



37TH ANNUAL MEETING

APRIL

& SCIENTIFIC SESSIONS

5-8

MANCHESTER GRAND HYATT SAN DIEGO

2017

ISHLT 2017 PROMOTIONAL AND MARKETING OPPORTUNITIES

ISHLT offers the following marketing and promotional support opportunities in conjunction with the 2017 Annual Meeting:

- ◆ **Exhibition Space** - Priced according to booth size and configuration; See Exhibitor Prospectus.
- ◆ **Corporate Event** - A Corporate Event is **any activity** (staff meeting, sales meeting, press conference, symposium, seminar, workshop, dinner, reception, investigator meeting, advisory board meeting, marketing event, etc.) which is funded, organized, or offered by any for-profit commercial organization and held in the San Diego, CA Metropolitan area between and including Monday, April 3 and Saturday April 8, 2017. Companies wishing to conduct a Corporate Event must submit the **Corporate Event Application Form** (see page 7) to ISHLT for approval. A listing of all Class B and C Corporate Events which have been approved by February 1, 2017 will be included in the printed Pocket Guide and the mobile app, to include the event name, company name, date, time, and location as listed in the application.
- ◆ **Industry Theater Session** – An Industry Theater Session is an excellent opportunity for **exhibiting companies** to expand upon their exhibit presence by providing attendees with clinical updates and information on current therapies and products in meeting space adjacent to the exhibit hall. These sessions are a great way to increase the attendees' level of interaction and engagement with your company. Only companies exhibiting at the ISHLT 2017 Annual Meeting may conduct an Industry Theater Session. Companies wishing to conduct an Industry Theater Session must submit the **Industry Theater Session Application Form** (see page 8) to ISHLT for approval. A listing of all Industry Theater Sessions which have been approved by February 1, 2017 will be included in the printed Pocket Guide and the mobile app, to include the event name, company name, date, time, and location as listed in the application.
- ◆ **Mobile Meeting App (\$25,000)** – Loved by our meeting attendees, this includes your logo and artwork on the landing page and your banner on the home page. ISHLT must approve all artwork in advance
- ◆ **Delegate Bags (\$20,000)** – In high demand by meeting attendees, this includes the bag and your logo on one side distributed from the ISHLT Registration Desk to all Annual Meeting delegates
- ◆ **Badge Lanyards (\$20,000)** - Includes lanyard production with your company name on both sides of the lanyards. Lanyards are distributed to all 4000+ Annual Meeting and Academy registrants
- ◆ **WIFI Access for Delegates (\$20,000)** - Also a perennial favorite with delegates, this includes your logo and artwork on the sign-in page. ISHLT must approve all artwork in advance
- ◆ **Hotel Key Cards (\$20,000)** - This includes 3000 hotel room key cards with your company logo/message/ booth number/etc. prominently displayed in 4-color artwork on one or both sides. These will be provided to all ISHLT meeting attendees checking in at the Manchester Grand Hyatt Hotel San Diego during the Annual Meeting. ISHLT must approve the artwork in advance.
- ◆ **Full page Advertisement in Printed Program Pocket Guide (\$10,000-\$15,000)** - Take advantage of 4-color advertising to get your company name in front of our delegates; Advertising production costs are the responsibility of the company (**\$10,000** for inside front cover or inside back cover; **\$15,000** for outside back cover). ISHLT must approve the advertisement in advance.



