



SCIENTIFIC
SESSIONS
20|15

Exhibits: November 8–10
Sessions: November 7–11
Resuscitation Science Symposium: November 7–8
Cardiovascular Nursing Symposium: November 10–11
Orlando, Florida
scientificsessions.org

Apply today

Scientific Sessions is the leading cardiovascular conference for basic, translational, clinical and population science. Join us for this world-class conference that features excellent science every year.



Exhibit Prospectus

Scientific Sessions | Orlando, FL



Leading Discovery. Global Impact.
exhibitatsessions.org

Why You Should Exhibit

Expect **BIG** Things

Scientific Sessions 2015

Highlights

5 DAYS of comprehensive,
unparalleled education

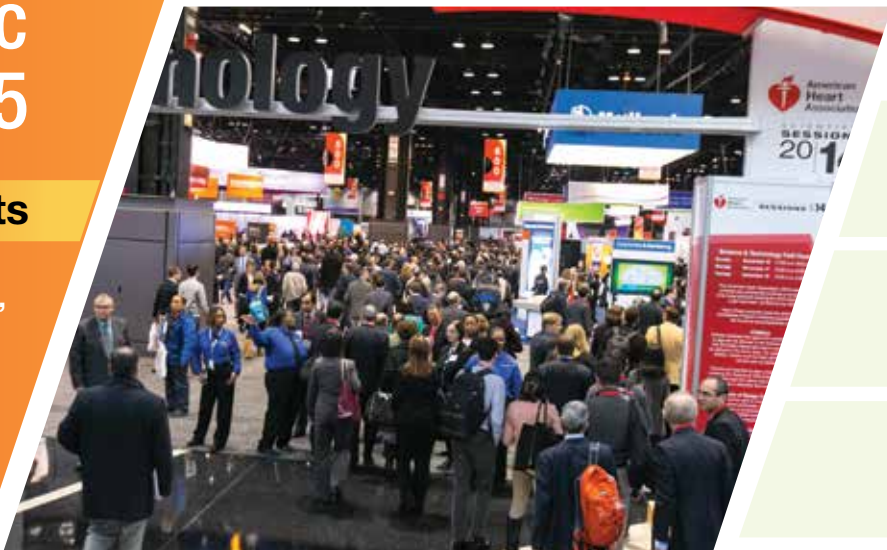
**MORE THAN 5,000
PRESENTATIONS** from
the world's leaders in
cardiovascular disease

200 EXHIBITORS showcasing
the latest cardiovascular
technology and resources

**A TRULY GLOBAL
PERSPECTIVE:**
17,000 cardiovascular
professionals in
attendance from more
than 100 countries

About Scientific Sessions

Scientific Sessions is the AHA's largest gathering of scientists and health care professionals devoted to the science of cardiovascular disease and stroke and the care of patients suffering from these diseases. Scientific Sessions 2015 will be a gathering of influential physicians, scientist and researchers who are committed to the latest developments in cardiovascular disease and stroke.



Why you should exhibit

Access to over 17,000 cardiovascular health care experts at the world's most prestigious cardiovascular meeting and scientific exchange.

Opportunity to build relationships with existing and targeted customers.

Interact with key opinion leaders in the industry.

Quick Facts from 2014

1 Over 17,000 cardiovascular experts attended Scientific Sessions

2 Top 5 specialties represented: general cardiology, interventional cardiology, clinical electrophysiology, heart failure, and administration.

3 55% of attendees were from the United States.

4 74% of attendees have purchasing power.

5 80% of attendees visited the exhibit hall.

The Best Science is Here.

8,161 Abstracts submitted

4,107 Abstracts Accepted and Presented either by Oral or Poster

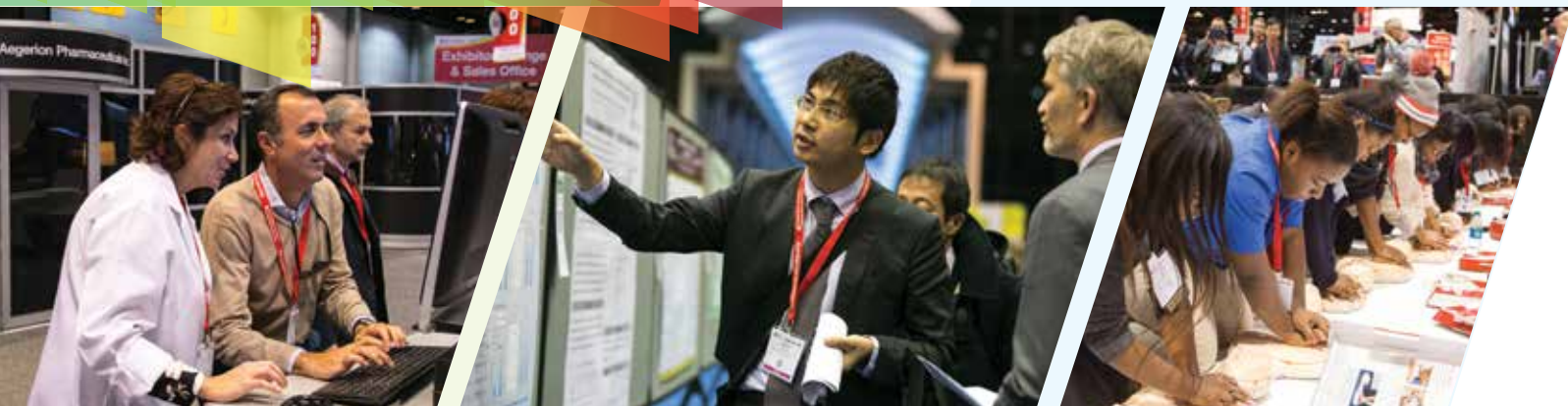
36 Late Breaking Clinical Trials.

Benefits to AHA Scientific Sessions Exhibitors

- **More than eight hours** of restricted programming giving exhibitors direct access to over 17,000 cardiovascular healthcare experts.
- Complimentary Full Professional Registration Badges provided to exhibitor based upon exhibit space square footage. **Value of \$2,190-\$10,950**
- Unlimited Exhibit Hall Only Badges for booth staffing.
- Opportunity to invite target customers to visit your booth with a VIP Customer Exhibit Hall Only badge.
- Complimentary access to 2014 Final Registration Mailing List to promote your presence at Scientific Sessions and/or opportunity to rent pre-or post-conference registration list. Registration lists can be targeted to your targeted demographics. **Value of \$750**
- Complimentary listing in the Preview, Science & Technology Hall Planner, and online at scientificsessions.org (providing final payment and company listings are submitted by published deadlines).
- Opportunity to rent Business Suites on the show floor.
- Advanced approval and reduced pricing structure for hosting Unofficial Satellite Events (USEs).
- Opportunity to participate in AHA promotional opportunities.
- Discounted exhibitor housing rates with complimentary transportation to the conference via conference shuttle buses.*
- Exposure to major media outlets. Conference coverage of more than **2.6 billion media impressions!***

*excludes those hotels deemed walkable.

