Exhibitor Prospectus

Abstract Deadline: April 6, 2015

www.hfsa.org

Advancing Excellence in Patient-Centered Science
EXHIBITOR INFORMATION

About HFSA
Started in 1994 by a small group of dedicated heart failure specialists, the Heart Failure Society of America (HFSA) represents the first organized effort by heart failure experts from the Americas to provide a forum for all those interested in heart failure research and patient care.

The HFSA is dedicated to:
- Educating health care professionals through multidisciplinary programs, publications, and online communications in the areas of basic science, clinical medicine, patient management, and social, ethical and economic issues to enable them to diagnose and treat heart failure and concomitant medical conditions more effectively.
- Encouraging primary and secondary preventive measures to reduce the incidence of heart failure.
- Serving as a resource for government, private industry, and health care providers to facilitate the establishment of programs and policies that will better serve the patient.
- Enhancing quality and duration of life in those with heart failure.
- Promoting and facilitating the formal training of physicians, scientists, and allied health care providers in the field of heart failure.
- Educating the public about heart failure and seeking ways to improve the quality of life and health outcomes for patients.

The Conference
The Annual Meeting has gained a reputation as an outstanding forum for presentation of the latest information available (clinical and basic research, treatment and care of patients) in the field of heart failure. We are expecting a strong attendance again this year as the Annual Meeting continues to provide attendees with a well balanced, multidisciplinary program.

The 19th Annual Scientific Meeting will bring together physicians, basic and clinical scientists, epidemiologists, nurse practitioners, pharmacists and other health care providers involved in the continuum of caring for patients with heart failure. This scientific program will include plenary sessions, state-of-the-art symposia, invited lectures and debates, how-to sessions, and oral and poster presentations of accepted abstracts. The sessions are multidisciplinary and the program content will highlight the newest technologies, up-to-date science and a team based, best practice approach to effectively manage patients and lower re-admission rates.

The enthusiastic response to our exhibit area from participants demonstrates their commitment to learning about the latest products, devices and educational materials available for the treatment of heart failure. Exhibit hours for 2015 have remained shortened in response to positive exhibitor feedback from 2014. HFSA works with the Exhibitor Advisory Committee to help maximize traffic to the Exhibit Hall though careful planning of breaks and special events.

Meeting Location
The 19th Annual Scientific Meeting of the Heart Failure Society of America will be held at Gaylord National Harbor Hotel. This hotel anchors the 300 acre National Harbor waterfront entertainment district, located 8 miles south of Washington DC. The Gaylord National offers visitors to our nation’s capital region everything they are looking for in a convention destination. The 19-story glass atrium welcomes you with sweeping views of the Potomac River, Washington DC and Old Town Alexandria in the distance. Plus, with over 470,000 square feet of meeting space, Gaylord National is the premier Washington D.C. conference center. The nearest airport is Ronald Regan, National.

Typical Attendees Expected
- Cardiologists, CV Surgeons, Internists and Primary Care Physicians
- Clinical Researchers
- Cardiac Rehabilitation Professionals
- Nurses, Nurse Practitioners
- Epidemiologists
- Health Care Administrators
- Industry
- Pharmacists
- Research Scientists

The attendees are primarily professionals dedicated to research and clinical care of patients with heart failure. They are highly motivated and interested in keeping abreast of the latest developments and advances in the treatment and care of heart failure patients.

Why Exhibit?
HFSA expects a strong attendance this year. The meeting continues to grow and over the past few years we have seen attendance number grow by over 10%. What better venue to showcase your company’s products and services than at a meeting attended by the key thought leaders and decision makers in the field of heart failure? Don’t miss the opportunity to be part of this important gathering of heart failure professionals.

Exhibit Rate Includes:
- 7" x 44" booth identification sign
- aisle carpet cleaned daily
- use of rented floor space
- exhibitor hall lighting, air conditioning, heat, perimeter security
- pipe and show-color drape for inline booth
- exhibit service kit
- copy of final program book
- listing in the final program book
- pre-registration list of attendees
- up to 5 complimentary exhibitor registration per 10x10 booth, includes access to scientific sessions (no CME)

How To Register:
Complete and send the attached Application for Exhibit space with payment to:
Heart Failure Society of America, Inc.,
6707 Democracy Boulevard, Suite 925,
Bethesda, Maryland 20817

For more information contact HFSA at (301) 312-8635 or email: info@hfsa.org
Fax: (888) 213-4417

Join the HFSA Exhibitor Advisory Committee. Contact: rbieman@hfsa.org
**Breakdown of Professional Attendees**

**2014 18th Annual Scientific Meeting**

- **Physician**: 40%
- **PhD/PharmD/Scientists**: 11%
- **Nurse/NP**: 16%
- **Other Health Care Professionals (Dieticians, Technicians, etc)**: 12%
- **Other (Administration, FDA, Nonmedical, Industry)**: 1%
- **Exhibitors**: 17%
- **Other (Staff, guests, press)**: 3%

**Domestic Professional Attendance**: 89%

- **Northwest**: 3%
- **North**: 3%
- **Southwest**: 28%
- **South**: 16%
- **Midwest**: 26%
- **Southeast**: 16%
- **Northeast**: 27%

**International Professional Attendance**: 11%

- **North America (non-U.S.)**: 3%
- **Europe**: 4%
- **Asia**: 2%
- **Australia**: 1%
- **South America**: 1%

**2014 Exhibitors**

- **ABC Trading Solutions**
- **Abiomed, Inc.**
- **Alnylam Pharmaceuticals**
- **American Heart Association**
- **Amgen**
- **Amyloidosis Foundation**
- **Arbor Pharmaceuticals, LLC**
- **CardiacAssist, Inc**
- **Cardiva Medical, Inc.**
- **CareDx, Inc.**
- **Coram CVS/Specialty Infusion Services**
- **Covis Pharmaceuticals**
- **Cytokinetics, Inc.**
- **DAXOR Corporation**
- **Elsevier, Inc**
- **Feel Good, Inc.**
- **Fresenius Medical Care**
- **GE Healthcare**
- **GLOBO-SA, Inc.**
- **Heart Failure Society of America**
- **Heart Genomics, LLC**
- **HeartWare, Inc.**
- **Hitachi Aloka Medical**
- **HRA Research & Analytics**

