



INDUSTRY PROSPECTUS

30 May - 2, June 2012

JW Marriott Los Angeles at L.A. Live

Los Angeles, CA

www.ismics.org



Dear ISMICS Industry Supporter:

As the 2011-2012 President of ISMICS, it is my privilege to be working with our leadership and staff preparing the organization for its next Annual Scientific Congress taking place 30 May - 2 June, 2012 at the JW Marriott LA Live Hotel in Los Angeles, CA.

Building upon the success of our previous meetings, we will be designing a comprehensive and diverse scientific educational program for Los Angeles. Our Program Committee Co-Chairs for this year are Johannes Bonatti, Anson Cheung, and Cliff K. C. Choong. The numerous scientific sessions at the ISMICS Annual Meeting focus on the clinical execution of innovation and its results, and we strive to proactively highlight projects and new concepts that will define the future of cardiac, vascular, and thoracic surgery.

With the excellent attendance from this past year's meeting in Washington DC, which drew in a significant number of surgeons, the worldwide circulation of our Consensus Statements, and the positive growth of our Journal *Innovations*, our position as the leading international forum for cardiothoracic techniques and technology has never been stronger.

I hope that you and other associates from your company will participate in our program in Los Angeles. As always, we are offering numerous mediums for presentation of your products and innovations. I, along with the ISMICS Board of Directors, also encourage you to share ideas on how ISMICS options for industry participation can be enhanced beyond the supported symposia and other similar type presentations. Design your strategy and allow ISMICS to be a part of your success.

I look forward to seeing you in Los Angeles.

John L Knight, M.D.
President, ISMICS

ABOUT THE SOCIETY

The International Society for Minimally Invasive Cardiothoracic Surgery (ISMICS) was established in 1997 in order to enhance, promote and support research and education related to the field of minimally invasive cardiothoracic surgery. The Annual Scientific Meeting is the leading gathering of the most respected surgeons in the world committed to the development of less invasive cardiothoracic, thoracic, and cardiovascular surgery techniques. For more information please visit the ISMICS website at www.ismics.org or call the administrative offices at +1-978-927-8330

DEMOGRAPHICS of the ISMICS Annual Meeting

Professional Registration by year:

Year	Total
2004	509
2005	581
2006	456
2007	427
2008	460
2009	471
2010	600
2011	474

2011 Professional Registration by type:

Physician	73%
Allied Health Professional	8%
Resident	16%
Non-Exhibiting Industry	3%
International	60%
Domestic (N. American)	40%

BENEFITS OF PARTICIPATION

- ✓ Interact directly with physicians practicing across the whole spectrum of cardiothoracic and thoracic surgery.
- ✓ Gain exposure to physicians dedicated to advancing minimally invasive cardiac, thoracic, and cardiovascular surgical techniques.
- ✓ Be involved in a meeting with cutting-edge programming by pioneers in new techniques and technology.
- ✓ Have the opportunity to gain further company visibility through a variety of industry sponsorships.
- ✓ Highlight your company's products that correspond with ISMICS' scientific programming covering the latest techniques and technology.

2011 INDUSTRY SUPPORTERS

Platinum

MAQUET Cardiovascular

Silver

St. Jude Medical

Gold

Medtronic, Inc.

Contributors

AtriCure, Inc.
Estech

PREVIOUS ISMICS EXHIBITORS

Abbott Vascular
ABIOMED, Inc.
Acute Innovations
Aesculap AG
Alsios Corporation
AtriCure, Inc.
Axcan Pharma, Inc.
Baxter Healthcare
Biomet Microfixation
Cardica
Cardima
Cardiogenesis Corp.
CardioNet
Cormatrix Cardiovascular, Inc.
Covidien

CryoLife
Delacroix Chevalier
Dendrite Clinical Systems
Edwards Lifesciences
ESTECH Cardiac Surgery Specialists
Ethicon Endo-Surgery
Fehling Surgical Instruments, Inc.
Fumedica Medizintechnik
Geister Medizintechnik GmbH
Genesee BioMedical, Inc.
I-Flow Corporation
Innovative Medical Technologies
International College of
Robotic Surgery
Intuitive Surgical, Inc.

