



American Heart Association | American Stroke Association®

INTERNATIONAL **STROKE** CONFERENCE **2017**

life is why™

Stroke Nursing Symposium: February 21
ISC Pre-Conference Symposia: February 21
International Stroke Conference: February 22-24
Houston, Texas
strokeconference.org



ACT NOW!
Exhibit space
sold out
last year!

Exhibit Prospectus

4,500 stroke and cerebrovascular experts

Be part of the world's largest and fastest-growing meeting dedicated to the science and treatment of cerebrovascular disease.

Education | Inspiration | Illumination

ISC by the numbers

50:1 ATTENDEE TO EXHIBITOR RATIO



4,500+

PROFESSIONAL ATTENDEES



76% DOMESTIC

24% INTERNATIONAL

54 COUNTRIES REPRESENTED



84% OF ATTENDEES VISIT THE EXHIBIT HALL



83% OF ATTENDEES SAY THEY VISIT THE HALL TO LEARN ABOUT NEW PRODUCTS AND SERVICES

97% of attendees surveyed were extremely satisfied or satisfied with ISC 2016

98% of attendees surveyed said their research or practice will be impacted or changed as a result of something they learned at ISC 2016

PROGRAMMING



1,500+ PRESENTATIONS IN 21 CATEGORIES

200+ INVITED PRESENTATIONS FROM LEADERS IN STROKE SCIENCE

1,400 ABSTRACTS

ACCEPTED AND PRESENTED EITHER BY ORAL OR POSTER PRESENTATION



34 LATE-BREAKING SCIENCE ABSTRACTS

3 DISTINCT PRE-CONFERENCE SYMPOSIA:

- State-of-the-Science Stroke Nursing Symposium
- ISC Pre-Conference Symposium I: Stroke in the Real World
- Student/Trainee and Early Career Pre-Conference Symposium

PROFESSIONAL ATTENDANCE

CONTINUES TO GROW



	2014	2015	2016
Physician	2,040	2,013	2,251
Research Scientist	398	442	490
Physician Assistant	27	32	30
Pharmacist	39	55	49
Respiratory Therapist	7	1	2
Physical Therapist	16	35	15
Speech Therapist	2	4	14
Occupational Therapist	9	10	8
Nurse/Nurse Practitioners	974	1,027	930
CPHQ	22	27	36
Health Care Professional – other	184	257	205
Non-health care professional	153	237	267
Administrator	112	125	152
EMT/Paramedic	13	8	10
Registered Dietician	1	2	2
Technician/Technologist	54	66	50
Total Professional Attendance	4,051	4,341	4,511

MAJOR SPECIALTIES

- ADMINISTRATION
- CARDIOLOGY: GENERAL CARDIOLOGY
- CRITICAL CARE/INTENSIVE CARE
- EMERGENCY MEDICINE
- EPIDEMIOLOGY
- INTERNAL MEDICINE
- INTERVENTIONAL RADIOLOGY
- NEURO/NEUROSCI: IMAGING
- NEURO/NEUROSCI: RADIOLOGY
- NEURO/NEUROSCI: STROKE
- NEURO/NEUROSCI: SURGERY
- REHAB/EXERCISE: STROKE
- VASCULAR MEDICINE





EXHIBIT HALL DATES & HOURS

- Wednesday, Feb. 22 10 a.m. – 4 p.m.
- Thursday, Feb. 23 10 a.m. – 4 p.m.

Breaks

- 10:15 a.m. – 10:30 a.m.
- 12:00 p.m. – 1:30 p.m.
- 3:00 p.m. – 3:30 p.m.

EXHIBITOR REGISTRATION

Feb. 21 – 23 6:30 a.m. – 5:00 p.m.
Exhibitors may access the Science and Technology Hall at 9 a.m. on show days.

Installation

- Feb. 20: 1 p.m. – 5 p.m.
- Feb. 21: 8 a.m. – 5 p.m.

Dismantle

- Feb. 23: 4 p.m. – 10 p.m.
- Feb. 24: 8 a.m. – 12 p.m.

EXHIBIT SPACE RATES

- Before Sept. 1 \$33 per square foot
- After Sept. 1 \$35 per square foot

The minimum booth size is 10' x 10'. There is no additional charge for corners or islands.

Public Service Rate: \$20 per square foot

Public service space is subject to availability. This discounted rate is only available in the nonprofit designated area on the floor. **Once the area is sold out base rates will apply.**

Proof of non-profit status must be attached to the application for all new organizations.

CANCELLATION SCHEDULE

Through Aug. 31, 2016

AHA/ASA retains 50% of contracted exhibit space

Beginning Sept. 1, 2016

AHA/ASA retains 100% of contracted exhibit space

Submission of application does not constitute acceptance or approval by AHA/ASA. AHA/ASA requires a 50% deposit through Aug. 31, 2016, before exhibit space will be confirmed. Cancellation or space reduction will result in a 50% penalty. Beginning Sept. 1, 2016, AHA/ASA requires payment in full and retains 100% of contracted space for space reduction or cancellation.

