



### **GENERAL EXHIBITION INFORMATION**

**SPACE ASSIGNMENT AND RENTAL FEE**                      \$4,750 USD per 10x10 booth, \$19,000 USD per 20x20 booth

Your exhibit fee includes the following:

- Pipe & Drape booth space
- Daily aisle cleaning
- Two exhibitor badges
- Listing on ISMICS website
- Program Book listing

Space assignment is based on the order of application receipt. If two applications are received at the same time, priority will be given to sponsors of the meeting. Space will be assigned and confirmed after March 5, 2012.

*Exhibit space maximum of two spaces are allowed per non-sponsoring exhibitor.*

### **EXHIBIT DATES AND HOURS\***

Wednesday, 30 May, 2012	5:00 – 7:00 p.m.	Includes Welcome Reception
Thursday, 31 May, 2012	7:30 – 11:00 a.m.	Includes Continental Breakfast, and Coffee Breaks
	2:00 – 6:00 p.m.	Includes Exhibit Hall Reception from 17.00 – 18.00
Friday, 1 June, 2012	7:00 – 10:30 a.m.	Includes Continental Breakfast, and Coffee Breaks.
	1:30 – 4:00 p.m.	

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

### **LOCATION OF EXHIBITS**

The exhibits will be located in Diamond 1-4, adjacent to the Scientific Sessions which are located in Diamond 5-10.

*Simulation Suite spaces are available – see Sponsorship Opportunities for details.*

### **ADDITIONAL MEETING REGISTRATION BADGES**

Each exhibit space includes 2 registrations for your company. You may register additional industry personnel at the discounted price of \$250 per badge. Industry registration includes Scientific Sessions, Welcome Reception on Wednesday, Exhibit Hall Reception on Thursday Evening, Attendee Reception on Friday evening, Continental Breakfast, and morning and afternoon Coffee Breaks.

### **APPLICATION AND DEPOSIT**

Your exhibitor application must be accompanied by 50% of the contracted space in order to reserve space and must be received by 16 January, 2012. The balance of the contracted space must be paid in full by 5 March, 2012. Credit card information or checks (in U.S. funds only) should be sent to:

ISMICS - Attn: Jennifer Gecawicz  
 500 Cummings Center – Suite 4550  
 Beverly, MA 01915  
 Fax: +1.978.524.0461

For more information regarding **Exhibiting**, please contact **Yvonne Grunebaum**  
[ygrunebaum@prri.com](mailto:ygrunebaum@prri.com) or +1.978.927.8330

## SUPPORT AND EXHIBITOR GUIDELINES

### GENERAL

All matters and questions not covered by the regulations are subject to the decision of ISMICS. "The Society" or "ISMICS" shall mean the International Society for Minimally Invasive Cardiothoracic Surgery, its committees, agents or employees acting for the management of the Scientific Meeting and Exhibition.

### NATURE OF EXHIBITION

The ISMICS 2012 Annual Scientific Meeting includes a scientific exhibit designed to provide a showcase of products and services either specifically designed for, or customarily used in, purchasing or delivery of healthcare products.

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

### TERMS IN CASE OF DEFAULT

If any exhibitor or partner fails to pay, when due, any sum agreed upon, or if any exhibitor or sponsors fails to meet any term or condition of the application, or fails to observe and abide by these Rules & Regulations, ISMICS reserves the right to terminate the contract immediately without refund of any monies previously paid. In any case, no refunds will be made on or after March 5, 2012.

### SPECIAL NEEDS

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



### ENTERTAINMENT AND PRIVATE MEETINGS

**ISMICS controls all function space at the Marriott LA Live during the dates of the Annual Scientific Meeting.**

Forms are available to rent rooms for company meetings, events and industry symposia in this prospectus. These events may only be held during designated times and will be charged a fee regardless if event is held onsite or offsite. The Company assumes full responsibility for property damage, personal injury or death to any party, by reason of occurrences at or related to any such functions conducted by it. Signage and promotion will be allowed only in ISMICS designated areas and must be approved by ISMICS staff prior to display.

### EXHIBIT SERVICE KIT

The Service Kit will be available online after March 5<sup>th</sup> and will provide you with complete information regarding:

- shipping
- furniture rental
- utility services
- personnel registration
- pre-registration mailing labels
- product description requirements
- hands on demonstration session requirements
- hotel reservations

and any additional information needed during installation, exhibiting and dismantling of your exhibit.

### CHANGES

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

### PRELIMINARY PROGRAM

The ISMICS Preliminary Program will be posted on the ISMICS website by February 2012.

## ALLIED EVENTS

### DESCRIPTION

Allied events include any type of function of five or more people. This includes investigator meetings, focus groups, committee meetings, dinner meetings (offsite/onsite), staff meetings or hospitality rooms. Function space for allied events has been reserved at the Marriott LA Live. Functions must be scheduled so as not to conflict with the official ISMICS program. Please refer below to determine the type of function you intend to hold and the corresponding pricing:

	<u>INDUSTRY</u>	<u>NON PROFIT</u>
<u>Investigator's Meeting</u>	\$ 2500	\$ 250
<u>Focus Group</u>	\$ 2500	\$ 250
<u>Offsite/Onsite Dinner Meetings</u>	\$ 1000	
<u>Hospitality Room</u>	\$ 1,000 / per day	\$ 250
<u>Staff Meeting</u>	\$ 750	\$ 250
<u>Staff Office*</u>	\$ 200	\$ 200

\*(for duration of program , limited to 500 s.f.)

### These functions may take place during the following times only\*

Tues. 29 May, 2012	All Day
Wed. 30 May, 2012	After 7:00 p.m.
Thurs. 31 May, 2012	After 6:30 p.m.