ABOUT THE American Heart Association



AHA Scientific Sessions Traffic Builders

Dedicated Exhibit Hall Breaks - More than nine hours of restricted programming giving exhibitors direct access to over 17,000 cardiovascular experts

Complimentary VIP Customer Exhibit Hall Only Invitations - Opportunity to invite target customers to visit your booth with a VIP Customer Exhibit Hall Only badge.

Wifi and Charging Lounges. - An attendees lounge located on the exhibit hall show floor providing attendees with a place get complimentary internet access and power up their devices without leaving the exhibit hall.

Designated Educational Theaters - Including: Meet The Trialist, Cardiovascular Expert Theaters, AHA HeartQuarters Theater

Exclusive Science & Technology Hall Marketing- Preview, Science & Technology Hall Planner, Rotating Kiosk, Final Program, ePreviews, and online at scientificsessions.org

Case-Theater Stage - A stage for panel discussions with experts in specific cardiac procedures.

Meet-the-Trialist Stage - A venue inside the exhibit hall where attendees can connect with researchers in select trials.

Professional Photos - An area for free professional photos for attendees.

Free lunches in the Product Theaters (in the exhibit hall) A complimentary boxed lunch is provided by AHA to Product Theater participants inside the hall.

AHA Exhibit Hall Member Activity (game) - As attendees explore the Science & Technology Hall they use this activity to navigate from one exhibitor to the next and turn completed cards into HeartQuarters for the chance to win daily prizes.

Coffee Breaks - Available throughout the Science & Technology Hall and sponsored by AHA, Coffee Breaks allow attendees to relax and network while in the hall.

Exhibitor Welcome Letter - A guide available to attendees at hotel check in, this quick start guide to Sessions provides key details to help attendees take in all that Scientific Sessions has to offer including exhibit hall hours, product theater times and other key events happening inside the hall.

Our mission

Our mission is to build healthier lives, free of cardiovascular diseases and stroke. That single purpose drives all we do. The need for our work is beyond question.

Our 2020 strategic impact goal

To improve the Cardiovascular Health of all Americans by 20 percent while reducing deaths from cardiovascular diseases and stroke by 20 percent.

Advancing groundbreaking science through research

Diseases of the heart are the No. 1 killer in America, and stroke is the No. 5 killer. The AHA strongly believes that learning more about these diseases is the best way to reduce disability and death. That's why research is an association-wide priority.

Research facts

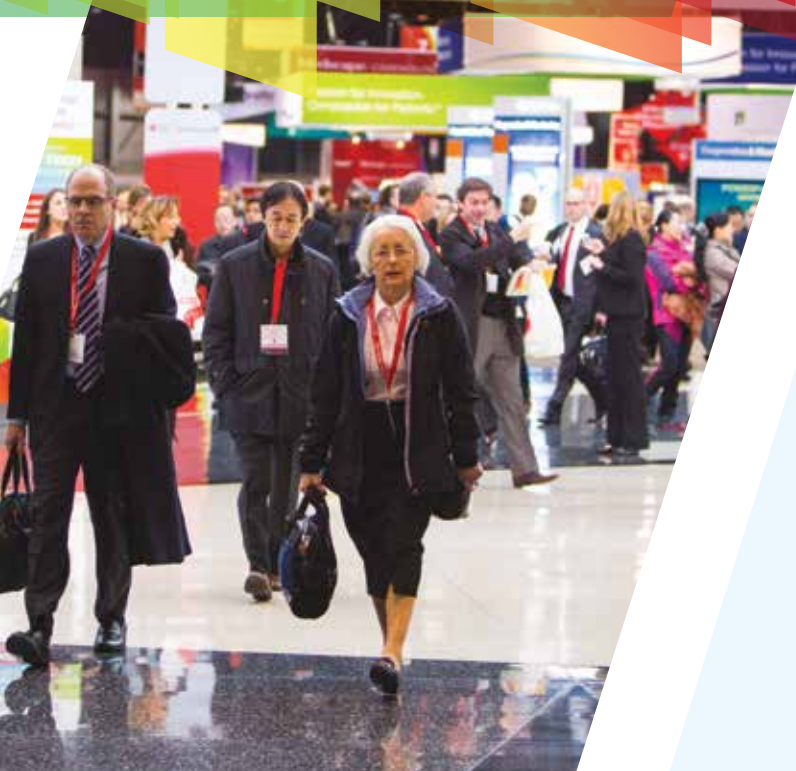
- The AHA is the **largest non-governmental funder of cardiovascular research** in the country.
- The **AHA is second only** to the National Heart, Lung, and Blood Institute (NHLBI) in funding heart research.
- To support research, the AHA has invested more than **\$3.3 billion since 1949** inclusive of **\$110.9 million in 2010–11**.
- Our research programs have contributed to many important scientific advances, including the **first artificial heart valve**, techniques and standards for **CPR**, implantable **pacemakers**, treatment for infant **respiratory distress syndrome**, **cholesterol inhibitors**, microsurgery and **drug-coated stents**.
- The AHA has funded the winners of **11 Nobel Prizes**.

Your support of Scientific Sessions helps advance the AHA mission and enhance the attendance experience

- Showcase the most timely and significant advances in prevention, diagnosis and treatments of cardiovascular disease and stroke to more than 17,000 physicians, scientists, nurses and healthcare experts.
- Preserve the affordability of registration costs allowing greater accessibility to the world's most prestigious cardiovascular meeting and scientific exchange.
- Enrich the attendee experience with the latest in technology and communication.
- Provide extended education within the Science & Technology Hall giving attendees exposure to the most cutting edge technologies, resources and treatment solutions in the field of cardiology and stroke.



Exhibit Details



Your exhibits & events team

Exhibitor Services
214-706-1425 • exhibits@heart.org

Cathleen Gorby
Advertising & Exhibitor Sales
913-780-6923 • Fax: 913-780-4344
cgorby@ascendintegratedmedia.com

Julie Davis
Senior Manager, Exhibits
214-706-1943 • julie.davis@heart.org

Alyssa Pressley
Account Manager, National Corporate Relations
931-561-5572 • alyssa.pressley@heart.org

Scott Murphy
Manager, Corporate Relations
214-706-1660 • scott.murphy@heart.org

Rita Pacheco
Unofficial Satellite Events
214-706-1873 • rita.pacheco@heart.org

Molly Larrick
Cardiovascular Expert Theaters
214-706-1228 • molly.larrick@heart.org

Exhibitor eligibility, space assignment process and priority point policy are all part of the AHA Scientific Conference Rules & Regulations. Visit exhibitatsessions.org for more information.

Exhibit dates & hours

Sunday, Nov. 8 Exhibit Hall Breaks	11 a.m. – 4 p.m. 11:00 a.m. – 1:00 p.m. 3:00 p.m. – 3:45 p.m.
Monday, Nov. 9 Exhibit Hall Breaks	10 a.m. – 4 p.m. 10:15 a.m. – 10:45 a.m. 12:00 p.m. – 2:00 p.m. 3:15 p.m. – 3:45 p.m.
Tuesday, Nov. 10 Exhibit Hall Breaks	10 a.m. – 2:30 p.m. 10:15 a.m. – 10:45 a.m. 12:00 p.m. – 2:00 p.m.

