



2014 INTERNATIONAL **HEART+BRAIN** SUMMIT



October 24 – 26, 2014
Renaissance Columbus Downtown Hotel
Columbus, Ohio



Exhibitor Prospectus



This activity has been approved for 10.75 AMA PRA Category 1 Credits™



For more information go to www.etches.com/osuhbsummit2014





Dear Colleague:

On behalf of Course Directors, Dr. William Abraham, Director, Division of Cardiovascular Medicine at The Ohio State University, and Dr. Ali Rezai, Director, Comprehensive Brain and Spine Center at The Ohio State University, we would like to invite you to join us at The Ohio State University **International Heart and Brain Summit 2014**. The meeting is being held October 24 – 26, 2014 at the Renaissance Columbus Downtown Hotel.

Be part of this inaugural event where experts in cardiovascular medicine and neuroscience will come together to identify heart-brain connections in order to determine integrated approaches to disease and disorder management and improved patient care. Our renowned faculty will present the most current information on cutting edge, clinical topics to facilitate this important exchange of ideas and expertise.

Our scientific program will provide state-of-the-art information on new technology, emerging science and treatment options for clinicians specializing in neurocardiology to know, understand and evaluate in order to provide the best care for patients.

Industry Partners and technical exhibits are an important part of our meeting's success and benefit both the attendees and the companies who choose to participate. We anticipate clinical providers specializing in cardiology, neurology, neurosurgery, psychiatry, psychology, physical medicine and rehabilitation, basic and clinical research and biomedical engineering to attend, including: physicians, mid-level practitioners, nurses and pharmacists.

We are anticipating a full exhibit hall and space will be limited. To ensure your chances of securing exhibit space and support opportunities, please review the enclosed prospectus materials carefully and go to our online exhibitor application site at www.etches.osuhbsummit2014 as early as possible.

Payment may be made by credit card directly on the site. If paying by check, please make payable to The Ohio State University and send to the address below.

Ohio State University
Attn: Dina Aziz
480 Medical Center Drive
S2048 Davis Center
Columbus, OH 43210

We look forward to receiving your commitment and working together at The Ohio State University International Heart & Brain Summit 2014.

Thank you for your consideration.



Course Directors

Dr. William Abraham & Dr. Ali Rezai



Our Educational Program

Statement of Need:

Understanding the heart-brain connection is an emerging concept. The relationship between the brain and the heart is a growing field of interest and it is increasingly important to understand the role of the autonomic nervous system in cardiovascular diseases as well as emerging therapies such as neuromodulation, vagal nerve stimulation and renal denervation. Additionally, it is equally important to understand the effects of cardiovascular conditions on cognitive functions and psychiatric conditions. The purpose of this Summit is to gather information from national and international leaders to improve the understanding and gain updated knowledge on heart-brain interactions.

Emerging science and treatment options for patient care are growing rapidly and it is important for clinicians specializing in neurocardiology to know, understand and evaluate available treatments and new technology to provide the best care for patients.

Format will include individual lectures and question and answer sessions.

Accreditation Statement

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of CME Outfitters,

LLC and Collaborative Business Communications, LLC. CME Outfitters, LLC is accredited by the ACCME to provide continuing medical education for physicians.

CME Outfitters designates this live activity for a maximum of 10.75 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

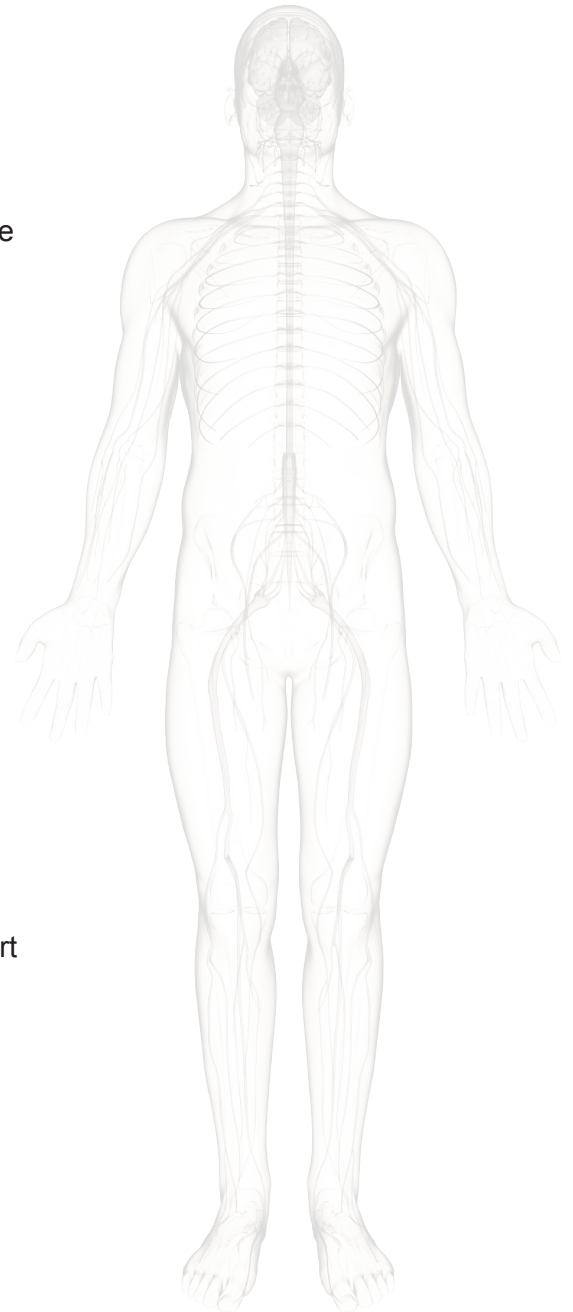
CNE Credit (Nurses): Provider approved by the California Board of Registered Nursing, Provider Number CEP 15510, for 10.75 contact hours.

