

SCAA 2012 Annual Meeting Sponsorship Prospectus

The Sudden Cardiac Arrest Association (SCAA) is the country's largest patient advocacy organization exclusively dedicated to sudden cardiac arrest (SCA) awareness and prevention. Since it began in 2005, SCAA has become a strong voice and partner in prevention of cardiac arrest and its Annual Meeting has led the medical device industry in bringing together a unique combination of physicians, health care providers, allied professionals, first responders, patient advocates, SCA survivors and their families – all eager to gain first-hand knowledge of cuttingedge products, techniques and emerging applications in the field of cardiovascular resuscitation.

The SCAA 2012 Annual Meeting is set for September 13-15 in Orlando, Florida, and will be held in conjunction with the Emergency Cardiovascular Care Update 2012.

About SCAA Attendees:

SCAA markets its Annual Meeting to over 5,000 members and individuals interested in stamping out SCA both on a national and regional level.

- Over 50% of attendees are chapter leaders and local decision makers charged with increasing awareness and generating community engagement with schools, emergency responder agencies, healthcare practitioners and other civic organizations
- Approximately 20% of attendees are patients with a heart-related condition, ICD implant or a survivor of SCA.
- Approximately 30% are individuals who support SCAA's cause, such as family members of victims and survivors, and those whose lives have been touched by SCA.

Why Attend the Annual Meeting?

Diverse educational opportunities. A full day track for survivors and family members, plus topics specifically for SCAA volunteers, supporters, medical professionals and community advocates.

New initiatives. Join SCAA as we roll out new programs for our chapters and affiliates that are great tools for everyone involved in increasing awareness and prevention of SCA.

Social connections and networking opportunities include the Survivor/Heroes/ Awards Dinner which bring together nearly 300 advocates, physicians and industry representatives to celebrate the outstanding commitment heroes make in saving lives and recognize organizations committed to preventing or treating SCA through community engagement. The Survivor/Heroes/Awards dinner is a benefit to raise funds to support the ongoing work of SCAA's consumer educational, advocacy and medical programs.

Business Opportunities at SCAA's Annual Meeting

SCAA offers several ways to increase your organization's visibility before Annual Meeting attendees. Sponsors and advertisers are provided with exclusive opportunities to meet patient advocates and decision makers from across the country and showcase their services and products to those that care most about the subject of SCA. The Annual Meeting is only made possible through the financial and volunteer investment of the medical device and pharmaceutical industry partners. SCAA appreciates your continued support as we work to expand awareness and improve response to the public health crisis of cardiac arrest.

Premium Sponsorship

Awards/Survivor/Hero Benefit Dinner Sponsor – \$11,000

- "The" exclusive sponsorship opportunity of the Annual Meeting provides you with:
- -Event signage recognizing you as the sponsor of the Survivor/Heroes/Awards Dinner.
- -Opportunity to address the attendees at dinner.
- -Recognition on each table at dinner.
- -Full page advertisement in attendee program.
- -Extensive Web site recognition.
- -Complimentary table of eight seats.

DIAMOND - \$10,000 (Four Available)

- -Premier recognition at the Conference
- -Full page advertisement in Attendee Program (must provide camera ready art work)
- -Extensive recognition and signage as a Diamond Sponsor, including recognition in printed materials, conference program and Web site
- Complimentary table of eight seats at the SCA Survivors/Heroes/Awards Dinner.
- -Two complimentary Annual Meeting registrations

GOLD - \$5,000 (Eight Available)

- -Recognition and two seats at the SCA Survivors/Heroes/Awards Dinner.
- -Half page advertisement in Attendee Program -1/2 page advertisement included (must provide camera ready artwork)
- -Extensive recognition and signage as a Gold Sponsor, including printed materials, conference program and Web site.
- -One complimentary Annual Meeting registration.

SILVER - \$2,500 (Unlimited)

- -Recognition at the SCA Survivors/Heroes/Awards Dinner
- -Recognition in printed materials, conference program and Web site

Additional Sponsorship

Cocktail Reception - \$5,000

- -Signage and recognition at the Friday night cocktail reception.
- -Includes two tickets for dinner.

Lunch - \$3,500 (Two available)

- -Signage and recognition of sponsorship.
- -Web site recognition and logo in attendee brochure.

Continental Breakfast - \$2,500

- -Signage recognition of sponsorship.
- -Website recognition and logo in attendee brochure.

Session Breaks - \$1,500 (Two available)

- -Signage recognition of sponsorship.
- -Web site recognition and logo in attendee brochure.

Name badge/Lanyard - \$3,000 (SCAA to provide lanyard)

Attendee Tote bag - \$1,000 (Sponsor must provide/produce tote bag)

Registration insert/Literature \$500 (Sponsor must provide/product insert)

Table at Survivor/Heroes/Awards Dinner - \$1,000

Single Seats at Survivor/Heroes/Awards Dinner - \$150 each

SPONSOR Response Form(Please complete and return this form along with payment to SCAA)

Step 1 Contact information	
Company name (as you wish it to appear in print):	
Contact name:	
Address:	
City, State, Country/Province, Zip:	
Phone: Fax:	
E-mail:	
Company Web site address:	
Company Web site address:Date:Date:	
Step Two Select Participation options	
☐ Benefit and Awards Dinner Sponsorship	\$11,000
□ Diamond	\$10,000
□ Gold	\$5,000
□ Silver	\$2,500
□ Cocktail Reception	\$5,000
□ Lunch	\$3,500
□ Continental Breakfast	\$2,500
□ Break Sponsors	\$1,500
□ Name badge/Lanyard	\$3,000
□ Attendee Tote Bag	\$1,000
□ Literature Insert	\$500
□ Advanced Program Ad	\$850
□ Attendee Program (Inside Front)	\$1,500
□ Attendee Program (Inside Back)	\$1,250
□ Attendee Program (Inside Page)	\$750
☐ Table for 8 at the Survivor/Heroes/Awards Benefit Dinner	\$1,000
□ Individual tickets @ \$150 #	\$
□ Conference Registration	\$
Step Three Total Fees	
Total Sponsorship	\$
Total Advertising	\$
Total Dinner	\$
TOTAL PAYMENT ENCLOSED	\$
Step Four Payment	
All funds MUST be submitted on a U.S. bank in U.S. funds. SCAA does not acc SCAA Federal Tax ID is 20-2413593.	ept purchase orders or invoice for services.
☐ Check made payable to SCAA	
□ Credit Card (<i>Please select</i>) □AMEX □Visa □MasterCard	
Credit Card Number:	
Expiration Date:	
Name as it appears on card:	

Step Five Send in your Registration



Fax to 202.328.6850



Mail to SCAA National, 1250 Connecticut Ave., NW, Suite 800, Washington, DC 20036



For questions, contact SCAA at 202.534.1875

HOTEL INFORMATION:

In 2012, SCAA and ECCU are holding their meetings concurrently at the Rosen Shingle Creek Resort in Orlando, Florida. To receive the excellent hotel discount rate, please visit http://www.eccu2012.com/travel. The room rate of \$149.00 single/double plus tax will be available until August 16, 2012, or until the room block is filled.