**Times subject to change.*

Cancellation schedule

Through April 30, 2015	AHA retains 50% of contracted space
Beginning May 1, 2015	AHA retains 100% of contracted space

AHA requires a 50% deposit before exhibit space will be confirmed. Cancellation or space reduction will result in a 50% penalty. The cancellation policy can be found in the AHA Scientific Conferences Rules & Regulations and is a legally binding part of the exhibit space application/contract.

Exhibit space rates

Onsite Rate	\$33.00 per sq. ft.
Through April 30	\$35.00 per sq. ft.
Beginning May 1	\$37.00 per sq. ft.

There is no additional charge for islands or corners.

Public Service Rate*	\$20.00 per sq. ft.
-----------------------------	---------------------

**Public service rate is subject to availability. This discounted rate is only available in the nonprofit designated area on the floor. Nonprofit organizations that wish to take advantage of this rate must submit the exhibit space application/contract no later than May 1, 2015. Proof of nonprofit status must be submitted to Julie. davis@heart.org for all new organizations.*

To Apply

-  Application for booth
-  View Floorplan
-  Go to www.exhibitatsessions.org

Professional attendance

Attendance by profession	2011 Orlando	2012 Los Angeles	2013 Dallas	2014 Chicago
Physician	9,014	8,826	7,781	8,161
Research scientist	2,733	2,910	2,523	2,582
Physician assistant	40	62	44	46
Pharmacist	391	306	309	377
Certified professionals of health care quality	184	136	95	82
Respiratory therapist	6	9	89	29
Physical therapist	16	19	13	25
Occupational therapist	5	8	1	8
Registered dietitian	17	18	10	13
Health care professional – other	1,083	711	694	906
Non-health care professional	927	826	804	863
Administrator	360	444	337	368
Nurse/nurse practitioners	618	638	536	490
EMT/paramedic	30	45	55	59
Technician/technologist	129	115	89	84
Total professional attendance	15,553	15,073	13,380	14,093

**5% increase
in professional
attendance in 2014**

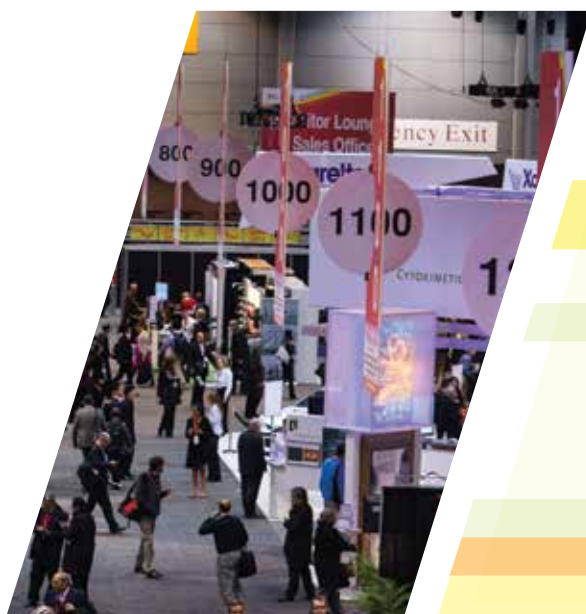


80:1

attendee to exhibitor ratio

Other attendance

Other Attendance by Type	2011 Orlando	2012 Los Angeles	2013 Dallas	2014 Chicago
Exhibitor	2,126	1,741	1,812	1,841
Exhibitor guest	111	173	107	70
Guest of AHA/students at Sessions	707	625	501	490
News media	306	293	268	284
Staff/supplier	500	756	853	710
Other				344
Total other attendance	3,639	3,588	3,754	3,739
Total attendance	19,192	18,661	17,134	17,832



Who Attends

"It's a concentrated audience of a lot of our clinician partners, a lot of our customers who we interact with on a regular basis but also a lot of new people who we can speak to and learn new ideas about what's going on in the industry."

-Bob Rucin
Stryker Corp

Attendance by specialty in 2014

Administration	1,140	Diabetes & Metabolism	117	Obstetrics and Gynecology	11
Allergy and Immunology	35	Dietetics	6	Occupational Health	4
Anatomy	4	Emergency Medicine	395	Occupational Therapy	3
Anesthesiology	100	Endocrinology	86	Pathology	50
Arteriosclerosis	122	Epidemiology	240	Pediatrics	114
Behavioral Medicine/Sciences	42	Family Practice	56	Pharmacology	235
Biochemistry	113	Genetics	106	Pharmacy	199
Biological Sciences	279	Gerontology	17	Physiology	219
Biophysics	54	Hematology	30	Pulmonary Medicine	60
Cardiology: Clinical EP	956	Hypertension	69	Radiology	46
Cardiology: CV Radiology	77	Infectious Diseases	7	Rehab/Exercise: Cardiac	30
Cardiology: Echocardiography	299	Internal Medicine	488	Rehab/Exercise: Physiology	19
Cardiology: General Cardiology	3,164	Interventional Radiology	14	Rehab/Exercise: PT	9
Cardiology: Heart Failure	1,136	Microbiology	4	Rehab/Exercise: Rehab Med	3
Cardiology: Imaging	364	Molecular Biology	189	Rehab/Exercise: Stroke	7
Cardiology: Interventional	1,003	Nephrology	34	Surgery: Cardio-Thoracic	302
Cardiology: Pediatric	446	Neuro/NeuroSci: Imaging	6	Surgery: General Surgery	23
Cardiology: Prevention	447	Neuro/Neurosci: Spch-Lang Path	1	Surgery: Trauma Surgery	14
Cardiology: Transplantation	48	Neuro/Neurosci: Stroke	66	Surgery: Vascular Surgery	49
Cell Biology	191	Neuro/Neurosci: Surgery	4	Thrombosis	75
Chemistry	23	No Response	141	Vascular Medicine	186
Clinical Pharmacology	88	Nuclear Medicine	15		
Critical Care/Intensive Care	174	Nutrition	39	Total	14,093

2014 professional attendance BY CONTINENT

North America/ Central America/Caribbean

Canada	443
Costa Rica	7
Dominican Republic	12
El Salvador	6
Guatemala	12
Honduras	9
Mexico	209
U.S.	7,737

South America

Argentina	109
Brazil	421
Chile	26
Colombia	115
Ecuador	60
Peru	37
Venezuela	45

Europe

Austria	60
Belgium	52
Bulgaria	8
Croatia	14
Czech Republic	21
Denmark	77
Finland	34
France	315
Germany	399
Greece	30
Hungary	5
Ireland	26
Italy	313
Latvia	7
Netherlands	175
Norway	82
Poland	37
Portugal	10
Romania	6
Russia	44
Slovakia	7
Slovenia	9
Spain	157
Sweden	100
Switzerland	91
Ukraine	16
United Kingdom	272

Middle East

Israel	36
Lebanon	6
Pakistan	18
Qatar	12
Saudi Arabia	43
Turkey	35
United Arab Emirates	40

Africa

Egypt	20
-------	----

Asia

China	303
Hong Kong	5
India	23
Indonesia	6
Japan	1,213
Philippines	111
Singapore	33
South Korea	162
Taiwan	84
Thailand	9
Vietnam	4

Oceania

Australia	158
New Zealand	21

Countries with fewer than 5 representatives are not listed.