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- ◆ **Daily Conference Coverage eNewsletter (\$10,000)** - Take advantage of 4-color advertising to get your company name in front of our delegates; Includes your banner advertisement (provided by you) on the front page of the daily newsletter; Distributed to all delegates via the mobile app and to all ISHLT members via the ISHLT web site; Includes 4 issues: Wednesday-Saturday
- ◆ **Speaker Ready Room (\$10,000)** - This is an excellent way to get your name in front of this group of thought-leaders in the profession. Visited by over 750 presenters during the course of the meeting, this includes a sign at the entrance with your company name and logo as well as your company logo as the background/screen saver on all of the speaker-ready room computers
- ◆ **Conference Recordings (\$10,000)** - All of the oral presentations at the ISHLT meeting will be recorded and made available online for 12 months after the meeting. Your logo and acknowledgment of your support will be included on the landing page of the online conference recording access site
- ◆ **Private Office (\$10,000)** - Perfect for additional conference space outside of your booth or space for staff meetings/breaks, we have a limited number of rooms that can be used as consult/private offices. All room set, food, beverage, AV, etc. arrangements and costs are the responsibility of the company and must be made directly with the hotel once a room has been assigned by ISHLT. Includes 24-hour access to the room Tuesday 7 am through Friday 10 pm. Size is approximately 600 square feet. Meetings with medical professionals are limited to a maximum of 5 medical professionals at a time
- ◆ **Online ePoster Viewer (\$7,500)** – The ePoster Viewer gives oral and poster presenters the ability to create an online version of their poster presentation and allows ISHLT delegates and members to view the posters online before, during and after the event. The ePoster Viewer allows poster content to live outside of the poster hall – enabling people who did not have the opportunity to see the poster at the meeting or weren't able to attend the meeting to learn from it afterwards at their leisure. Includes logo-branding on the online ePoster sign-in page. ISHLT must approve all artwork in advance.
- ◆ **Hotel Door Drop (\$3,000)** - This provides your company with the opportunity to reach all delegates staying in the Manchester Grand Hyatt San Diego Hotel via an under-the-door or in-room door drop. All arrangements and costs for the production and distribution of the door drop material are your responsibility and subject to the hotel's policies and pricing (\$3.50 - \$5.00 per piece; approximately 1500 rooms). ISHLT must approve all door drops in advance. Event announcements and/or invitations must include the following text placed prominently and printed in a size large enough to be easily read: **"This is an independent event and is not an official part of the ISHLT Annual Meeting and Scientific Sessions. Last date for ordering a door drop: March 20, 2017.**

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ISHLT 2017 PROMOTIONAL AND MARKETING OPPORTUNITIES (CONTINUED FROM PRIOR PAGE)

- ◆ **Delegate Bag Insert (\$3,000)** – This includes one piece placed in the ISHLT delegate bags and distributed to all delegates; Limited to 8.5" x 11" maximum size; Costs to produce and deliver the piece to the ISHLT meeting venue are the responsibility of the company; ISHLT must approve all delegate bag inserts prior to printing; pieces larger than one page may entail an additional fee. Event announcements and/or invitations must include the following text placed prominently and printed in a size large enough to be easily read: **"This is an independent event and is not an official part of the ISHLT Annual Meeting and Scientific Sessions.** Last date for ordering a delegate bag insert: March 20, 2017. Inserts must be delivered to the GES Advance Shipping Warehouse (see exhibitor service manual for address). All advance shipments must be received between Wednesday, March 1 and Thursday, March 30

- ◆ **Email Blast (\$1,500)** – This includes one email blast to all pre-registrants of the ISHLT Annual Meeting. Perfect for notifying ISHLT delegates in advance of the products you will be displaying or about corporate events/industry theaters you will be conducting; ISHLT must approve your email in advance. Event announcements and/or invitations must include the following text placed prominently and printed in a size large enough to be easily read: **"This is an independent event and is not an official part of the ISHLT Annual Meeting and Scientific Sessions.** Last date for ordering an eblast: March 20, 2017; Last date for eblast delivery: March 27, 2017

- ◆ **Pre-registrant Mailing Labels (\$500)** - Electronic mailing labels will be provided to your mailhouse for one-time use; ISHLT must approve your mailing in advance. Event announcements and/or invitations must include the following text placed prominently and printed in a size large enough to be easily read: **"This is an independent event and is not an official part of the ISHLT Annual Meeting and Scientific Sessions.** Last date for ordering mailing labels: March 20, 2017; Last date for eblast delivery: March 27, 2017

