



# PROSPECTUS

## INDUSTRY SOLUTIONS

2024

### WOMEN'S MASTERCLASS

# THE WOMEN'S CARDIOMETABOLIC HEALTH AND WELLNESS MASTERCLASS



**APRIL 18-20** | Laguna Cliffs  
Resort and Spa, CA

# ABOUT CMHC

Cardiometabolic Health Congress (CMHC) leads the medical community's charge to understand, treat, and prevent the constellation of cardiometabolic-related risk factors and diseases, which now affect an estimated 47 million people in the U.S.



A resource for practicing clinicians, allied professionals, students, and patients interested in cardiometabolic health, CMHC offers up-to-date research, news, publications, and more in this quickly evolving field. Through in-person conferences, live virtual events, an extensive on-demand catalog of educational offerings, and a wealth of information on our website, providers in many subspecialties can become skilled at translating cutting-edge medical research into practical clinical strategies to prevent, delay, diagnose, treat, and manage the entire spectrum of cardiometabolic disorders.

# OUR HISTORY

In October 2006 about 200 forward-thinking providers gathered in Boston to reconsider the siloed health care model they'd inherited, which was not adequately addressing the growing cardiometabolic crisis. Now known as CMHC Annual, this event has grown to be the largest U.S.-based conference addressing cardiometabolic disease prevention and its interdependencies through an integrated educational approach. The congress is held every October and is attended by more than 1,000 multidisciplinary health professionals seeking real-world solutions to integrate directly into their clinical practices.

Today, cardiometabolic education is more in-demand than ever. In addition to the much-anticipated annual congress, CMHC hosts numerous in-person and virtual events each year and offers dozens of on-demand programs. From CMHC Spring to a variety of masterclasses across the country, CMHC is dedicated to bringing the insights of the nation's top experts in cardiometabolic health to providers through thought provoking and innovative educational formats.

What's more, CMHC has created a first-of-its-kind certification program to propel the industry forward; the Foundations of Cardiometabolic Health Certification Course, launched in February 2022, aims to increase understanding and practice of the cardiometabolic care model. As the cardiometabolic field of medicine grows and shifts, CMHC will continue to endeavor to meet the demands of busy practitioners that care for the millions of patients affected by cardiometabolic disease.





**Help us fight  
cardiometabolic  
disease and bridge  
the frontiers of care!**

Industry support is critical for CMHC's success, and we recognize that our events also provide exceptional opportunities for brands to increase their visibility and reach a wider audience.

The solutions laid out in this prospectus are aimed at providing collaborative and results-driven opportunities to like-minded organizations such as yours. Don't see the perfect fit for your company, your budget, or your mission? We routinely create custom exhibition packages for our partners that align and elevate each of our brands. Help US help YOU propel the industry forward and equip healthcare professionals with the tools necessary to succeed in the cardiometabolic field.



# 2024 Cardiometabolic Health Congress Events

## CMHC EVENTS

**WOMEN'S MASTERCLASS**

**THE WOMEN'S  
CARDIOMETABOLIC  
HEALTH AND WELLNESS  
MASTERCLASS**



**2024**

**APRIL 18-20** | Laguna Cliffs  
Resort and Spa, CA

- Laguna Cliffs Resort and Spa | Dana Point, CA
- Course Chairs: Chairs: Pamela B. Morris, MD; Christie M. Ballantyne, MD
- 300+ Live Attendees

19<sup>th</sup> Annual Cardiometabolic Health Congress

**DECODING THE  
CONSTELLATION**  
of Cardiometabolic Health and Risk Factors

**OCTOBER 17-19, 2024**  
BOSTON, MA



- Boston Park Plaza | Boston, MA
- Course Chairs & Senior Planning Committee: Robert H. Eckel, MD; George L. Bakris, MD; Christie Ballantyne, MD; Keith C. Ferdinand, MD; Anne L. Peters, MD; Pam R. Taub, MD; Pamela B. Morris, MD; Clyde W. Yancy, MD, MSc; Deepak L. Bhatt, MD, MPH
- 600+ Live Attendees



# 2024 LEVEL SPONSORSHIP PACKAGES

## Sponsorship Levels

Recognition in order of Sponsorship Levels on all meeting collateral



Select which exhibit and sponsorship opportunities fit your company's needs best and we will design a custom package that will not only deliver ROI immediately, but will also get you the best bang for your buck! Combine strategic sponsorships across multiple events and not only receive additional value on the entire package, but increase your exposure and ROI for the entire year.

