

CTSM

CANDIDATE PORTFOLIO

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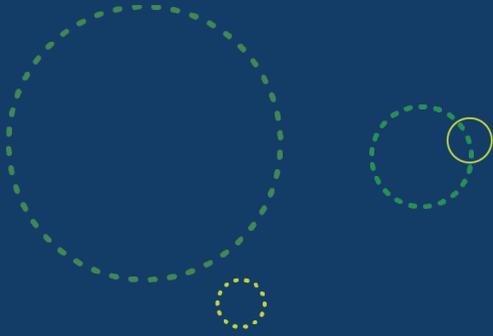
JUNE 26, 2019



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SECTION 1: VITAL STATISTICS



Section #1: Vital Statistics



CANDIDATE PROFILE

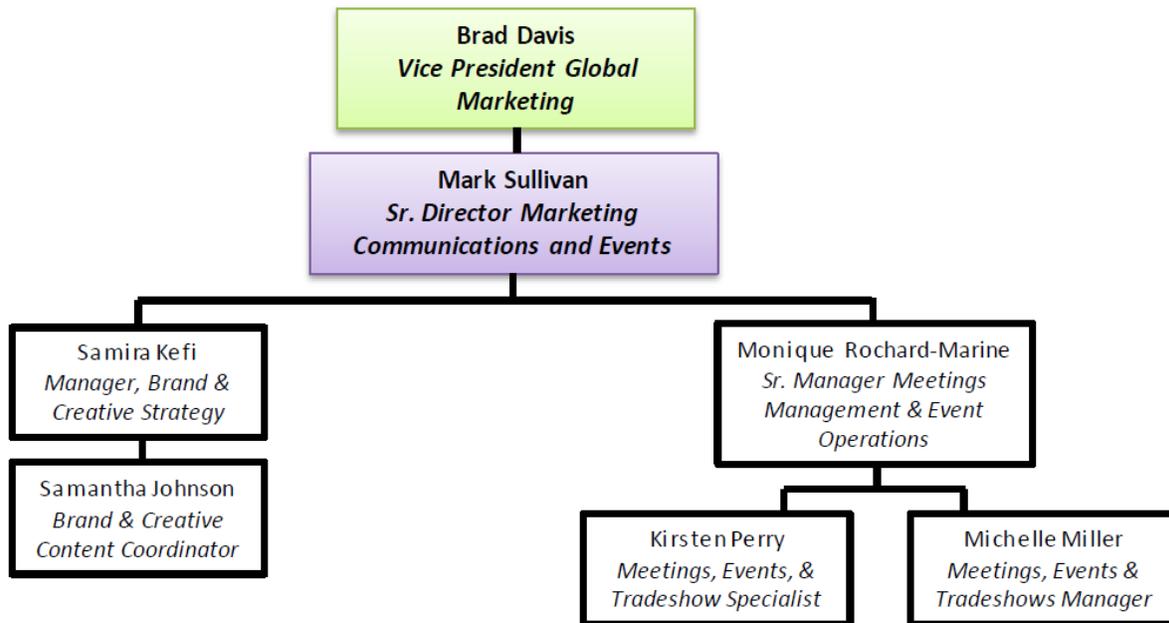
For as long as I can remember I wanted to be a wedding planner. I loved the idea of helping someone with one of the biggest days of their life and the glitz and glamor of it all. I have always been an extremely organized individual and many friends and family members have tapped into my knack of planning. Knowing that there were very limited college majors which catered to that career, I decided to major in marketing as that was the closest major I could get to be a wedding planner besides majoring in travel & tourism which would have kept me rather limited. Long story short, I attended three different colleges in three years but ultimately ended up getting my Bachelor's degree from the University of St. Thomas.

Upon graduation it was a time when jobs were a little more difficult to come by due to the economic status nationwide, so I had continued working in the serving job I held at a family-owned restaurant in Minnetonka while searching for a marketing/events role. The assistant manager at the restaurant knew what I wanted to do in my career and created a Sales and Marketing Assistant role for me at the restaurant in addition to my serving role. During this time, I was able to dip my toes into the events world through selling our private dining room space for events and celebrations. One of the bartenders at the restaurant also worked as the lead bartender at The Carlson Towers for their weddings and events on the weekends. When the Wedding & Events Coordinator at The Carlson Towers put in her notice, she immediately thought of me to apply for the open position which I quickly landed.

The first wedding season I worked at The Carlson Towers was an absolute dream. I thought I had found the perfect place for me. As time went on however, I started becoming a little drained and feeling as though this might not be something I could do forever. Yes, you are dealing with one of the happiest and best days of someone's life, but at the same time it is also the most emotional, high-stress time as well. At The Carlson Towers, I technically worked for the catering company on-site, Bon Appétit, who was the sub-contractor for the building. After a couple wedding seasons, I started to wonder if I really wanted to stay in catering and weddings the rest of my career, so I decided it was time for a change.

I started at Cardiovascular Systems, Inc. (CSI) in December of 2014 as the Meetings, Events and Tradeshows Coordinator. During this time my responsibilities included processing invoices, assisting the other team members with any tasks needed for their shows and managing the Local Exhibits for all sales reps. After our company went through some layoffs in March of 2016, my role drastically changed as the Senior Meetings, Events and Tradeshows Specialist was laid off. I then found myself on a team of two handling all events for the company.

I was promoted to Meetings, Events and Tradeshows Specialist in July 2016 and our team has changed dramatically since then. We have had two organization structure changes and people have left the company on my team in that time. Most recently while writing this portfolio, our Senior Director, who oversees my department, has left the company and they are restructuring again. Below is the organization chart during the execution of the conference I'm focusing on for this portfolio.



During the planning process of our conferences, I work closely with various internal departments including the following:

- Marketing (Marketing Communications, Product Marketing, Physician Engagement Manager)
- Branding (Brand & Creative Strategy Manager)
- Medical Affairs
- Clinical (Scientific Affairs, Clinical Program Manager)
- Executive Team (CEO/COO, VP of Global Marketing)
- International
- Professional Education (Professional Education Manager, Field Training Manager)
- Sales (Area Vice President, Regional Sales Manager)

I also work with our display house partner (Innovative Display and Design) who oversees the processes for shipping our booth and new graphic creation.

My key responsibilities are as follows:

- Accountable for managing internal and external meetings, events and tradeshows
- Consult with cross-functional stakeholders to determine program goals, objectives, messaging and budget
- Research, recommend and select meeting sites and activities that support objectives; initiate proposals with vendors
- Effectively negotiate and manage meeting vendor contracts in compliance with corporate policies
- Create and participate in pre-planning meetings with project team and/or client; coordinate all information for meetings and events and disseminate appropriately
- Coordinate logistics including pre-planning meetings, agenda/program development, food

and beverage menu selections, air and ground transportation arrangements, registration and housing and audiovisual/technical needs

- Provide full onsite management of meetings, events and tradeshow
- Complete post-event tasks including reconciliation of expenses, evaluation of event, and report out on meeting results; recommend improvements for future meetings
- Optimize savings and accurately track meeting and event expenditures to stay within or below budget; is always disciplined and cost conscious with demonstrated ability to manage various program budgets

COMPANY HISTORY

Cardiovascular Systems, Inc. (CSI), based in St. Paul, Minnesota, is a medical device company founded in 2003 by Leonid Shturman. The mission was and still is saving lives and saving lives, every day. At that time, CSI was a small, start-up company with a single product that was only available for sale in the United States. Over its history, CSI has expanded with the addition of a manufacturing plant in Houston, Texas, and has continued to gain momentum.

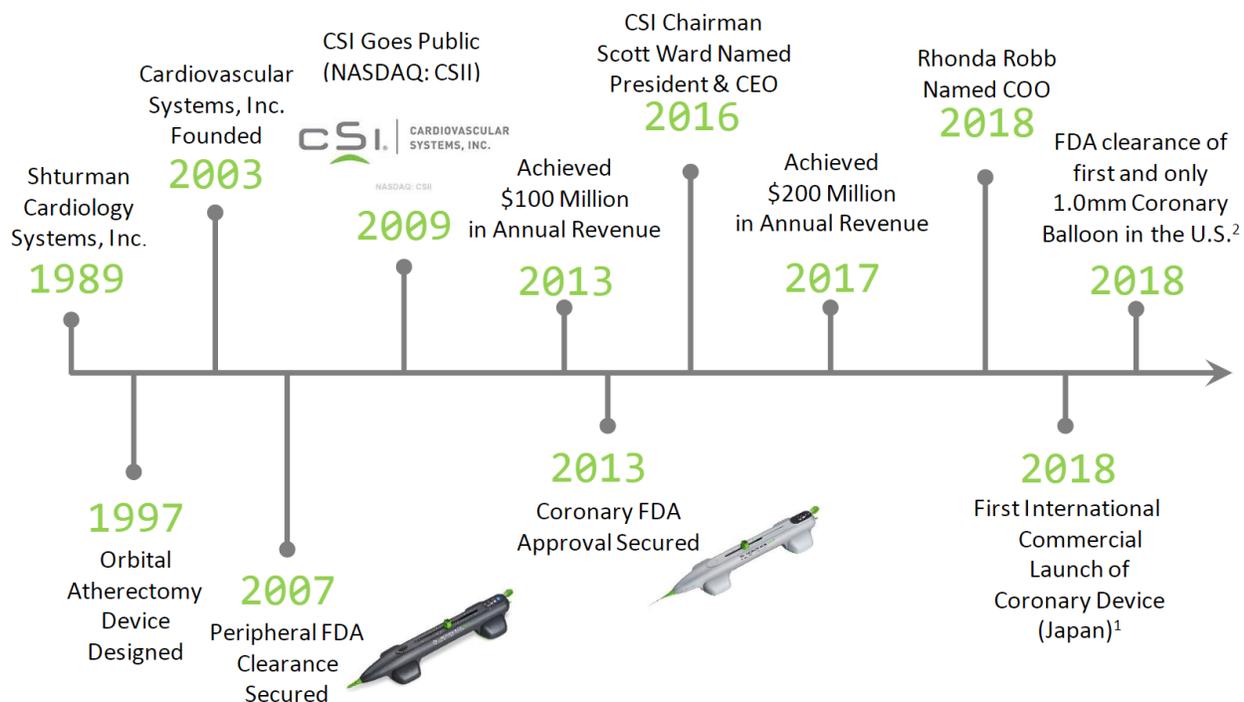
CSI's first product was the *Diamondback 360® Peripheral Orbital Atherectomy System (OAS)* which is used to treat peripheral arterial disease (PAD). The device is designed to contact 360 degrees of an artery wall and differentially treat hard plaque while minimizing damage to the vessel.

In 2013, CSI obtained approval from the FDA for their second device, the *Diamondback 360® Coronary Orbital Atherectomy System (OAS)*. The focus of CSI during this time was to be a niche company that continued to only have one product type with two franchises.

When CEO and President, Scott Ward, took over in 2016, the focus at CSI shifted, and for the first time CSI became a profitable company. Scott Ward's vision for the company helped expand CSI from a single-product only available in the United States, to the multi-product, international company it is today.

In 2018, CSI signed a partnership agreement with international company OrbusNeich®. The partnership with OrbusNeich allowed for CSI to expand its portfolio in the United States by selling the *Sapphire® Coronary Dilatation Catheter* line and allowed for OrbusNeich to become a distributor of both *Diamondback 360® Peripheral/Coronary Orbital Atherectomy Systems* internationally.

Today, CSI is an international organization that employs over 850 people in the United States with international distribution channels that currently serve 10 countries.



COMPETITORS

Given the different franchises and different Interventional Support Devices (ISD) within CSI’s portfolio, there are several companies that fall into our competitor category. Currently CSI has % market share in our Coronary space and % market share in our Peripheral space. Since we are so new to the Interventional Support Devices space, it is hard to gauge our market share, but we are likely %. See the table below for a few of CSI’s main competitors in each franchise.

	Diamondback 360® Peripheral Orbital Atherectomy System	Diamondback 360® Coronary Orbital Atherectomy System	Zilient™ Peripheral Guidewire	Sapphire® II PRO Coronary Dilatation Catheter
Abbott				X
Asahi			X	
Boston Scientific	X	X		X
Cook Medical			X	
Medtronic	X			X
Philips	X			
Shockwave	X	X		
Terumo			X	

CSI is devoted to developing and commercializing innovative solutions for treating peripheral and coronary artery disease. We are committed to clinical rigor, constant innovation, and a defining drive to

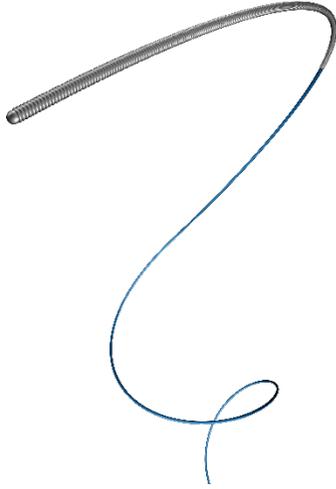
set the standard in safe and effective medical devices to help improve patient outcomes. These differentiators are what helps set us apart from our competitors in each franchise.



