



PROSPECTUS

CMHC SPRING 2022

GREAT DEBATES

in Cardiometabolic Medicine



APRIL 8 - 10, 2022

The Westin Kierland | Scottsdale, AZ



CMHC provides attendees an integrative and comprehensive solution to cardiometabolic medicine. With a specifically tailored curriculum that addresses both cardiometabolic risk factors and the ways in which they interact, CMHC's history is firmly rooted in connecting experts to share ideas and foster collaborations. The program agenda is consistently rooted in cutting-edge scientific research, while translating the latest advances into practical, applicable approaches for a multidisciplinary health team.

OUR HISTORY

After its initial launch in October 2006, Cardiometabolic Health Congress has grown to be the largest U.S.-based, multidisciplinary conference focused on cardiometabolic disease prevention and treatment. Each October, CMHC hosts its annual Boston Park Plaza event, drawing 1,000+ health professionals: all of whom seek real-world, applicable solutions to improve patient care. In 2015, in order to meet the increasing demands of busy clinicians, CMHC expanded to include the "CMHC Regional Conference Series: Focus on Frontline Education," held in cities across the country, and "CMHC West: Advancing Cardiometabolic Health from East to West."

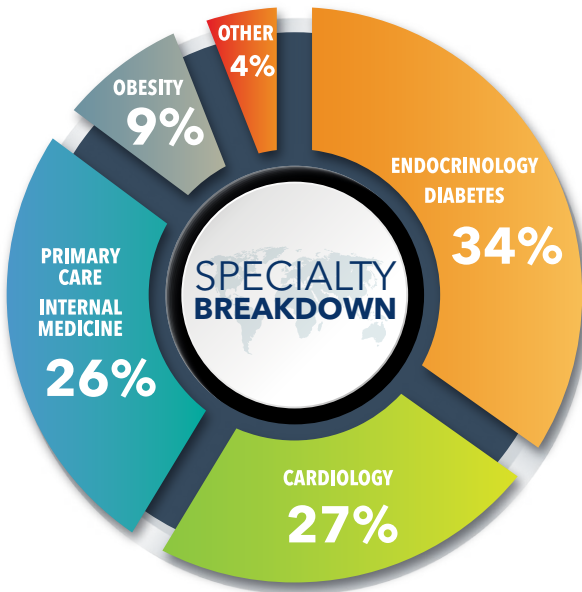
CMHC is
more than a
conference.
It is a
Complete
Learning
Experience.



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CMHC ATTENDEE BREAKDOWN



60% PHYSICIANS

40% ALLIED HEALTH PROFESSIONALS



96% OF ATTENDEES reported that the information they learned at CMHC changed their management of cardiometabolic risk and treatment

THE PREMIER SPONSORSHIP OPPORTUNITY

CMHC offers five sponsorship levels, designed to offer maximum value & return on investment, while reaching the ideal mix of relevant and informed stakeholders. Our dynamic sponsorships, professional medical education, promotional items, and exhibiting opportunities will enable you to identify qualified leads, build and cultivate new business relationships, and network with thousands of engaged clinicians.

ACCESS



High-level US-based practicing clinicians - the decision makers on the front lines of patient care and cardiometabolic risk management



BUILD

Meaningful relationships with your current and future customers to help grow your brand through face-to-face discussions

INTERACT



With our world-renowned faculty and collaborate with your key customers in a unique setting



ENGAGE

Multidisciplinary clinical experts seeking cutting-edge products and services to help manage patients suffering from cardiovascular and metabolic diseases



LEVEL SPONSORSHIP PACKAGES

Looking for something unique to meet your company's promotional goals? We will work with you in order to create a customized partnership or advertising package, specifically designed with your company in mind. Our overarching goal in offering sponsorship for your company is to increase visibility and engagement while merging and promoting branding with CMHC, through publications, signage, meeting materials, and other high-exposure outlets throughout the Congress.