# EXHIBIT AND SPONSORSHIP SOLUTIONS OVERVIEW

## EXHIBITOR SHOWCASE

- Tabletop or Double Tabletop
- Premier Upgrade
- Passport to Prizes

## DIGITAL

- CMHC Event App
- Attendee Wireless Internet
- Charging Station
- Email Blast
- Web Banners

## LIVE EVENTS

- Welcome or Networking Reception
- Exhibit Hall Refreshment Breaks
- Professional Medical Education
- VIP Faculty Dinner

## ONSITE MATERIALS & AMENITIES

- Attendee Bags
- Meeting Notebooks
- Lanyards
- Hotel Key Cards

## ADVERTISING AND TRAFFIC DRIVERS

- Mobile App Advertisement
- Attendee Hotel Room Drop
- Hotel Space Advertising Opportunities

## ADDITIONAL SOLUTIONS

- Business Suite
- Advisory Board Meetings
- Wellness Activities

## ADDITIONAL INDUSTRY SOLUTIONS

- Cardiometabolic Chronicle
- Digital Marketing & Retargeting
- Social Media Campaigns
- Door Drop Boxes
- Webinars & Webcasts
- Podcasts



# PROFESSIONAL MEDICAL EDUCATION (PME)

Showcase Your Product, Device, Disease Awareness, and Highlight 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.

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 agenda, CMHC website, Event App
- 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



# PROFESSIONAL MEDICAL EDUCATION

## PME OPTIONS | WOMEN'S MC

Breakfast PME Slots	\$20,000 (+ F&B) \$35k (F&B Included)
Lunch PME Slots	\$45,000 (+ F&B) \$65k (F&B Included)
Dinner PME Slots	\$30,000 (+ F&B) \$50k (F&B Included)

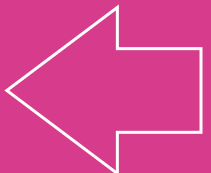
**PLEASE NOTE:** The Professional Medical Education sponsor is solely responsible for content development and program logistics, including food and beverage arrangements and payment; faculty logistics, honoraria and expenses; developing, producing, and distributing any meeting materials unless otherwise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

### Encore Digital PME Presentation on [Cardiometabolicealth.org](https://www.Cardiometabolicealth.org) \$10,000

- **Encore Digital PME Presentation on [Cardiometabolicealth.org](https://www.Cardiometabolicealth.org)**  
Extend the life of your program and reach other practitioners who may not attend the CMHC Boston. Audio and/or video record your program and host on the CMHC website @ [Cardiometabolicealth.org](https://www.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!

“ 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





# EXHIBITOR SHOWCASE

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 the Congress through our multimedia channels.



