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GENERAL INFORMATION

AHA Council of Hypertension
American Society of Hypertension Joint Scientific Sessions 2017

September 14\textsuperscript{th} – 17\textsuperscript{th}, 2017

**Exhibitor Registration Hours:**
Wednesday, September 13\textsuperscript{th} 2:00 pm - 7:00 pm

**Installation:**
Wednesday, September 13\textsuperscript{th} 8:00 am - 12:00 pm

**Dismantle:**
Saturday, September 16\textsuperscript{th} 3:30 pm - 5:30 pm

**Exhibit Dates & Hours**

- **Thursday, September 14\textsuperscript{th}** 7:00 am - 3:30 pm
- **Friday, September 15\textsuperscript{th}** 7:00 am - 3:30 pm
- **Saturday, September 16\textsuperscript{th}** 6:00 am - 3:30 pm

CONTACTS

**American Heart Association**
7272 Greenville Avenue
Dallas, Texas 75231
(888) 242-2453 (inside the U.S.)
(214) 570-5935 (outside the U.S.)

**Exhibitor Services**
Rita Pacheco
Associate Manager of Exhibits
(214) 706-1873
rita.pacheco@heart.org

**Marketing Opportunities**

Heather Starks
Manager of Corporate Sponsored Projects
(214) 706-1553
Heather.Starks@heart.org

Hyatt Regency San Francisco
5 Embarcadero Center
San Francisco, California, 94111
Telephone: 1-800-591-1234
Link to hotel:
https://aws.passkey.com/go/AmHeartAssnSept17
Association Required Forms

Please make sure you have the following forms completed by July 23, 2017. You will receive an active link via email or visit www.exhibitatsessions.org

Association Services/Booth Activity Form

Information contained on this form will be used in the exhibitor guide distributed onsite within registration and needs to be received by July 23, 2017.

Exhibitor Appointed Contractor Form

Submission of this form is ONLY necessary IF you are using the services of an independent contractor for any service such as booth installation and/or dismantle. Please make sure you indicate the information for each independent contract that you are using. Submission of this form must be completed by July 23, 2017.
Contractor Services:

Lead Retrieval

New in 2017, AHA will provide the use of one X Press Connect, which is a lead retrieval app for your mobile device. Should you wish to rent other devices, contact Amy Thrasher at athrasher@cdsreg.com.

Labor Services/Installation and Dismantle

Should you need assistance with your exhibition install and/or dismantle, we will be happy to connect you to our general contractor, contact us at exhibit@sessions.org.

Facility Services

Use the corresponding forms to order facility services.
X•Press Connect Family
Lead Retrieval Solutions for Every Exhibitor

How do you recognize your new #1 client?
With complete prospect profiles delivered by X•Press Leads equipment and services.

X•Press Connect App
The app on YOUR phone or tablet

Download the Connect App and turn your phone or tablet into a state-of-the-art lead retrieval device.

For Android 3.x or higher, iOS 7x and higher and 3 megapixel or greater camera. No mobile hardware included.

X•Press Connect Plus
OUR handheld wireless device

Use our handheld mobile to capture complete lead details in real-time.

Email forwarding, scheduling and adding images not available. Includes mobile phone and charger.

FEATURES

<table>
<thead>
<tr>
<th>Feature</th>
<th>Connect App</th>
<th>Connect Plus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scan Anywhere, at Any Time</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Mobile, Wireless</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Real-time Leads List</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Optional Bluetooth Printer</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Add Notes</td>
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<td>●</td>
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<tr>
<td>Surveys/Qualifiers</td>
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<td>●</td>
</tr>
<tr>
<td>Rating</td>
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<td>●</td>
</tr>
<tr>
<td>Add Images to Leads</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Follow-up Emails</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Forward Leads</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Schedule Appointments</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

X•Press Extras
Maximize your exhibiting ROI with these lead collection and follow-up tools.

- Custom Sales Qualifiers
  Target ideal prospects! Build your own customized survey for quick lead follow-up. 20 questions and answers.

- Bluetooth Printer
  Get a hardcopy printout of your leads onsite with a wireless, portable printer.

- eBlast Email Service
  Send your custom HTML emails through X•Press eBlast post-event to your leads, the complete event email campaign solution.

- DITP
  Delivery, installation, training and pickup. Save time onsite and guarantee that your staff are off and running as soon as the show opens.

