

# AATS ANNUAL MEETING 2014



AMERICAN ASSOCIATION  
FOR THORACIC SURGERY

We Model Excellence

## PRELIMINARY INDUSTRY PROSPECTUS

April 26–30, 2014

Metro Toronto Convention Centre  
Toronto, ON, Canada

[www.aats.org](http://www.aats.org)

## ABOUT AATS AND ITS 94<sup>TH</sup> ANNUAL MEETING

### WHO WE ARE

The American Association for Thoracic Surgery is an international organization of over 1,300 of the world's foremost cardiothoracic surgeons representing 41 countries. Founded in 1917, its members have a proven record of distinction within the specialty and have made significant contributions to the care and treatment of cardiothoracic disease throughout the world. AATS invites you to participate in this prestigious event to share vital information about your products and services as well as learn more about the future of the specialty.

### ABOUT THE ANNUAL MEETING

The AATS Annual Meeting is a primary opportunity for CT surgeons and their teams to receive continuing medical education and learn about the latest products and services in cardiothoracic treatment and care. The meeting is targeted to Cardiothoracic Surgeons, Physicians in related specialties including Cardiothoracic Anesthesia, Cardiology, Pulmonology, Radiology, Gastroenterology and Thoracic Oncology, Fellows and Residents in Cardiothoracic and General Surgical training programs, Allied Health Professionals involved in the care of cardiothoracic surgical patients, and Medical students with an interest in Cardiothoracic Surgery.

Cardiovascular disease and cancer continue to be the leading causes of mortality and morbidity around the globe. Major advances in these conditions continue to be made at a rapid pace. Improvements in diagnostic techniques as well as interventional approaches to treatment, both surgical and percutaneous, challenge the clinical practitioner to remain current. Increasingly sophisticated technology to accomplish these aims is being developed and introduced into clinical practice. Exciting advances in basic and clinical science offer opportunities for participation in scientific studies and clinical trials. All of these elements create a significant educational need for the practicing cardiothoracic surgeon. The AATS Annual Meeting fills this need through a combination of lectures, original scientific presentations, videos, and discussion forums.

### Future Meetings

#### Washington State Convention and Trade Center

April 25-29, 2015  
Seattle, WA

#### Baltimore Convention Centre

May 14-18, 2016  
Baltimore, MD

#### Hynes Convention Centre

April 29 - May 3, 2017  
Centennial Year!  
Boston, MA

#### San Diego Convention Centre

April 25- May 2, 2018  
San Diego, CA

#### Metro Toronto Convention Centre

May 4- 8, 2019

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## Key Contacts

### AATS Headquarters

978.927.8330

### Show Management

Yvonne Grunebaum

Director of Industry Relations

[ygrunebaum@prri.com](mailto:ygrunebaum@prri.com)

### Meeting Management

Melissa Binette

Meeting Manager

[mbinette@aats.org](mailto:mbinette@aats.org)

### Exhibit Sales

### Function Approvals/

### Space Requests

Kimberly Derr

[industry@aats.org](mailto:industry@aats.org)

978.927.8330

### Industry Satellite Symposia

### Marketing Opportunities

### Sponsorship Opportunities

### Educational Grants

Yvonne Grunebaum

[ygrunebaum@prri.com](mailto:ygrunebaum@prri.com)

978.927.8330

### Housing / Registration

[aatsexh@experient-inc.com](mailto:aatsexh@experient-inc.com)

866.229.3691

301.694.5243 (Int'l)

### Official Service Contractor

Freeman

P: 416.252.3361

F: 416.252.7750

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# AATS 2013 Registration Statistics

## Professional Attendance by Year

The following represents an overview of attendance statistics from 2005 – 2013.

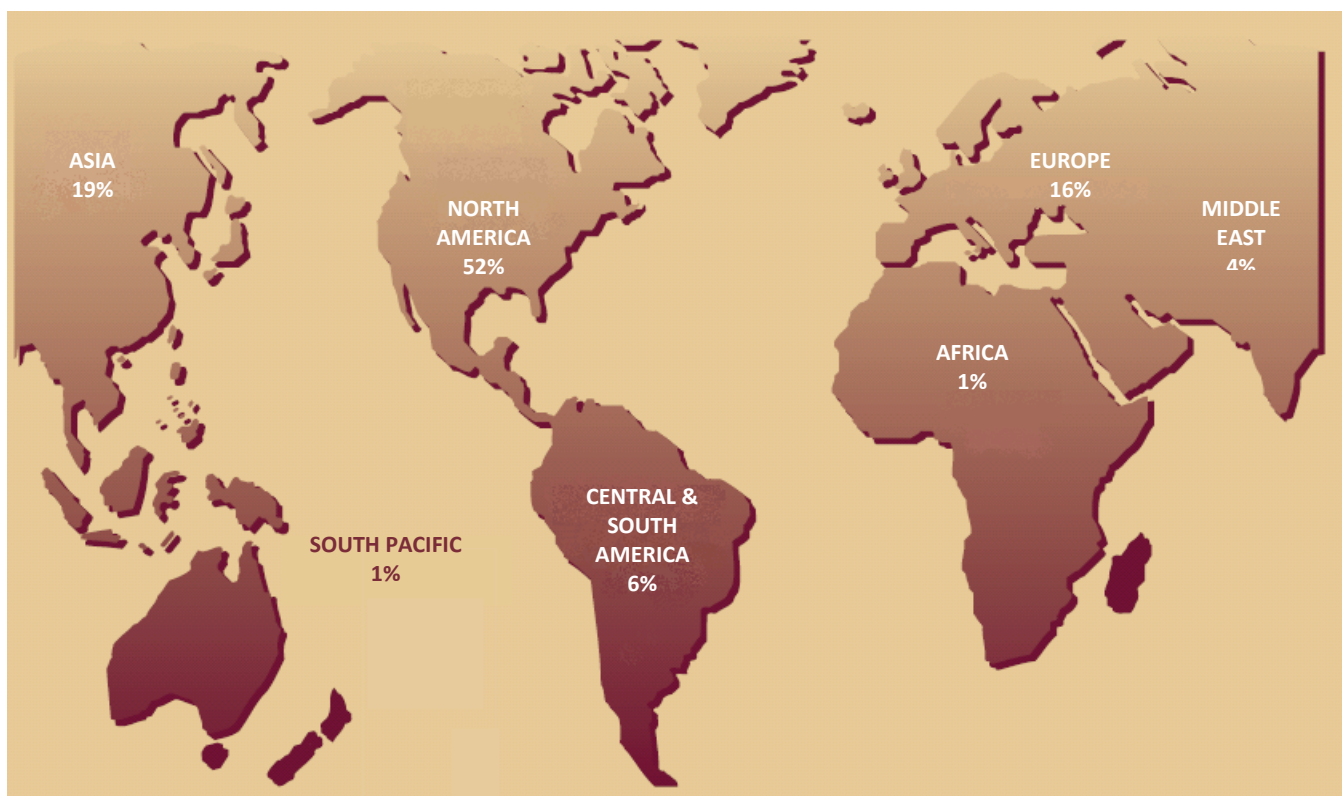
Professional Attendance*		
Year	Location	Attendance
2005	San Francisco	2591
2006	Philadelphia	2454
2007	Washington, D.C.	2391
2008	San Diego	2229
2009	Boston	2636
2010	Toronto	2749
2011	Philadelphia	2682
2012	San Francisco	2651
2013	Minneapolis	2330

\* does not include exhibitors, spouses or guest non-physicians

Professional Attendance Percentages		
Year	Domestic	International
2005	50%	50%
2006	53%	47%
2007	54%	46%
2008	51%	49%
2009	52%	48%
2010	42%	58%
2011	49%	51%
2012	52%	48%
2013	52%	48%

## Subspecialty Percentages for 2013

Specialty	%
Adult Cardiac	51%
General Thoracic	15%
Congenital	12%
Vascular Surgery	1%
Other	21%



**EXHIBIT DATES AND HOURS\***

Sunday, April 27, 2014	5:30 p.m. – 7:30 p.m. **
Monday, April 28, 2014	9:00 a.m. – 4:30 p.m.
Tues, April 29, 2014	9:00 a.m. – 4:30 p.m.

*\*Times subject to change based on final program*

**\*\*Welcome Reception in the Exhibit Hall from 5:30 – 7:30 p.m.**

**BOOTH RENTAL FEE**

<b>All Inline Booths</b>	<b>US \$29.50 / square foot</b>
<b>Each Corner</b>	<b>US \$100 additional</b>
<b>Island Booth</b>	<b>US \$31.50 / square foot</b>
<b>Size</b>	

**APPLICATION AND DEPOSIT**

25% of the contracted space is due with your application by June 7<sup>th</sup>. 50% of the contracted space is due by September 6, 2013. Final payment is due by January 10, 2014. Checks should be made payable to:

American Association for Thoracic Surgery

Attn: Exhibits

500 Cummings Center, Suite 4550

Beverly, MA 01915 USA

**REFUNDS AND CANCELLATIONS**

Written cancellations received by January 10, 2014 are subject to an administrative fee of 25% of the total cost of the original contracted space. Written cancellations received after January 10, 2014 will not receive a refund and exhibitor will be responsible for paying the remaining exhibit booth balance. All cancellations must be submitted in writing.

**SPACE ASSIGNMENT / PRIORITY POINTS**

Exhibit space assignments are made on the basis of a priority point system, and date of receipt of the Application for Exhibit Space. The priority point system consists of three points provided annually (since 1980) for the first booth contracted; and one (1) point for each additional booth contracted. Most companies are already participating through the on site space selection held at the 2013 Annual Meeting. To obtain the benefit from the priority point system, companies will have the opportunity to sign up for exhibit space for the AATS 2015 Annual Meeting during the AATS 2014 Annual Meeting in Toronto, Canada. Companies will be invited to select space in order of their priority points.

**EXHIBIT HALL LOCATION / FUNCTIONS AND TRAFFIC FLOW**

Exhibits will be located in Exhibit Halls A & B of the Metro Toronto Convention Centre. The plenary session will be held in Hall C adjacent to the plenary session. Traffic flow will be heaviest during scheduled breaks in the program and the breaks are as follows:

<b>Sunday, April 27</b>	<b>Welcome Reception (5:30 – 7:30 p.m.)</b>
<b>Monday, April 28</b>	<b>Morning Break, Lunch, Afternoon Break</b>
<b>Tuesday, April 29</b>	<b>Morning Break, Lunch, Afternoon Break</b>

Exact times for scheduled breaks and lunch will be announced when the preliminary program is available in December.



## EXHIBITOR BENEFITS

- ✓ Use of rented floor space
- ✓ Standard flameproof booth equipment, pipe and drape 8' back wall and draped 3' side rails
- ✓ Aisle carpeting is provided by Show Management. Show colors will be blue, teal and gray (gray aisle carpet, blue teal and gray drape). Booth carpet is required for all exhibits and may be ordered from the General Service Contractor.
- ✓ A 7" x 44" identification sign (company name, city, and state) when requested by exhibitor on the *Application for Exhibit Space*
- ✓ General exhibit hall lighting, air conditioning, and/or heating
- ✓ Daily aisle cleaning
- ✓ General perimeter security
- ✓ Exhibit Hall Only Registration for three (3) exhibitors per booth unit
- ✓ Exhibit Full Meeting Registration for three (3) exhibitors per booth unit
- ✓ Priority points towards selection of exhibit space for 2015
- ✓ Listing in Program Guide, Mobile Application and Daily News Publications

\*Standard booths are 10' W x 10' D, unless otherwise indicated

## INSTALLATION AND DISMANTLING DATES AND HOURS

### INSTALLATION

Thursday, April 24	1:00 pm – 7:00 pm***
Friday, April 25	8:00 am – 7:00 pm
Saturday, April 26	8:00 am – 7:00 pm
Sunday, April 27	8:00 am – 4:30 pm

\*\*\*Only for booths 900 sf or more

All exhibits must be set by 4:30pm on Sunday, April 27th without exception. Assembly during exhibit hours is prohibited.