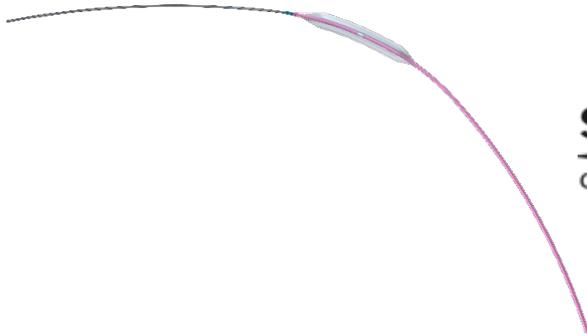
DIAMONDBACK 360[®]
PERIPHERAL ORBITAL ATHERECTOMY SYSTEM



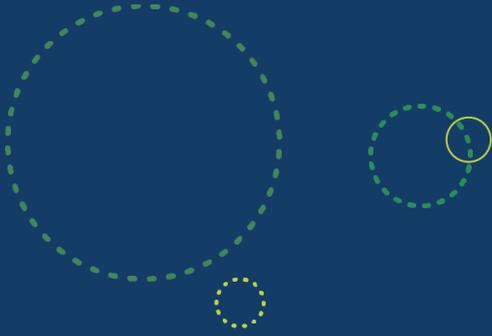
DIAMONDBACK 360[®]
CORONARY ORBITAL ATHERECTOMY SYSTEM



ZILIENT™
PERIPHERAL GUIDEWIRE



SAPHIRE® II PRO
Coronary Dilatation Catheter



SECTION 2: OVERVIEW/SHOW SCHEDULE



Section #2: Overview/Show Schedule



CSI exhibits at approximately 20 national conferences each year and is now starting to exhibit internationally through our partner, OrbusNeich as well.

My immediate team is comprised of three people who manage and plan meetings, events and tradeshow for our entire company. Collectively our team is responsible for all national tradeshow, all internal company events and any meeting larger than 10 people.

I manage and plan over 20 events per year, including tradeshow, corporate events, sales events and customer meetings. My key responsibilities are the planning and execution of all these events. I am also the grant coordinator for all non-clinical related educational grant/donation requests for the company.

See below for a list of our fiscal year 2019 shows along with their location, CSI's participation and size of booth.

Event	Dates	City/State	Booth Size	Show Lead
Cardiovascular Innovations (CVI)	July 26 - 28, 2018	Grand Hyatt Denver, CO	Tabletop with Workstation	Kirsten Perry
Amputation Prevention Symposium (AMP)	August 8 - 11, 2018	Hilton Chicago Chicago, IL	10x30	Michelle Miller
Transcatheter Cardiovascular Therapeutics (TCT)	September 21 - 25, 2018	San Diego Convention Center San Diego, CA	10x30	Kirsten Perry
Cardiovascular Interventions (SCRIPPS)	October 23 - 26, 2018	Hilton Torrey Pines La Jolla, CA	Tabletop	Michelle Miller
Symposium on Advanced Wound Care (SAWC)	November 2 - 4, 2018	Caesars Palace Las Vegas, NV	10x10	Michelle Miller
Vascular Interventional Advances (VIVA)	November 5 - 8, 2018	Wynn Hotel Las Vegas, NV	10x10	Kirsten Perry
SCAI Fall Fellows	December 7 - 11, 2018	Cosmopolitan Hotel Las Vegas, NV	10x20	Kirsten Perry
Chronic Total Occlusion Summit (CTO)	February 28 - March 1, 2019	Marriott Marquis New York, NY	10x10	Michelle Miller
Cardiovascular Research Technologies (CRT)	March 2 - 5, 2019	Omni Shoreham Washington DC	None - Learning Center	Kirsten Perry
American College of Cardiology (ACC)	March 16 - 18, 2019	Ernest N. Morial Convention Center New Orleans, LA	10X20	Michelle Miller
Outpatient Endovascular and Interventional Society (OEIS)	April 5-6, 2019	Vinoy Renaissance Resort St. Petersburg, FL	Tabletop	Michelle Miller
Cardiovascular Research Foundation (CRF) Fellows	April 11 - 14, 2019	Hilton Bonnet Creek Orlando, FL	Tabletop	Kirsten Perry
Society for Cardiovascular Angiography and Interventions (SCAI)	May 20 - 23, 2019	Cosmopolitan Hotel Las Vegas, NV	10x20	Kirsten Perry
New Cardiovascular Horizons (NCVH)	May 29 - 31, 2019	Roosevelt Hotel New Orleans, LA	10x20	Michelle Miller
Complex Coronary & Vascular Cases (CCVVC)	June 13 - 14, 2019	Mount Sinai Hospital New York, NY	Tabletop	Kirsten Perry
Complex Cardiovascular Catheter Therapeutics (C3)	June 23-26, 2019	Hilton Bonnet Creek Orlando, FL	Tabletop	Michelle Miller

A complete schedule of all events is included in the Appendix beginning page 52.

MAJOR CHANGES TO PROGRAM

Before my hire, CSI's tradeshow program had been completely overhauled one year prior with the start of my manager. The program was now being run by someone who had a background in events and was able to put many processes into place which we still utilize today.

While there have been many successful changes that took place before my hire, we are able to incorporate some significant changes using the lessons I have learned through my CTSM program. The

main changes we were able to make were establishing goals and objectives for each show and change how we utilized our booth graphics.

Establishing Goals and Objectives

When I started at CSI, we did not have clear goals or objectives for each show we attended. When people would ask why we were going to certain shows, the resounding answer was either we had always gone to that show or they were not sure. In Mim Goldberg's course *Session 31316 – Beyond the Basics of Booth Selling* I learned that it is extremely important for all parties involved to understand why we are exhibiting at certain shows. We also need to make sure that we create customer focused experiences to drive engaging interaction in the booth. Because of this learning, CSI has now implemented conference objectives for each show, and we closely tie in our participation level/sponsorships to each objective. Since a main objective at conferences in the medical device world is to sell products, we were able to determine that physician attendees need booth experiences to be engaging which required that we restructure our booth.

Booth Graphics

The graphic transformation from when I first started until now has been a resounding difference. The graphics from previous shows had so much text on them, that there was no chance an attendee was going to sit and read them.

While we came a long way from our initial booth graphics/design, we still had some ways to go in order for our booth to be eye-catching. In *Session 61717 – Graphics Boot Camp: The Basics Every Event Manager Should Know*, Brian Baker taught me that you need to be careful to limit the quantity of text on all graphics. "You should remember to K.I.S.S. – Keep It Simple! If an 8 or 9-year-old will spend more than 5 seconds reading it, it's too much text." Based on these learnings, we were able to condense our booth messaging to one concise message per show.

CORONARY

Introducing the Diamondback 360[®] Coronary Orbital Atherectomy System.

The first evidence-based technology specifically for the treatment of severely calcified coronary lesions.



ORBIT II: ONE-YEAR OUTCOMES

Study enrollment:
443 patients at 49 U.S. centers
complete in 99.7% (433/443)

Successful stent delivered: 97.7%
Less than 50% residual stenosis: 98.6%

One-year MACE rate components:
MI (CK-MB > 3x ULN): 9.7%
TVR/TLR: 5.9%
Cardiac death: 3.0%

ORBIT II data was independently reviewed by a CED, EDMB and Angiography Core Lab.

DIAMONDBACK 360[®]
CORONARY ORBITAL ATHERECTOMY SYSTEM

OAS
TECHNOLOGY



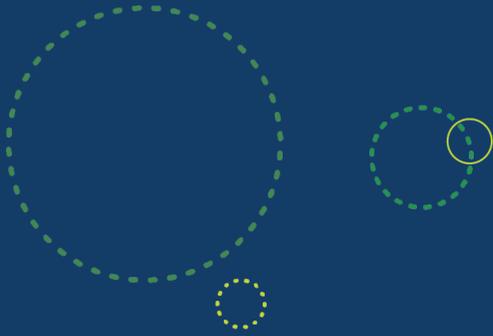
Learn to fight complex calcium with orbital intelligence.

CSIQ is the Official Medical Education Program of Cardiovascular Systems, Inc. Our goal is to help physicians and technicians better understand the prevalence of arterial calcium. Educating them on the value, simplicity and procedural efficiency of our devices, and our OAS technology.

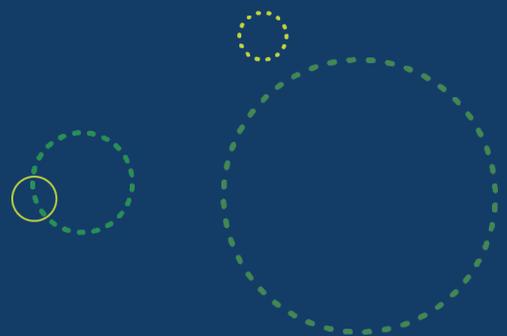
- Comprehensive group courses taught by leading Orbital Atherectomy experts
- Personalized, one-on-one proctorships
- Insightful National Symposia

Boost your CSIQ. Visit myCSIQ.com!

Graphics from previous shows prior to graphic changes.
Current graphics will be shown later in this portfolio.



SECTION 3: SHOW/EVENT OF FOCUS & MEASUREABLE GOALS



Section #3: Introduction to Show of Focus & Measurable Objectives

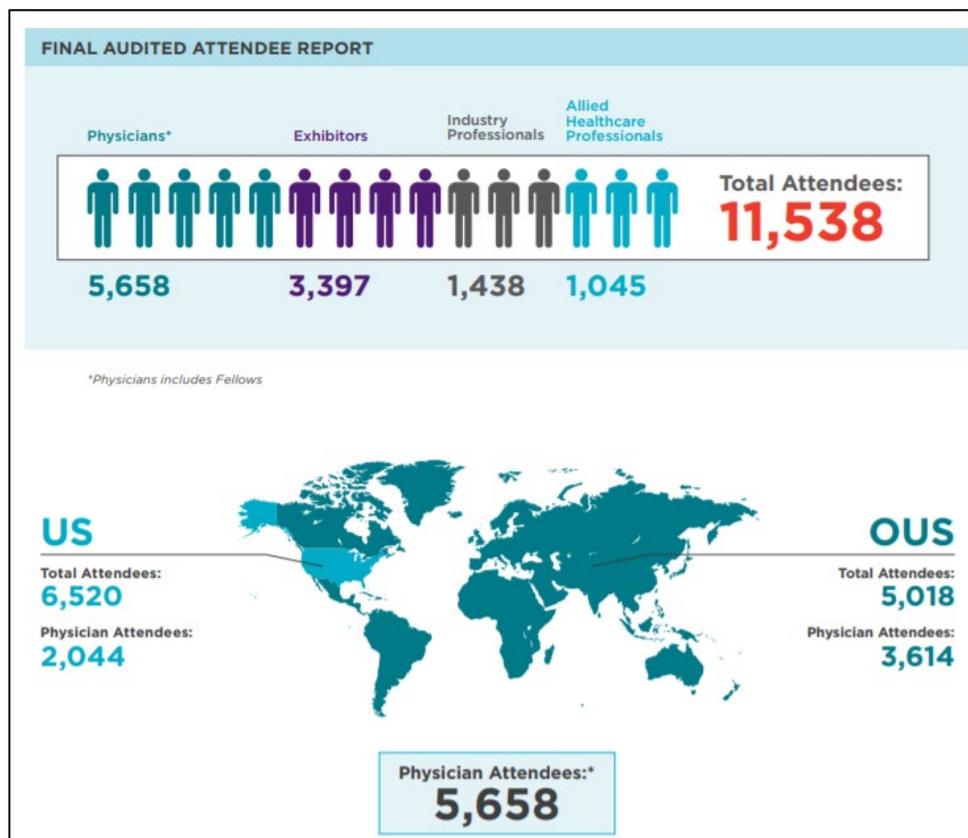


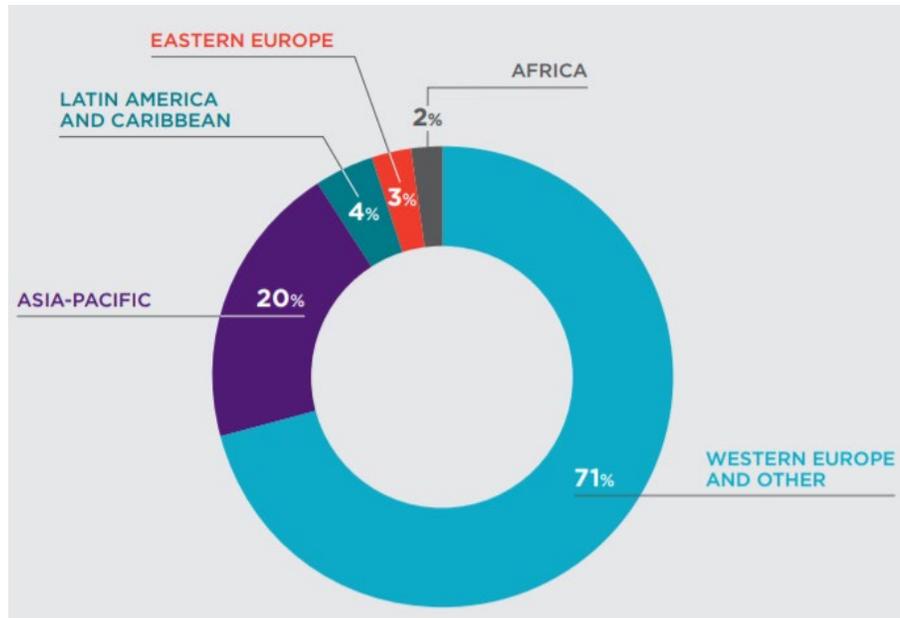
INTRODUCTION TO SHOW OF FOCUS

When determining what conference I wanted to focus on for this portfolio, I knew it would have to be a more complex show, which led me to focus on our participation at the Transcatheter Cardiovascular Therapeutics (TCT) conference. In the past, CSI always attended TCT, however, this international show yielded poor results because our products were only available in the United States.