ISIS Services, LLC
Johnson & Johnson
JOTEC GmbH
Karl Storz Endoscopy-America, Inc.
KLS Martin, LP
Landanger SA
Lippincott Williams & Wilkins
LSI Solutions
MAQUET Cardiovascular
Medi-stim ASA
Medtronic Inc.
MiCardia Corporation
nContact Surgical, Inc.
Novadaq Technologies, Inc.
Peters Surgical

Philips Medical Systems
Pluromed
Scanlan International, Inc.
Siemens AG
Smartcanula Ltd.
Sorin Group
St. Jude Medical
Viking Systems, Inc.
Vitalitec
Wexler Surgical Supplies

PROMOTIONAL SUPPORT OPPORTUNITIES

PREMIER PLATINUM \$50,000

Premier Platinum Level is an exclusive level and includes:

- Recognition and signage for Premier Platinum Level Support
- Industry Symposium (food and beverage and additional audio visual not included)
- 1 10 x 10 Exhibit space
- Six (6) full meeting registrations for members of your company
- Hotel Key card sponsorship
- Meeting Bag sponsorship
- Onsite Signage sponsorship
- Back Cover 4- color ad in the ISMICS Insider
- Company logo and description in the program guide
- Pre-registration and final registration mailing labels (one time use only)
- Sponsor ribbons for your booth personnel

PLATINUM \$25,000

- Recognition and signage for Platinum Level Support
- Industry Symposium (food and beverage and additional audio visual not included)
- 1 10 x 10 Exhibit space
- Four (4) full convention registrations for members of your company
- Inside Cover 4- color ad in the ISMICS Insider
- Company logo and description in the program guide
- Pre-registration and final registration mailing labels (one time use only)
- Sponsor ribbons for your booth personnel

GOLD \$15,000

Gold Level includes:

- Recognition and signage for Gold Level Support
- Breakfast Symposium (food and beverage and additional audio visual not included)
- 1 Exhibit space
- Two (2) full convention registrations for members of your company
- Full Page 4-color ad in the ISMICS Insider
- Company logo and description in the program guide
- Pre-registration and final registration mailing labels (one time use only)
- Sponsor ribbons for your booth personnel.

SILVER \$10,000

- Sponsor name and logo on signage with other Silver and Bronze Sponsors in high traffic area
- Breakfast Symposium (food and beverage and additional audio visual not included)
- One (1) full convention registration
- Full Page 4-color ad in the ISMICS Insider
- Company logo and description in the program guide
- Pre-registration and final participant list (one time use only)
- Sponsor ribbons for your booth personnel

BRONZE \$7,500

- Sponsor name and logo on signage with other Silver and Bronze Sponsors in high traffic area
- Breakfast Symposium (food and beverage and additional audio visual not included)
- One (1) full convention registration
- Company logo and description in the program guide
- Pre-registration and final participant list (one time use only)
- Sponsor ribbons for your booth personnel

MARKETING SUPPORT OPPORTUNITIES

INDUSTRY SUPPORTED SYMPOSIA \$ 7,500 USD Breakfast, \$15,000 USD Luncheon, \$17,500 USD Dinner

Take advantage of this educational opportunity to reach a targeted audience of ISMICS members and guest physicians. Function space has been reserved for 75 - 100 people per session. **This year, two Dinner Symposia slots will be offered.** A basic audio visual package will be provided to each Symposium Supporter. Food and beverage are your responsibility to arrange and fund. Please fill out the enclosed Symposia Request Form.

LATE BREAKING NEWS \$7,500 USD

This session offers an opportunity to introduce trial results, new products or other key briefing information regarding your company. This is a key podium opportunity to present the latest results to the entire ISMICS audience.

INTERNET / CME STATION \$12,000 USD

The ISMICS Internet / CME Station will offer attendees quick access to the internet and an area to access and answer the post session surveys in order to secure CME credits and certificates of attendance. There are six stations available for your message/logo on the screensaver.

HOTEL KEY CARDS \$7,500 USD

Every attendee staying at the Marriott LA Live will have your message prominently displayed on their room key. Use it to promote a product or drive traffic to your booth.

ISMICS HOTEL CHANNEL \$7,500 USD

The hotel channel will be available for a scientific DVD presentation. Your company may present a 15-20 minute DVD presentation that will be shown on a continuous loop on the hotel convention channel 30 May - 2 June 2012. ISMICS must receive your DVD no later than 2 May 2012.

ONSITE SIGNAGE \$10,000 USD

All hard bound ISMICS informational signs that are posted onsite during the Annual Meeting will contain your company logo showing your support of the Society.