### DISMANTLING

Tuesday, April 29	4:30 pm – 10:00 pm *
Wednesday, April 30	8:00 am – 4:00 pm

\*Note: Forklifts will not run until 5:30 pm, please plan your crews accordingly.

## CONDUCTING EXHIBITS

No drawings, raffles, or quiz-type contests of any type will be permitted. No bags or containers for collection of samples are to be distributed by an exhibitor. This applies to any envelope, folder, portfolio, box, etc., that provides carrying space for more than a single sample. Electrical or other mechanical apparatus must be muffled so that noise does not interfere with other Exhibitors. Character of the exhibits is subject to the approval of the Association. The right is reserved to refuse applications, which do not meet standards required or expected, as well as the right to curtail exhibits or parts of exhibits, which reflect against the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of person, etc.

## INFRINGEMENT

Interviews, demonstrations, and the distribution of literature or samples must be made within the area assigned to the exhibitor. Canvassing or distributing of advertising matter outside the exhibitor's own space will not be permitted.

## FIRE PROTECTION

The Exhibitor, hired contractors, booth personnel and others attending AATS must comply with all applicable federal, state and local fire and building codes as well all the Metro Toronto Convention Centre rules and regulations, policies and procedures. The Convention Centre will strictly enforce all fire and safety regulations, including the playing of required public service announcements. The Centre and AATS require prior written authorization for the following: (1) Operation of any heater, barbecue, heat-producing or open flame devices, candles, lanterns, welding equipment, smoke-emitting devices, etc. (2) Use of lasers or X-ray equipment (3) Use of any compressed gases (e.g. L.P., propane, oxygen) (4) Use, handling, storage and disposal of hazardous materials and waste in accordance with all federal, state and local regulations pertaining to hazardous materials.

## **PROTECTION OF THE CONVENTION CENTRE**

Exhibitors will be held liable for any damage caused to the Convention Centre and decorations may not be taped, nailed, tacked, stapled, or otherwise fastened to ceilings, painted surfaces, columns, fabrics, doors, windows or walls. Glitter is not permitted in the Metro Toronto Convention Centre. Adhesive backed decals/stickers (except for name tags) may not be used or distributed on the premises. Decorations may not block exit doors, fire extinguishing equipment, sprinklers, or emergency lighting systems. All decorating materials must be constructed of flameproof material or treated with approved flame proofing solution.

## **INDEMNIFICATION**

The Exhibitor shall indemnify the Association and the Centre and save them harmless from and against any and all loss, claims, actions, damages, liability and expense in connection with the loss of life, personal injury, damage to property or any other loss or injury whatsoever arising from or out of this exhibiting, or any occurrence, in, upon or at the Facility, or any part thereof, or occasioned wholly or in part by any act or omission of the Exhibitor or by anyone permitted to be in the Facilities by the Exhibitor except to the extent that the Association and Centre are required to indemnify the Exhibitor. If the Association and Centre shall, without fault on their part, be made a party to any litigation commenced by or against the Exhibitor (other than a claim by the Exhibitor against the Association and Centre directly related to the performance of this agreement), then the Exhibitor shall protect, indemnify and hold the Association and Centre harmless and shall pay all costs, expenses and reasonable legal fees incurred or paid by the Association and Centre in connection with such litigation. The Exhibitor shall also pay all costs, expenses and legal fees (on a solicitor and his client basis) that may be incurred or paid by the Association and Centre in enforcing the terms, covenants and conditions in this license, unless a court shall decide otherwise. The Association and Centre shall indemnify the Exhibitor and save it harmless from and against all loss, claims, actions, damages, liability and expense in connection with the loss of life, personal injury, damage to property or any other loss or injury whatsoever arising from or out of the negligence of the Association and Centre or their agents, servants or employees or any other persons for whom they, in law be responsible with respect to the Facilities during the Occupancy Period to the extent that and only to the extent that such loss shall be apportioned to such negligence.

## **INSURANCE**

The Exhibitor, at its own expense, shall be prepared to provide to the Association and Centre, not later than thirty (30) days prior to the first day of the meeting or any earlier period during which the client is permitted access to the Centre for any purpose related to the event, a certificate of comprehensive general liability insurance, and where applicable, automobile liability insurance, to cover the entire Occupancy Period and any additional period during which the Exhibitor is permitted access to the Centre for any purpose related to the event, issued by an insurance company licensed to transact business in Canada in form satisfactory to the Association and Centre and in which the Association and Centre, their officers and servants shall be named insured's. Such insurance shall provide a minimum limit of liability of five million dollars (\$5,000,000.00 CAD) for bodily injury and/or property damage in any one occurrence, shall include a cross-liability clause and shall provide that it will not be cancelled or materially altered prior to the termination of the Occupancy Period. Automobile liability insurance, where applicable, shall provide third party liability insurance with a minimum limit of two million dollars (\$2,000,000 CAD). The Association and Centre shall not be liable for any death, injury, loss or damage arising from or out of any occurrence in, or relating to the Facilities, or damage to property of the Exhibitor or of others located in the Facilities, from any cause whatsoever. The Association and Centre shall not be liable for any such damage caused by other tenants or persons in the Centre or by occupants of adjacent property thereto, or by the public, or caused by construction or by any private, public or quasi public work. All property of the Exhibitor kept or stored in the Facilities shall be kept or stored at the risk of the Exhibitor only and the Exhibitor shall indemnify the Association and Centre and save them harmless from any claims arising out of any damage to the same including, without limitation, any subrogation claims by the Exhibitor's insurers. Notwithstanding the foregoing, the Association and Centre shall be responsible for any death, injury, loss or damage set out above resulting from the negligence of the Association and Centre or their agents, servants, or employees or other persons for whom they may, in law, be responsible.

## AATS PAST EXHIBITORS

A & E Medical Corporation	CAS Medical Systems, Inc.	I-Flow Corporation	Neomend, Inc.
Abbott Vascular	Castlewood Surgical	ImaCor, Inc.	Nonin Medical, Inc.
ABIOMED, Inc.	Ceremed	Implantable Devices	Nordson MICROMEDICS
Accumetrics	Chain of Hope	Innercool Therapies	Northwest Tissue Services
Accuray Incorporated	Chase Medical Inc.	Integra Lifesciences	Novadaq Technologies
Acorn Cardiovascular	CHF Solutions, Inc.	International College of Robotic Surgery	Olympus America, Inc.
Acute Innovations	Clear Catheter Systems	Intuitive Surgical, Inc.	Oncotech
Aesculap, Inc	ClearCount Medical Solutions	IsoRay Medical	On-X Life Technologies
Air Force Reserve	Confluent Surgical	JMS North America	Orasoptic Research
Alsius Corporation	Cook Medical	Johnson and Johnson	Orthovita, Inc
AME Publishing Company	Cormatrix Cardiovascular, Inc.	Kapp Surgical Instrument Inc.	Oscor Medical Corp.
American Heart Association	CORONEO	Kardium	Oxford University Press
AMOHS, Inc.	Covidien	Karl Storz Endoscopy-American KCI	PDL BioPharma, Inc.
Antimicrobial Copper	CRC Press – Taylor & Francis Group LLC	Kimberly-Clark Corp	Pemco Inc.
Applied Fiberoptics	CryoLife, Inc.	King Pharmaceuticals	Peninsula Medical
Arnold Publishers	CTSNet	KLS Martin, LP	PeriOptix, Inc.
Arrow International	Cura Surgical, Inc.	Koros USA, Inc.	Peters Surgical
Arteriocyte Medical	Dallen Medical	Lexion Medical	Pfizer Pharmaceuticals
ATMOS, Inc.	D'Ambra Technologies	LifeLike BioTissue, Inc.	Philips Healthcare
AtriCure, Inc.	Davol, Inc., a BARD Company	LifeNet Health	Pioneer Surgical
Atrium Medical Corp	Deep Breeze	Lippincott Williams & Wilkins	Plasma Surgical, Inc.
ATS Medical, Inc.	Delacroix - Chevalier	LoupeCam	Pluromed
Avalon Laboratories	DePuy Synthes CMF	LSI Solutions	Power Medical Interventions
Aztec Heart, Inc.	Designs For Vision, Inc.	Luna Innovations	Precision Therapeutics
Baitella AG	Dimeda Surgical Medical	Luxtec Corporation	Products for Medicine
Baxter Healthcare	Direct Flow Medical, Inc.	MAQUET Medical Systems, USA	Qualiteam s.r.l.
Berlin Heart	Doctors Research Group, Inc.	Market Access Partners	Quest Medical Inc.
BFW, Inc.	Dornier Medtech	Masimo Corporation	Richard Wolf Medical Instruments
Biomet Microfixation	Dynasil Products	Mayo Foundation	Rose Micro Solutions
Bioring, SA	Edwards Lifesciences	McGraw-Hill Medical	Rultract Inc.
Blue Mountain Research, Inc.	Elmed Inc.	Medafor Inc.	Rumex International
Bolton Medical, Inc.	Elsevier Inc.	Medela, Inc.	Sanofi Biosurgery
Boss Instruments, Ltd.	Enova Illumination	Medical Concepts Europe	Scanlan International
Boston Scientific	Essential Pharmaceuticals	Medicure Pharma, Inc.	Scios Inc
Broncus Technologies	ESTECH	Medistim	Sheervision, Inc.
Cadence Pharmaceuticals	Ethicon Endo-Surgery	Medpace Medical Device	Shumsky Therapeutic Products
California Medical Lab	Exiqon Diagnostics	Medtronic, Inc.	SIC Brevetti SRL
CAOS	Experimental Surgical Services	MedUSA Medical Inc.	Siemens Healthcare
Cardia Innovation AB	Fehling Surgical Instruments, Inc.	Mesocare.org	Skeletal Kinetics
Cardiac Assist, Inc.	First Choice	Methapharm	Skytron
Cardiac, Inc.	G & N Medical	Mettler Electronics	Smith & Nephew
Cardima	GE Healthcare	MiCardia Corporation	Somanetics Corporation
CardioAccess	Genesee BioMedical, Inc.	Micro Optical Corp	Sontec Instruments
Cardiom Medical	GerMedUSA	MicroMed Technology	Sorin Group
Cardiomedical GmbH	GlaxoSmithkline	Millicore AB	
Cardiomems	Gore & Associates	My New Heart	
CardioNet	Haemonetics Corp.	National Institute of Health	
Cardiosonix	Heart Hugger/Gen'l Cardiac Technology	nContact	
Cardious, Inc.	Heart Valve Interactive Corp	NeoChord, Inc.	
Cardivon	HeartWare, Inc		
CareFusion	Hodder Arnold Publishing		
Carestream Medical	Hood Laboratories		
Caris Life Sciences	HRA		



# Past Exhibitor List

Spec-Med  
Spiration  
St. Jude Medical, Inc.  
Starion Instruments  
Sunshine Health  
Super Dimension, Inc.  
Surge Cardiovascular  
Surge Medical  
Surgical Acuity, Inc.  
Surgitel/General  
Scientific Corp  
SynCardia Systems  
Synovis Surgical  
SyntheMed, Inc.  
Synthes  
Tapestry Medical, Inc.  
Teleflex Medical  
Temple University  
Terumo Cardiovascular  
Thompson Surgical  
Instruments, Inc.  
Thoramet Surgical Products  
Thoratec Corporation  
Transonic Systems, Inc.  
University of Tenn  
USB Medical, LLC  
Valves of the Heart, Inc.  
ValveXchange, Inc.  
Varian  
Vascular Technology  
Veran Medical  
Technologies, Inc.  
Vision-Sciences, Inc.  
Vital Engineering  
Vitalcor, Inc.  
Vitalitec  
VNUS Medical  
Wake Forest/Preclinical  
Surgical Services  
Welch Allyn, Inc.  
Wexler Surgical Supplies  
Wiley Blackwell  
Worldwide Trends  
Wrightwood Partners  
WSPCH  
Yuma Regional  
Medical Center



## MARKETING SUPPORT OPPORTUNITIES

Please note, that companies who have historically supported certain items, had "first right of refusal" until 30 days after the end of the 2013 meeting. At that time, all items are available for general sale.