Apply for space at exhibitatstroke.org

YOUR EVENTS AND EXHIBITS TEAM

Cathleen Gorby

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

Maureen Mauer

Advertising & Exhibitor Sales
913-780-6633 • mmauer@ascendintegratedmedia.com

Bridget Blaney

Advertising & Exhibitor Sales
773-259-2825 • bblaney@ascendintegratedmedia.com

Scott Murphy

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

Amy Miller

Unofficial Satellite Events
214-706-1922 • amy.miller@heart.org

Alyssa Pressley

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

Sponsorship and advertising dollars now count toward exhibiting priority points. Ask your account manager for details.

PRIORITY SPACE ASSIGNMENTS

- Priority exhibit space application deadline: July 15, 2016.
- Priority space assignments sent July 29, 2016.

Exhibitor Housing Opens

- Housing opens Oct. 26.
- Housing confirmations sent as processed.

Exhibitor Service Kit

- The Exhibitor Service Kit will be available online Nov. 3.

American Heart Association/ American Stroke Association

7272 Greenville Ave.
Dallas, TX 75231-4596
strokeconference.org

General Contractor

Freeman
713-770-6750

Housing

On Peak
1-855-922-3353
scs@onpeak.com

Registration

Convention Data Services
(800) 748-3583
internationalstroke@xpressreg.net

 Application for booth

 View Floorplan

 Go to www.exhibitatstroke.org

Exhibitor eligibility, space assignment process and priority point schedule are all part of the AHA/ASA Scientific Conferences Rules & Regulations. Visit www.exhibitatsessions.org for more information.

What's included with your ISC booth?



- **Dedicated hours** give you direct access to more than 4,500 health care professionals
- **Full professional registration badges** provided based upon exhibit space square footage
- **Complimentary lunches** within the Industry Theaters
- **Charging lounge** where attendees can power up and get online without ever leaving the exhibit hall
- **2016 final registration list** access to promote your presence at isc 2017
- **The opportunity to rent** pre- or post-conference registration lists
- **Complimentary listing** in the Stroke Daily News and meeting mobile app (providing final payment and company listings are submitted by published deadlines)
- **Unofficial Satellite Event (USE)** advance approval for hosting, and reduced pricing structure
- **An extensive marketing campaign** promoting the Science & Technology Hall before and during ISC
- **Discounted exhibitor housing rates**
- **Exposure to major media outlets:** Conference coverage included nearly 2 billion impressions in 2016!
- **Exhibit hall promotional activity** encouraging attendees to visit booths for a chance to win daily prizes
- **Complimentary coffee breaks** in the exhibit hall

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 at the International Stroke Conference 2017, university or non-profit organization to hold a USE with the exception of Symposia Event holders.
- USE start and end times are subject to change based upon completion of the final program.
- AHA/ASA is not responsible for attendance/audience generation or guaranteed attendance levels at USEs.
- AHA/ASA reserves the right to change USE process, date, times, procedures, number of slots and any other aspect of the process.
- All USE application fees are non-refundable.
- Please note exhibits, tabletops, poster sessions and/or breakout sessions are permitted at Symposia Events only.
- 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/ASA reserves the right to collect the additional application fees if a non-profit receives Industry funding after application approval has been granted.
- AHA/ASA does not monitor topics/titles. Please check website for the most up to date list of topics/titles.

Please refer to the USE Scientific Conference Rules and Regulations for further governing restrictions. All event applications are subject to the approval of AHA/ASA conference management based on the event definitions outlined herein.

UNOFFICIAL SATELLITE EVENTS

Open August 15, 2016

Event Type	Fee	Sponsor Type
Committee Meeting	\$ 100	Univ./Non-profit
	\$ 500	Exhibitor
Focus Group	\$ 100	Univ./Non-profit
	\$ 500	Exhibitor
Hospitality Room Staff Meeting	\$ 100	Univ./Non-profit
	\$ 500	Exhibitor
Investigator Meeting	\$ 100	Univ./Non-profit
	\$ 1,000	Exhibitor
Media Event	\$ 100	Univ./Non-profit
	\$ 3,000	Exhibitor
Symposia or Social Event	\$ 2,500	Univ./Non-profit (Non-Industry Supported)
	\$ 15,000	Exhibitor or Univ./Non-profit (Industry Supported)

NON-EXHIBITOR UNOFFICIAL SATELLITE EVENTS

Open November 1, 2016

Event Type	Fee	Sponsor Type (Financial Support)
Symposia or Social Event	\$30,000	Non Exhibitors (Industry Supported)



Apply online at **EXHIBITATSTROKE.ORG**

	Monday Feb. 20	Tuesday Feb. 21	Wednesday Feb. 22	Thursday Feb. 23	Friday Feb. 24
	No restrictions	5:30 p.m.- Midnight	7:00 p.m.- Midnight	7:00 p.m.- Midnight	1:00 p.m. - Midnight
	No restrictions	5:30 p.m.- Midnight	7:00 p.m.- Midnight	7:00 p.m.- Midnight	1:00 p.m. - Midnight
	No restrictions	No restrictions	No restrictions	No restrictions	No restrictions
	No restrictions	5:30 p.m.- Midnight	7:00 p.m.- Midnight	7:00 p.m.- Midnight	1:00 p.m. - Midnight
	No restrictions	5:30 p.m.- Midnight	7:00 p.m.- Midnight	7:00 p.m.- Midnight	1:00 p.m.- Midnight
	No restrictions Limited to 3 slots	5:30 p.m.- Midnight Limited to 3 slots	7:00 p.m.- Midnight Limited to 3 slots	7:00 p.m.- Midnight Limited to 3 slots	1:00 p.m. - Midnight Limited to 3 slots