Elite \$205,000

Recognition of the Elite Sponsorship at CMHC meetings (Scottsdale / Boston Park Plaza), Conference Guide and CMHC website, signage throughout the congress venues and the CMHC website for 1 year

- Elite placement 2- page spread advertisement in the Conference Guides (Scottsdale / Boston Park Plaza)
- One Tabletop – Scottsdale
- Two Tabletops – Boston Park Plaza
- 8 Complimentary Congress Registration Passes for Scottsdale /12 for Boston Park Plaza
- One non-concurrent PME slot – Scottsdale
- One Non-Concurrent PME Slot – Boston Park Plaza
- CMHC Event APP (Boston Park Plaza) – sponsorships in effect as soon as APP is launched and stays up until the end of 2022
 - Banner Ad via CMHC Event APP
 - The Home Screen
 - Sponsored Surveys and contests
 - Sponsor Profile Enhancement

Choose 3 Sponsorship exclusive opportunities – based upon availability:

- Welcome Reception – Boston Park Plaza
- Notebook/Pens – Boston Park Plaza
- Lanyards – Boston Park Plaza
- Conference Guide – Scottsdale / Boston Park Plaza
- Attendee Tote Bag – Boston Park Plaza
- Charging Station – Scottsdale

Gold

\$175,000

Recognition of the Gold Sponsorship at CMHC meetings (Scottsdale / Boston Park Plaza), Conference Guide and CMHC website, signage throughout the congress venues and the CMHC website for 1 year

- PME Session (non-concurrent) – Scottsdale
- Full-page advertisement in the Conference Guide
- PME session (non-concurrent) – Boston Park Plaza
- Attendee Tote Bag insert – Boston Park Plaza
- Expo Suite for entire meeting – Boston Park Plaza
- Tabletop-Scottsdale
- Two Tabletops-Boston Park Plaza
- 8 Complimentary Congress registration passes for Scottsdale / 12 for Boston Park Plaza

Choose 2 Sponsorship opportunities – based upon availability:

- Charging Station – Boston Park Plaza
- Welcome Reception – Boston Park Plaza
- Attendee Tote Bag – Scottsdale / Boston Park Plaza
- Exhibit Hall Refreshment Breaks – Scottsdale / Boston Park Plaza
- Event App
- City Guide
- Conference Guide – Scottsdale / Boston Park Plaza

Silver

\$155,000

Recognition of the Silver Sponsorship at CMHC meetings (Scottsdale / Boston Park Plaza), Conference Guide and CMHC website, signage throughout the congress venues and the CMHC website for 1 year

- Middle Fold 2-page advertisement in the Conference Guides (Scottsdale / Boston Park Plaza)
- One Tabletop – Scottsdale / Boston Park Plaza
- 8 Complimentary Congress registration passes for Scottsdale / 12 for Boston Park Plaza
- One non-concurrent PME slot – Scottsdale
- Two Hotel room door drops – Scottsdale – (one Thursday or Friday) / Boston Park Plaza – (one any day of your choice)

Sponsorship of one of the following exclusive opportunities based upon availability:

- Charging Station – Scottsdale / Boston Park Plaza
- Welcome Reception – Scottsdale / Boston Park Plaza
- Attendee Tote Bag – Scottsdale / Boston Park Plaza
- Exhibit Hall Refreshment Breaks – Scottsdale / Boston Park Plaza
- CMHC Event APP (Scottsdale / Boston Park Plaza) sponsorships in effect as soon as APP is launched and stays up until the end of 2022
 - Banner Ad via CMHC Event APP
 - The Home Screen
 - Sponsored Surveys and contests
 - Sponsor Profile Enhancement
- Conference Guide (Scottsdale / Boston Park Plaza)



Bronze

\$105,000

Recognition of the Bronze Sponsorship at CMHC meetings (Scottsdale / Boston Park Plaza), Conference Guide and CMHC website, signage throughout the congress venues and the CMHC website for 1 year