### AATS DAILY NEWS PREVIEW & AATS DAILY NEWSPAPER

AATS offers exhibitors the exclusive opportunity for additional exposure through advertising in the *AATS Daily News Preview Edition*, the official pre-meeting publication for the AATS Annual Meeting. This publication will be mailed in March 2013 to over 6,000 cardiothoracic surgeons to aid them in planning their days at the meeting. What better way to get on a surgeon's schedule! The *AATS Daily News* then serves as the official on-site newspaper and acts as the central guide for daily meetings, activities, and the latest news and developments in the CT Surgery community. The *Daily News* is distributed to over 2,500 cardiothoracic professionals on a daily basis in the Convention Centre and the official meeting hotels. **A rate card will be available in the Exhibitor Service kit in November.**

### AATS LEARNING CENTER

In 2013 AATS offered the AATS Learning Center as a new exciting educational stop in the Exhibit Hall. AATS once again is offering attendees the same opportunity with a Learning Center which will be located in the exhibit hall. The AATS Learning Center features cutting edge Case Videos of novel procedures and surgical techniques, as well as highlights of AATS Mitral Conclave and AATS Aortic Symposium, Late Breaking Clinical Trials and updates on Trials, Robotics and Perioperative Care. Sponsor one theater or sponsor the entire Learning Center.

**\$5000/theater or \$40,000/ Center.**

### AUTOMATED CHARGING MACHINE

Take advantage of the electronic age and get in front of attendees who need to stop and charge their phones and tablets. While the attendee is waiting to charge, they can watch a video about your product and see a poster about your company. **\$10,000**

### BANNERS \*

There will be one banner opportunity available above the escalator between the 100 and 200 level. The skills courses, post graduate symposia and concurrent sessions are located on the 100 level and registration is located on the 200 level. **Production and rigging is at sponsor's expense. Exact dimensions will be furnished when production begins. \$15,000**

### COFFEE BREAK

AATS offers two coffee breaks per day on Monday and Tuesday. A supporting company may choose one day or both days. Opportunity includes coffee, signage adjacent to the service area acknowledging support, as well as a listing in all printed material acknowledging support. **\$10,000 per day.**

### COFFEE SLEEVES

Coffee is a major staple in a surgeon's diet. Your logo will be on coffee sleeves that will be provided for the "to go" cups at 8 coffee breaks throughout the meeting. Price includes production. **\$15,000**

### COLUMN WRAPS\*

There are columns available in the public area of the Convention Centre which will accommodate a hard wall box wrap with your message on all sides or a tight wrap on all sides. Includes production and labor. **\$8000 per wrap**

### CONSULTATIVE SUITES\*

Do you need additional conference space outside of your booth for the AATS Annual Meeting? We have **consultative suites** available for rental. This year the rooms will be located on the exhibit floor. Suites are available in incremental 10' x 10' configurations and you may elect to have graphics on the walls at an additional expense. Basic walls with locking door are included. Electrical, carpet, furniture, and additional items are your responsibility. **\$7,500 per 10' x 10' Suite**

## CYBER BAR\*

Although many attendees carry smart phones now, there is still a need for many access their email and the internet during the meeting. This year the cyber bar in the exhibit hall will have ipads for this purpose. Your company will be acknowledged in all materials as well as the location banner above the area. This opportunity includes: 10 iPad stations • Appropriate ISP connections • A 4' X 8' banner hung above the Cyber Bar with your company logo • Prominent mention in the Program Guide • Prominent mention in the AATS Daily News • A technician available during event hours. **\$15,000**

## ESCALATOR RUNNERS \*

There will be space available for three escalator runners. One is between the escalators running from the 100 (scientific sessions) and the 200 level (registration) and the other two are between the 200 level (registration) and 300 level (exhibits and general session). Each escalator runner area is 10 inches wide and 35.1 ft. long. **\$18,000** includes production and installation

## FLOOR STICKERS\*

Have your company message on floor stickers affixed to the floor leading from the entrance of the Convention Centre to the exhibition hall. Stickers may be round or square **\$1500 per sticker** (please refer to floor plans for locations) (includes production and installation)

## GRAPHIC BOARDS \*

Graphic boards (1M wide x 7 feet high and ¾ inch thick) promoting your company message and booth location will be placed strategically around the Convention Centre. Board locations will be available on a floor plan which will be sent to exhibitors and posted on the online exhibitor service kit. Graphics are to be produced by the supporting company and approved by AATS. (Please refer to floor plans for locations) **One-sided \$3,000, double-sided \$5500.**

## HOTEL KEYCARDS

Hotel guests attending the 94<sup>th</sup> Annual Meeting will have a plastic hotel keycard for their room. Your company logo and booth number may be prominently displayed on each key showcasing your company message and driving traffic to your booth. Keys will be available for guests staying at the Fairmont Royal York, Intercontinental Toronto Centre, and the Sheraton Centre Toronto. **\$18,000**

## HOTEL TV Channel

Your 15 minute video will play in all AATS hotels. Your message will be seen by everyone in a quiet, calm environment away from the hustle and bustle of the Convention Centre. Make the most of this time and present a compelling video. Videos will be seen by those staying at the Fairmont Royal York, Intercontinental Toronto Centre, and the Sheraton Centre Toronto. **\$15,000**

## INDUSTRY LUNCH PROGRAM

Get maximum exposure and present a lunch program in the Product Theater in the exhibit hall either Monday, April 28 or Tuesday April 29, 2014. Present up to a 1 ½ hour update on the latest information and data regarding your company's products. The product theater will be available with seating and audio visual equipment for your presentation. Company will have the opportunity to have a poster and invitations placed on the Symposium Wall located in the registration area and pre-registration mailing labels for pre-show mailing. Beverage is at Sponsor's expense **\$20,000**

## INDUSTRY SUPPORTED SYMPOSIA

If you are interested in supporting a symposium, please contact us at [industry@aats.org](mailto:industry@aats.org). Should a company wish to hold a symposium at an offsite location, pricing will still apply since the presentation will take place during the AATS Annual Meeting. Symposia are considered any function in which scientific material is presented to 20, or more physicians. You may choose to arrange your event to qualify for category 1 CME credit, but it is not required. Please refer to the Industry Supported Symposia section of this prospectus for more information. All rooms are located at the Fairmont Hotel. **See Industry Supported Symposia page for pricing information**

## LUNCH COUPONS

AATS will have lunch available for purchase for all registrants on both Monday and Tuesday. Only registered healthcare providers will receive a \$10 coupon in their bag for the purchase of lunch each day. Your company will be acknowledged as a supporter.

**One day \$25,000; both days \$40,000**

## MEETING BAG INSERT

Your company will have the opportunity to include a flyer in the AATS meeting bags which will be distributed to every attendee. This gives your company direct access to every AATS attendee. Limited to one flyer per company. Flyers limited to one 8 ½" x 11" page. **\$2500 per insert**

## MOBILE APPLICATION

A mobile application is available for all attendees to download on their smartphones and other mobile devices. The application includes program schedules, abstracts, exhibitor lists and descriptions, exhibit floorplan and Convention Centre floorplan and area attractions and information. Supporter will have their information and logo in the application. **\$40,000**

## NEW PRODUCT SHOWCASE\*

Make sure the surgeons see your new product **before** they get to your booth. Rent a showcase that will highlight your product and drive traffic to your booth location! These showcases are located in all public spaces. Custom graphics may be added at an additional expense. **\$4,000 each**

## PRE & POST REGISTRATION MAILING

AATS mailing lists are available for rental. Please refer to the agreement in this prospectus for pricing.

## PROGRAM GUIDE BOOKMARKS

Each Program Guide (approximately 2800) will have a bookmark promoting the 2014 meeting on one side and your message on the other side! **\$15,000**

## PROGRAM GUIDE ADVERTISING

The AATS Schedule at a Glance and Exhibit Guide is a quick guide to the meeting agenda and exhibits and will be in every conference bag. There are several advertising opportunities in this marketing piece

- **The Schedule at a Glance** is a practical matrix overview of the AATS Program Schedule. Your ad will appear on the reverse side with visibility from the front as this page is a fold out page. **\$10,000**
- **Exhibit Floorplan Advertisement** will be located in the Program Guide. Your ad will appear with the exhibit floorplan. **\$10,000**
- **Back Cover** - exclusive advertising on the back cover of the Guide. **\$15,000**

## RAILING CLINGS \*

There are a number of clings available located around the railing of the escalator atrium on the 300 Level. Please ask for a Window Cling floorplan to pick your cling location!

Each cling is a 30" x 30" area which fits on the glass panel around the atrium. These will be seen by everyone who rides the escalator between the 200 level and 300 level on their way to and from the exhibit hall. **\$1500 per cling** – includes production and hanging.

## SATURDAY SKILLS SESSION SUPPORT - **NEW!**

The Saturday Skills and Decision Making Courses have become essential in the curriculum of many of the surgeons who attend the AATS Annual Meeting. Each program, Adult Cardiac, General Thoracic, Congenital as well as the new Transplant Course are full day programs and will now include an evening Hands-on session. You have the opportunity to support and a 2-4 hour NON-CME hands-on session which is designed by the program chair in collaboration with the participating companies. Take advantage of the full day and evening format and tie into the skills sessions presented. **Support varies depending on which skills session. Please contact our offices for information.**

## **SURGEON OF THE FUTURE DISPLAY - NEW !**

This new display in the exhibit hall will consist of functional labs, where attendees will see the latest equipment and hear speakers discuss their real life experiences with Hybrid Cox-Maze, TAVR, TEVAR/EVAR, MIDCAB + PCI, VATS, and general thoracic hybrid procedures. Your company has the opportunity to display products in the lab. Having equipment in these displays will drive attendees to visit your booth for further information. For more information please contact Meg Bowen at [mbowen@prri.com](mailto:mbowen@prri.com). All companies are welcome to support. **\$5,000 contribution to participate (PLEASE FILL OUT SEPARATE SURGEON OF THE FUTURE application)**

## **SURVEY CME KIOSKS \***

This is a "must stop" spot for all participants who wish to certify their attendance at AATS and receive CME Certificates, Certificates of Attendance, and Perfusion credit. Your company name and logo will appear on the header of the kiosks. **\$20,000**

## **WIFI**

WIFI will be made available in the meeting rooms as well as the public areas of the Convention Centre. The company that supports WIFI will have a splash page with their message for those that connect to the internet only. Increasing numbers of attendees bring their laptops and want access to WIFI during the meeting.