In 2018, CSI entered into the international market thanks to the newly formed partnership with OrbusNeich which meant we could now serve an international market. As mentioned in Section #1, OrbusNeich was now distributing our *Diamondback 360® Peripheral/Coronary Orbital Atherectomy Systems* internationally and CSI was now the sole distributor of OrbusNeich's *Sapphire® Coronary Dilatation Catheter* line. TCT was the very first show where we were debuting our new partnership, and our two companies worked together to coordinate having our booths directly across from one another.

The TCT conference was held on September 21-25, 2018 in San Diego, California at the San Diego Convention Center. TCT is the largest conference CSI attends annually, with the largest booth size at a 10x30 and boasts more than 11,000 attendees from 100+ countries.





CSI’s target audience is interventional cardiologists, interventional radiologists and vascular surgeons. Each year the biggest names in those spaces attend this conference. TCT’s website (www.crf.org/tct) indicates that their conference is designed for interventional cardiologists, radiologists, clinical cardiologists, scientists, vascular medicine specialists, cardiac and vascular surgeons, nurse practitioners, cath lab technicians, and other healthcare professionals with a special interest in the field of interventional and vascular medicine.

SHOW PREPARATION

For all our conferences, we have cross-functional core team meetings. In *Session 40219 – Basic Project Management and Reporting Skills*, Jerry Gerson explained that when you are creating your planning team, you want to make sure you have the key stakeholders from various sections of the business involved. You need to think about what you need to accomplish for the show, what each team member’s responsibilities will be and who has the most vested interest in the show’s success. Ideally, you should also include one team member from upper management as well.

Since this was CSI’s largest show with a lot of moving parts, the core team was rather extensive. The core team consisted of two marketing communications members, two product marketers, five directors (varying from marketing to professional education and international), one science associate, one clinical member, one brand manager and two additional marketing personnel.

With a group this large for the core team, it was imperative that our meetings were productive and effective. Also in *Session 40219 – Basic Project Management and Reporting Skills*, I learned that in order to have effective meetings, you should prepare an agenda and send to the team prior to the meeting, plan for at least one hour and avoid the end of the day. You also need to make sure you facilitate the meeting properly, engage everyone, stick to the agenda and the time schedule. Before every core team meeting, I would prepare and distribute the agenda to the key stakeholders in advance

of the meeting. At the end of the meetings, I would type up all notes that were discussed, call out any team member action items in red and make sure the notes were sent out within two hours of the meetings conclusion.

As a team we began our conference planning by determining overall company objectives for the show:

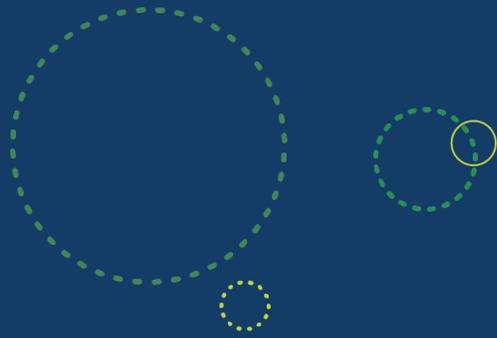
- Introduce the “New CSI” story to key customers
- Drive CSI adoption by leveraging podium opportunities, customer engagement, medical education and promotion to continue to reinforce key differentiation vs. competition
- Reinforce commitment to clinical evidence to drive strategy and participation
- Gain insights to inform future pipeline through collaborating with targeted customers and partners
- Partner with OrbusNeich as we begin our international expansion opportunities

Once the overall company objectives for the conference were defined, we set out to determine how we were going to accomplish them through our participation. We decided to expand our current 10x20 booth to a 10x30 booth to accommodate the new portfolio items, participate in four Interactive Training Pavilion sessions, sponsor a CME lunch symposium, conduct at least 15 customer meetings and at least four strategic marcomm promotional items.

2018 TCT CONFERENCE OBJECTIVES

In order to measure our success of the conference, I needed to organize our participation into measurable goals utilizing the following table:

OVERALL OBJECTIVES	TACTICS	ASSESSMENT METHOD	MEASUREABLE GOALS
Drive sales and launch new partnership with OrbusNeich	Utilize booth position across from OrbusNeich to engage international attendees	Number of leads	Increase booth traffic by 20% from last year (2017 yielded 47 booth leads)
	Conduct product demos in booth	Number of leads	Collect 50 qualified leads
Increase brand and product awareness and launch new portfolio	TCT Daily print ads and booth handout	Number of attendees	Have at least 20 people in attendance at each Interactive Training Pavilion session
	TCT Daily print ad	Number of attendees	Have at least 50 (non-exhibitor) persons in attendance at our lunch symposium
	TCT Daily print ads and carpet logo	Number of impressions	Generate 35,000 impressions at the show
Foster existing relationships and share new "CSI Story"	Private meetings with key customers	Number of meetings	Meet with 15 existing customers



SECTION 4: MANAGEMENT OF EXHIBIT DESIGN/PRODUCTION



Section #4 – Management of Exhibit Design/Production



As mentioned in Section 1 of this portfolio, CSI had recently entered into a partnership with OrbusNeich. This required us to expand out booth presence and fine tune our graphics messaging that would formally introduce the partnership. Early on into our booth planning, a few core team members suggested an overhead sign above our booth for more visibility. I advised them that based on *Session 20617 – Show Operation Basics – Part I: Pre-Show Planning*, the International Association for Exhibitions and Events (IAEE) rules state hanging signs are only permitted for peninsula and island booths. Since we had a 10x30 inline booth, this restricts us from having a hanging sign.

Once it was determined we needed more space within our existing booth property to showcase the new OrbusNeich products we carry, it was decided we needed to add on 10 feet onto our 10x20 booth. We also needed to create a custom case/workstation to showcase/display all our support devices which did not have a demo. As we have an existing partnership with our exhibit house, Innovative Display and Design, we did not need to send out an RFP for the booth expansion pieces.

It was also determined that we would need to have new booth graphics and edit our digital video loop for the TCT conference. We work closely with a specific agency to create all our graphics, so we did not need to send out an RFP for this component either.

BOOTH EXPANSION AND SUPPORT DEVICES WORKSTATION

When we first began working with Innovative Display & Design for the booth expansion and new support devices workstation, we needed to come up with our needs list for both. In working with my manager (Sr. Manager, Strategic Meetings Management & Event Operations), the Brand Design Manager and my colleague on the Meetings and Events team, we were able to come up with the following:

Needs List:

- Booth Expansion
 - Expand booth from 10x20 to 10x30 space by expanding existing structure
 - Add one backlit panel for additional graphic space
 - Add small seating area for at-show meetings
 - Change logo on the front of existing workstations to CSI brand
 - Add option to have a small partition wall on one side of booth
- New Support Devices Workstation
 - Structure like existing workstations without need for functioning demo on top
 - Display case to be flexible to allow interchangeable insert for different portfolio showings
 - Storage space underneath with the ability to lock the counter
 - Company logo on the front of the workstation

In *Session 62016 – The @show Experience: Understanding the Essentials of Exhibit Design* we learned about the graphic hierarchy. Who, or the hero/brand should be at the top of the exhibit and visible at 100 feet. The What, or the identification/product should be in the middle and visible at 10 feet. And the Why, or the point of the demo/message, should be visible at one foot. Based on these learnings, we were able to determine our current booth design was in fact meeting the graphic hierarchy in terms of how the booth is laid out, meaning we did not need to do a complete overhaul of our booth, but rather just some small tweaks on the “What” and the “Why” for this show.

The current overall look of our booth was still current and was able to be expanded relatively easy. At conferences, we typically have our workstations being used for our *Diamondback 360® Peripheral/Coronary Orbital Atherectomy Systems*, two interchangeable backlit booth panels and a digital video loop in the middle.



Once Innovative Display and Design had our needs, they were able to expand our 10x20 into a 10x30:



GRAPHICS

With our expanding portfolio, we needed to come up with a new campaign evolution to fit with our new booth expansion, and a display case graphic for our new support devices workstation. The team members chosen to help make this happen were our Marketing Communications Manager, Brand Design Manager, Sr. Product Marketer, Regulatory Affairs Manager and Paralegal. When we started out on this journey, we knew we would need something eye-catching. In **Session 217 – More Than Just a Pretty Face: Get Big Results from Your Small Booth**, Susan Brauer taught me that there are 5 key points to create clear and powerful messaging:

1. Create interest
2. Attract attention
3. Make your exhibit memorable
4. Pre-qualify visitors
5. Tie into overall company brand messaging

Our vision was to create an overarching message for the campaign, show our new portfolio of products and introduce CSI as the exclusive distributor of OrbusNeich balloons. In working with our design partner, they were able to assist us in the creation of something we could use as an overall theme for many additional shows. A lot of the discussions on this project were held live where the CSI team and our agency worked collaboratively to come up with the message the “Power of Constant Progress”. Once we had the theme, we needed the agency to come up with our booth graphics. The overall direction we provided to them was as follows:

- Weave in our new “Power of Constant Progress” messaging into the booth, while also advertising what’s new on each of our product franchise platforms.
- Promotion of the new products – Peripheral radial, new Sapphire balloons, and the new GlideAssist feature for Coronary

- Ensure the three graphics work together, but can also stand alone as separate graphics with their own message
- Clean white backgrounds with our device shots used as hero images

After some collaborative feedback and instruction from the team, our agency was able to come up with our new booth graphics which are displayed below.



DIGITAL VIDEO LOOP

The final piece of the exhibit design we needed to fine tune was the digital video loop. We leverage video or animations to deliver our key messaging, as well as provide information about featured products. In *Session 686 – Capture Physicians’ Hearts and Minds (and Stay Compliant) at Conventions*, I learned that you need to make sure your conference marketing campaign touches on as many points of the attendee journey as possible. While product demos are the top controlled reason attendees remember your booth, by pulling on the heart strings of the physician attendees using patient experiences, you drive a deeper emotional engagement. One of our tactics of the digital loop was to show real people and incorporate powerful messaging on why we do what we do. It reminds the physicians that the procedures they do each and every day have a significant impact on people’s lives.

Since the digital video loop is a part of that attendee experience, we found it important to do a mix of the stories with real people, new products and clinical information. These three components balance the emotional and rational perception of our company.