1073

251

633

420

286

1392

1567

886

2014 U.S. professional attendance BY REGION



Unofficial Satellite Events

Unofficial Satellite Events

The term Unofficial Satellite Events (USE) refers to any activity that is independently organized and/or accredited by an organization other than the American Heart Association/ American Stroke Association (AHA/ ASA) and held before, during or after an AHA/ASA Scientific Conference.

You must be a current exhibitor, university or nonprofit organization to hold an Unofficial Satellite Event at any AHA/ASA Scientific Conference with the exception of Symposia Event Holders.

Please note that exhibits, tabletops, poster sessions and/or breakout sessions are permitted at Symposia Events only.

Please refer to the Unofficial Satellite Event Scientific Conference Rules and Regulations for further governing restrictions. All event applications are subject to the approval of AHA/ASA show management based on the event definitions outlined herein. AHA/ ASA is not responsible nor does it guarantee event attendance.

USE dates, times and opportunities will be available May 1, 2015.

Unofficial Satellite Event start and end times are subject to change based upon completion of the final program. The AHA is not responsible for attendance/ audience generation or guaranteed attendance levels at USE's. The AHA reserves the right to change the USE process, date, times, procedures, # of slots and any other aspect of the process. All Unofficial Satellite Event application fees are non-refundable. Non-profits that have received or anticipate receiving Industry funding to organize a Symposia, Media Event or Social Event must apply under the Industry rate. AHA reserves the right to collect the additional application fees if a non-profit receives Industry funding after application approval has been granted. The AHA does not monitor topics/titles, please check website for the most up to date list of topics/titles.

UNOFFICIAL SATELLITE EVENTS

open May 1, 2015

Event type	Fee	Sponsor type	
Committee Meeting	\$500	University/nonprofit	
	\$1,000	Exhibitor	
Focus Group	\$500	University/nonprofit	
	\$1,000	Exhibitor	
Hospitality Room or Staff Meeting	\$500	University/nonprofit	
	\$1,000	Exhibitor	
Investigator Meeting	\$500	University/nonprofit	
	\$5,000	Exhibitor	
Media Event	\$500	University/nonprofit	
	\$15,000	Exhibitor	
Symposia or Social Event	\$3,500	University/nonprofit (nonindustry-supported)	
	\$30,000 a.m. slots	Exhibitor or university/nonprofit (industry-supported)	
	\$50,000 p.m. slots		

NON-EXHIBITOR UNOFFICIAL SATELLITE EVENTS

open August 15, 2015

Event type	Fee	Sponsor type	
Symposia or Social Event	\$75,000	Non Exhibitors (Industry Supported)	

Apply online at **EXHIBITATSESSIONS.ORG**

	Thursday, Nov. 5	Friday, Nov. 6	Saturday, Nov. 7	Sunday, Nov. 8	Monday, Nov. 9	Tuesday, Nov. 10	Wednesday, Nov. 11
	No restrictions	No restrictions	No restrictions	6 – 9 a.m. or 7 p.m. – midnight	6 – 9 a.m. or 7 p.m. – midnight	6 – 9 a.m. or 7 p.m. – midnight	6 – 9 a.m. or 12:00 p.m. – midnight
	No restrictions	No restrictions	No restrictions	6 – 9 a.m. or 7 p.m. – midnight	6 – 9 a.m. or 7 p.m. – midnight	6 – 9 a.m. or 7 p.m. – midnight	6 – 9 a.m. or 12:00 p.m. – midnight
	No restrictions	No restrictions	No restrictions	No restrictions	No restrictions	No restrictions	No restrictions
	No restrictions	No restrictions	No restrictions	6 – 9 a.m. or 7 p.m. – midnight	6 – 9 a.m. or 7 p.m. – midnight	6 – 9 a.m. or 7 p.m. – midnight	6 – 9 a.m. or 12:00 p.m. – midnight
	No restrictions	No restrictions	No restrictions	6 – 9 a.m. or 7 p.m. – midnight	6 – 9 a.m. or 7 p.m. – midnight	6 – 9 a.m. or 7 p.m. – midnight	6 – 9 a.m. or 12:00 p.m. – midnight
	6 a.m. – 5 p.m. Limited to 5 slots or 7 p.m. – midnight Limited to 5 slots	6 a.m. – 5 p.m. Limited to 5 slots or 7 p.m. – midnight Limited to 5 slots	6 a.m. – 5 p.m. Limited to 5 slots or 7 p.m. – midnight Limited to 5 slots	7 p.m. – midnight Limited to 5 slots	7 p.m. – midnight Limited to 5 slots	7 p.m. – midnight Limited to 5 slots	12:00 p.m. – midnight Limited to 5 slots

	Thursday, Nov. 5	Friday, Nov. 6	Saturday, Nov. 7	Sunday, Nov. 8	Monday, Nov. 9	Tuesday, Nov. 10	Wednesday, Nov. 11
	7 p.m. – midnight Limited to 2 slots	7 p.m. – midnight Limited to 2 slots	7 p.m. – midnight Limited to 2 slots	7 p.m. – midnight Limited to 2 slots	7 p.m. – midnight Limited to 2 slots	7 p.m. – midnight Limited to 2 slots	12 p.m. – midnight Limited to 2 slots

Scientific Sessions 2015 promotional opportunities



SCIENTIFIC
SESSIONS 2015

Give your business and your booth the visibility they deserve by supporting a sponsored project and/or advertising at Scientific Sessions 2015, the world's premier annual meeting for cardiovascular science. AHA promotional opportunities provide direct access to more than 15,000 cardiovascular experts from around the world, giving you:

- The opportunity to share information and educate healthcare professionals about your offerings
- Substantially increased exposure/impressions at the conference
- Visibility on the exhibit floor, around the convention lobbies, in meeting rooms and even citywide
- Increased booth traffic, leading to more conversations with your target audience and increased sales potential

Sponsorships and advertising are limited and available on a first-come, first-served basis. Reserve yours now.

SEE YOU IN ORLANDO!

