

# 3<sup>RD</sup> JOINT MEETING

**Congenital Heart Surgeons' Society &  
European Congenital Heart Surgeons Association**

SEPTEMBER 13-15

2012

Congenital Heart  
Surgeons' Society

European Congenital Heart  
Surgeons Association



The Drake Hotel  
140 East Walton Place  
Chicago, Illinois, USA



INDUSTRY  
PROSPECTUS

Dear Industry Partner:

On behalf of the Congenital Heart Surgeons' Society (CHSS) and the European Congenital Heart Surgeons Association (ECHSA) let me personally invite you to participate as an industry supporter in the Third Joint Meeting being held on September 13-15, 2012 at The Drake Hotel in Chicago, Illinois, USA.

This meeting has proven to be one of the most unique events in the congenital cardiac surgical community, bringing together the two largest USA and European communities within the specialty. It represents an opportunity for industry and physicians involved in the field of congenital heart disease to network in an informal environment, allowing for more physician contact during the program and networking events.

The Third Joint Meeting will include six invited honorary guest speakers, whose theme will be the value of life. In addition, the two-day scientific program will focus on the most up-to-date topics in congenital heart surgery and will focus on works in progress continued by both societies over recent years. Industry has the opportunity to take a more visible role and support the meeting beyond their exhibit space with educational grants and /or customized programs that will benefit your company's educational objectives. This is a powerful opportunity for your company to interact directly with the premier congenital surgeons in the world.

This industry prospectus gives you the necessary information to participate in the CHSS and ECHSA Third Joint Meeting. Please contact the CHSS office if you have any questions.

I look forward to seeing you in Chicago and thank you for your support of our educational efforts.

Sincerely,



Erle H. Austin, III, M.D.  
*President*  
*Congenital Heart Surgeons' Society*



# EDUCATIONAL SUPPORT OPPORTUNITIES

Each year, supporting companies acknowledge the importance of the educational goals of the Congenital Heart Surgeons' Society by providing unrestricted educational grants. Please consider the support opportunities below:

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## **PLATINUM SUPPORTER**

**Educational grant amount \$15,000**

Dedicated signage and listing in all meeting communication materials (print and electronic), your logo prominently displayed on the Annual Meetings page of the CHSS website, Scientific Session on-screen acknowledgement slide, and the Program Guide listing.

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## **GOLD SUPPORTER**

**Educational grant amount \$10,000**

Shared signage and listing in all meeting communication materials (print and electronic) with other Gold Supporters, your logo prominently displayed on the Annual Meetings page of the CHSS website, Scientific Session on-screen acknowledgement slide and the Program Guide listing.

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## **SILVER SUPPORTER**

**Educational grant amount \$5,000**

Shared signage and listing in all meeting communication materials (print and electronic) with other Silver Supporters, your logo prominently displayed on the Scientific Session on-screen acknowledgement slide and the Program Guide listing.

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*Per ACCME requirements separate agreement forms must be filled out for educational grants and exhibit space.*

## **PAYMENT**

Payment in full and a completed Letter of Agreement must be received by July 1, 2012. Checks should be made payable and mailed to:

Congenital Heart Surgeons' Society  
Attn: Lindsay De Santis  
500 Cummings Center, Suite 4550  
Beverly, MA 01915  
Telephone: (978) 927-8330  
FAX: (978) 524-0461

Please contact us for the Federal Tax ID number



# GENERAL EXHIBITION INFORMATION

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## EXHIBIT BOOTH

**\$2,500 per booth**

Each space is a table top exhibit space; maximum of two spaces are allowed per non-sponsoring exhibitor.

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## EXHIBIT DATES AND HOURS\*

Thursday, September 13, 2012	12:00 p.m. - 3:30 p.m.	Exhibit Set up
	4:00 p.m. - 7:00 p.m.	Includes Coffee Break and Dinner Reception
Friday, September 14, 2012	7:00 a.m. - 4:00 p.m.	Includes Continental Breakfast, and Coffee Breaks
Saturday, September 15, 2012	7:00 a.m. - 4:00 p.m.	Includes Continental Breakfast, and Coffee Breaks
	4:00 p.m.	Exhibit Break Down

\*Times are subject to change based on final program

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## LOCATION OF EXHIBITS

The exhibits will be located the Drake Room directly adjacent to the scientific sessions.

