

The American Venous Forum



4th Annual West Coast Vein Forum

August 23-24, 2019
Laguna Cliffs Marriott, Dana Point, CA

PROSPECTUS



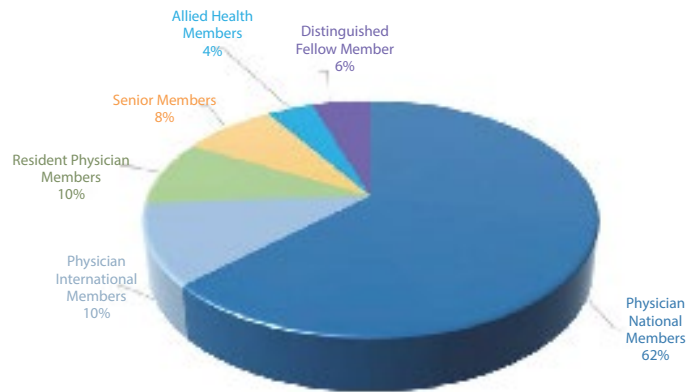
American Venous Forum Promoting Venous & Lymphatic Health

The American Venous Forum (AVF) was established in 1987 as a non-profit medical society to improve the care of patients with venous and lymphatic disorders. The mission of the AVF is to save and improve lives by reducing venous and lymphatic disease through education, innovative research and advocacy, and to empower venous specialists to be the best in the world in assessing and treating venous disease.

AVF Membership

Membership in the AVF is a mark of professional distinction and denotes a dedication to understanding and treating the entire spectrum of venous and lymphatic disorders. Members of the AVF contribute their time and expertise to further scientific and clinical research, educate physicians and fellows, create unique public awareness programs and provide state-of-the-art patient care for people with venous disease. Membership is open to all healthcare professionals who treat venous disease, including:

- Vascular and General Surgeons
- Interventional Radiologists
- Interventional Cardiologists
- Phlebologists
- Plastic Surgeons
- Physician Assistants
- Nurse Practitioners
- Vascular Technologists



AVF Programs and Initiatives

AVF is a multi-discipline, international medical society, spearheading many innovative initiatives designed to advance our mission.

- **Annual Meetings** of the AVF bring together internationally recognized authorities on all aspects of venous disease, diagnosis, pathophysiology and treatment. The objectives of these comprehensive meetings are to provide attendees with knowledge of current thinking in effective clinical management of venous disease and insight into the future directions from critical analysis of investigative findings.
- **Advocacy activities** organized through AVF's Health Policy Committee, allow AVF members to have a voice in issues facing the field. The AVF and its Health Policy Committee review and provide feedback on federal legislative and regulatory issues, healthcare guidelines, and medical insurance reimbursement issues in cooperation with third party providers and other medical societies.
- **Guidelines** creation is a high priority for the AVF. The AVF Guidelines Committee just published "Use of compression therapy [Class 5 and lower CEAP disease / requirement and duration of compression therapy before and after interventions]" and is currently working on several others.
- **Vascular Quality Initiative®** of the Society for Vascular Surgery® in collaboration with AVF is designed to improve vascular healthcare. It provides an opportunity for individual providers, hospitals, and regional quality improvement groups to collect/analyze clinical data in an effort to improve patient care.
- **Appropriate Use Criteria** is one of our newest collaboratives. The AVF is committed to addressing alarming reports of inappropriate venous care for patients. As a result, the AVF Ethics Task force developed the Appropriate Use Criteria multi-society project. This collaborative project applies the RAND/UCLA method of measuring appropriateness through a structured, reproducible, quantified process which combines best available scientific evidence with the opinions of expert panelists. The goal is to identify clinical scenarios deemed appropriate, may be appropriate, rarely appropriate and never appropriate. The document could be adopted by each society as their appropriateness standard, and may provide useful information for payers, physicians, government, and accreditation organizations. The results were presented at the 2019 AVF Annual Meeting.
- **Handbook of Venous Disorders** includes all essential information on proven therapies, new techniques and technologies, and new developments in the field. These handbooks are "the" quintessential references for physicians treating venous disease.
- **Journal of Vascular Surgery Venous and Lymphatic Disorders**, publishes high quality clinical studies, research, case reports, techniques, reviews, venous & lymphatic images, practice management manuscripts related to all aspects of venous disease, lymphatic disease and wound care.
- **The AVF Day of Innovation and Science**, is an all-inclusive (CME and non-CME) forum for scientific exchange among physicians, scientists, allied health professionals, industry representatives and others interested in defining current research priorities in the area of venous and lymphatic diseases.
- **Medical Education Programs** include Spring and Fall Fellows Courses in Venous Disease and the West Coast Vein Forum. These provide a complete curriculum with workshop components that addresses the need for more venous education during vascular training.

