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GENERAL INFORMATION

Arteriosclerosis, Thrombosis and Vascular Biology | Peripheral Vascular Disease 2018 Scientific Sessions

Conference Dates May 9-12, 2018

Exhibitor Registration Hours:
Wednesday, May 9th 12:00 p.m. – 2:00 p.m.

Installation:
Wednesday, May 9th 12:00 p.m. – 2:00 p.m.

Dismantle:
Friday, May 11th 3:45 p.m. – 8:00 p.m.

CONTACTS

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

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

Exhibitor Services
Julie Davis
Senior Manager, Exhibits
(214) 706-1943
Julie.davis@heart.org

Exhibit Dates & Hours

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, May 9th</td>
<td>3:00pm-7:00pm *</td>
</tr>
<tr>
<td>Thursday, May 10th</td>
<td>7:00am-4:15pm</td>
</tr>
<tr>
<td>Friday, May 11th</td>
<td>7:00am-3:45pm</td>
</tr>
</tbody>
</table>

*Booth staffing is optional during this period, however booths must be set before 3:00pm on Wednesday
Association Required Forms

Please make sure you have the following forms completed by April 16, 2018. Access the forms below or for complete exhibit information visit our website at 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 April 16, 2018 to be included.

**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 April 16, 2018.
# Audiovisual Exhibitor Services

## PSAV Will Contact You Directly for Payment Information. Pricing is Per Day.

If you have a special request or need additional equipment, please call Drew Lanning at 415.812.9130. Email completed form to psavhiltonsf@psav.com

## Prices are for Exhibit Floor Only. All Rental Prices Subject to a 15% Markup if Ordered Day of.

<table>
<thead>
<tr>
<th>Video/Data Display</th>
<th>Qty</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blu-ray Player</td>
<td></td>
<td>$155</td>
</tr>
<tr>
<td>LCD Projector</td>
<td></td>
<td>$560</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Audio Equipment</th>
<th>Qty</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>Wired Microphone:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Handheld Microphone</td>
<td></td>
<td>$80</td>
</tr>
<tr>
<td>Lavalier Microphone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wireless Microphone Unit:</td>
<td></td>
<td>$235</td>
</tr>
<tr>
<td>Handheld Microphone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lavalier Microphone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wireless Headset Microphone:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Headset only. Mic will require wireless microphone unit to operate.</td>
<td></td>
<td>$95</td>
</tr>
<tr>
<td>Individual Small Powered Speaker</td>
<td></td>
<td>$96</td>
</tr>
<tr>
<td>(up to five people)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sound System: (2) speakers (2) stands (1) Mixer Wired Microphone (up to 20 people)</td>
<td></td>
<td>$525</td>
</tr>
<tr>
<td>4-Channel Mixer</td>
<td></td>
<td>$85</td>
</tr>
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<table>
<thead>
<tr>
<th>Accessories</th>
<th>Qty</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tripod Screens: 5’, 6’, 7’ or 8’</td>
<td></td>
<td>$105</td>
</tr>
<tr>
<td>42”- 54” Rolling Cart w/Black Skirt</td>
<td></td>
<td>$50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Monitors</th>
<th>Qty</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>32” LCD Monitor (table stand)</td>
<td></td>
<td>$295</td>
</tr>
<tr>
<td>46” Monitor (with floor stand)</td>
<td></td>
<td>$775</td>
</tr>
<tr>
<td>55” Monitor (with floor stand)</td>
<td></td>
<td>$970</td>
</tr>
<tr>
<td>65” Monitor (dual-post stand)</td>
<td></td>
<td>$1,075</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Internet Access</th>
<th>Qty</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wired Internet Connection (initial)</td>
<td></td>
<td>$600</td>
</tr>
<tr>
<td>Wireless Internet Connection (initial)</td>
<td></td>
<td>$500</td>
</tr>
<tr>
<td>Dedicated Bandwidth</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Custom Items</th>
<th>Qty</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laptop Computer</td>
<td></td>
<td>$250</td>
</tr>
<tr>
<td>Power Strip &amp; Extension Cord Package</td>
<td></td>
<td>$40</td>
</tr>
<tr>
<td>Post-it Flip Chart Package</td>
<td></td>
<td>$100</td>
</tr>
</tbody>
</table>

## Ordering Instructions

To guarantee equipment availability and advanced rate, this order should reach us 21 days prior to delivery.

