



AMERICAN VENOUS FORUM
FOUNDATION

Funding the Future of Venous Care

Celebrating 25 Years of Dedication to Venous & Lymphatic Health

2013

Support Opportunities
Guide

Overview

The American Venous Forum Foundation (AVFF) is a 501 (c)(3) founded in 1987 to support the initiatives of the American Venous Forum (AVF). The AVFF and AVF foster cutting edge research and clinical innovation to educate health care professionals, patients and policy makers about venous and lymphatic diseases. AVF's leadership and membership are recognized internationally as thought leaders, expert investigators and clinicians in venous and lymphatic disease.

The American Venous Forum (AVF) is dedicated to improving the care of patients with venous and lymphatic disease. As the field of venous and lymphatic disease grows, the AVF continues to lead by:

- Providing interactive and hands-on education to physicians, fellows, nurses and health care providers
- Developing the first online venous registry to ultimately improve patient care
- Building multi-specialty coalitions to advocate for improvements in the treatment of venous and lymphatic disease
- Increasing patient outreach through expansion of its screening program

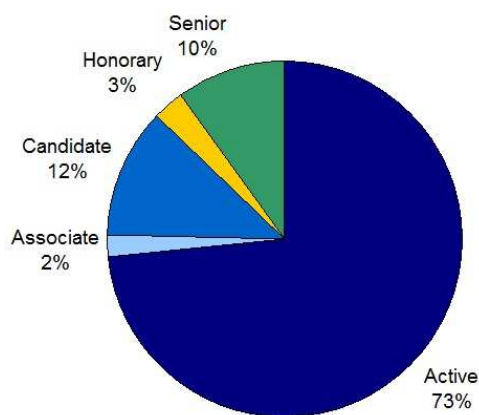
Mission Statement

"The Mission of the American Venous Forum is to improve the care of patients with venous and lymphatic disorders by providing a forum dedicated to the clinical practice and education and to the exchange of information concerning basic and clinical research pertaining to the venous and lymphatic systems."

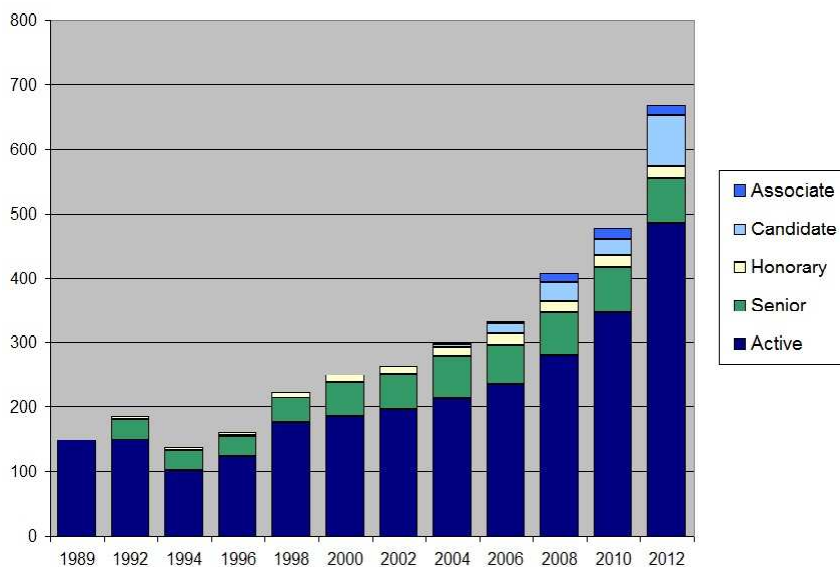
Membership

The AVF continues to grow and now includes more than 650 influential leaders, expert investigators and clinicians in the venous and lymphatic healthcare field. Membership in the AVF is a mark of professional distinction and denotes a dedication to understanding and treatment of the entire spectrum of venous and lymphatic disorders.

2013 Membership Distribution



Membership Growth





Initiatives - Educational Programs

Fellows Courses In Venous Disease (Spring and Fall events)

The Fellows Course is presented in spring and fall each year. The course curriculum provides a high quality, interactive, hands-on experience. Each course is designed to educate vascular surgery and interventional radiology fellows about the management of venous disease. This two and a half day course provides a mix of didactic, interactive and clinical experiences. Faculty interaction is crucial to the fellows' fully benefitting from this course. Therefore, each course enrollment is limited to 45 attendees. Faculty consists of AVF leaders and local experts in the field of venous disease.

Each program will cover:

- Anatomy and pathophysiology of venous disorders
- Non-invasive diagnostics
- Chronic venous insufficiency (superficial & deep)
- Pregnancy, upper extremity venous issues, acute DVT and wound care
- The business of venous disease
- Future of venous disease

The Vein Forum: A Comprehensive Hands-On Course For Practicing Clinicians

The Vein Forum is for practicing clinicians in the fields of vascular surgery, interventional radiology, phlebology, interventional cardiology and hematology.

