
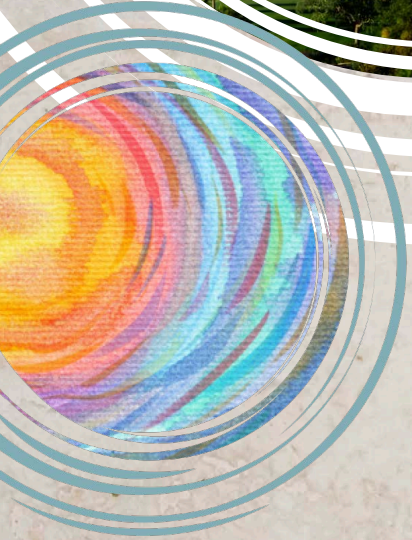




# EXHIBITOR PROSPECTUS



**SIR**<sup>20</sup><sub>23</sub>  
March 4-9  
Phoenix Convention Center



  
Society of  
Interventional  
Radiology  
*The vision to heal®*

**#SIR23PHX**

Learn more at [sirmeeting.org](https://sirmeeting.org)

Contact: **Susie Evenden** • [sevenden@sirweb.org](mailto:sevenden@sirweb.org)



# PROGRAM COMMITTEE



**Baljendra S. Kapoor, MD, FSIR**  
*Chair, 2023 Program*



**Erik N.K. Cressman, MD, PhD, FSIR**  
*Chair, 2023 Workshop Program*



**Gloria M. Martinez-Salazar, MD, FSIR**  
*Chair, 2023 Scientific Program*



**Bulent Arslan, MD, FSIR**  
*Vice Chair, 2023 Scientific Program*



**Kush Desai, MD, FSIR**  
*Chair, 2023 Special Programs*



**Nadine Abi-Jaoudeh, MD, FSIR**  
*Chair, 2022 Program*



## About SIR

The Society of Interventional Radiology (SIR) is a nonprofit, professional medical society representing more than 8,000 practicing interventional radiology physicians, trainees, medical students, scientists and clinical associates, including physician assistants, nurse practitioners, radiologic technologists and paramedical professionals. SIR's members work in a variety of settings and at different professional levels—from medical students and residents to university faculty and private practice physicians. The society's core purpose and mission is to work with its members to deliver patient-centered care through image-guided therapy.



# ATTENDANCE HISTORY

► SIR annual attendance:  
**5,000+**

The SIR Annual Scientific Meeting is the official professional convening of the Society of Interventional Radiology and the largest gathering of interventional radiologists worldwide.

**3,000+**



Physicians

**500+**



Physician  
trainees

**500+**



RNs, NPs,  
PAs

**300+**



Students

**50+**



Scientists/  
other

**1,000+**



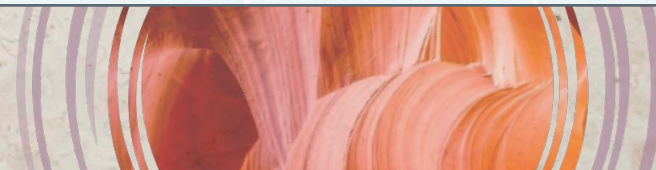
Corporate





	Saturday, March 4	Sunday, March 5	Monday, March 6	Tuesday, March 7	Wednesday, March 8	Thursday, March 9
8:30 a.m.	Committee Meetings Member Section Programming	Abstract Sessions Member Section Programming	Abstract Sessions Hands-on Workshops	Abstract Sessions Hands-on Workshops	Abstract Sessions Hands-on Workshops	Certification and Development Courses SIR Stroke Course
10:00 a.m.	<i>Break</i>	<i>Break</i>	<i>Break · Visit SIR Expo</i>		<i>Break</i>	<i>Break · SIR Expo Closed</i>
10:30 a.m.	Committee Meetings Member Section Programming	SIR 2023 Opening Plenary	SIR 2023 Plenary Session	SIR 2023 Plenary Session	SIR 2023 Plenary Session	Certification and Development Courses SIR Stroke Course
12:00 p.m.	<i>Break</i>	<i>Break · Visit SIR Expo · Corporate Lunch Symposia (SIR Expo opens at 12PM)</i>	<i>Break · Visit SIR Expo · Corporate Lunch Symposia</i>		<i>Break · Visit SIR Expo · Corporate Lunch Symposia (SIR Expo closes at 1PM)</i>	<i>Break · SIR Expo Closed</i>
1:00 p.m.	Committee Meetings Member Section Programming	SIR Programming Member Section Programming	SIR Programming	SIR Programming	SIR Programming SIR Stroke Course	Certification and Development Courses SIR Stroke Course
2:30 p.m.	<i>Break</i>	<i>Break · Visit SIR Expo</i>			<i>Break · SIR Expo Closed</i>	<i>Break · SIR Expo Closed</i>
3:00 p.m.	Committee Meetings Member Section Programming	SIR Programming Hands-on Workshops Member Section Programming	SIR Programming Hands-on Workshops	SIR Programming Hands-on Workshops	SIR Programming SIR Stroke Course	Certification and Development Courses SIR Stroke Course
4:30 p.m.	<i>Break</i>	<i>Break · Visit SIR Expo (SIR Expo closes at 5PM daily)</i>			<i>Break · SIR Expo Closed</i>	<i>Break · SIR Expo Closed</i>
5:00 p.m.	Committee Meetings Member Section Programming	SIR Programming Member Section Programming	SIR Programming	SIR Programming	SIR Programming SIR Stroke Course	
6:00 p.m.		Corporate Events	Corporate Events	Corporate Events	Corporate Events	Corporate Events
7:00 p.m.	SIR 2023 Opening Reception	SIR Foundation Gala Corporate Events	FSIR Dinner Corporate Events	Corporate Events	Corporate Events	Corporate Events