Included below is a snapshot of our video loop stills:



GUIDES TO SUCCESS

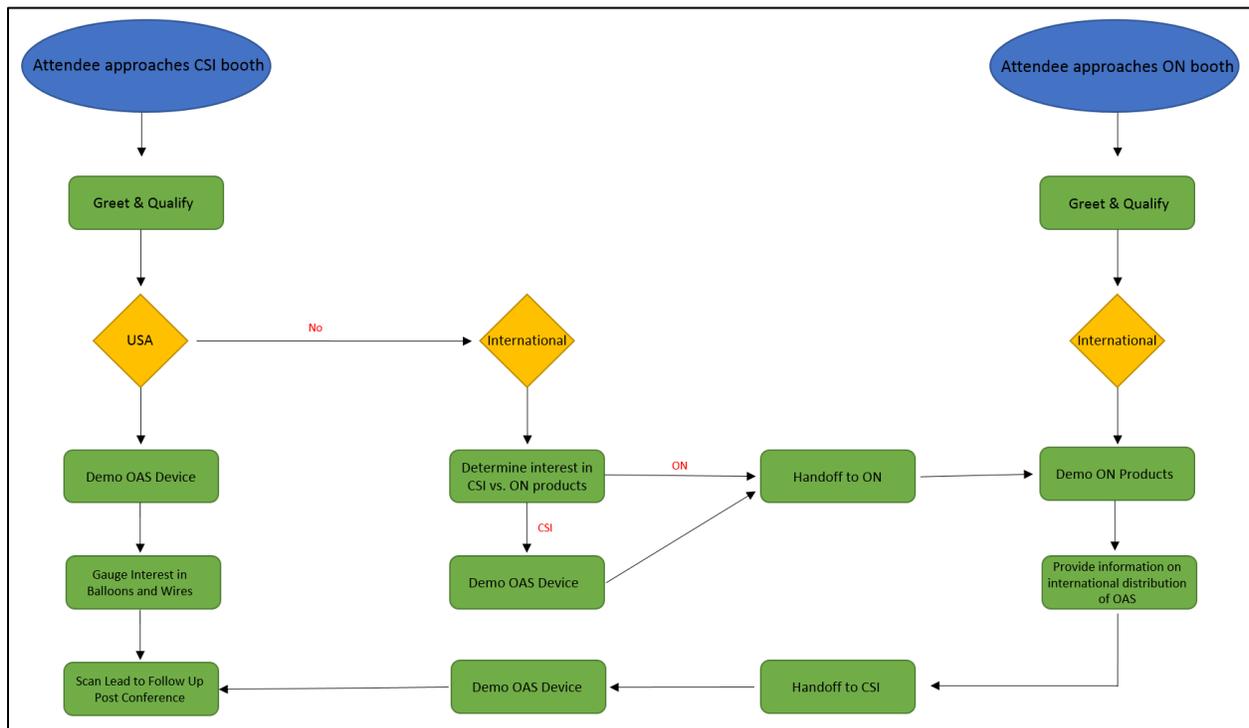
Since TCT was a large and very significant conference for CSI, it was important for us to take additional measures at the booth regarding our pre-con meeting at the show, the attendee flow and booth leads. In *Session 20416 – Don't Skip the Meetings – Pre-, At-, and Post-: Guideposts to Success*, Marc Goldberg taught me that the “main goals of a pre-show meeting are to clarify the show goals and objectives, explain the show strategy and explain the product messaging.” He also taught us that the pre-show meetings can be conducted in-person, electronically or a combination of both. For all our shows, we send out an email communication to all attendees going to the conference. This email includes our conference overview deck, company talking points and information on badge pick-up. Our conference overview deck is a comprehensive, collaborative document that includes anything and everything you would want to know about the conference. It lets all attendees know what our objectives are, what are the top things to know and shows our product messaging.

Once at the show, we conduct a pre-con meeting for all people staffing the booth. This is held prior to the open of the show at our booth. During this meeting, I go over the main objectives of the show, describe our product/booth messaging, run through all products and literature we have in the booth, explain how to use the lead retrieval system and explain the international attendee experience flow.

LEAD GENERATION AND QUALIFICATION

In *Session 317 – How to Double Your Qualified Leads: Best Practices in Trade Show Lead Acquisition*, Matt Hill and Jim Obermayer taught me that you need to train your exhibit staff during a pre-con meeting. During the meeting, you need to ensure you teach them how to qualify the attendees and let them know what information is needed in each scan.

The first step to this process is qualifying the leads. Since this was the first show CSI was ever able to actively engage with international attendees, it was important for me to take the time to explain the international attendee experience flow.

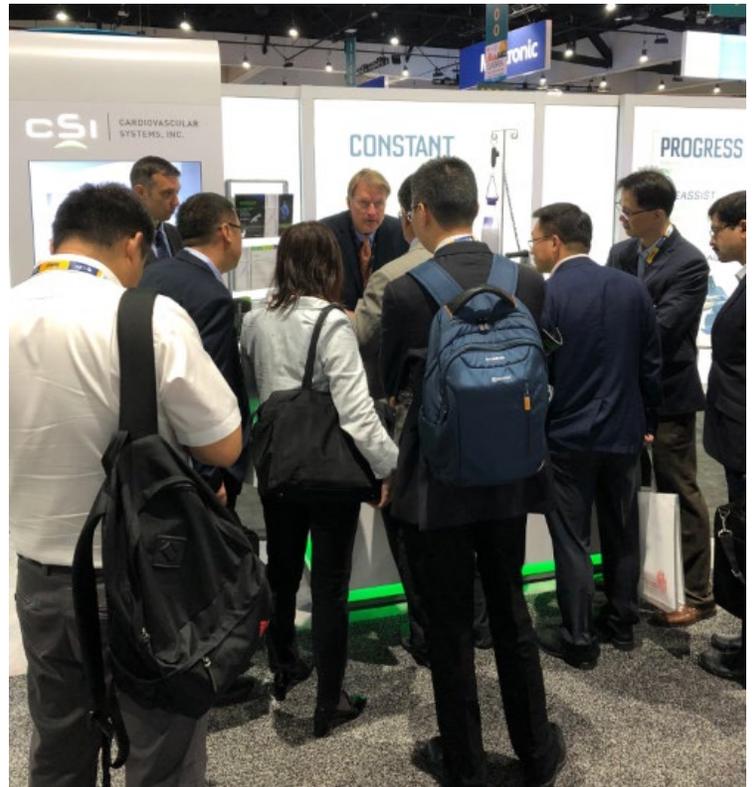


Once our booth staffers understood the international attendee flow, I was able to dive more into the lead retrieval system. Also in *Session 317 – How to Double Your Qualified Leads: Best Practices in Trade Show Lead Acquisition*, Matt Hill and Jim Obermayer taught me that “to enable your salespeople to turn qualified visitors into customers, they need the following six pieces of information:

- Contact information
- Need and interest for your product
- Decision making role/process
- Time frame of purchase

- Budget
- Next steps and preferred method of contact”

Since the decision-making role, time frame of purchase and budget are often out of the hands of physician attendees in the medical device industry, I chose to focus on contact information, need/interest for our product and next steps with preferred method of contact for our booth staffers. I walked the booth staffers through how to qualify each scan on the lead retrieval and add any notes. The booth staffers were all instructed to make sure all scanned leads included the attendees’ contact information and any follow-up required post conference.

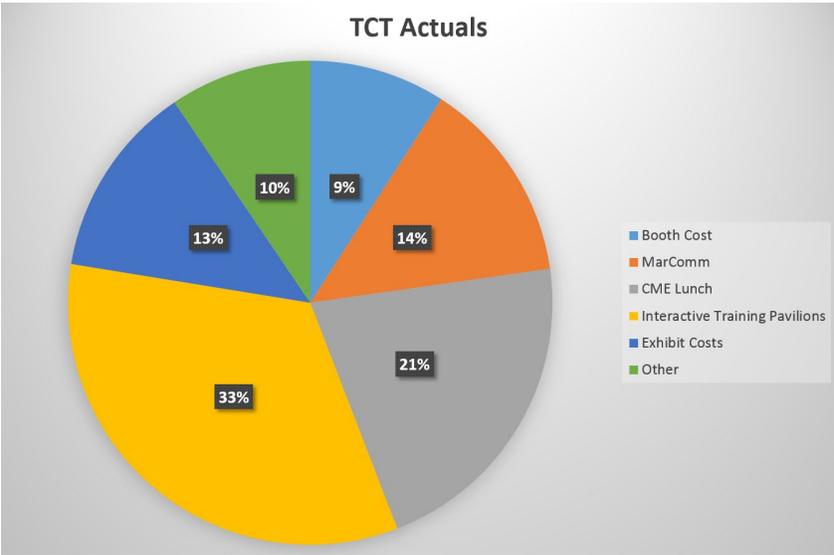
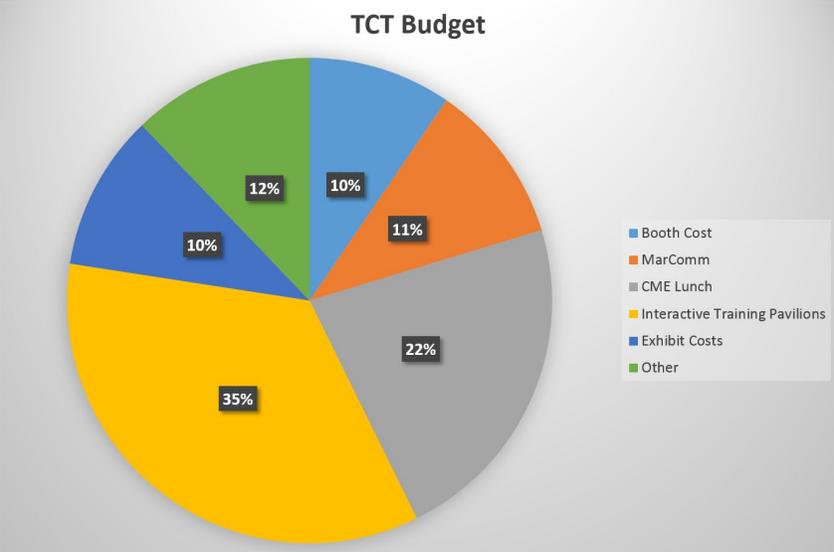


BUDGET

In creating our budget for this conference, we utilized a lot of the tips learned in *Session 20317 – The Nuts and Bolts of Budgeting for Results*. We utilized a lot of the historical data of the show and previous conference costs to help ballpark our budget. My manager and I had to explain to our director and accounting partners the difference between the hard costs versus soft costs as well. “Hard costs are non-negotiable expenses like your exhibit and graphics, material handling, flooring/carpet, shipping, etc. Soft costs are flexible expenses such as your level of participation, décor, promotions, sponsorships, etc.” With the historical information, we were able to come up with an estimated budget for the hard costs of the new booth expansion to the best of our abilities.

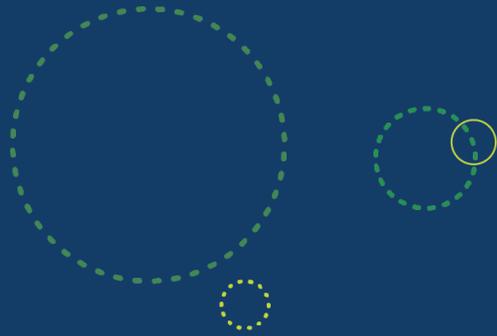
Here is the budget from TCT 2018:

TCT - Sep 21-25, 2018			
Description	Budget Breakout	Actual	Variance
Project Mgmt/Make Ready			
I&D labor			
Rentals			
Cleaning			
Drayage/Material Handling			
Shipping			
Electrical			
Lead retrieval			
Booth Space			
Booth Graphics			
Badges			
Marcom Elements & Design			
Collateral			
Print and Copy			
Package Handling			
Additional Meeting Space			
Additional Meeting Space F&B			
Interactive Training Pavilions			
CME Symposium Fee			
Educational Grant			
Total Budgeted Amount for Event			
Check (should equal \$0)			



While we did come in over budget for the conference, we were able to justify the overages. We were over budget for the following reasons:

- Our exhibit costs were over budget due to the unpredictability of the hard costs of shipping the new booth to the show
- The MarComm components were over budget due to needing new booth panels and new display case graphics which were extremely important in our debut of the new partnership with OrbusNeich



SECTION 5: INTEGRATED MARKETING COMMUNICATIONS



Section #5 – Integrated Marketing Communications



As previously mentioned in this portfolio, we had several overall company goals for this show:

- Introduce the “New CSI” story to key customers
- Drive CSI adoption by leveraging podium opportunities, customer engagement, medical education and promotion to continue to reinforce key differentiation vs. competition
- Reinforce commitment to clinical evidence to drive strategy and participation
- Gain insights to inform future pipeline through collaborating with targeted customers and partners
- Partner with OrbusNeich as we begin our international expansion opportunities

In *Session 31516 – Integrated Marketing Communications*, we learned that there are four categories for event objectives:

1. Awareness
2. Comprehension
3. Conviction
4. Action

With the company goals at the forefront of our minds, we decided to focus on awareness and action for all marketing communications. Awareness was used to create interest with international attendees who were now going to be able to have our products, and to announce we were now able to sell OrbusNeich balloons in the U.S. Action was a focus to get the attendees to do certain things based on which promotional piece they encountered.

Scott Leech taught us in *Session 31116 – How to Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program* that when you are launching a brand, your event brand goals are to build awareness and establish your space in the market. And when you are building on your existing brand, your main event brand goals are to differentiate and support a new understanding of your brand.

Since we were tasked with essentially launching a new product at TCT, we needed to build awareness on how our partnership with OrbusNeich was structured and ensure we utilized our marketing communications effectively to do so. We needed to call out that we are the exclusive U.S. distributor of OrbusNeich *Sapphire® II PRO* balloon line which we tied into our booth graphics, but we needed to do so strategically through other means as well.

We also needed to continue to build momentum on our existing brand. Since we were adding to our portfolio, we needed to tell the “new CSI story” to attendees. We needed physicians to start thinking about CSI as more than an atherectomy device company as we continued to grow. We had already begun to work on this with our booth graphics by having the one key message “The Power of Constant Progress” which we would draw key elements from in our additional marketing communications pieces to help show how CSI continues to be innovative.

In *Session 61717 – Graphics Boot Camp: The Basics Every Event Manager Should Know*, Brian Baker taught me that all brand touch points must be consistent to increase effectiveness, brand awareness and the overall impression others have of your company. You want to make sure you apply this to every element of your messaging, including booth architecture, graphics, promo, etc. This really resonated with me as this is something CSI has begun to do well over the last few years. We make sure all of our branding, booth graphics and marketing communications pieces are cohesive. Our Brand Design Manager has created a CSI Brand Guide which indicates all colors, fonts, etc. and she also is an approver for all conference pieces to ensure they stay consistent. For all marketing communication pieces for TCT this holds true and can be seen in the examples later in this section.