## Benefits & Enhanced Exposure in 2024!

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

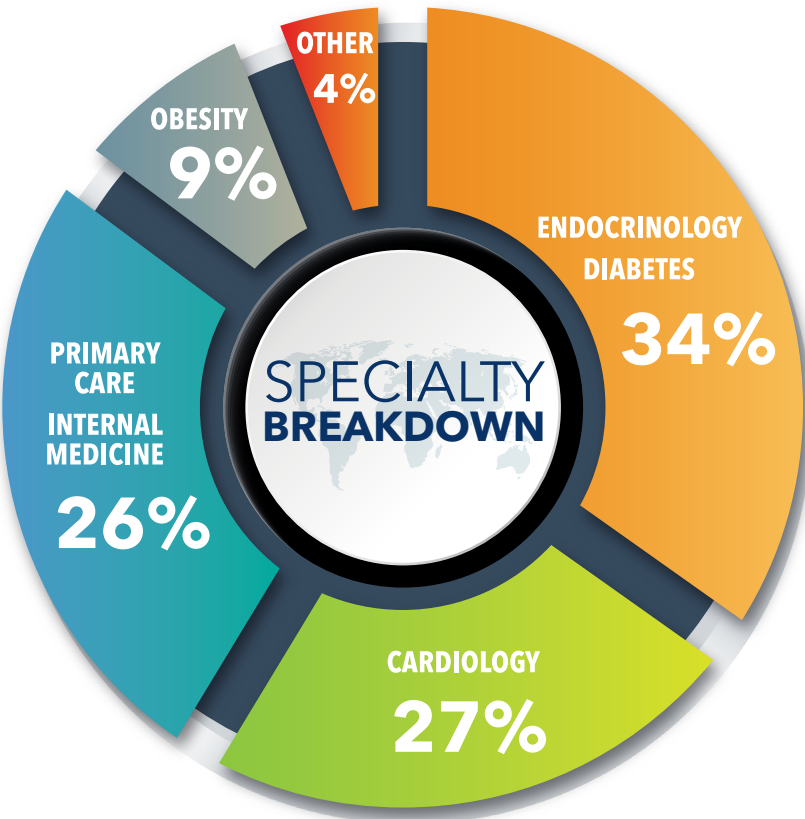
## Exhibit Hall Traffic Drivers

- Expanded Exhibit Hall in 2024 with close access for attendees in General Sessions
- Welcome/Closing Reception in the Exhibit Hall
- Coffee and refreshments during every break in the Exhibit Hall
- Giveaways in the exhibit hall
- Meet the Experts Lounge - Attendee Favorite

# EXHIBITOR SHOWCASE

## WHY EXHIBIT?

Any company that wants to reach motivated, frontline clinicians involved in cardiometabolic risk and disease 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.



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

## BOOTH OPTIONS

- **Tabletop:**  
\$4,250  
(Includes tabletop, two chairs, tablecloth, wastebasket, and two complimentary registrations, Exhibitor Listing)
- **Double tabletop (depending on venue):**  
\$8,250  
(Includes two tabletops, four chairs, tablecloths, two complimentary registrations and wastebasket, Exhibitor Listing)

- **Premier Package Upgrade:**  
Additional \$4,000
  - Includes Base Booth Amenities plus a Full-Page Ad or Banner Ad via the CMHC Event App, Literature Insert, Mobile App Lead Retrieval, and 2 Additional Conference Registrations
- **Mobile App Lead Retrieval Scanner:**  
\$400 (Two weeks before each event. Cost \$500)

# EXHIBIT AND SPONSORSHIP SOLUTIONS

1

CMHC Event App

\$10,000

Attendees will be able to access Congress information (daily schedule, speaker profiles, exhibit floor plan, scientific session information, etc.) using this app. Your company or product logo will be placed on the loading screen as well as in a rotating banner within the app. As the exclusive mobile app sponsor, you will receive extensive opportunities for exposure and engagement before, during, and after the Conference.

2

Attendee Wireless Internet \$10,000

Sponsorship of the wireless internet may include your logo & advertisement on the internet when signing in (determined by venue). Wireless internet access will be available to attendees in the congress meeting rooms throughout the duration of the CMHC.

3

Charging Station

\$10,000

Branded charging stations will provide a quick recharge so your customers may remain near the exhibit floor and not go elsewhere to recharge their phones. Units can accommodate virtually any cell phone or smartphone currently on the market and allows the charging of 8 to 16 devices at once. Include your print ad and/ or logo for maximum exposure.

4

Email Blast

\$10,000

Send registrants an email before, during, or after the event to maximize your company's exposure.

5

Web Banners

\$20,000

Advertise your product, service, booth, or PME via a web banner on the CMHC website the month before and after the program.



# EXHIBIT AND SPONSORSHIP SOLUTIONS

1

## Reception Sponsor

\$25,000

All Congress participants are invited to the receptions during the program in the Exhibit Hall. Benefits include:

- Signage recognizing sponsorship at reception
- Advertisement in the Conference Guide and CMHC Event App
- Opportunity to provide branded cocktail napkins

2

## Exhibit Hall Refreshment Breaks

\$5,000 Each

Breaks are in the Exhibit Hall and provide the opportunity for interaction with exhibitors. Support of scheduled breaks includes on-site signage and recognition in program agenda and CMHC Event App.

3

## GOBO Lasers

\$10,000

Project your product or company's logo in the main conference hallway while attendees are passing through to attend a scientific session or visit the CMHC Exhibit Hall.

4

## VIP Faculty Dinner

\$50,000

Support and engage with KOL's at the new VIP Faculty Dinner, which hosts 50+ KOL's and other industry leaders in a unique setting, including a red carpet experience with sponsored step and repeat.