**Infinite Trading, Inc.**
**Inrange Systems, Inc.**
**The Joint Commission**
**LabCorp**
**LUMEDX**
**Medical Neurogenetics, LLC**
**Medtronic, Inc.**
**Miller Pharmacal Group**
**Millar, Inc.**
**The Myocarditis Foundation**
**NeuMeDx**
**NI Medical**
**Novartis Pharmaceuticals Corporation**
**On Tack to Health**
**Otsuka America Pharmaceuticals**
**St. Jude Medical**
**Sunshine Heart, Inc.**
**SynCardia Systems, Inc.**
**The VAD Consulting Group**
**Thoratec Corporation**
**Walgreens Infusion Services**
**Wolters Kluwer Health**
**Zephyr-TEC Corporation**
**ZOLL**
**GENERAL**

### Exhibitor Dates and Hours:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>Install</td>
<td>Friday, September 25</td>
<td>2:00 PM – 5:00 PM</td>
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<tr>
<td></td>
<td>Saturday, September 26</td>
<td>7:00 AM – 3:00 PM</td>
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<tr>
<td>On-Site Registration opens</td>
<td>Friday, September 25</td>
<td>12:00 PM – 5:00 PM</td>
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<tr>
<td>Exhibit hours</td>
<td>Saturday, September 26</td>
<td>6:00 PM – 8:00 PM</td>
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<td></td>
<td>Sunday, September 27</td>
<td>10:00 AM – 6:30 PM</td>
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<td>Monday, September 28</td>
<td>10:00 AM – 2:00 PM</td>
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These rules and regulations are intended to serve the best interest of the HFSA Annual Scientific Meeting, the Exhibitors and the registered attendees, and to provide notice to applicants and Exhibitors of governing rules and regulations.

“HFSA” used herein or in subsequent rules or regulations shall mean the Heart Failure Society of America, its committees, agents or employees acting for the management of the Meeting and Exhibition.

“Exhibitor” used herein or in subsequent rules or regulations shall mean the exhibiting company and its representatives.

The 2015 HFSA Annual Scientific Meeting includes a trade show designed to provide a showcase of products and services either specifically designed for, or customarily used in, the treatment of heart failure and concomitant medical conditions or for products and services that may be of interest to its members and attendees.

HFSA does not guarantee that any space will be available to any applicant. If space is not available, a waiting list may be developed in the order of the date of receipt of each completed and paid-in-full Application/Contract. Two weeks after the show, HFSA will refund all payments received with the Application/Contract for exhibit space to any applicant for which space was not available.

HFSA, in its sole discretion, reserves the right to refuse rental of display space to any company, for any or no reason.

### Interpretation of Rules and Regulations

HFSA reserves the right to and has full authority to interpret, amend, and enforce these rules and regulations. Its decisions interpreting and enforcing the rules and regulations are final. Exhibitors agree to and are required to abide by these and all rules and regulations and all amendments and modifications that may hereafter be adopted, which shall be as much a part as though originally incorporated. All issues not addressed herein are subject to the decision of the HFSA, in its sole discretion.

Upon submitting an application to exhibit, the exhibitor agrees that the information contained in the HFSA Exhibitor Prospectus is an integral and binding part of the exhibit space contract, and that it is the responsibility of the exhibiting company to distribute information to ensure that all individuals responsible for the company’s participation and all individuals staffing the booth are aware of the Rules and Regulations governing the HFSA Annual Scientific Meeting.

### Compliance with Law

Each Exhibitor is required to comply with and abide by all applicable laws, ordinances, regulations, codes, and rules.

### No-Smoking Policy

HFSA strictly prohibits the use of tobacco products in all contracted areas of the Gaylord National (including during installation and dismantling) and all meeting rooms in Gaylord National Resort and Convention Center hosting HFSA events. Exhibitors are responsible for ensuring that all individuals associated with the Exhibitor comply with this policy.

### Americans with Disabilities Act

Exhibitors are responsible for complying with all applicable provisions of the Americans with Disabilities Act (ADA) with regard to their booth space including, but not limited to, the wheelchair access provisions. Exhibitors shall indemnify, hold harmless, and defend the HFSA, its officers, directors, agents, members, and employees from and against any claims, liabilities, losses, damages, and expenses (including attorneys’ fees and expenses) resulting from or arising out of the Exhibitors’ failure or allegations of Exhibitors’ failure to comply with the provisions of the ADA.

### Enforcement of Rules

By applying for exhibit space an Exhibitor agrees to adhere to all conditions, rules, and regulations established by HFSA.

Any Exhibitor that fails to notify HFSA in writing, prior to the scientific meeting, of its intent to cancel is deemed a no-show. A no-show may result in a loss of exhibiting privileges at future HFSA scientific meetings. No refunds will be issued.

Infractions of the spirit of the rules by potential exhibitors at any time may be considered in determining whether to accept an application to exhibit at any HFSA meeting.
Conduct of Exhibits

One of the purposes of the Annual Scientific Meeting is to offer companies an opportunity to present information about products or services pertinent to the registrants’ professional interests. The determination of the suitability of conduct of an exhibitor shall be made exclusively by the Heart Failure Society of America.

Exhibits are subject to the approval of HFSA. HFSA reserves the right, even after an application has been approved, to refuse exhibits, curtail activities, or to close exhibits or parts of exhibits that do not, in the HFSA’s determination, comply with HFSA rules and regulations governing the Annual Scientific Meeting, are contrary to the HFSA’s scientific or public policies, positions, statements or guidelines, or otherwise reflect unfavorably on the character of the meeting or the HFSA.

Exhibitors and their representatives (including public relations, advertising, or design firms) must conduct all marketing and promotional activity within the contracted exhibit space. Placement of signs, promotional materials or canvassing in any part of HFSA contracted space (Gaylord National Resort and Convention Center, National Harbor, Maryland) outside of the Exhibitor’s booth is prohibited.

