



Courage and Innovation- Heart Failure and Heart Transplantation

February 29, 2020

**University of Chicago
Ida Noyes Hall
1212 E 59th St
Chicago, IL 60637**



Please join us

Courage and Innovation- Heart failure and Heart Transplantation is structured as a comprehensive educational symposium striving to educate clinicians, physician trainees, nurses and other allied health professionals across a wide range of specialties in the application of innovative therapies for cardiovascular disease. The distinguished faculty for this event includes many of the foremost clinicians at the University of Chicago Heart and Vascular Center as well as internationally recognized guest faculty. Through focused didactics, panel discussion, case studies and interactive dialogue, participants will gain both broad perspective and detailed insights into medical and surgical therapies for complex cardiovascular disease.

We are pleased to provide the following opportunities for organizations to advertise their products and services to attendees of the conference. Whether you are displaying your products in the exhibit space, interacting with physicians at one of the meal functions or gaining brand recognition for your company through program acknowledgements, your message will reach physicians, nurses, and allied health care professionals.

About the Conference

Title: Courage and Innovation, Heart Failure and Heart Transplantation.

Date: February 29, 2020

Location: University of Chicago,
Ida Noyes Hall
1212 59th St
Chicago, IL 60637

Anticipated Attendance:

200

This educational activity is designed for general cardiologists, Heart failure hospitalists, family physicians, cardiothoracic and vascular surgeons, electrophysiologists and interventional cardiologists, as well as nurses, technologists and other allied healthcare professionals who diagnose and treat cardiac and vascular disease.



EXHIBIT OPPORTUNITIES

\$15,000: Diamond Level/Display Fee

Includes tabletop display in a superior location with 8 registrations to the conference, supports 2 tables of 10 faculty, with logo on table and company acknowledgement in program material.

\$10,000: Platinum Level/Display Fee

Includes tabletop display in a superior location with 6 registrations to the conference, supports 1 table of 10 faculty, with logo on table and company acknowledgement in program material.

\$8,500: Gold Level/General Display Fee

Includes tabletop display with 4 registrations to the conference, supports 1 table of 10 faculty, with logo on table and company acknowledgement in program material.

\$5,000: Silver Level/General Display Fee

Includes tabletop display with 2 registrations to the conference, and company acknowledgement in program material.

Tabletop exhibits will be visible and accessible to all meeting participants on February 29, 2020. The exhibit fee includes one six-foot skirted table, 2 chairs, and one copy of the program materials.

Additional Conference Registrations may be purchased for Industry Representatives at \$395 per person.

Benefits of Exhibiting

- Company name listed in program material and acknowledgement from podium
- Build recognition of your company and awareness of your products
- Interact face-to-face in an intimate environment with health care professionals on the forefront of heart and vascular care.

The University of Chicago and Meeting Achievements expect the commercial representative(s) to refrain from inviting the faculty, guests or participants to social events.



EXHIBIT GUIDE

General Exhibit Information



Exhibit Date: February 29, 2020

Exhibit Location: University of Chicago,
Ida Noyes Hall

Exhibit Setup: Set-up: Saturday, February 29,
2020
6:00am-6:30am

Display Hours: Saturday, February 29, 2020
6:30am- 2:30 p.m.

See conference agenda for daily break times.

Exhibit Dismantle: All Exhibits must be dismantled
by 3:00pm on Saturday, February 29, 2020.

At least one representative must be at the display
during exhibit hours. All exhibitors are responsible for
their own shipping logistics and fees as well as
arranging any electrical requirements.

How to Register for Exhibit Space

Return the enclosed exhibitor Application/Contract
with your payment to:
University of Chicago
Attn: Janee Mazurski

5841 S. Maryland Ave, MC2016
Chicago, IL 60637

Or via email: jmazurski@medicine.bsd.uchicago.edu

Or via fax: 773.702.9396

Exhibitors will be assigned by the symposium organizers. Space will be available on a first-come, first-serve basis. The University of Chicago reserves the right to make the final space assignment or change the space assignment should it be necessary in the best interest of the exhibitors or space logistics.

Please also note that any special events (i.e. any organized social events or technical programs and seminars during and around the conference days) must be in consultation with, and formally pre-approved by the conference organizers. Without exception, all exhibitors and attendees to the Conference are required to strictly adhere to this condition.

Courage and Innovation

February 29, 2020| Ida Noyes Hall
Application & Payment Form (REQUIRED)

Please print clearly.

Company			
Contact Person			
Title			
E-mail Address			
Address			
City		State/Province	
Postal Code		Country	
Telephone		Facsimile	

☐	Diamond	\$ 15,000 USD
☐	Platinum	\$ 10,000 USD
☐	Gold	\$8,500 USD
☐	Silver	\$ 5,000 USD

Exhibitor space is limited Deadline for exhibitor/support space is December 31st, 2019 or when space reaches capacity (whichever comes first). All exhibitors & supporters will receive a confirmation letter with additional logistic details.

