

May 1 – 5, 2010, Toronto, Canada

AUTOMATED CHARGING MACHINES – NEW!

Automated Charging Machines (ACMs) provide a rapid mobile phone boost on a state-of-the-art entertainment / advertising system that provides the supporter with an opportunity to maximize their exposure at the meeting, while offering a value added convenience to attendees. The ACMs capture the audience for companies that advertise on this hi-tech media station and are capable of rapidly charging 12 different types of mobile devices - cell phones, PDAs and iPhones. The LCD screens sit at eye-level and are 32" in size, streaming audio-video content on a continuous loop through a state-of-the-art advertising system to captive audiences.

\$10,000 per unit

CYBER CAFE

Although many attendees carry BlackBerries now, many still need to access their email and the internet during the meeting. In order to comply with recent regulations, the desktop screen will not display your logo but state that AATS acknowledges your company for its support.

\$20,000

This opportunity includes:

- Ten computer terminals located in the exhibit hall
- Two printers
- Appropriate ISP connections
- Scrolling company message (FDA compliant) on each monitor
- A 4" X 8" banner (produced by the Exhibitor) hung above the Cyber Cafe
- Prominent mention in the Program Book
- Prominent mention in the AATS Daily News
- A technician available during event hours

DAILY NEWS PREVIEW & AATS DAILY NEWSPAPER

AATS offers exhibitors the exclusive opportunity for additional exposure through advertising in the *AATS Daily News Preview Edition*, the official pre-meeting publication for the 90th Annual Meeting! This publication will be mailed in March 2010 to over 6,000 cardiothoracic and thoracic surgeons to aid them in planning their days at the meeting. What better way to get on a surgeon's schedule! The *AATS Daily News* then serves as the official on-site newspaper and acts as the central guide for daily meetings, activities, and the latest news and developments in the thoracic community. The *Daily News* is distributed to nearly 2,500 cardiothoracic professionals on a daily basis in the Convention Center and the official meeting hotels. A rate card will be available in the Exhibitor's Service kit.

GRAPHIC BOARDS

Graphic boards (1M wide x 8 feet high and ¾ inch thick) promoting your company message and booth location will be placed strategically around the convention center. Board locations will be available on a floorplan posted on the exhibitor service kit in December 2009. Graphics are to be produced by the supporting company and approved by AATS.

\$2,500 per side.

HOTEL KEYCARDS

Every headquarter hotel guest attending the 90th Annual Meeting will have a plastic hotel keycard for their room. Your company logo and booth number may be prominently displayed on each key displaying your company message and driving traffic to your booth.

\$15,000

HOTEL TV Channel

Several hotels will have a TV channel available for a scientific DVD presentation. Your company, along with others, will be able to present a 15-minute DVD. The DVD will be shown on all hotels' TV video channel during the Annual Meeting, May 1-5, 2010. AATS must receive your video in DVD format no later than April 2, 2010

\$12,000

INDUSTRY CLINICAL UPDATES – NEW!

Areas will be available in the Exhibit Hall for your company to give a twenty minute long clinical update during the lunch break on Monday and Tuesday. The area will be set with a screen, a projector and theater style seating for approximately 60 – 75 people. You will be able to promote these updates through a pre-meeting mailing, the AATS Daily News Preview Edition and association signage. Only four opportunities per day available (one per company)

\$15,000

INDUSTRY SUPPORTED SYMPOSIA

The Graham Foundation has reserved meeting space at the Fairmont Royal York Hotel for industry supported symposia. **Should a company wish to hold a symposium in another location, pricing will still apply since the presentation will take place during AATS' Annual Meeting. A symposium is considered any type of function in which scientific material is presented to 25, or more, physicians. You may or may not designate your event for Category 1 CME credit.** Please refer to the Industry Supported Symposia section of this prospectus for more information.

\$15,000 up to 2 hours, \$20,000 - half day, \$30,000 full day.

LANYARDS

Every attendee will wear a lanyard attached to his/her badge. The lanyards are produced by AATS and will have the AATS logo printed on them. Your company will be acknowledged as the supporter.

\$15,000

LUNCH COUPONS -- NEW!

AATS will have lunch available for purchase for all registrants on both Monday and Tuesday. Healthcare providers only will receive a \$10 coupon in their bag for the purchase of lunch each day. Your company will be acknowledged as a supporter. **One day \$30,000; both days \$60,000**

MEETING BAGS

This opportunity includes 2,800 bags with the AATS logo distributed to every professional attendee registered. Your company may include a white paper in every bag.

\$45,000

NEW PRODUCT SHOWCASE – NEW!

Launching a new product in 2010? Show your product in a high traffic area and promote your booth location for more visibility. These showcases are secured Plexiglas lighted displays that will highlight the products you want to promote.

\$3,000

POST GRADUATE COURSE LUNCH PRESENTATION – **NEW!**

The popular AATS/STS post graduate courses in General Thoracic, Adult Cardiac and Congenital Surgery are offered on Sunday from 8:00 am to 5:00 pm, prior to the Exhibit Hall Welcome Reception. Approximately 1800-2000 people attend these three one-hour sessions. Your company is invited to support one of the three lunch programs, which is developed by each post graduate program chair.

\$15,000 per Session

PRE & POST REGISTRATION MAILING

AATS mailing lists are available for rental.

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|--------------------------|------------------------------|----------------|
| <input type="checkbox"/> | 2010 Pre-Registration List | \$1,200 |
| <input type="checkbox"/> | 2010 Final Registration List | \$2,000 |
| <input type="checkbox"/> | AATS Membership List | \$1,000 |

SCHEDULE AT A GLANCE

The AATS Schedule at a Glance is a two page spread marketing piece that is part of the AATS Program Guide. The Schedule at a Glance is a quick overview of the AATS Program Schedule. Your ad will appear on the 8 ½ x 11 page prior to the Schedule at a Glance. This piece will be in every meeting bag distributed at AATS and will be referred to quite often by attendees as a quick reference of the meeting schedule.

\$12,000

PROGRAM GUIDE BOOKMARKS

Each Program Book has a bookmark promoting the 2011 Annual Meeting. Approximately 2800 Program Books will have a bookmark promoting the 2011 meeting on one side and your message on the other side!

\$15,000

OR OF THE FUTURE – **NEW!**

The OR of the Future demo area will showcase two multipurpose interventional suites that integrate digital imaging diagnostics, radiological, catheterization, and surgical capabilities. The two hybrid ORs will be constructed on the exhibit floor to give attendees a look at what the future offers for cardiac and thoracic surgery. Exhibiting companies can participate in the demo area by providing equipment. The equipment on display will be fully operational and fully integrated to give attendees a true to life view of the functionality of a hybrid OR. Participating companies will gain great visibility on-site as well as in advance of the Annual Meeting through special OR of the Future promotion.

\$5,000

SURVEY KIOSKS

This is a “must stop” spot for all participants who wish to certify their attendance at AATS and receive CME Certificates or Certificates of Attendance. A general acknowledgment of your support will appear on each monitor.

\$20,000