4th ANNUAL WEST COAST VEIN FORUM

The Laguna Cliffs Marriott, Dana Point, CA - August 23-24, 2019

Highlights of West Coast Vein Forum

- Excellent opportunity for any practitioner treating venous disease and will be appreciated by practitioners at varying levels of expertise.
- Topics will range through the gamut of venous conditions that present to the venous treatment office. Discussions will provide an understanding of the complexities and depth of science needed by anyone treating varicose veins and other venous problems.
- The West Coast Vein Forum offers clinicians providing treatment of venous disease a unique opportunity to expand their basic knowledge in order to provide the highest quality of care in venous disease.
- Faculty lectures will focus on practical challenges and controversies in venous disease treatment and be augmented with in-depth discussions on how different experts manage difficult or unusual patient presentations. Participants will have the opportunity for extended discussion with national experts.



Faculty



The West Coast Vein Forum has been hosted by Dr. Daniel Monahan since 2014. Dr. Monahan practiced General Surgery from 1987 to 2001 before founding the Monahan Vein Clinic. He currently serves as the Chair of the AVF Health Policy Committee, a participant on the AVF Ethics Initiative and is a Director for the AVF Foundation. He is Board Certified by the American Board of Surgery, is a Fellow with the American College of Surgeons and a Diplomate of the Board of Venous and Lymphatic Medicine.

He is joined by Dr Sheila Coogan, Dr Kathleen Gibson, Dr Fedor Lurie (AVF Past-President), Dr Robert McLafferty (AVF Past-President), Dr. William Marston, and Dr. Elna Masuda (AVF Foundation President, AVF Past-President)

Projected Attendance

Projected attendance for the 4th Annual West Coast Vein Forum is approximately 80 - 100 medical professionals who specialize in venous disease.

Hotel Reservations

Please Book directly with the Laguna Cliffs Marriott using link on West Coast Vein Forum page at www.VeinForum.org. We do not use Housing Agencies.

On behalf of meeting participants, the American Venous Forum has reserved rooms at the Laguna Hills Marriott, Dana Point, CA. The special group room rate is \$279 per night (plus taxes) and includes a waiver of the Resort Fee & Parking of \$39 per car/per night.

Transportation

The Laguna Cliffs Marriott is located approximately 30 minutes from Orange County's John Wayne Airport in Santa Ana.

PROGRAM SCHEDULE

Friday, August 23, 2019

6:45-7:45am *Registration, Breakfast and Exhibits*

7:45-8:00am Welcome and Introductions

Evaluating the Patient with Venous Disease

8:00-8:30am Physical Exam Clues to Pitfalls in Vein Treatment

8:30-9:00am Ultrasound – What is Abnormal?

9:00-9:30am CEAP – When are Varicose Veins a Medical and not a Cosmetic Problem?

Ablation Technologies – So Many Choices!

9:30-10:00am When to use Thermal Ablation / When to use Non-Thermal Ablation – Debate

10:00-10:30am *Break & Exhibits*

10:30-11:00am Case Presentations – What Ablation Would You Use?

Appropriate and Inappropriate Vein Ablations

11:00-11:30am Inappropriate Ablations – What is the National Average?

