

2016 Exclusive CMHC Sponsorship & Exhibit Opportunities



CMHC BOSTON • October 5-8, 2016

Now in its 11th year, the flagship annual event, **CMHC BOSTON**, provides unprecedented access to the largest US-based multidisciplinary cardiometabolic risk summit of 1,200+ clinicians and world-renowned faculty. 60% of clinical attendees are physicians and 40% are advanced, prescribing allied health professionals actively practicing in the areas of cardiology, endocrinology, internal medicine, and primary care.

"There is no better place to get access to as many experts and as much important cutting-edge information as we have here every October."

- Christie M. Ballantyne, MD, CMHC Chair

CMHC WEST March 4-5, 2016

East Meets West! In 2016, CMHC is expanding its successful live event portfolio with **CMHC WEST, March 4-5 in San Francisco**. This themed 2.5 day conference will address *Novel Therapies, Technologies and Prevention Strategies for Integrated Cardiometabolic Disease Management*. Many opportunities for sponsorship, exhibiting and educational support are available.

Best of CMHC Regional Meetings Spring-Summer 2016

Launched in 2015, CMHC regional meetings feature the "best of" evidence-to-practice presentations and expert faculty from CMHC Boston. The 1-day format and Saturday schedule provides a convenient CME opportunity for busy clinicians. Target audience includes frontline clinicians and primary care professionals in metropolitan areas of greatest need. Sponsorship, educational support and exhibits are available.

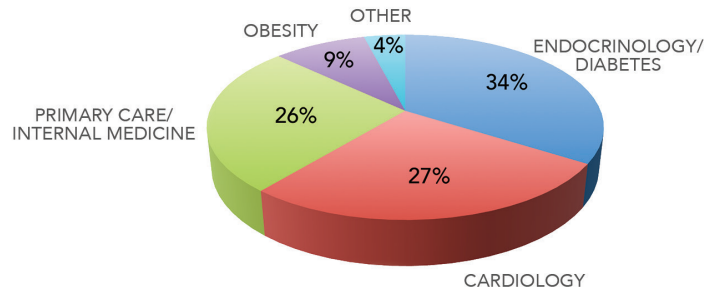
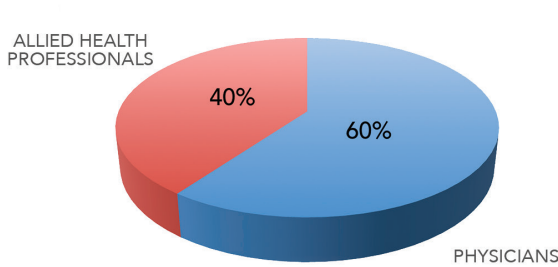


At the Intersection of Metabolic and CVD Prevention

CMHC provides a complete platform of education spanning live and digital communications that extends the energy and experience of our national and regional conferences throughout the year and to a wide audience of frontline clinicians involved in cardiometabolic health.

CMHC is a rare blend of Frontline Clinicians, Leading Investigators and Thought Leaders.

CMHC ATTENDEE BREAKDOWN



CLINICIAN ATTENDEE STATISTICS

- Average of 21 years in practice
- Average of 60 patients treated per week

CMHC delivers more than education. It provides Access.

Your brand must have a presence among the most interested and enthusiastic group of healthcare providers who are on the front lines of the cardiometabolic disease epidemic!

CMHC Program Chairs – Christie Ballantyne, MD, George Bakris, MD, Robert Eckel, MD, Jay Skyler, MD

Faculty – 100+ world-renowned faculty experts and lead investigators participate in CMHC live meetings, symposia and web activities.

92%

of clinicians report that attending the CMHC increased their confidence, competence and improved overall patient outcomes

*For complete details of all CMHC sponsorship and exhibiting opportunities, please download the Prospectus at Cardiometabolichealth.org or contact our sales team today:

info@cardiometabolichealth.org Phone: 877.571.4700

PREMIER SPONSORSHIP PACKAGES

CMHC offers a selection of **Platinum, Gold, Silver and Bronze sponsorship packages** to maximize your exposure at CMHC Boston, CMHC West, and the Best of CMHC Regional Meetings. Reinforce your vision and commitment to cardiometabolic disease prevention, while reaching the ideal mix of highly relevant stakeholders. CMHC sponsorships, professional medical education events, promotional items and exhibits will enhance brand and disease awareness, drive traffic to your booth or website, and increase lead and revenue generation.

