May 12th – 14th, 2022
Seattle, WA

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GENERAL INFORMATION

Vascular Discovery: From Genes to Medicine

Conference Dates May 12th-14th, 2022

Exhibitor Registration Hours:
Wednesday, May 11th 3:00 p.m. – 7:00 p.m.

Installation:
Wednesday, May 11th 3:00 p.m. – 7:00 p.m.

Dismantle:
Friday, May 13th 4:15 p.m. – 8:00 p.m.

Exhibit Dates & Hours
Wednesday, May 11th 3:00pm-7:00pm *
Thursday, May 12th 7:00am-4:15pm
Friday, May 13th 7:00am-4:15pm
*Booth staffing is optional during this period,

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
Amy Miller
Exhibits Manager
(214) 706-1922
amy.miller@heart.org

Marketing Opportunities
Scott Murphy
National Corporate Relations
(214) 706-1660
Scott.Murphy@heart.org
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 near the exhibit hall.

Wednesday, May 11, 2022  3-7 pm  Optional

Thursday, May 12, 2022  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 13, 2022   7:00 a.m. – 8:00 a.m.
                      9:30 a.m. – 10:00 a.m.
                      3:45 p.m. – 4:15 p.m.
Association Required Forms

Please make sure you have the following forms completed by April 11, 2022. 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 11, 2022 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 11, 2022.

Sponsorship and Advertising
Refer to the 2022 prospectus for all your sponsorship opportunities HERE.

Lead Retrieval
Refer to form on following page.
Exhibiting success is much more than just purchasing a booth and showing up at the event. Meeting qualified prospects and turning them into loyal customers is the true measure of exhibiting success. CDS’ XPress Connect lead retrieval equipment and programs are the keys to a highly productive onsite experience.

**Top Features**

- **Literature Fulfillment**
  Email links quickly with all the information customers and prospects request

- **Custom Qualifiers**
  Customize your qualifying questions and responses to build full prospect profiles

- **Instant Email Follow-up**
  Follow-up with hot prospects who visit your booth

- **Rate Leads**
  Identify top prospects and customers by assigning a rating

- **Schedule Appointments**
  Set up follow-up meetings with leads and close more deals

- **VIP Alerts**
  Receive a text alert when anyone you identify as a VIP enters your booth

- **Exhibitor Portal**
  Leads, analytics, instructions, and best practices online all the time

- **Risk-Free Refund Policy**
  If the show is postponed/canceled, you can request a refund by emailing xpressleadpro@cdsreg.com. We will honor a full refund, less any processing fees incurred with your original order. Requests must be received within 90 days of the original show start date.

**Order Today** and don’t miss a single lead:

[www.xpressleadpro.com](http://www.xpressleadpro.com)
Showcode: **vasd0522**

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**Connect Comparison**

<table>
<thead>
<tr>
<th>Feature</th>
<th>App</th>
<th>Plus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scan anywhere, any time</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Custom qualifiers**</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Literature fulfillment**</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Real-time leads</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Reporting portal</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Instant email follow-up</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Rate leads</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>VIP alerts</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Schedule appointments</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Add images to leads</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Audio notes</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Optional Bluetooth printer*</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Online and offline modes</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**additional fees may apply**

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3/21
**EXHIBITOR SERVICES**
SheratonSeattle@encoreglobal.com

<table>
<thead>
<tr>
<th>NAME OF CONFERENCE</th>
<th>START DATE</th>
<th>END DATE</th>
<th># OF EVENT DAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AHA Vascular Discovery 2022</td>
<td>05/12/2022</td>
<td>05/13/2022</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMPANY NAME</th>
<th>ON-SITE CONTACT NAME &amp; NUMBER</th>
<th>ROOM/ BOOTH NAME/NUMBER</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>BILLING ADDRESS</th>
<th>CITY &amp; STATE</th>
<th>ZIP CODE</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>DELIVERY DATE</th>
<th>DELIVERY TIME</th>
<th>PICKUP DATE</th>
<th>PICKUP TIME</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>ORDERED BY</th>
<th>EMAIL</th>
<th>PHONE</th>
</tr>
</thead>
</table>

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Advanced rates are available if order is placed 10 days or more before show opening. Email completed form to the Encore Representative listed above. Once this request form is submitted, an Encore Representative will contact you for an official order review and signature. Labor charges, sales tax, loss damage waiver, and service charges may apply.