SIMULATION SUITES FOR HANDS-ON TRAINING \$7,500 USD

In response to attendee requests for more hands-on training opportunities, ISMICS is offering Simulation Suites in the Exhibit Hall adjacent to the scientific session room, which will be open during all Exhibit Hall hours including the Coffee Breaks/Dedicated Hand-On Time (no competing scientific programming). Each space is approximately 10' X 12' and ISMICS will maintain online sign-up sheets prior to the meeting, as well as onsite sheets for specific training times.

CONTACT ISMICS FOR MORE INFORMATION

For more information regarding **Marketing Support**, please contact **Stan Alger**
salger@prri.com or +1-978-927-8330 for further assistance.

Remit all Forms to Jennifer Gecawicz

jgecawicz@prri.com or via fax to +1-978-524-0461



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 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 5th 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.

ANNUAL SCIENTIFIC MEETING EXHIBIT SPACE APPLICATION

ISMICS Annual Scientific Meeting
May 30 – June 2, 2012 • Los Angeles, CA

Please complete all sections of this application and either type or print in each section. Sign and return both sides either with a check payable in US Dollars to ISMICS, 500 Cummings Center, Suite 4550, Beverly, MA 01915, USA or fax both sides with a credit card number to +1-978.524.0461. A 50% deposit of the total commitment due is due on 16 January, 2012. On or after 5 March, 2012 payment in full of the total commitment is due. Confirmations and space assignments will be sent after 5 March, 2012. All financial transactions including payments and refunds are in US Dollars.

CONTACT INFORMATION

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

Title

Telephone number

Fax number

Email address

Company Name

Street Address

City/State/Zip/Country

Web Address

EXHIBIT SPACE

of 10x10 booths _____ x \$4,750 = \$ _____

of island booths _____ x \$19,000 = \$ _____

Exhibit Space Preference:

1st Choice: _____ 2nd _____ 3rd _____ 4th _____

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

We would like to be near

We would not like to be near

PAYMENT METHOD Check amount enclosed: \$ _____
(US banks only)

CREDIT CARD American Express MasterCard Visa
Amount to be charged: \$ _____

Credit Card Number

Expiration Date

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

Name as it appears on credit card

Cardholder's Signature

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

If billing address is not the same please enter below.

Company Name

Street Address

City/State/Postal Code /Country

WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS SET FORTH IN THE PROSPECTUS AND THIS APPLICATION (FRONT AND BACK). ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT. CONFIRMATION WILL BE SENT ON OR AFTER March 5, 2012.

AUTHORIZED SIGNATURE

PRINT NAME

TITLE

FOR ISMICS USE ONLY

Date received: _____ Total amt due: \$ _____ Amt received: \$ _____ Accepted by: _____ ID #: _____

50% by 16 Jan 2012 \$ _____ PIF by 5 March, 2012 \$ _____

Space Assignment: _____ Date assigned: _____ New space assignment: _____ Date assigned: _____

**CONTACT INFORMATION
QUESTIONS:**

Yvonne Grunebaum, Director of Industry Relations
ygrunebaum@prri.com or +1.978.927.8330

REMIT APPLICATION TO:

Jennifer Gecawicz
jgecawicz@prri.com or via fax to +1.978.524.0461

ISMICS 2012 ANNUAL SCIENTIFIC MEETING ♦ 30 May –2 June, 2012 • Los Angeles, CA

The International Society for Minimally Invasive Cardiothoracic Surgery and its authorized representatives are hereinafter referred to as "Show Management."

1. PAYMENT AND REFUNDS. 50% of the total unit fee is due no later than January 16, 2012. 100% of the total commitment due must be paid by March 5, 2012. Applications submitted after March 5, 2012 must be accompanied by payment IN FULL. Applications received without such payment will not be processed nor will space assignments be made.

If Show Management receives a written request for cancellation of space in whole or in part on or before March 5, 2012, the exhibitor will be liable for a 25% processing fee. For cancellations in whole or in part received after March 5, 2012, no refunds will be issued.

It is expressly agreed by the exhibitor that in the event he fails to pay the space rental at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning his use of exhibit space, Show Management shall have the right to reassign the booth location shown on the face of the contract or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid by him for his space reservation, regardless of whether or not the Show Management enters into a further lease for the space involved.

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

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

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

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

6. ARRANGEMENT OF EXHIBITS. Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition.

Exhibitor Plan Review. Booth construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exposition.

7. EXHIBITS & PUBLIC POLICY. Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them. All booth decorations including carpeting must be flame-proofed and all hangings must clear the floor. Electrical wiring must conform with the German 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 German guidelines. All exhibitor labor must comply with established labor jurisdictions.