PRE-SHOW TACTICS

For our pre-show tactics we utilized some inexpensive ways to reach a large target audience. We sent out an e-blast to all of our Interventional Cardiology customers within our CRM database. The purpose of this communication was to bring awareness to the Interactive Training Pavilion sessions and the CME Lunch Symposium we were putting on at the show.

We also sent out a pre-conference communication to our sales force via a mobile app we use called SalesHub. The purpose of this communication was to raise awareness among our sales force to inform them on CSI’s activities at the show, and for them to reach out to their customers attending to ensure they are aware of all things CSI has for them at the show.

COMMUNICATION METHOD CHOSEN	RATIONALE FOR CHOICE	TARGETED AUDIENCE	MEASUREMENT METHOD	MEASURABLE OBJECTIVE	RESULTS	RECOMMENDATIONS FOR FUTURE
Pre-Show E-Blast	Inexpensive way to reach all active Interventional Cardiology customers	CSI's CRM database with active accounts	Open rate	18% open rate	332 emails sent; 20.8% open rate	Continue to use but send earlier in the future; e-blast was not sent until Thursday when conference started on Friday. Average open rate for physician is only 16.4% so still above average.
Pre-Show Sales Communication	Drive traffic to booth and activities at show	Physicians of Sales Reps	Open rate	20% open rate	Pushed out to 316 sales reps; 31.6% open rate	Continue to use. Also consider direct email to sales reps to increase awareness for those who do not utilize SalesHub as often as they should

EXAMPLES OF PRE-SHOW TACTICS

E-Blast sent out to all Interventional Cardiology customers

SMART SOLUTIONS
THAT ADVANCE TREATMENT
FOR COMPLEX PATIENTS

**LEARN HOW CSI IS INNOVATING
AT THESE EXCITING EVENTS:**

CHIP - ADVANCED PCI TECHNIQUES PAVILION
CORONARY CALCIUM SOLUTIONS
Sunday, September 23, 8:00–9:30 am & 10:00–11:30 am

ENDOVASCULAR PAVILION
**SFA INTERVENTION, COMPLEX LESIONS,
DEBULKING, AND DEFINITIVE THERAPY**
Sunday, September 23, 8:00–9:30 am & 10:00–11:30 am

 **tct2018**
INTERACTIVE TRAINING
WORKSHOPS

Workshops are only open to TCT Full Conference registrants. Advance sign-up will be required due to limited number of sessions.

LUNCH SYMPOSIUM
**COMPLEX PCI IN 2018: ECLIPSE-ING THE
STANDARD OF CONVENTIONAL ANGIOPLASTY**
Monday, September 24, 1:00–2:00 pm
Presentation Theater 1

Chairs: Ajay Kirtane, MD and Jeffrey Moses, MD
Faculty: Ehrin Armstrong, MD, MSc; Jonathan Hill, MD;
Jasvinder Singh, MD

*Sponsored by the Cardiovascular Research Foundation and supported
through an educational grant from Cardiovascular Systems, Inc.*

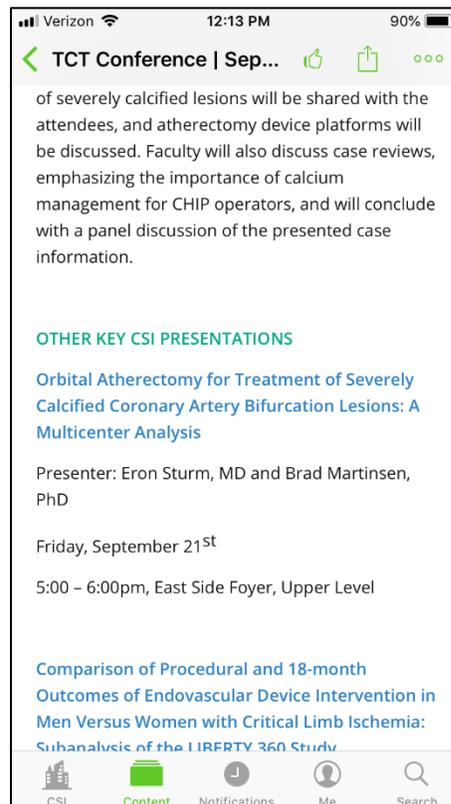
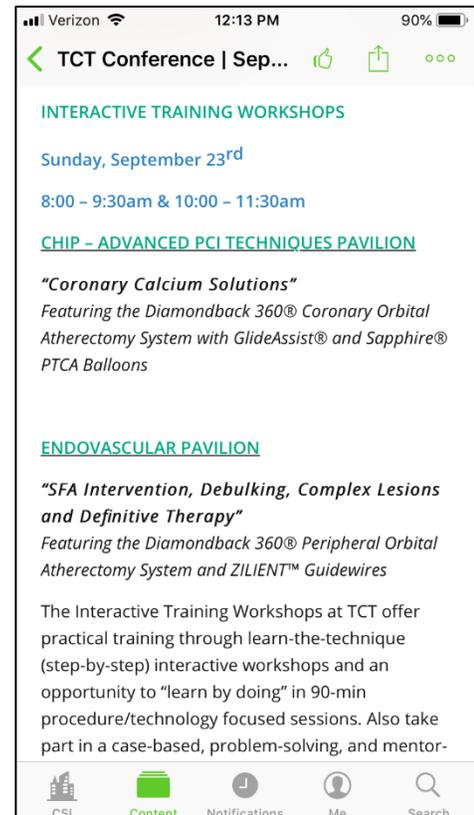
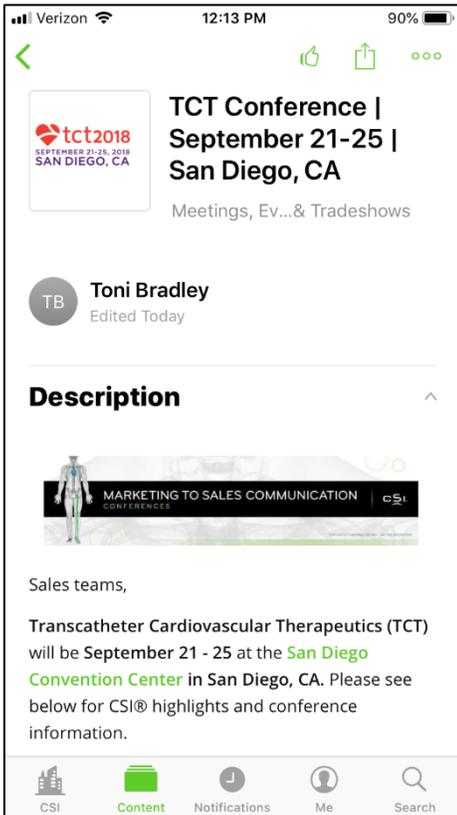
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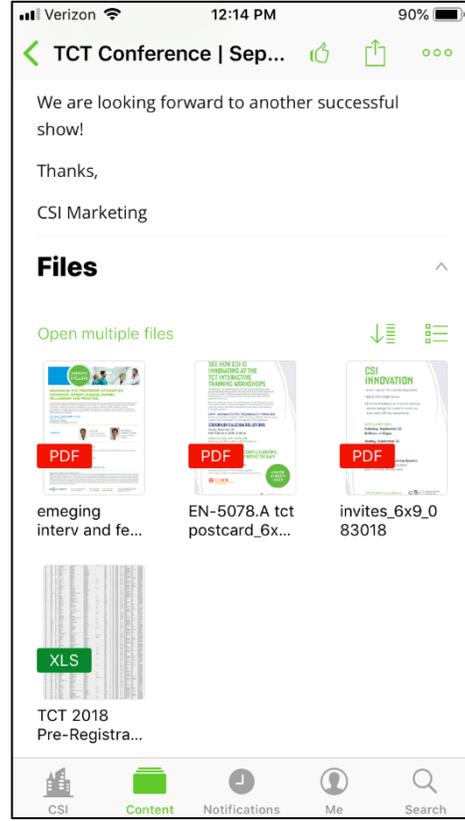
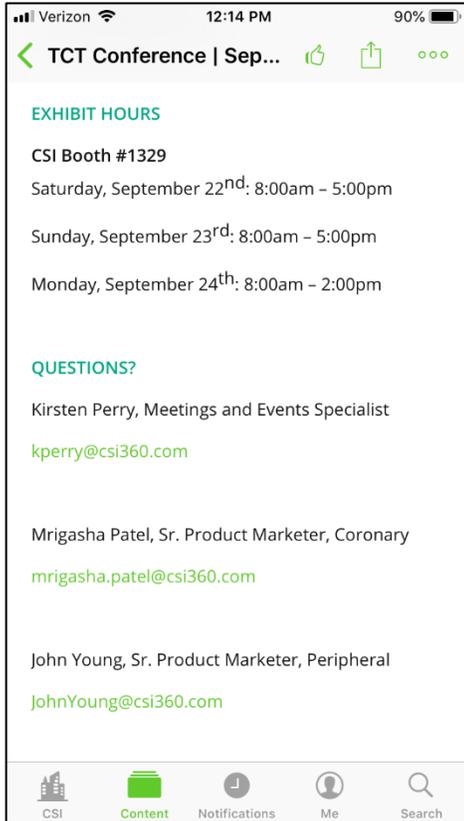
A Presentation Theater Program at
 **tct2018**

877-CSI-0360 // www.csi360.com  **CSI.** | CARDIOVASCULAR
SYSTEMS, INC.

 **VISIT CSI
AT BOOTH
#1329**

Pre-conference communication sent out to entire CSI Sales Force on SalesHub app





AT-SHOW TACTICS

Given many of the marketing communication sponsorship items within the show are extremely expensive, we had to be tactful on the pieces we chose. We decided to purchase the items that were going to be seen the most by the most attendees, and then utilize portions of a piece we had already created as a booth handout.

We decided to go with the satellite guide ad, *TCT Daily* ads and a carpet logo. All three of these pieces would be seen by the vast majority of attendees on multiple occasions.

We had a one-page ad in both the satellite guide and the *TCT Dailies*. The *TCT Dailies* are printed and handed out each day to almost everyone who comes to the conference. We had three ads throughout the conference in the *Dailies*. The first day of the conference our print ad focused on general information about our product with the call-to-action of visiting our booth. The second ad showcased information on the Interactive Training Pavilion sessions we took part in. And the third ad contained information on our CME lunch symposium taking place that day.

Our carpet logo was placed in the exhibit hall in a relatively high-traffic area near one of the entrances which allowed for many eyes to see and helped to drive traffic to our booth.

Finally, our booth handout was utilized as a talking point for the booth staff to help drive attendance to the Interactive Training Pavilions we were taking part in.

COMMUNICATION METHOD CHOSEN	RATIONALE FOR CHOICE	TARGETED AUDIENCE	MEASUREMENT METHOD	MEASURABLE OBJECTIVE	RESULTS	RECOMMENDATIONS FOR FUTURE
Satellite Guide Ad	Inexpensive way to reach all attendees interested in satellite sessions	All attendees	Attendance count at symposium	Have 50 (non-exhibitor) persons in attendance at our CME lunch symposium	63 non-exhibitor attendees	Consider condensing this ad into other promo opportunities
TCT Daily Ads	Attendees are given these Dailies each day and easy way to each mass group of attendees	All attendees	Total number of attendees	Generate 35,000 impressions at the show	45,000+ impressions	Continue to use
Carpet Logo	Drive traffic to booth and increase brand awareness	All attendees	Total number of attendees	Generate 35,000 impressions at the show	45,000+ impressions	Continue to use or place dollars into another strategic promotional opportunity
Training Pavilion Postcard/Booth Handout	Drive traffic to the Interactive Learning Pavilions	Attendees who stop by our booth	Attendance count at Interactive Training Pavilions	Have 20 people in attendance at each Interactive Training Pavilion session	Coronary Sessions: 38 & 33 attendees Peripheral Sessions: 13 & 24 attendees	Evaluate participation in peripheral Interactive Training Pavilion. Continue to advertise sessions at booth if continued participation in sessions

EXAMPLES OF AT-SHOW TACTICS

Satellite Guide Ad

SMART SOLUTIONS

THAT ADVANCE TREATMENT
FOR COMPLEX PATIENTS

LEARN HOW CSI IS INNOVATING AT THESE EXCITING EVENTS:

CHIP - ADVANCED PCI TECHNIQUES PAVILION

CORONARY CALCIUM SOLUTIONS

Sunday, September 23, 8:00–9:30 am & 10:00–11:30 am

ENDOVASCULAR PAVILION

SFA INTERVENTION, COMPLEX LESIONS, DEBULKING, AND DEFINITIVE THERAPY

Sunday, September 23, 8:00–9:30 am & 10:00–11:30 am



LUNCH SYMPOSIUM

CORONARY CALCIUM: ECLIPSE-ING THE STANDARD OF CONVENTIONAL ANGIOPLASTY

Monday, September 24, 1:00–2:00 pm

Presentation Theater 1

Chairs: Ajay Kirtane, MD and Jeffrey Moses, MD

Faculty: Ehrin Armstrong, MD; Gary Mintz, MD;
Richard Shlofmitz, MD; Jasvinder Singh, MD

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through an educational grant from Cardiovascular Systems, Inc.*

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A Presentation Theater Program at



877-CSI-0360 // www.csi360.com



SMART SOLUTIONS THAT ADVANCE TREATMENT FOR COMPLEX CASES

The system that brought you orbital ease of use, enabled bi-directional sanding and continuous flow of blood and saline, continues to evolve. CSI provides new product innovations designed to help interventionalists do their jobs more easily and more effectively – all with the goal of improving patient care.