\*Note: All times listed are local to Phoenix, AZ (Mountain Time)





# PAST EXHIBITORS

3D System Symbionix  
AAAASF  
Abbott Vascular  
ABK Biomedical  
Ablavision, Inc  
Adept Medical Limited  
ADVOCATE RCM  
Agile Devices  
Aidoc  
Allied Powers LLC  
ALN International, Inc.  
American Board of Radiology  
American College of Radiology  
AngioAdvancements  
AngioDynamics, Inc.  
Applied Medical Technology, Inc.  
Apriomed  
Argon Medical Devices  
ArtVentive Medical Group, Inc.  
Avail Medsystems, Inc.  
Avalon Holographics, Inc.  
Avantec Vascular Corporation  
AVINGER  
Azura Vascular Care  
B. Braun Interventional Systems, Inc.  
Balt  
Barrier Technologies  
Bayer  
Baylis Medical  
BD  
BDC Laboratories  
Bearpac Medical, LLC  
Biomerics, LLC  
Bipore Medical Devices, Inc.  
BLOXR Solutions, LLC  
Boston Scientific Corporation  
Bristol Myers Squibb  
Cambridge Interventional  
Canon Medical Systems USA, Inc.  
Canyon Medical, Inc.  
Clear Guide Medical, Inc.  
CoapTech

Control-Transit-Fluidx  
Cook Medical  
Cordis  
Delcath Systems  
Delft University of Technology  
DIGIRAD  
EISAI, Inc.  
Elsevier, Inc.  
Encapson  
Endophys Technologies  
Endovascular Engineering  
Endovascular Today  
Envision Physician Services  
Focused Ultrasound Foundation  
Foundation Medicine, Inc.  
Front Line Medical Technologies  
FUJIFILM SonoSite, Inc.  
Galvanize Therapeutics  
GE Healthcare  
Genentech  
Getinge  
Gore & Associates  
Guerbet, LLC  
HCA Healthcare  
Hepatiq, Inc.  
HI IQ®  
Histosonics  
HK Surgical, Inc.  
HMP Cardiovascular  
Holvan  
HRA Healthcare Research & Analytics  
IGI Medical Technologies  
IMACTIS  
IMBiotechnologies, Ltd.  
Inari Medical  
Inno Therapy America, Inc.  
Inrad, Inc.  
Instylla, Inc.  
Interrad Medical  
Intersocietal Accreditation Commission (IAC)  
Interventional News

Interventional Systems  
IZI Medical  
Joline Medical  
Laborie Medical Technologies  
Lenoss Medical  
LucidHealth  
MAVIG GmbH  
MedComp, Inc.  
MediView  
Medtronic  
Mentice  
Merck Sharp & Dohme Corp.  
Merit Medical Systems, Inc.  
Mermaid Medical, Inc  
MIM Software, Inc.  
MXR Imaging  
Nanosonics  
NDI  
NE Scientific  
NeuroLogica  
NeuWave Ethicon  
Nipro Medical  
Northwell Health  
NOVARAD  
NZ Technologies, Inc.  
Obsidio, Inc.  
Okami Medical  
Paritic, Inc.  
Penumbra, Inc.  
PFM Medical, Inc.  
Philips  
Praxis Medical Devices  
Profound Medical  
Quantum Surgical  
Radiology Business Management Association  
Radiology Partners  
Radiology Today  
RadioMed/IBA  
RapidAI  
Renovo Rx  
Revenue Cycle Coding Strategies