Disclosure Policy

CME Outfitters has implemented a policy to comply with the current Accreditation Council for Continuing Medical Education Standards for Commercial Support requiring resolution of all faculty conflicts of interest.

Faculty declaring a relevant commercial interest will be identified in the activity program book.

All educational grants will be acknowledged on the day of the symposium.





General Information

The Ohio State University International Heart & Brain Summit 2014 is jointly sponsored by CBC and CME Outfitters, which is accredited by the Accreditation Council for Continuing Medical Education (ACCME). The meeting will provide attendees with advanced knowledge in neurocardiology, combined with new product knowledge learned in the exhibit hall.

The Ohio State University International Heart & Brain Summit 2014 is a gathering of health care professionals specializing in cardiology, neurology, neurosurgery, psychiatry, psychology, physical medicine and rehabilitation, basic and clinical research and biomedical engineering.

The meeting will be held at the:
Renaissance Columbus Downtown Hotel
50 N 3rd Street
Columbus, Ohio 43215
Tel: 614-228-5050

Hotel Reservations

Attendees of the Ohio State University International Heart & Brain Summit are being offered a discounted room rate at the Renaissance Columbus Downtown Hotel of \$119.00 per night, single/double occupancy. Reservations must be made by October 2, 2014.

To make a reservation, contact Renaissance Reservations at 1-877-901-6632 or the hotel directly and ask for the Heart Brain Summit rate.

Exhibit Opportunities

We welcome the opportunity to create sponsorship packages that meet your individual needs and we are committed to making this program conference a success for each vendor!

Exhibit Display Space - \$2,500.00

- 6' draped display table, 2 chairs and 1 wastebasket
- Listing in program book
- 2 complimentary program badges
- 1 post-conference attendee list

Location of display will be assigned by the planning committee. All breaks will take place within the exhibit hall area.

EXHIBIT HOURS

Friday, October 24, 2014 Set-Up: 1:00 pm - 4:00 pm, Reception 5:00 pm – 7:00 pm

Saturday, October 25, 2014 Exhibits Open: 7:00 am - 3:30 pm

Sunday, October 26, 2014 Exhibits Open: 7:00 am - 12:30 pm

For more information and to complete the online exhibitor application and submit payment online, go to www.etches.com/osuhbsummit2014.

Company/Product description listing in program:

All exhibitors and sponsors will receive a complimentary listing in the meeting program. Each listing will contain the company name, logo and 50 word description of the company/products and/or services.

Your company logo must be uploaded and 50-word description entered online together with your exhibitor agreement and payment at www.etches.com/osuhbsummit2014.



Sponsorship Opportunities

Platinum Sponsor - \$30,000.00

- Platinum Sponsor recognition in program book
- Premier conference signage recognition
- (2) 6' draped display table in a prime location
- Full-page ad space in meeting program
- 5 complimentary program badges
- Inclusion of 1 printed piece in attendee meeting bags

Gold Sponsor - \$20,000.00

- Gold sponsor recognition in program book
- Supporter conference signage recognition
- (2) 6' draped display table in a prime location
- Full-page ad space in meeting program
- 4 complimentary program badges
- Inclusion of 1 printed piece in attendee meeting bags

Program Book Advertising:

- Full-page ad space - \$2,000.00
- Half-page ad space - \$1,000.00

Meeting Materials:

- Meeting bags - \$5,000.00
 - Imprinted with supporter logo
 - Supporter acknowledgement signage
- Meeting lanyards - \$2,500.00
 - Imprinted with supporter logo
 - Supporter acknowledgement signage
- Inclusion of materials in meeting bags - \$1,500.00
 - 1 printed piece placed inside bags

