

The Interventional Cardiology Research Foundation presents

19th Annual
Peripheral Angioplasty
and all that
Jazz
New Orleans

EXHIBITOR PROSPECTUS



April 21-23, 2010

Sheraton New Orleans Hotel
New Orleans, Louisiana

Course Directors

Ty Collins, M.D.
Mark Grise, M.D.
Steve Jenkins, M.D.
Paul McMullan, M.D.
Rajan Patel, M.D.
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Chris White, M.D.

www.AllThatJazz.org



The 19th annual Peripheral Angioplasty and All That Jazz meeting in 2010 takes a forward look at the field of intervention to offer attendees the kind of information that will impact them during the next decade. Presented by leading practitioners at Ochsner Heart and Vascular Institute in New Orleans, the meeting serves physicians and allied health professionals with a serious interest in updating their knowledge and learning from the experts.

Additionally, the meeting draws fellows-in-training who attend a special one-day course and then stay on for the remainder of the meeting. This combination of first-timers and returning veterans makes All That Jazz an exciting educational experience.

The Exhibit Hall at All That Jazz plays an important role in keeping attendees abreast of the latest products and services on the market, and we invite you to be a part of the lively exchange of ideas and information. An established and respected meeting, All That Jazz attracts attendees who value both the educational program and the chance to learn more about what's on the market by visiting the Exhibit Hall. Don't miss the opportunity to participate.

As you plan your spring, make All That Jazz an integral part of your marketing activities.

Highlighted Features and Topics

April 20

Interventional Fellows Course - *scholarships available*

April 21

Boot Camp for Peripheral Vascular Interventionists

- *review the basics, everyone invited*

Nurse and Technologist Symposium

- *high-quality education for valued team members*

Session I: Structural Heart Disease

Session II: Stroke Symposium

April 22

Session III: Carotid Artery Intervention

Session IV: Carotid Artery Intervention

Session V: Vertebral-subclavian Artery Intervention

Session VI: Lower Extremity Disease

April 23

Session VII: Renovascular Disease

Session VIII: Abdominal Aorta and Mesenterics

Session IX: Peri-procedural Complications

Session X: Hot Topics

Invited Faculty

All That Jazz brings together renowned experts from around the world. For a complete list of invited faculty, please go to www.AllThatJazz.org.

Attendance

Interventional cardiologists, interventional radiologists, cardiothoracic surgeons, vascular surgeons, vascular medicine specialists and internists, cardiologists, neurologists, nurses, technologists, engineers and scientists will attend All That Jazz 2010.

Attendees of the 2009 conference represented 33 U.S. states and six foreign countries. Physicians, the largest single group of attendees, represented the following specialties:

Interventional Specialists 73%

- Interventional Cardiology
- Interventional Radiology

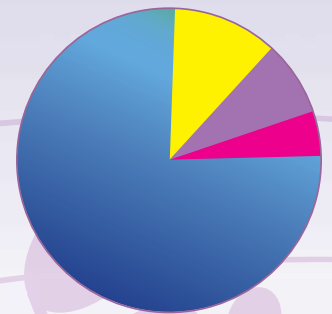
Vascular Specialists 14%

- Vascular Medicine
- Vascular Surgery

Cardiologists (Non-interventional) 9%

Other 4%

- Internal Medicine
- Neurology
- Neurosurgery



2009 Exhibitors

Abbott Vascular

Abiomed

Access Closure

Acist Medical Systems

American Board of Vascular Medicine

Atrium Medical

Bard Peripheral Vascular

Boston Scientific Corporation

Cook Medical

Cordis Corporation

Elsevier Saunders Mosby Publishers

ev3 Inc.

GE Healthcare

Gore & Associates

International Society of Endovascular Specialists (ISES)

Invatec

Lippincott Williams & Wilkins

MEDRAD Interventional/Possis

Ochsner Health System

Radi Medical Systems, Inc.

Sanofi-Aventis

Society for Cardiovascular Angiography and Interventions (SCAI)

Toshiba Medical

Vascular Solutions, Inc.

Volcano Corporation

Exhibit Schedule and Information

Location

Sheraton New Orleans Hotel
500 Canal Street
New Orleans, LA 70130

To encourage maximum attendee interaction, the Exhibit Hall will be located immediately adjacent to the General Session and will serve as the venue for all breakfasts, lunches and breaks.