**MONITOR**

<table>
<thead>
<tr>
<th>MONITOR</th>
<th>DAYS</th>
<th>QUANTITY</th>
<th>ADVANCED RATE</th>
<th>REGULAR RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>32” Monitor w/ Table Stand</td>
<td></td>
<td></td>
<td>$308</td>
<td>$385</td>
</tr>
<tr>
<td>55” Monitor w/ Dual-Post Stand</td>
<td></td>
<td></td>
<td>$850</td>
<td>$1,065</td>
</tr>
<tr>
<td>80” Monitor w/ Dual-Post Stand</td>
<td></td>
<td></td>
<td>$1,535</td>
<td>$1,920</td>
</tr>
</tbody>
</table>

**AUDIO**

<table>
<thead>
<tr>
<th>AUDIO</th>
<th>DAYS</th>
<th>QUANTITY</th>
<th>ADVANCED RATE</th>
<th>REGULAR RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Speaker Set</td>
<td></td>
<td></td>
<td>$50</td>
<td>$60</td>
</tr>
</tbody>
</table>

**INTERNET**

<table>
<thead>
<tr>
<th>INTERNET</th>
<th>DAYS</th>
<th>QUANTITY</th>
<th>ADVANCED RATE</th>
<th>REGULAR RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WiFi Connect Basic (Up to 3Mbps/2 devices)</td>
<td>N/A</td>
<td></td>
<td>$90</td>
<td>$110</td>
</tr>
<tr>
<td>WiFi Connect Plus (Up to 5Mbps/2 devices)</td>
<td>N/A</td>
<td></td>
<td>$125</td>
<td>$155</td>
</tr>
<tr>
<td>Wired Connect Basic (Up to 3Mbps/1 device)</td>
<td>N/A</td>
<td></td>
<td>$205</td>
<td>$255</td>
</tr>
<tr>
<td>Wired Connect Plus (Up to 5Mbps/1 device)</td>
<td>N/A</td>
<td></td>
<td>$340</td>
<td>$425</td>
</tr>
</tbody>
</table>

**POWER**

<table>
<thead>
<tr>
<th>POWER</th>
<th>DAYS</th>
<th>QUANTITY</th>
<th>ADVANCED RATE</th>
<th>REGULAR RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 Amp Package: Power Strip Cable Set</td>
<td>N/A</td>
<td></td>
<td>$189</td>
<td>$234</td>
</tr>
<tr>
<td>20 Amp Package: Power Strip Cable Set</td>
<td>N/A</td>
<td></td>
<td>$550</td>
<td>$785</td>
</tr>
<tr>
<td>Additional Power Strip</td>
<td>N/A</td>
<td></td>
<td>$32</td>
<td>$32</td>
</tr>
</tbody>
</table>

**MISCELLANEOUS**

<table>
<thead>
<tr>
<th>MISCELLANEOUS</th>
<th>DAYS</th>
<th>QUANTITY</th>
<th>ADVANCED RATE</th>
<th>REGULAR RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laptop</td>
<td></td>
<td></td>
<td>$265</td>
<td>$330</td>
</tr>
<tr>
<td>Post-It Flipchart</td>
<td></td>
<td></td>
<td>$102</td>
<td>$125</td>
</tr>
<tr>
<td>Easel</td>
<td></td>
<td></td>
<td>$22</td>
<td>$30</td>
</tr>
</tbody>
</table>

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If You Are Experiencing Technical Difficulties On Site
Please Contact Encore At 206-549-7444
SHIPPING AND RECEIVING

Please make sure your materials arrive no earlier than May 6, 2022
The correct shipping address should read as follows:

LABEL BOXES WITH:
Hold For Guest: (Guest Name) (Guest Cell Number)
C/O Sheraton Grand Seattle
1400 Sixth Avenue
Seattle, WA  98101
REF:  AHA’s Vascular Discovery 2022
Box ___of____

Upon arrival please visit the business center to arrange for your exhibit freight to be delivered to your booth.

*Exhibitors are responsible for paying all associated shipping fees. Please reference the shipping instructions included below for pricing.

