

THE MOST MOTIVATED RESUSCITATION PROFESSIONALS AND EDUCATORS.

ALL IN ONE PLACE. ALL FOR ONE REASON.



PLAN TO EXHIBIT AND SPONSOR TODAY!

**ECCU 2015 will occur just weeks after the release of the
NEW RESUSCITATION GUIDELINES on CPR and ECC.**

Interest will be running high with more than 1,500 paid registrants expected.

Presented by:



**CITIZEN CPR
FOUNDATION**

Helping citizens and communities save lives

Supported by:



**American
Red Cross**



**American Heart
Association**
Learn and Live



**HEART &
STROKE
FOUNDATION**

ECCU2015 ™
Emergency Cardiovascular Care Update

INTERNATIONAL EDUCATIONAL CONFERENCE & EXPOSITION

DECEMBER 8-11, 2015 • MANCHESTER GRAND HYATT SAN DIEGO

www.eccu2015.com

For exhibitor and sponsor information, contact (913) 402-1881 x134
dcarver@wellingtonexperience.com

Dear Colleague,

Please accept our invitation to exhibit at the 19th Biennial Emergency Cardiovascular Care Update Conference & Exposition, occurring just weeks after the release of the new 2015 Resuscitation Guidelines.

ECCU will see top attendance among a comprehensive group of resuscitation stakeholders and highly motivated resuscitation instructors and practitioners including: American Heart Association, American Red Cross, National Safety Council, Military Training Network, and other instructors certified in CPR, BLS, ACLS and PALS; Nurses, EMTs, paramedics, researchers, respiratory therapists and physicians; PAD program managers and community CPR-AED program planners.

If you have a product or service related to the instruction or practice of ECC, this conference provides an unparalleled opportunity to network with 1,500 of your best customers and prospects. ECCU 2015 will emphasize translating the latest resuscitation science into best clinical practice. The program will be presented by leading resuscitation scientist and authors of the guidelines on CPR and ECC. The new guidelines will impact the quality of resuscitation care nationally and internationally.

We look forward to helping you reach this important audience.

Sincerely,



Tom P. Aufderheide, MD, MS, FACEP, FACC, FAHA
President, Citizen CPR Foundation



Key Dates for Exhibitors & Sponsors

DUE ASAP WITH BOOTH APPLICATION

Company Description & Logo

FRIDAY, AUGUST 28, 2015

Exhibitor Guide Inclusion Deadline

MONDAY, NOVEMBER 16, 2015

Hotel Room Reservation Deadline

**Quality CPR and Resuscitation
are critical to our business, and
attending the ECCU conference is
where we gain the most value from
the community and our customers
about what is coming next from
the experts in the industry.**

Paul Stoddard
Vice President

PHILIPS Healthcare | Emergency Care & Resuscitation

Exhibitor Benefits

- Booth including pipe and drape and a 11"x17" identification sign
- Listing in official program
- Featured on www.eccu2015.com
- Listing on mobile app
- Participation in Breakfast with Exhibitors with purchase of 20'x20' booth or larger
- Food and beverage, Breakfast with the Experts, breaks and 19th ECCU Opening Reception in exhibit hall
- Access to program materials
- 24-hour booth security beginning at set-up and concluding after teardown
- Electronic lead retrieval system will be available
- Access to pre and post-conference attendee list

www.eccu2015.com

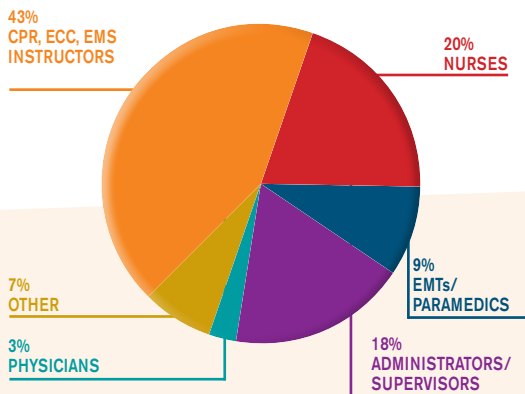


ECCU is the one place where the wide spectrum of resuscitation professionals and advocates for CPR, AEDs and improved community response to sudden cardiac arrest come together.