Operator labor, if requested, is subject to the prevailing hourly rate with a four-hour minimum. An electronic receipt will be emailed to you.

The total charge per item is determined by multiplying the price by the quantity ordered. Please include applicable sales tax on equipment rental.

**Tax-Exempt Status** – If you are exempt from payment of sales tax, we require you to forward an exemption certificate for the state in which the services are to be provided.

**Cancellations:**

A) Cancellations received within 48 hours of the scheduled delivery date are subject to a 50% fee applicable to equipment and tax.

B) Cancellations received on the day of scheduled delivery or “no-shows” are subject to the full amount of the order to include installation, drayage and tax.

Labor and/or service charges may apply, and/or loss damage waiver.

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TELECOMMUNICATIONS REQUEST FORM

333 O'Farrell Street, San Francisco, CA  94102
(415) 771-1400    Fax (415) 202-7000

Meeting Name ____________________________  Today's Date ________________

Company/Group Name ______________________________________________________

Contact Name _____________________________________________________________

Street Address ___________________________________________________________

City: ____________________________ State: ____________________________ Zip: ______

Contact Phone Number ____________________________ Meeting Room or Booth # __________

Install Date ________________ Install Time ________________ Disconnect Date ________________ Disconnect Time ________________

Method of Payment

☐ Check  ☐ Guest Room  ☐ Direct Bill  ☑ Master Account

Credit Card

☐ Visa/Mastercard  ☐ American Express  ☐ Discover  ☐ JCB  ☐ Diners Club

Credit Card # ____________________________ Expiration Date ____________________________

D.I.D. (DIRECT INWARD DIAL):

Voice ______  Fax ______

Analog line. One time charge for installation ______ x $375 ______

Single line set included. Local and Long Distance calls are billed separately.

EQUIPMENT AVAILABLE

SPEAKERPHONE ______ x $100 ______

CONFERENCE PHONE ______ x $325 ______

FEATURES (per key) ______ x $50 ______

(Hunt, Intercom, Speed Dial, Forwarding, Call Transfer)

VOICEMAIL (per line) ______ x $50 ______

LATE CHARGE (on-site orders) ______ x $300 ______

DELUXE MULTILINE SET ______ x $450 ______

TOTAL CHARGES ______

Signature ____________________________

Note: Please return this completed form to the attention of Telecommunications Department c/o Hilton SF 333 O’Farrell Street, San Francisco, CA, 94102-2116. This form must be received 5 days prior to the installation date in order to guarantee availability. Any telephone requests received after the required date may not be accommodated and will be subject to a late fee. Prepayment for all services is required before installation is started. Make checks payable to the Hilton San Francisco Union Square and enclose with this form. All telephone calls are charged at the prevailing hotel rate. In the event of loss or damage to equipment, a replacement cost will be applied.
How do you recognize your new #1 client? With complete prospect profiles delivered by XPress Leads equipment and services.

**XPress 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 7.x and higher and 3 megapixel or greater camera. No mobile hardware included.

**XPress 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.

---

<table>
<thead>
<tr>
<th>FEATURES</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>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Surveys/Qualifiers</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Rating</td>
<td>●</td>
<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>

---

**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 XPress Connect App.

**XPress Connect App** - the App on YOUR phone or tablet

<table>
<thead>
<tr>
<th>Qty</th>
<th>Description</th>
<th>Unit Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FREE/Included $375 value</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Additional XPress Connect App Licenses** - for additional users

<table>
<thead>
<tr>
<th>Qty</th>
<th>Description</th>
<th>Unit Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$130 per additional user activation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

**XPress Connect Plus (Handheld)** - OUR handheld wireless device

<table>
<thead>
<tr>
<th>Qty</th>
<th>Description</th>
<th>Unit Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$470</td>
<td></td>
</tr>
</tbody>
</table>

Includes mobile phone and charger.