**\$20,000**

**\* NOTE: All artwork must be submitted to Freeman no later than March 17 or a surcharge will be assessed to the final invoice.**



## INDUSTRY SUPPORTED SYMPOSIA

## AATS AND STS STATEMENT

*The American Association for Thoracic Surgery (AATS) and The Society of Thoracic Surgeons (STS) strongly discourage others from holding educational events in the general locations of STS or AATS supported meetings, including the STS and AATS Annual Meetings and the co-sponsored Tech-Con Programs and Postgraduate Courses, during the 48 hours preceding those meetings. Such unauthorized events are deemed detrimental to STS and AATS educational efforts, and create excessive demands on the time and resources of cardiothoracic surgeons. Both STS and AATS urge their members and corporate partners, as well as other education providers, to respect and adhere to this policy. In turn, each organization will seek to accommodate others in their efforts to reach the cardiothoracic surgery audience in conjunction with their respective and jointly conducted meetings.*

Meeting space is available at the Fairmont Royal York for supported symposia for the benefit of the AATS Graham Foundation. Should a company hold a symposium at an offsite location, pricing will still apply since the AATS audience will attend. **Symposia are categorized as any function in which scientific material is presented to 20, or more physicians. You may choose to arrange for your event to qualify for category 1 CME credit, but it is not required.** Events with scientific content with less than 20 people and by invitation only or a social event with any number of people and no scientific content are considered Allied Functions (see Allied Functions page) and charges will apply accordingly. Symposia may be conducted during the following times only:

Friday, April 25, 2014	8:00 am – 8:00 pm
Saturday, April 26, 2014	After 6:00 pm
Sunday, April 27, 2014	Before 8:00 am – after 7:30 pm
Monday, April 28, 2014	After 6:30 pm
Tuesday, April 29, 2014	Before 6:00 am and between 5:30 and 6:30 pm
Wed., April 30, 2014	After 12:00 pm

*\* Schedule is subject to change based on final program format*

20 – 49 people *	1 – 2 hours**	\$5,000
50+ people	1 – 2 hours**	\$15,000

**\* 20 -49 people is considered to be “by invitation only” and not entitled to the marketing benefits offered for the next level symposium.**

**\*\*\$1000 per each additional hour**

## APPLICATION FORM AND FEES

A completed application form, copy of the proposed program (including titles and invited faculty), and the appropriate symposium fee must be received in the AATS Graham Foundation Administrative Office NO LATER THAN February 24, 2014. Time slots and rooms are assigned on a first-come, first-served basis. Applications will be accepted after February 24<sup>th</sup> on a space available basis. Applications will not be processed without the symposium fee. The program to be presented will be reviewed and you will be notified no later than March 3, 2014 of the committee’s decision. The symposium fee will be processed upon acceptance of your application. Acceptance letters will be sent to companies with appropriate details. Remit payment to:

## AATS Graham Foundation

500 Cummings Center, Suite 4550  
Beverly, MA 01915 USA

Once space at the hotel has been assigned, refunds for canceled or withdrawn symposia will not be possible.

## **GUIDELINES**

Those wishing to designate credit for their symposium will need to obtain certification from an accredited CME Provider/Accredited Sponsor (hospital, university, etc.). The AATS Graham Foundation will not designate CME credit for these programs.

**REGULATIONS** Although compliance with the AMA's *Ethical Opinion of Gifts to Physicians* from Industry is the responsibility of the individual physician, every effort should be made to ensure that attendees are not put in a situation that would violate these guidelines. Approval of proposed symposia will be based on these and other regulations.

## **SERVICES PROVIDED**

The AATS Graham Foundation will provide the following for approved symposia:

1. Access to meeting space at the AATS headquarter hotel / Convention Centre
2. Facility contact information so that all symposia details may be coordinated directly between the supporting organization and the headquarter hotel. Any significant changes must be approved by the Administrative Office prior to final arrangements being made with the headquarter hotel.
3. One complimentary set of pre-registered attendee labels within a week following the pre-registration deadline.
4. There will be a "symposium display wall" in the registration area; each company supporting a symposium is permitted to have a one-page flyer no larger than 8.5" x 11" in a display pocket on the wall. Next to the pocket, you will be able to display a 22" x 28" poster. The production of these items are at your expense. Your poster should be mounted on 22" x 28" foamcore in order to be hung with velcro on the symposium wall display.

**The AATS logo may not be used in any promotion.**

All promotional material must include the following statement:

**" This session is an industry supported satellite symposium and is not part of the AATS Annual Meeting accredited program."**

**ALLIED FUNCTION SPACE REQUESTS**

Function space has been reserved for exhibitor/allied events at the Fairmont Royal York Hotel. Functions must be scheduled so as not to conflict with the official AATS program. Only staff meetings may occur on Sunday, April 27, 2014 during AATS programming. Any industry supported meeting or event that is by invitation only and held in a private room in Toronto during AATS dates must be approved by show management and will be assessed a fee regardless of the location. Events that are considered social events that are either open invitation or by invitation only and are for more than 10 people are considered Allied Events and will be assessed a fee regardless of their location. Dinners for 10 people or less that do not involve a presentation of any kind will not be assessed a fee and therefore do not have to be approved by Show Management. Please refer below to determine the price for your function:

<u>Event Type</u>	<u>Number of People</u>	<u>Max SF</u>	<u>Hours</u>	<u>Industry</u>	<u>Non-Profit</u>
<u>Event/Meeting *</u>	11-25 people	600- 800	1 – 2 Hours	\$1,500	\$500
<u>Event/ Meeting *</u>	26 - 50 people	1200 - 1500	1 – 2 Hours	\$2,500	\$1,000
<u>Event / Meeting *</u>	51 -100 people	2400-2600	1 – 2 Hours	\$5,000	\$1,500
<u>Event/ Meeting *</u>	101 people or more	2500 or more	1 – 2 Hours	\$15,000	\$2,000
<u>Staff Meeting</u>	11 – 150 people (On Sunday only)	Appropriate square footage	1 – 2 Hours	\$ 500	\$250

\* Events/ Meetings held offsite will also be charged same amount

\*\* \$500 for each additional hour

<u>2014 Dates</u>	<u>Function Times</u>
Friday, April 25	8:00 am - 8:00 pm
Saturday, April 26	after 6:00 pm
Sunday, April 27	before 8:00 am after 7:30 pm
Monday, April 28	after 6:30 pm
Tuesday, April 29	before 6:00 am or between 5:30 and 6:30pm
Wednesday, April 30	after 12 Noon

**NOTE:**Dates/times listed are established to avoid conflict with the Annual Meeting program. Any exhibiting company that does not adhere to the guidelines will risk loss of priority points. Schedule is subject to change based on the final program. Any cancellations received before March 14<sup>th</sup>, company will be liable for a 50% processing fee. For any cancellations received after March 14<sup>th</sup>, refunds will not be given.

Please complete the Function Room Request Form and return with full  
payment to:

AATS - Fax: (978) 524-04961 | Email : [industry@aats.org](mailto:industry@aats.org)  
500 Cummings Center, Suite 4550  
Beverly, MA 01915 USA



# SUPPORT AGREEMENT FORM

AATS 94<sup>th</sup> Annual Meeting / April 26-30, 2014 – Metro Toronto Convention Centre



Exhibitor: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_ Zip/ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

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

*By signing this document, exhibitor agrees that this is a legally binding contract and a 50% advanced payment is due with this agreement and the balance is due by January 6, 2014. In the event of cancellation, a refund will not be issued unless the support is resold at the full amount. At that time a full refund less 25% administrative fee will be issued. All artwork must be submitted to the AATS for approval prior to use. This includes banners, videos, screensavers, and ads. Support opportunities will be assigned by first right of refusal and then by priority point standing until December 6, 2013. After December 6<sup>th</sup>, support agreements will be accepted upon date of receipt.*

## Please check the appropriate support opportunity:

- ☐ AATS LEARNING CENTER  
\$5000/theater \_\_\_\_\_ \$40,000 \_\_\_\_\_
- ☐ AUTOMATED CHARGING MACHINE  
\$10,000 per unit
- ☐ BANNER \$12,000 Location # \_\_\_\_\_
- ☐ COFFEE BREAK \$10.000 X \_\_\_\_\_ DAYS
- ☐ COFFEE SLEEVES \$15,000
- ☐ COLUMN WRAPS \$8,000 each  
Location # \_\_\_\_\_
- ☐ CONSULTATIVE SUITE \$7,500 per suite
- ☐ CYBER BAR \$15,000
- ☐ ESCALATOR RUNNERS \$18,000  
Location # \_\_\_\_\_
- ☐ FLOOR STICKERS \$1,500 # \_\_\_\_\_  
Location # \_\_\_\_\_
- ☐ GRAPHIC BOARD # \_\_\_\_\_ sides  
Location # \_\_\_\_\_  
\$3,000 one- sided  
\$5500 double sided
- ☐ HOTEL KEYCARDS \$18,000
- ☐ HOTEL TV CHANNEL \$15,000
- ☐ INDUSTRY LUNCH PROGRAM  
\$20,000

- ☐ INDUSTRY SUPPORTED SYMPOSIA  
See Symposia page for pricing
- ☐ LUNCH COUPONS  
\_\_\_\_ 1 Day \$25,000  
\_\_\_\_ 2 Day \$40,000
- ☐ MEETING BAG INSERT \$2,500
- ☐ MOBILE APPLICATION \$40,000
- ☐ NEW PRODUCT SHOWCASE \$4,000  
Location # \_\_\_\_\_
- ☐ PROGRAM GUIDE ADVERTISING  
☐ \$10,000 Program-at-a-Glance Ad  
☐ \$10,000 Exhibit Floor plan Advertisement  
☐ \$15,000 Back Cover
- ☐ PROGRAM GUIDE BOOKMARK \$15,000
- ☐ RAILING CLINGS \$1500 X \_\_\_\_\_ CLINGS
- ☐ SATURDAY SKILLS HANDS-ON SUPPORT \$ \_\_\_\_\_  
\_\_\_\_ CARDIAC \_\_\_\_ GENERAL THORACIC  
\_\_\_\_ CONGENITAL \_\_\_\_ TRANSPLANT
- ☐ SURGEON OF THE FUTURE \$5,000 \_\_\_\_
- ☐ SURVEY CME KIOSKS \$20,000
- ☐ WI FI \$ 20,000

## PAYMENT INFORMATION

FEE DUE: \$ \_\_\_\_\_ ☐ Check amount enclosed: \$ \_\_\_\_\_  
Checks should be payable to AATS

CREDIT CARD ☐



☐



☐



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

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Security Code \_\_\_\_\_

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 different, please enter below.

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

Street Address \_\_\_\_\_

City/State/Postal Code /Country \_\_\_\_\_

**Complete and return to:** Yvonne Grunebaum  
[ygrunebaume@prri.com](mailto:ygrunebaume@prri.com) Fax: 978-524-0461  
500 Cummings Center, Ste. 4550  
Beverly, MA 01915 USA

## AATS 2014 REGISTRATION LIST AGREEMENT

Mailing Labels, in a standard 3-up label format, will be sent directly to the exhibitor/sponsor in hard copy or pdf format once the mailing piece has been approved. The mailing piece must include the following statement: **"This session is not part of the AATS Annual Meeting accredited program."**

If Excel format is requested, list will be sent to a third party bonded mail house electronically and signature ensuring confidentiality will be required from the mail house. All promotional marketing pieces must be approved by the AATS administrative offices prior to being released. The list will be rented only for the promotion of programs, services and products of direct interest to thoracic surgeons, cardiothoracic surgeons, and physicians. The AATS Annual Meeting registration list will be rented only to AATS exhibitors and sponsors. The 2013 pre-registered attendee mailing list will be available after the March 28, 2014 pre-registration deadline. Use of this list for anything other than the approved piece will result in loss of priority points.