ATTENDEES INCLUDE:

- CPR, ECC and EMS Instructors
- Nurses in the fields of emergency, critical care and school health
- EMTs, paramedics, dispatchers and other first responders
- EMS managers, chiefs, training officers and PIOs
- Emergency physicians, EMS medical directors, cardiologists and intensivists
- Community PAD program coordinators
- Survivors, their families and community advocates
- Researchers and scientists
- Community responders and leaders

WHO ATTENDS ECCU



Additional Opportunities for Exhibitors

Registration Bag Insert \$1,000

Exclusive ECCU 2015 Mobile App Sponsorship \$3,500

Charging Station Sponsorship \$1,500

SPONSOR OPPORTUNITIES

Is your company interested in increasing its exposure to ECCU attendees?

Sponsorship opportunities are available to help increase your company's brand awareness and achieve your marketing goals.

PLATINUM Level Sponsor \$20,000

Each Platinum Level Sponsor will have the opportunity to select one of the following items on first come, first served basis.

- Name on tote bag distributed to all conference attendees (only one available)
- Name on lanyards to be distributed to all attendees (only one available)
- Other customized premium giveaways (value of up to \$2,000)
- Special high impact signage at key areas of traffic and visibility at the conference (value of up to \$2,000)

Each Platinum Level Sponsor will also receive the following benefits:

- Invitation for two representatives to attend a special CCPRF President's Reception during the conference
- Special recognition at the 19th ECCU Opening Reception of the conference
- Special recognition during Wednesday and Thursday coffee breaks (three total)
- Prominent recognition in email newsletters sent prior to the conference to attendees and to prospects
- Complimentary full-page black/white ad in the on-site exhibit guide distributed to attendees
- Prominent sponsor acknowledgment in the on-site exhibit guide distributed to attendees
- Recognition and link from CCPRF website
- Marketing literature (provided by sponsor) placed in tote bag

GOLD Level Sponsor \$10,000

Special recognition during Wednesday and Thursday breakfasts

Prominent signage and recognition on-site

Recognition at the opening reception of the conference

Recognition in email newsletters sent prior to the conference to attendees and to prospects

Complimentary 1/2 page black/white ad in the on-site exhibit guide distributed to attendees

Sponsor acknowledgment in the on-site exhibit guide distributed to attendees

Recognition and link from CCPRF website

Marketing literature (provided by sponsor) placed in tote bags

SILVER Level Sponsor \$5,000

Signage at conference acknowledging your support

Complimentary 1/4 page black/white ad in the on-site exhibit guide distributed to attendees

Sponsor acknowledgment in the on-site exhibit guide distributed to attendees

Link to your website from CCPRF website

Marketing literature (provided by sponsor) placed in tote bags

BRONZE Level Sponsor \$1,250

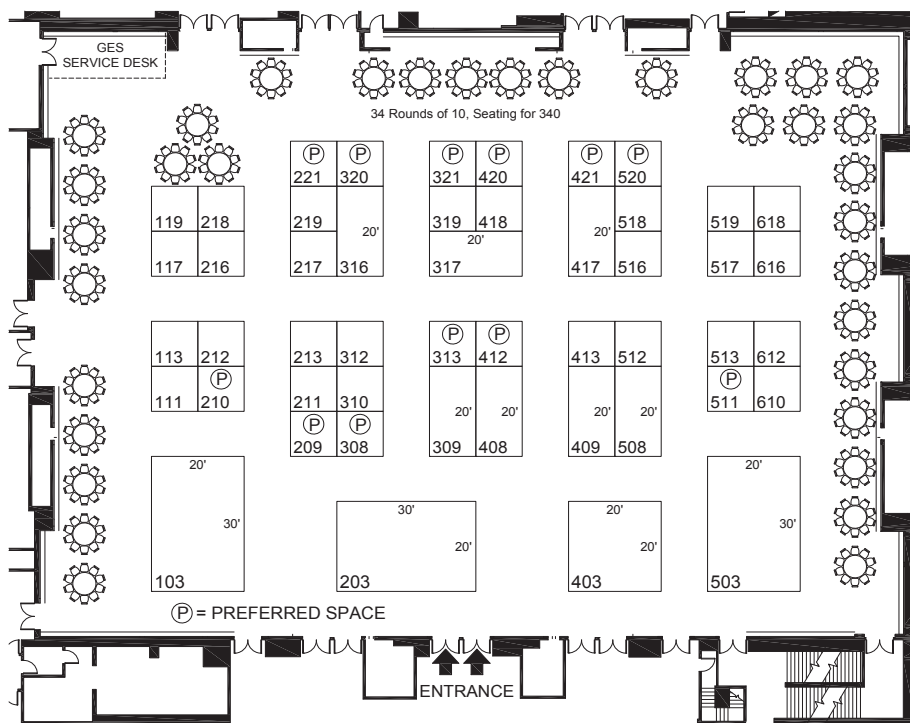
Sponsor acknowledgment in the on-site exhibit guide