Cost

Cost per 8' x 10' booth is \$7,500, which includes:

- 8' high backdrap and 3' high side dividers
- Backdrap signage
- One wastebasket
- Three complimentary badges
- 6' draped table and two chairs
- Access to exclusive promotional opportunities
- Access to All That Jazz Educational Sessions
- Exhibit Hall Welcome Reception
- Breakfast, lunch and refreshments served daily

Benefits of Participating

- Meet with physician decision makers
- Interact with a receptive audience and a large number of fellows-in-training
- One-time use of pre-registration list to promote your exhibit
- One-time use of post-registration list to follow up your exhibit activities
- Opportunity to purchase an e-blast directed to meeting registrants and past attendees
- Opportunity to purchase product promotional pages in the official meeting course book
- Opportunity to purchase time for an industry educational session

Booths will be assigned on a first-come, first-served basis. Space is limited; please reserve your exhibit space as soon as possible.

Exhibit Hours*

Tuesday, April 20

Setup 4:00 p.m. - 8:00 p.m.

Wednesday-Thursday April 21-22

Exhibit Hours 7:00 a.m. - 5:00 p.m.

Welcome Reception 5:00 p.m. - 6:30 p.m.

Friday, April 23

Exhibit Hours 7:00 a.m. - 4:00 p.m.

Tear-down 4:00 p.m. - 8:00 p.m.

To ensure the safety of all attendees, packing of equipment and dismantling of exhibits will be permitted only between 4:00 and 8:00 p.m. on Friday, April 23.

*NOTE: Exhibit hours are subject to change

Online Exhibitor Center and Booth Purchase

Purchase your booth and register your representatives at the Online Exhibitor Center. The Online Exhibitor Center also provides access to promotional opportunities available for purchase exclusively to registered exhibitors, such as e-blasts to registered attendees. The exhibit hall floor plan and booth number assignments will be posted on the Exhibitor Center as the meeting date approaches. For your protection, access to the Online Exhibitor Center requires a password.

Past exhibitor?

A username and password have been provided via e-mail to all 2009 exhibitors. If, for some reason, you did not receive this information or your previous contact person is no longer with the company, please e-mail Karla Cubilla, registration manager, at kcubilla@ccmcme.com. A username and password will be sent to you.

New to All That Jazz?

We look forward to your joining us. You can quickly and easily request access to the Online Exhibitor Center by completing the Request Form found at www.allthatjazz.org, ("Exhibitor Center" tab). A username and password will be immediately provided via e-mail. Alternatively, you may send a request to Karla Cubilla, registration manager, at kcubilla@ccmcme.com.

Terms of Payment

Final payment must be received by March 24, 2010, or booth space will be reassigned and the exhibitor will forfeit all deposits paid. Checks must be made payable to Complete Conference Management Escrow and mailed, along with a copy of your confirmation/statement, directly to:
Complete Conference Management, Attention ATJ Registration
11440 N. Kendall Drive, Suite 306, Miami, FL 33176

Cancellation Policy

Cancellations received in writing on or before March 24, 2010, will be refunded the exhibit amount less a 10% administrative fee. No refunds will be granted after March 24, 2010, or for space left unoccupied during the meeting.

General Meeting Hours

Tuesday, April 20

Interventional Course for Fellows 8:00 a.m. - 5:00 p.m.

Wednesday, April 21

Nurse and Technologist Symposium 8:00 a.m. - 5:00 p.m.

Boot Camp for Peripheral Vascular Interventionalists 8:00 a.m. - 5:00 p.m.

Stroke and Structural Heart Disease Symposia 8:00 a.m. - 5:00 p.m.

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Space Assignments

Space is limited. To ensure availability, please reserve your exhibit space as soon as possible. Exhibitors will be notified of space assignments by March 19. The meeting organizers reserve the right to reassign booth space when deemed in the best interest of the meeting.

Badge Policy

Admission to the Exhibit Hall and sessions will be granted only to those with a name badge. Each 8' x 10' booth is entitled to three complimentary badges. Additional exhibitor badges may be purchased for \$595 each via the Online Exhibitor Center. Name badges permit access to the Exhibit Hall and all educational sessions. Lost or misplaced badges will incur a badge replacement fee of \$150 for each reprint.

Exhibit Services and Shipping

For information on booth décor orders, freight shipment and other exhibit logistics needs, please view the GES Exhibitor Services Kit that is posted online at the meeting's website (www.AllThatJazz.org). Additionally, the Service Kit is available in each company's Online Exhibitor Center. Please note that the Sheraton New Orleans Hotel will not be accepting shipments directly.