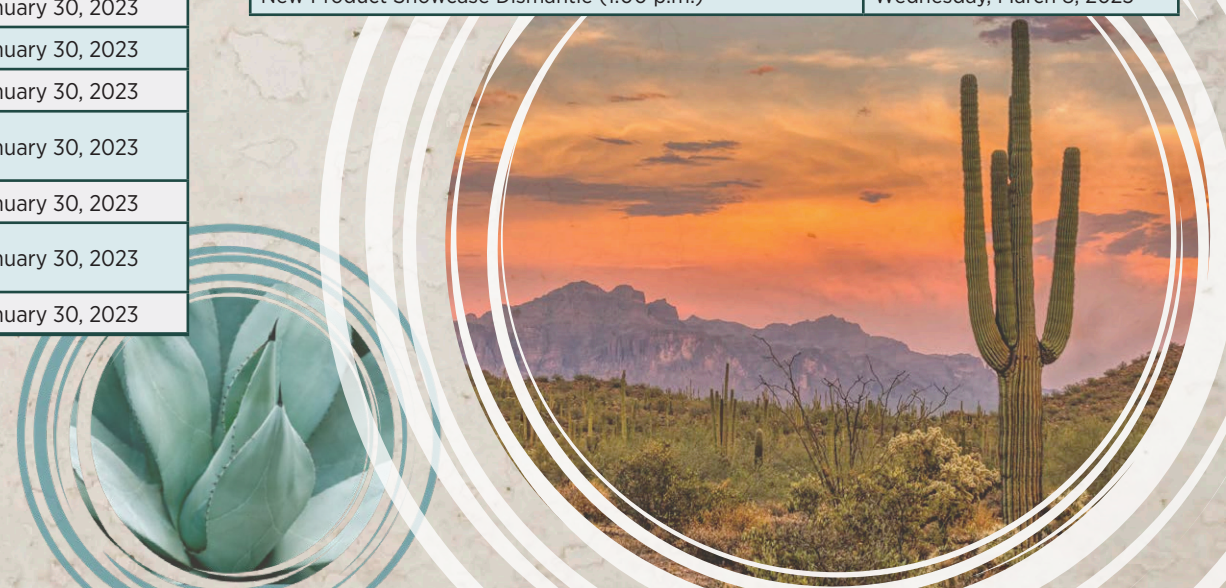
RF Medical  
Rocket Medical  
Shimadzu Medical Systems USA  
Shockwave Medical  
Siemens Medical Solutions USA, Inc.  
Silicon Microstructures, Inc.  
Sirtex Medical, Inc.  
Smart-ABI  
SpinaFX Medical  
STARmed  
StemRad  
StreamlineMD  
Stryker Interventional Spine  
Surgical Science - Symbionix Simulators  
Surgonova Healthcare Technologies  
Surmodics  
Tactile Medical  
Teleflex  
Terumo Interventional Systems  
The Pert Consortium  
Theragenics® Interventional/Galt Medical  
ThinkMed Consulting  
Thromborex, Inc.  
TIMS Medical, a division of Foresight Imaging  
TriSalus Life Sciences  
TZ Medical, Inc.  
United Biologics, Inc.  
Uresil, LLC  
USA Clinics Group  
UT Southwestern Medical Center  
Varian, A Siemens Healthineers Company  
Veran Medical Technologies  
Viz.AI  
Walk Vascular  
Wolters Kluwer  
XACT Robotics  
ZHealth Publishing, LLC  
Ziehm Imaging, Inc.  
Zotec Partners