Housing

To make a hotel reservation, please visit the HFSA web site www.hfsa.org (annual scientific meeting) for lodging information. The site will open February 2015.
EXHIBITOR PROSPECTUS

EXHIBITOR INFORMATION

Admittance

Exhibitor badges are for company employees only. Using an Exhibitor Badge for physicians, scientists or allied health professionals is prohibited.

Exhibitor Badges will allow admission to scientific sessions based upon available space and at the discretion of the HFSA. It is recommended that exhibitor staff wishing to attend the scientific sessions purchase a scientific meeting badge. CME credit cannot be earned with an exhibitor badge. Exhibitors will be limited to 5 badges per 10 x 10 booth. Additional badges for exhibitors can be purchased for $150.

Exhibitors are required to wear the official HFSA exhibitor badge at all times in the Exhibit Hall during installation, exhibit hours and dismantle. It is also required that Exhibitors’ conduct and attire be consistent with the professional decorum of the meeting.

Advertising

To heighten visibility, exhibitors may wish to place an advertisement in the Program Book or the Abstract Supplement of the *Journal of Cardiac Failure*. For additional information and cost, please contact rhaisman@hfsa.org. Hanging banners, floor decals, digital signage, window clings and other advertising and marketing opportunities are available.

Animals

Use of live animals in exhibits for any purpose is not allowed. The use of service dogs is permissible.

Assignment of Booth Space

Applications for exhibit space must be applied for on the Official Application for Exhibitor Space. HFSA will begin to assign space the week of July 8, 2015 and will be based on date application received, size of booth requested, previous support and participation in HFSA meetings. Assignment of space after July 8, 2015 will be made on a first come first serve basis. On the application, we do request that exhibitors provide at least three choices for their booth location and although not guaranteed, we will make every effort to accommodate one of the choices. In the event of a conflict regarding space or other conditions, HFSA shall have the right, in its sole discretion, to assign space to the Exhibitor, rearrange the floor plan, and/or relocate any exhibit at any time before or during the period of Exhibition. HFSA will give preference to repeat exhibitors.

Badges

The HFSA will offer Exhibitors the option to manage their badge orders online for the 2015 Annual Scientific Meeting. Instructions for online badge management will be provided in June. Every effort should be made to register staff online in advance. Badges can be picked up at the designated on-site registration desk specific for exhibitors. On-site registration will also be available for badges. Company business card will be required.

There will be a limit of 5 badges per 10 x 10 booth.

Additional badges for exhibitors can be purchased for $150.

Banners/Hanging Signs/Lighting Trusses

Island Booths of 400 square feet or more will be allowed to have hanging signs, banners and lighting trusses. Hanging signs or hanging banners suspended from the ceiling must maintain a minimum of 2 feet clearance from the highest point of the island booth display and the bottom of the banner. The top of the banner may not be higher than 24 feet. Lighting trusses will be permitted to 20 feet but must be independent of all hanging signs, logos or banners.

Beverages & Snacks

Distribution of beverages from the Exhibitor’s booth for hospitality is permitted and encouraged to drive increased traffic through exhibit hall. All items must be purchased through Gaylord National Resort and Convention Center. Alcoholic beverages are not permitted. HFSA typically provides food and beverage in the exhibit hall to drive traffic to the booths. In an effort to conserve funds, HFSA requests the exhibitors refrain from participating in this service.
Booth: Size, Cost, Badges & Registration

Exhibitor Badges will allow admission to Scientific Sessions based upon available space and at the discretion of the HFSA. It is recommended that those wishing to attend the Scientific Sessions purchase a scientific meeting attendee badge. CME credit cannot be earned with an exhibitor badge.

Booths are in 10’ x 10’ increments. Booth assignments will be based on date application is received, size of booth and previous support and participation in HFSA meetings.

By July 3, 2015: $35/sq ft  After July 3, 2015: $37.50/sq ft

Cancellation and Deposits: Cancellation of exhibit space must be directed to the CEO of HFSA, must be in writing on company letterhead, and must be signed by the same person who signed the Exhibit Space Application.

If cancellation of space is made on or before July 3, 2014, 65% of the fee paid will be refunded. **No refunds whatsoever will be made on cancellations or requests to reduce booth size after July 3, 2015.**

Construction

**In-line booths:** An in-line booth is one or more standard 10’ x 10’ unit(s) arranged in a straight line. In-line booths have only one side exposed to an aisle. The maximum height of 8’ is allowed on the back wall and the rear half of the booth space, with a 4’ height restriction imposed on all materials in the remaining space forward to the aisle. The maximum back wall height limitation of 8’ includes signs, company name, logo or product information. Display material for in-line and perimeter booths is restricted to a maximum height of 4’ in the front 4’ of the booth and 8’ in the rear 4’. The back wall on in-line and perimeter booths is limited to 8’ in height including signs or company name, logo or product information. Regardless of the number of in-line booths used (e.g., 10’ x 10’, 10’ x 20’, etc.) display materials should be arranged so they do not obstruct sight lines of neighboring Exhibitors.

Each in-line booth will have an 8’ high-draped back wall and 3’ high drape dividers defining the sides of the space. The backside of an in-line booth must not be visible and must not be used for storage.

**Corner booths:** A corner booth is an in-line booth exposed to aisles on two sides. All other guidelines for in-line booths apply.

**Island booths:** Island booths are units bounded on four sides by aisles.

Exhibits may extend to all outer edges of the booth space but the design of the booth must allow accessibility from all four sides and sufficient see-through areas so the view of the adjacent exhibits are not blocked. Solid walls must be set at least 4’ back from the booth line. The HFSA requires a 50% see-through effect on the portion of the booth from the floor up to a minimum of 8’ in height (no exceptions). No exhibit may expand into the aisle.

**Two-story booths:** not allowed.

Children

The HFSA does not allow children under the age of 16 in the Exhibit Hall at any time. Due to limited seating capacity and the technical nature of the program, children (under age 16) are not allowed into the scientific sessions.