- One Tabletop – Scottsdale / Two Tabletops – Scottsdale / Boston Park Plaza
- 6 full complimentary Congress Registration Passes for Scottsdale / Boston Park Plaza
- Non-concurrent PME – Scottsdale or Boston Park Plaza
- Full page advertisement in the Conference Guides (Scottsdale / Boston Park Plaza)

Sponsorship of two of the following exclusive opportunities based upon availability:

- Charging Station
- Welcome Reception – Boston Park Plaza
- Attendee Tote Bag – Scottsdale / Boston Park Plaza

Classic

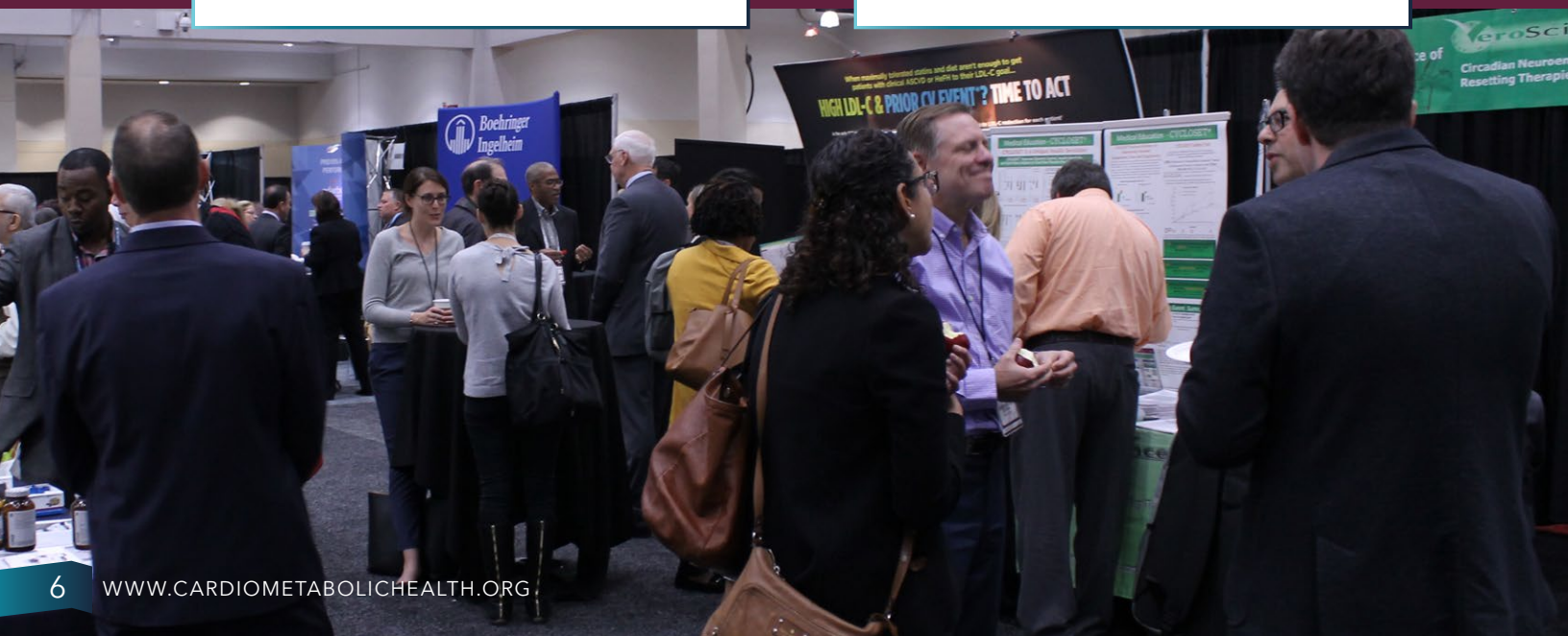
\$60,000

Recognition of the Classic Level Sponsorship at CMHC meetings (Scottsdale / Boston Park Plaza), Conference Guide and CMHC website, signage throughout the congress venues and the CMHC website for 1 year