# IMPORTANT DATES

ACTION	DATE
Exhibit Booth Registration Opens (By Appointment Only)	August 2022
Exhibit Booth Deposit (50%)	Due Upon Booth Registration
Exhibitor Housing & Registration Opens	Tuesday, October 4, 2022
Exhibit Booth Registration & Sponsorship Opportunities Opens	Tuesday, October 4, 2022
Exhibit Booth Paid in Full	Within 30 days of Booth Registration
Sponsorship (Non-booth) Opportunities Paid in Full	Within 30 days of Purchase
Online Exhibitor Service Kit Available	October 2022
Abstract Submission Deadline	Thursday, October 13, 2022
Exhibitor Hotel Cancellation Deadline (Without Penalty)	Sunday, December 4, 2022
Exhibitor Hotel Suite Request Form Deadline	Sunday, December 4, 2022
Booth Renderings Due for Review/Approval (for 20' x 20' and larger)	Monday, January 30, 2023
Request for Booth Design Variance (for 20' x 20' and larger)	Monday, January 30, 2023
FDA Approval Compliance Task/Form Deadline	Monday, January 30, 2023
Corporate Suite Request Deadline	Monday, January 30, 2023
Mobile App Sponsorship Materials Task/Form Deadline	Monday, January 30, 2023
Corporate Symposia and Hotel/Offsite Event Content Task/Form Deadline	Monday, January 30, 2023
Corporate Theater Content Submission Task/Form Deadline	Monday, January 30, 2023
Meet and Be Educated Content Submission Task/Form Deadline	Monday, January 30, 2023
New Product Showcase Task/Form Deadline	Monday, January 30, 2023

ACTION	DATE
Hotel Room Drop Deadline	Monday, January 30, 2023
Deadline to Submit Survey Content for Approval	Monday, January 30, 2023
Exhibitor Appointed Contractor Request Task/Form Deadline	Monday, January 30, 2023
Exhibitor Hotel Rooming List Deadline	Wednesday, February 1, 2023
Hotel Meeting Function Space Request Form	Friday, February 3, 2023
Exhibitor Hotel Room Name Changes Deadline	Thursday, February 7, 2023
Exhibitor Move-in Begins	Thursday, March 2, 2023
New Product Showcase Set-up Begins (8:00 a.m.)	Friday, March 3, 2023
New Product Showcase Set-up Ends (5:00 p.m.)	Friday, March 3, 2023
Badge Pre-registration Deadline	Friday, March 3, 2023
Expo Opens (12:00 p.m.)	Sunday, March 5, 2023
Expo Closes (1:00 p.m.)	Wednesday, March 8, 2023
Expo Move-out Begins (1:00 p.m.)	Wednesday, March 8, 2023
New Product Showcase Dismantle (1:00 p.m.)	Wednesday, March 8, 2023