- Print Media
- Digital Media
- Convention Center
- Booth Drivers
- Hotels/Citywide

● Approved for USE Marketing

**FOR MORE INFO
CONTACT:**

PRICE RANGE

SPACE DEADLINE

● Conference Bag Inserts	Scott Murphy	\$40,000	Oct. 2015
Convention Center Map	Cathleen Gorby	\$22,000	Sept. 18, 2015
● Daily Newspaper	Scott Murphy	\$20,000–\$40,000	Oct. 6, 2015
Final Program Book	Scott Murphy	\$10,000–\$60,000	Aug. 7, 2015
● MD Conference Express®	Scott Murphy	\$25,000–\$95,000	Oct. 27, 2015
● Pre-Meeting Mailer	Cathleen Gorby	\$5,500	Aug. 28, 2015
● Preview	Cathleen Gorby	\$500–\$14,500	Aug. 7, 2015
Quick Start Guide	Cathleen Gorby	\$25,000	Aug. 2015
● Science & Technology Hall Planner	Cathleen Gorby	\$500–\$13,200	Sept. 16, 2015
● Symposia Locator Map	Cathleen Gorby	\$3,450–\$7,900	Sept. 4, 2015
Hotel Dark Channel DVDs	Cathleen Gorby	\$3,500	Sept. 2015
● ePreviews & ePost	Cathleen Gorby	\$3,500–\$5,000	Jul.–Oct. 2015
● Mobile Meeting Guide App	Scott Murphy	\$5,000–\$75,000	Oct. 2015
Registration Package	Scott Murphy	\$75,000	May 2015
Ad Banners	Scott Murphy	\$30,000	Sept. 2015
Cardiovascular Expert Theaters	Scott Murphy	\$50,000	Aug. 2015
Communication Centers	Scott Murphy	\$50,000	Sept. 2015
● Digital Signage	Scott Murphy	\$10,000	Oct. 2015
Escalator Decals	Scott Murphy	\$50,000	Sept. 2015
Headshot Lounge	Scott Murphy	\$35,000	Oct. 2015
WIFI-Charging Lounges	Scott Murphy	\$80,000	Sept. 2015
● Rotating Kiosks	Scott Murphy	\$15,000	Sept. 2015
Science & Technology Hall Aisle Signs	Scott Murphy	\$100,000	Sept. 2015
Walking Challenge	Scott Murphy	\$100,000	Sept. 8, 2015
Abstracts on Disc	Scott Murphy	\$175,000	Aug. 2015
Guidelines	Scott Murphy	\$55,000	Sept. 2015
Highlights App	Scott Murphy	\$55,000	Oct. 2015
Posters MD	Scott Murphy	\$75,000	Oct. 2015
“Do Not Disturb” Signs	Scott Murphy	\$25,000–\$50,000	Aug. 21, 2015
● Hotel Elevator Clings	Scott Murphy	\$80,000	Oct. 2, 2015
● Hotel Room Drop: Doctor’s Bag	Cathleen Gorby	\$7,200–\$26,000	Sept. 21, 2015
● Individual Hotel Room Drop	Cathleen Gorby	\$25,000–\$35,000	Oct. 16, 2015
Key Cards	Scott Murphy	\$25,000–\$50,000	Aug. 20, 2015
● Moving Billboards	Scott Murphy	\$15,000	Sept. 18, 2015
Shuttle Bus Banners/Headrests	Scott Murphy	\$75,000–\$100,000	Sept. 3, 2015
Taxi Tops	Scott Murphy	\$75,000	Sept. 18, 2015
● Wallscapes	Scott Murphy	\$60,000	Sept. 3, 2015

For Promotional Opportunities, contact:

Scott Murphy at 214-706-1660 or scott.murphy@heart.org

Cathleen Gorby at 913-780-6923 or cgorby@ascendintegratedmedia.com

Opportunities, rates
and deadlines subject
to change

AHA Scientific Conferences RULES & REGULATIONS



**American
Heart
Association**

**American
Stroke
Association®**

The American Heart Association shall have full authority to interpret or amend these rules, and its decision is final. Exhibitors agree to abide by rules or regulations that may hereafter be adopted, which shall be as much a part as though originally incorporated. All issues not addressed herein are subject to the decision of the AHA. These rules and regulations have been formulated in the best interest of all exhibitors.

The exhibitor understands and agrees that the information contained in the Exhibit Prospectus, exhibitor logistical kit and the AHA Rules and Regulations are an integral and binding part of the Exhibit Space Application/Contract, and that signing the Exhibit Space Application/Contract indicates understanding and agreement to comply with all policies, rules, regulations, terms and conditions in the prospectus, and any others issued by the AHA regarding AHA scientific conferences; willingness to abide by the payment policy; acknowledgment of reading AHA Rules and Regulations; and agreement to distribute them for proper execution to those individuals involved with exhibiting.

Animals

The use of live animals in an exhibit for any purpose is not allowed.

Celebrity Endorsements

Exhibitors may employ the use of a celebrity spokesperson if they are an active spokesperson for the company, product or service of the exhibiting company. The exhibitor must have sufficient space within their booth to accommodate crowds and must have the activity approved by the AHA.

Children

The AHA does not allow children over 6 months and under the age of 18 years in the Exhibit Hall at any time. Infants under 6 months will be allowed in the Exhibit Hall during exhibit hours only. For reasons of insurance, liability and safety, infants must be held at all times; strollers and infant carriers will not be allowed. Parents are required to sign a liability waiver before taking an infant into the Exhibit Hall, and badges must reflect that a waiver has been signed. Waivers will be available at the Registration Counter. Because of the professional nature of the program and limited seating, children are not allowed into the scientific presentations.

Clinical Testing

Exhibitors are permitted to conduct clinical tests (blood pressure monitoring, cholesterol screenings, etc) but must notify AHA and be compliant with the proper procedures for disposal of hazardous waste.

Co-Marketing

The AHA defines co-marketing as two or more companies developing, manufacturing, producing or distributing the same product. Only pre-approved products may be displayed in the co-marketing exhibit space. Each co-marketing company is responsible for submitting the following to the AHA:

- An Exhibit Space Application indicating that the booth space is for a co-marketed product.
- A request on company letterhead that explains the nature of the product and indicates a copy has been forwarded to the representative of each co-marketing company listed on the application.

Allocation of co-marketing booth space is based upon averaging the priority points of each exhibiting company.

Drawings, Contests, Games

Exhibitors shall not conduct any games, contests, lotteries, raffles, or other games of chance;

however, an exhibitor may conduct drawings that do not involve the requirement of payment or consideration for the chance to play with the AHA's prior written approval, with such request made no later than 60 days prior to the conference. If approval is given, the exhibitor must comply with all AHA rules, all federal, state and local laws, and convention center rules and regulations.

AHA requires that any prize or award must be considered modest in value and that the opportunity be open to all attendees. The drawing and notification of winner is the responsibility of the exhibitor and must be drawn after the conclusion of the AHA scientific conference.

