

# 2016

Inova Heart and Vascular Institute

## Interventional Cardiology Symposium

*Co-Sponsored by The Society for Cardiovascular Angiography and Interventions*

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**January 15-16, 2016**

Ritz Carlton, Tysons Corner • McLean, Virginia  
(Washington DC Metropolitan Area)

[www.inovaheart.org/interventional-cme](http://www.inovaheart.org/interventional-cme)

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# Exhibitor Prospectus



# 2016 Inova Heart and Vascular Institute

## Interventional Cardiology Symposium

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You are invited to exhibit at the upcoming Inova Heart and Vascular Institute 2016 Interventional Cardiology Symposium being held January 16, 2016 at the Ritz Carlton, Tysons Corner in McLean, Virginia (just outside of Washington DC).

The 2016 Interventional Cardiology Symposium is designed to provide practicing physicians with the opportunity to engage with and learn from leaders in interventional cardiology as they discuss new developments and highlight advanced clinical practices that will positively influence patient outcomes. The program will incorporate lectures, case studies, and participant-faculty interactions and will expose attendees to cutting-edge educational content and the latest advances in interventional cardiovascular medicine.

### Audience

The Symposium is designated for interventional cardiologists, cardiovascular clinicians, cardiac surgeons, vascular surgeons, internists, hospitalists, primary care physicians, fellows and residents in training, advanced practice nurses, nurses in cardiology and other medical professionals interested in interventional cardiovascular medicine.

### Learning Objectives

Upon completion of this course, participants should be able to:

- Make better informed decisions regarding the appropriate interventional approach to complex coronary lesions
- Understand and recommend appropriate pharmacological agents for treating atrial fibrillation and ACS, to include anti-thrombotics and PCSK9's
- Better recommend alternate structural interventions including the role of surgery versus the transcatheter approach to aortic valve replacement, and approaches to left atrial appendage closure and mitral regurgitation
- Refer appropriate patients for consideration for new treatment options for carotid disease and lower extremity disease

CME credits will be awarded for all applicable educational sessions. The Accredited Provider is Inova Health System Office of Continuing Medical Education and the Accrediting Body is the Medical Society of Virginia.

Don't miss this prime opportunity to showcase your services and products. We look forward to seeing you in January.

**To reserve a space, complete and return the enclosed application form to:**

Rebecca Hanson, Project Manager

Rebecca.Hanson@inova.org

703-776-3068 phone | 703-776-7425 fax

Inova Heart and Vascular Institute

3300 Gallows Road, 4<sup>th</sup> Floor, IHVI Administration Office, Falls Church, VA 22042

# 2016

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## Interventional Cardiology Symposium

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### Event Schedule

FRIDAY • JANUARY 15, 2016

6:30-8:30 pm Welcome and Networking Reception

SATURDAY • JANUARY 16, 2016

7:30-8:20 am Registration, Continental Breakfast, Exhibits  
7:45-8:15 am NON-CME INDUSTRY EXPERT EDUCATION SESSION

8:20-8:30 am Opening Remarks

8:30-10:00 am **SESSION 1: CORONARY**  
*Moderators: Spencer B. King, III, MD, FSCAI, Emory University*

10:00-10:30 am Exhibits and Networking Break  
NON-CME INDUSTRY EXPERT EDUCATION SESSION

10:30-12:00 pm **SESSION 2: STRUCTURAL**  
*Moderators: Michael Mack, MD, Baylor Health Care System  
Bryan Raybuck, MD, FSCAI, Inova Heart and Vascular Institute*

12:00-1:00 pm **LUNCH & KEYNOTE SPEAKER**  
*Keynote Speaker: The Honorable Newt Gingrich*

1:00-2:30 pm **SESSION 3: PHARMACOLOGY**  
*Moderator: Paul Gurbel, MD, Inova Heart and Vascular Institute*

2:30-3:00 pm Exhibits and Networking Break  
NON-CME INDUSTRY EXPERT EDUCATION SESSION

3:00-4:30 pm **SESSION 4: VASCULAR**  
*Moderators: Christopher White, MD, MSCAI, Ochsner Medical Center  
Dipankar Mukherjee, MD, Inova Heart and Vascular Institute*

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### Non-CME Industry Expert Education Sessions

A forum that allows industry experts an opportunity to provide clinical updates and educated attendees on current therapies, disease states, products, and pipeline activities. These promotional presentations are formatted for learning and provide a higher level of interaction and engagement with attendees.