**XPRESS EXTRAS**

**Custom Sales Qualifiers / Custom Surveys**

<table>
<thead>
<tr>
<th>Qty</th>
<th>Description</th>
<th>Unit Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$115</td>
<td></td>
</tr>
</tbody>
</table>

**Data Conversion** - third party post-show solution

<table>
<thead>
<tr>
<th>Qty</th>
<th>Description</th>
<th>Unit Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$550</td>
<td></td>
</tr>
</tbody>
</table>

**Event API Integration** - third party real-time solution

<table>
<thead>
<tr>
<th>Qty</th>
<th>Description</th>
<th>Unit Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1000</td>
<td></td>
</tr>
</tbody>
</table>

**LOSS/DAMAGE WAIVER**

**REPLACEMENT COST**

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connect Plus Device</td>
<td>$1000</td>
</tr>
<tr>
<td>Connect Plus Power Cord</td>
<td>$75</td>
</tr>
</tbody>
</table>

**OPTIONAL LOSS/DAMAGE WAIVER (Qty ______ x $85 per device)**

**NO, I do not want to purchase the Loss/Damage Waiver - initial here**

**PROCESSING FEE (WAIVED when you order online!):**

<table>
<thead>
<tr>
<th>Qty</th>
<th>Description</th>
<th>Unit Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$20.00</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL (USD):**

<table>
<thead>
<tr>
<th>Qty</th>
<th>Description</th>
<th>Unit Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SUBTOTAL</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SALES TAX</td>
<td>8.5%</td>
</tr>
<tr>
<td></td>
<td>PROCESSING FEE</td>
<td>(WAIVED when you order online!)</td>
</tr>
</tbody>
</table>

Thank you for your order.
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 failures, 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) Onsite orders are based on unit availability.

6) 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.

7) 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:

7a) 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.

7b) 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.

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

9) 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.

10) 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.

11) 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.

12) 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.

13) 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.
SHIPPING AND RECEIVING

Please make sure your materials arrive no earlier than May 8, 2018
The correct shipping address should read as follows:

**ATTN:** Hilton San Francisco Union Square
  **ATTN:** Guest Name (or the person that will be responsible for claiming the shipment onsite)
  333 O'Farrell Street
  San Francisco, CA  94102
**REF:** AHA’s ATVB 2018

Label boxes with:

**ATTN:** Guest Name- Hold for Guest Arrival
**Arrival Date:** __________
**Exhibitor at American Heart Association Conference-May 10-12, 2018**
**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. For standard boxes, there is a $10 receiving fee for each, and an additional $10 movement fee for each if we move the box for you.

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.
EXHIBITOR HOUSING

Housing Information - Conference Venue/Hotel Reservations

All events take place at the Hilton San Francisco Union Square Hotel:

Hilton San Francisco Union Square Hotel
333 O'Farrell Street
San Francisco, CA 94102
Phone: (415) 771-1400

ATVB/PVD 2018 will be held at the Hilton San Francisco Union Square Hotel in the heart of the Theater District. The hotel is located at 333 O'Farrell Street and is within walking distance of world-famous cable cars, shopping, theaters and the culturally rich Yerba Buena Center for the Arts. Close by are historic Chinatown, Fisherman's Wharf, and the Golden Gate Bridge. The Hilton Union Square offers a variety of options to fill your leisure time including a heated outdoor pool, whirlpool, state of the art fitness center and spa.

Rooms for conference participants are available at a special reduced rate of $259 and will be available on a first-come, first-served basis until all are filled. After this date, reservations may be at the prevailing rate and will be subject to availability. The guest room rate is exclusive of applicable taxes.

To take advantage of the reduced rate, visit this link or call 1-800-HILTONS and ask for the group rate for the AHA ATVB/PVD conference. Rates cannot be changed at check-in or check-out for guests who don't identify their affiliation with AHA when they make their reservation. Reservations made in the AHA block will receive complimentary internet access in the guest rooms, and complimentary access to the hotel fitness center.

The most convenient airports are San Francisco International, which is 17 miles (30 minutes) away, Oakland International Airport, which is 18 miles (45 minutes) away, and San Jose International Airport, which is 50 miles (1.5 hours) away from the hotel.

EXHIBITOR REGISTRATION

On-Site Exhibitor Registration Hours:
Wednesday, May 9th  12:00 p.m. – 2:00 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, May 10, 2018
- 7:00 a.m. – 8:00 a.m.
- 10:00 a.m. – 10:30 a.m.
- 3:45 p.m. – 4:15 p.m.

Friday, May 11, 2018
- 7:00 a.m. – 8:00 a.m.
- 9:30 a.m. – 10:00 a.m.
- 3:15 p.m. – 3:45 p.m.
Amplify your reach at AHA specialty conferences with sponsorship opportunities designed to elevate your brand among target audiences!

**Silver Level** ............................ $1,500
- Acknowledgment on conference website
- Acknowledgment in Final Program
- Acknowledgment 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 Levels, 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!

All rates are net. Cancellations are nonrefundable.