I prefer not to be next to: _____

Please Sign and return attached "Exhibitor/Support Agreement Rules" on page 9 also.

PAYMENT OPTIONS

☐ Check/Money Order Payment

Please make check payable to: **University of Chicago-Courage and Innovation Symposium**. Mail the application/payment form, exhibitor/supporter agreement, and the check/money order to:

The University of Chicago-Cardiology
Attn: Janee Mazurski
5841 S. Maryland Ave. MC2016
Chicago, IL 60637

☐ Credit Card Payment

Check one: ☐ VISA ☐ Mastercard ☐ American Express

Credit Card Number	
Expiration Date	
CID	
Cardholder's Name	
Billing Address	
City	
State/Province	
Postal Code	
Telephone	
Signature	

If paying by credit card, the completed application/payment form and the signed exhibitor/ support form may be returned via one of the following options:

Scanned/emailed to: *Carolyn@meetingachievements.com*

Faxed to: 219.548.8619 Carolyn Bakker

Mailed to the address below:

Meeting Achievements
Attn: Carolyn Bakker
232 E 500 N
Valparaiso, IN 46383

Questions:

Janee Mazurski- symposium organizer
1.773.702.9460 telephone
1.773.702.9396 fax
jmazurski@bsd.uchicago.edu

A receipt/confirmation and exhibit kit will be sent to the email address provided upon receipt of full payment, the application/payment form, and the signed exhibitor/support agreement.

Thank you for your support.

Courage and Innovation

February 29, 2020| University of Chicago, Ida Noyes Hall

Exhibitor/Support Agreement (REQUIRED)

Exhibit Rules & Regulations

1. Only one company may exhibit in a single space. Items or services exhibited or referred to must be those normally provided or manufactured by the exhibitor.
2. No application form will be processed without payment in full.
3. Due to the nature of the conference, no refunds will be offered.
4. All representatives who will be staffing exhibit booths must be registered for the meeting. Supporting companies are allowed a set number of complimentary registration(s) based on their supporter level. Additional booth personnel may register for an additional fee.
5. Display materials that may be deemed by the conference organizers to detract from the dignity of the exhibit show will not be permitted.
6. All signage, and logos, to be provided by supporting company, must adhere to conference specifications.
7. All exhibit tables and support services will be provided by the hotel. Note: electrical access may not be available. Any additional support costs are the responsibility of the exhibitor.

8. Security will NOT be provided. The property of the exhibitors shall at all times remain in the sole possession, custody, and responsibility of each exhibitor.

Industry Guidelines:

In recent years, much attention has been given to the relationships between the pharmaceutical and medical device/equipment industry and health care professionals. Gifts, individual relations, and professional education have been topics at the forefront of discussion. It is the responsibility of all exhibitors to be aware of and abide by all applicable association codes including but not limited to, those listed below:

- Advanced Medical Technology Association (AdvaMed) Code of Ethics for Interactions with Health Care Professionals – approved 2003, additional FAQs 2005
- American Medical Association Opinion 8.06 Gifts to Physicians from Industry and Clarifying Addendum
- Compliance Program Guidance for Pharmaceutical Manufacturers
- Pharmaceutical Research and Manufacturers of America (PhRMA) Code of Interaction with Healthcare Professionals – revised July 2008



Distribution of Product

FDA Regulations

Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations. This information may be obtained from the FDA at this website:

<http://www.fda.gov/cder/ddmac/>.