- One Tabletop – Scottsdale / Boston Park Plaza
- 4 full complimentary Congress Registration Passes for Scottsdale / Boston Park Plaza
- Full page advertisement in the Conference Guides (Scottsdale / Boston Park Plaza)

Sponsorship of two of the following exclusive opportunities based upon availability:

- Hotel Room Keycards – Scottsdale / Boston Park Plaza
- Charging Station – Scottsdale / Boston Park Plaza
- Attendee Tote Bag – Scottsdale / Boston Park Plaza
- Lanyards – Scottsdale / Boston Park Plaza





PROFESSIONAL MEDICAL EDUCATION

Showcase your products and devices
while highlighting cutting-edge data

Looking for a way to further engage the CMHC audience with your products? A CMHC PME session is the optimal format for your independent, non-certified program. This venue allows corporate supporters to provide a learning session, scientific showcase, or demonstration of timely and relevant material, including new therapies, devices, and clinical tools.

PME SLOTS

***non-concurrent** - no
sessions of any kind
happening at the
same time

2 PME SLOTS
Friday, APRIL 8

\$60,000
PREMIER LUNCH SLOT
12:15pm - 1:15pm

\$60,000
Reception and PME Dinner Sponsorship.
6:30pm - 7:30pm - Exclusive Cocktail

2 PME SLOTS
Saturday, APRIL 9

\$60,000
PREMIER LUNCH SLOT
12:25pm - 1:25pm

\$50,000
DINNER SLOT
6:00pm - 7:00pm



The Details – CMHC SPRING, Scottsdale

Each PME Session is assigned a 60-minute timeslot. PME Sessions are not certified for CME/CE credits. Timeslots will be assigned on a first-come, first-served basis. Meals are to be provided by supporter at additional cost.

PME sponsors will receive the following valuable services (included in fee):

- Active, direct recruitment by CMHC
- Listings in the CMHC program brochure, CMHC website, Event App and in the CMHC Conference Guide
- Insert in each attendee bag; companies must provide inserts to CMHC
- Audiovisual equipment and set up – including an LCD projector, laptop, large screen to fit the room, amplification system, riser, and lectern – at no extra charge
- Preset ballroom in close proximity to congress events
- Signage around the PME Area
- Push notification via the event mobile APP
- Two Lead Retrievals for the duration of the PME session

“The cutting edge research advanced by leading experts at CMHC generates a wealth of newfound knowledge that attendees can apply to optimize therapies for their patients at highest cardiometabolic risk.”


Michael Miller, MD, FACC, FAHA

Encore Digital PME Presentation on Cardiometabolicealth.org – \$10,000

- **Encore Digital PME Presentation on Cardiometabolicealth.org**
Extend the life of your program and reach other practitioners who may not attend the CMHC Scottsdale. Audio and/or video record your program and host on the CMHC website @ Cardiometabolicealth.org. The program will be hosted on the site for 3-6 months and promoted to the CMHC extended data base of 30,000+ targeted health care professionals. Extremely cost-effective return on your PME investment!

Please note: The Professional Medical Education sponsor is solely responsible for content development and program logistics, including food and beverage arrangements and payment; faculty logistics, honoraria and expenses; developing, producing, and distributing any meeting materials unless otherwise noted in contract; onsite staffing and management of the event, and; Sunshine Act reporting.

†CMHC can make food and beverage arrangements if needed. Please contact a CMHC sales representative to discuss a customized PME package to include food and beverage.



PROMOTIONAL OPPORTUNITIES

These opportunities provide numerous touch points that include direct and exclusive access to conference attendees. As you reach new buyers, communicate with a connected network of healthcare professionals, and meet with key business partners and strategists, we will assist you in launching new products and services to an entire community of clinicians: all of whom are committed to improving patient care and reshaping the future of healthcare.