11:30-12:00pm Veins that Need Ablation – Usual and Unusual

12:00-1:00pm *Lunch and Exhibits*

1:00-1:30pm Difficult Situations: Recurrent Varicose Veins – Effects of Prior Treatment, Previous Phlebitis, Skip Segments

Treating Surface Varicosities I

1:30-2:00pm Phlebectomy – History and Advantages / Disadvantages

2:00-2:30pm Phlebectomy Techniques

2:30-3:00pm *Break & Exhibits*

Treating Surface Varicosities II

3:00-3:30pm Sclerotherapy – History and Advantages / Disadvantages

3:30-4:00pm Sclerosants and Techniques

Pelvic Veins

4:00-4:30pm When to Suspect Ilio-Caval Disease. IVUS

4:30-5:00pm How to Approach Labial Varices

5:00-6:00pm *Reception*

Saturday, August 24, 2019

7:00-8:00am *Breakfast and Exhibits*

Thrombosis Issues

8:00-8:30am Thrombosis in Pregnancy

8:30-9:00am Potpourri: Superficial Phlebitis, EHIT, Wrong DVT Diagnoses, NOACs, etc.

Leg Ulcers

9:00-9:30am Why Do Legs with Stasis Ulcerate? / What We Know About Venous Ulcers

9:30-10:00am EVRA (Early EndoVenous Ablation in Venous Ulceration) – Is this the Final Answer?

10:00-10:30am *Break & Exhibits*

10:30-11:00pm Ulcers That Won't Heal – What Do I Do Now?

Swollen Legs

11:00-11:30am Evaluating Leg Swelling – Obesity, Medical Aggravators

11:30-12:00pm Treating the Swollen Leg – When Procedures Will Not Help

12:00-1:00pm *Lunch and Exhibits*

Compression Therapy

1:00-1:30pm When, How Long, and What After Vein Treatment?

1:30-2:00pm What is Available? – Difficult Patients

Practice Management

2:00-2:30pm Q & A

2:30-3:00pm Marketing

3:00-3:30pm Managing Insurers – Billing, Coding, Strategizing (Documentation)

3:30pm *Conclusion*

EXHIBIT AND MARKETING OPPORTUNITIES

Table Top Display and Registration = \$4,000

Includes table in exhibit area, meeting & program registration for exhibit staff, and company profile & contact info included in post-event e-mail sent by the AVF office to AVF members and West Coast Vein Forum attendees.



Highlighted Sponsor during Coffee Break = \$5,000

Limited availability: Friday morning, Friday afternoon, or Saturday morning.

Includes recognition signage in break area, table in exhibit area, meeting & program registration for exhibit staff, and company profile & contact info included in post-event e-mail sent by the AVF office to AVF members and West Coast Vein Forum attendees.

Highlighted Sponsor during Breakfast = \$6,000

Limited availability: Friday or Saturday.

Includes recognition signage in breakfast area, 3-minute opportunity to address attendees from the microphone during breakfast, table in exhibit area, meeting & program registration for exhibit staff, and company profile & contact info included in post-event e-mail sent by the AVF office to AVF members and West Coast Vein Forum attendees.

Highlighted Sponsor during Lunch = \$7,000

Limited availability: Friday or Saturday.

Includes recognition signage in lunch area, 3-minute opportunity to address attendees from the microphone during lunch, table in exhibit area, meeting & program registration for exhibit staff, and company profile & contact info included in post-event e-mail communication sent by the AVF office to AVF members and West Coast Vein Forum attendees.

Highlighted Sponsor during Networking Reception = \$10,000

Limited availability: Friday evening.

Includes recognition signage in reception area, 3-minute opportunity to address attendees from the microphone during the reception, company information may be displayed in the reception area, table in exhibit area, meeting and program registration for exhibit staff, and company profile & contact info included in post-event e-mail sent by the AVF office to AVF members and West Coast Vein Forum attendees.

Opportunity to Host Friday Dinner = \$10,000

Limited availability: Friday evening.

Exclusive opportunity to host dinner for attendees on Friday evening. Location, format, food and beverage costs are the sole responsibility of the sponsor. Includes recognition, forwarding of invitations to attendees, table in exhibit area, meeting and program registration for exhibit staff, and company profile & contact info included in post-event e-mail sent by the AVF office to AVF members and West Coast Vein Forum attendees.