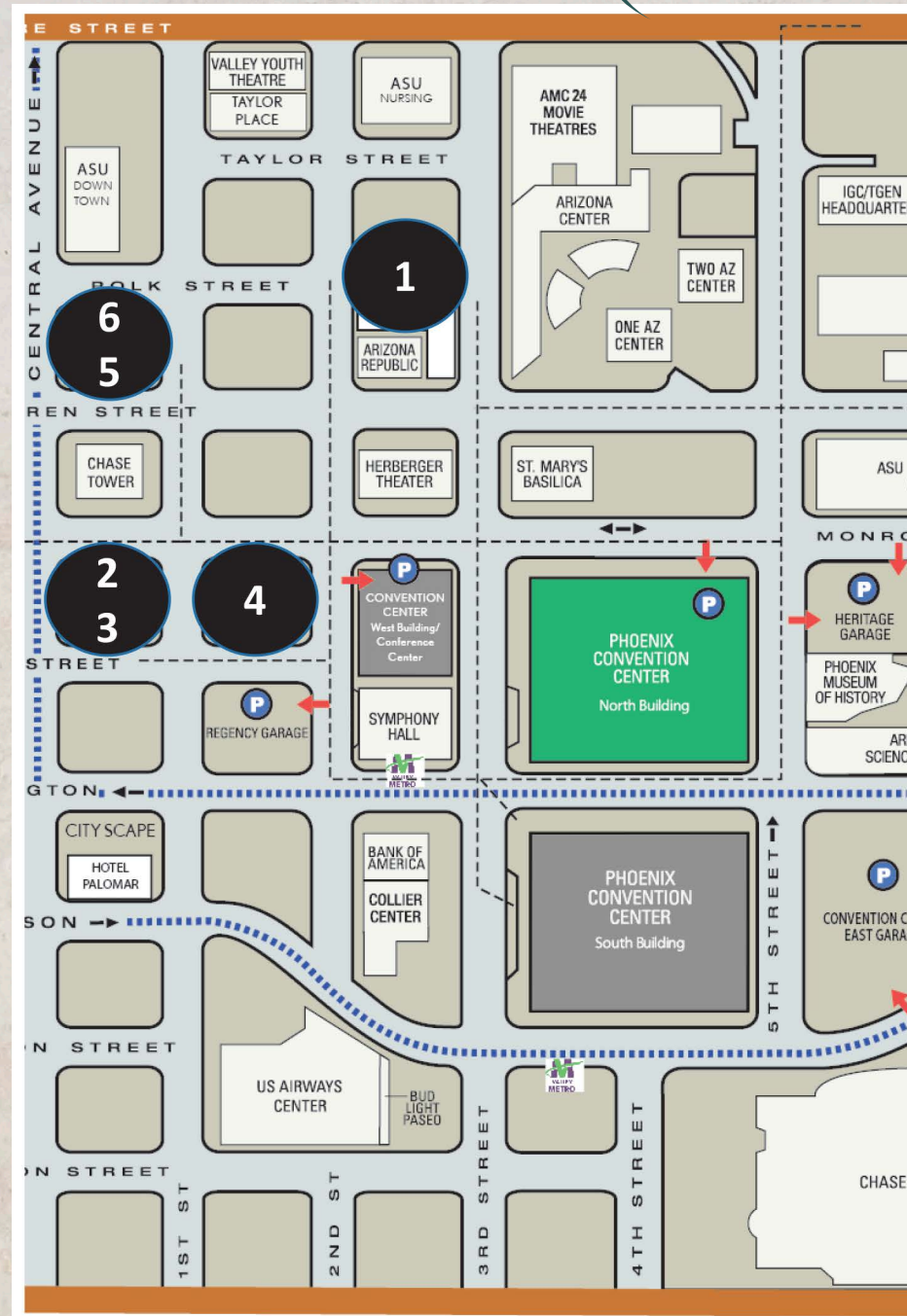




# HOTEL MAP



- 1** Sheraton Phoenix Downtown  
*1-minute walk*
- 2** Hilton Garden Inn Phoenix (6)  
*3-minute walk*
- 3** Renaissance  
*3-minute walk*
- 4** Hyatt Regency Phoenix (2)  
*5-minute walk*
- 5** Westin Phoenix Downtown  
*5-minute walk*
- 6** Hampton Inn & Suites  
*5-minute walk*





# EXHIBITING

## Reach SIR's receptive audience of IR decision-makers

The seminal event in interventional radiology, the SIR Annual Scientific Meeting is the largest annual gathering of interventional radiologists in North America. SIR 2023 will be held March 4-9 at the Phoenix Convention Center. The Expo will be open March 5-8.

The SIR Expo is synonymous with the business of IR, and serves as the meeting's networking hub. Additionally, the Expo is the venue for hands-on workshops, simulation programming, scientific posters, lecture series and refreshment breaks.

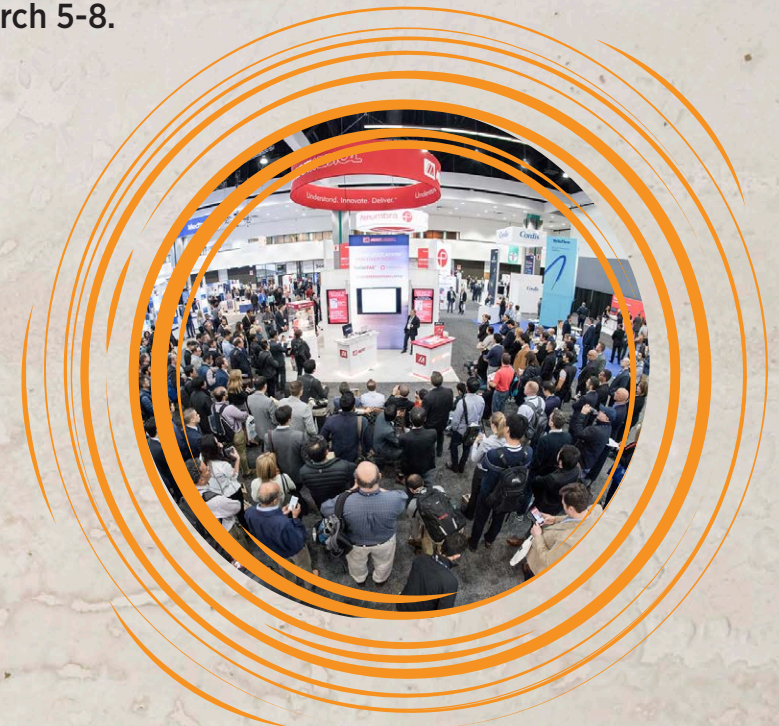
SIR 2023 will provide truly impactful opportunities to engage the society's membership. Exhibits, corporate symposia and a wide variety of prominent sponsorships will be among the opportunities available to participating companies.