WHEN YOU SEE CALCIUM, THINK
DIAMONDBACK 360®
CORONARY ORBITAL ATHERECTOMY SYSTEM

Indication: The Diamondback 360 Coronary Orbital Atherectomy System (OAS) is a percutaneous orbital atherectomy system indicated to facilitate stent delivery in patients with coronary artery disease (CAD) who are acceptable candidates for PTCA or stenting due to de novo, severely calcified coronary artery lesions. **Contraindications:** The OAS is contraindicated when the ViperWire Advance® Coronary guide wire cannot pass across the coronary lesion or the target lesion is within a bypass graft or stent. The OAS is contraindicated when the patient is not an appropriate candidate for bypass surgery, angioplasty, or atherectomy therapy, or has angiographic evidence of thrombus, or has only one open vessel, or has angiographic evidence of significant dissection at the treatment site and for women who are pregnant or children. **Warnings/Precautions:** Performing treatment in excessively tortuous vessels or bifurcations may result in vessel damage; The OAS was only evaluated in severely calcified lesions, a temporary pacing lead may be necessary when treating lesions in the right coronary and circumflex arteries; On-site surgical back-up should be included as a clinical consideration; Use in patients with an ejection fraction (EF) of less than 25%, has not been evaluated. See the instructions for use before performing Diamondback 360 coronary orbital atherectomy procedures for detailed information regarding the procedure, indications, contraindications, warnings, precautions, and potential adverse events. **Caution:** Federal law (USA) restricts this device to sale by or on the order of a physician.

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SEE MORE SMART SOLUTIONS AT **TCT BOOTH #1329**

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SMART SOLUTIONS

SEE HOW CSI IS INNOVATING AT THE TCT INTERACTIVE TRAINING WORKSHOPS

The training pavilions at TCT offer practical training through learn-the-technique (step-by-step) interactive workshops and an opportunity to “learn by doing” in 90-min procedure/technology focused sessions. Also take part in a case-based, problem-solving, and mentor-centered approach to learning.

CSI is the company of choice for peripheral and coronary interventions with Diamondback 360® orbital technology and complementary interventional support products. CSI offers smart solutions that advance the treatment of complex patients.

ENDOVASCULAR PAVILION

Featuring the Diamondback 360® Peripheral Orbital Atherectomy System and Zilent™ Guidewires

SFA INTERVENTION, COMPLEX LESIONS, DEBULKING AND DEFINITIVE THERAPY

Sunday, September 23

8:00–9:30 am and 10:00–11:30 am

CHIP: ADVANCED PCI TECHNIQUES PAVILION

Featuring the Diamondback 360® Coronary Orbital Atherectomy System with GlideAssist® and Sapphire® PTCA Balloons

CORONARY CALCIUM SOLUTIONS

Sunday, September 23

8:00–9:30 am and 10:00–11:30 am

Workshops are only open to TCT Full Conference registrants. Advance sign-up will be required due to limited number of sessions.



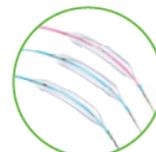
Zilent Guidewires



DiamondBack 360 Peripheral OAS



DiamondBack 360 Coronary OAS



Sapphire Balloons

SEE MORE SMART SOLUTIONS AT **BOOTH #1329**

The Diamondback 360 Peripheral Orbital Atherectomy System

The CSI Orbital Atherectomy System is a percutaneous orbital atherectomy system indicated for use as therapy in patients with occlusive atherosclerotic disease in peripheral arteries and stenotic material from artificial arteriovenous dialysis fistulas. Contraindications for the system include use in coronary arteries, bypass grafts, stents, or where thrombus or dissections are present. Although the incidence of adverse events is rare, potential events that can occur with atherectomy include: pain, hypotension, CVA/TIA, death, dissection, perforation, distal embolization, thrombus formation, hematuria, abrupt or acute vessel closure, or arterial spasm.

The Diamondback 360 Peripheral Orbital Atherectomy System

Indication: The Diamondback 360 Coronary Orbital Atherectomy System (OAS) is a percutaneous orbital atherectomy system indicated to facilitate stent delivery in patients with coronary artery disease (CAD) who are acceptable candidates for PTCA or stenting due to de novo, severely calcified coronary artery lesions. **Contraindications:** The OAS is contraindicated when the patient is not an appropriate candidate for bypass surgery, angioplasty, or atherectomy therapy, or has angiographic evidence of thrombus, or has only one open vessel, or has angiographic evidence of significant dissection at the treatment site and for women who are pregnant or children. **Warnings/Precautions:** Performing treatment in excessively tortuous vessels or bifurcations may result in vessel damage; The OAS was only evaluated in severely calcified lesions, a temporary pacing lead may be necessary when treating lesions in the right coronary and circumflex arteries; On-site surgical back-up should be included as a clinical consideration; Use in patients with an ejection fraction (EF) of less than 25% has not been evaluated. See the instructions for use before performing Diamondback 360 coronary orbital atherectomy procedures for detailed information regarding the procedure, indications, contraindications, warnings, precautions, and potential adverse events. **Caution:** Federal law (USA) restricts this device to sale by or on the order of a physician.

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SMART SOLUTIONS

JOIN US FOR A LUNCH SYMPOSIUM

COMPLEX PCI IN 2018: ECLIPSE-ING THE STANDARD OF CONVENTIONAL ANGIOPLASTY

Monday, September 24

1:00–2:00 pm in Presentation Theater 1

CHAIRS:

Drs. Ajay Kirtane and Jeffrey Moses

FACULTY:

Drs. Ehrin Armstrong, Jonathan Hill
and Jasvinder Singh

AGENDA:

- *What's New in Imaging for Coronary Calcium*
- *Tips and Tricks: A Step-By-Step Practicum for the Treatment of Severely Calcified Lesions*
- *Platform Updates: Atherectomy Devices for 2018 and Beyond*
- *Do We Underutilize Coronary Atherectomy? Rationale and Update on the ECLIPSE Trial*
- *Calcium Management in Higher Risk Cases: Complex Case Review*
- *Discussion*



Sponsored by the Cardiovascular Research Foundation and supported through an educational grant from Cardiovascular Systems, Inc.

SEE MORE SMART SOLUTIONS AT **BOOTH #1329**

Indication: The Diamondback 360 Coronary Orbital Atherectomy System (OAS) is a percutaneous orbital atherectomy system indicated to facilitate stent delivery in patients with coronary artery disease (CAD) who are acceptable candidates for PTCAs or stenting due to de novo, severely calcified coronary artery lesions. **Contraindications:** The OAS is contraindicated when the ViperWire Advance® Coronary Guide Wire cannot pass across the coronary lesion or the target lesion is within a bypass graft or stent. The OAS is contraindicated when the patient is not an appropriate candidate for bypass surgery, angioplasty, or atherectomy therapy, or has angiographic evidence of thrombus, or has only one open vessel, or has angiographic evidence of significant dissection at the treatment site and for women who are pregnant or children. **Warnings/Precautions:** Performing treatment in excessively tortuous vessels or bifurcations may result in vessel damage. The OAS was only evaluated in severely calcified lesions. A temporary pacing lead may be necessary when treating lesions in the right coronary and circumflex arteries; On-site surgical back-up should be included as a clinical consideration; Use in patients with an ejection fraction (EF) of less than 25% has not been evaluated. See the instructions for use before performing Diamondback 360 coronary orbital atherectomy procedures for detailed information regarding the procedure, indications, contraindications, warnings, precautions, and potential adverse events. **Caution:** Federal law (USA) restricts this device to sale by or on the order of a physician.

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SYSTEMS, INC.

Carpet Logo



SEE HOW CSI IS INNOVATING AT THE TCT INTERACTIVE TRAINING WORKSHOPS

The Interactive Training Workshops at TCT offer practical training through learn-the-technique (step-by-step) interactive workshops and an opportunity to "learn by doing" in 90-min procedure/technology focused sessions. Also take part in a case-based, problem-solving, and mentor-centered approach to learning.

CSI is the partner of choice for peripheral and coronary interventions with Diamondback 360®'s orbital technology and complementary interventional support products. CSI offers smart solutions that advance the treatment of complex patients.

CHIP - ADVANCED PCI TECHNIQUES PAVILION

Featuring the Diamondback 360® Coronary Orbital Atherectomy System with GlideAssist® and Sapphire® PTCA Balloons

CORONARY CALCIUM SOLUTIONS

Sunday, September 23

8:00–9:30 am & 10:00–11:30 am

ENDOVASCULAR PAVILION

Featuring the Diamondback 360® Peripheral Orbital Atherectomy System and ZILIENT™ Guidewires

SFA INTERVENTION, COMPLEX LESIONS, DEBULKING, AND DEFINITIVE THERAPY

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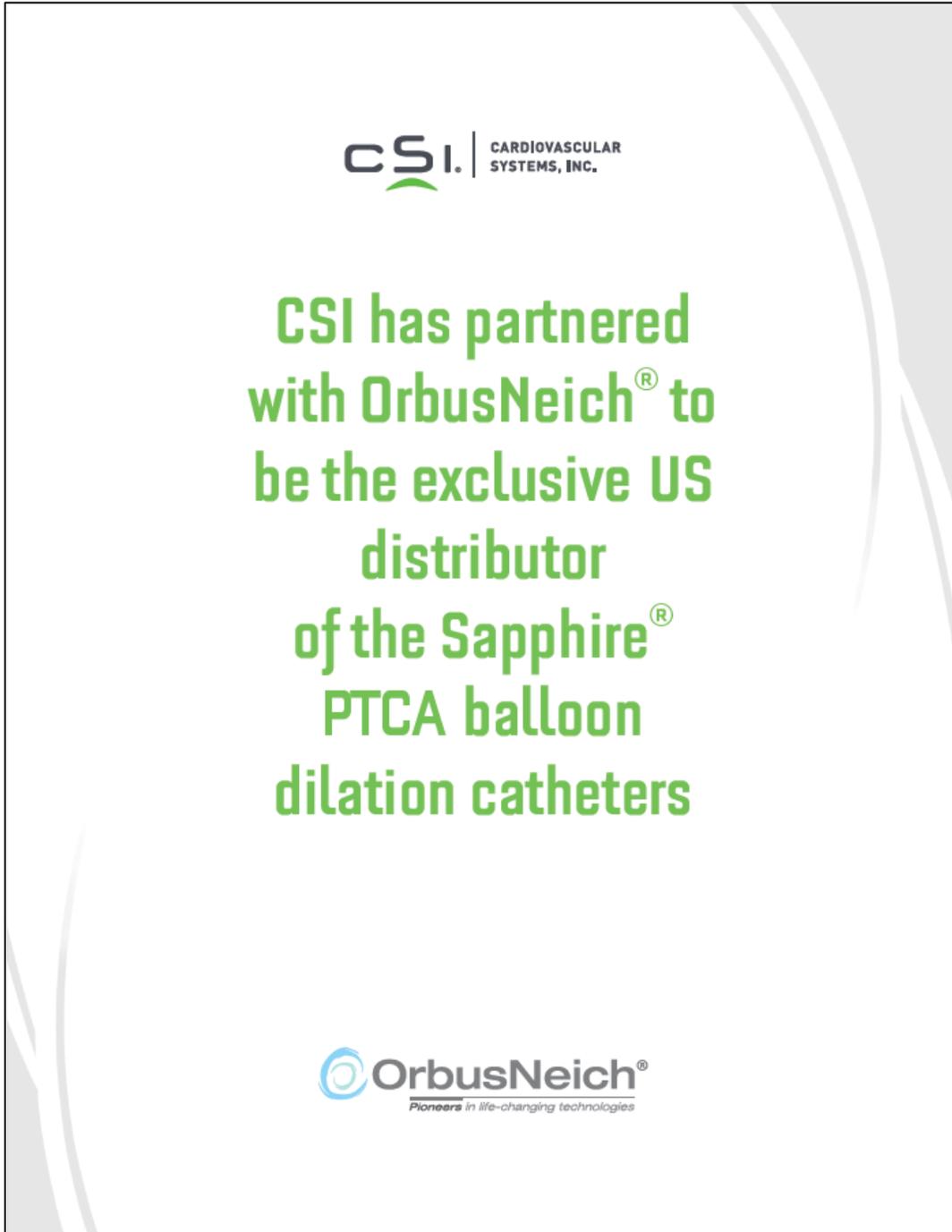
Advance sign-up is highly encouraged due to limited number of sessions.



