The principal mission of CRT 2021 Virtual is to provide an accessible, compelling platform for continuing education to develop clinical skills focused on evidence-based medicine.

**FORMAT**

Dr. Ron Waksman, Course Chairman, has determined that this 10-week course will include 10 live cases from around the world, 20 live Focused Sessions (supported symposia) presented by world-renowned physicians and 10 Landmark Sessions.

**CRT 2021 Virtual** courses create a diverse, interactive online learning environment that provides LIVE quality education. All sessions will be posted on CRTonline.org and accessible from CRTmeeting.org.

**TARGET AUDIENCE**

- Interventional cardiologists
- Clinical cardiologists
- Interventional cardiology fellows
- Imaging specialists
- Nurses
- Technologists
- Industry professionals

... and other health care professionals who want to enhance their knowledge of coronary artery disease and percutaneous coronary interventions.

**MISSION**

**FORMAT**

- **COURSE FORMAT**
  - **LIVE CASES**
    - 10 live cases from around the world spotlighting the latest techniques and practices
  - **FOCUSED SESSIONS**
    - Focused topics to impact your practice by world-renowned practitioners
  - **LANDMARK SESSIONS**
    - Enjoy late breakers, innovation competition and important didactic presentations

- **UNIQUE FEATURES**
  - **LIVE FORMAT**
    - Attendees can interact and connect with presenters, peers and sponsors in real time
  - **ZOOM PLATFORM**
    - Identify attendees and connect directly through chat functionality
  - **CME ACCREDITATION**
    - This course offers physicians 40 hours of CME accreditation
INDUSTRY EDUCATIONAL SUPPORT

HOST A LIVE CASE – CME
Each week, one live case will be presented to attendees.
Ten live cases are available in the 10-week course.

HOST A LIVE FOCUSED SESSIONS – CME
Each week, two 1-hour Focused Session will be presented to attendees.
Twenty Focused Sessions are available.

HOST A LIVE FOCUSED SESSION – NON-CME
Each week industry may sponsor a promotional NON-CME Focused Session from 12:15 PM - 1:15 PM. Ten NON-CME Focused Sessions available.

SESSION SUPPORT:
HOST A PORTION OF THE DAY

One Live Case
Two 1-hour Focused Sessions
$40,000

FULL-DAY SUPPORT:
HOST THE ENTIRE DAY

$75,000

NEXT STEPS
1. Contact Debbie Schapiro Debbie.F.Schapiro@medstar.net or 202.877.7998.
2. Status updates and scheduling details will be provided.
PROMOTIONAL PACKAGES

<table>
<thead>
<tr>
<th>Tier 1</th>
<th>Tier 2</th>
<th>Tier 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRTonline.org Ad</td>
<td>Rotating ad to be featured on CRTonline during the week of the sponsored live Focused Session or live case. Full Day Partners will receive a static ad during the sponsored week. Ads are to be provided by the sponsor and must be approved by CRT.</td>
<td>Tier 2</td>
</tr>
<tr>
<td>Email Push</td>
<td>A notification email will be sent to CRT 2021 Virtual registrants 15 minutes before the start of the program. Recognition of support will be included in the push notification.</td>
<td>Tier 3</td>
</tr>
<tr>
<td>Email Blast(s)</td>
<td>Email 1 to be delivered to the CRT 2021 Virtual registration list during the week of the sponsored live case or live Focused Session promoting the participation in CRT 2021 Virtual. Email 2 to be delivered to the entire CRT community within 10 days of the sponsored week to build brand awareness for the sponsor. Emails are to be provided by sponsor and approved by CRT.</td>
<td>Tier 1</td>
</tr>
<tr>
<td>Social Media</td>
<td>Promotion through CRT social platforms: Twitter, Facebook, LinkedIn and Instagram</td>
<td>Tier 2</td>
</tr>
<tr>
<td>Sponsorship Board</td>
<td>Large company logo on the top of Sponsorship Board on CRT 2021 Virtual meeting website - with a link to PDF, website or CRT 2021 Virtual exhibit booth during the 10-week course</td>
<td>Tier 3</td>
</tr>
<tr>
<td>Virtual Booth</td>
<td>Large sign in Exhibit Hall Lobby on <a href="http://www.CRTmeeting.org">www.CRTmeeting.org</a>. Exhibit booth includes set-up, updates throughout the course and a contact link</td>
<td>Tier 2</td>
</tr>
</tbody>
</table>

OTHER OPPORTUNITIES

Billboard ad on CRTonline.org - $30,000 per quarter
Three-month billboard ad prominently displayed on the News Index and News Article pages of CRTonline.org, which produces high traffic and return users.

Banner poster on CRTmeeting.org - $25,000 - 10-week CRT 2021 Virtual course
All attendees will go to the CRT 2021 Virtual meeting site each week to access the CRT 2021 Virtual educational sessions supporting highly engaged and repeat online traffic.

Create a custom promotional tier
Contact Debbie Schapiro at Debbie.F.Schapiro@medstar.net | 202.877.7998
If it’s Saturday, it’s CRTvirtual has become a slogan that is understood around the world. By the end of 2020, CRTvirtual will have completed 25 Saturday courses, including participants from 90 countries around the world.

We believe that connections are the key to success.

DEMOGRAPHICS

ATTENDEES ARE OUR BIGGEST FANS!

Here’s what they are saying...

“The concise way the speakers present the cases, take home messages were very clear and extremely useful. The experts (consultants) comment on the cases and exchange experience with others, I felt that with each comment they gave us the juice of years of trial and error.”

Physician — Interventional Cardiology

“As a CV Surgeon, it was helpful learn about what is being done at advanced cardiology centers.”

Physician — Cardiovascular Surgeon

“All sessions were quite informative. The very interactive platform provided evidence-based practical topics and up to date knowledge.”

Fellow — Interventional Cardiology

“Best interactive didactic course to date. Great discussion. Fantastic faculty.”

Registered Nurse — Interventional Cardiology

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STAY PART OF THE CONVERSATION

The official hashtag of CRT 2021 Virtual is #CRT2021.