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## SPACE ASSIGNMENT AND RENTAL FEE

\$2,500 per table top exhibit space. Your exhibit fee includes the following:

- Use of contracted space
- Daily cleaning
- Two registrations
- Listing on CHSS website
- Program Guide listing

Space assignment is based on the order of application receipt. If two applications are received at the same time, priority will be given to sponsors of the meeting. Space will be assigned and confirmed after July 2, 2012.

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## ADDITIONAL REGISTRATION BADGES

Each exhibit space includes 2 registrations for your company. You may register additional industry personnel at the price of \$100 per badge. Industry registration includes Scientific Sessions, Welcome Reception on Sunday evening, and Continental Breakfast, and morning and afternoon Coffee Breaks.

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## APPLICATION AND DEPOSIT

Your exhibitor application must be accompanied by 50% of the amount due in order to reserve space and must be received by May 7, 2012. The balance of the amount due must be paid in full by July 2, 2012. Credit card information or checks (in U.S. funds only) should be sent to:

CHSS  
Attn: Jennifer Gecawicz  
500 Cummings Center, Suite 4550  
Beverly, MA 01915  
Fax: 978-524-0461  
jgecawicz@prri.com

# SUPPORT AND EXHIBITOR GUIDELINES

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## **GENERAL**

All matters and questions not covered by the regulations are subject to the decision of CHSS. "The Society" or "CHSS" shall mean the Congenital Heart Surgeons Society, its committees, agents or employees acting for the management of the Scientific Meeting and Exhibition.

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## **NATURE OF EXHIBITION**

The CHSS Annual Meeting includes a scientific exhibit designed to provide a showcase of products and services either specifically designed for, or customarily used in, purchasing or delivery of congenital heart surgery products.

CHSS reserves the right to refuse rental space to any company whose products and services are not, in the opinion of the Society, compatible with the mission of CHSS and the objectives of the CHSS exhibition. The Society does not guarantee that any space will be available to any applicant. If space is not available, a waiting list will be held in the order of receipt of application and 50% deposit. CHSS will either apply payment for the following year or refund all payments received in the event space does not become available. This will occur two weeks after the meeting.

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## **TERMS IN CASE OF DEFAULT**

If any exhibitor or partner fails to pay, when due, any sum agreed upon, or if any exhibitor or sponsors fails to meet any term or condition of the application, or fails to observe and abide by these Rules & Regulations, CHSS reserves the right to terminate the contract immediately without refund of any monies previously paid. In any case, no refunds will be made on or after July 2, 2012.

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## **EXHIBIT SERVICE KIT**

The Service Kit will provide you with complete information regarding:

- shipping
  - utility services
  - personnel registration
  - pre-registration mailing labels
  - program guide product description requirements
  - hotel reservations
  - and any additional information needed during installation, exhibiting and dismantling of your exhibit
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## **CHANGES**

All times, program schedules and floor plans in this prospectus are subject to change. All changes will be communicated in subsequent material.

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## **PRELIMINARY PROGRAM**

The CHSS Preliminary Program will be posted on the CHSS website as soon as it is available.

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## **SPECIAL NEEDS**

Please contact the CHSS office if you have a disability, which requires special accommodations.



# ANNUAL MEETING EXHIBIT SPACE APPLICATION

Congenital Heart Surgeons' Society



## 3<sup>RD</sup> JOINT MEETING

September 13-15, 2012  
The Drake Hotel, Chicago, Ill

European Congenital Heart Surgeons Association



Please complete all sections of this application and either type or print in each section. Sign and return both sides either with a check payable in US Dollars to CHSS, 500 Cummings Center, Suite 4550, Beverly, MA 01915, USA or fax both sides with a credit card number to 978.524.0461 or email [jgecawicz@prri.com](mailto:jgecawicz@prri.com). Applications received prior to May 7, 2012 must include at least a 50% deposit. Payment in full of the total commitment is due. Confirmations and space assignments will be sent after July 2, 2012. All financial transactions including payments and refunds are in US Dollars.