	Monday Feb. 20	Tuesday Feb. 21	Wednesday Feb. 22	Thursday Feb. 23	Friday Feb. 24
	No restrictions Limited to 1 slot	5:30 p.m.- Midnight Limited to 1 slot	7:00 p.m.- Midnight Limited to 1 slot	7:00 p.m.- Midnight Limited to 1 slot	1:00 p.m.- Midnight Limited to 1 slot

Custom Business Suites



INTERNATIONAL **STROKE** CONFERENCE **2017**

Stroke Nursing Symposium: February 21
 ISC Pre-Conference Symposia: February 21
 International Stroke Conference: February 22-24
 Houston, Texas
strokeconference.org

Business Suites provide a place for you to meet with staff and clients or transact business away from your booth without having to leave the Science & Technology Hall. Business Suites are available beginning Wednesday, Feb. 22 and are rented through Thursday, Feb. 23. Please note that professional attendees will only be permitted in the hall when it's open. Please contact **Cathleen Gorby** at cgorby@ascendintegratedmedia.com to reserve your space today!

NAME OF SHOW: International Stroke Conference February 22-24, 2017

COMPANY NAME: _____ Booth: _____

COMPANY ADDRESS: _____ Ph.: _____



CHOOSE A SIZE AND SUITE NUMBER

_____ 10' x 10' Business Suite: \$3,750.00

_____ 10' x 20' Business Suite: \$7,500.00

_____ 20' x 20' Business Suite: \$14,000.00

Business Suite selection number: _____

All business suites are carpeted, fully enclosed and include partial ceilings for noise reduction. Company name, business suite number and logo (if provided) will be printed on the entrance door.

- Food and Beverage service available through convention catering service.
- Furniture and electrical are not included in the rental fee, but are available to order through Freeman.

Contact information can be found here:
<http://www.exhibitatsessions.org/international-stroke/preferred-contractors/>

CONTACT CATHLEEN GORBY
 today at 913-780-6923 or
cgorby@ascendintegratedmedia.com
 to reserve your preferred placement.

COMPLETE YOUR APPLICATION HERE:
www.expocadweb.com/isc17/ec/forms/exhibitor/login.aspx

PAYMENT OPTIONS

INVOICE:*

AHA/ASA will invoice you upon space assignment and acceptance of your space application/contract.

*Please note that you will not receive a confirmation until AHA/ASA has received the 50% deposit. Or paid in full after September 1, 2016.

PAY ONLINE:

Ask for your password
www.expocadweb.com/isc17/ec/forms/exhibitor/login.aspx

AHA/ASA Cancellation Schedule:

- AHA/ASA retains 50% of contracted exhibit space after contract submission.
- AHA/ASA retains 100% of contracted space beginning September 1, 2016.
- Submission of application does not constitute acceptance or approval by AHA/ASA.
- AHA/ASA requires a 50% deposit through August 31, 2016 before exhibit space will be confirmed.
- Cancellation or space reduction will result in a 50% penalty.
- Starting September 1, 2016 AHA/ASA requires payment in full and retains 100% of contracted space for space reduction or cancellation.

AHA/ASA Scientific Conferences

EXHIBITING RULES & REGULATIONS



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 service 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 Science & Technology Hall at any time. Infants under 6 months will be allowed in the Science & Technology 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 Science & Technology 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 programs 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 of 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 its exhibit space, 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 exhibitor's expense, and AHA will utilize the space at its discretion.

Exhibit booth traffic and attendance

The AHA works to make the Science & Technology Hall an inviting environment for attendees. Appropriate marketing and promotion of the Science & Technology 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 service 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 verses 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 company 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 service 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 Science & Technology Hall in its entirety, or of another exhibitor's booth, is strictly prohibited. This includes the use of cell phone cameras. Exhibitor representatives who violate this rule will be expelled from the Science & Technology 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 Conferences, 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, TX 75231-4596

RULES & REGULATIONS

Prohibited practices

These practices are prohibited in the Science & Technology 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. Beginning January 1, 2016, companies may also earn one point for each event in which they sponsor a project. 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/ Peripheral Vascular Disease (May)
- Basic Cardiovascular Sciences (July)
- Epidemiology and Prevention/Lifestyle and Cardiometabolic Health (March)
- Council on Hypertension (September)
- International Stroke Conference (February)
- Quality of Care and Outcomes Research in Cardiovascular Disease and Stroke (March)

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 Science & Technology 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 exhibitastroke.org. For any questions regarding exhibits at AHA Scientific Conferences, please contact at AHA Exhibits at 214-706-1425 or exhibits@heart.org



INTERNATIONAL
STROKE 2|0
CONFERENCE 1|7