877-CSI-0360 // www.csi360.com



Signage in booth indicating OrbusNeich partnership



The image shows a booth signage graphic. At the top center is the CSI logo, which consists of the letters 'CSI.' in a bold, sans-serif font with a green underline under the 'I', followed by a vertical line and the text 'CARDIOVASCULAR SYSTEMS, INC.' in a smaller, all-caps font. Below the logo is the main text in a large, bold, green font: 'CSI has partnered with OrbusNeich® to be the exclusive US distributor of the Sapphire® PTCA balloon dilation catheters'. At the bottom center is the OrbusNeich logo, which features a blue circular icon with a white 'O' inside, followed by the text 'OrbusNeich®' and the tagline 'Pioneers in life-changing technologies' in a smaller font below it. The background of the signage is white with light gray curved lines on the right and bottom edges.

CSI. | **CARDIOVASCULAR
SYSTEMS, INC.**

**CSI has partnered
with OrbusNeich® to
be the exclusive US
distributor
of the Sapphire®
PTCA balloon
dilation catheters**

OrbusNeich®
Pioneers in life-changing technologies

POST-SHOW TACTIC

Our post show tactic was to send out an e-blast to anyone who stopped by our booth, participated in an Interactive Training Pavilion session or attended our CME Lunch Symposium. This was an inexpensive way to have one additional touch point after the conference had finished that also included a way for them to take the next step if they so desired. The e-blast contained the reader's next call-to-action whether they wanted to find more information on our product, or how to get in touch with their local rep if they were ready to take the next step.

COMMUNICATION METHOD CHOSEN	RATIONALE FOR CHOICE	TARGETED AUDIENCE	MEASUREMENT METHOD	MEASURABLE OBJECTIVE	RESULTS	RECOMMENDATIONS FOR FUTURE
Post Show E-Blast	Inexpensive way to follow up with attendees from the show	Attendees who came to our booth or events	Open rate	20% open rate	35.7% open rate	Continue to use

EXAMPLE OF POST-SHOW TACTIC

ARE YOU PREPARED FOR
WHAT'S NEXT?



DIAMONDBACK 360®
CORONARY ORBITAL ATHERECTOMY SYSTEM

**Diamondback 360® Orbital Atherectomy Systems:
Innovation applied to Severe Calcium.**

We hope you enjoyed TCT 2018 in San Diego and brought home ideas you can put to use. We're so glad to have had an opportunity to share the Diamondback 360® Coronary Orbital Atherectomy System (OAS), now with GlideAssist™.

GlideAssist enables the crown to spin at a slow speed (5kRPM), reducing friction in the system to:

- Facilitate tracking of the device
- Provide easier removal of the device
- Allow smoother repositioning of the ViperWire Advance® during procedures

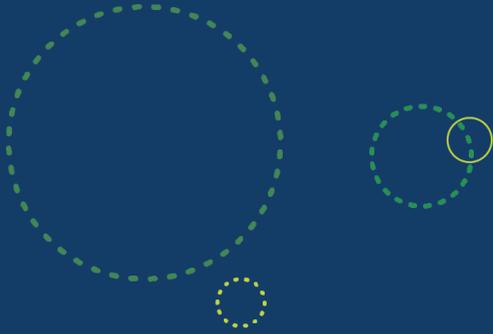
Your patients with Severe Calcium deserve a safe and effective approach. **The latest study results demonstrate just how effective. See them here:**
<http://www.csi360.com/coronary-clinical/>

Are you ready to take the next step? Talk with your local CSI® Diamondback representative, by calling customer service at **1-877-274-0901**.

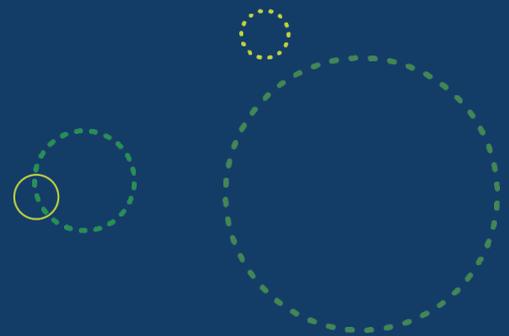
Diamondback 360® Coronary Orbital Atherectomy System
Indications: The Diamondback 360® Coronary Orbital Atherectomy System (OAS) is a percutaneous orbital atherectomy system indicated to facilitate stent delivery in patients with coronary artery disease (CAD) who are acceptable candidates for PTCA or stenting due to de novo, severely calcified coronary artery lesions. **Contraindications:** The OAS is contraindicated when the ViperWire® guide wire cannot pass across the coronary lesion or the target lesion is within a bypass graft or stent. The OAS is contraindicated when the patient is not an appropriate candidate for bypass surgery, angioplasty, or atherectomy therapy, or has angiographic evidence of thrombus, or has only one open vessel, or has angiographic evidence of significant dissection site and for women who are pregnant or children. **Warnings/Precautions:** Performing treatment at the treatment in excessively tortuous vessels or bifurcations may result in vessel damage; The OAS was only evaluated in severely calcified lesions. A temporary pacing lead may be necessary when treating lesions in the right coronary and circumflex arteries; On-site surgical back-up should be included as a clinical consideration; Use in patients with an ejection fraction (EF) of less than 25% has not been evaluated. See the instructions for use before performing Diamondback 360 coronary orbital atherectomy procedures for detailed information regarding the procedure, indications, contraindications, warnings, precautions, and potential adverse events. **Caution:** Federal law (USA) restricts this device to sale by or on the order of a physician.

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SECTION 6: RESULTS



Section #6 – Results



In reviewing the objectives, we set forth as a core team for the overall conference and the measurable goals set into action, I would say TCT was a success. We received a lot of praise from the executive team in how the core planning team was able to accomplish debuting the partnership with OrbusNeich at the conference. The below table will show our measurable goals, results and recommendations for the future.

OVERALL OBJECTIVES	TACTICS	ASSESSMENT METHOD	MEASUREABLE GOALS	RESULTS	RECOMMENDATIONS
Drive sales and launch new partnership with OrbusNeich	Utilize booth position across from OrbusNeich to engage international attendees	Number of leads	Increase booth traffic by 20% from last year	2017 we had 47 leads; 2018 we had 61 leads. Increased booth traffic by just over 30%	Partnership with OrbusNeich worked well. Continue to partner with them for future conferences both companies attend
	Conduct product demos in booth	Number of leads	Collect 50 qualified leads	61 qualified leads collected	Continue to educate booth staff about the international attendee flow and how to qualify attendees who stop by the booth
Increase brand and product awareness and launch new portfolio	TCT Daily print ads and booth handout	Number of attendees	Have at least 20 people in attendance at each Interactive Training Pavilion session	Coronary Sessions: 38 & 33 attendees Peripheral Sessions: 13 & 24 attendees	Continue to participate in coronary sessions and possibly reevaluate participation in peripheral sessions. Discuss with CRF the use of faculty assigned to each station on whether companies could be in charge of assigning the faculty.
	TCT Daily print ad	Number of attendees	Have at least 50 (non-exhibitor) persons in attendance at our lunch symposium	63 non-exhibitor attendees	Continue to have CME lunch symposium. Recommend getting symposium application in faster to secure more desired day/time within the conference.
	TCT Daily print ads and carpet logo	Number of impressions	Generate 35,000 impressions at the show	45,000+ impressions	Continue to advertise in TCT Dailes. Need to reevaluate on if carpet logos are the best spend due to not being able to determine location in the exhibit hall.
Foster existing relationships and share new "CSI Story"	Private meetings with key customers	Number of meetings	Meet with 15 existing customers	Executives met with 26 key customers	Continue to have key customer meetings at conferences to spread story and key company updates

In addition to the above measurable goals, for every conference I hold a final recap meeting with all the core team members to go over what went well, what didn't go so well and any recommendations the team has for the future. This meeting is held in-person the week following the conference when everything is still fresh in everyone's mind. The general overall feedback from the team was as follows:

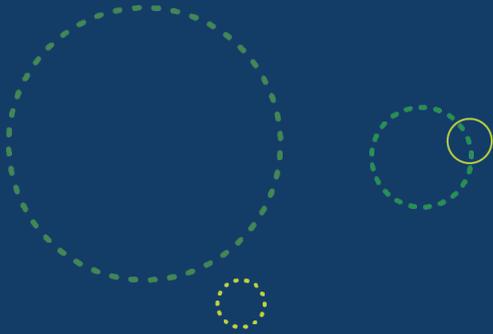
- ### WAYS TCT WAS SUCCESSFUL

- It was great being directly across from OrbusNeich – we would recommend this again for future meetings where OrbusNeich is present
 - Having the international attendee flowchart was helpful to see who should be conducting what for demos
 - The new Interactive Training Pavilions TCT implemented this year were a hit and would recommend we continue the coronary sessions for sure

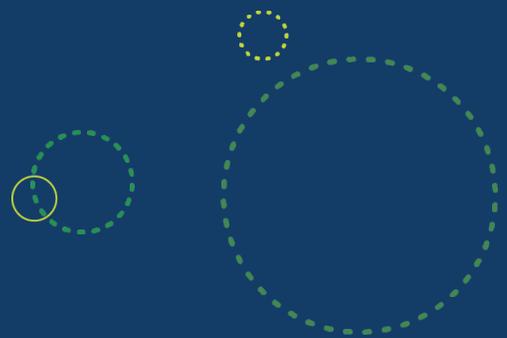
- The new campaign evolution “The Power of Constant Progress” seemed to be well received by physicians
- Booth expansion allowed for dedicated places to bring attendees for demos on each product we offer
- **WAYS TCT COULD IMPROVE**
 - We recommend working on securing our lunch symposium earlier in the future to ensure we get a prime day/time slot
 - We should consider having a pre-con meeting with OrbusNeich about our demos as there was several times when someone from OrbusNeich walked attendees over and started trying to give a demo of our product when they were not trained to do so
 - For the Interactive Training Pavilions, we would recommend TCT to not have faculty members assigned to each company within the session, or allow each company to select their own faculty members

RESULTS REPORTING

The people we report our conference results to is currently rather limited. As of writing this portfolio, the only people the results are reported to are my direct team which includes those mentioned in Section 1. The results that are shared are how we came in on budget, the feedback from the core planning team and where we came in on our objectives. The only real way the executives get to hear about our results is if our director escalates them to our VP of Global Marketing who can then share them broadly with the overall executive team.



SECTION 7: CONCLUSION



Section #7 – Conclusion



If you would have asked me early on if TCT would be an event I would want to duplicate, the answer would have more than likely been no. The overall complexity of the event with several participation aspects, the countless last-minute additions/changes and the fact that there was so much at stake from an executive perspective was something I had never experienced before at CSI. However, as I write this portfolio and reflect on the experience, I truly believe the TCT conference helped me take the next step in my career. The amount of work I put into this conference was unlike any conference I had managed before, but in the end, it was very rewarding. I do acknowledge that there is room for improvement, but I am proud of how successful the show was.

In fact, the hard work that I put into the show did not go unnoticed by the executive team. I found out shortly after the conference that I had won a company-wide Quarterly Monthly Recognition Award for all my work on TCT. My team and I have a joke that with our profession, we are rarely acknowledged, and it is a relatively thankless job since people do not tend to see things when they go right, but they see everything when they go wrong. It felt very satisfying to be recognized for this event.

Since TCT involved everything and the kitchen sink for conference activities, it was deemed as “the new benchmark” for all future conferences. Our executive team has since taken more of an interest in all our conferences and want to be more informed of our activities at each conference as well.

CONFERENCE PROGRAM RECOMMENDATIONS

Based on my learnings from the CTSM program, I have identified a few gaps to our existing conference program which I have made recommendations to my team and manager on. The first recommendation would be to implement post-show surveys that would be sent to not only those involved from the core team meeting, but also anyone who staffed the booth and a few various CSI attendees. By having this survey, we would be better able to gauge the impact we had at the conference from different perspectives. Including booth staff would be crucial as the staffers are typically sales reps and they may have different viewpoints than others attending the conference, and since they work very closely with the physicians each day, they have a better understanding of how to connect with them. To implement this, I will work with my Meetings & Events colleague to come up with questions for an electronic survey to send out post-conference.

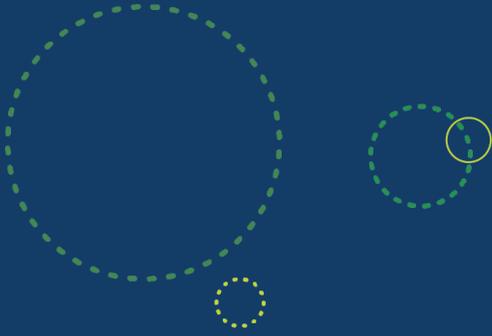
The second recommendation relates to our conference results reporting. As indicated in the previous section, the only people our conference results are reported to are my direct team. While the core team gets to hear the peer-to-peer feedback on the conference, they really don't get to see any ROI/ROO from the conference. Another miss is the executives really do not get to see any sort of results or feedback from the conference. I have recommended that this be added as a quick snapshot of the conference for the executives, so they can see how beneficial conferences are and that the dollars spent are indeed worth it. To implement this change, I will work with my manager to determine the most beneficial pieces of information for executives, so we can start putting together our snapshot.