These are not CME presentations.

IHVI provides space, theater style seating for 50-150 guests (depending on specific room capacity), podium, and microphone. All other audio visual needs (projector, laptop, AV technician, etc.) will need to be purchased and arranged through the hotel's audio visual provider. Package includes attendee list (names and affiliations), promotion of session in the final program (subject to print deadlines), prominent signage on site, and premium exhibit space.

**\$20,000**

- 30 minutes non-CME education session
- Promotion of session in the final program
- Logo in all promotional material (subject to print deadlines)
- Prominent signage onsite
- 6 complimentary registration badges
- 1 6'x30' exhibit table in a premium location

### Reception

The Inova Heart & Vascular 2016 Interventional Cardiology Symposium Welcome Reception on Friday, January 15 is open to all registered attendees. This is a chance to meet and network with attendees in an informal setting at the beginning of the program. IHVI will provide beverages and hors d'oeuvres.

**\$15,000 (One Available)**

- Verbal recognition during remarks
- Logo listed as reception sponsor for all promotional efforts (subject to print deadlines)
- Prominent signage onsite
- 5 complimentary registration badges
- 1 6'x30' exhibit table in a premium location

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## Interventional Cardiology Symposium

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### Exhibits

<b>Exhibit Hours</b>	Saturday, January 16   7:30 am – 4:45 pm
<b>Set Up</b>	Saturday, January 16   6:30 am – 7:30 am
<b>Break Down</b>	Saturday, January 16   4:30 pm – 5:30 pm
<b>Exhibit Hall</b>	Foyer and Salon II, Ritz Carlton, Tysons Corner
<b>Expected Attendees</b>	200 Physicians and Cardiology Professionals

#### ★★★GOLD EXHIBITOR

\$10,000

- 4 complimentary registration badges
- 1 6'x30' exhibit table in a premium location
- Logo in all promotional materials (subject to print deadlines)

#### ★★SILVER EXHIBITOR

\$5,000

- 3 complimentary registration badges
- 1 6'x30' exhibit table in a select location
- Logo in all promotional materials (subject to print deadlines)

#### ★BRONZE EXHIBITOR

\$2,500

- 2 complimentary registration badges
- 1 6'x30' table
- Company name in all promotional materials (subject to print deadlines)

# Interventional Cardiology Symposium

## Exhibit Policy and Terms

### Agreement to Terms, Conditions and Rules

The Exhibitor agrees to observe and abide by the Terms, Conditions and Rules set forth hereafter and by such additional Terms, Conditions and Rules made by Symposium Management for the efficient or safe operation of the Inova Heart and Vascular Institute 2016 Interventional Cardiology Symposium ("Symposium"), including, but not limited to the Inova Policy on Exhibiting at CME Conferences, and any correspondence from Symposium Management or its agent(s). The exhibiting company will be held responsible for the activities of its employees and any agents appointed on its behalf. It is the responsibility of the exhibiting company to disseminate the rules and regulations among its staff and affiliates. Each exhibitor shall be responsible for compliance with the Americans with Disabilities Act with regard to their booth space. If an exhibitor does not abide by the Rules and Regulations established by Symposium Management, the Exhibitor shall forfeit the amount paid for exhibit space and will be excluded from participation on the exhibit floor.

### Contracting Space and Payment

To secure exhibit space at the Inova Heart and Vascular Institute 2015 Advanced Heart Failure Symposium, a completed 2015 Exhibit Registration Form must be submitted along with 100% booth payment. It is the responsibility of the exhibitor to confirm that their form and payment have been received. After payment has been received and space has been approved, a confirmation of space assignment will be sent to the main contact as indicated on the application. Symposium Management reserves the right to accept or reject at its sole discretion any application to exhibit and to determine the eligibility of any proposed exhibit.