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.
PACKAGE SHIPPING & LABELING PROCEDURES

In order to help expedite the timely delivery and return of packages, all boxes must be labeled with name of the group’s recipient (NOT the Hotel Sales or Service Manager), group name and the date of the program. A sample label is shown below. Please call or contact the Meeting & Event Manager, and provide the number of packages you are shipping, the method of shipping and expected delivery date to the Hotel. All packages will be held in the hotel package room until they are delivered to the designated room. In order to retrieve your packages, please contact the Bell Desk, Security, Executive Meeting Specialist or a Banquet Captain. Packages can be retrieved 24 hours each day.

SAMPLE SHIPPING LABEL

<table>
<thead>
<tr>
<th>NAME OF GUEST RECIPIENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>c/o SHERATON GRAND SEATTLE</td>
</tr>
<tr>
<td>1400 SIXTH AVENUE</td>
</tr>
<tr>
<td>SEATTLE, WA 98101</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GROUP NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARRIVAL DATE</td>
</tr>
<tr>
<td>PACKAGE # of</td>
</tr>
</tbody>
</table>

HANDLING FEES

The Sheraton Grand Seattle Hotel assesses handling fees as noted below. For your convenience, charges will be posted to the guest room. Charges will appear on your final room bill as Business Center. The hotel cannot store packages for more than three (3) days prior to or three (3) days after a program. A $30.00 per item, per day charge will be added if storage exceeds this time-frame.

<table>
<thead>
<tr>
<th>Inbound Packages</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 5 pounds</td>
<td>$12.00 each</td>
</tr>
<tr>
<td>6 to 20 pounds</td>
<td>$20.00 each</td>
</tr>
<tr>
<td>21 to 50 pounds</td>
<td>$25.00 each</td>
</tr>
<tr>
<td>Over 50 pounds</td>
<td>$70.00 each</td>
</tr>
<tr>
<td>Crates</td>
<td>$100.00 each</td>
</tr>
<tr>
<td>Pallets</td>
<td>$175.00 each</td>
</tr>
<tr>
<td>Storage fee (after 3 days)</td>
<td>$30.00 each</td>
</tr>
</tbody>
</table>

*Note: Current pricing, subject to change without notice.*

*Guests may use their own account or use Hotel’s service at an additional cost*
OUTBOUND PACKAGES (VIA HOTEL)

**Applies to all shipping companies with the exception of FedEx**

Outbound Packages* $5.00 each

*Guests may use their own account or use Hotel’s service at an additional cost.

FEDEX OFFICE @ THE SHERATON GRAND SEATTLE HOTEL

The FedEx Office is located on our Second Floor on the West side of the Willow Room. A FedEx Office Associate would be pleased to assist you with your needs during the hours of operation listed below. 24-hour access is available to our self-help area with your guest room key.

FEDEX OFFICE HOURS:

Monday - Friday: 7:00 am – 6:00 pm  
Saturday: 9:00 am – 5:00 pm  
Sunday: 12:00 pm – 5:00 pm

**HANDLING FEES**

Fees are assessed by weight on all shipments from this location. Handling fees are in addition to the cost of shipping and are charged on a per package basis. The fees can be charged to your FedEx account number, credit card, cash or check. All weights are rounded up to the next whole pound.

OUTBOUND PACKAGES (VIA FEDEX OFFICE)

0.1 to 1 pound Free $2.00 each  
1.1 to 10 pounds $10.00 each  
10.1 to 20 pounds $15.00 each  
20.1 to 30 pounds $20.00 each  
30.1 to 50 pounds $25.00 each  
51 pounds and over $35.00 each

*Note: Current pricing, subject to change without notice.*
EXHIBITOR HOUSING

Housing Information - Conference Venue/Hotel Reservations

All events take place at the Sheraton Grand Seattle:

Sheraton Grand Seattle  
1400 Sixth Avenue  
Seattle, WA  98101

Rooms for conference participants are available at a special reduced rate of $279 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 (opens in a new window) 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.

The deadline to reserve a hotel room with the discounted room block is April 18, 2022.

EXHIBITOR REGISTRATION

On-Site Exhibitor Registration Hours:
Wednesday, May 11th  3:00 p.m. – 7:00 p.m.

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

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.