### CONTACT INFORMATION

Contact Person: This person will receive all correspondence pertaining to this meeting.

Title

Telephone number

Fax number

Email address

Company Name

Street Address

City/State/Zip/Country

Web Address

### EXHIBIT SPACE

# of booth(s) \_\_\_\_\_ x \$2,500 = \$ \_\_\_\_\_

**COMPANY DESCRIPTION:** Describe products and services to be exhibited in 10 words or less. This will allow us to determine your company's eligibility to exhibit.

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### PAYMENT METHOD

CHECK amount enclosed: \$ \_\_\_\_\_  
(US banks only)

#### CREDIT CARD

American Express     MasterCard     Visa

Amount to be charged: \$ \_\_\_\_\_

Credit Card Number

Expiration Date

Security Code (3 digits on front or back of card)

Name as it appears on credit card

Cardholder's Signature

Please check if credit card billing address is same as contact information at the top of the form.

If billing address is not the same please enter below.

Company Name

Street Address

City/State/Postal Code /Country

WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS SET FORTH IN THE PROSPECTUS AND THIS APPLICATION (FRONT AND BACK). ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT. CONFIRMATION WILL BE SENT ON OR AFTER July 2, 2012.

AUTHORIZED SIGNATURE

PRINT NAME

TITLE

The Congenital Heart Surgeons Society, and its authorized representatives are hereinafter referred to as "Show Management."

1. **PAYMENT AND REFUNDS.** Applications submitted prior to May 7, 2012 must be accompanied by a deposit in the amount of 50% of the unit fee. 100% of the total commitment due must be paid by August 2, 2010. Applications submitted after July 2, 2012 must be accompanied by payment IN FULL. Applications received without such payment will not be processed nor will space assignments be made. If Show Management receives a written request for cancellation of space in whole or in part on or before July 2, 2012, the exhibitor will be liable for a 25% processing fee. For cancellations in whole or in part received after July 2, 2012, no refunds will be issued. It is expressly agreed by the exhibitor that in the event he fails to pay the space rental at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning his use of exhibit space, Show Management shall have the right to reassign the booth location shown on the face of the contract or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid by him for his space reservation, regardless of whether or not the Show Management enters into a further lease for the space involved.

2. **SPACE RENTAL AND ASSIGNMENT OF LOCATION.** Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXPOSITION.

3. **USE OF SPACE, SUBLETTING OF SPACE.** No exhibitor shall assign, sublet, or share the space allotted with another business or firm unless approval has been obtained in writing from Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies excepted. Exhibitors must show only goods manufactured or dealt by them in the regular course of business. Should an article of non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

4. **EXHIBITORS AUTHORIZED REPRESENTATIVE.** Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times. For their own safety and protection, children sixteen (16) years of age and under will not be admitted to the exhibit halls at any time.

5. **INSTALLATION AND REMOVAL.** Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Installation of all exhibits must be fully completed by the opening time of the exposition. Any space not claimed and occupied three hours prior to opening, may be resold or reassigned without refund. No exhibitor will be allowed to dismantle or repack any part of his exhibit until after the closing of the Show.

6. **ARRANGEMENT OF EXHIBITS.** Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition. Exhibitor Plan Review. Booth construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exposition.