5

## 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.

6

## Meeting Notebooks

\$5,000

Notebooks will be provided to all attendees in their meeting tote bag. Include your corporate name or product logo on front cover and each notebook page. Sponsor also can include an ad on the back cover.

# EXHIBIT AND SPONSORSHIP SOLUTIONS

7

## Conference Bag Insert

**\$3,000**

Deliver your company's message to all conference attendees by providing a literature piece (brochure, invitation, or flyer), or one promotional item of your choice, to be inserted in each conference bag.

8

## Lanyards

**\$10,000**

Achieve maximum exposure for your company through this exclusive sponsorship. Lanyards with your corporate name or product logo will be distributed to all meeting attendees and utilized for the duration of the meeting.

9

## Hotel Key Cards

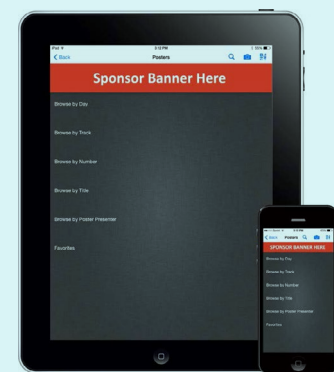
**\$15,000**

Personalize the hotel room keys with your corporate name or product logo. This sponsorship provides maximum exposure to attendees staying at the meeting venue/ hotel.



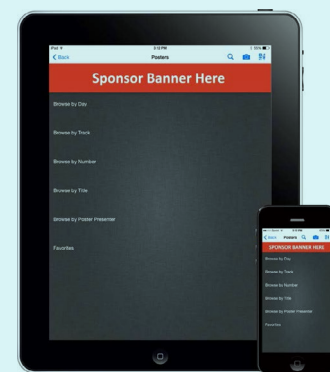
# EXHIBIT AND SPONSORSHIP SOLUTIONS

## 1 Mobile App Advertisement - **Standard Level Options**



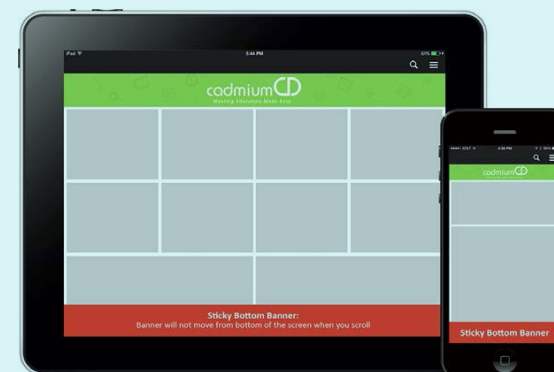
**ePoster Page Banners**  
**\$3,000**

\*Supports Rotating & hyperlinking to URLs  
**TABLET DIMENSIONS**  
Horizontal: 2048w x 180h  
Vertical: 1536w x 180h



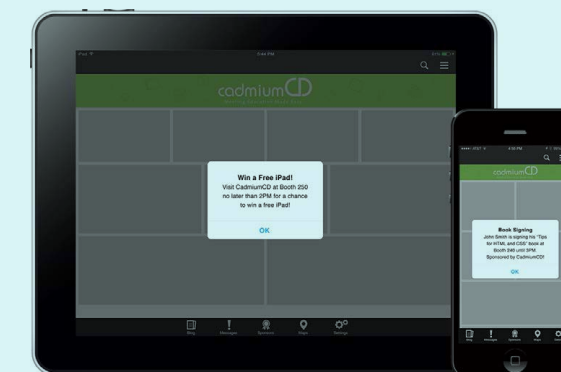
**Educational Sessions  
Banner Opp**  
**\$5,000**

**SMARTPHONE DIMENSIONS**  
Horizontal: 1920w x 152h  
Vertical: 1080w x 152h



**Home Screen Sticky Banner**  
**\$5,000**

Can replace menu buttons, or  
can be displayed on top  
Dimension (2000w x 175h or You can  
make this banner as tall as you want)



**Push Notifications**  
**\$2,000 each**

You can use your push  
notifications as a place to  
advertise your sponsors!



**Sponsored Presentations**  
**Included in PME**

Include up to three sponsor  
logos per presentation!

## 2 Attendee Hotel Room Drop

Have your promotional item distributed to each attendee's hotel room door for elite exposure to your customers. (Sponsors are responsible for providing room drop promotional items to the CMHC. Promotional items cannot exceed 1 oz. each and are subject to CMHC approval.)