Exclusive Sponsorship Items, Advertising and Exhibit Booth Traffic Building opportunities are available.

2016 Professional Medical Education (PME) Opportunities

SHOWCASE YOUR PRODUCT, DEVICE, DISEASE AWARENESS & HIGHLIGHT CUTTING-EDGE DATA

Get your product, disease awareness, and medical information in front of the CMHC audience. A CMHC PME Session is the perfect format for your independent, non-certified program. In this format, corporate supporters may provide a learning session, science showcase, or demonstration of timely and relevant material, including new therapies, devices, and clinical tools. To extend the life of the program beyond the event, encore digital PME presentations may be posted on Cardiometabolichealth.org and the CMHC Conference App.

Premier PME Timeslots Available at each CMHC Event – Reserve now!

PME fees range from \$30,000 to \$55,000. Package pricing available.

CMHC Exhibitor Showcase

YOUR ROI BEGINS NOW!

An exhibit booth is an investment as well as an engagement—and one that should begin reaping rewards the moment you submit your application. CMHC offers opportunities to engage with hundreds of leading clinicians and thought leaders before, during and after each event through our multimedia channels.

Who Should Exhibit? Any company that wants to reach motivated, frontline clinicians involved in cardiometabolic risk management. CMHC attendees are diverse and multidisciplinary, yet they all share the desire for knowledge about the most useful products and services to improve patient outcomes.

Exhibits are available at all CMHC events. Secure your booth early at CMHC Boston and CMHC West for optimal placement. Package pricing available.

Tailored Marketing Packages

NEW for 2016, customized sponsorship packages are available. Choose your level and select from a robust list of communications and promotional opportunities to reach *your* target audience.

Digital Marketing Opportunities @ Cardiometabolichealth.org

Partner with CMHC for Email campaigns, advertising and webcasts delivered to *your* target audience.



Educational Grant Opportunities

CME Symposia

CMHC seeks educational grant support for CME-certified symposia and workshops held during each CMHC event, providing attendees with the opportunity to dive deeply into specific topics within the cardiometabolic disease spectrum. These 1 to 2-hr CME activities are held in the breakfast, lunch and evening timeslots during CMHC. They do not compete with any other scheduled programming, and are very popular among Congress attendees.

All Symposia are packaged with an enduring video webcast posted @[Cardiometabolicealth.org](https://www.Cardiometabolicealth.org), with or without additional distribution through CMHC media partners, to extend the reach of the educational content captured at the live event.

Online, Mobile and Print CME

CMHC provides educational activities in multiple enduring formats, capitalizing on the extensive array of content presented at our live events and through our network of faculty experts. The CMHC Education Resource Center available at @[Cardiometabolicealth.org](https://www.Cardiometabolicealth.org) launched in 2015, with a new design, learning management system and content-rich resources.

For more information, please contact:

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Fax: 866.218.9168

www.cardiometabolicealth.org



11TH ANNUAL
Cardiometabolic Health Congress
October 5 - 8, 2016 • Boston, MA

EXHIBITOR APPLICATION & CONTRACT

Company: _____ Website: _____

Contact Name: _____ Email: _____

Mailing Address: _____ Have you exhibited with us before? Yes No

City: _____ State: _____ Zip: _____

Tel: _____ Fax: _____

Booth Options:

- 10'x10' Booth \$4,000
- 10'x20' Booth \$8,000
- Premier 10'x10' Booth \$9,000
- Premier 10'x20' Booth \$13,000
- 20'x20' Island Booth \$20,000
- 30'x30' Island Booth \$40,000

Premier Package Includes:

- Full Page Ad in Conference Guide
- Literature Insert
- Lead Retrieval
- Two Conference Registrations

Additional Options

- Lead Retrieval Scanners \$299

Booth Selections — Top Two Choices:

- 1) _____
- 2) _____

What do you plan to exhibit? _____

Please specify any companies you do not wish to be placed near: _____

Payment in full must accompany this application.

Total Amount Due: _____

Pay by check

Payable to: **Cardiometabolic Health Congress**

Send payment to: **Cardiometabolic Health Congress, c/o Tarsus Medical Group, 1801 N. Military Trail, Ste 200, Boca Raton, FL 33431**

Pay by credit card#: _____ Exp Date: _____ Sec Code: _____

Name as it appears on Card: _____

By signing this application, Exhibitor attests that they have received, reviewed and consents to the attached Exhibitor Terms and Conditions. CMHC reserves the right to inspect or refuse any marketing materials listed above.