DIGITAL

- CMHC Event App
- KBYG Email
- Charging Station

ACTIVITIES

- Exclusive Cocktail Reception and PME Dinner Sponsorship
- Exhibit Hall Refreshment Breaks – 4 Breaks Available

ONSITE MATERIALS & AMENITIES

- Attendee Bags
- Meeting Notebooks
- Conference Guide
- Lanyards

ADVERTISING & TRAFFIC DRIVERS

- Conference Guide Advertisement
- Attendee Hotel Room Drop

DIGITAL



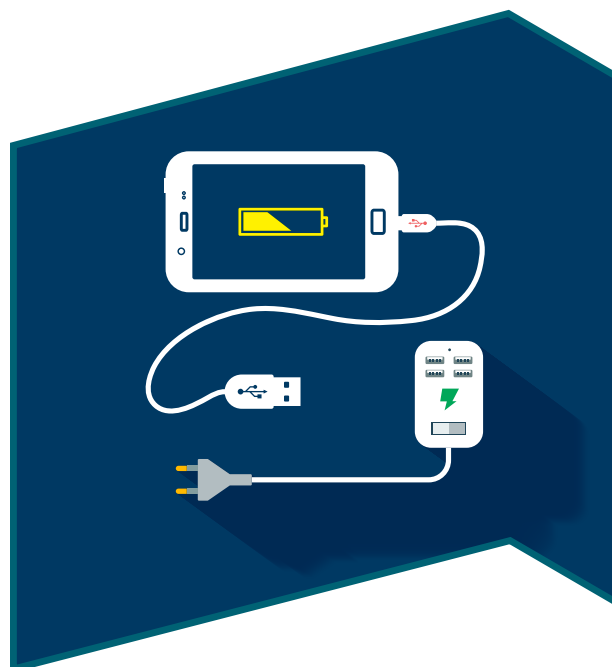
CMHC EVENT APP \$15,000 (FOR SMARTPHONE OR IPAD)

A la Carte

Have your company act as the Official Conference Mobile App Sponsor, with guaranteed exposure throughout the conference. The Conference App acts as a central hub for attendees, designed to assist them in building schedules, locate exhibitors in the Exhibit Hall, and stay up-to-date on conference items. Your organization will be branded as the official sponsor of the app, with several opportunities for logo and ad placement within both the app itself and event signage.

CHARGING STATION \$8,000

Branded charging stations provide attendees with a quick recharge, enabling them to remain in the Exhibit Hall. Units can accommodate any cellphone, and allow the charging of 8 to 16 devices at once. Include your logo for maximum exposure.



300
HEALTHCARE
PRACTITIONERS
EXPECTED



ACTIVITIES

EXCLUSIVE COCKTAIL RECEPTION AND PME DINNER SPONSORSHIP

\$60,000

**Exclusive Sponsorship Opportunity!*

All CMHC West participants are invited to the Cocktail Reception and PME Dinner on the opening evening of the meeting, which will be held on the beautiful outdoor terrace at the Westin Kierland Resort. Exclusive branding opportunities will provide heightened traffic and engagement from attendees. View additional PME information on page 7.