- Loss/Damage Waiver
  Protect yourself from loss or damage to your rented equipment with the Loss/Damage Waiver.

3rd Party Lead Collection
Successful lead collection on your third party device.

- Data Conversion
  Convert badge IDs collected on third-party devices into complete leads post-show.

- Event API Integration
  Integrate your third-party lead retrieval device in real-time with the event database.

* The event badges use QR codes that include limited data. The Data Conversion and Event API Integration options will allow you to collect full lead details on your third party device.
Each exhibiting company receives one (1) free X•Press Connect App license activation.

The X•Press Connect App is compatible with iPhone, iPad, Android and tablets.

Exhibitors with more than one app user need to purchase additional licenses for each additional user. Exhibitors can also order the Xpress Connect Plus which includes a handheld device.

X•Press Connect App - the App on YOUR phone or tablet

Additional X•Press Connect App Licenses - for additional users

For Android 3.x or higher, iOS 7.x and higher and 3 mega-pixel or greater camera. No mobile hardware included.

X•Press Connect Plus Handheld - OUR handheld wireless device

Includes mobile phone and charger.

X•PRESS EXTRAS

Custom Sales Qualifiers / Custom Surveys

X•Press eBlast Service - post show email service to leads collected

Data Conversion - third party post-show solution

Event API Integration - third party real-time solution

PLEASE SELECT THE SHOW YOU ARE ORDERING FOR AT THE TOP OF THIS FORM

X•Press Leads is a complete solution that goes beyond your lead retrieval equipment to make sure you get the most from your exhibiting efforts. Included FREE with every purchase:

- Pre and Post show support
- Onsite support
- 20 Standard Qualifiers
- Real-time leads download
- NO cost to download leads
- Leads online for 90 days post event
Terms & Conditions

1) Convention Data Services, Inc. hereinafter called “CONTRACTOR” agrees to the delivery of services as specified and is to be rendered in a timely and professional manner according to standard industry practices. All equipment and software remains the sole property of CONTRACTOR. In the event of strikes, electrical power failure, accidents and/or occurrences beyond the control of CONTRACTOR or customer, all deposits and fees shall be returned.

2) The method of payment shall be in United States dollars and submitted with the order for service. CONTRACTOR will only accept checks drawn on banks located in the United States of America or certified funds. Checks will not be accepted as payment at the show site.

3) Early & Advance orders must be received on or before deadlines and paid in full. Orders received without payment or after the discount deadlines will be charged at the appropriate published price based on order deadline dates. Services will not be rendered until payment in full is received.

4) ALL ORDER CANCELLATIONS RECEIVED MORE THAN 30 DAYS PRIOR TO SHOW OPENING WILL BE SUBJECT TO A $100.00 CANCELLATION FEE. NO REFUNDS WILL BE MADE FOR ORDERS CANCELED WITHIN 30 DAYS OF THE SHOW OPENING DATES. No refunds will be issued for unused equipment or licenses unless the request is received 30 days prior to show opening.

5) No partial refunds will be allowed onsite should exhibitor fail to meet the system requirements stated on the front of the order form for X•Press Connect Elite orders. If your computer does not meet these requirements, our onsite representatives will do their best to update your computer. Otherwise an alternate lead retrieval device will be provided subject to availability. No refunds will be granted in these circumstances.

6) Onsite orders are based on unit availability.

7) Customer agrees to return all equipment to CONTRACTOR’S service desk within two hours of the show closing. EQUIPMENT LEFT IN THE EXHIBIT AREA IS THE RESPONSIBILITY OF THE CUSTOMER.

8) The customer agrees to return any equipment to CONTRACTOR in the same condition. Customer is responsible to pay CONTRACTOR the replacement cost shown below should the equipment be lost, stolen or damaged while in the customers care (only applicable if customer does NOT purchase the Loss/Damage Waiver coverage or coverage rules not expressly followed as detailed in 8b below). Customer acknowledges and understands that the applicable replacement cost is as follows:

8a) The customer authorizes CONTRACTOR to charge the credit card provided $500.00 for failure to return the equipment within two hours after the official hall closing. The customer also authorizes CONTRACTOR to charge the credit card the replacement cost indicated above for either the failure to return the equipment or for any damaged equipment.