This course provides clinicians a unique educational opportunity, beyond a basic introduction to venous disease. State-of-the-art lectures by leaders in venous disease are complemented by hands-on practice with models and edited video presentations. A limit of 60 registered attendees provides an outstanding faculty/attendee ratio allowing individuals the ability to ask questions pertinent to their individual practices. This provides relevant and implementable information to improve patient care and outcomes.

25th Silver Anniversary Annual Meeting

The AVF has been a long standing leader in education and research promoting venous and lymphatic health. This year we celebrate 25 years of hard work and dedication!

Currently, the AVF is comprised of over 650 members who are primarily physicians and surgeons specializing in the treatment of venous and lymphatic disease. The AVF Annual Meeting has been growing each year and this year we expect over 600 attendees, associates and industry partners from the United States and internationally.

The program provides attendees:

- Cutting edge knowledge in effective clinical management of venous disease
- Insight into future directions from critical analysis of investigative findings
- Subsection meetings with a more focused format that would foster more meaningful dialogue among physicians and researchers on specific types of disease and treatments
- Oral Abstract Presentations
- Networking Opportunities
- Poster Presentations

Initiatives – National Venous Screening Program

Mission

The primary goal of the National Venous Screening Program (NVSP) for Venous Disease is to create a heightened level of national awareness about venous problems similar to that for heart disease and arterial vascular disease. The AVF believes that venous disease must become a national healthcare priority. The screening and education programs will broaden the understanding of venous disease and ultimately reduce the morbidity and mortality associated with venous disorders.

History

This successful and ongoing program was established seven years ago and continues to increase public awareness of acute and chronic venous disease through education, identification and empowerment. This has been a grass roots campaign supported by the AVF and made successful by countless hours of volunteerism from the venous community. Launched in October 2011 as part of the new AVF website is the VTE online screening assessment that can be accessed by the general public. The NVSP has made great strides in four areas: increasing public awareness including a VTE web based screening portal, conducting the first ever national venous screening program, conducting the first ever national VTE risk assessment program and conducting primary health care provider awareness programs.

DVT Risk Assessment Program

- Simple VTE Risk Assessment
- DVT Risk Report Card
- Educational Materials

Comprehensive Venous Screening

- VTE Risk Assessment
- Varicose Vein Assessment
- Duplex for Venous Insufficiency
- Lower Extremity Inspection
- Venous Report Card
- Educational Materials

Online Venous Screening

- Free Public Web-based screening
- Go to www.veinforum.org

Future Goals

The National Venous Screening Program will continue to raise awareness and educate both the public and health care providers about all forms of venous disease. Our goal for 2013 is two fold:

- Convert our DVT Risk Assessment and Comprehensive Venous Screening programs to digital web based systems. This would make the programs portable and expand the reach of the program.
- Expand the existing Online Venous Screening Tool. This tool would be marketed to business and consumer industries where there is a higher risk of venous disease.



Support – Unrestricted Grant Opportunities

AVFF PLATINUM – Support of \$120,000

- Annual Meeting – recognition in materials, signage and at booth
- Preliminary Program – recognition on back cover of preliminary program
- Gala Event – recognition on signage at the dinner
- Three (3) invitations to the Presidential Dinner
- Three (3) invitations to the Presidential Nightcap
- Invitation to meet face-to-face with key leaders of the AVF and AVFF
- Eblast acknowledging your support forwarded to all AVF Leaders, Members and Industry
- Two (2) Fellows Course – includes Workshops, exhibit space and recognition in materials/signage
- The Vein Forum – includes Workshop, exhibit space and recognition in materials and signage
- Website – linked logo on Supporter page of website
- E-newsletter – recognition in e-newsletter

AVFF GOLD – Support of \$90,000

- Annual Meeting recognition in materials, signage and at booth
- Preliminary Program – recognition on back cover of preliminary program
- Two (2) invitations to the Presidential Dinner
- Two (2) invitations to the Presidential Nightcap
- Invitation to meet face-to-face with Key Leaders of the AVF and AVFF
- Eblast acknowledging your support forwarded to all AVF Leaders, Members and Industry
- One (1) Fellows Course – includes workshop, exhibit space and recognition in materials/signage
- The Vein Forum – includes workshop, exhibit space and recognition in materials and signage
- Website – linked logo on Supporter page of website
- E-newsletter – recognition in e-newsletter

AVFF SILVER – Support of \$60,000

- Annual Meeting recognition in materials, signage and at booth
- One (1) invitation to the Presidential Dinner
- One (1) invitation to the Presidential Nightcap
- Eblast acknowledging your support forwarded to all AVF Leaders, Members and Industry
- Fellows Course – exhibit space and recognition in materials and signage
- The Vein Forum – exhibit space and recognition in materials and signage
- Website – linked logo on Supporter page of website
- E-newsletter – recognition in e-newsletter

AVFF BRONZE – Support of \$30,000

- Annual Meeting recognition in materials, signage and at booth
- One (1) invitations to the Presidential Nightcap
- Eblast acknowledging your support forwarded to all AVF Leaders, Members and Industry
- Exhibit space to one of the Fellows Course or Vein Forum meetings
- Website – linked logo on Supporter page of website
- E-newsletter – recognition in e-newsletter

Support – Educational Support

2013 Exhibitor

Support the mission and goals of the AVF as an exhibitor at the 25th Silver Anniversary Annual Meeting. This meeting promotes productive collaboration among scientists and other organizations in the field. Projected attendance for the 25th Silver Anniversary Annual Meeting includes more than 600 general surgeons, vascular surgeons, interventional radiologists, physician assistants, nurse practitioners and other medical professionals who specialize in venous disease.