Signature: _____

EXHIBITOR TERMS AND CONDITIONS

EXHIBITOR TERMS AND CONDITIONS The following terms and conditions, together with the documents referenced herein and the Exhibitor Space Application and Contract form the contract between, on the one hand Tarsus Cardio and any of their respective authorized persons and designees (collectively, "Tarsus Cardio") and, on the other hand, the Exhibitor. Tarsus Cardio reserves the right to render all interpretations and decisions, should questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the exhibition and or any person(s) affiliated therewith. Tarsus Cardio's decisions and interpretations shall be final in all cases.

1. CONTRACT FOR PAYMENT AND SPACE. All applications must be accompanied by payment in full for each booth.

2. CONFIRMATION OF APPLICATION ACCEPTANCE. In organizing the congress, Tarsus Cardio seeks a variety of exhibitors so that attendees will have an opportunity to see and investigate a broad range of products or services which may impact cardiometabolic health. With this in mind, Tarsus Cardio is not always able to confirm exhibit space immediately and may in its sole discretion accept or reject any application due to: the number of other applications from exhibitors who seek to promote similar products or services; to provide space to other exhibitors whose products or services are more in accord with Tarsus Cardio's mission or; to give priority to exhibitors who support Tarsus Cardio in other ways. Acceptance of an exhibitor application shall only be by written acceptance letter issued by Tarsus Cardio or its designee.

3. SPACE LOCATION. Tarsus Cardio reserves the right in its sole discretion to determine the location of exhibit space. Tarsus Cardio's staff is not authorized to determine space locations. No oral representation of Tarsus Cardio or their respective designees, including staff members, as to the location of any exhibit space shall be binding on Tarsus Cardio. Tarsus Cardio also reserves the right, at any time prior to the start of the conference, to change an exhibitor's location even if a prior location was confirmed. Tarsus Cardio shall not be liable for any such change.

4. REFUND OF BOOTH DEPOSIT IF APPLICATION IS NOT ACCEPTED. If Tarsus Cardio does not accept an exhibitor application, it shall issue a refund check to said exhibitor by the beginning of the conference. No interest or other sums will be due. Tarsus Cardio's sole liability to any exhibitor whose application is not accepted is to refund to the exhibitor the fee submitted by that exhibitor with his/her/its application.

5. CANCELLATION POLICY. All cancellations must be in writing. Exhibitors canceling 90 days or less prior to the start of the event will be charged a cancellation fee equal to 100% of the total contract charge. This includes any unpaid balance. Exhibitors canceling more than 90 days prior to the start of the event will be charged a cancellation fee equal to 50% of the total contract charge. This also includes any unpaid balance.

6. ATTENDANCE. Tarsus Cardio shall not be liable for any verbal agreement or condition made by the representatives of Tarsus Cardio or its affiliates. Any language verbal or written relating to the number of participants is merely an estimate of anticipated attendance and does not in any way intend to guarantee the number of attendees to the conference.

7. RESTRICTIONS and LIMITATIONS ON USE OF SPACE. Exhibitor agrees to abide by the rules and regulations of Tarsus Cardio, the exhibit hall and any other applicable rules, regulations, codes or standards. All exhibits shall be professional in appearance and staffed with the appropriate knowledgeable personnel. Exhibitor must keep space open and properly staffed at all times during exhibition hours. All active exhibition personnel must remain within the boundaries of assigned exhibit space and may not extend exhibition or information distribution activities into the aisle area or any other area. The assigned booth space may not be used for purposes other than distribution of information about, and/or sale of, products and/or services to be rendered by the exhibitor assigned to the space. No exhibitor may distribute information pertaining to products and services of another. Under no circumstances shall services be rendered within the exhibition space unless prior approval is obtained from Tarsus Cardio. Tarsus Cardio reserves the right to restrict exhibit to minimum noise level and to suitable methods of operation. Exhibits, signs, displays, and exhibition activity by exhibition personnel or their affiliates are also prohibited in any public space or elsewhere on the premises of the meeting facilities, or in the guest rooms or hallways of the hotel; these activities include, but are not limited to, distribution of flyers, leaflets, coupons, brochures, or other printed materials. Tarsus Cardio has the right to at any time and from time to time to formulate and publish any other rules, regulations, guidelines or other pronouncement relating to any conference which shall be made available to the Exhibitor upon request.