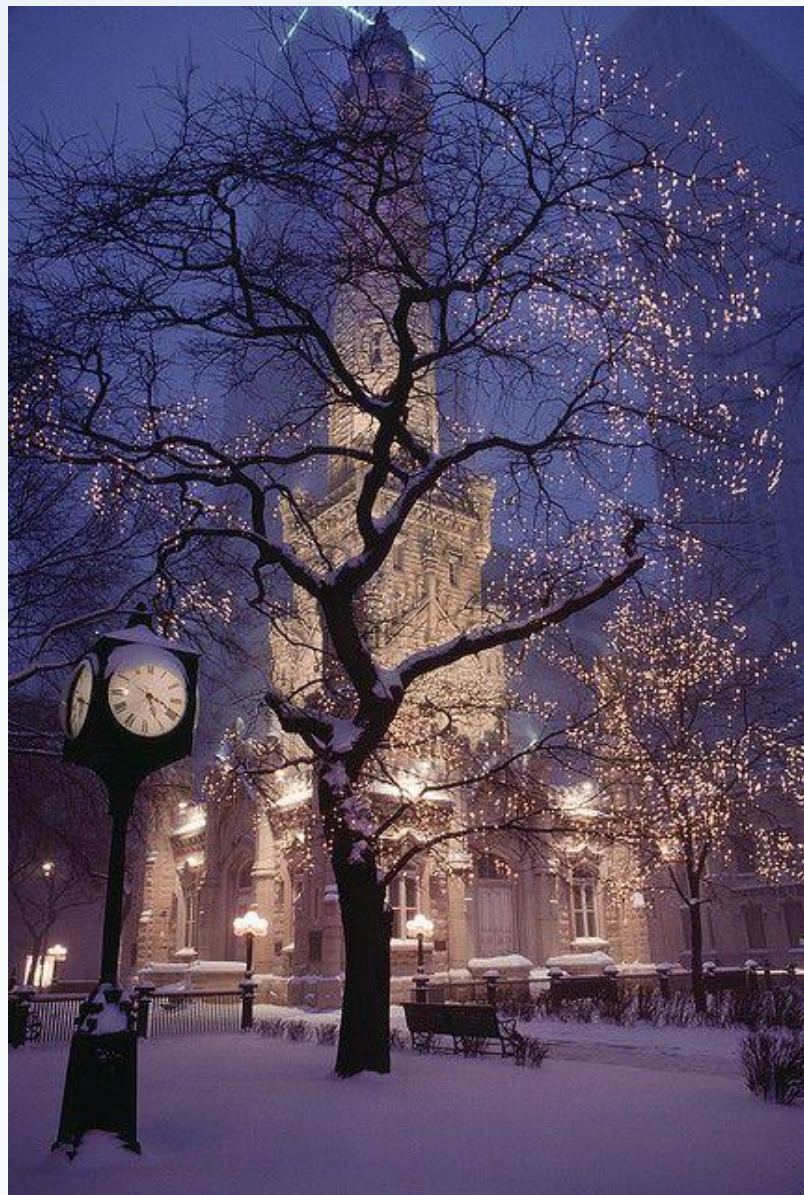
Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the promotion of approved drugs or devices for unapproved uses. All products that have not been FDA approved for a particular use in humans or that are not commercially available in the United States will be permitted to be exhibited only when accompanied by appropriate signage indicating the device's clearing status. The signs must be easily visible and placed near the products themselves and on any graphics depicting the product. The exhibitor shall have available at the booth a letter from the FDA, which describes the allowable use status of the product(s). Exhibitors are cautioned about the FDA's prohibition on promoting cleared-for-marketing devices for unapproved uses. Requests for information and guidance should be directed to the FDA.

Selling of Products or Services

Exhibitors may display products that they have manufactured. Exhibitors may not accept cash, checks or credit cards for merchandise in the exhibition Hall; however, orders may be taken. Exhibitors electing to take orders must do so in a manner consistent with the professional nature of the exhibit.

Use of Name, Insignia, Logo or Acronym

The University of Chicago and Meeting Achievements names, insignias, logos and acronyms are proprietary marks and may not be used in signs, advertising, or promotions in any media or product literature either inside or outside of the exhibit area unless prior written approval has been received from the conference organizers.



Liability and Security

Exhibitors must make provisions for safeguarding their display and property at all times. The exhibitor is responsible for all liability, losses, claims, and damages relating to any injury, death, or damage to property (including the Exhibition Hall), however occurring, arising from the acts of the exhibitor, his or her employees, agents, licensees, or contractors. The exhibitor agrees to indemnify and hold harmless The University of Chicago and Meeting Achievements from and against any and all liability, losses, claims, and damages that may arise from or be asserted in connection with the foregoing undertaking and responsibilities of the exhibitor.

Terms and Conditions

If applicable, as a condition for exhibiting, each exhibitor shall agree to observe all stated policies in this document. The Conference reserves the right to refuse exhibit space to any applicant at its sole discretion.

If exhibiting at the conference, the undersigned has read the enclosed Exhibit/Sponsor Agreement and agrees to abide by these regulations. Failure to abide by these regulations will result in forfeiture of all monies paid or due under the terms of the agreement.

Exhibitor agrees to abide by ACCME Standards for Commercial Support as stated at www.accme.org: SCS 4.2: "Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME." "Life, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or in the place of the CME activity."

Company Name: _____

Name (Print): _____

Signature: _____

Date: _____

Email: _____

Courage and Innovation Updates



EXHIBITOR REGISTRATION FORM

Courage and Innovation

February 29, 2020

Please list the names of all representatives scheduled to be onsite:

Company Representative

Name

Title

Phone

Email

Company Representative

Name

Title

Phone

Email

Company Representative

Name

Title

Phone

Email

Company Representative

Name

Title

Phone

Email