Exhibit Booth Fees

- \$3,500 – 10x10 booth
- \$7,000 – 10x20 booth
- \$10,500 – 10x30 booth
- \$14,000 – 20x20 Island Premium (limited#)
- \$20,000 – 20x30 Island Premium (limited#)

Booth space includes:

- Two (2) complimentary representative badges
(Premium booth space includes 5 total badges. Additional badges may be purchased for \$400.00 each.)
- 8' H back drape and 3' H side drape
- One 6' draped table, two chairs and one wastebasket
- Standard block letter company ID sign
- Participation in the Welcome Reception which takes place in the Exhibit Hall

2013 Annual Meeting Advertisements

As an exhibitor at the 25th Silver Anniversary Annual Meeting, there are additional marketing opportunities to connect with the meeting attendees.

Attendance Lists \$800

Receive the pre and post 25th Silver Anniversary Annual Meeting attendance listing. (One time use of each)

Meeting Bags Inserts \$1,000

Your one page insert is distributed to all attendees in the AVF 25th Silver Anniversary Meeting Bag. Exhibitors forward 800 inserts to the AVF office for inclusion in the meeting bag. Limit of ten (10) available

Door Drop Flyers \$1,500

Deliver your message throughout The Wigwam Resort with door drops at every attendee's room each morning. Exhibitors send 400 flyers to the AVF office for delivery. Start the day off with a bang! Limit of three (3) available

Gobos \$2,500

Project your logo in the exhibit hall for all to see! Gobos are light projections of your logo on exhibit walls. Limit of six (6) available

Kiosks Cyber Café - \$2,500 Each or Three for \$7,000

Your company is featured on the internet station as a screen saver logo and link to your company's website. Limit of three (3) available



2013 Annual Meeting Advertisements - continued

Keycard \$8,000

This is a cool new opportunity to have attendees carry your logo with them everywhere at the meeting! Your logo will appear on their sleeping room keycards. Limit of one (1) available

Resort Sitemaps/Keycard Holders \$8,000

Attendees will receive a resort site map that also holds their keycards when they register at the hotel. The Wigwam is a campus style resort and your logo will appear on the site map that all attendees will use to navigate throughout the resort. Limit of one (1) available

Advertisement In Preliminary Program \$8,000

Get acknowledgement with your logo and full-page acknowledgement displayed on the preliminary program. Approximate circulation is 6000. Limit of one (1) available

Mobile Application \$12,500

To be on the cutting edge, sponsor the AVF Mobile App. Every attendee will have access to a mobile application for their iPhone or Smartphone with the complete schedule of the Annual Program. The Mobile App provides exhibitors with the opportunity to direct the attendees to your booth in the exhibit hall. Approximate circulation is 600-800 hits daily. Limit of one (1) available

Industry Sponsored Symposium* \$25,000

Your company will have a dedicated time slot with no competing sessions. The AVF will help market your event and provide you with a mailing list in advance of your program. Three additional company representative badges allotted and signage provided to recognize your company and promote your event. Please Note: Company is responsible for any speaker fees, as well as audio/visual, food and beverage charges. A \$10,000 deposit is required to secure the timeslot. This deposit is non-refundable if cancelled within 90-days of the meeting. Limit of three (3) available

*Industry Sponsored Symposiums have no connection with the AVF Annual Meeting.

General Charitable Gifts*

Contributions in any amount are welcomed to support the mission and efforts of the American Venous Forum Foundation. Your support contributes to our mission of promoting venous and lymphatic health. Despite the medical advances of the past two decades, venous disease still remains underestimated for its effects on public health. Experts believe that at least 25 percent of the U.S. and worldwide population suffer this disease. With your support, we continue our battle to reduce venous disease.

Donations can be made numerous ways including online at www.veinform.org, the Support Pledge form attached or by contacting the AVFF office at info@veinform.org / 414-918-9880.

All AVFF donors will be recognized in the e-newsletter and the AVFF website for the year following the donation.

**As a 501(c)(3) organization, donations made to AVFF are tax deductible as charitable contributions to the extent allowed by law.*



THANK YOU

On behalf of the membership of the American Venous Forum and the American Venous Forum Foundation, thank you for your support. We sincerely appreciate your partnership and look forward to working with you in the future.

Celebrating 25 Years of Dedication to Venous & Lymphatic Health

**American Venous Forum Foundation
555 E. Wells Street, Suite 1100
Milwaukee, WI 53202
414-918-9880 | info@veinforum.org**