### 2014 ANNUAL MEETING

<input type="checkbox"/> 2014 pre- registration list	\$1,200
<input type="checkbox"/> 2014 final registration list	\$2,000
<input type="checkbox"/> 2013 final registration list	\$2,000
<input type="checkbox"/> AATS Membership List*	\$1,000

Total \$ \_\_\_\_\_

\*Rental of membership list must be approved by the AATS Executive Director and be used for non-profit CME programs only.

### AATS Mailing List Agreement

I understand that I am renting the mailing list for a one-time use only and it is only to be used for the mailer approved by AATS. Any additional mailings must be submitted again for approval with an additional order form. I understand that the list is seeded to detect unauthorized use. Orders cancelled prior to the date of the mailing will be subject to a \$50 administrative fee. If order is cancelled after the mailing date, fees are due in full.

\_\_\_\_\_  
*Name (please print)*

\_\_\_\_\_  
*Signature and Date*

### Exhibitor Information:

\_\_\_\_\_  
Company

\_\_\_\_\_  
Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City, State, Zip, Country

\_\_\_\_\_  
Email

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Fax



# Mailing List Agreement Form

## Mailing list (cont.)

☐ I wish to have the list in Excel format sent to my preferred bonded mail house

\_\_\_\_\_  
Bonded Mail House

\_\_\_\_\_  
Attention

\_\_\_\_\_  
Email

\_\_\_\_\_  
Telephone

I understand that this list is not to be shared with my client and is the property of the AATS. Once the mailing is complete, the list will be discarded. I understand that if my company violates these terms, my client will be penalized by AATS and the AATS priority point system.

\_\_\_\_\_  
Bonded Mail House Signature

### **Payment Method:**

Please make checks payable to: AATS, 500 Cummings Center, Suite 4550, Beverly, MA 01915 USA or fax credit card payments to 978-524-0461. All checks must be made out in US dollars, drawn on a US bank.

**Check Enclosed:** Check # \_\_\_\_\_

Check Amount: \_\_\_\_\_

**Credit Card:**



\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Security Code

\_\_\_\_\_  
Name of cardholder

\_\_\_\_\_  
Signature of cardholder

☐ Please check if credit card billing address is same as Exhibitor Information on first page.

☐ If billing address is different please enter below.

\_\_\_\_\_  
Company

\_\_\_\_\_  
Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City, State, Zip, Country

**Return this form with a sample mailing piece to: AATS, 500 Cummings Center, Suite 4550, Beverly, MA 01915 USA Fax: 978-524-0461 or [industry@aats.org](mailto:industry@aats.org)**

## AATS GRAHAM FOUNDATION INDUSTRY-SUPPORTED SYMPOSIUM APPLICATION

April 26-30, 2014 – Toronto, Canada

Applications received after February 24<sup>th</sup> will be accepted on a space available basis.

Exact Title of Symposium		Name of Accrediting Organization		
Sponsoring Company Name		Contact Name		
Address	City	State	Zip	Country
Phone	Fax	Email		

Brief Description of Meeting:

Target Audience: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

- |  |                                     |             |                 |                                      |
|--|-------------------------------------|-------------|-----------------|--------------------------------------|
| <input type="checkbox"/> Friday, April 25, 2014    | <input type="checkbox"/> 20 – 49 pp | 1 – 2 hours | <b>\$5,000*</b> | <b>**\$1,000 per additional hour</b> |
| <input type="checkbox"/> Saturday, April 26, 2014  | <input type="checkbox"/> 50+people  | 1 – 2 hours | <b>\$15,000</b> |                                      |
| <input type="checkbox"/> Sunday, April 27, 2014    |                                     |             |                 |                                      |
| <input type="checkbox"/> Monday, April 28, 2014    |                                     |             |                 |                                      |
| <input type="checkbox"/> Tuesday, April 29, 2014   |                                     |             |                 |                                      |
| <input type="checkbox"/> Wednesday, April 30, 2014 |                                     |             |                 |                                      |
- Price: \$ \_\_\_\_\_ + additional hours \_\_\_\_\_ = Total Price \$ \_\_\_\_\_

### ROOM SET:

- |   |                                    |
|---|------------------------------------|
| <input type="checkbox"/> Banquet (rounds)       | <input type="checkbox"/> Podium    |
| <input type="checkbox"/> Classroom              | <input type="checkbox"/> Reception |
| <input type="checkbox"/> Conference             | <input type="checkbox"/> Theater   |
| <input type="checkbox"/> Hollow Square          | <input type="checkbox"/> U-shape   |
| <input type="checkbox"/> Head table # ppl _____ |                                    |

### FUNCTION TYPE (check only one)

- ☐ Breakfast ☐ Lunch ☐ Dinner  
☐ Reception (Friday or Wednesday only)

### REQUESTED TIME:

Start: \_\_\_\_\_ am/pm  
 Finish: \_\_\_\_\_ am/pm

\* must be by invitation only, pre- registration list not included  
 \*\*\$1,000 per each additional hour for functions over 2 hours

Once space has been assigned and confirmed by AATS you will be put in direct contact with a catering representative. Catering, special set fees, AV, electrical/telecommunications and labor are not included in the fee. Each sponsor is responsible for all charges to the facility. For any cancellations received before March 21<sup>st</sup>, company will be liable for a 50% processing fee. For any cancellations received after March 21<sup>st</sup>, refunds will not be given.

### PAYMENT INFORMATION: All checks must be payable to the AATSGraham Foundation

FEE DUE: \$ \_\_\_\_\_

☐ Check amount enclosed: \$ \_\_\_\_\_

CREDIT CARD ☐



☐



☐



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

Credit Card Number

Expiration Date

Security Code

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 different please enter below.

Company Name

Street Address

City/State/Postal Code /Country

### Complete and return to: AATS Graham Foundation

500 Cummings Center, Suite 4550,  
 Beverly, MA 01915 USA  
 978-927-8330 Fax: 978-524-0461 [industry@aats.org](mailto:industry@aats.org)



# FUNCTION ROOM REQUEST FORM

## AATS 94<sup>th</sup> Annual Meeting



April 26-30, 2014 – Metro Toronto Convention Centre – Toronto, Canada

Request forms will not be accepted after March 31, 2014

Sponsoring Company Name

Contact Name

Address

City

State

Zip

Country

Phone

Fax

Email

Brief Description of event:

### REQUESTED DAY/DATE OF MEETING

- ☐ Friday, April 25, 2014  
☐ Saturday, April 26, 2014  
☐ Sunday, April 27, 2014  
☐ Monday, April 28, 2014  
☐ Tuesday, April 29, 2014  
☐ Wednesday, April 30, 2014

8:00 a.m. – 8:00 p.m.

After 6:00 p.m.

Before 8:00 a.m. / after 7:30 p.m.

after 6:00 p.m.

Before 6:00 a.m. or between 5:30 / 6:30

After 12 Noon

### REQUESTED TIME

(Please refer to time guidelines to the left)

Start: \_\_\_\_\_ am/pm (circle one)

Finish: \_\_\_\_\_ am/pm (circle one)

Total Hours: \_\_\_\_\_

**\*\*All functions/meetings are a max of 2 hours. \$500 will be charged for each additional hour**

### ROOM SET

- ☐ Classroom  
☐ Theater  
☐ Conference  
☐ Hollow Square  
☐ Reception  
☐ Banquet (rounds)
- ☐ Podium  
☐ Head table # ppl \_\_\_\_\_  
☐ U-shape

### FUNCTION TYPE

- |   | For Profit                        | Non- Profit                      |
|---|-----------------------------------|----------------------------------|
| <input type="checkbox"/> Event/ Meeting (11 -25pp)      | <input type="checkbox"/> \$1,000  | <input type="checkbox"/> \$500   |
| <input type="checkbox"/> Event/ Meeting (26-50 pp)      | <input type="checkbox"/> \$2,500  | <input type="checkbox"/> \$1,000 |
| <input type="checkbox"/> Event/ Meeting (51 - 100pp)    | <input type="checkbox"/> \$5,000  | <input type="checkbox"/> \$1,500 |
| <input type="checkbox"/> Event/ Meeting (101pp or more) | <input type="checkbox"/> \$15,000 | <input type="checkbox"/> \$2,000 |
| <input type="checkbox"/> Staff Meeting (Sunday only)    | <input type="checkbox"/> \$500    |                                  |

**LOCATION:** ☐ Convention Centre ☐ Hotel

**EXPECTED ATTENDANCE:** \_\_\_\_\_

Once space has been assigned and confirmed by AATS you will be put in direct contact with a catering representative. Catering, special set fees, AV, electrical/telecommunications and labor are not included in the fee. Each sponsor is responsible for all charges to the facility. For any cancellations received before March 21<sup>st</sup>, the company will be liable for a 50% processing fee. For any cancellations received after March 21<sup>st</sup>, refunds will not be given.

### PAYMENT INFORMATION

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

☐ Check amount enclosed: \$ \_\_\_\_\_

CREDIT CARD ☐



☐



☐



Credit Card Number

Expiration Date

Security Code

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 different please enter below.

**Complete and return to:**

Company Name

Street Address

City/State/Postal Code /Country

American Association of Thoracic Surgery  
 500 Cummings Center, Suite 4550,  
 Beverly, MA 01915 USA  
 978-927-8330 Fax: 978-524-0461  
[industry@aats.org](mailto:industry@aats.org)

**AATS 94<sup>th</sup> Annual Meeting Exhibit Space Application**  
**April 26-30, 2014 / Metro Toronto Convention Centre / Toronto, Canada**



Please complete all sections of this application and either type or print in each section. Payment of 25% of total commitment is due no later than June 7, 2013. Payment of 50% of the total commitment is due no later than September 6, 2013. Final payment of the remaining balance is due no later than January 10, 2014. Submit application to: [Industry@aats.org](mailto:Industry@aats.org) or to fax: 978-524-0461.

**CONTACT INFORMATION**

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

Title

Telephone number

Fax number

Email address

Web address

Company Name

Street Address

City/State/Postal Code /Country

**EXHIBIT SPACE:**

**Inline Booth:** \$29.50 per square foot

**Corners:** \$100 per corner

**Island Booth:** \$31.50 per square foot  
(corners included)

**Location preferences: (List booth numbers)**

1<sup>st</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_

2<sup>nd</sup> Choice \_\_\_\_\_ 4<sup>th</sup> Choice \_\_\_\_\_

# of inline booth(s) \_\_\_\_ x \$2950 + \_\_\_\_ corners at \$100  
per corner = Total Amount \$ \_\_\_\_\_

Island booth s/f \_\_\_\_ x \$31.50 = Total Amount \$ \_\_\_\_\_

25% deposit is due on or before June 7, 2013. 50% deposit is due on or before September 6, 2013. After January 10, 2014, applications must be accompanied with payment in full.

We would like to be near \_\_\_\_\_

We would not like to be near \_\_\_\_\_

The Association will make every effort to honor your location requests.

**PROGRAM BOOK LISTING:** Please email a 50 word description to [industry@aats.org](mailto:industry@aats.org) by February 28, 2014 to be included in the Final Program Book. When emailing description please include the following:

1. "AATS" in the subject line of your email.
2. Company Name
3. Mailing Address
4. Company website address
5. 50 word description

If your description is substantially over 50 words we reserve the right to edit your submission.