Company checks and credit cards (MasterCard, Visa, Discover or American Express) will be accepted for payment of exhibit space. All checks must be in U.S. funds, made payable to **Inova Health Care Services** (Tax ID: 54-0620889) and can be submitted via mail, email or fax to:

Rebecca Hanson  
Inova Heart and Vascular Institute  
4<sup>th</sup> Floor, Administration Office  
3300 Gallows Road, Falls Church, VA 22042  
Fax: 703-776-7425 | Email:rebecca.hanson@inova.org

### Cancellation of Exhibit Space

Organizations participating in the exhibition may cancel the lease of exhibit space via written notice. Cancellations received prior to December 16, 2015 will receive a refund of 50% of the total exhibit space fee paid. No refunds will be given after December 16, 2015.

### CME

Exhibitors are also held to the guidelines as presented below from the Inova Policy on Exhibiting at CME Conferences.

- Product specific advertising of any type is prohibited in CME educational activities.
- Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be identified as promotional and be kept separate from CME educational activities.
- Commercial promotional materials cannot be displayed or distributed in the educational space, nor placed in the educational venue immediately before, during or immediately after a CME educational activity.
- While in the space or place where the educational activity takes place, representatives of commercial interests may not engage in sales or promotional activities.
- Arrangements for commercial exhibits or advertisements will not influence planning or interfere with the presentation, nor will they be a condition of commercial support of CME activities.
- Advanced promotional materials for a CME activity that are not directly related to the transfer of education to the learner are not permitted. Educational materials that are part of a CME activity, such as slides and handouts, cannot contain any advertising or brand name or a product-group message.
- At all times during a CME activity, except when in the setting where the educational activity is occurring, the representatives of commercial supporters must wear a badge identifying his or her name and commercial sponsor. No specific product or equipment information may be worn. While in the setting where the educational activity takes place, the commercial representative must not wear any commercial identification, nor engage in any sales activities.
- The decision to access or to attend promotional activities must be made by the learner.
- Each person at a booth must be registered with the Inova Office of Continuing Medical Education.

### **Booth Representatives**

Exhibitor booth representatives shall be restricted to employees of the exhibiting companies who are actually working in the booth. Booth representatives must wear badge identification provided by Symposium Management at all times. Symposium Management may limit the number of booth representatives at any time.

### **Fire Protection**

Exhibitors must comply with all local fire regulations. Booth decorations must be flame-proofed, and all hangings must clear the floor. Electrical wiring must conform to all federal, state, and municipal government requirements. All door openings and aisles must be kept clear by order of the Fire Marshal. Exit signs, fire alarms and fire extinguishers must be visible at all times. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, Symposium Management reserves the right to cancel all or such part of the exhibit as may be irregular.

### **Floor Plan Modifications**

Symposium Management reserves the right to modify the floor plan to accommodate space sales and/or avoid conflict to relocate exhibit booth as necessary after consultation with exhibitors who are affected by the modification. Every effort to consider location of competitors and accommodate special requests will be made, but cannot be guaranteed.

### **Inability to Hold Symposium**

If, because of war, fire, strike, terrorist acts, exhibit facility construction or renovation project, government regulation, public catastrophe, act of God or the public enemy or other cause beyond the control of Symposium Management, the Symposium or any part thereof is prevented from being held, is cancelled by Symposium Management, or the Exhibit Space becomes unavailable, Symposium Management, in its sole discretion, shall determine and refund to the Exhibitor its proportionate share of the balance of the aggregate exhibit fees received which remains after deducting expenses incurred by Symposium Management, but in no case shall the amount of the refund to Exhibitor exceed the amount of the exhibit fee paid.