Marketing literature (provided by sponsor) placed in tote bags

UNRESTRICTED Educational Grants are available.

ECCU International Educational Conference and Exposition

All booths are 10'x10' unless otherwise noted.



Please contact Devin Carver
at (913) 402-1881 x134 or
dcarver@wellingtonexperience.com
for further information.

Booths are assigned on a first come,
first served basis.

Exhibitor Pricing

20' x 30' ISLAND BOOTH \$9,750

Includes six complimentary full-meeting registrations, for use by exhibit staff only,
and two complimentary exhibitor badges.

20' x 20' ISLAND BOOTH \$6,900

Includes four complimentary full-meeting registrations, for use by exhibit staff only,
and two complimentary exhibitor badges.

10' x 20' BOOTH \$4,500

Includes three complimentary full-meeting registrations, for use by exhibit staff only,
and one complimentary exhibitor badge.

10' x 10' PREFERRED BOOTH \$2,750

Includes two complimentary full-meeting registrations, for use by exhibit staff only.

10' x 10' STANDARD BOOTH \$2,250

Includes two complimentary exhibitor badges for exhibit staff only.

ADDITIONAL EXHIBIT BOOTH STAFF BADGES \$150

For additional exhibit staff to be allowed to enter the exhibit hall to work your booth,
there is an additional \$150 fee per person.

SINGLE DAY CLIENT EXHIBIT HALL PASS \$25

This pass allows your client access to the exhibit hall for one day only.

(This pass does not allow access to the educational program or food functions.)

Hotel Information Single and double occupancy rooms are available for \$179 a night at
the Manchester Grand Hyatt San Diego. Visit eccu2015.com to book your room before
November 16, 2015. Space is limited.

Official Exposition Company All materials including electric, booth furnishings, plants,
labor, freight, crate storage, equipment, etc. must be ordered through Global Experience
Specialists (GES). Exhibitor kits will be provided by GES two months prior to the show dates.

Exhibit Hall Schedule and Activities

All times are tentative.

MONDAY, DECEMBER 7, 2015

8:00 AM – 5:00 PM Exhibitor move in

TUESDAY, DECEMBER 8, 2015

8:00 AM – 5:00 PM Exhibitor move in

7:00 PM – 9:00 PM

19th ECCU Opening Reception

WEDNESDAY, DECEMBER 9, 2015

9:45 AM – 4:15 PM Exhibit Hall Hours

- Breakfast with the Exhibitors
(Participation with the purchase of a
20'x20' booth or larger.)
- Morning Break
- Cash & Carry Lunch
- Afternoon Break

THURSDAY, DECEMBER 10, 2015

7:30 AM – 2:00 PM Exhibit Hall Hours

- Breakfast with the Experts
- Morning Break
- Special Activity (Noon)

2:00 PM – 6:00 PM Exhibitor move out

www.eccu2015.com

Exhibitor/Sponsor Registration Form

Citizen CPR Foundation, Inc.
7304 W. 130th Street, Ste. 370
Overland Park, KS 66213

Ph. (913) 402-1881 x134
Fax. (913) 402-1771
E-mail: dcarver@wellingtonexperience.com

Company Name/Address for Literature (Please print clearly as this is how your company name and address will appear on all literature.)

Primary Contact Name

Address

City | State | Zip Code

Country

Telephone

Fax

Email Address (All information will be sent to this email address, including final attendee listing.)