CTSM PROGRAM LEARNINGS

From the point early on in my career at CSI when my manager mentioned she had a professional development goal for me to complete my CTSM certification, I knew it was going to be a process. The very first taste of the program was attending ExhibitorLive 2016 and I took 10 courses. Being at a conference where people truly understand what I do for my career and have the same humor as I do towards mishaps was exhilarating. I had found my people. I took a brief break from my certification in 2017 to get married, but when I started back up, I went right back into full swing and completed the last of my courses at ExhibitorLive 2019.

The information I learned from all the courses has proved to be successful within my career. Often after particularly engaging sessions, I would bring the information directly to my team to see how we could incorporate the learnings into our program. Not only did this program help further me along in my career, but it truly gave me an unparalleled set of skills that I can use for years to come. I am extremely grateful for the breadth of knowledge and practical skills that all the Exhibitor instructors have provided me. I also need to again acknowledge my appreciation of my manager who truly values professional development, and without her support, I would not have been able to complete this program.

To say this CTSM program has been beneficial would be an understatement. It truly helped me learn more about myself and to push myself to always strive for the best. I look forward to continuing to learn more to grow within my career and apply my CTSM learnings to not only elevate myself but my company as well.



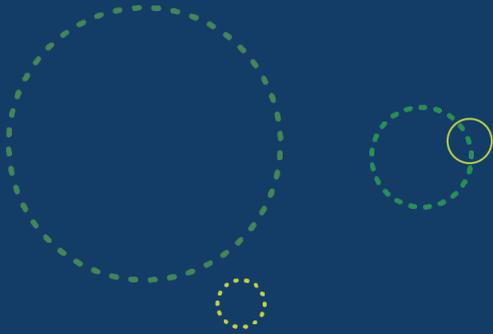
SESSION REFERENCES



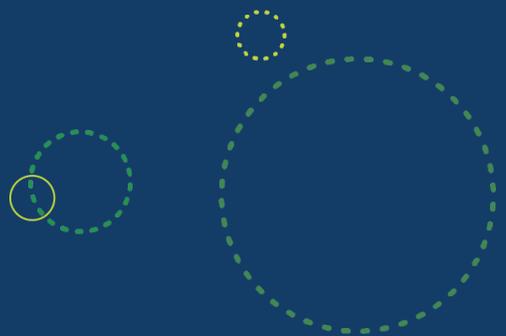
Session References



SESSION	TITLE	PAGE
217	More Than Just a Pretty Face: Get Big Results from Your Small Booth	20
317	How to Double Your Qualified Leads: Best Practices in Trade Show Lead Acquisition	23
686	Capture Physicians' Hearts and Minds (and Stay Compliant) at Conventions	21
20317	The Nuts and Bolts of Budgeting for Results	24
20416	Don't Skip the Meetings: Pre-, At-, and Post-: Guideposts to Success	22
20617	Show Operation Basics - Part 1: Pre-Show Planning	18
31116	How to Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program	28
31316	Beyond the Basics of Booth Selling	11
31516	Integrated Marketing Communications	28
40219	Basic Project Management and Reporting Skills	15
61717	Graphics Boot Camp: The Basics Every Event Manager Should Know	11, 29
62016	The @show Experience: Understand the Essentials of Exhibit Design	19



Appendix



Appendix



Event	Event Type	Dates	City/State	Location	Booth Size
JULY					
Corporate Innovations Visit	Customer Event	July 10, 2018	St. Paul	HQ	N/A
Corporate Innovations Visit	Customer Event	July 17, 2018	St. Paul	HQ	N/A
Corporate Innovations Visit	Customer Event	July 24, 2018	St. Paul	HQ	N/A
CVI	Coronary/Peripheral	July 26 - 28, 2018	Denver, CO	Grand Hyatt	Backlit Tabletop with Workstation
AUGUST					
Company Meeting & NTM 2018	Sales	August 2 - 4, 2018	Bloomington, MN	JW Marriott/Radisson Blu	N/A
Q4 Town Hall	Corporate	August 2, 2018 during NSM	St. Paul	HQ	N/A
AMP - Amputation Prevention Symposium	Peripheral - Cadaver Lab	August 8 - 11, 2018	Chicago, IL	Hilton Chicago	10x30
Corporate Innovations Visit	Customer Event	August 20, 2018	St. Paul	HQ	N/A
Quarterly BOD Meeting	Executive	August 21-22, 2018	St. Paul	HQ	N/A
Corporate Innovations Visit	Customer Event	August 28, 2018	St. Paul	HQ	N/A
SEPTEMBER					
RSM Leadership Development Course	Sales	September 5 - 6, 2018	St. Paul	HQ	N/A
AVP Gap Meeting	Sales	September 6, 2018	St. Paul	HQ	N/A
Sales Leadership Development	Sales	September 7, 2018	St. Paul	HQ	N/A
Corporate Innovations Visit - PAD Month Talk	Customer Event	September 6, 2018	St. Paul	HQ	N/A
Golf Tournament	Corporate	September 20, 2018	St. Paul	Como Golf Course	
TCT	Coronary/ Peripheral	September 21 - 25, 2018	San Diego, CA	San Diego Convention Center	10x30

OCTOBER

Manager's Meeting	Corporate	October 9, 2018	St. Paul	Delta Hotels	N/A
Dedicated Coronary Training	Sales	October 9-10, 2018	St. Paul	HQ	N/A
AVP/RSM Meeting	Sales	October 10 - 11, 2018	St. Paul	HQ	N/A
Amp Summit	Peripheral	October 12-13, 2018	Phoenix, AZ	Camby	
President's Club	Sales	October 22-28	Rome, Italy	Aleph Hotel	N/A
Cardiovascular Interventions (SCRIPPS)	Coronary	October 23 - 26, 2018	La Jolla, CA	Hilton Torrey Pines	Tabletop
Q1 Town Hall	Corporate	October 31, 2018 1:00 - 2:00pm	St. Paul	HQ	N/A
Halloween Party	Corporate	October 31, 2018	St. Paul	HQ	N/A

NOVEMBER

SAWC	Peripheral	November 2 - 4, 2018	Las Vegas, NV	Caesars Palace	10x10
VIVA	Peripheral	November 5 - 8, 2018	Las Vegas, NV	Wynn Hotel	10x10
Corporate Innovations Visit	Customer Event	November 13, 2018	St. Paul	HQ	N/A
BOD Meeting	Executive	November 13-14, 2018	St. Paul	HQ	N/A
Annual Shareholder Mtg	Corporate	November 14, 2018	St. Paul	HQ	N/A
VEITH	Peripheral	November 13 - 17, 2018	New York, NY	New York Hilton Midtown	N/A
Corporate Innovations Visit	Customer Event	November 20, 2018	St. Paul	HQ	N/A
CSC	Peripheral	November 21 - 23, 2018	Madrid		
Executive Offsite	Corporate	November 26 - 27, 2018	Minneapolis MN	Hotel Ivy	N/A
RSM Leadership Development Course	Sales	November 28-29, 2018	St. Paul	HQ	N/A
Sales Leadership Development	Sales	November 30, 2018	St. Paul	HQ	N/A

DECEMBER

ICI	Coronary	December 2-4, 2018	Israel		N/A
AVP Gap Meeting	Sales	December 6, 2018	St. Paul	HQ	N/A
SCAI Fall Fellows	Coronary	December 7 - 11, 2018	Las Vegas, NV	Cosmopolitan Hotel	10x20
Corporate Innovations Visit	Customer Event	December 11, 2018	St. Paul	HQ	N/A
Kamakurai Live	Coronary	December 15-16, 2018			N/A
CSI Holiday Party	Corporate	December 19, 2018	St. Paul	HQ	N/A
GulfPCR	Coronary	Decemboer 19-20, 2018	Dubai		

JANUARY

Regional Trainings	Sales	January 7 - 11, 2018 January 14 - 18, 2018	Misc.	Misc.	N/A
SingLive	Coronary	January, 17-18, 2019	Singapore		
LINC	Peripheral	January 22 - 25, 2019	Germany	Fair Trade Leipzig	N/A
ISET	Peripheral	January 26 - 30, 2018	Hollywood, FL	Diplomat Hotel	N/A
Quarterly BOD Meeting OFFSITE	Executive	January 29-30	Houston, TX	Texas Heart Inst / CSI Pearland tour	N/A
Town Hall	Corporate	January 31, 2019	St. Paul	HQ	N/A
Northwell Health Fellows	Coronary	January 31- February 2, 2019	Las Vegas, NV		Tabletop (Fablite)

FEBRUARY

Heart Month Lunch and Learn	Corporate	February 7, 2019	St. Paul	HQ	n
JIM	Coronary	February 14-16, 2019	Milan		
JET	Coronary	February 22-24, 2019	Tokyo Japan		
Sales Leadership Development	Sales	February 27-March 1, 2019	St. Paul	HQ	N/A
CTO	Coronary	February 28 - March 1, 2019	New York, NY	Marriott Marquis	10x10

MARCH

CRT Conference	Coronary	March 2 - 5, 2019	Washington DC	Omni Shoreham	None - Learning Center
RSM Leadership Development Course	Sales	March 6 - 7, 2019	St. Paul	HQ	N/A
AVP Gap Meeting	Sales	March 7, 2019	St. Paul	HQ	N/A
Sales Leadership Development	Sales	March 8, 2019	St. Paul	HQ	N/A
HKSTENT	Coronary	March 8-10, 2019	HK/APAC		
LINCAP	Peripheral	March 12-13, 2019	Hong Kong		
ACC	Coronary	March 16 - 18, 2019	New Orleans, LA	New Orleans Ernest N. Morial Convention Center	10X20
Faculty Certification	ProfEd	March 30, 2019	St. Paul	HQ	N/A

APRIL

OEIS	OBL	April 5-6, 2019	St. Petersburg, FL	Vinoy Renaissance Resort & Golf Club	Booth - Likely Tabletop
Manager's Meeting	Corporate	April 8, 2019	Minneapolis MN	Delta Hotels	N/A
CRF Fellows	Coronary	April 11 - 14, 2019	Orlando, FL	Hilton Bonnet Creek	Fablite Tabletop
EU OAS Leaders Program	ProfEd	April 12, 2019	St. Paul	HQ	N/A
Qtrly BOD Mtg	Corporate		St. Paul	HQ	N/A

MAY

Corporate Innovations Visit	Customer Program		St. Paul	HQ	N/A
CSI 5K	Corporate		St. Paul	HQ	N/A
BODM	Executive	May 15 - 16, 2019	St. Paul	HQ	N/A
Town Hall	Corporate		St. Paul	HQ	N/A
SCAI	Coronary/Peripheral	May 20 - 23, 2019	Las Vegas, NV	Cosmopolitan Hotel	10x20 Booth
EuroPCR	Coronary/Peripheral	May 21-24, 2019	France		N/A
Corporate Innovations Visit	Customer Program		St. Paul	HQ	N/A
NCVH	Peripheral	May 29 - 31, 2019	New Orleans, LA	Roosevelt Hotel	Booth - Size TBD

MAY

Corporate Innovations Visit	Customer Program		St. Paul	HQ	N/A
CSI 5K	Corporate		St. Paul	HQ	N/A
BODM	Executive	May 15 - 16, 2019	St. Paul	HQ	N/A
Town Hall	Corporate		St. Paul	HQ	N/A
SCAI	Coronary/Peripheral	May 20 - 23, 2019	Las Vegas, NV	Cosmopolitan Hotel	10x20 Booth
EuroPCR	Coronary/Peripheral	May 21-24, 2019	France		N/A
Corporate Innovations Visit	Customer Program		St. Paul	HQ	N/A
NCVH	Peripheral	May 29 - 31, 2019	New Orleans, LA	Roosevelt Hotel	Booth - Size TBD

JUNE

RSM Leadership Development Course	Sales	June 5 - 6, 2019	St. Paul	HQ	N/A
AVP Gap Meeting	Sales	June 6, 2019	St. Paul	HQ	N/A
Sales Leadership Development	Sales	June 7, 2019	St. Paul	HQ	N/A
SVS	Peripheral (Abstracts Only)	June 13 - 14, 2019	Washington DC	Gaylord National Harbor Resort & Convention Center	N/A
Complex Coronary & Vascular Cases	Coronary	June 13 - 14, 2019	New York, NY	Mount Sinai	Tabletop (Fablite)
Corporate Innovations Visit	Customer Program		St. Paul	HQ	N/A
CSI Company Picnic	Corporate		St. Paul	HQ	N/A
Corporate Innovations Visit	Customer Program		St. Paul	HQ	N/A
C3	Coronary/ Peripheral	June 23-26, 2019	Orlando, FL	Hilton Bonnet Creek	Booth - Size TBD
Company Picnic	Corporate	June 26, 2019	St. Paul	HQ	N/A