ISHLT 2017 PROMOTIONAL AND MARKETING OPPORTUNITIES

ORDER FORM

Today's Date: _____ Your Name: _____

Your Phone #: _____ Your Email Address: _____

Company Name: _____

Company Mailing Address: _____

City _____ State _____ Post Code _____ Country _____

Please check below the promotional items you wish to order:

- | | | | |
|--|----------|--|----------|
| <input type="checkbox"/> Mobile Meeting App | \$25,000 | <input type="checkbox"/> WIFI Access for Delegates | \$20,000 |
| <input type="checkbox"/> Badge Lanyards | \$20,000 | <input type="checkbox"/> Delegate Bags | \$20,000 |
| <input type="checkbox"/> Hotel Key Cards | \$20,000 | <input type="checkbox"/> Conference eNewsletter | \$10,000 |
| <input type="checkbox"/> Speaker Ready Room | \$10,000 | <input type="checkbox"/> Conference Recordings | \$10,000 |
| <input type="checkbox"/> Private Office (Wed-Friday) | \$10,000 | <input type="checkbox"/> Online ePoster Viewer | \$7,500 |
| <input type="checkbox"/> Final Program Ad
inside front or back cover | \$10,000 | <input type="checkbox"/> Final Program Ad
outside back cover | \$15,000 |
| <input type="checkbox"/> Delegate Bag Insert | \$3,000 | <input type="checkbox"/> Hotel Door Drop | \$3,000 |
| <input type="checkbox"/> Email Blast to pre-registrants | \$1,500 | <input type="checkbox"/> Mailing labels of pre-registrants | \$500 |

TOTAL DUE AND ENCLOSED: _____

Full payment in US funds only **MUST** accompany your application form by check or credit card only. Checks must be made payable to ISHLT and must be drawn on a US bank. Order forms without payment will not be accepted. Credit Card: • VISA • Mastercard • American Express

Card Number _____ Expiration Date _____ CSC Code: _____

Card Holder Signature: _____ Card Holder Name: _____

Card Holder Billing Zip Code: _____

Send this form and payment in full to Amanda Rowe, ISHLT, 14673 Midway Road, Suite 200, Addison, TX 75001, or fax to 804-477-7929 or email to Amanda.rowe@ishlt.org



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ISHLT 2017 CORPORATE EVENTS

POLICIES

A Corporate Event is any activity (staff meeting, sales meeting, press conference, symposium, seminar, workshop, dinner, reception, investigator meeting, advisory board meeting, marketing event, etc.) which is funded, organized, or offered by any for-profit commercial organization and held in the San Diego, CA Metropolitan area between and including Monday, April 3 and Saturday April 8, 2017. Upon receiving approval, companies may contact the event venue of their choice to make arrangements. All space rental, room set, AV, F&B, publicity, production, and other costs associated with Corporate Events are to be borne by the company.

Scheduling: Class B and C Corporate Events may not be conducted during the restricted times indicated on the price sheet. If a Corporate Event takes place without advance approval from ISHLT, the sponsoring organization, the supporting organization, and the organizer of the event will be prohibited from conducting a Corporate Event at the following year's meeting and may be barred from exhibiting at future ISHLT meetings.

CME: A pricing discount is provided for CME accredited events. CME is not required for Corporate Events. ISHLT does not provide CME for Corporate Events.

Invitations/Promotional Materials: All invitations, brochures, flyers, and other materials about Corporate Events must carry the following text placed prominently and printed in a size large enough to be easily read: **"This is an independent event and is not an official part of the ISHLT Annual Meeting and Scientific Sessions."** All such materials must be approved by ISHLT in advance. Such materials may not be distributed anywhere at the ISHLT meeting venue other than from the exhibitor's booth, in the delegate bags, or via door drops, subject to payment of prevailing fees.