Clinical Testing and Demonstration of Equipment

Exhibitors are permitted to conduct clinical tests such as blood pressure monitoring, cholesterol screening and demonstrations of products or equipment from their booth.

Demonstrations must be conducted within the confines of Exhibitor’s booth and not interfere with the flow of aisle traffic. HFSA reserves the right to have the Exhibitor discontinue any activity that interferes with the normal traffic flow in the aisle or that interferes with other neighboring exhibit booths.
Co-Marketing

The HFSA defines co-marketing as two or more companies developing, manufacturing, producing or distributing the same product. Only pre-approved products may be displayed in the co-marketing exhibit space. A request on company letterhead explaining the nature of the product must accompany request for co-marketing exhibiting space.

Engineering Certification/Structural Integrity

The Exhibitor is responsible for securing safety certifications from a licensed structural engineer. The safety certificate must be available on site for inspection by the senior manager of Exhibitors or the fire marshal. Do not send the certificate to the HFSA. Exhibitors must adhere to rules and regulations of Gaylord National Resort and Convention Center that regulate temporary structures. This policy has been established to ensure the safety of Exhibitors and attendees. Exhibitors agree to release the HFSA of any and all responsibility for the safety of such exhibits and to indemnify, hold harmless, and defend the HFSA, its officers, directors, agents, members, and employees from and against liabilities, losses, damages, and expenses (including attorneys’ fees and expenses) resulting from or arising out of the Exhibitors’ failure or allegations of Exhibitors’ failure to ensure the safety of their exhibits.

Booth structures with towers, columns or walls that exceed 10 ft. in height are required to present certification verifying the structural integrity of the exhibit. The engineering certificate must be available on site to be presented, if requested.

Exhibitor Designated Contractors (EDC)

The HFSA has made every effort to work with the best-qualified contractors to provide services for the Annual Scientific Meeting. If an exhibitor chooses to designate a non-official exhibitor designated contractor (EDC), the exhibitor and contractor must abide by the HFSA Rules and Regulations and submit an EDC Notification of Use form. Information regarding use of an EDC can be found in the Exhibitor Service Kit.

Exhibitor Services

Freeman Convention Services is in charge of exhibit production and will provide drayage service for all Exhibitors. Freeman will coordinate all inbound and outbound shipping of freight, as well as on-site services. Forms and additional information will be included in the Exhibitor Service Kit.

Exhibitor Service Kit

Exhibitor kits will be emailed to the contact identified on the Application for Exhibit Space Form starting July 15, 2015. Service kits will only be mailed on request. The Service Kit will provide Exhibitors complete shipping instructions, product information and other forms for all services needed during installation, show period and removal of exhibition.

If you have any questions in advance of this mailing, please contact HFSA at (301) 312-8635 or email: info@hfsa.org

Fire Regulations

Fire regulations prohibit the use of paper (crepe or corrugated), cardboard or other flammable materials for booth decorations. All materials in exhibit areas must be nonflammable. Electric signs and equipment must be wired to meet local fire code specifications. Fire extinguishers on walls or elsewhere must not be removed or obstructed.

Floor Covering

Floor covering is mandatory for all booths. The floor covering must cover the entire net-square footage of contracted exhibit space. Exhibitors may use their own floor covering or order it from the official decorator. Order forms will be included in the Exhibitor Service Kit.

Giveaways

Exhibitors are permitted to distribute giveaways in accordance with the AMA Ethical Guidelines, which state:

“Some gifts that reflect customary practices of industry may not be consistent with the principles of medical ethics. To avoid the acceptance or distribution of inappropriate gifts, physicians should observe the following guidelines: Any gifts accepted by physicians individually should primarily entail a benefit to patients or serve an educational purpose for the physician (PhRMA and AdvaMed). Accordingly, textbooks and other gifts are appropriate if they serve a genuine educational function to the patient or physician. Cash payments should not be accepted. Individual gifts of minimal value are permissible as long as the gifts serve a genuine educational value (AMA) and are not branded (PhRMA and AdvaMed).

No gifts should be offered or accepted that create an obligation to the physician or registrant. For example, physicians should not accept gifts if they are given in relation to the physician’s prescribing practice. Exhibitors are required to follow the legal and ethical boundaries of give-a-ways, including the reporting obligations of the Physician Payments Sunshine Act.

Posters (unless educational), newspapers, product literature in “unique” containers or packaging, materials or literature other than product information, novelties or any other non-cardiovascular related product is also prohibited.

Giveaways should be associated with products or services of the Exhibitor and must provide educational value to the physician or the patient.

A giveaway should not exceed a retail value of $100 (PhRMA and AdvaMed). Exhibitors are encouraged to secure HFSA approval before ordering giveaways in case an item is not approved.
Hazardous Waste Disposal

Hazardous waste is any material being stored, recycled or thrown away that could cause injury or death or pollute air, land, or water. Exhibitors who generate materials fitting any of these criteria in the course of their exhibiting activity must follow these guidelines: (1) be aware of the full scope of the hazards associated with waste created with the exhibit; (2) conform to the requirements of all regulatory agencies having jurisdiction over the creation of hazardous waste in that location; (3) complete the Hazardous Waste section on the Booth Activities form and return it to the HFSA.

Waste generated on site at the Annual Scientific Meeting must be disposed in compliance with all applicable state regulations. Costs or applicable administrative expenses incurred by Gaylord National Resort and Convention Center for the removal of hazardous waste left in or about Gaylord National Resort and Convention Center will be assessed to the Exhibitor.

Human Subjects as Models for Sales Demonstration of Ultrasound Equipment

The use of human subjects as models for demonstrating ultrasound scanning devices is discouraged by the HFSA. Although there is no scientific evidence that long-term exposure to ultrasound at these frequencies is harmful, the long-term effects are not known. Therefore, no risk/benefit estimate is possible, nor is it possible to make a tentative estimate of risk.

Installation of Exhibits

At the time of writing these Rules & Regulations, it is planned that installation of exhibits will be on Friday, September 25, 2015 between 2:00 PM and 5:00 PM and Saturday, September 26, 2015 between 7:00 AM and 3:00 PM.