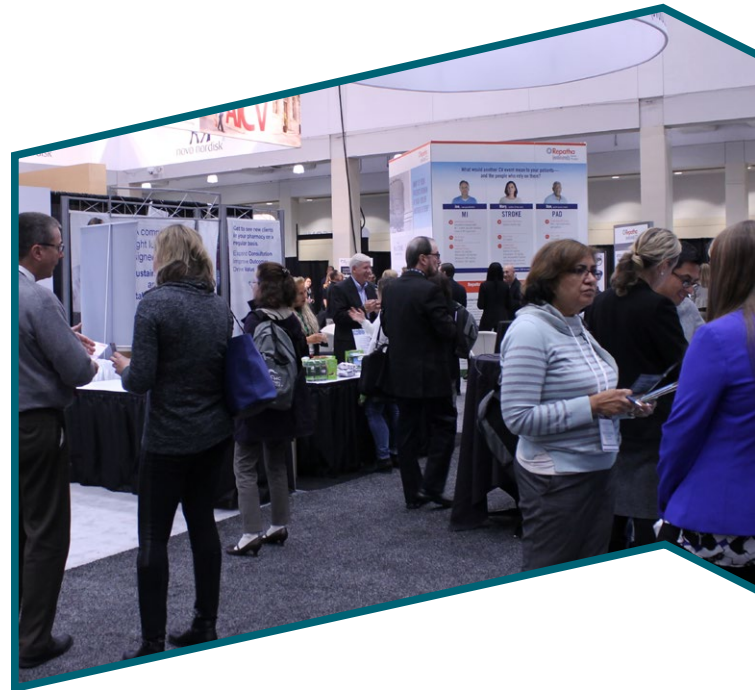
Benefits include:

- Signage recognizing sponsorship at reception
- Advertisement in the Conference Guide and CMHC Event App
- Opportunity to provide branded cocktail napkins, collateral, signage, and other branding opportunities as agreed upon by conference organizers

EXHIBIT HALL REFRESHMENT BREAKS 4 BREAKS AVAILABLE

- \$2,000 each
- \$6,000 all 4 breaks

Refreshment breaks, located in the Exhibit Hall, provide the opportunity for increased interaction with attendees. Support of scheduled breaks include on-site signage, in addition to recognition in program agenda and CMHC Mobile App. Moreover, our Receptions offer networking opportunities, engineered to increase marketplace visibility and further engagement with attendees.



"Cardiometabolic syndromes require a multidisciplinary approach to reduce cardiovascular risk. The CMHC brings together leading experts across disciplines to provide all the tools needed for effective management of this complex problem."

Pamela B. Morris, MD



ONSITE MATERIALS



ATTENDEE BAGS \$10,000

Sponsor the conference tote bag, given to each attendee upon registration. Emblazoned with your company logo, in addition to the conference logo, attendees will not only have a convenient way to transport conference materials—but also a bag to use after the conference concludes.



MEETING NOTEBOOKS \$7,000

Attendees will receive notebooks in their conference tote bags. Include your name or product logo on the cover and each page, with the opportunity to include an ad on the back cover.



CONFERENCE GUIDE \$5,000

All attendees receive this quick reference guide, which outlines the program schedule, agenda, and room locations. Include your company ad on the back cover, corporate logo on the front cover, and a two-page spread advertisement within the centerfold of the conference guide.



LANYARDS \$10,000

Native American Beaded Lanyards with Charitable Donation

Achieve maximum exposure for your company through this exclusive and unique sponsorship. Lanyards with your corporate name or product logo will be distributed to all meeting attendees and utilized for the duration of the meeting. Lanyards will be hung by beads hand-made by Native American children from a local society, providing a wonderful charitable donation opportunity at the same time.

ADVERTISING & TRAFFIC DRIVERS

SPONSORSHIP ITEMS

CONFERENCE GUIDE ADVERTISEMENT

All attendees will receive this program guide in their meeting tote bags. Your four-color, one-page corporate advertisement will be prominently visible within the piece. Increase your branding and exposure with prominent advertisement positions.

Premium Advertisements

\$2,000 Two-Page Spread
\$1,500 Inside Cover
\$1,500 Middle Fold Two-Page Ad
\$1,000 One Page Ad

EXHIBITOR SHOWCASE

Target qualified leads, while sharing your newest technologies, products, and services with diverse and creative clinicians from across the globe. Healthcare practitioners and professionals attend CMHC in order to discover the latest solutions and developments, medical advances, cutting-edge treatments, and breakthroughs in cardiometabolic medicine.

Benefits & Enhanced Exposure in 2022!