Signage: Placement in the ISHLT meeting venue of promotional signs for Class B and C Corporate Events is permitted, subject to the following restrictions and those imposed by the venue: no more than 5 promotional signs may be placed in the public spaces of the meeting venue, including directional signs. If an evening event, signs may be placed no earlier than 8 pm on the evening prior to the event. If a day-time event, signs may be placed no earlier than 2 pm on the day prior to the event. No signs are permitted inside any rooms in which ISHLT Scientific Sessions are being conducted. Signs may not block any ISHLT signage. Final determination regarding timing and placement of all signs is at the discretion of ISHLT and the venue. Signs must be professionally printed and no larger than 40" wide x 90" tall. All signs regarding Corporate Events must carry the following text placed prominently and printed in a size large enough to be easily read: **"This is an independent event and is not an official part of the ISHLT Annual Meeting and Scientific Sessions."** Sign content must be limited to ISHLT-approved corporate events and industry theaters and **may not** include information about any ISHLT scientific sessions or presentations. *Signs that do not adhere to these policies will be removed by ISHLT.*

ISHLT Pocket Guide: A listing of all Class B and C Corporate Events which have been approved by February 1, 2017 will be included in the printed Pocket Guide and the mobile app, to include the event name, company name, date, time, and location as listed in the application.



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ISHLT 2017 CORPORATE EVENTS

PRICE SHEET

A Corporate Event is **any activity** (staff meeting, sales meeting, press conference, symposium, seminar, workshop, dinner, reception, investigator meeting, advisory board meeting, marketing event, etc.) which is funded, organized, or offered by any for-profit commercial organization and held in the San Diego, CA Metropolitan area between and including Monday, April 3 and Saturday April 8, 2017.

Corporate Events (other than Class A events) **may not** be conducted during the times listed below. All Corporate events are subject to the fees listed below. ***Events are limited to 2 hours unless otherwise stated.*** Additional fees apply for additional time. The below fees apply even if the event is held off-site. Every effort will be made to avoid the scheduling of simultaneous Corporate Events targeted to the same audience.

RESTRICTED DATES/TIMES

Wednesday	8 am – 12:30 pm; 2:30 pm – 6:00 pm
Thursday	8 am – 12:30 pm; 2:00 pm – 6:00 pm, 8 pm – 9:30 pm
Friday	8 am – 11:30 am; 1:30 pm – 5:30 pm
Saturday	8 am – 1:30 pm

CLASS A EVENT PRICING

Prices include meeting space, *if available*, at Manchester Grand Hyatt.

Includes events up to 4 hours long with only company employees attending. **Restricted times do not apply.**

1-25 attendees	26-50 attendees	51-100 attendees	101+ attendees
\$1,000	\$2,000	\$3,000	\$4,000

CLASS B EVENT PRICING

Includes all events with physicians, surgeons, or allied health professionals in attendance, including off-site events and restaurant events held in a private room. The below numbers do not include company employees.

1-15 attendees	16-25 attendees	26-50 attendees	51-100 attendees	101-200 attendees	>200 attendees
\$1,500	\$2,500	\$10,000	\$20,000	\$35,000	\$45,000

CLASS C EVENT PRICING

Includes CME-accredited educational events only (does not include CME accreditation).

26-50 attendees	51-100 attendees	100-150 attendees	150-200 attendees	>200 attendees
\$5,000	\$10,000	\$15,000	\$20,000	\$25,000

ISHLT 2017 CORPORATE EVENT

APPLICATION FORM

A Corporate Event is **any activity** (staff meeting, sales meeting, press conference, symposium, seminar, workshop, dinner, reception, investigator meeting, advisory board meeting, marketing event, etc.) which is funded, organized, or offered by any for-profit commercial organization and held in the San Diego, CA Metropolitan area between and including Monday, April 3 and Saturday April 8, 2017. All companies wishing to conduct a corporate event must complete and submit the below application form.