All exhibits must be fully installed by 3:00 PM Saturday, September 26, 2015. No exceptions will be granted.

Insurance and Liability: Force Majeure

By signing the “Application for Exhibit Space”, each Exhibitor agrees to maintain adequate insurance coverage (as described below) against injury to person and damage to or loss of property to cover its obligations hereunder. Each Exhibitor must provide a copy of such insurance policy by July 15, 2015 to HFSA (fax: 888-213-4417). Exhibitor’s insurance shall be in an amount of not less than one million dollars ($1,000,000) for personal injury, death or property damage in any one occurrence. Such insurance maintained by the Exhibitor must be issued by an insurance company reasonably acceptable to HFSA, include coverage of the indemnification obligations of the Exhibitor described below, and shall name HFSA and Gaylord National Resort and Convention Center as additional insureds. Exhibitor further acknowledges that it is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate. Any insurance policies must contain an express waiver by the exhibitor’s insurance company of any right of subrogation as to any claims against HFSA and its representatives.

Exhibitor acknowledges and agrees that it will obtain, at its own expense, any and all licenses or permits to comply with all local, state and federal laws, ordinances and regulations for any of its activities in connection with the HFSA Annual Scientific meeting, including appropriate licenses for any music that may be played or performed in its space.

Exhibitor shall bear the sole responsibility for any damages, claims, losses, liabilities or expenses arising from an injury to any person or property that arises out of, is related to, or is in any manner connected with the Exhibitor’s participation in the HFSA Annual Scientific Meeting, including its indemnity obligations herein. Neither HFSA, its members, officers, representatives or employees, nor Gaylord National Resort and Convention Center, its representatives or employees, will be responsible for any injury, loss or damage that may occur or occurs to the Exhibitor or the Exhibitor’s employees, agents or invitees or property from any cause whatsoever, prior, during or subsequent to the period covered by the exhibit contract. Each Exhibitor must make provision for the safeguarding of its goods, materials, equipment and display at all times. Although general overall watchmen may be employed by the HFSA for the Exhibition period, the furnishing of such watchmen shall not be deemed to affect the non-liability of HFSA, Gaylord National Resort and Convention Center or their officers, representatives or employees. Execution by the Exhibitor of the “Application for Exhibit Space” is an agreement by the Exhibitor to protect, indemnify, defend and hold harmless the HFSA, its officers, directors, members, agents and employees from and against any and all liabilities, losses, damages, suits, claims, demands, costs and expenses, including but not limited to reasonable attorney’s fees in connection therewith, which may arise or result in any way from the acts or omissions of the Exhibitor, its agents, contractors and employees. In no event shall HFSA be liable to the Exhibitor for any loss of business, business opportunities, or for any other type of direct or consequential damages alleged to be due under any claim. It is agreed and understood by the Exhibitor that the sole liability, if there is any liability at all, of HFSA for any claim of the Exhibitor shall be a refund of the amount paid by the Exhibitor under this agreement as an exclusive remedy.

In case that said premises shall be destroyed by fire or the elements or by any cause, or in the case of government intervention or regulation, military activity, strikes, acts of war, threat of war, riot, civil strife, terrorist activity, acts of Government, force majeure, or any other circumstances that make it impossible or inadvisable for HFSA to hold the show at the time and place provided in the Application and Contract for exhibit space, then and thereupon the contract shall terminate and the Exhibitor shall waive any claim for damages or compensation, except the pro rated return of the amount paid for space, after deduction of actual expenses incurred in connection with the show, and there shall be no further liability on the part of either party.

In case any part of the Exhibit Hall is damaged, or if circumstances make it impossible for HFSA to permit an Exhibitor to occupy the space assigned during any part or the whole of the period covered, then under such circumstances the Exhibitor will be charged for space only for the period space was or could have been occupied by the Exhibitor, and the HFSA is released from any and all claims for damages which may arise in consequences thereof.
Interactive Computer Demonstrations

Demonstration areas must be organized within the Exhibitor’s exhibit space so as not to interfere with the flow of aisle traffic. All activities must be supervised by exhibit personnel who, in the event of an emergency, have full operating knowledge of the demonstration.

Investigational Products

All products marketed and promoted in the exhibit hall that are regulated by the Food and Drug Administration (FDA) must meet all applicable FDA guidelines and/or must be FDA-approved or meet an applicable exception to the FDA approval requirements. It is the responsibility of the exhibitors to ensure adherence to FDA regulations, policies, practices and guidelines and all other applicable industry guidelines, concerning the demonstration, discussion, use and/or display of products, technologies and/or services at the HFSA Annual Scientific Meeting.

Mailing Lists

The advance registration list will be available for purchase ($299) for a one-time use only and will reach all professional attendees. The advance registration list is available solely to announce your participation at the Annual Scientific Meeting. The list will be available on or about Monday, August 31, 2015 upon request. No email addresses will be provided.

The HFSA must approve all materials used in association with mailing lists. It is highly recommended that materials not be printed prior to approval. Materials such as catalogs and product literature are not to be distributed by using the mailing lists. If you are interested in purchasing the pre-registration list, email: info@hfsa.org. No endorsement by the HFSA of the Exhibitor or its goods or services, expressed or implied, is permitted or intended (see page 12 for use of HFSA’s Name, Insignia or Logo).

Market Research Firms

Market research surveys must be related to the field of cardiovascular disease and conducted within the confines of exhibit space rented.

Payment and Provision in Case of Default

If any Exhibitor fails to pay, when due, any sum required by the Application/Contract for exhibit space, or if any Exhibitor fails to meet any term or condition of the contract, or fails to observe and abide by these Rules & Regulations and those outlined on the Application/Contract for exhibit space, HFSA reserves the right to terminate this contract immediately without refund of any monies previously paid. In any case, no refunds for any reason will be made after July 3, 2015.

Photography

Videotaping and taking of photographs (including cell phone cameras), other than by the HFSA official photographer, is strictly prohibited. Photographs taken by the HFSA official photographer are for HFSA use only.