Eligibility to exhibit

The AHA reserves the exclusive and total right to control all aspects of the conduct of AHA scientific conferences and specifically reserves the right to determine the acceptability of applications for exhibit space. All applications must meet these criteria:

- The products or services to be exhibited are of professional or educational interest or benefit to the registrants and are, in the opinion of the AHA, related to the fields of cardiovascular disease and stroke, research or the physician's practice.
- The applicant's goods or services to be exhibited must be in line with the AHA's scientific or public policies, positions, and statements or guidelines. This also includes the parent or subsidiary-corporation of the applicant or goods and services thereof, which must also be deemed by the AHA to be consistent with the AHA's scientific or public policies, positions, statements or guidelines.
- The applicant is reasonably determined by the AHA to be highly ethical and reputable, and the goods and services to be exhibited are reasonably believed by the AHA not to be harmful, illegal, ineffective, fraudulent or based on non-proven science.
- The applicant agrees to comply with the AHA Rules and Regulations governing AHA scientific conferences.
- The application and required documents must be completely and accurately filled out. Incomplete applications will not be processed. All products and/or services to be exhibited must be listed on the application for exhibit space.
- Only products or services disclosed to the AHA may be exhibited.
- The application and required documents must be received prior to the established deadlines.
- All products marketed and promoted at AHA scientific conferences that are regulated by

- the Food and Drug Administration (FDA) must meet FDA guidelines or be FDA-approved. AHA reserves the right to deny exhibit participation of any company requesting to exhibit vitamins and supplements that are not regulated by the FDA. Exhibitors are responsible for ensuring that they are in compliance with all FDA regulations, policies, practices and guidelines, as well as any other industry guidelines pertaining to your participation at any AHA scientific conference. The AHA reserves the right to close exhibits or parts of exhibits should an exhibitor not be in compliance with any of these guidelines.
- The applicant must agree to the payment terms including the cancellation or reduction of exhibit space as defined for each AHA scientific conference.
- Applications may be refused or booth space restricted due to space limitations or other reasons determined by the AHA.
- Upon submitting an application for exhibit space, the exhibitor agrees that the information contained in this prospectus and the AHA Rules and Regulations are an integral and binding part of the exhibit space contract and that it is the responsibility of the exhibiting company to distribute information to ensure that all individuals staffing the booth are aware of the Rules and Regulations governing AHA scientific conferences.

Embargo Policy

All exhibitors are required to abide by the AHA/ASA embargo policy. For late-breaking clinical trial studies being presented at an AHA/ASA scientific meeting, the embargo is the start time of each plenary session. Exhibitors should familiarize themselves with the embargo policy in its entirety which can be found at <http://newsroom.heart.org/newsmedia/embargo-policy>.

Enforcement of rules and regulations

By applying for exhibit space, an exhibitor agrees to adhere to all conditions and regulations outlined in the Exhibit Prospectus, Exhibitor Service Kit and the AHA Rules and Regulations. Any violations shall subject the exhibiting company to these penalties:

First Violation — Loss of current conference priority points plus loss of 10 percent of the accrued points rounded to the nearest whole number.

Second Violation — Loss of current conference priority points plus loss of 50 percent of the remaining accrued points rounded to the nearest whole number.

Third Violation — Loss of all exhibiting privileges, i.e., company will not be invited to exhibit at future AHA scientific conferences.

Whenever practical or appropriate in the AHA's view, disciplinary action will be progressive according to the above sequence, but a more severe penalty, including refusal or termination

of the exhibit, may be levied at the discretion of the AHA without the requirement of progressing through each of the above successive steps.

Infractions of the spirit of the rules by potential exhibitors at any time may be considered in determining whether to accept an application to exhibit at any AHA meeting.

Each exhibitor is granted nothing more than a terminable license to exhibit, subject to all the rules herein and the approval of the AHA. If the AHA determines that any exhibitor has failed to comply with any rule herein or any directive issued to the exhibitor, the association may terminate the license and close that exhibiting company's exhibit without notice. In all interpretations of the AHA Rules and Regulations, the AHA's decision is final.

In some cases, the AHA will employ floor managers which have the authority to enforce AHA Rules and Regulations as contained in the Exhibit Prospectus and Exhibitor Service Kit.

No-Show Policy

Any exhibiting organization that fails to notify the AHA in writing, 24 hours prior to the opening day of exhibits of its intent to cancel is deemed a no-show. A no-show will result in AHA retaining the total contracted space fee as well as a loss of priority points for the current year. All freight will be returned to the loading dock at the exhibitors expense and AHA will utilize the space at its discretion.

Exhibit Booth Traffic and Attendance

The AHA works to make the exhibit hall an inviting environment for attendees. Appropriate marketing and promotion of the exhibit hall will be provided by the AHA however AHA makes no guarantees of traffic flow, demographic nature, quantity or presumed quality of leads. AHA strongly encourages exhibitors to market their presence at AHA scientific conferences which has been shown to increase traffic and ROI.

Food and beverages for hospitality

Distributing food and beverages from the exhibitor's booth for hospitality is permitted. Food items must be "heart-healthy" as defined by the AHA. Beverages are to be dispensed in disposable containers that hold 8 ounces or less. Pre-bottled beverages cannot exceed 12 ounces. Alcoholic beverages are permitted with prior approval from AHA show management.

All food, beverages and supplies must be coordinated through the official food-service contractor of the meeting facility.

Food sampling

The request to dispense food samples must be submitted with the application for exhibit space. Please include a complete list of products and nutritional labels for sampling. Only those products listed on the application and approved prior to the meeting will be allowed.

The AHA will consider food products that contribute to a healthy diet and are manufactured by the exhibiting company. The nutritional requirements are identified below.

All food dispensed for sampling must be served in disposable containers, and in 4-ounce or smaller portions. The exhibit space must be kept clean

and free of debris. Sampling or demonstration tables must be placed a minimum of 2 feet from the aisle. All food sampling is to be supervised by exhibitor personnel.

Individual single-item foods must contain per labeled serving (RACC — Reference Amount Customarily Consumed):

- < 360 mg sodium;
 - < 20 mg cholesterol;
 - < 1 g saturated fat;
 - < 0 g trans fat*;
 - < 3 g total fat*;
- and at least 10 percent of one or more of vitamins A or C, iron, calcium, protein or fiber. (Exempt are certain raw, canned and frozen fruits and vegetables and certain cereal-grain products.)

*excluding nuts, oils and spreads

For meat and seafood, per 100 grams:

- < 360 mg sodium per serving;
 - < 95 mg cholesterol;
 - < 2 g saturated fat;
 - < 0 g trans fat;
 - < 5 g total fat;
- and at least 10 percent of one or more of vitamins A or C, iron, calcium, protein or fiber.

Giveaways

Exhibiting companies are permitted to distribute giveaways in accordance with the AMA Ethical Guidelines, which state:

"Some gifts that reflect customary practices of industry may not be consistent with the principles of medical ethics. To avoid the acceptance or distribution of inappropriate gifts, physicians should observe the following guidelines: Any gifts accepted by physicians individually should primarily entail a benefit to the patients and should not be of substantial value. Accordingly, textbooks and other gifts are appropriate if they serve a genuine educational function. Cash payments should not be accepted. Individual gifts of minimal value are permissible as long as the gifts are related to the physician's work (e.g., pens and note pads). No gifts should be offered or accepted that create an obligation to the physician or registrant. For example, physicians should not accept gifts if they are given in relation to the physician's prescribing practices."