- Extensive promotion of exhibiting companies through multiple channels including CMHC program brochure mailings, email and social media campaigns, a listing and description in the conference guide, hyperlinks on the CMHC website and the CMHC App.
- Four complimentary exhibit hall badges (at a minimum) for each table-top purchased.
- Individualized marketing support, with optional promotional opportunities to drive attendees to your booth! (see pages 7 - 10)
- Two full complimentary Conference Registrations

Exhibit Hall Traffic Drivers

- Intimate setting with close access for attendees from General Sessions
- Four Dedicated Exhibit Hall Breaks
- Coffee and refreshments during every break

**ALL ACTIVITIES WITHIN THE EXHIBIT HALL
ARE NON-CME ACTIVITIES**

WHY EXHIBIT?

Reach key decision makers in cardiometabolic health and medicine, who are eager to learn about your company's offerings.

MORE CHOICES: Take advantage of a wide variety of exhibiting packages, designed to suit all budget plans

MORE RESULTS: Enjoy venues that are engineered for product demonstrations, in addition to one-on-one interactions with decision-making buyers and customers

MORE VISIBILITY: Showcase your products and services to a dynamic, interdisciplinary audience in an advanced educational setting





Advancing Education in Cardiometabolic Disease

CMHC is excited to announce the third issue of Cardiometabolic Chronicle. This literary publication delivers the most current and relevant information in cardiometabolic health, and provides exclusive access to faculty spotlights, highlights on partner communications, and interviews with industry KOLs.

Our first two issues included a series of featured articles that focused on various aspects of cardiometabolic health, including critical updates surrounding the status of cardiovascular outcome trials for antidiabetic drugs, and education regarding type 2 diabetes and heart failure management. Other sections highlighted the most recently emerging advancements in the field of cardio-oncology, and news sections that reflected the most current events and highlights in the field of cardiometabolic health.

Through expert and patient perspectives, highlights of past CMHC meetings, and literature scans, Cardiometabolic Chronicle will continue to reflect the constant evolution of the field.



LOOKING TO ADVERTISE?

We are currently offering exclusive ad opportunities to our exhibitors, engineered to both increase your company's exposure and provide an additional point of access in reaching targeted & relevant stakeholders in the marketplace. Our goal is to increase your visibility and engagement, while merging and promoting branding with CMHC. These ad offerings provide a direct touchpoint to new buyers, and will facilitate communication with a connected & committed network of healthcare professionals.

Please contact **Kathleen Powell** at **Kathleen@cardiometabolichealth.org** for further information regarding advertising opportunities.



EXHIBITOR APPLICATION & CONTRACT

APRIL 8-10, 2022
SCOTTSDALE, AZ

ADVANCING CARDIOMETABOLIC HEALTH FROM EAST TO WEST

Company Name:			
Contact Name:			
Address:			
City:		State:	
		Zip:	
Tel:		Fax:	
Email:			
Website:			
		Have You Exhibited With Us Before?	
		<input type="checkbox"/> YES <input type="checkbox"/> NO	

BOOTH OPTIONS: FIRST-COME FIRST-SERVED

- ☐ **Tabletop Exhibit \$4,250** (14 tabletops avail.)
(tabletop, two chairs, tablecloth plus two complimentary registrations)
- ☐ **Lead Retrieval Scanner \$350**
- ☐ Handheld Unit
- ☐ Mobile App
- ☐ **Tabletop Exhibit (14 tabletops avail.) (tabletop, two chairs, tablecloth plus two complimentary registrations)**
+ *Premier Package \$6,250
*Premier Package Includes:
- Full Page Ad in Conference Guide or Banner Ad via CMHC Event APP
 - Literature Insert
 - Lead Retrieval
 - Two additional Conference Registrations
- ☐ **Passport to Prizes included with any Tabletop purchase.**
Opt-out

TOTAL AMOUNT DUE:

\$

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

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

Signature:

Date:

For more information contact: Kathleen Powell: Email: kathleen@cardiometabolicehealth.org
P: 732.758.0273 C: 321.961.3539 Fax: 866.218.9168 | www.cardiometabolicehealth.org



PROFESSIONAL MEDICAL EDUCATION (PME) /PRODUCT THEATER

APPLICATION & CONTRACT

APRIL 8-10, 2022

SCOTTSDALE, AZ

ADVANCING THE FRONTIERS OF CARDIOMETABOLIC CARE

Company name:

Company representative name:

Address:

City: State: Zip:

Tel: Fax:

Email:

- ☐ \$60,000 RECEPTION + PME / PRODUCT THEATER DINNER-FRIDAY, APRIL 8
- ☐ \$60,000 PREMIER PME/PRODUCT THEATER LUNCH-FRIDAY, APRIL 8
- ☐ \$50,000 PME/PRODUCT THEATER DINNER-SATURDAY, APRIL 9
- ☐ \$60,000 PREMIER PME/PRODUCT THEATER LUNCH-SATURDAY, APRIL 9

Companies that are accepted for a CMHC Product Theater will receive the following support from the CMHC:

- Active, direct recruitment by the CMHC
- Listings in the CMHC program brochure and on the CMHC website
- Insert in each attendee bag; companies must provide inserts to the CMHC
- Audiovisual equipment and set up - including an LCD projector, laptop, large screen to fit the room, amplification system, riser, and lectern - at no extra charge
- Preset ballroom in close proximity to congress events
- 2 Lead Retrievals for duration of PME session
- 2 complimentary conference registrations
- Description of program listed on CMHC website
- Signage around the PME area

The Product Theater sponsor is solely responsible for content development and program logistics, including food and beverage arrangements and payment, faculty logistics, honoraria, and expenses, as well as developing, producing, and distributing any meeting materials unless otherwise noted in contract. The Product Theater sponsor is also responsible for onsite staffing and management of this event.

PAYMENT IN FULL MUST ACCOMPANY THIS APPLICATION

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

Signature:

Date:

For more information contact: Kathleen Powell: Email: kathleen@cardiometabolicehealth.org
P: 732.758.0273 C: 321.961.3539 Fax: 866.218.9168 | www.cardiometabolicehealth.org



Payment Authorization Form

Company Name: _____

TOTAL AMOUNT DUE: \$

Payment Information

Card Type:

☐☐☐☐

Cardholder Name:
(as shown on card)

Cardholder Number:

Expiration Date:
(mm/yy)

CVV:

Total Amount To Be Charged: _____

I, _____, authorize Tarsus Cardio to charge my credit card the
amount of \$_____ for the agreed upon purchases.

Other Payment
Methods:

☐

Check

If you are paying by check please mail your checks to Tarsus Cardio.
1801 N. Military Trail, Suite 200, Boca Raton, FL 33431

☐

Wire Transfer

(Please Call 561.997.0112 ext. 7507 for details
or email kathleen@cardiometabolichealth.org)

Customer Signature - Required

Date

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 Page 2 of 2 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.

25. FORCE MAJEURE. The Exhibitor shall have no claim against the Organizers for loss, damages or compensation arising from the prevention, postponement or abandonment of the Exhibition for reasons beyond the Organizers' control ("force majeure"). Events of force majeure shall include but shall not be limited to war, terrorist action, national emergency, civil unrest, labour disputes, SAR or Covonavirus (Covid19) or other epidemic, act of government or other government agency, closure or cessation of airline services, or a building becoming unavailable as a result of fire, storm, tempest, lightning or other Act of God. If, in the opinion of the Organizers, by rearrangement or postponement of the period of the Exhibition, or by substitution of another venue, hall or building, or by any other reasonable means, the Exhibition can be carried through, the contracts for space shall remain binding upon the parties, except as to the size and position, as to which any modification, substitution, or rearrangement shall be determined by the Organizers in their sole discretion.



PROSPECTUS

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