## 3 Hotel Space Advertising Opportunities

Increase your company exposure with custom advertising opportunities by venue - inquire for more details.

## Additional Opportunities

### **Business Suite | Advisory Board Meetings: \$10,000**

These strategically located rooms provide your company with an opportunity to interact with key customers in a private setting or as a place for your staff to meet and re-charge. (This space cannot be used as exhibit space. Sponsor is responsible for food and beverage and/or AV costs.)



## DIGITAL MARKETING & RETARGETING

### SYNERGY ACROSS PLATFORMS

Retargeting is the distribution of ad units across the internet landscape based upon previous browsing behavior. By tapping into CMHC's proprietary database and community of medical professionals we bring your brand a unique competitive advantage.

#### **GUARANTEED QUALIFIED IMPRESSIONS**

The CMHC website targets medical professionals. CMHC will use its proprietary database and marketing tools to engage our audience to your brand or destination.

#### **RETARGETING FROM CMHC'S WEBSITE AND DATABASE**

Your destination's branding is increased by placing clients ad units in front of quality prospects by retargeting from Trade Show News Network's websites.

#### **INCREASED BRAND RECALL**

A higher level of brand recognition is achieved due to the increase in branding impressions delivered directly to your prospective audience.

#### **INCREASED CONVERSIONS**

Conversions are more likely to happen when your branding is placed in front of prospects multiple times during the decision making process.

CAMPAIGNS			
\$7,500	for	681,818	impressions
\$10,000	for	930,233	impressions
\$12,500	for	1,290,476	impressions
\$15,000	for	1,500,000	impressions

## SOCIAL MEDIA CAMPAIGNS

Partner with CMHC to launch a strategic social media campaign that is targeted to the CMHC network and beyond! Inquire for details and costs.



## DOOR DROP BOXES

Deliver your company products, literature, or samples via the CMHC Swag Box\* that will be hand- delivered to attendees' doors.

Add 1 literature piece and one sample to the box	\$3,000
Add 2 literature pieces and one sample to the box	\$5,000
Full Swag Box Sponsorship includes your logo branding on the shipping box as well as 2 inserts (literature or product samples) in the box	\$25,000

\*Door Drop Box delivered to US residents only



## WEBINARS, WEBCASTS, PODCASTS

**\$10,000 Each**

Partner with CMHC to host a live webinar or prerecord a webcast or podcast that is posted and shared with the CMHC network. Sponsor solely responsible for content development, faculty logistics, honoraria, and production of marketing materials.





# EXHIBITOR & SPONSORSHIP APPLICATION

Company Name:

Web Address:

Contact Name:

Email:

Address:

City:

State:

Zip:

Country:

Phone:

Fax:

Have you exhibited with us before?  
☐ Yes ☐ No

☐ EXHIBITOR SHOWCASE

Event Location

Event Name

Event Date

Booth Size

Upgrade to Premier Package ☐

Mobile App Lead Retrieval Scanner (3 users) ☐

Exhibit Total \$

☐ PROFESSIONAL MEDICAL EDUCATION (PME)

Event Location

Event Name

Event Date

Timeslot/Date

CMHC Provide F&B

PME Total \$

☐ SPONSORSHIP OPPORTUNITIES

Event Location

Event Name

Event Date

Sponsorship(s):

Sponsorship Total \$

What do you plan to exhibit?

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

TOTAL AMOUNT DUE \$:

By signing this application, sponsor 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:

\*Prizes are furnished solely by CMHC. Participating exhibitors have not provided any funding or subsidies in support of this activity.

EMAIL COMPLETED FORM TO: [kathleen@cardiometabolichealth.org](mailto:kathleen@cardiometabolichealth.org)







# PAYMENT AUTHORIZATION FORM

Company Name: \_\_\_\_\_

## Payment Information

Total Amount Due: \$ \_\_\_\_\_

Card Type:



Cardholder Name:  
(as shown on card)

\_\_\_\_\_

Cardholder Number:

\_\_\_\_\_

Expiration Date:  
(mm/yy)

\_\_\_\_\_

CVV:

\_\_\_\_\_

I, \_\_\_\_\_, authorize MCI OPCO, LLC to charge my credit card the  
amount of \$\_\_\_\_\_ for the agreed upon purchases.