8b) Loss/Damage Waiver Terms: The Loss/ Damage Waiver coverage protects the customer from liability of accidental damage or theft to the CONTRACTOR’s device. Customer must report loss or damage to CONTRACTOR'S Lead Retrieval Desk immediately. To honor Loss/Damage Waiver coverage for equipment believed to be stolen, customer must file a police/security report and provide a copy of such report to the CONTRACTOR within seven (7) days of reporting the equipment missing. If copy of report is not received within seven (7) business days of the event end date, Loss/Damage Waiver is considered null and void and the customer will be charged for the full replacement value of the equipment as listed above.

9) CONTRACTOR’S liability for damage of any cause whatsoever will be limited to the total price for the goods and services provided by CONTRACTOR.

10) CONTRACTOR disclaims any responsibility for misuse, loss of power, power surges, and customer adjustments that are not covered in the instructions, acts of God, or any other act beyond the control of the CONTRACTOR.

11) Customer is responsible to pay all applicable Federal, State or Local taxes. If the applicable tax rate is different from the published rate at the time of placing the order, then CONTRACTOR may adjust the tax due by the customer accordingly. If you are tax exempt in the state in which you will be exhibiting, you must provide a Sales Tax Exempt Certificate for that state. Please submit this certificate with order, otherwise tax will be charged to your order.

12) It is agreed that the governing law pertaining to this contract will be the laws of the State of Massachusetts, with venue exclusively in Barnstable County.

13) If you have ordered our Delivery/Pick-up service, there must be a company representative available to receive the equipment. Deliveries are completed the day before the show opens unless otherwise noted. If no one is present in your booth when we deliver your system, you will be responsible for picking up your equipment. Pick-ups are done one (1) hour following the close of the show.

14) Equipment images for marketing purposes represent the current equipment, however due to continuous new product development and technology upgrades, equipment fulfillment onsite may not always match equipment images found on forms and other ordering methods.
**CONVENTION TABLE TOP ORDER FORM**

**HYATT REGENCY SAN FRANCISCO, 5 EMBARCADERO CENTER**
**SAN FRANCISCO, CA 94111 · 415.788.1234 / FAX 415.291.6569**

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**CONVENTION SERVICES MANAGER**
Alison Tacker  
**DATE ORDERED**

**EXHIBITOR NAME/COMPANY**:  

**TABLE TOP#**

**GROUP/SHOW NAME**: American Heart Association/Council on Hypertension

**CONTACT PERSON & PHONE NUMBER**

**COMPANY ADDRESS**

**E-MAIL ADDRESS**

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**INSTALLATION** (DATE & TIME):
Wednesday, September 13, 2017

**REMOVAL** (DATE & TIME):
Sunday, September 17, 2017

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**PACKAGE HANDLING BY HYATT:**
A $15.00 fee per package or $100 per pallet (each way) will be applied to all packages received into and shipped out of HRSF. This fee does not include prevailing shipping fees. Additional fees will apply to all boxes/freight requiring Hotel packaging. Exhibit boxes should arrive no more than (3) days prior to scheduled set up day.

Address packages to:
Hyatt Regency San Francisco
5 Embarcadero Center, San Francisco, CA 94111
Convention Name, Date of Show
Exhibitor Company Name, On-site Contact.

In-Bound Packages #

Out-Bound Packages # (Estimated count; exact number determined on-site)

Total Package Services

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**INTERNET, TELEPHONE AND AUDIO VISUAL EQUIPMENT BY ENCORE:**
Encore Event Technologies can be contacted at (415) 291-6611 for your internet, audiovisual, and computer rental needs.

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**ELECTRICAL SERVICES BY FREEMAN:**

<table>
<thead>
<tr>
<th></th>
<th>Quantity</th>
<th>Advance</th>
<th>Show Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard 20 amp circuit, 120 volt</td>
<td></td>
<td>$295.00</td>
<td>$442.50</td>
</tr>
<tr>
<td>Extension Cord / Power Strip</td>
<td></td>
<td>$21.00</td>
<td>$31.50</td>
</tr>
</tbody>
</table>

Total Electrical Services

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Freeman Electrical Services can be contacted at (650) 878-6040 for questions or additional services. Rates are for the duration of the event.

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**BILLING INFORMATION:**

**CREDIT CARD:** (Circle One)  

**VISA**  **MASTERCARD**  **AMERICAN EXPRESS**  **DISCOVER**

Card Number  
Expiration Date (MM/YY) (CID)

I hereby authorize the Hyatt Regency San Francisco ________and Freeman ________to utilize my credit card for the detailed billing as noted above.