**PAYMENT METHOD:**

☐ Check amount enclosed: \$ \_\_\_\_\_

**CREDIT CARD**

☐ American Express ☐ MasterCard ☐ Visa

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

Credit Card Number

Expiration Date \_\_\_\_\_ Security Code (3-4 numbers 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 June 7, 2013.

If Show Management receives a written request for cancellation or downgrade of space on or before January 10, 2014, the exhibitor will be liable for a 25% processing fee. For cancellations or downgrades received after January 10, 2014, no refunds will be issued and exhibitor will be responsible for paying the remaining exhibit booth balance.

**AUTHORIZED SIGNATURE**

PRINT NAME

TITLE

If you have any questions please contact us at 978-927-8330 or email us at [industry@aats.org](mailto:industry@aats.org).

**FOR AATS USE ONLY**

Date received: \_\_\_\_\_ Total Amount due: \$ \_\_\_\_\_  
Amount received: \_\_\_\_\_ Accepted by: \_\_\_\_\_  
ID #: \_\_\_\_\_

25% by June 7, 2013 \$ \_\_\_\_\_  
50% by September 6, 2013 \$ \_\_\_\_\_  
PIF by January 10, 2014 \$ \_\_\_\_\_

Space Assignment: \_\_\_\_\_ Date assigned: \_\_\_\_\_

New space assignment: \_\_\_\_\_ Date assigned: \_\_\_\_\_

## EXHIBIT SPACE APPLICATION (Page 2)

94<sup>TH</sup> ANNUAL MEETING AATS ♦ April 26-30, 2014 ♦ Metro Toronto Convention Centre ♦ Toronto, Canada

The American Association for Thoracic Surgery, and its authorized representatives are hereinafter referred to as "Show Management."

**1. PAYMENT AND REFUNDS.** Applications submitted prior to June 7, 2013 must be accompanied by a deposit in the amount of 25% of the total booth fee. 50% of the total commitment due must be paid by September 6, 2013. The balance of the space rental charge will become due and payable on January 10, 2014. Applications submitted after January 10, 2014 must be accompanied by payment IN FULL. Applications received without such payment will be processed but space assignments will not be made. **If Show Management receives a written request for cancellation or downgrade of space on or before January 10, 2014, the exhibitor will be liable for a 25% processing fee. For cancellations or downgrades received after January 10, 2014, no refunds will be issued and exhibitor will be responsible for paying the remaining exhibit booth balance.**

It is expressly agreed by the exhibitor that in the event he/she 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/her 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/her for their 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/her 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 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.

**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. INDEMNIFICATION

The Exhibitor shall indemnify the Association and the Centre and save it harmless from and against any and all loss, claims, actions, damages, liability and expense in connection with the loss of life, personal injury, damage to property or any other loss or injury whatsoever arising from or out of this exhibiting, or any occurrence, in, upon or at the Facility, or be in part thereof, or occasioned wholly or in part by any act or omission of the Exhibitor or by anyone permitted to be in the Facilities by the Exhibitor except to the extent that the Association and Centre is required to indemnify the Exhibitor. If the Association and Centre shall, without fault on its part, be made a party to any litigation commenced by or against the Exhibitor (other than a claim by the Exhibitor against the Association and Centre directly related to the performance of this agreement), then the Exhibitor shall protect, indemnify and hold the Association and Centre harmless and shall pay all costs, expenses and reasonable legal fees incurred or paid by the Association and Centre in connection with such litigation. The Exhibitor shall also pay all costs, expenses and legal fees (on a solicitor and his client basis) that may be incurred or paid by the Association and Centre in enforcing the terms, covenants and conditions in this license, unless a court shall decide otherwise.

The Association and Centre shall indemnify the Exhibitor and save it harmless from and against all loss, claims, actions, damages, liability and expense in connection with the loss of life, personal injury, damage to property or any other loss or injury whatsoever arising from or out of the negligence of the Association and Centre or its agents, servants or employees or any other persons for whom it may, in law be responsible with respect to the Facilities during the Occupancy Period to the extent that and only to the extent that such loss shall be apportioned to such negligence.

### 12. INSURANCE

The Exhibitor, at its own expense, shall be prepared to provide to the Association and Centre, not later than thirty (30) days prior to the first day of the meeting, A certificate of comprehensive general liability insurance, and where applicable, automobile liability insurance, to cover the entire Occupancy Period and any additional period during which the Exhibitor is permitted access to the Centre for any purpose related to the event, issued by an insurance company licensed to transact business in Canada in form satisfactory to the Association and Centre and in which the Association and Centre, its officers and servants shall be named insureds. Such insurance shall provide a minimum limit of liability of five million dollars (\$5,000,000.00 CAD) for bodily injury and/or property damage in any one occurrence, shall include a cross-liability clause and shall provide that it will not be cancelled or materially altered prior to the termination of the Occupancy Period. Automobile liability insurance, where applicable, shall provide third party liability insurance with a minimum limit of two million dollars (\$2,000,000 CAD).

The Association and Centre shall not be liable for any death, injury, loss or damage arising from or out of any occurrence in, or relating to the Facilities, or damage to property of the Exhibitor or of others located in the Facilities, from any cause whatsoever. The Association and Centre shall not be liable for any such damage caused by other tenants or persons in the Centre or by occupants of adjacent property thereto, or by the public, or caused by construction or by any private, public or quasi public work. All property of the Exhibitor kept or stored in the Facilities shall be kept or stored at the risk of the Exhibitor only and the Exhibitor shall indemnify the Association and Centre and save it harmless from any claims arising out of any damage to the same including, without limitation, any subrogation claims by the Exhibitor's insurers. Notwithstanding the foregoing, the Association and Centre shall be responsible for any death, injury, loss or damage set out above resulting from the negligence of the Association and Centre or its agents, servants, or employees or other persons for whom it may, in law, be responsible.

**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. Exhibitors will be held liable for any damage caused to the Convention Centre and decorations may not be taped, nailed, tacked, stapled, or otherwise fastened to ceilings, painted surfaces, columns, fabrics, doors, windows or walls. Glitter is not permitted in the Metro Toronto Convention Centre. Adhesive backed decals/stickers (except for name tags) may not be used or distributed on the premises. Decorations may not block exit doors, fire extinguishing equipment, sprinklers, or emergency lighting systems. All decorating materials must be constructed of flameproof material or treated with approved flame proofing solution.

**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 REGULATIONS, 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



**AATS Annual Meeting –  
SURGEON OF THE FUTURE: FUNCTIONALITY LAB - Participation Application  
April 26-30, 2014, Metro Toronto Convention Centre, Toronto, Canada**



Please complete all sections of this application and either type or print in each section. Payment of 50% of the total commitment is due with Participation Application. Final payment of the remaining balance is due no later than January 10, 2014.

**CONTACT INFORMATION**

\_\_\_\_\_  
**Contact Person**

\_\_\_\_\_  
**Title**

\_\_\_\_\_  
**Telephone number**

\_\_\_\_\_  
**Fax number**

\_\_\_\_\_  
**Email address**

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

\_\_\_\_\_  
**Street Address**

\_\_\_\_\_  
**City/State/Postal Code /Country**

**Surgeon of the Future Participation Fee: \$5,000.**

50% deposit is due with submission of application. After January 10, 2014, applications must be accompanied with payment in full.

**Equipment to be provided:**

**NOTE: Exhibitors participating in the SURGEON of the Future Lab are required to pay all costs associated with the equipment they provide including: electric, labor, material handling, etc.**

**Sketches of your particular area are due no later than January 10, 2014.**

**PAYMENT METHOD:**

☐ Check amount enclosed: \$ \_\_\_\_\_

**CREDIT CARD**

☐ American Express ☐ MasterCard ☐ Visa

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

\_\_\_\_\_  
Credit Card Number

\_\_\_\_\_  
Expiration Date      Security Code (3-4 numbers 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**

\_\_\_\_\_  
**AUTHORIZED SIGNATURE**

*By signing this document, exhibitor agrees that this is a legally binding contract and a 50% advanced payment is due with this agreement and the balance is due by January 10, 2014. In the event of cancellation, a refund will not be issued unless the support is resold at the full amount. At that time a full refund less 25% administrative fee will be issued.*

**FOR AATS USE ONLY**

Date received: \_\_\_\_\_ Total Amount due: \$ \_\_\_\_\_

Amount received: \_\_\_\_\_ Accepted by: \_\_\_\_\_

ID #: \_\_\_\_\_

50% with application \$ \_\_\_\_\_

PIF by January 10, 2014 \$ \_\_\_\_\_

**Complete and return to:** Surgeon of the Future

American Association for Thoracic Surgery

500 Cummings Center, Suite 4550, Beverly, MA 01915 USA

[mbowen@prri.com](mailto:mbowen@prri.com) 978-927-8330 Fax: 978-524-0461

## **SURGEON OF THE FUTURE SPACE APPLICATION (Page 2)**

**94<sup>TH</sup> ANNUAL MEETING AATS ♦ April 26-30, 2014 ♦ Metro Toronto Convention Centre ♦ Toronto, Canada**

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**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.

**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. INDEMNIFICATION**

The Exhibitor shall indemnify the Association and the Centre and save it harmless from and against any and all loss, claims, actions, damages, liability and expense in connection with the loss of life, personal injury, damage to property or any other loss or injury whatsoever arising from or out of this exhibiting, or any occurrence, in, upon or at the Facility, or any part thereof, or occasioned wholly or in part by any act or omission of the Exhibitor or by anyone permitted to be in the Facilities by the Exhibitor except to the extent that the Association and Centre is required to indemnify the Exhibitor. If the Association and Centre shall, without fault on its part, be made a party to any litigation commenced by or against the Exhibitor (other than a claim by the Exhibitor against the Association and Centre directly related to the performance of this agreement), then the Exhibitor shall protect, indemnify and hold the Association and Centre harmless and shall pay all costs, expenses and reasonable legal fees incurred or paid by the Association and Centre in connection with such litigation. The Exhibitor shall also pay all costs, expenses and legal fees (on a solicitor and his client basis) that may be incurred or paid by the Association and Centre in enforcing the terms, covenants and conditions in this license, unless a court shall decide otherwise.

The Association and Centre shall indemnify the Exhibitor and save it harmless from and against all loss, claims, actions, damages, liability and expense in connection with the loss of life, personal injury, damage to property or any other loss or injury whatsoever arising from or out of the negligence of the Association and Centre or its agents, servants or employees or any other persons for whom it may, in law be responsible with respect to the Facilities during the Occupancy Period to the extent that and only to the extent that such loss shall be apportioned to such negligence.

### **12. INSURANCE**

The Exhibitor, at its own expense, shall be prepared to provide to the Association and Centre, not later than thirty (30) days prior to the first day of the meeting, a certificate of comprehensive general liability insurance, and where applicable, automobile liability insurance, to cover the entire Occupancy Period and any additional period during which the Exhibitor is permitted access to the Centre for any purpose related to the event, issued by an insurance company licensed to transact business in Canada in form satisfactory to the Association and Centre and in which the Association and Centre, its officers and servants shall be named insureds. Such insurance shall provide a minimum limit of liability of five million dollars (\$5,000,000.00 CAD) for bodily injury and/or property damage in any one occurrence, shall include a cross-liability clause and shall provide that it will not be cancelled or materially altered prior to the termination of the Occupancy Period. Automobile liability insurance, where applicable, shall provide third party liability insurance with a minimum limit of two million dollars (\$2,000,000 CAD).

