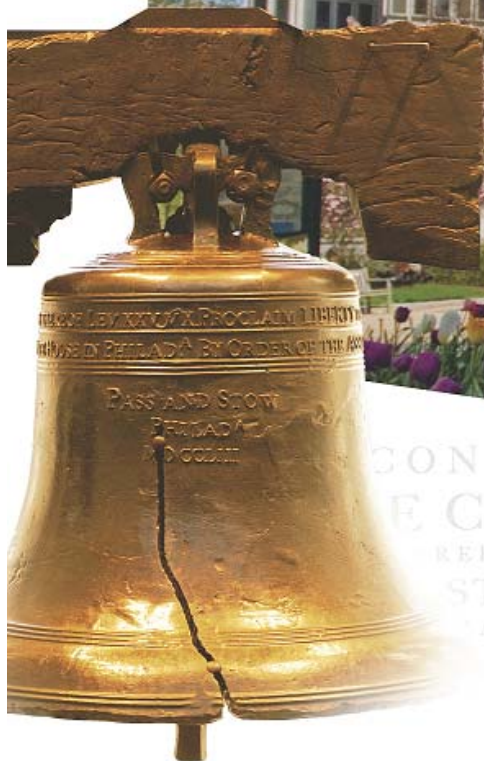
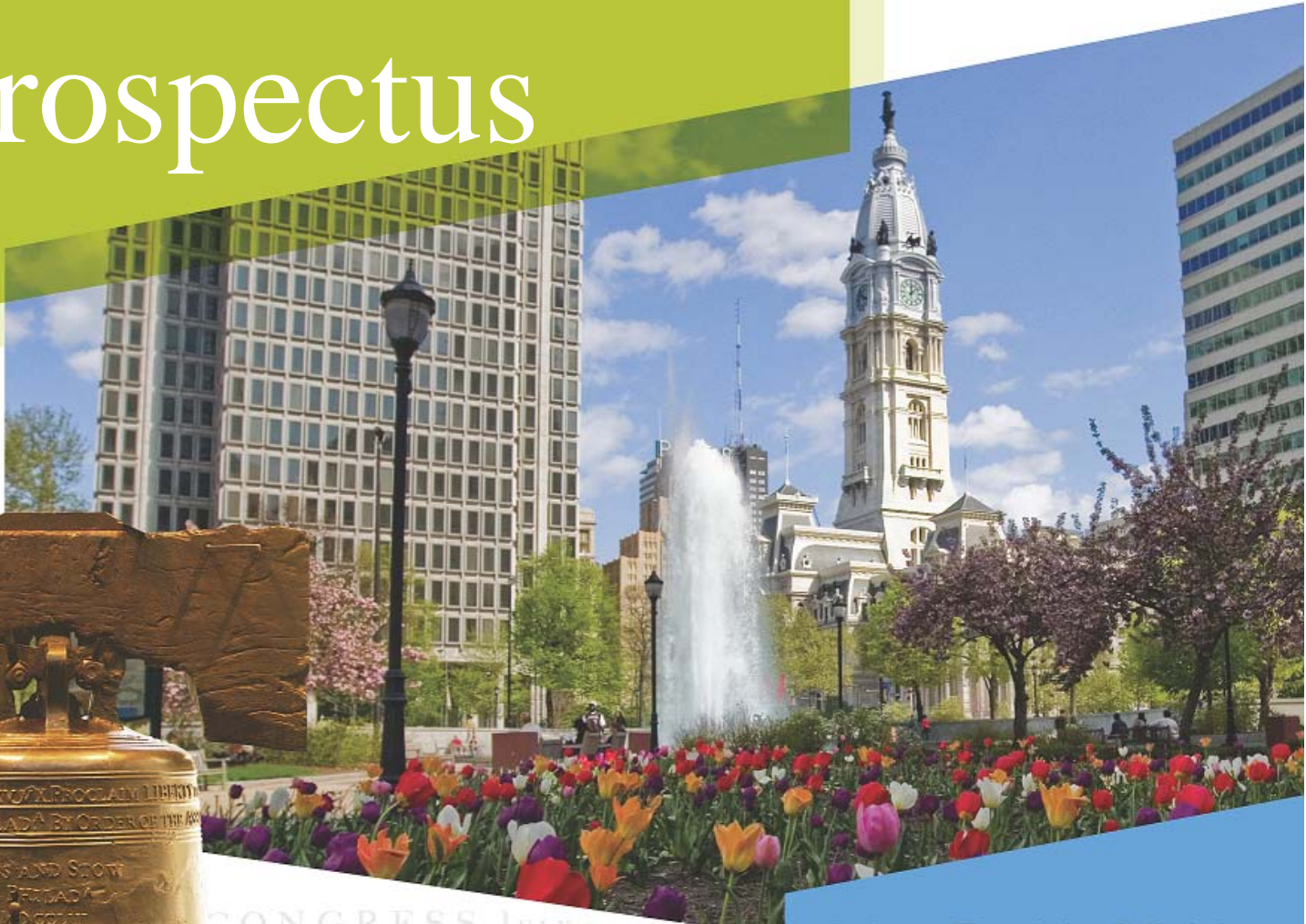