Supporting Educational Grant Opportunities are Available Upon Request.

Please direct any questions about sponsorships and marketing opportunities to:

Jeffrey Mendola, Director of Mission Advancement, Jeffrey@VeinForum.org, 716-361-9623

TERMS AND CONDITIONS

DEADLINE FOR INCLUSION IN PRINT MATERIALS - All applications must be received by Friday, August 3, 2019.

TERMS OF PAYMENT - Full payment must accompany the application for corporate exhibit space. No application will be accepted without remittance of full payment. Please note that if full payment is not received with the application you will not be guaranteed an exhibit booth. Payment receipt date will be used as the application submission date. Accepted forms of payment are MasterCard, Visa or American Express. TAX ID #: 36-3643456

CONTRACT FOR SPACE - Exhibitors agree to accept and comply with the policies, rules and regulations contained in this Exhibitor Prospectus and on the Forum's website and all policies, rules and regulations adopted after publication of the Prospectus. The acceptance of an application by the AVF and the deposit for rental charges constitute a contract.

REFUNDS FOR CANCELLATION - Cancellations must be forwarded in writing by Friday, August 3, 2019. You will be refunded 50% of your exhibit booth fee, less \$1,500 administrative fee, only if the space can be resold. AVF will make every effort to resell exhibit space. However, if your space cannot be resold you will not receive any of your booth fee. There will be no refunds for cancellations received after midnight on Friday, August 3, 2019.

BADGE POLICY - All participants affiliated with exhibits must be registered. Badges are required to enter the exhibit space. Each registrant will be issued an exhibitor badge and must be employed by the exhibiting company or have a direct business affiliation.

CME COMPLIANCE - All exhibitors are expected to comply with the Accreditation Council for Continuing Medical Education Standards for Commercial Support SM. These include gifts to physicians, ancillary events, and any other interaction that might violate the standards for ethical interactions set out by the AMA, OIG, PhRMA, NEMA, AdvaMed and Law.

FDA REGULATIONS - Exhibitors are reminded of the Food and Drug Administration (FDA) restrictions on the promotion of investigational and pre-approved drugs and devices. Exhibitors are also cautioned about FDA prohibition on promoting approved drugs for unapproved uses. Exhibitors are expected to abide by all applicable FDA regulations. Requests for information and guidance should be directed to: Ph: 301-796-1200; FDA Division of Drug Marketing, Advertising, and Communications; 10903 New Hampshire Ave Bldg. 52, Rm. 3200; Silver Spring MD 20993-0002

SECURITY - Security will not be furnished by management in the exhibit area, the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor. The American Venous Forum and The Laguna Cliffs Marriott are not responsible for theft, loss or damage which may occur; and each exhibitor is advised to be sure their stands, equipment and material are insured at full value.

CONDUCTING EXHIBITS - No drawings, raffles, bags or containers for collection of samples are to be distributed by an exhibitor without the approval of the AVF. Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. Character of the exhibits is subject to approval of the American Venous Forum. The right is reserved to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits, or parts of exhibits, which reflect against the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of person, etc.

INFRINGEMENT - Interviews, demonstrations and the distribution of literature or samples must be made within the area assigned to the exhibitor. Canvassing or distribution of advertising matter outside the exhibitor's own space will not be permitted.

LIABILITY - The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the American Venous Forum, The Laguna Cliffs Marriott and its officers, employees and agents, harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence, gross negligence or willful misconduct of the AVF and The Laguna Cliffs Marriott, its employees and agents. Exhibitor acknowledges that the AVF and The Laguna Cliffs Marriott do not maintain insurance covering the Exhibitor's property and thus, it is the sole responsibility and obligation of the Exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor.

FIRE PROTECTION - All materials used in the exhibit area must be flame-proof and fire-resistant in order to conform to the local fire ordinances and in accordance with regulations established by the local Fire Department. Crepe paper or other paper is not to be used in crating merchandise. Display racks, signs, spotlights and special equipment must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibit or parts thereof found not to be fire-proof may be dismantled. All aisles and exits must be kept clear at all times. Fire stations and fire extinguisher equipment are not to be covered or obstructed.