You will receive a 11" x 17" company identification sign for your booth.
Please print the company name as you wish it to appear:

EXHIBITOR NAME BADGES, \$150

A 10' x 10' standard exhibit space comes with two exhibitor badges. You will be contacted for names of your exhibitors at a later date. For additional exhibit staff to be allowed to enter the exhibit hall to work your booth, there is an additional \$150 fee per person. Indicate the number of badges needed below.

Number of Additional Exhibitor Name Badges Needed

BOOTH SPACE

(Note: If carpet, electricity or any other services/equipment is needed, including a table and chairs for your booth, additional charges will apply. These services must be ordered through our official exposition decorating company.)

Indicate booth space requested:

- _____ **20' x 30' ISLAND**, \$9,750 Includes six complimentary full-meeting registrations for use by exhibit staff only and two complimentary exhibitor badges.
- _____ **20' x 20' ISLAND**, \$6,900 Includes four complimentary full-meeting registrations for use by exhibit staff only and two complimentary exhibitor badges.
- _____ **10' x 20'** \$4,500 Includes three complimentary full-meeting registrations for use by exhibit staff only and one complimentary exhibitor badge.
- _____ **10' x 10' PREFERRED**, \$2,750 Includes two complimentary full-meeting registrations for use by exhibit staff only.
- _____ **10' x 10' STANDARD**, \$2,250 Includes two complimentary exhibitor badges for exhibit staff only.

If you require assistance while attending this event, please call the CCPRF Executive Office at (913) 906-7026.

In case of emergency during the meeting, please provide an alternate contact and phone: _____

CANCELLATION A 50-percent refund will be provided if cancellation of booth space is made in writing to CCPRF headquarters on or before Friday, November 13, 2015. Any cancellation after Friday, November 13, 2015 is not eligible for refund. CCPRF does not transfer fees paid to future conferences and/or trade show exhibits. Sponsorships are not eligible for cancellation refunds.

AGREEMENT We hereby apply for exhibit space or sponsorship at the 2015 ECCU Conference. We understand this form shall serve as a binding contract and is subject to the terms and conditions set forth by CCPRF for ECCU 2015. By signing this contract, the signing organization authorizes CCPRF to use any photographs and/or video recordings of its company from the 2015 conference. Contracts will not be accepted without signature and payment.

TOTAL FEES TO BE PAID

\$ _____ Booth Space Fee

\$ _____ Sponsorship Fee

\$ _____ Additional Exhibitor Badge Fee

\$ _____ Client Pass Fee

\$ _____ **TOTAL**

PAYMENT INFORMATION

I hereby grant CCPRF permission to charge my:

☐ Visa ☐ MasterCard

Card Number

Expiration Date | 3-Digit Security Code on Back of Card

Billing Address

City | State | Zip Code

Country

Signature

Signature

Title

Date

Name (please print)

CLIENT PASSES, \$25

Number of Client Passes Needed

This pass allows your client access to the exhibit hall for one day only. This pass does not allow access to the educational program or food functions.

SPONSORSHIP LEVEL (Fill in choice from page 3 of the prospectus.)

\$ _____

BOOTH SPACE REQUEST

Indicate requested booth space

(Fill in the numbers from the floor plan shown on page 4 of the prospectus.)

1st _____ 2nd _____ 3rd _____ 4th _____ 5th _____

Please list any companies you would like to be placed near:
(Note: Every effort will be made to accommodate your request, however, we cannot guarantee this.)

Please list any companies you DO NOT want to be placed near
(Note: Every effort will be made to accommodate your request, however, we cannot guarantee this.)

Company Description: Limited to 50 words

This description will be included in the Conference & Exposition Guide.

2015 EXHIBIT RULES AND REGULATIONS

By applying for exhibit space, your company agrees to comply with all rules and regulations outlined below, and further agrees to abide by the decision of the CCPRF exhibit management with respect to interpretation of these rules.

Please be sure that the company representatives attending the conference are aware of and adhere to these rules.

1. EXHIBIT REPRESENTATIVES. See Registration Form for exhibitor badges and exhibit registration information. Each additional badge is \$150. Please note, exhibitor badges do not include admission to pre-conference workshops.