Initial here  Initial here

Signature  
Date

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*Please return this completed form to the address or fax number listed above.*

cc: Encore Event Technologies, Freeman, Engineering
SHIPPING AND RECEIVING

Please make sure your materials arrive no earlier than September 10th.
The correct shipping address should read as follows:

ATTN: Guest Name/AHA’s HBPR/Arrival Date
Hyatt Regency San Francisco
5 Embarcadero Center
San Francisco, California, 94111
Telephone: 1-800-591-1234

Label boxes with:
ATTN: Guest Name- Hold for Guest Arrival
Arrival Date:
Exhibitor at American Heart Association Conference- September 14-17, 2017
Box # of (# of boxes)

Upon arrival please visit Guest Services to arrange for your exhibit freight to be delivered to your booth.

*Exhibitors are responsible for paying all associated shipping fees.

If you are planning to ship a large quantity, heavy or large crates to the hotel there may be a labor fee in addition to the storage and handling fee. Please contact the hotel for quote.

SEE “PACKAGE INFORMATION”
EXHIBITOR HOUSING
Housing Information - Conference Venue/Hotel Reservations

All events take place at the: Hyatt Regency San Francisco

Hyatt Regency San Francisco
5 Embarcadero Center
San Francisco, California, 94111
Telephone: 1-800-591-1234
Link: https://aws.passkey.com/go/AmHeartAssnSept17

EXHIBITOR REGISTRATION
On-Site Exhibitor Registration Hours:
Wednesday, September 13th 2:00 p.m. - 7:00 p.m.

Exhibitors are entitled to two (2) complimentary full registrations. Complete the booth activity form to register your staff.

Additional registration fees will apply per badge over your allotted amount. Additional registration badges may also be purchased on site.

Badges and Final Programs books will be available at the American Heart Association Registration Desk on site. Please advise all staff when picking up badges on site that they will be required to present a photo I.D. and business card at Registration. Photo I.D. and business cards are required even when the exhibitor has registered in advance.

EXHIBITOR STAFFING
Although exhibitors are encouraged to staff the booth for the duration of the exhibit hall hours it is only required during the unopposed breaks listed below. Please note food and beverage service will be in close proximity to the exhibit hall.

Thursday, September 14, 2017
7:00 a.m.-- 7:30 a.m.
10:00 a.m.-- 10:30 a.m.
11:50 a.m.-- 12:50 p.m.
2:50 p.m.-- 3:05 p.m.

Friday, September 15, 2017
7:00 a.m.-- 7:30 a.m.
9:40 a.m.-- 10:10 a.m.
11:40 a.m.--12:40 p.m.
2:40 p.m.-- 3:00 p.m.

Saturday, September 16, 2017
6:00 a.m.-- 6:30 a.m.
9:30 a.m.-- 10:00 a.m.
12:00 p.m.-- 1:00 p.m.
3:00 p.m.-- 3:30 p.m.
Amplify your reach at AHA specialty conferences with sponsorship opportunities designed to elevate your brand among target audiences!

**Silver Level** $1,500
- Acknowledgement on conference website
- Acknowledgement in Final Program
- Acknowledgement on sponsor signage at conference

**Gold Level** $5,000
Everything included in Silver Level, plus:
- Conference bag insert
- Company-specific recognition signage at conference

**Platinum Level** $10,000
Everything included in Silver and Gold Level, plus:
- Conference attendee list
  *(Does not include email addresses)*
- Ad in conference marketing email
- Final Program ad
- Exhibit space

**Additional Options**
Receive Silver Level recognition with each of these sponsorships!

- **Scribe Sponsorship** $2,000
  Provide a branded notebook and/or writing pen to conference attendees!

- **Refreshment Break Sponsor** $5,000
  Attendees will see your signage at a refreshment break.

- **Continental Breakfast Sponsor** $7,500
  Attendees will see your signage at the breakfast location.

- **Industry Theater** $15,000-$20,000
  ($15,000 for 100 attendees; $20,000 for 200 attendees)
  Captivate your audience when you showcase your latest product or service! You’ll also receive additional marketing support to drive attendance.

For more information, and additional programming and reception opportunities, contact Cathleen Gorby at 913-780-6923 or cgorby@ascendmedia.com!