**Other  
Payment  
Method:**



Check

If you are paying by check please mail your checks to MCI OPCO, LLC.  
1801 N. Military Trail, Suite 110, Boca Raton, FL 33431



Wire Transfer

(Please Call 732-758-0273 ext. 7520 for details)

Customer Signature

Date





# EXHIBITOR TERMS AND CONDITIONS

## 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, SARS or Coronavirus (COVID-19) 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.





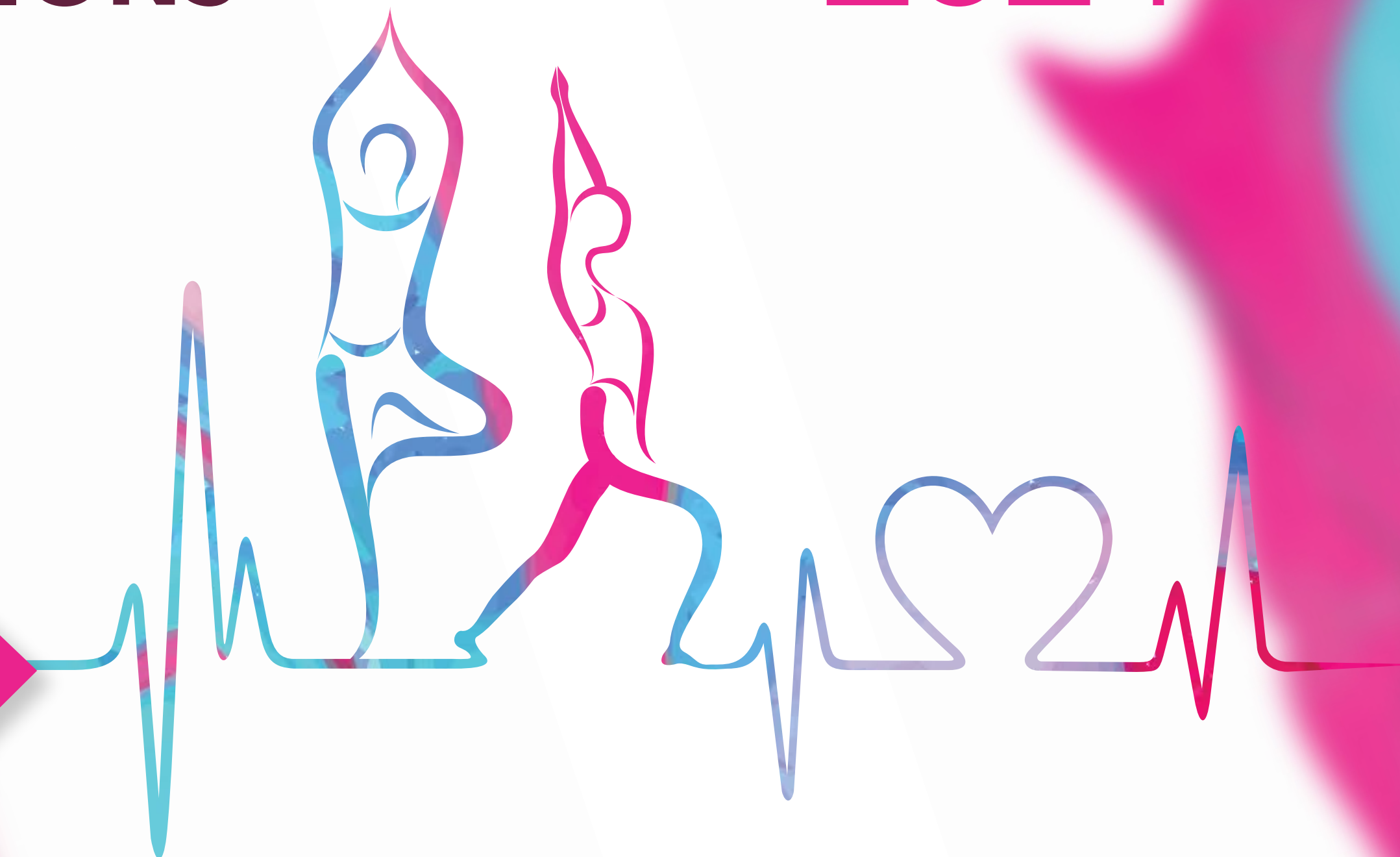
# PROSPECTUS

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