### Booth pricing

Priority points rate: \$40 per square foot

Standard rate: \$45 per square foot

Publisher rate: \$25 per square foot



### Benefits of exhibiting

- 3 days, 11 dedicated breaks of quality exhibition
- Complimentary hands-on workshop participation
- Extensive in-Expo programming
- Compelling Expo traffic drivers
- Prominent location adjacent to plenary sessions and registration
- Complimentary booth and session badges allocated





# HALLS 4 AND 5

ENTRANCE

ENTRANCE

# SIR EXPO FLOOR PLAN





**CORPORATE**

# SYMPOSIUM & EVENTS

CORPORATE EVENTS (CONVENTION CENTER)	PRICE
<b>Lunch Symposium Sunday - Large</b> (Capacity for 200 seated at classroom tables, A/V and meeting space provided by SIR)	\$40,000
<b>Lunch Symposium Sunday - Medium</b> (Capacity for 150 seated at classroom tables, A/V and meeting space provided by SIR)	\$35,000
<b>Lunch Symposium Sunday - Small</b> (Capacity for 100 seated at classroom tables, A/V and meeting space provided by SIR)	\$30,000
<b>Lunch Symposium Monday - Large</b> (Capacity for 200 seated at classroom tables, A/V and meeting space provided by SIR)	\$40,000
<b>Lunch Symposium Monday - Medium</b> (Capacity for 150 seated at classroom tables, A/V and meeting space provided by SIR)	\$35,000
<b>Lunch Symposium Monday - Small</b> (Capacity for 100 seated at classroom tables, A/V and meeting space provided by SIR)	\$30,000
<b>Lunch Symposium Tuesday - Large</b> (Capacity for 200 seated at classroom tables, A/V and meeting space provided by SIR)	\$40,000
<b>Lunch Symposium Tuesday - Medium</b> (Capacity for 150 seated at classroom tables, A/V and meeting space provided by SIR)	\$35,000
<b>Lunch Symposium Tuesday - Small</b> (Capacity for 100 seated at classroom tables, A/V and meeting space provided by SIR)	\$30,000
<b>Lunch Symposium Wednesday - Large</b> (Capacity for 200 seated at classroom tables, A/V and meeting space provided by SIR)	\$40,000
<b>Lunch Symposium Wednesday - Medium</b> (Capacity for 150 seated at classroom tables, A/V and meeting space provided by SIR)	\$35,000
<b>Lunch Symposium Wednesday - Small</b> (Capacity for 100 seated at classroom tables, A/V and meeting space provided by SIR)	\$30,000

CORPORATE EVENTS (HOTEL/OFFSITE)	PRICE
<b>Corporate Event/Symposium at Hotel</b> (Meeting space provided by SIR for 50+ ppl, must not conflict with SIR programming/events)	\$10,000
<b>Corporate Event/Symposium at Hotel</b> (Meeting space provided by SIR for 16-50 ppl, must not conflict with SIR programming/events)	\$7,500
<b>Corporate Event/Symposium at Hotel</b> (Meeting space provided by SIR for 1-15 ppl, must not conflict with SIR programming/events)	\$4,500
<b>Offsite Event Fee (1-250 attendees)</b> (For inclusion among official SIR event listings and event promotional emails)	\$5,000