7. **EXHIBITS & PUBLIC POLICY.** Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them. All booth decorations including carpeting must be flame-proofed and all hangings must clear the floor. Electrical wiring must conform with the National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular, and effect the removal of same at exhibitor's expense. Exhibitors will not be permitted to store behind their booth background any excess material such as cardboard cartons, literature, etc. Excess supplies must be stored in areas which will be made available for such purpose. If unusual equipment or machinery is to be installed or if appliances that might come under fire codes are to be used the exhibitor should communicate with Show Management for information concerning facilities or regulations. Exhibitors must comply with City and State fire regulations. Independent contractors must conform to IAEE, ESCA and ED&PA guidelines. All exhibitor labor must comply with established labor jurisdictions.

8. **STORAGE OF PACKING CRATES AND BOXES.** Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period, but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates. Crates not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty" because of the lack of storage facilities, it may be necessary to store empty crates and cartons outside the building. Every effort will be made to protect the crates from the elements, but neither Show Management nor its service contractors will assume any responsibility for damage to them. The removal and return of large crates that cannot be handled by hand trucks will be charged at prevailing rates. Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Exhibitors will be billed by Show Contractors for removal time and materials at prevailing rates.

9. **OPERATION OF DISPLAYS.** Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, are determined by Show Management to be objectionable to the successful conduct of the exposition as a whole. Use of so-called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. Direct Sales. No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery. Contests, Drawings & Lotteries. All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the exposition. Literature Distribution. All demonstrations or other activities must be confined to the limits of the exhibitor's booth space. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited. Gaseous and Cryogenic Materials. Exhibitor must work directly with the Westin St. Francis Hotel on proper delivery and storage of dewars or other containers and proper transfer of gases for cryogenic and/or other purposes. CHSS must also be notified of such materials before August 31, 2012. Live Animals. Live animals are prohibited. Models. Booth representatives, including models or demonstrators, must be properly and modestly clothed. Excessively revealing attire is prohibited. Sound. Exhibits which include the operation of musical instruments, radios, sound projection equipment, public address systems or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens.

10. **SOCIAL ACTIVITIES.** Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official show activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by Show Management.

11. **LIABILITY AND INSURANCE.** Exhibitor shall provide evidence of insurance upon request in amounts sufficient to provide coverage for any liabilities which may reasonably arise out of or result from the parties' respective obligations pursuant to the contract. All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, the hotel nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

12. **INDEMNIFICATION.** Exhibitor assumes responsibility and agrees to indemnify and defend the CHSS and The Drake Hotel and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither the CHSS nor The Drake Hotel maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

13. **CARE OF BUILDING AND EQUIPMENT.** Exhibitors or their agents shall not injure or deface any part of the exhibit building, the booths, or booth contents or show equipment and décor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

14. **AMERICANS WITH DISABILITIES ACT.** Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless Show Management and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

15. **OTHER REGULATIONS.** Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATION, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.

DATE

AUTHORIZED SIGNATURE

TITLE

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# EDUCATIONAL SUPPORT AGREEMENT

Congenital Heart Surgeons' Society



## 3<sup>RD</sup> JOINT MEETING

September 13-15, 2012  
The Drake Hotel, Chicago, Illinois

European Congenital Heart Surgeons Association



Complete and return to: Congenital Heart Surgeons' Society  
500 Cummings Center, Suite 4550  
Beverly, MA 01915  
978-524-0461 | ldesantis@prri.com

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip/Country \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

Please check which level you are selecting:

- Platinum Level                      \$15,000
- Gold Level                                \$10,000
- Silver Level                                \$ 5,000

Payment Method:

- 
- 
- 
- Check Enclosed - AMOUNT: \_\_\_\_\_

Amount to be charged: \$ \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

By signing this document, sponsor agrees to the above grant commitment and that a 50% payment is due with this agreement, with the balance due by July 2, 2012. In the event of cancellation, a refund will not be issued. All artwork must be submitted to CHSS for approval prior to use. This includes banners, screensavers, and ads. Sponsorships will be assigned in order of receipt of Agreements with deposits.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# 3<sup>RD</sup> JOINT MEETING

SEPTEMBER 13-15, 2012

Congenital Heart  
Surgeons' Society



European Congenital Heart  
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Beverly, MA 01915  
Phone: 978-927-8330  
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