Any photography or video taping of booths by Exhibitor photographers will need prior approval. Please contact the HFSA to make arrangements: (301) 312-8635.

A representative of one Exhibitor is not allowed to photograph or video another Exhibitor’s booth.

Please be aware that during the Scientific Meeting, attendees, vendors, guests and exhibitors may be photographed by the HFSA photographer. Some of these photographs may be used by the HFSA in future publications or materials connected with the annual meeting.

Printed Materials

Distribution of printed materials (including audio cassettes, CDs, videos, and books) by industry or its agents is limited to the area rented by the Exhibitor in the HFSA Exhibit Hall. Such materials are not permitted in the registration and poster session areas or in the scientific session rooms or in any hotel contracted by the HFSA. Noncompliance with this regulation will result in the prompt removal of the offending person and property from that area and may result in the issuance of priority points violation to the exhibiting company. Exhibitors who are commercial entities are reminded that ACCME guidelines prohibit distributing from the exhibit floor literature and materials promoting CME symposia or activities.
Other Prohibited Activities Include, But Are Not Limited To:

Advertising/Displays: Advertising (including, but not limited to, the advertisement of any product pricing), displaying goods, or distributing material or literature other than those manufactured or sold by the Exhibitor in the regular course of its business is prohibited.

Affixing Exhibit Materials: No part of an exhibit may be posted, nailed, taped or otherwise affixed to walls, doors or floors in a way that will mar or deface the property.

Audio/Visual Systems: Use of an audio or audio/visual system that distracts or may distract other exhibits is prohibited.

Broadcasting: Broadcasting of audio or video news programs is prohibited.

Celebrities: Using celebrities or celebrity look-alikes is prohibited.

Entertainment: Using magicians, fortune tellers, dancers, mimes, live animals, puppet shows, robots, vocal or any other form of entertainment is prohibited.

Games: Exhibitors are not permitted to conduct games, contests, raffles, or any other games of chance at their booths. This includes post-meeting drawings or raffles.

Music: Live performance of music is prohibited.

Obstruction: Any activity in an Exhibitor’s booth that obstructs aisle space will not be permitted. Use of materials or equipment that obstructs or may obstruct visibility of an adjacent exhibition is prohibited.

Odor: Offensive odors from Exhibitors are prohibited.

Paper: Use of any paper, cardboard or other flammable materials for booth decorations is prohibited.

Product Display and Distribution: Display, demonstration of products, processes or services are restricted to the Exhibitor’s exhibit booth, which space is limited by the restrictions set forth under “Construction”.

Rules and Regulations: Not complying with these rules and regulations, as they may be modified or amended is prohibited.

Removal of Exhibits

All exhibits must remain intact until the Exhibit Hall closes Monday, September 28, 2015 at 2:00 PM. Exhibit tear-down will begin 2:00 PM to 8:30 PM on Monday, September 28, 2015.

No dismantling will be permitted prior to the close of the Exhibit Hall on Monday, no exceptions will be made. Exhibits must be packed and ready to move by 10:00 AM on Tuesday, September 29, 2015.
Reservation & Occupation of Exhibit Space

Payment is due with application for Exhibit Space unless prior arrangements are made with HFSA.

Any space not claimed and occupied prior to 3:00 PM on Saturday, September 26, 2015 may, at HFSA’s sole discretion, be resold or reassigned by HFSA with no obligation on the part of HFSA to refund any part of the booth rental, and with the Exhibitor remaining responsible for payment of all amounts due. The Exhibitor may not assign or sublet any space.

Scientific Presentations

To avoid conflict with the Annual Scientific Meeting, scientific presentations within exhibits are limited by the following speaker constraint: To be eligible to give a live presentation at an exhibit, speakers at the HFSA Annual Scientific Meeting must wait until after their presentation in the scientific program or satellite symposium unless there is no overlap in subject or data. Speakers will be required to verify to the HFSA in writing that no overlap exists. Approval is at the sole discretion of the HFSA. These are not CME presentations. This does not apply to engineers or others who are registered as Exhibitors. It also does not apply to the display of videotape presentations featuring physicians or scientists, whether or not they are registered at the meeting.

Security

The HFSA provides perimeter security in all exhibit areas during the Annual Scientific Meeting. Exhibitors are reminded that booth security and the protection of special valuable items inside the booth space may require additional security at the Exhibitor’s own expense. The HFSA is not responsible for damaged, lost or stolen equipment or materials. Delivery or removal of equipment is only permitted during move in and move out.

All security services must be ordered through HFSA’s official service contractor.

Selling Products or Services

The purpose of the Heart Failure Society’s exhibit program is to further the education of the attendees by providing information, services and products, and presenting industry trends that are pertinent to the physician’s professional interest. Therefore, taking orders and selling exhibited products will be permitted. At no time may the exhibit or product display be altered to fulfill a transaction.

No signage or advertising of product pricing will be allowed. Exhibitors that intend to sell taxable goods or services on site are responsible for registering as a dealer, and must obtain and maintain all required licenses and permits.

Unofficial Events: Hospitality Suites and Private Meetings

HFSA reserves the right to control all contracted function space at Gaylord National Resort and Convention Center for the 2015 Annual Scientific Meeting. Unofficial events are restricted to registered scientific attendees and exhibitor staff. They are not planned or sponsored by the Heart Failure Society of America. See page 14 for the Unofficial Event Form. Contact Nikki Ahmetaj at nikki@gmimeetings.com.

Hospitality rooms may not be open during the hours of any official HFSA function. The official HFSA hotels will not release space without approval from the HFSA. The Exhibitor 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 will be allowed only in HFSA designated areas and must be approved by HFSA prior to display.

Use of HFSA’s Name, Insignia or Logo

The HFSA’s name, insignia, logo or other identifying marks may not be used in signs, advertising or promotions in any media, on descriptive product literature either inside or outside the exhibit area, or in connection with any other type of marketing, without prior express written permission from the HFSA’s CEO.