2. ASSIGNMENT OF SPACE. Space assignments will be made based on the date of receipt of completed applications and full payment. Every effort will be made to respect the exhibitors' space choices for "preferred" space whenever possible, but the Citizen CPR Foundation's (hereafter known as "exhibit management") decision shall be final. Exhibit management reserves the right to transfer assignments when such action is deemed to be in the best interest of the total exhibit effort.

3. PAYMENT. Full payment of exhibit fees or sponsorship is required with this contract. Please make checks payable to: Citizen CPR Foundation, Inc., and send to 7304 W. 130th Street, Suite 370, Overland Park, KS 66213.

4. ELIGIBLE EXHIBITS. Exhibit management reserves the right to determine the eligibility of any company or product for inclusion in the exhibition.

5. CANCELLATIONS. If exhibit space is canceled before between September 21 and November 13, 50% of the exhibit fee will be held as a cancellation fee. If the exhibit space is canceled after November 13, 2015 the exhibitor will be charged the entire exhibit fee. The booth fee includes only the equipment listed below. Furniture, electrical needs, special signage, crate storage, audio/visual, labor, equipment rental and décor will need to be ordered by contacting Global Experience Specialists (GES). An Exhibitor Service Kit will be sent to the primary contact listed on the reverse of this form. Each exhibitor is entitled to a 50-word description, including a listing of the company name, telephone number, web address and email address in the final program. This information may be submitted with this contract or at a later date. However, all company information must be received no later than August 28, 2015 to be included in the final program.

6. BOOTH EQUIPMENT AND SERVICES. 10'x10' and 10'x20' booths are provided with pipe and drape. Backdrops are 8' high. Side dividers are 36" high. The booth will contain a 11"x17" ID sign, indicating booth number and company name only. All other items (i.e. table, chairs, etc.) can be purchased through the official decorating company, Global Experience Specialists (GES). **PLEASE NOTE: THE EXHIBIT IS CARPETED.**

7. CONTRACTOR SERVICE INFORMATION. In the best interest of the exhibitors, exhibit management has selected Global Experience Specialists (GES) to serve as official contractors to provide various services to the exhibitors (Call 619-498-6336 for more information on purchasing additional booth equipment or services). It is agreed that the exhibitor will abide by and comply with the rules and regulations concerning local unions having agreement with the exhibition facility or with authorized contractors employed by exhibit management. Complete information, instructions and schedule of prices regarding drayage, labor for erecting and dismantling, electrical work, furniture, cleaning, etc. will be included in the Exhibitor's Service Kit, to be forwarded by the designated service company after space has been confirmed. An Exhibitors' Service Center will be maintained on the exhibit floor until the opening of the exhibit hall to facilitate service requests from exhibitors. Additional information regarding Exhibit Labor, Freight Handling, Electrical and Unions will be included in the Exhibitor's Service Kit.

8. SECURITY. Security will be provided on a 24-hour basis by exhibit management during the show, beginning on the day of setup until tear down. However, each exhibitor should make provisions to safeguard his/her goods from the time they are placed in the booth until the time they are removed. CCPRF will not be responsible for loss or damage due to any cause. All exhibitors must wear the official exhibitor's name badge for admission to, and while in, the exhibit hall.

9. BOOTH CONSTRUCTION AND ARRANGEMENT. Exhibits shall be arranged so as to not obstruct the general view, nor hide the exhibits of others. Plans for specially-built displays not in accordance with regulations are to be submitted to exhibit management before construction is ordered. Regular and specially-built back wall, including signs, may not exceed an overall height of 8'. The maximum booth height of 8' may extend out half the depth of the booth from the back wall. Height limitation of the display in the balance of the area is 36", except for product and equipment on display, which in itself exceed this height. It is expressly agreed by the exhibitor that in the event he or she fails to install his or her products in his or her exhibit space, or fails to pay the space rental at the time specified, exhibit management shall have the right to take possession of said space and lease some or any part thereof to such parties and upon such terms and conditions as it may deem appropriate.

10. NO DISMANTLING WILL BE PERMITTED BEFORE CLOSING TIME. No exhibitor shall have the right, prior to closing of the exhibition, to pack or remove articles in exhibit without permission from and approved in writing from exhibit management.

11. USE OF EXHIBIT SPACE. Exhibitors agree not to assign or sublet any space allotted to them without written consent of exhibit management, nor to display or advertise goods other than those manufactured or carried by them in the regular course of business.