Exhibiting companies must secure the AHA's approval for giveaways. Any item an exhibiting company intends to distribute must be submitted to the AHA for approval through the exhibitor logistical kit.

Giveaways should be associated with products or services of the exhibiting company.

Group and exhibitor housing and registration policy

Group and exhibitor housing — Exhibitors may request sleeping rooms solely for employees or agents of the exhibiting company. Exhibitors are prohibited from providing sleeping rooms to customers or other individuals eligible for professional registration.

All exhibitor and group housing (sleeping rooms and sleeping suites) must be requested through AHA via the housing website or the AHA Block Housing Request Form. Neither AHA nor the hotels in the AHA block will accept reservations directly

by phone or letter. Rooms reserved by any method other than the official AHA housing agency (Travel Planners, Inc.) will be considered a violation of AHA Rules and Regulations.

Such violations will be considered as a breach of the AHA Rules and Regulations and will be enforced as such. This regulation applies to primary, subsidiary and affiliate companies (domestic and international) of the exhibiting company.

Cancellation of exhibit space forfeits a company's ability to use the AHA exhibitor housing and registration system. The company will be responsible for all applicable cancellation fees.

Function space versus sleeping rooms or suites

— All requests for suites for function space must go through the AHA Unofficial Satellite Event (USE) Process. This includes space for staff meetings, hospitality meeting rooms, committee meetings, focus groups, social events, media events and/or symposia. Violations will result in the appropriate fee assessed to the exhibiting company and failure to hold such event at any AHA scientific conference moving forward.

Registration — Three types of badges are issued to exhibiting companies; Exhibit Only, Guest of Exhibitor and Full Professional Registration. Badges are issued only to designated exhibiting companies representatives and in the name of the company shown on the Exhibit Space Application/Contract.

- **Exhibit Only Badges** — Exhibit Only badges are provided on an unlimited complimentary basis to all exhibiting companies and will be issued to only employees of the exhibiting companies. Exhibit Only badges are intended to be provided to exhibiting company staff working inside the Science and Technology Hall on behalf of such exhibiting company. Exhibit Only badges do not permit access to education sessions.
- **Guest of Exhibitor Badges** — Guest of Exhibitor badges are provided on an unlimited complimentary basis to all exhibiting companies to invite target clients to visit their exhibit in the Science and Technology Hall. Guest of Exhibitor badges are only permitted in the Science and Technology Hall during open hours.
- **Full Professional Registration Badges** — Full Professional Registration badges are considered a full conference badge and are provided to you on a complimentary basis, based on square footage allotments listed below:

Square feet of exhibit space	Full professional registrations allotted
100-399	2
400-899	4
900-1,499	6
1,500-2,499	8
2,500	10

All exhibiting company personnel are required to wear their badges while in the Science and Technology Hall. This includes during move-in and move-out. Supplementing this identification with business cards, ribbons or company badges is not permitted.

Hazardous waste disposal

Hazardous waste is any material being stored, recycled or thrown away that could cause injury or death or pollute air, land or water. Exhibitors who generate material fitting any of these criteria, during their exhibiting activity, must follow these guidelines:

- Be aware of the full scope of the hazards associated with waste created with the exhibit.
- Conform to the requirements of all regulatory agencies having jurisdiction over the creation of hazardous waste in that location.
- Exhibiting companies must notify the AHA if hazardous waste will be disposed in their booth through the exhibitor logistical kit.

Human subjects as models for demonstration of ultrasound equipment

The use of human subjects as models for demonstrating ultrasound scanning devices is discouraged by the American Heart Association. Although there is no scientific evidence that long-term exposure to ultrasound at these frequencies is harmful, the long-term effects are not known. Therefore, no risk/benefit estimate is possible, nor is it possible to make a tentative estimate of risk.

Insurance and liability

Exhibitor is solely responsible for any damages, claims, losses, liabilities or expenses arising from any injury or damage to any person or property that arises out of or is in any manner connected with exhibitor's participation at an AHA scientific conference, including its indemnity obligations herein. Exhibitor shall maintain general public liability insurance in an amount sufficient to cover such obligations, including show cancellation insurance. Exhibitor acknowledges and agrees that it will obtain, at its own expense, any and all required licenses or permits and shall comply with all local, state and federal laws, ordinances, rules and regulations for any of its activities in connection with exhibiting at an American Heart Association Scientific Conference.

Execution by exhibitor of the Exhibit Space Application is the agreement of exhibitor to protect, indemnify, defend and hold harmless the AHA from and against any and all liabilities, losses, damages, suits, claims, demands, costs and expenses, including, but not limited, to reasonable attorney's fees and expenses in connection therewith, which may arise or result in any way from the breach of this Agreement and the acts or omissions of the exhibitor, its agents, contractors and employees. In no event shall the AHA be liable to exhibitor for any loss of business, business opportunities, or for any other type of direct or consequential damages alleged to be due under any claim. It is agreed and understood by exhibitor that the sole liability of the AHA for any claims of exhibitor shall be limited to the amounts paid by exhibitor under this agreement

as an exclusive remedy. For purposes of this paragraph, the parties indemnified and insured shall include the AHA, its officers, directors, members, agents and employees.

Loss of badge credentials

The AHA reserves the right to revoke or deny attendance of any registered participant, speaker, exhibitor, news media reporter or photographer of presentations or activities at AHA scientific conferences and meetings.

Models

Personnel contracted to assist with demonstrations in an exhibitor's booth are required to wear appropriate attire. Tight-fitting or other inappropriate garments, which include leotards, T-backs, thongs and short shorts, will not be permitted in the Science & Technology Hall. Models must wear an exhibitor badge at all times in the Science & Technology Hall.

No-smoking policy

AHA policy strictly prohibits the use of tobacco products in all areas of the convention center (including during installation and dismantling) and all hotel meeting rooms hosting AHA events. No e-cigarettes allowed. Exhibitors are responsible for ensuring that all individuals associated with the exhibiting company comply with this policy. Lack of compliance will result in a \$1,000 fine and loss of priority points for the exhibiting company.

Opt-out language

Through the application process, the AHA obtains names and addresses of individual and business entities that are exhibitors and contractors. Should an exhibitor or contractor choose that this demographic information not be shared with third parties outside of AHA scientific conferences, the exhibitor or contractor must notify the AHA in writing. If the AHA does not receive written notice, it will be deemed that sharing of the information with a third party is granted. Exhibitors are responsible for communicating this opportunity with its contractors.

Please contact the AHA in writing at American Heart Association, ATTN: AHA Exhibits, 7272 Greenville Ave., Dallas, TX 75231-4596

Photography and videotaping

Photography or videotaping of the Exhibit Hall in its entirety or of another exhibitors booth is strictly prohibited. This includes the use of cell phone cameras. Exhibitor representatives who violate this rule will be expelled from the Exhibit Hall and the exhibiting company will lose priority points.