The HFSA name may not be included in any advertising, documents, or publications, supported or sponsored by another organization or group. Furthermore, the fact that an Exhibitor or its goods or services are or were exhibited at the HFSA Annual Scientific meeting does not give permission to use the HFSA name in any advertisements or promotional activities by the Exhibitor. No endorsement by the HFSA of the Exhibitor or its goods or services, expressed or implied, is permitted or intended.

In general the HFSA name cannot be used without the express written permission of the HFSA’s CEO. Additional information regarding use of HFSA name can be found on www.hfsa.org.
EXHIBITOR FLOOR PLAN

GAYLORD NATIONAL RESORT AND CONVENTION CENTER

165 Double-sided Boards

20' Late Breaking Abstracts, 30'

10' 10' 10' 10' 10' 10' 10' 10' 10' 10' 10' 10' 10' 10' 10' 10' 10' 10' 10' 10'

30' Unofficial Events

545

30' Unofficial Events

745

20' Internet Station, 30'

121

321

521

20' Product Theater, 100

301

501

701

Service Desk

Inventory as of 06/23/2015

Dimension

10'x10'

10'x20'

10'x30'

20'x20'

20'x30'

20'x40'

20'x50'

Size

100

200

300

400

600

800

1,000

Totals:

70

10' 10' 10' 10' 10' 10' 10' 10' 10' 10' 10' 10' 10' 10' 10' 10' 10' 10' 10' 10'

11,100

12/02/14   CS

4 05/15/15

JS

INITIAL

Drawing Started on:

DATE

REVISIONS

CS

CS

JS

COPYRIGHT 2007, FREEMAN CO.

ALL RIGHTS RESERVED.

BUILDING LEGEND

- COLUMNS

M  - MEN

W - WOMEN

T - TELEPHONE

FR. ELEV. - FREIGHT ELEVATOR

E - ELEVATORS

NOTE: ELECTRIC IS SUPPLIED FROM THE CEILING.

VERIFY ALL DIMENSIONS AND LOCATIONS.

PHYSICALLY INSPECT THE FACILITY TO

ENSURE THE ACCURACY OF ALL

EVERY EFFORT HAS BEEN MADE TO

UTILITIES OR OTHER ARCHITECTURAL

COMPONENTS OF THE FACILITY IS

MADE WITH RESPECT TO THIS FLOORPLAN. HOWEVER NO WARRANTIES,

INFORMATION CONTAINED ON THIS

FLOORPLAN. HOWEVER NO WARRANTIES,

IF THE LOCATION OF BUILDING COLUMNS,

A CONSIDERATION IN THE CONSTRUCTION

MADE WITH RESPECT TO THIS FLOORPLAN. HOWEVER NO WARRANTIES,

OR USAGE OF AN EXHIBIT, IT IS THE SOLE

RESPONSIBILITY OF THE EXHIBITOR TO

![Diagram of the exhibit floor plan of Gaylord National Resort and Convention Center](image-url)
**Unofficial Events: (All events by invitation only):**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday, September 26</td>
<td>8:00 AM - 5:00 PM*</td>
</tr>
<tr>
<td>* if activity does not include HFSA committee members</td>
<td>5:00 PM - 23:59 PM</td>
</tr>
<tr>
<td>Sunday, September 27</td>
<td>8:00 AM – 23:59 PM</td>
</tr>
<tr>
<td>Monday, September 28</td>
<td>Check for available times for small meetings of 10 or less</td>
</tr>
<tr>
<td>Tuesday, September 29</td>
<td>8:00 AM – 12:00 PM</td>
</tr>
</tbody>
</table>

**Questions:** Contact Nikki Ahmetaj (HFSA Conference Organizer)
Phone: 908-358-3082. Email: nikki@gmimeetings.com

To avoid any confusion for individuals invited to participate in these unofficial events, please include the following paragraph in a visible area on the invitation:

> “Although assignment of space to hold this unofficial event has been approved by the HFSA, the event has been planned and paid for by the organizer. This event is not affiliated with HFSA, and HFSA has no responsibility for or liability with respect to the content or conduct of this unofficial event.”

**Advisory Boards/Focus Groups/Market Research Meetings:** Meetings (usually less than 50 participants) that target a specific group of attendees to discuss/obtain specific data.

**Committee Meetings:** Small meetings that are not sponsored by industry. Committee may be held by task forces, universities or non-profit organizations.

**Hospitality Meetings:** Provides attendees with services that could include one-on-one meetings or a small group reception/dinner (usually less than 50). No educational or social activity of any kind may be included.

**Investigator Meetings:** An opportunity for investigators to meet and share the latest scientific data/results on clinical trials. Always by invitation only and not open to meeting attendees.

**Media Events:** Including but not limited to news conferences, product previews, personal interviews, and dinners, receptions etc. that are directed to the news media, or that one or more members of the media have been invited to attend where information about a company’s products, services, research findings, studies, etc. is released either formally or informally.

> The HFSA restricts information from Media Events becoming public until the time of presentation (abstract, poster, or scientific session). Exhibitors, universities or non-profit organizations may not hold a news conference or media event until after the presentation.

**Slide Reviews:** Meeting of speakers and chair for an HFSA approved satellite program to review materials to be presented at satellite symposium. Slide review conducted by meeting planner and open to HFSA staff.

**Staff/Company Meetings:** Limited to exhibitor staff only, no scientific meeting attendees. No time restrictions to hold staff/company meeting. Approval needed to release space to company.

**Cost to reserve space:**
- ☐ $150 (academic/government activities)
- ☐ $400 (all others)

Payments may be paid with Visa, MasterCard, American Express, check or money order (drawn on US banks only). Checks or money orders are payable to: Heart Failure Society of America and must accompany this form (mail to the address on back cover). If paying by credit card, return completed form by fax 888-213-4417. No refunds for any reason, including cancellation of event. Payment will be processed after review and approval by HFSA.