AMERICAN ASSOCIATION
FOR THORACIC SURGERY
We Model Excellence

AATS 91ST ANNUAL MEETING Prospectus



CONGRESS, JULY 4, 1776.
DECLARATION
OF INDEPENDENCE
BY REPRESENTATIVES OF THE
UNITED STATES OF AMERICA,
IN CONGRESS ASSEMBLED.

May 7–11, 2011

Pennsylvania Convention Center
Philadelphia, PA

www.aats.org



ABOUT AATS AND THE ANNUAL MEETING

WHO WE ARE

Founded in 1917 by the earliest pioneers in the field of thoracic surgery, the American Association for Thoracic Surgery (AATS) is now an international organization of over 1200 members consisting of the world's foremost cardiothoracic surgeons representing 37 countries. Surgeons must have a proven record of distinction within the cardiothoracic surgical field and have made meritorious contributions to the extant knowledge base about cardiothoracic disease and its surgical treatment to be considered for membership. The annual meeting, research grants and awards, educational symposia and courses, and the AATS official journal, the *Journal of Thoracic and Cardiovascular Surgery* all strengthen its commitment to science, education and research.

AATS invites you to participate in this prestigious event to share vital information about your products and services as well as learn more about the future of the specialty.

ABOUT THE ANNUAL MEETING

The AATS Annual Meeting is a primary opportunity to receive continuing medical education and learn about the latest products and services in thoracic treatment and care. The meeting is targeted to Cardiothoracic Surgeons, Physicians in related specialties including Cardiothoracic Anesthesia, Cardiology, Pulmonology, Radiology, Gastroenterology and Thoracic Oncology, Fellows and Residents in Cardiothoracic and General Surgical training programs, Allied Health Professionals involved in the care of cardiothoracic surgical patients, and Medical students with an interest in Cardiothoracic Surgery.

Cancer and cardiovascular disease continue to be the leading causes of mortality and morbidity around the globe. Major advances in these conditions continue to be made at a rapid pace. Improvements in diagnostic techniques as well as interventional approaches to treatment, both surgical and percutaneous, challenge the clinical practitioner to remain current. Increasingly sophisticated technology to accomplish these aims is being developed and introduced into clinical practice. Exciting advances in basic and clinical science offer opportunities for participation in scientific studies and clinical trials. All of these elements create a significant educational need for the practicing cardiothoracic surgeon. The AATS Annual Meeting fills this need through a combination of lectures, original scientific presentations, and discussion forums.

Future Meetings

Moscone West Convention Center

April 28-May 2, 2012
San Francisco, CA

Minneapolis Convention Center

May 4-8, 2013
Minneapolis, MN

Metro Toronto Convention Centre

April 26-30, 2014
Toronto, Canada

Washington State Convention and Trade Center

April 25-29, 2015
Seattle, WA



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978-927-8330

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JPimental@aats.org

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Exhibit Sales

Function Approvals/ Space Requests

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Industry Satellite Symposia

Marketing Opportunities

Sponsorship Opportunities

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866-229-3691
301-694-5243 (Int'l)

Official Service Contractor

Freeman Co.
FreemanTorontoES@Freemano.com
416-252-3361 ext. 284

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AATS 2010 Registration Statistics

Professional Attendance by Year

The 2010 Annual Meeting produced record attendance with a total of 2749 professionals 2010. The following represents an overview of attendance statistics from 2004 – 2010.