8. EXHIBITORS. Exhibitors will receive 4 Exhibitor passes per 100 square feet of space secured. These passes are only valid for the Exhibit Hall and do not allow access to the educational sessions. Should exhibitors require additional Exhibitor passes or Full Conference Registration passes, they must be purchased from Tarsus Cardio at rates established by Tarsus Cardio. Passes are not transferable.

9. SERVICE CONTRACTORS. The Official Service Contractor may furnish all participating exhibitors with a Service Manual that will contain exhibit instructions and order forms for all booth accessories and services required. Orders not processed in advance for furniture, carpeting, labor, and other requirements must be procured at the Official Exhibit Contractor's Service Desk and are subject to on-site rates. Exhibitors requiring the services of independent contractors must have prior approval of Tarsus Cardio and the hotel, and no exceptions will be made that will interfere with the orderly function or security of the exposition, or with obligations or commitments of Tarsus Cardio. Exhibitors using ground or air freight carriers are requested to ship directly to the designated Tarsus Cardio freight contractor in ample time prior to the exhibition to allow effective and timely handling of materials.

10. ORDER-TAKING AND DISTRIBUTION OF MATERIALS. Exhibitors will be allowed to accept credit card, check, cash, or purchase order payment for their product and may distribute said products on-site. Distribution of all products sold must be made by the end of tear-down. Exceptions must be approved in writing by Tarsus Cardio and the show facility. Long-term storage of exhibitor goods at the show facility is prohibited. Exhibitors will be responsible for all state and/or local taxes required by law. Raffles or lotteries may be conducted within the confines of the exhibit booth, or through use of the central P.A. system to announce winners or make remarks with prior Tarsus Cardio approval.

11. FLOOR PLANS. All dimensions and locations cited in literature and/or shown on floor plans are believed, but are not warranted, to be accurate. Tarsus Cardio reserves the right to make such modifications as may be necessary to meet the needs of the conference, the exhibitors, and exhibit program. Exhibits shall be arranged as to not obstruct the general view or hide the exhibits of others. Avoid demonstration areas on the aisle line of the display that will result in traffic congestion in the aisle. Any part of the exhibit which does

not lend itself to an attractive appearance, such as unfinished side or end panels must be draped at the exhibitor's expense. Tarsus Cardio reserves the right to have such finishing done and the exhibitor will be billed for all charges incurred. The exhibitor expressly agrees to do all installation and dismantling of exhibits during the time specified. No Exhibit may be dismantled before the official closing time. It is the responsibility of the exhibitor to arrange for materials to be delivered to the exhibit hall by the specified deadlines. Should the exhibitor fail to remove the exhibit, removal will be arranged by Tarsus Cardio at the expense of the exhibitor. The exhibitor must surrender rental space in the same condition as it was in at commencement of occupation. The exhibitor or his/her agents shall not injure or deface the walls, columns, or floors of the exhibit facilities, the booths, or the equipment or furniture of the booths. When such damage appears, the exhibitor shall be liable to the owners of the property so damaged.

12. FIRE, SAFETY, AND HEALTH REGULATIONS. The exhibitor agrees to comply with local, city and state laws, ordinances, and regulations and the regulations of the owner covering fire, safety, health, and all other matters. Affidavits attesting to compliance with the Fire Department regulations must be submitted when requested. No combustible materials shall be stored in or around the exhibit booths. No human or animal fluids, tissues, and/or hair or other biological materials may be collected or distributed on conference premises.

13. ACCEPTABILITY OF EXHIBITS. All exhibits shall be to serve the interests of the attendees of Tarsus Cardio and shall be operated in a way that will not detract from other exhibits, the exhibition, or the conference as a whole. Acceptability includes persons, dress, things, conduct, printed materials, or anything of a character which Tarsus Cardio determines to be objectionable to the exhibition as a whole. Tarsus Cardio reserves the right to require the immediate withdrawal of any exhibit or person(s) believed to be injurious to the purpose and well-being of Tarsus Cardio. In the event of such restriction or eviction, Tarsus Cardio is not liable for any refund or rental fees or any other expense or damage incurred by the exhibitor.