Silver Sponsor - \$15,000.00

- Silver sponsor recognition in program book
- Supporter conference signage recognition
- (2) 6' draped display table in a prime location
- Half-page ad space in meeting program
- 3 complimentary program badges

Bronze Sponsor - \$10,000.00

(3 available)

- Bronze sponsor recognition in program book
- Supporter conference signage recognition
- (1) 6' draped display table in a prime location
- Sponsor recognition of coffee break (1)
- 3 complimentary program badges

Program Sponsor - \$5,000.00

- Inclusion in program guide
- 2 complimentary program badges

Additional Sponsorships:

- Welcome Reception (2) - \$5,000.00
 - Acknowledgement by program chairmen at event
 - Recognition in program book
- Lunch Symposium* (Non-CME) - \$10,000.00
- Breakfast Symposium* (Non-CME) - \$ 7,000.00

Questions:

Stephanie McKinnon
Director of Industry Relations
stephanie@cbc-us.com or 651-472-1148

*Symposia Sponsorship

Sponsorship of 1 lunch symposium and 2 breakfast symposia are available. Symposia will NOT be eligible for *AMA PRA Category 1 Credit™*.

The Planning Committee must approve symposium topic and faculty and reserve the right to alter or change to ensure compliance, fair balance and program integrity.

Symposium sponsorship fees do not include food and beverage or audiovisual charges associated with the sponsored event. Arrangements must be coordinated and paid for directly with the venue and the official audiovisual provider for the meeting.

Ancillary events may not be held concurrently with official Ohio State University International Heart + Brain scientific or social functions. Any function, regardless of size and location, must be approved by the Director of Industry Relations.



Exhibitor / Sponsor Registration

Company Name*:			
Contact Name:			
Title:			
Street Address:			
City, State, Zip			
Phone, Fax:		Email:	

(All additional information will be sent to the email address listed above.)

We strongly recommend that you complete our online registration form at www.etches.com/osuhbsummit2014

Please check off your selections:

- | | |
|--|--|
| <input type="checkbox"/> Platinum Sponsorship - \$30,000.00 | <input type="checkbox"/> Gold Sponsorship - \$20,000.00 |
| <input type="checkbox"/> Silver Sponsorship - \$15,000.00 | <input type="checkbox"/> Bronze Sponsorship - \$10,000.00 |
| <input type="checkbox"/> Program Sponsorship - \$5,000.00 | |
| <input type="checkbox"/> Welcome Reception (2) - \$5,000.00 | <input type="checkbox"/> Full-page ad space - \$2,000.00 |
| <input type="checkbox"/> Meeting bags - \$5,000.00 | <input type="checkbox"/> Half-page ad space - \$1,000.00 |
| <input type="checkbox"/> Meeting lanyards - \$2,500.00 | <input type="checkbox"/> Material in meeting bags - \$1,500.00 |
| <input type="checkbox"/> Breakfast Symposium - \$7,000.00 | <input type="checkbox"/> Lunch Symposium - \$10,000.00 |
| <input type="checkbox"/> Exhibit Display Space only - \$2,500.00 | <input type="checkbox"/> Additional Exhibit Badges - \$200.00 each |

Please list any competitive companies. We will try to recognize this in booth placement, but cannot make any guarantees. _____

Exhibit space assignment: Exhibit space will be assigned at the sole discretion of show management and will be based on the date of request and consideration of competition.

Names of On-Site Representatives (2 included in Exhibit Display Space fee):

1.) _____ 2.) _____

(Sending more than 2 representatives is discouraged and will result in an additional fee of \$200.00/representative over the limit of 2.)

TOTAL Amount Due: \$ _____

Submission of this form and payment for exhibit space at this event means you have read and will comply with the Rules and Regulations.

Signature: _____ Date: _____

METHOD OF PAYMENT: CHECK (payable to Ohio State University - see mailing address on pg 2)
 AMEX MASTERCARD VISA

Credit Card #			
Name on Card			
Expiration Date		CVV code	
Billing Address			
Billing City, State, Zip			



Rules and Regulations

1. Contract

The following rules and regulations become binding upon acceptance of this contract between the applicant and its employees, and the Ohio State University International Heart & Brain Summit and the show sponsor.

2. Space Assignment

Exhibit locations will be assigned at the sole discretion of show management. Placement will be made based on date of reservation.

3. Booth Package Description

Exhibit packages include 1 6' draped table, 2 chairs and 1 wastebasket. Total individual exhibit floor space is limited to (2) 6' unless requested and approved in writing. No walls, partitions, signs or decorations may be erected which will interfere with the general view "down the aisle", or with other exhibits.