Today's Date: _____ Your Name: _____

Your Phone #: _____ Your Email Address: _____

Name of Company/Institution/Organizing Event: _____

Official Event Name: _____

Description of Event: _____

1st Choice Event Date: _____ 2nd Choice Event Date: _____

Start Time: _____ End Time: _____

Class of Event: Class A Event Class B Event Class C Event

Do you desire space at the Manchester Grand Hyatt Hotel for this event? Yes No

If no, where will the event take place? _____

If yes, please provide the following information:

Desired room set: Theater Classroom Rounds Crescent Conference
 U-Shape Hollow Square Other: _____

Type of F&B to be provided: Reception Lunch Dinner Other: _____

Will you require AV? Yes No

of Invited Participants: _____ # of Expected Participants: _____

Will physicians, surgeons, and/or allied health delegates be invited to this Event? Yes No

I understand the ISHLT policies regarding Corporate Events and agree to adhere by them. I also agree that if the number of attendees at this event **exceeds** the expected number listed above, I will pay to ISHLT the amount due for the additional attendees.

Signature _____ Date _____

Return this completed form to Amanda Rowe at Amanda.Rowe@ishlt.org or fax to 804-477-7929

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FOR OFFICE USE ONLY

DATE APPROVED:

FEE:

MEETING ROOM:

2017 INDUSTRY THEATER SESSION

ORDER FORM

The Industry Theater Session room will be set with the following: theater style seating for 100, stage, head table for 4, podium, and AV Package including 1 podium microphone, 2 head table microphones, 2 floor microphones, LCD projector, one screen, sound system, laser pointer, and a dedicated AV technician. Presenters must provide their own laptop. Only beverage and box lunch catering is permitted in the Industry Theater Session room. Reception catering is permitted in Industry Theater Sessions taking place during the wine and cheese receptions in the exhibit hall. All costs for catering are to be borne by the company. Access to the Industry Theater Session room will be provided 15 minutes before and after the approved event time to put out materials and set/strike any in-room banners, signage, and catering. Any printed or digital invitations, brochures, flyers, signs, etc. must carry the following text placed prominently and printed in a size large enough to be easily read: **"This is an independent event and is not an official part of the ISHLT Annual Meeting and Scientific Sessions."**

Today's Date: _____ Your Name: _____

Your Phone #: _____ Your Email Address: _____

Name of Company: _____

Please indicate below the requested date and time for your industry theater session:

Wednesday, April 5, 2017 (10:00 am – 10:30 am; Noon - 7:15 pm)

60-Minute Industry Theater \$15,000 Desired Start Time: _____ Desired End Time: _____

30-Minute Industry Theater \$8,000 Desired Start Time: _____ Desired End Time: _____

Thursday, April 6, 2017 (10:00 am - 7:15 pm)

60-Minute Industry Theater \$15,000 Desired Start Time: _____ Desired End Time: _____

30-Minute Industry Theater \$8,000 Desired Start Time: _____ Desired End Time: _____

Friday, April 7, 2017 (9:30 am – 4:00 pm)

60-Minute Industry Theater \$15,000 Desired Start Time: _____ Desired End Time: _____

30-Minute Industry Theater \$8,000 Desired Start Time: _____ Desired End Time: _____

TOTAL DUE AND ENCLOSED: _____

Full payment in US funds only **MUST** accompany your application form by check or credit card only. Checks must be made payable to ISHLT and must be drawn on a US bank. Order forms without payment will not be accepted. Credit Card: • VISA • Mastercard • American Express

Card Number _____ Expiration Date _____

Card Holder Signature: _____ CSC Code:* _____

Card Holder Name: _____ Card Holder Billing Zip/Postal Code: _____

Card Holder Billing Address _____

Send this form and payment in full to Amanda Rowe, ISHLT, 14673 Midway Road, Suite 200, Addison, TX 75001, or fax to 804-477-7929 or email to Amanda.rowe@ishlt.org