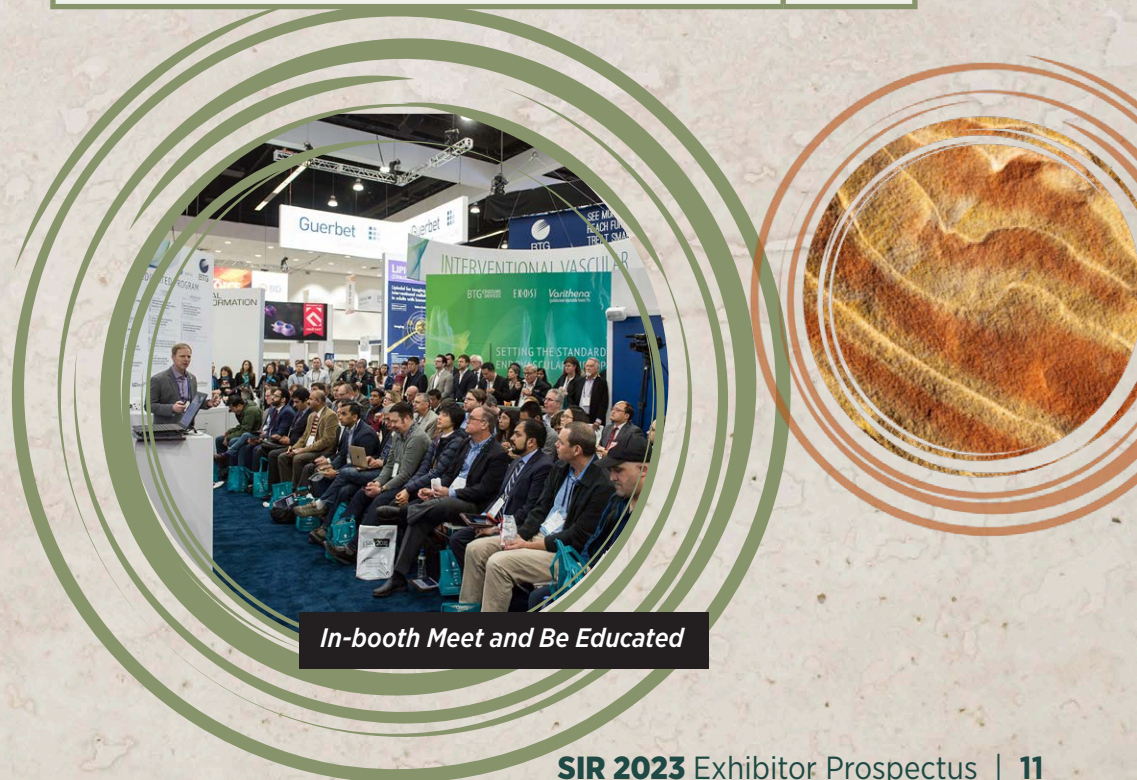
**CONTACT**  
**Susie Evenden, CEM**  
*Senior Manager, Corporate Relations and Commercial Support*  
 Phone: (703) 460-5586  
 Email: [sevenden@sirweb.org](mailto:sevenden@sirweb.org)



## CORPORATE SYMPOSIA & EVENTS, CONTINUED

CORPORATE EVENTS (IN-EXPO)	PRICE
<b>In-booth Meet and Be Educated Symposium</b> (Sunday lunch, booth size permitting)	\$4,500
<b>In-booth Meet and Be Educated Symposium</b> (Sunday afternoon break, booth size permitting)	\$2,750
<b>In-booth Meet and Be Educated Symposium</b> (Sunday late afternoon break, booth size permitting)	\$2,750
<b>In-booth Meet and Be Educated Symposium</b> (Monday morning break, booth size permitting)	\$2,750
<b>In-booth Meet and Be Educated Symposium</b> (Monday lunch, booth size permitting)	\$4,500
<b>In-booth Meet and Be Educated Symposium</b> (Monday afternoon break, booth size permitting)	\$2,750
<b>In-booth Meet and Be Educated Symposium</b> (Monday late afternoon break, booth size permitting)	\$2,750
<b>In-booth Meet and Be Educated Symposium</b> (Tuesday morning break, booth size permitting)	\$2,750
<b>In-booth Meet and Be Educated Symposium</b> (Tuesday lunch, booth size permitting)	\$4,500
<b>In-booth Meet and Be Educated Symposium</b> (Tuesday afternoon break, booth size permitting)	\$2,750
<b>In-booth Meet and Be Educated Symposium</b> (Tuesday late afternoon break, booth size permitting)	\$2,750
<b>In-booth Meet and Be Educated Symposium</b> (Wednesday morning break, booth size permitting)	\$2,750
<b>In-booth Meet and Be Educated Symposium</b> (Wednesday lunch break, booth size permitting)	\$4,500

CORPORATE EVENTS (IN-EXPO)	PRICE
<b>Private Corporate Suite in the SIR Expo – Furnished</b> (20' x 20', Placed toward rear of Expo)	\$27,500
<b>Private Corporate Suite in the SIR Expo – Furnished</b> (10' x 20', Placed toward rear of Expo)	\$20,000
<b>Corporate Theater, In-Expo, Lunch Symposium – Sunday</b> (A/V provided, Capacity for 140 at classroom tables, Prominently located toward rear of Expo)	\$40,000
<b>Corporate Theater, In-Expo, Lunch Symposium – Monday</b> (A/V provided, Capacity for 140 at classroom tables, Prominently located toward rear of Expo)	\$40,000
<b>Corporate Theater, In-Expo, Lunch Symposium – Tuesday</b> (A/V provided, Capacity for 140 at classroom tables, Prominently located toward rear of Expo)	\$40,000