The Association and Centre shall not be liable for any death, injury, loss or damage arising from or out of any occurrence in, or relating to the Facilities, or damage to property of the Exhibitor or of others located in the Facilities, from any cause whatsoever. The Association and Centre shall not be liable for any such damage caused by other tenants or persons in the Centre or by occupants of adjacent property thereto, or by the public, or caused by construction or by any private, public or quasi public work. All property of the Exhibitor kept or stored in the Facilities shall be kept or stored at the risk of the Exhibitor only and the Exhibitor shall indemnify the Association and Centre and save it harmless from any claims arising out of any damage to the same including, without limitation, any subrogation claims by the Exhibitor's insurers. Notwithstanding the foregoing, the Association and Centre shall be responsible for any death, injury, loss or damage set out above resulting from the negligence of the Association and Centre or its agents, servants, or employees or other persons for whom it may, in law, be responsible.

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**SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, 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**

**AATS Annual Meeting –  
SURGEON OF THE FUTURE: FUNCTIONALITY LAB - Participation Application – Instruments  
April 26-30, 2014 / Metro Toronto Convention Centre / Toronto, Canada**



Please complete all sections of this application and either type or print in each section. Payment of 50% of the total commitment is due with Participation Application. Final payment of the remaining balance is due no later than January 10, 2014.

**CONTACT INFORMATION**

\_\_\_\_\_  
**Contact Person**

\_\_\_\_\_  
**Title**

\_\_\_\_\_  
**Telephone number**

\_\_\_\_\_  
**Fax number**

\_\_\_\_\_  
**Email address**

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

\_\_\_\_\_  
**Street Address**

\_\_\_\_\_  
**City/State/Postal Code /Country**

**Hybrid OR of the Future Participation Fee: \$2,500.**

50% deposit is due with submission of application. After January 10, 2014, applications must be accompanied with payment in full.

**Equipment to be provided:**

**NOTE: Exhibitors participating in the SURGEON of the Future are required to pay all costs associated with the instruments they provide including: shipping, material handling, electric, hospital tables, drape, etc.**

**PAYMENT METHOD:**

☐ Check amount enclosed: \$ \_\_\_\_\_

**CREDIT CARD**

☐ American Express ☐ MasterCard ☐ Visa

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

\_\_\_\_\_  
Credit Card Number

\_\_\_\_\_  
Expiration Date      Security Code (3-4 numbers 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**

\_\_\_\_\_  
**AUTHORIZED SIGNATURE**

*By signing this document, exhibitor agrees that this is a legally binding contract and a 50% advanced payment is due with this agreement and the balance is due by January 10, 2014. In the event of cancellation, a refund will not be issued unless the support is resold at the full amount. At that time a full refund less 25% administrative fee will be issued.*

**FOR AATS USE ONLY**

Date received: \_\_\_\_\_ Total Amount due: \$ \_\_\_\_\_  
Amount received: \_\_\_\_\_ Accepted by: \_\_\_\_\_  
ID #: \_\_\_\_\_

50% with application \$ \_\_\_\_\_  
PIF by January 10, 2014 \$ \_\_\_\_\_

**Complete and return to:** Surgeon of the Future  
American Association for Thoracic Surgery  
500 Cummings Center, Suite 4550, Beverly, MA 01915 USA  
[mbowen@prri.com](mailto:mbowen@prri.com) 978-927-8330 Fax: 978-524-0461

## SURGEON OF THE FUTURE SPACE APPLICATION (Page 2)

94<sup>TH</sup> ANNUAL MEETING AATS ♦ April 26-30, 2014

♦ Metro Toronto Convention Centre ♦ Toronto, Canada

**The American Association for Thoracic Surgery, and its authorized representatives are hereinafter referred to as "Show Management."**

**1. PAYMENT AND REFUNDS.** Applications submitted prior to June 7, 2013 must be accompanied by a deposit in the amount of 25% of the total booth fee. 50% of the total commitment due must be paid by September 6, 2013. The balance of the space rental charge will become due and payable on January 10, 2014. Applications submitted after January 10, 2014 must be accompanied by payment IN FULL.

Applications received without such payment will be processed but space assignments will not be made. **If Show Management receives a written request for cancellation or downgrade of space on or before January 10, 2014, the exhibitor will be liable for a 25% processing fee. For cancellations or downgrades received after January 10, 2014, no refunds will be issued and exhibitor will be responsible for paying the remaining exhibit booth balance.**

It is expressly agreed by the exhibitor that in the event he/she 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/her 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/her for their 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/her 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 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.

**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. INDEMNIFICATION**

The Exhibitor shall indemnify the Association and the Centre and save it harmless from and against any and all loss, claims, actions, damages, liability and expense in connection with the loss of life, personal injury, damage to property or any other loss or injury whatsoever arising from or out of this exhibiting, or any occurrence, in, upon or at the Facility, or any part thereof, or occasioned wholly or in part by any act or omission of the Exhibitor or by anyone permitted to be in the Facilities by the Exhibitor except to the extent that the Association and Centre is required to indemnify the Exhibitor. If the Association and Centre shall, without fault on its part, be made a party to any litigation commenced by or against the Exhibitor (other than a claim by the Exhibitor against the Association and Centre directly related to the performance of this agreement), then the Exhibitor shall protect, indemnify and hold the Association and Centre harmless and shall pay all costs, expenses and reasonable legal fees incurred or paid by the Association and Centre in connection with such litigation. The Exhibitor shall also pay all costs, expenses and legal fees (on a solicitor and his client basis) that may be incurred or paid by the Association and Centre in enforcing the terms, covenants and conditions in this license, unless a court shall decide otherwise.

The Association and Centre shall indemnify the Exhibitor and save it harmless from and against all loss, claims, actions, damages, liability and expense in connection with the loss of life, personal injury, damage to property or any other loss or injury whatsoever arising from or out of the negligence of the Association and Centre or its agents, servants or employees or any other persons for whom it may, in law be responsible with respect to the Facilities during the Occupancy Period to the extent that and only to the extent that such loss shall be apportioned to such negligence.

### **12. INSURANCE**

The Exhibitor, at its own expense, shall be prepared to provide to the Association and Centre, not later than not later than thirty (30) days prior to the first day of the meeting, A certificate of comprehensive general liability insurance, and where applicable, automobile liability insurance, to cover the entire Occupancy Period and any additional period during which the Exhibitor is permitted access to the Centre for any purpose related to the event, issued by an insurance company licensed to transact business in Canada in form satisfactory to the Association and Centre and in which the Association and Centre, its officers and servants shall be named insureds. Such insurance shall provide a minimum limit of liability of five million dollars (\$5,000,000.00 CAD) for bodily injury and/or property damage in any one occurrence, shall include a cross-liability clause and shall provide that it will not be cancelled or materially altered prior to the termination of the Occupancy Period. Automobile liability insurance, where applicable, shall provide third party liability insurance with a minimum limit of two million dollars (\$2,000,000 CAD).

The Association and Centre shall not be liable for any death, injury, loss or damage arising from or out of any occurrence in, or relating to the Facilities, or damage to property of the Exhibitor or of others located in the Facilities, from any cause whatsoever. The Association and Centre shall not be liable for any such damage caused by other tenants or persons in the Centre or by occupants of adjacent property thereto, or by the public, or caused by construction or by any private, public or quasi public work. All property of the Exhibitor kept or stored in the Facilities shall be kept or stored at the risk of the Exhibitor only and the Exhibitor shall indemnify the Association and Centre and save it harmless from any claims arising out of any damage to the same including, without limitation, any subrogation claims by the Exhibitor's insurers. Notwithstanding the foregoing, the Association and Centre shall be responsible for any death, injury, loss or damage set out above resulting from the negligence of the Association and Centre or its agents, servants, or employees or other persons for whom it may, in law, be responsible.

**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. Exhibitors will be held liable for any damage caused to the Convention Centre and decorations may not be taped, nailed, tacked, stapled, or otherwise fastened to ceilings, painted surfaces, columns, fabrics, doors, windows or walls. Glitter is not permitted in the Metro Toronto Convention Centre. Adhesive backed decals/stickers (except for name tags) may not be used or distributed on the premises. Decorations may not block exit doors, fire extinguishing equipment, sprinklers, or emergency lighting systems. All decorating materials must be constructed of flameproof material or treated with approved flame proofing solution.

**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 REGULATIONS, 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 \_\_\_\_\_

# AATS 94<sup>th</sup> Annual Meeting Consultative Suite Application

April 26-30, 2014 / Metro Toronto Convention Centre / Toronto, Canada

Please complete all sections of this application and either type or print in each section. Payment of total commitment is due with this application.

## 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/Postal Code /Country

**Consultative Suite:**

10 x 10 = \$7,500.00 # \_\_\_\_\_ X \$7,500 = \_\_\_\_\_

**PROGRAM BOOK LISTING:** Please let us know if you would like your suite listed in the Program Guide.



## PAYMENT METHOD:

☐ Check amount enclosed: \$ \_\_\_\_\_

## CREDIT CARD

☐ American Express ☐ MasterCard ☐ Visa

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

Credit Card Number

Expiration Date

Security Code (3-4 numbers 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 UPON RECEIPT.

**AUTHORIZED SIGNATURE**

**PRINT NAME**

**TITLE**

If you have any questions please contact us at 978-927-8330 or email us at [industry@aats.org](mailto:industry@aats.org)

## FOR AATS USE ONLY

Date received: \_\_\_\_\_ Total Amount due: \$ \_\_\_\_\_

Amount received: \_\_\_\_\_ Accepted by: \_\_\_\_\_

ID #: \_\_\_\_\_

Space Assignment: \_\_\_\_\_ Date assigned: \_\_\_\_\_

New space assignment: \_\_\_\_\_ Date assigned: \_\_\_\_\_



# CONSULTATIVE SUITE SPACE APPLICATION (Page 2)

94<sup>TH</sup> ANNUAL MEETING AATS ♦ April 26-30, 2014 ♦ Metro Toronto Convention Centre ♦ Toronto, Canada

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**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. INDEMNIFICATION AND INDEMNIFICATION

The Exhibitor shall indemnify the Association and the Centre and save it harmless from and against any and all loss, claims, actions, damages, liability and expense in connection with the loss of life, personal injury, damage to property or any other loss or injury whatsoever arising from or out of this exhibiting, or any occurrence, in, upon or at the Facility, or any part thereof, or occasioned wholly or in part by any act or omission of the Exhibitor or by anyone permitted to be in the Facilities by the Exhibitor except to the extent that the Association and Centre is required to indemnify the Exhibitor. If the Association and Centre shall, without fault on its part, be made a party to any litigation commenced by or against the Exhibitor (other than a claim by the Exhibitor against the Association and Centre directly related to the performance of this agreement), then the Exhibitor shall protect, indemnify and hold the Association and Centre harmless and shall pay all costs, expenses and reasonable legal fees incurred or paid by the Association and Centre in connection with such litigation. The Exhibitor shall also pay all costs, expenses and legal fees (on a solicitor and his client basis) that may be incurred or paid by the Association and Centre in enforcing the terms, covenants and conditions in this license, unless a court shall decide otherwise.

The Association and Centre shall indemnify the Exhibitor and save it harmless from and against all loss, claims, actions, damages, liability and expense in connection with the loss of life, personal injury, damage to property or any other loss or injury whatsoever arising from or out of the negligence of the Association and Centre or its agents, servants or employees or any other persons for whom it may, in law be responsible with respect to the Facilities during the Occupancy Period to the extent that and only to the extent that such loss shall be apportioned to such negligence.