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

9. OPERATION OF DISPLAYS. Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, are determined by Show Management to be objectionable to the successful conduct of the exposition as a whole. Use of so-called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

Direct Sales. No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery.

Contests, Drawings & Lotteries. All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the exposition.

Literature Distribution. All demonstrations or other activities must be confined to the limits of the exhibitor's booth space. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

Gaseous and Cryogenic Materials. Exhibitor must work directly with the Hotel on proper delivery and storage of dewars or other containers and proper transfer of gases for cryogenic and/or other purposes. ISMICS must also be notified of such materials before 5 March 2012.

Live Animals. Live animals are prohibited.

Models. Booth representatives, including models or demonstrators, must be properly and modestly clothed. Excessively revealing attire is prohibited.

Sound. Exhibits which include the operation of musical instruments, radios, sound projection equipment, public address systems or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens.

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

11. LIABILITY AND INSURANCE. Exhibitor agrees to pay for any damage to the hotel that occurs while the Exhibitor is using it. The Exhibitor will not be responsible, however, for ordinary wear and tear or for damage that can show was caused by persons other than the Exhibitor.

12. INDEMNIFICATION. Each party to this agreement shall, to the extent not covered by the indemnified party's insurance, indemnify, defend, and hold harmless the other party and its officers, directors, agents, employees, and owners from and against any and all demands, claims, damages to persons or property, losses, and liabilities, including reasonable attorneys' fees (collectively, "Claims"), arising solely out of or solely caused by the indemnifying party's negligence or willful misconduct in connection with the provision and use of Hotel as contemplated by this agreement. This paragraph shall not waive any statutory limitations of liability available to either party, including innkeepers' limitation of liability laws, nor shall it waive any defenses either party may have with respect to any Claim.

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

14. OTHER REGULATIONS. Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management.

SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATION, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.

DATE

AUTHORIZED SIGNATURE

TITLE

SYMPOSIUM REQUEST APPLICATION

CONTACT INFORMATION

QUESTIONS:

Stan Alger (Director of Marketing/Development)
salger@prri.com or +1.978.927.8330 (Phone)

REMIT APPLICATION TO:

Jennifer Gecawicz
jgecawicz@prri.com or via fax to +1.978.524.0461

EXACT TITLE OF SYMPOSIUM: _____

COMPANY: _____

CONTACT: _____ TITLE: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP/CODE: _____ COUNTRY: _____

TELEPHONE: _____ FAX: _____ EMAIL: _____

TARGET AUDIENCE: _____

BRIEF DESCRIPTION OF EVENT: _____

REQUESTED DAY/DATE OF THE MEETING

THURSDAY MAY 31

FRIDAY JUNE 1

SATURDAY JUNE 2

BREAKFAST
FEE: \$7,500

BREAKFAST
FEE: \$7,500

BREAKFAST
FEE: \$7,500

LUNCHEON
FEE: \$15,000

LUNCHEON
FEE: \$15,000

DINNER
Fee: \$17,500 (ONLY TWO DINNER SYMPOSIA WILL BE OFFERED)

Please Note: Once space has been assigned and confirmed by ISMICS you will be put in direct contact with a catering representative. Catering, any special set fees, AV, electrical/ telecommunications and labor are not included in the fee. Each company is responsible for all charges to the Facility.

PAYMENT INFORMATION

PAYMENT METHOD FEE DUE: \$ _____

Check amount enclosed: \$ _____

CREDIT CARD   

Amount to be charged: \$ _____

Credit Card Number

Expiration Date

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

Name as it appears on credit card

Cardholder's Signature

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

If billing address is not the same please enter below.

Company Name

Street Address

City/State/Postal Code /Country

FOR ISMICS USE ONLY

Date Received: _____

Confirmation Sent: _____

Payment Received and Entered: _____

PROMOTIONAL SUPPORT OPPORTUNITIES REQUEST FORM

CONTACT INFORMATION

QUESTIONS: **Stan Alger** (Director of Marketing/Development)
salger@prri.com or +1.978.927.8330 (Phone)

REMIT FORM TO: **Jennifer Gecawicz**
jgecawicz@prri.com or via fax to +1.978.524.0461

Once ISMICS receives your Support Request Form you will be notified regarding approval of your request and to confirm the appropriate next steps. Please indicate your interests below:

Exhibitor/Supporter	Contact/Title				
Address	City	State	Zip	Country	
Phone	Fax	Email			

- | | |
|---|--------------|
| <input type="checkbox"/> PREMIER PLATINUM LEVEL | \$50,000 USD |
| <input type="checkbox"/> PLATINUM LEVEL | \$25,000 USD |
| <input type="checkbox"/> GOLD LEVEL | \$15,000 USD |
| <input type="checkbox"/> SILVER LEVEL | \$10,000 USD |
| <input type="checkbox"/> BRONZE LEVEL | \$7,500 USD |

Complete form & return to:

ISMICS
 Jennifer Gecawicz
 Exhibits Coordinator
 500 Cummings Center, Suite 4550,
 Beverly, MA 01915 USA
 Phone: +1.978.927.8330
 Fax: +1.978.524.0461
jgecawicz@prri.com

PAYMENT INFORMATION FEE DUE: \$ _____ Check amount enclosed: \$ _____

CREDIT CARD **Amount to be charged: \$ _____**

Credit Card Number	Expiration Date	Security Code (3 digits on front or back of card)
Name as it appears on credit card	Cardholder's Signature	

Please check if credit card billing address is same as contact information at the top of the form.
 If billing address is not the same please enter below.

Company Name	Street Address	City/State/Postal Code /Country
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FOR ISMICS USE ONLY: Date Received: _____ Confirmation Sent: _____ Payment Received & Entered: _____

MARKETING SUPPORT OPPORTUNITIES REQUEST FORM

*This form must be completed and returned for all marketing support opportunities except Symposia.
For Symposia please use the Symposium Request Application.*

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- | | |
|--|--------------|
| <input type="checkbox"/> SIMULATION SUITE | \$7,500 USD |
| <input type="checkbox"/> LATE BREAKING NEWS SUPPORT* | \$7,500 USD |
| <input type="checkbox"/> INTERNET / CME CENTER* | \$12,000 USD |
| <input type="checkbox"/> ISMICS HOTEL CHANNEL* | \$7,500 USD |
| <input type="checkbox"/> HOTEL KEY CARDS* | \$7,500 USD |
| <input type="checkbox"/> ONSITE SIGNAGE* | \$10,000 USD |

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Beverly, MA 01915 USA
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Fax: +1.978.524.0461
jgecawicz@prri.com

PAYMENT INFORMATION		FEE DUE: \$ _____	<input type="checkbox"/> Check amount enclosed: \$ _____
CREDIT CARD <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Amount to be charged: \$ _____	
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ALLIED EVENT REQUEST APPLICATION

By signing this application, company agrees to follow all guidelines set forth in the prospectus.

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Sponsoring Company Name Contact Name

Address Country
City Zip
State

Phone Email
Fax

Date of Proposed Event: _____ Expected Attendance: _____

Brief Description of event:

ROOM SET

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

FUNCTION TYPE

- | | INDUSTRY | NON PROFIT |
|---|-------------------------------------|--------------------------------|
| <input type="checkbox"/> Investigator's Meeting | <input type="checkbox"/> \$ 2500 | <input type="checkbox"/> \$250 |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> \$ 2500 | <input type="checkbox"/> \$250 |
| <input type="checkbox"/> Dinner Meeting | <input type="checkbox"/> \$ 1000 | |
| <input type="checkbox"/> Onsite <input type="checkbox"/> Offsite | | |
| <input type="checkbox"/> Committee Meeting | | <input type="checkbox"/> \$250 |
| <input type="checkbox"/> Hospitality | <input type="checkbox"/> \$1000/DAY | <input type="checkbox"/> \$250 |
| <input type="checkbox"/> Staff Meeting | <input type="checkbox"/> \$ 750 | <input type="checkbox"/> \$250 |
| <input type="checkbox"/> Staff Office* | <input type="checkbox"/> \$ 200 | <input type="checkbox"/> \$200 |

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

Once space has been assigned and confirmed by ISMICS 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.

Signature Date

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 If billing address is not the same please enter below.

Company Name Street Address City/State/Postal Code /Country

<p><u>Complete & return to:</u> ISMICS Jennifer Gecawicz / Exhibits Coordinator 500 Cummings Center, Suite 4550, Beverly, MA 01915 USA Phone: +1.978.927.8330 Fax: +1-978.524.0461 jgecawicz@prri.com</p>	<p><u>For office use only:</u></p> <p>Location: _____</p> <p>Confirmed: _____</p> <p>Date: _____</p>
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