*In-booth Meet and Be Educated*

**CONTACT** **Susie Evenden, CEM**  
Senior Manager, Corporate Relations and Commercial Support  
Phone: (703) 460-5586 Email: [sevenden@sirweb.org](mailto:sevenden@sirweb.org)



# SPONSORSHIP OPPORTUNITIES



## CONTACT

**Susie Evenden, CEM**

Senior Manager, Corporate Relations and Commercial Support  
Phone: (703) 460-5586 Email: [sevenden@sirweb.org](mailto:sevenden@sirweb.org)

### SPONSORSHIP OPPORTUNITIES

#### Charging Lounge for SIR Attendees

(Frequently used and heavily trafficked, charging lounge is prominently branded for the exclusive sponsor, and located immediately adjacent to plenary session entrance )

\$30,000

#### Mobile App Splash Screen Ad & Banner Ads

(Company full splash screen ad displays as each attendee accesses the official SIR Mobile App, banner ads appear within the app, exclusive opportunity)

\$20,000

#### Mobile App Banner Ad

(Company ad displays within the official SIR Mobile App, shared opportunity)

\$8,000

#### New Product Showcase (Per Product)

(A must-show venue for new technologies in the IR space, prominent Convention Center placement adjacent to attendee registration)

\$4,000

#### Annual Meeting Website Homepage Ad

(400H x 400W px, left-side position, shared opportunity)

\$7,500

#### Annual Meeting Website Homepage Ad

(1200H x 320W px, right-side position, shared opportunity)

\$12,500

#### Corporate E-blast, Before/During SIR 2023

(January-March distribution to SIR Annual Meeting attendees and select extended audiences)

\$12,500

#### Corporate E-blast, After SIR 2023

(April-December distribution to SIR Annual Meeting attendees and select extended audiences)

\$9,500



SPONSORSHIP OPPORTUNITIES (CONTINUED)	PRICE
<b>Digital Billboard Ad</b> (Exclusive opportunity – prominent Convention Center placement)	\$12,000
<b>Digital Billboard Ad</b> (Shared opportunity – prominent Convention Center placement)	\$5,000
<b>Escalator Cling Packages</b> A variety of escalator cling packages are available, with placement options in close proximity to the Convention Center entrance, sessions, Expo, etc. (Additional production fees will apply).	\$15,000 - 20,000
<b>Elevator Door Clings</b> Located in Convention Center main lobby leading up/down to lower Expo level and upper 200 level. (Additional production fees will apply)	\$15,000
<b>Jumbo Wall Banners</b> Prominently located on/within the Plenary/Expo/Registration Level (Additional production fees will apply)	\$20,000 - \$27,500
<b>Poster Hall Foyer Entrance Clings</b> Prominently located at main entrance to Scientific Poster ballroom foyer (Additional production fees will apply)	\$20,000
<b>Window Clings</b> Located in meeting sessions high-traffic areas on level 200 (Additional production fees will apply)	\$15,000

HOTEL OPPORTUNITIES	PRICE
<b>Hotel Keycards – SIR Headquarter Hotel: Sheraton Phoenix Downtown</b> (Hotel and production fees will apply)	\$20,000
<b>Hotel Keycards – SIR Overflow Hotels: Hyatt, Hilton, Hampton Inn, Etc.</b> (Hotel and production fees will apply)	\$20,000
<b>HQ Hotel Room Delivery: Sheraton Phoenix Downtown</b> Under Door or Inside Attendee Guest Room (Hotel fees will apply)	\$4,500
<b>HQ Hotel Main Entrance Window Clings</b> Prominently located above main lobby entrance doors. (Hotel and production fees will apply)	\$30,000
<b>HQ Hotel Elevator Door Clings</b> Located on lobby level, takes guests to guest rooms, price is per elevator. (Hotel and production fees will apply)	\$7,500



ADDITIONAL OPPORTUNITIES	
<b>SIR Foundation Gala</b> (Sponsored tables available)	<a href="#">Learn More</a>
<b>SIR Today</b> (Official SIR 2023 publication)	<a href="#">Learn More</a>
<b>JVIR abstract supplement</b> (Official SIR 2023 abstract publication)	<a href="#">Learn More</a>
<b>Guidewire email ad</b> (Official SIR member newsletter)	<a href="#">Learn More</a>
<b>SIR Scan email ad</b> (Official SIR member digest)	<a href="#">Learn More</a>
<b>IR Quarterly print/digital ads</b> (Official SIR member magazine)	<a href="#">Learn More</a>
<b>IR Quarterly Kinked Wire audio spots</b> (Official SIR podcast)	<a href="#">Learn More</a>

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