- ☐ check*  ☐ money order*  ☐ american express  ☐ visa  ☐ mastercard

**Account Number:**  **Expiration Date (mm/dd/yy):**

**Name of Card Holder:**  **Signature of Cardholder:**

**Name of Event:**  **Proposed Date of Event:**

**Event financially supported by:**

**Contact Person:**  **Company:**

**Address:**

<table>
<thead>
<tr>
<th>Telephone:</th>
<th>Fax:</th>
<th>E-mail:</th>
</tr>
</thead>
</table>

**Type of Event:**
- ☐ Advisory Board Meeting  ☐ Focus Group  ☐ Investigator Meeting  ☐ Staff Meeting  ☐ Marketing
- ☐ Committee Meeting  ☐ Hospitality Meeting  ☐ Media Event  ☐ Slide Review

*All functions by invitation only. A list of proposed invited attendees is required. The list is used only by HFSA staff to help identify a time that does not interfere with HFSA activities.

**Location of Event:** Gaylord National Resort and Convention Center, National Harbor, Maryland (Washington, DC area)

**Brief Description of Event:**

<table>
<thead>
<tr>
<th>Number of Attendees Expected:</th>
<th>Start Time:</th>
<th>End Time:</th>
</tr>
</thead>
</table>

We agree to hold our unofficial event at the date and time as identified above. Any changes will require reconsideration by the HFSA.

**Authorized signature:**  **Date:**

☐ Approved  Date: ______________  ☐ Not approved  Date: ______________

---
**Booth Activities**

Please submit no later than August 15, 2015

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**Exhibitor**

---

**Contact Person**

---

**Fax**

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1. **Giveaways:** Will you distribute giveaways? Yes ☐ No ☐
   - (If yes, please list giveaways.) The HFSA recommends getting approval for giveaways prior to ordering items to be distributed. See giveaway guidelines in HFSA Prospectus.

2. **Beverage for Hospitality:** Will beverages for hospitality be distributed? Yes ☐ No ☐
   - All beverages and supplies must be ordered from the Gaylord National Resort and Convention Center Catering Service.

3. **Candy:** Will you distribute bite-sized individually wrapped or small boxes of candy? Yes ☐ No ☐
   - All candy must meet the HFSA guidelines. If yes, please list type of candy.

4. **Snacks:** Yes ☐ No ☐
   - If yes, please describe.

5. **Selling of Products or Services:** Will products or services be sold from your exhibit booth? Yes ☐ No ☐
   - Selling is the actual exchange of payment for merchandise. It does not include taking orders. Please be advised that it is the responsibility of each Exhibitor to secure all licenses or permits that may be required for selling and that each Exhibitor must collect and remit city, state, and/or country taxes if applicable.

6. **Photography:** Will you be taking photographs in your booth? Yes ☐ No ☐
   - HFSA guidelines state that photography or video taping of the Exhibit Hall is strictly prohibited. Any photography or video taping of booths by Exhibitor photographers will need prior approval. Please contact the HFSA to make arrangements.

7. **Hazardous Waste:** Will there be activities that will create hazardous waste materials? Yes ☐ No ☐
   - If yes, please describe and specify which waste disposal company will be used on site.

8. **Laser:** Will you use laser equipment? Yes ☐ No ☐
   - If yes, please describe the laser equipment to be used on site.

---

Please return this form to: Heart Failure Society of America
6707 Democracy Boulevard, Suite 925
Bethesda, MD 20817
Email: info@hfsa.org   Fax: 888-213-4417
To reserve exhibit space, please complete and return this application with a check payable to:

Heart Failure Society of America, 6707 Democracy Blvd, Suite 925, Bethesda, Maryland 20817. Phone: (301) 312-8635, Fax: 888-213-4417 Application to exhibit September 26-29, 2015 by and between ________________________________, hereinafter called “Exhibitor,” and the Heart Failure Society of America, hereinafter called “HFSA.”

1. In accordance with the following terms, conditions and regulations governing exhibits of HFSA at Gaylord National Resort and Convention Center, September 26-28, 2015 the undersigned hereby makes application for exhibit space, which application, when accepted by HFSA, becomes a contract. Terms and conditions listed in the Exhibitor Prospectus, as well as those conditions under which exhibit space at Gaylord National Resort and Convention Center is leased to HFSA, are a part of this contract.

   Payment must accompany application in order to reserve exhibit space.

3. Booth size requested: _______ x _______ = _______ sq ft.x $__________/sq ft. = $__________ Total

4. List any companies you do not wish to be in close proximity to your booth. (Do not abbreviate company names. This will be kept confidential.) __________________
   __________________________________________________________________________________________

5. Exhibit to be listed in the program as follows (please type or print):

   Company Name: _____________________________________________________________________________________
   City and State: ____________________________________________

   On an attached sheet please provide a brief description of your product or service for inclusion in the printed program (not more than 50 words). Descriptions exceeding 50 words may be shortened at the sole discretion of the HFSA.

6. Please type or print clearly the name and title of the person who is authorized to sign this contract. This person will receive all future exhibitor information including the Exhibitor Service Kit.

   Name: _________________________________________________________
   Title: _______________________________________________________________________________

   Information for on-line exhibitor registration will be provided in July 2015 to the e-mail address identified below in #8. When entering staff online, only valid email addresses will be accepted by the system. You will be notified if an invalid email address is used and will need to provide a valid email address in a timely manner or the registration for that person with the invalid email address will be cancelled.

7. Amount due $ ________________ (payment in full required). Payment may be made with Visa, MasterCard, American Express, check or money order (drawn on US banks only). If paying by credit card, you may fax this form to 888-213-4417.
   □ check*  □ money order*  □ american express  □ visa  □ mastercard
   account number: ____________ expiration date (mm/dd/yy): ____________
   name of card holder: ___________________________ signature of cardholder: ___________________________

8. Signature (I have read and understand the Exhibit Prospectus, I am authorized to sign this binding agreement and I take full responsibility for any violation of HFSA rules by our exhibitor personnel):

   Company: _____________________________________________________________________________________
   Address: _____________________________________________________________________________________
   City: ___________________________ State: __________ Zip Code: ___________________________
   Telephone: __________________ Fax: __________________ Email: __________________

*Check or money order to be made payable to Heart Failure Society of America (Tax ID: 06-1416238)
Mail check to:
Heart Failure Society of America
6707 Democracy Blvd., Suite 925
Bethesda, MD 20817