4. Exhibitor Set-up and Tear-down

Set-up: October 24, 2014

Friday1:00 pm - 4:00 pm

Tear-down: October 26, 2014

Sunday12:00 pm

5. Exhibit Hours

Friday, October 24, 2014

Welcome Reception: 5:00 pm – 7:00 pm

Saturday, October 25, 2014

Exhibits Open: 7:00 am - 3:30 pm

Break Down: 3:30 pm

Sunday, October 26, 2014

Exhibits Open: 7:00 am - 12:30 pm

Tear down: 12:30 pm

6. Unoccupied Space

Ohio State University International Heart & Brain Summit reserves the right, should any rented space remain unoccupied after the first hour of the show's opening, to rent or occupy said space.

7. Payments & Refunds

The total amount for exhibit space is due upon the reserving of space and signing of the contract. In the event an exhibitor cancels a contract, Ohio State University International Heart & Brain Summit must be notified in writing for refunds to be made. A cancellation fee of \$100.00 will be deducted from any refund made. No refunds will be made for cancellations within 45 days of the meeting.

8. Food Service

Ohio State University International Heart & Brain Summit reserves the right to provide food and beverage service during certain hours in the exhibit area.

9. Noisy and Obnoxious Equipment

The operation of whistles or any objectionable devices will not be allowed. After the show opens, noisy and unsightly work will not be permitted.

10. Security

Providing security for exhibits, exhibitor property and for exhibitors themselves, as well as for their employees, agents, representatives and guests, shall be the sole responsibility of the exhibitor and of the exhibitor only.

11. Conflicting Events

Exhibitors may not conduct any ancillary events that conflict with any part of the Ohio State University International Heart & Brain Summit 2014 without permission from the meeting organizers. This includes all on-agenda scheduled events.

12. Fire and Safety Regulations

All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. Fire hose cabinets and fire exits must be left accessible and in full view at all times. All display materials and decorations must be flameproof and subject to inspection. No flammable substances may be used or shown in booths.

13. Liability and Insurance

The hotel management and Ohio State University International Heart & Brain Summit will take all reasonable precautions to avoid loss of exhibitors' property by theft or fire, but under no circumstances shall the hotel management or Ohio State University International Heart & Brain Summit be responsible for such losses, and it is recommended that exhibitors cover their property with suitable insurance. In the enforcement and interpretation of these rules and regulations, the decision of the Ohio State University International Heart & Brain Summit is final.

14. Damage to Property

Exhibitors are liable for any damage caused to the building, floor, walls, columns, or to standard booth equipment, or to other exhibitors' property. Exhibitors must not apply paint, lacquer, adhesive or any other coating to building, columns, floors, or to standard booth equipment.

15. Public Policy

Exhibitors are charged with knowledge of all ordinances and regulations pertaining to taxes, health, fire prevention, customs and public safety while participating in this show. Compliance with such laws is mandatory for exhibitors and the responsibility of the exhibitor.

16. Eligible Exhibits & Restrictions

Ohio State University International Heart & Brain Summit reserves the right to determine the eligibility of any company or product for inclusion in the show and reserves the right to reject, evict or prohibit any exhibit, in whole or in part, or any exhibitor or his representatives, with or without giving cause. FSIPP reserves the right to deny the exhibition of inappropriate items and products. Drugs, chemicals or other therapeutic agents listed in AMA's New and Non-Official Remedies, National Formulator or U.S. Pharmacopoeia may be displayed. Proprietary drugs, mixtures and special formulas may be displayed if documentary evidence of their acceptance by ethical medical organizations is on file with Ohio State University International Heart & Brain Summit. New, unlisted and/or initial display items must be submitted for clearance prior to opening of the Meeting. Clinical and laboratory tests and evaluation on such items must be submitted at least one month prior to the opening date of the meeting. The same restrictions apply to medical journal advertisements or other displayed publications and all promotional literature.

17. Exhibit Floor Access

Ohio State University International Heart & Brain Summit reserves the right to limit access to the exhibit floor to anyone during times the show is not officially open.

18. Use of Booth Space

Exhibitors shall reflect their company's highest standards of professionalism while maintaining their booths during the show hours.
No exhibitor shall assign, sublet or share booth space.

19. Exhibition Sales Policy

Exhibitors may not accept payments in cash or checks or deliver merchandise in the exhibit hall.

20. Irregular Canvassing & Advertising

Distribution Solicitation of business or meetings in the interest of business except that of exhibiting firms is prohibited. Exhibitors are urged to report to Ohio State University International Heart & Brain Summit any violations of this rule. Canvassing by exhibitors outside of their booths is also forbidden, except by hosts of specially hosted events.



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Columbus, Ohio

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 **THE OHIO STATE UNIVERSITY**
WEXNER MEDICAL CENTER

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