14. PROMOTION. To attract attendees and increase floor traffic during the conference and exhibition, exhibitors agree to distribute and promote the conference by mentioning Tarsus Cardio, the date, content and location of the conference in print and media advertisements procured or distributed by the exhibitor after such time as this contract is entered into. Such mention will also be included in all promotional materials and large volume mailings to existing and potential customers.

15. SECURITY. Tarsus Cardio will provide security personnel during the hours the exhibition is not operating, but the furnishing of such services shall not imply or construe any assumption of the obligation and/or duty with respect to the protection of the property of the exhibitors, which shall at all times remain in the sole possession and custody of each exhibitor. Neither Tarsus Cardio nor the property owner shall be liable in any way for any property of exhibitor or its employees or agents which is damaged or stolen even if security is not provided.

16. SERVICES. It is mutually understood and agreed that Tarsus Cardio will provide each exhibitor with the following services free of additional charge: erection of necessary flame-retardant backgrounds of uniform style, an identification sign, aisle carpeting, program listing, general hall cleaning, and hall guard services. In addition to all other payments provided for this contract, exhibitor agrees to pay for the following services at rates approved by Tarsus Cardio: handling of incoming and outgoing freight; labor and material to assist exhibit erection, dismantling, and maintenance of the exhibit; electrical service, including outlets; cleaning service; telephone service; furniture/ accessories. Tarsus Cardio may but shall not be required, however, to supply these services.

17. NON-LIABILITY. It is understood and agreed by each and every exhibitor, its agents, and guests that neither Tarsus Cardio, its employees nor its contractors shall be liable for loss or damage to the goods or property of exhibitor, its agents and guests. At all times such goods and properties remain in the sole custody and possession of the exhibitor. On signing the Application-Contract, exhibitor releases Tarsus Cardio, its respective managers, officers, members, sponsors, employees, and agents, and saves them harmless from any claim for breach of contract, property damage or personal injury sustained by exhibitor and its agents, employees or guests. This releases and indemnity shall extend to and expressly include all claims, injury or damage resulting from the sole negligence of one or more of the aforementioned indemnities. IF the above release and indemnity is determined by any court to be unenforceable, Tarsus Cardio shall not be liable for any special or consequential damages. Rather, Tarsus Cardio's sole liability shall be to refund amounts paid by exhibitor to Tarsus Cardio for the booth.

18. INSURANCE. The exhibitor agrees to obtain and maintain, throughout the duration of the conference including setup and tear down, comprehensive general liability insurance coverage naming Tarsus Cardio as an additional insured bearing limits of liability for property damage and bodily injury of at least \$1,000,000.00 per occurrence. Exhibitor must provide Tarsus Cardio with a certificate evidencing such insurance prior to set-up.

19. NON-ENDORSEMENT. Exhibitor will not represent orally or in writing that exhibitor's products are in any way approved by Tarsus Cardio or that it is affiliated in any way with Tarsus Cardio.

20. ENTIRE AGREEMENT. This Agreement together with the documents referenced herein and the Exhibitor Space Application and Contract represents the sole agreement between the parties relating to this subject matter and may only be amended in writing by an agreement signed by Tarsus Cardio or their respective designees, except that neither Tarsus Cardio nor any of their respective designees shall have the right to alter the economic terms of this Agreement with the Exhibitor without the Exhibitor's consent. This provision does not, however, preclude Tarsus Cardio from solely establishing additional rules and regulations. Exhibitor understands that this Agreement may not be amended orally and Tarsus Cardio staff members do not have the power to amend or add to this Agreement in any way.

21. NON-ASSIGNMENT. No exhibitor shall, without the written prior consent of Tarsus Cardio, assign, sublet, or apportion the space assigned to it to any other exhibitor, entities or person(s).

22. REMEDIES; INTERPRETATION. In addition to any remedies which may be available at law or in equity, Tarsus Cardio reserves the right to expel the Exhibitor from the exhibit hall and conference in the event Tarsus Cardio or their duly appointed designee determines that exhibitor has breached the terms of this Agreement or if in the discretion of Tarsus Cardio, Exhibitor or any of its agents or designees has acted in a manner not befitting the professionalism of the conference. The decision of Tarsus Cardio only, as consistently applied to all exhibitors in the applicable conference.

23. SEVERABILITY. In the event that any provision of this Agreement shall be held invalid, the remaining provisions of this Agreement shall continue to apply to the maximum extent allowed by law.

24. HEADINGS. Headings in this Agreement shall be for organizational purposes only and are not intended for use as an aid to interpretation of any provision.