsor to focus the sizable Congress audience on the medical domains and equipment where the Company has considerable achievements and success stories. The discussion format suggests presentations by an invited expert and a Company speaker (innovations), review of clinical cases, discussion, and expert comments. The Organizer will place the event notice on the Congress website and provide a specially fitted room or an online site, simultaneous interpreting services, and the methodological support for the discussion.

16. **Arrangements for an interactive training workshop under the Congress elective program**

Fee: EUR 3,750.

Requirements: Have the event agreed with the Organizer not later than 45 days before Congress start. Submit the interactive training workshop program notice to be placed on the Congress website, including the Company logo in EPS or CDR, not later than 21 days before Congress start.

Limitations: Interactive training workshop: **up to 45 min.** The number of events is limited. The Sponsor undertakes not to exceed the agreed event duration. The time slots will be provided based on sponsor and early application submittal priority, including conformity with the Congress general elective program agenda.

Promo effect: The event allows the Sponsor to focus the sizable Congress audience on the medical domains and equipment where the Company has considerable achievements and success stories. The interactive training workshop format suggests a detailed review of an interesting non-standard most visible complex transcatheter intervention, offering all strategic and technical insights. The clinical case will help discuss all issues of the intervention relevance, evidence data, defining indications for the surgery, selection of instruments and devices, the intervention technique, and the manipulations. In conclusion, the expert moderators will offer a summary. The Organizer will place the interactive training workshop notice on the Congress website and provide a specially fitted room or an online site, simultaneous interpreting services, and methodological support.

17. **Instrumental theatre under the Congress elective program**

Fee: EUR 3,750.

Requirements: Have the event agreed with the Organizer not later than 45 days before Congress start. Submit the event program notice to be placed on the Congress website, including the Company logo in EPS or CDR, not later than 21 days before Congress start.

Limitations: Instrumental theatre duration: **up to 45 min.** The number of sessions is limited. The Sponsor undertakes not to exceed the agreed event duration. The time slots will be provided based on sponsor and early application submittal priority, including conformity with the Congress general elective program agenda.

Promo effect: The event allows the Sponsor to focus the Congress audience on the medical domains and equipment where the Company has considerable achievements and success stories. The event format suggests a brief lecture on the equipment, lines of indications/ contraindications, evidence base, usage patterns, a set of demos of implantation device preparation and the implantation procedure. This concerns primarily demonstration of the technical aspects and manipulations relating to a certain device/ instrument. A Q&A session will take place in the meantime, with the answers to be given by experts, including potentially the Company employees. An expert will summarize the event. The Organizer will place the event notice on the Congress website and provide a

specially fitted room or an online site, simultaneous interpreting services, and the methodological support.

18. Interview session with an expert under the Congress elective program

Fee: EUR 2,760.

Requirements: Have the event agreed with the Organizer not later than 45 days before Congress start. Submit the master class program notice to be placed on the Congress website, including the Company logo in EPS or CDR, not later than 21 days before Congress start.

Limitations: Interview session with an expert duration: **up to 25 min.** The number of interview sessions is limited. The Sponsor undertakes not to exceed the agreed event duration. The time slots will be provided based on sponsor and early application submittal priority, including conformity with the Congress general elective program agenda.

Promo effect: The interview session allows the Sponsor to focus the Congress audience on the medical domains and equipment where the Company has considerable achievements and success stories. The interview format suggests a conversation with an expert on a Sponsor-preferred subject matter, with the questions defined by the Sponsor. The expert will answer the most interesting ones if raised by the Congress participants. In the course of the interview, the expert will offer his/her personal opinion on the issue, evaluate the most significant study results, as well as his/her reflections on the most prospective (in his/her own assessment) developments in the respective domain. Also, there may be a review of most frequent, complex and interesting clinical cases. The interview session may feature personal issues relating to, e.g. career or education. The event notice placement on the Congress website, a specially fitted room or an online site, simultaneous interpreting services, methodological support, and the questions will be agreed with the expert.

19. Mailings to potential Congress participants with the Company participation notice

Fee: EUR 150.

Требования: Have agreed the mailing day and time with the Organizer and the materials delivered in the relevant format 2 days before the mailing day, but not later than 10 days before Congress start.

Limitations: The materials must comply with RF Law: On Advertising, with the number of mailings being limited.

Promo effect: The mailings allow the Sponsor to deliver and bind his/her Company/ products to the Congress and its agenda for a sizable part of the participants. It is also possible to highlight Sponsor status at the Congress, including the dates and time of the events planned.

Additional promo effect for the above-listed support options

Where applicable, the Sponsor can use his/her title in advance of the next advertising campaign due to the annual Congress format.

Organizers:

- *The Russian Scientific Society of Endovascular Therapies*
- *Cardiovascular Research Foundation (CRF).*