No persons, firm or organization not having contracted with exhibit management for the occupancy of space in the exhibit will be permitted to display or demonstrate its products, processes or services, distribute advertising materials in the halls or corridors, or in any other way occupy or use the facilities for purposes inconsistent with these regulations.

12. EXHIBITOR REPRESENTATIVE. Each exhibitor must name at least one person to be his or her representative in connection with the installation, operation and removal of the exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the exhibitor shall be responsible.

13. RESTRICTIONS. Exhibit management reserves the right to restrict exhibits which are objectionable because of noise, glaring or flashing lights, method of operation, or any other reason, and also to prohibit or evict any exhibit which, in the opinion of exhibit management, may detract from the general character of the exhibit. This reservation includes persons, things, conduct, printed matter or anything exhibit management judges to be objectionable. In the event of such restriction or eviction, exhibit management is not liable for any refund of any amount paid hereunder. No display material exposing an unfinished surface to neighboring booths will be permitted. Demonstrations must be so located that crowds collected will be within the exhibitor's space, and not blocking aisles or neighboring exhibits. Contests of any kind must first be approved in writing by exhibit management. Photographing and videotaping within the exposition hall is prohibited, except by the official CCPRF photographer, unless requested in writing to the CCPRF exhibit management for approval.

14. EXHIBITOR ACTIVITIES. Exhibitor agrees not to schedule or conduct any outside activity including, but not limited to, receptions, seminars, symposiums and hospitality suites that are in conflict with the official program of the ECCU Conference, whether such activities are held at or away from the hotel, except with written approval of exhibit management. Exhibitor will submit to exhibit management by October 12, 2015 any program exhibitor intends to hold at, or in conjunction with its exhibit, for written approval as to time and place.

15. RESPONSIBILITY. If the exhibitor fails to comply in any respect with the terms of this agreement, exhibit management shall have the right, without notice to the exhibitor, to offer said space to another exhibitor, or to use said space in any other manner. This shall not be construed as affecting the responsibility of the exhibitor to pay the full amount specified by the contract.

16. COMPLIANCE. The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety, health; together with the rules and regulations of the operators and/or owners of the property wherein the exhibit is held. Cloth decorations must be flameproof. Wiring must comply with fire department and underwriters' rules.

17. LIABILITY. The Citizen CPR Foundation, Inc., AHA, ARC, HSFC, Manchester Grand Hyatt, Association & Society Management, International, Inc., Wellington, GES, its agents or employees shall not be responsible for any loss, theft, or damage to the property of the exhibitor, his or her employees or representatives. Further, exhibit management will not be liable for damage or injury to persons or property during the term of this agreement from any cause whatsoever by reason of the use or occupancy of the exhibit space by the exhibitor or his assigns, and the exhibitor shall indemnify and hold harmless exhibit management from all liability, which might ensue from any cause whatsoever. If the exhibitor's material fails to arrive, the exhibitor is nevertheless responsible for all amounts due hereunder. Exhibitors are advised to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person or property of others.

18. CANCELLATION OR TERMINATION OF EXHIBITION. In the event that the premises where the exhibition is to be held shall, in the sole determination of exhibit management, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire or state of emergency declared by any government agency or by reason of any municipal, state or federal law or regulation or by reason of any other occurrence beyond the control of exhibit management, exhibit management may cancel or terminate the exhibition. In the event of such cancellation or termination, the exhibitor waives any and all claims the exhibitor might have against exhibit management for damages or expenses and agrees to accept in complete settlement and discharge of all claims against exhibit management the exhibitor's prorated share of the total amount paid by all exhibitors less all costs and expenses incurred by exhibit management in connection with the exhibition, including a reserve for future claims and expenses in connection therewith. In case exhibit management shall, for any reason, determine to cancel or terminate the exhibition, the exhibitor waives all claims the exhibitor might have against exhibit management for damages or expenses and agrees to accept in complete satisfaction and discharge of all claims against exhibit management a refund of all amounts paid by the exhibitor to exhibit management in accordance with this agreement.

19. MANAGEMENT. Exhibit management reserves the right to interpret, amend and enforce these regulations as it deems appropriate to ensure the success of the exhibition.