## 12. INSURANCE

The Exhibitor, at its own expense, shall be prepared to provide to the Association and Centre, not later than not later than thirty (30) days prior to the first day of the meeting, a certificate of comprehensive general liability insurance, and where applicable, automobile liability insurance, to cover the entire Occupancy Period and any additional period during which the Exhibitor is permitted access to the Centre for any purpose related to the event, issued by an insurance company licensed to transact business in Canada in form satisfactory to the Association and Centre and in which the Association and Centre, its officers and servants shall be named insureds. Such insurance shall provide a minimum limit of liability of five million dollars (\$5,000,000.00 CAD) for bodily injury and/or property damage in any one occurrence, shall include a cross-liability clause and shall provide that it will not be cancelled or materially altered prior to the termination of the Occupancy Period. Automobile liability insurance, where applicable, shall provide third party liability insurance with a minimum limit of two million dollars (\$2,000,000 CAD).

The Association and Centre shall not be liable for any death, injury, loss or damage arising from or out of any occurrence in, or relating to the Facilities, or damage to property of the Exhibitor or of others located in the Facilities, from any cause whatsoever. The Association and Centre shall not be liable for any such damage caused by other tenants or persons in the Centre or by occupants of adjacent property thereto, or by the public, or caused by construction or by any private, public or quasi public work. All property of the Exhibitor kept or stored in the Facilities shall be kept or stored at the risk of the Exhibitor only and the Exhibitor shall indemnify the Association and Centre and save it harmless from any claims arising out of any damage to the same including, without limitation, any subrogation claims by the Exhibitor's insurers. Notwithstanding the foregoing, the Association and Centre shall be responsible for any death, injury, loss or damage set out above resulting from the negligence of the Association and Centre or its agents, servants, or employees or other persons for whom it may, in law, be responsible.

**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. Exhibitors will be held liable for any damage caused to the Convention Centre and decorations may not be taped, nailed, tacked, stapled, or otherwise fastened to ceilings, painted surfaces, columns, fabrics, doors, windows or walls. Glitter is not permitted in the Metro Toronto Convention Centre. Adhesive backed decals/stickers (except for name tags) may not be used or distributed on the premises. Decorations may not block exit doors, fire extinguishing equipment, sprinklers, or emergency lighting systems. All decorating materials must be constructed of flameproof material or treated with approved flame proofing solution.

**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 REGULATIONS, 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 \_\_\_\_\_

This detailed floor plan illustrates the layout of the University of Toronto Faculty of Architecture building. The plan is organized into several functional zones:

- Left Wing (Exterior & Common Areas):** Features a long row of circular tables labeled "FOOD & BEVERAGE" along the top edge. Below this is a "LEARNING CENTER" and a "COURT AREA". The bottom left corner includes "48 POSTER BOARDS" and a "COURT AREA".
- Central Wing (Classrooms & Meeting Rooms):** A grid of rooms, many labeled with numbers (e.g., 1411, 1413, 1415, 1417, 1419, 1421, 1423, 1425, 1427, 1429, 1431, 1433, 1435, 1437, 1439, 1441, 1443, 1445, 1447, 1449, 1451, 1453, 1455, 1457, 1459, 1461, 1463, 1465, 1467, 1469, 1471, 1473, 1475, 1477, 1479, 1481, 1483, 1485, 1487, 1489, 1491, 1493, 1495, 1497, 1499, 1501, 1503, 1505, 1507, 1509, 1511, 1513, 1515, 1517, 1519, 1521, 1523, 1525, 1527, 1529, 1531, 1533, 1535, 1537, 1539, 1541, 1543, 1545, 1547, 1549, 1551, 1553, 1555, 1557, 1559, 1561, 1563, 1565, 1567, 1569, 1571, 1573, 1575, 1577, 1579, 1581, 1583, 1585, 1587, 1589, 1591, 1593, 1595, 1597, 1599, 1601, 1603, 1605, 1607, 1609, 1611, 1613, 1615, 1617, 1619, 1621, 1623, 1625, 1627, 1629, 1631, 1633, 1635, 1637, 1639, 1641, 1643, 1645, 1647, 1649, 1651, 1653, 1655, 1657, 1659, 1661, 1663, 1665, 1667, 1669, 1671, 1673, 1675, 1677, 1679, 1681, 1683, 1685, 1687, 1689, 1691, 1693, 1695, 1697, 1699, 1701, 1703, 1705, 1707, 1709, 1711, 1713, 1715, 1717, 1719, 1721, 1723, 1725, 1727, 1729, 1731, 1733, 1735, 1737, 1739, 1741, 1743, 1745, 1747, 1749, 1751, 1753, 1755, 1757, 1759, 1761, 1763, 1765, 1767, 1769, 1771, 1773, 1775, 1777, 1779, 1781, 1783, 1785, 1787, 1789, 1791, 1793, 1795, 1797, 1799, 1801, 1803, 1805, 1807, 1809, 1811, 1813, 1815, 1817, 1819, 1821, 1823, 1825, 1827, 1829, 1831, 1833, 1835, 1837, 1839, 1841, 1843, 1845, 1847, 1849, 1851, 1853, 1855, 1857, 1859, 1861, 1863, 1865, 1867, 1869, 1871, 1873, 1875, 1877, 1879, 1881, 1883, 1885, 1887, 1889, 1891, 1893, 1895, 1897, 1899, 1901, 1903, 1905, 1907, 1909, 1911, 1913, 1915, 1917, 1919, 1921, 1923, 1925, 1927, 1929, 1931, 1933, 1935, 1937, 1939, 1941, 1943, 1945, 1947, 1949, 1951, 1953, 1955, 1957, 1959, 1961, 1963, 1965, 1967, 1969, 1971, 1973, 1975, 1977, 1979, 1981, 1983, 1985, 1987, 1989, 1991, 1993, 1995, 1997, 1999, 2001, 2003, 2005, 2007, 2009, 2011, 2013, 2015, 2017, 2019, 2021, 2023, 2025, 2027, 2029, 2031, 2033, 2035, 2037, 2039, 2041, 2043, 2045, 2047, 2049, 2051, 2053, 2055, 2057, 2059, 2061, 2063, 2065, 2067, 2069, 2071, 2073, 2075, 2077, 2079, 2081, 2083, 2085, 2087, 2089, 2091, 2093, 2095, 2097, 2099, 2101, 2103, 2105, 2107, 2109, 2111, 2113, 2115, 2117, 2119, 2121, 2123, 2125, 2127, 2129, 2131, 2133, 2135, 2137, 2139, 2141, 2143, 2145, 2147, 2149, 2151, 2153, 2155, 2157, 2159, 2161, 2163, 2165, 2167, 2169, 2171, 2173, 2175, 2177, 2179, 2181, 2183, 2185, 2187, 2189, 2191, 2193, 2195, 2197, 2199, 2201, 2203, 2205, 2207, 2209, 2211, 2213, 2215, 2217, 2219, 2221, 2223, 2225, 2227, 2229, 2231, 2233, 2235, 2237, 2239, 2241, 2243, 2245, 2247, 2249, 2251, 2253, 2255, 2257, 2259, 2261, 2263, 2265, 2267, 2269, 2271, 2273, 2275, 2277, 2279, 2281, 2283, 2285, 2287, 2289, 2291, 2293, 2295, 2297, 2299, 2301, 2303, 2305, 2307, 2309, 2311, 2313, 2315, 2317, 2319, 2321, 2323, 2325, 2327, 2329, 2331, 2333, 2335, 2337, 2339, 2341, 2343, 2345, 2347, 2349, 2351, 2353, 2355, 2357, 2359, 2361, 2363, 2365, 2367, 2369, 2371, 2373, 2375, 2377, 2379, 2381, 2383, 2385, 2387, 2389, 2391, 2393, 2395, 2397, 2399, 2401, 2403, 2405, 2407, 2409, 2411, 2413, 2415, 2417, 2419, 2421, 2423, 2425, 2427, 2429, 2431, 2433, 2435, 2437, 2439, 2441, 2443, 2445, 2447, 2449, 2451, 2453, 2455, 2457, 2459, 2461, 2463, 2465, 2467, 2469, 2471, 2473, 2475, 2477, 2479, 2481, 2483, 2485, 2487, 2489, 2491, 2493, 2495, 2497, 2499, 2501, 2503, 2505, 2507, 2509, 2511, 2513, 2515, 2517, 2519, 2521, 2523, 2525, 2527, 2529, 2531, 2533, 2535, 2537, 2539, 2541, 2543, 2545, 2547, 2549, 2551, 2553, 2555, 2557, 2559, 2561, 2563, 2565, 2567, 2569, 2571, 2573, 2575, 2577, 2579, 2581, 2583, 2585, 2587, 2589, 2591, 2593, 2595, 2597, 2599, 2601, 2603, 2605, 2607, 2609, 2611, 2613, 2615, 2617, 2619, 2621, 2623, 2625, 2627, 2629, 2631, 2633, 2635, 2637, 2639, 2641, 2643, 2645, 2647, 2649, 2651, 2653, 2655, 2657, 2659, 2661, 2663, 2665, 2667, 2669, 2671, 2673, 2675, 2677, 2679, 2681, 2683, 2685, 2687, 2689, 2691, 2693, 2695, 2697, 2699, 2701, 2703, 2705, 2707, 2709, 2711, 2713, 2715, 271

# Exhibit Schedule and Important Dates

## Exhibit Hours

Sunday, April 27 5:30 p.m. – 7:30p.m.\*  
Monday, April 28 9:00 a.m. – 4:30 p.m.  
Tuesday, April 29 9:00 a.m. – 4:30 p.m.

\*Welcome Reception 5:00 p.m. – 7:00 p.m.

## Move-In

Thursday, April 24 1:00 p.m. – 7:00p.m.\*\*\*  
Friday, April 25 8:00 a.m. – 7:00 p.m.  
Saturday, April 26 8:00 a.m. – 7:00 p.m.  
Sunday, April 27 8:00 a.m. – 4:30 p.m.

\*\*\*Only for booths 900 square feet or more

## Dismantling

Tuesday, April 29 4:30 p.m. – 10:00 p.m.  
Wednesday, April 30 8:00 a.m. – 3:00 p.m.

## Exhibitor Registration Hours

Friday, April 25 9:00 a.m. – 5:00 p.m.  
Saturday, April 26 7:30 a.m. – 5:00 p.m.  
Sunday, April 27 7:30 a.m. – 6:00 p.m.  
Monday, April 28 7:30 a.m. – 4:30 p.m.  
Tuesday, April 29 7:30 a.m. – 4:30 p.m.

*\*Times subject to change based on final program*

## Important Dates

June 7, 2013	25% payment due
September 6, 2013	50% payment due
November 2013	Exhibitor Service Kit available
December 2013	Exhibitor Housing Block Requests Available
January 10, 2014	Final Payment Due
January 31, 2014	Housing Block Requests are due through the request –a –block system
February 21, 2014	Exhibitor Rooming list forms due
February 24, 2014	Industry Supported Symposium Applications Due
February 28, 2014	50-word Product Description and Category Listing Due
	Exhibit space payment due in full
	Support Opportunities payment due in full
	Cancellations and Space Reductions must be submitted in writing
March 7, 2014	Island Sketches Due
	Exhibitor Designated Contractor (EDC) Form Due
March 21, 2014	Last day to make housing changes, additions and cancellations (cancellations fees apply)
March 31, 2014	Function Room Request Form due with payment in full
April 17, 2014	Contact hotel directly for any housing changes
April 24, 2014	900 SF Booth and larger Installation begins at 1:00 p.m.
April 25 2014	All Exhibitors Installation begins at 8:00 a.m.
April 28 2014	Exhibit Hall Dismantle Begins at 4:30 p.m.