Liability

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of the exhibitor's activities on the hotel premises, and will indemnify, defend and hold harmless the Sheraton New Orleans Hotel, Complete Conference Management, Interventional Cardiology Research Foundation, their owners, their management companies, as well as their respective agents, servants and employees from any and all such losses, damages and claims.

Security

The organizing committee will take reasonable precautions to protect exhibitor property. The provision of this service, however, shall not be construed as an assumption of obligation or duty with respect to the protection of the exhibitor's property.

Mailing List

Each registered exhibitor will receive a pre-registration list approximately four weeks before the meeting and a final registration list within four weeks after the meeting. These lists are restricted to one-time use and information directly connected with All That Jazz 2010. (Companies in violation of this policy will be invoiced for unauthorized use.) The list will be sent via e-mail to the official contact person listed on the Attendees List Recipient form, to be completed at the Online Exhibitor Center. Exhibitors wishing to reach attendees via e-mail can reserve an e-mail blast via the Online Exhibitor Center.

Questions?

Complete Conference Management
11440 N. Kendall Dr., Ste. 306, Miami, FL 33176
Phone: 305-279-2263, Toll-free: 888-334-7495, Fax: 305-279-8221
E-mail: questions@ccmcme.com, Website: www.ccmcm.com

Accommodations

A limited number of sleeping rooms are available at the discounted rate of \$245 per night* at the Sheraton New Orleans Hotel for participants of All That Jazz. To secure the special rate, please reserve your room as early as possible by calling 888-627-7033 and identifying yourself as a participant of All That Jazz. ***The special rate will be offered until all available rooms are reserved or through March 31, whichever comes first.**

Sheraton New Orleans Hotel
500 Canal Street, New Orleans, LA 70130
Phone: 888-627-7033

Additional Support Opportunities

Sponsorship opportunities are available for faculty support, meal functions, social events and other meeting components. All That Jazz will also feature a daily newspaper with ad space available. For specific information on sponsorship opportunities, please contact Beverlee Galstan at 609-751-2235 or via e-mail at bgalstan@ccmcme.com.

Product Catalog

A section devoted to product information will be printed and distributed as part of the Course Materials book given to every All That Jazz attendee and will serve as a reference tool in the physician's daily practice. The Product Catalog is an integral, highly visible part of the Course Materials book and features information about new medical devices in the field of endovascular therapy. For more information, please visit the Online Exhibitor Center or www.AllThatJazz.org, "Exhibitor Center" tab.

Promotional E-mail Blast to Registered Attendees

Registered exhibitors may take advantage of the opportunity to have the All That Jazz management office send a promotional e-blast on their behalf. A blast can be sent on the day of your choice—pre-, during or post-meeting. For more information, please visit the Online Exhibitor Center or www.AllThatJazz.org "Exhibitor Center" tab.

Terms and Conditions

In order to maintain a safe, professional and well-designed exhibit area, all exhibitors are required to abide by the following guidelines.

1. Setup of booths must be completed during the published setup time. No vendors will be permitted to set up exhibit booths during exhibit hours.
2. Exhibit booths must be staffed during all published exhibit hours.
3. Empty cartons, shipping packages and supplies must be stored in a manner that promotes the professional look of the exhibit area.
4. Breakdown of booths will be permitted ONLY during the published breakdown hours. Early breakdown of booths causes an unprofessional and unsafe environment in the Exhibit Area. Please have your staff make travel arrangements so as to abide by the breakdown times.
5. All exhibitor materials, furniture, audiovisual equipment, signage and other booth materials MUST be contained inside your allotted booth space.
6. All linear exhibit booths are required to have side rails during exhibit hours.
7. In accordance with ACCME guidelines, product information cannot be distributed at any scientific sessions or in hotel lobbies. Distribution of printed materials by industry or its agents is limited to the exhibitor's booth in the Exhibit Area. Companies may not display or demonstrate products, processes or services, solicit orders or distribute advertising materials at any location (within or outside the Exhibit Area) other than in their assigned booth space.
8. Distribution of product information by companies that are not registered exhibitors will not be permitted.
9. Exhibitors are responsible for maintaining insurance covering personal injury and/or property damage or loss in such amounts as exhibitor shall deem adequate. Neither Complete Conference Management, the Interventional Cardiology Research Foundation, the Sheraton New Orleans nor the contracted exhibitor services company will provide insurance protection for exhibitors or their property. All exhibitors are required to provide proof of insurance should it be requested.

(Meeting hours subject to change. Please visit www.AllThatJazz.org to view the current program agenda.)