PROTECTION OF THE HOTEL - Exhibitors will be held liable for any damage caused to the hotel property, and no material or matter of any kind shall be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts or portions of the building or furnishings.

Whatever may be necessary to properly protect the building, equipment or furniture will be installed at the expense of the exhibitor. If any controversy arises as to the need or propriety thereof, the Convention Service Manager of the Hotel will be the final judge thereof and his/her decision shall be binding on all parties concerned.



4th Annual West Coast Vein Forum

Company Details (List all information below as it should appear in printed meeting materials)

Company Name _____

Address _____

City/State _____ ZIP/Postal Code _____ Country _____

Telephone _____ Fax _____

Website _____

Company Name to be Displayed on Signage _____

Exhibit Contact Details (Contact listed here will receive all exhibit-related correspondence, including invoices, service kits, etc.)

Contact Name _____ Title _____

Email _____ Telephone _____

Names for Badges (if known) 1. _____ 2. _____

If possible, please avoid adjacent table location with the following companies: _____

Product/equipment being displayed: _____

Additional Advertising & Marketing Opportunities

_____ Table Top Display and Registration = \$4,000

_____ Highlighted Sponsor during Coffee Break = \$5,000 Circle one (Fri AM) (Fri PM) (Sat AM)

_____ Highlighted Sponsor during Breakfast = \$6,000 Circle one (Friday) (Saturday)

_____ Highlighted Sponsor during Lunch = \$7,000 Circle one (Friday) (Saturday)

_____ Highlighted Sponsor during Networking Reception = \$10,000

_____ Opportunity to Host Friday Dinner = \$10,000



You are invited to participate in the above event. A special exhibit area has been established adjacent to the main educational venue. Exhibits are promotional events and your company will have no influence on the selection of speakers, topics, or other components of the event/CME activity. Acceptance of this offer to exhibit in no way creates an expectation or obligation to purchase or recommend your company's products or services. If this exhibit is held in conjunction with an accredited CME activity, all CME requirements will be strictly observed and enforced by the CME Provider.

It is expressly understood that in renting and using space at the American Venous Forum 4th Annual West Coast Vein Forum, the Exhibitor agrees to abide by all the rules and regulations. Any points not covered above or elsewhere are subject to a settlement by the Program Committee. The Committee reserves the right to change or modify any rule or regulation, or any specification therein, when deemed advisable and in the best interest of the American Venous Forum.

By signing the agreement below, you are acknowledging the following:

- The fee being paid will be used for exhibit or display fees only. No funds will be paid to support any educational programming or activities associated with the event.
- You will pay these fees without any expectations that your products or services will be purchased and without pressure to prescribe or purchase your products.
- This agreement may be terminated with a written notice and at the time your booth space can be resold.
- This meeting is a live meeting.

We the exhibitor, understand, that full payment for booth space, company profile, and/or advertising, is due with this application. Final payment is due Friday, August 3, 2019. Applications will not be processed without payment. We also agree to abide by the Terms and Conditions set forth pertaining to this meeting.

Signed/Accepted: _____ Total Amount \$ _____ Date: _____

Company Logo

Please email a digital version of your logo (vector, 300dpi jpeg or eps preferred) to Jeff Mendola at Jeffrey@VeinForum.org.

Signature _____ Date _____

Payment Method

Please select your payment method below. Half or full payment must be received with this application. Checks should be made out to American Venous Forum in U.S. dollars drawn from a U.S. bank. Please inquire with AVF staff for wire transfer details.

Check (Check: _____) VISA Mastercard American Express

Total Charge to Credit Card (including booth and marketing) \$ _____ Deposit Full Payment

Name on Card _____

Card Number _____ Exp Date ____/____ Security Code _____

Authorized Signature _____

E-mail address for confirmation, if not the Meeting Contact _____

Please retain a copy of this application for your files and return the original copy with payment to:

American Venous Forum

Attn: 2019 West Coast Vein Forum

1061 E. Main Street, Suite 300

East Dundee, IL 60118

Phone: 847-752-5355

Fax: 847-960-3861