### **Indemnification**

The Exhibitor agrees to indemnify, defend and hold harmless Symposium Management, its officers, directors, agents, employees, and members (referred to as "INDEMNIFIED PARTIES") from and against any and all claims, demands, suits, liability, damages, loss, costs, attorneys' fees and expenses of whatever kind or nature, which result from, arise out of, or are connected with any acts, or failures to act, or negligence of the Exhibitor, or any of its officers, agents, employees, invitees or other representatives, including, but not limited to, claims of damage or loss resulting from the breach of these Terms, Conditions and Rules, or damage of any kind or nature arising out of or in connection with the Exhibitor's use and /or occupancy of Exhibit Space, and claims of damage or loss to any third party resulting from any infringement of a copyright or patent or the unauthorized use of a registered trademark. The Exhibitor further agrees that INDEMNIFIED PARTIES shall not be held liable for, and are released from liability for, any damage, loss, theft, harm or injury to the person or property of the Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. The Exhibitor is responsible and accountable for the actions of its staff and any appointed contractor or vendor.

### **Interpretation and Enforcement**

All information included in this Prospectus becomes a part of the contract between the Exhibitor and Symposium Management. These policies have been developed in the best interests of the Exhibitors as a whole. Management respectfully asks the full cooperation of all Exhibitors in observing these policies. All points not covered are subject to the decision of Symposium Management. Symposium Management shall have full power to interpret or amend these rules, and its decision is final. The Exhibitor agrees to abide by any rules or regulations that may hereafter be adopted. Exhibitors must make all personnel staffing an exhibit booth aware of all the rules, regulations and policies incorporated herein prior to the opening of exhibits.

### **Non-contracted Exhibit Space**

Apart from the specific display space for which an Exhibitor has contracted, no person, firm, or organization will be permitted to display or demonstrate products, processes, or services, solicit orders, or distribute advertising materials in the Fairmont or in any hotel (or its grounds) used by the Symposium to house meeting delegates without prior written approval from Symposium Management. Noncompliance with regulations will result in the prompt removal of the offending person and property from the premises.

### **Photography/Video Policy**

An exhibit booth and/or product(s) may be photographed or videotaped only with the expressed permission of the contracted Exhibitor of that booth.

### **Repair or Damages**

Nothing will be posted, tacked, nailed, screwed, or otherwise attached to the columns, walls, floor, ceiling, furniture, or other property of the Fairmont Hotel. The cost of repairing damage inflicted by the Exhibitor, its employees, representatives, or agents to the Fairmont Hotel will be billed to and must be paid for by the Exhibitor.

### **Restrictions**

Symposium Management reserves the right to restrict exhibits which, because of noise, method of operation, or any other reason, become objectionable or otherwise detract from, or are out of keeping with the character of the symposium as a whole. Symposium Management may forbid installation or request removal and/or discontinuation of any exhibit or promotion, which, if continued, departs substantially from the description given during advance approval.

# Interventional Cardiology Symposium

## Exhibit Application Form

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

Company Contact: \_\_\_\_\_

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

City, State, Zip Code: \_\_\_\_\_

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

### Exhibit Package and Payment

Non CME Session (6 badges)       Reception (5 badges)  
\$20,000      \$15,000

Gold (4 badges)       Silver (3 badges)       Bronze (2 badges)  
\$10,000      \$5000      \$2500

Check | Payable to: Inova Health Care Services | Mail to: Rebecca Hanson, Inova Heart and Vascular Institute  
3300 Gallows Rd, 4<sup>th</sup> Floor, Administration Office  
Falls Church, VA 22042

Credit Card |  Visa       MasterCard       Discover       American Express

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Cardholder Billing Address \_\_\_\_\_

Signature \_\_\_\_\_

### On-Site Representatives

Please enter contact information as you would like it to appear on the badges. Email addresses will be used to confirm logistics.

1. Name: \_\_\_\_\_ Email: \_\_\_\_\_

2. Name: \_\_\_\_\_ Email: \_\_\_\_\_

3. Name: \_\_\_\_\_ Email: \_\_\_\_\_

4. Name: \_\_\_\_\_ Email: \_\_\_\_\_

5. Name: \_\_\_\_\_ Email: \_\_\_\_\_

6. Name: \_\_\_\_\_ Email: \_\_\_\_\_

By my signature, my company acknowledges that we have received and agree to the terms of Inova's policy regarding exhibits at CME events.

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