Exhibitors may request permission from the AHA to photograph their own booth for internal marketing purposes only. Requests must be submitted in writing on the Booth Activities Form, in the Exhibitor Service Kit. Please be aware that during AHA Scientific Conference attendees, vendors, guests and exhibitors may be photographed and videotaped by AHA vendors. Some of these photographs or videos may be displayed by the AHA in future publications or materials connected with the event. If you do not wish for your image to be displayed by the AHA, please contact the AHA in writing at American Heart Association, ATTN: AHA Exhibits, 7272 Greenville Ave., Dallas, Texas

Rules & Regulations

Prohibited practices

These practices are prohibited in the Exhibit Hall:

- Placing business cards or any other object over the official AHA badge or in any way altering an official AHA badge.
- Tests, quizzes or evaluations that do not directly involve cardiovascular diagnosis
- Broadcasting of audio or video news programs
- Using magicians, celebrity look-alikes, fortune-tellers, costumed characters, dancers, mimes, puppet shows, robots, vocal or moving forms or other entertainment of this nature
- Obstruction of aisle space due to any activity in an exhibitor's booth
- Sub-leasing or sharing exhibit space
- Audio and/or visual systems that disturb neighboring exhibits. Using an open audio system or visual strobe effect is strongly discouraged. The exhibitor must stop using a system if, in the AHA's opinion, the sound level is objectionable to the registrants or adjacent exhibitors. Further, the exhibitor is responsible for any and all fees that may be due for the use of copyrighted music used in audio presentations

Priority point system effective April 1, 2010

Priority points are based upon the number of years a company has exhibited at an AHA scientific conference. One point is earned for each event in a calendar year at which a company exhibits. There are no other means of earning priority points.

AHA conferences currently eligible for priority points are:

- AHA Scientific Sessions (November)
- Arteriosclerosis, Thrombosis and Vascular Biology (April)
- Basic Cardiovascular Sciences (July)
- Cardiovascular Disease Epidemiology and Prevention and Nutrition Physical
- Activity and Metabolism – Joint Conference (February/March)
- High Blood Pressure Research (September)
- International Stroke Conference (February)
- Quality of Care and Outcomes Research in Cardiovascular Disease and Stroke (May)

In the event an exhibiting company merges with, buys or is bought by another company, the highest number of points accumulated by either company will be recorded as the priority-point total. Points are not combined to determine the newly organized company's point status.

AHA's priority point system is in compliance with HCEA Guidelines. All inquiries of current priority point standing should be sent to exhibits@heart.org

Security

Each exhibitor is responsible for safeguarding its goods, materials, equipment and exhibit at all times during AHA scientific conferences. The AHA provides 24-hour security-guard service for the perimeter of the Exhibit Hall, but neither the guard service nor the AHA will be responsible for loss of or damage to any property.

Delivery or removal of equipment is only permitted during move-in and move-out. Once the show opens, a pass must be obtained from the security manager to remove any material or equipment.

All security services must be ordered through AHA's official security service contractor.

Selling products or services

The American Heart Association's exhibit program educates attendees by providing information, services and products, and presenting industry trends pertinent to the physician's professional interest. Therefore, taking orders and selling exhibited products will be permitted.

The sale of non-cardiovascular-related products is strictly prohibited outside of the Market Place.

Exhibiting companies that sell taxable goods or services on-site are responsible for registering as a dealer with the respective state's department of revenue.

Show cancellation policy

In the event that an AHA scientific conference is abbreviated or canceled because of circumstances beyond the AHA's control, including, but not limited to, civil disturbance, earthquake, electrical outage, explosion, fire, freight embargo, strike or labor unrest, flood, hurricane, tornado, or other acts of God, declaration or act of war, terrorism, government regulation or order, civil disobedience, disaster, public health advisory or order, the AHA reserves the right, in the AHA's sole discretion, to unilaterally terminate the agreement between the AHA and the exhibitor that is entered into, and/or the license that is granted, by virtue of the submission of this Exhibitor Prospectus and its acceptance by the AHA. In these circumstances, the exhibitor expressly agrees to waive any claim the exhibitor may have against the AHA, including, but not limited to, those for fees paid by or on behalf of the exhibitor for exhibit space, registration, support opportunities, food and beverage, audiovisual services, signage, housing and travel.

Solicitation of Other Exhibitors

Solicitation of exhibitors is strictly prohibited. Should an exhibitor be in violation, AHA reserves the right to remove the solicitors and could jeopardize future exhibiting opportunities at AHA scientific conferences.

Use of the Association's symbol or logotype

The American Heart Association's insignia, heart and torch logo, logotype, or other identifying marks may not be used by exhibitor in its signs, advertising or promotions in any media, or on descriptive product literature, either inside or outside the exhibit area, without the AHA's prior express written permission. **Exhibitors may simply and factually refer to their presence at the AHA meeting, using AHA name in non-stylized font only.** No endorsement by the AHA of the exhibitor

or its goods or services, expressed or implied, is permitted or intended.

The name of the association may not be included in any advertising for meetings sponsored by another organization or group. Furthermore, the fact that an exhibitor or its goods or services are or were exhibited at the AHA Scientific Sessions cannot be used in advertisements or promotional activities by the exhibitor.

Use of exhibits

One of the purposes of the Scientific Sessions is to provide exhibitors with an opportunity to interact with other exhibitors, attendees, AHA staff and volunteers. Those contacts must be conducted in a cordial, professional manner.

Inappropriate behavior or undesirable conduct including, but not limited to, verbal or physical abuse, whether threatened or performed, will not be permitted or tolerated.

The AHA retains the right under this agreement to remove any exhibitor from the premises who, at the AHA's sole discretion, engages in inappropriate, undesirable or abusive behavior.

Removal may also include the termination of the exhibitor's license to exhibit, granted herein, and the closing and removal of the exhibit. Exhibitor hereby waives any and all claims for damages against the AHA by reason of such removal.

Removal under these circumstances may result in an exhibitor being barred from future AHA scientific conferences.

Exhibits are subject to the approval of the AHA. The AHA reserves the right, even after an application has been approved, to refuse exhibits, curtail activities or close exhibits or parts of exhibits that do not, in the AHA's determination, comply with the AHA Rules and Regulations governing AHA scientific conferences; are contrary to the AHA's scientific or public policies, positions, statements or guidelines; or otherwise reflect unfavorably on the character of the meeting.

As a courtesy to attending physicians and fellow exhibitors, all exhibits must be open on time each morning and remain staffed at all times during exhibit hours. Failure to have personnel in the exhibit booth at all times will result in the loss of priority points. Exhibitors or exhibitor representatives (including public relations, advertising or design firms) must conduct all marketing and promotional activity within the contracted exhibit space. Placement of signs, promotional materials or canvassing in any part of the convention center outside of the exhibitor's booth is prohibited.

An electronic version of AHA Scientific Conferences Rules & Regulations can be found online at exhibitatsessions.org and exhibitatstroke.org. For any questions regarding exhibits at AHA Scientific Conferences, please contact at AHA Exhibits at 214-706-1425 or exhibits@heart.org