Professional Attendance

Year	Attendance
2004	2175
2005	2591
2006	2454
2007	2391
2008	2229
2009	2636
2010	2749

2010 Registration Attendance

Registration Type	Attendance
Professional	2749
Exhibitors	1550
TOTAL	4299

Domestic and International Attendance

Total international registration reached 58% in 2010. The following represents the domestic and international attendance from 2005 – 2010

Professional Attendance Percentages

Year	Domestic	International
2005	50%	50%
2006	53%	47%
2007	54%	46%
2008	51%	49%
2009	52%	48%
2010	42%	58%



EXHIBIT DATES AND HOURS*

Sunday, May 8, 2011	5:00 p.m. – 7:00 p.m. **
Monday, May 9, 2011	9:00 a.m. – 4:30 p.m.
Tues, May 10, 2011	9:00 a.m. – 4:00 p.m.

*Times subject to change based on final program

**Welcome Reception in the Exhibit Hall from 5:00 – 7:00 p.m.

BOOTH RENTAL FEE

All Inline Booths	US \$28.50 / square foot
Each Corner	US \$100
Island Booth	US \$31.00 / square foot (corners included)
Size	Minimum booth size 10 feet by 10 feet

APPLICATION AND DEPOSIT

50% of the contracted space is due with your application. Final payment is due by January 14, 2011. Checks should be made payable to:

American Association for Thoracic Surgery
Attn: Exhibits
900 Cummings Center, Suite 221-U
Beverly, MA 01915 USA

REFUNDS AND CANCELLATIONS

Written cancellations received by January 14, 2011 are subject to an administrative fee of 25% of the total cost of the original contracted space. Written cancellations received after January 14, 2011 will not receive a refund. All cancellations must be submitted in writing.

SPACE ASSIGNMENT / PRIORITY POINTS

Exhibit space assignments are made on the basis of a priority point system, and date of receipt of the Application for Exhibit Space. The priority point system consists of three points provided annually (since 1980) for the first booth contracted; and one (1) point for each additional booth contracted to a maximum of ten (10) points annually.

Most companies are already participating through the on site space selection held at the 2010 Annual Meeting. To obtain the benefit from the priority point system, companies will have the opportunity to sign up for exhibit space for the AATS 2012 Annual Meeting at the AATS 2011 Annual Meeting in Philadelphia. Companies will be invited to select space in order of their priority points.

EXHIBIT HALL LOCATION / FUNCTIONS AND TRAFFIC FLOW

Exhibits will be located in Hall A of the Pennsylvania Convention Center. The plenary session will be held in the Ballroom one floor above. Traffic flow will be heaviest during scheduled breaks in the program. The breaks are as follows:

Sunday May 8	Welcome Reception (5:00 – 7:00 p.m.)
Monday, May 9	Morning Break, Lunch, Afternoon Break
Tuesday, May 10	Morning Break, Lunch, Afternoon Break

Scheduled breaks and lunch will be announced when the preliminary program is available in December.

EXHIBITOR BENEFITS

- ✓ Use of rented floor space
- ✓ Standard flameproof booth equipment, pipe and drape 8' back wall and draped 3' side rails
- ✓ Aisle carpeting is provided by Show Management. Show colors will be red, grey and white (red aisle carpet, grey, white and red drape). Booth carpet is required for all exhibits and may be ordered from the General Service Contractor.
- ✓ A 7" x 44" identification sign (company name, city, and state) when requested by exhibitor on the *Application for Exhibit Space*
- ✓ General exhibit hall lighting, air conditioning, and or heating
- ✓ Daily aisle cleaning
- ✓ General perimeter security
- ✓ Registration for three (3) exhibitors per booth
- ✓ Priority points towards selection of exhibit space for 2012

***Standard booths are 10' W x 10' D, unless otherwise indicated**

CONDUCTING EXHIBITS

No drawing, raffles, or quiz-type contests of any type will be permitted. No bags or containers for collection of samples are to be distributed by an exhibitor. This applies to any envelope, folder, portfolio, box, etc., that provides carrying space for more than a single sample. Electrical or other mechanical apparatus must be muffled so that noise does not interfere with other Exhibitors. Character of the exhibits is subject to the approval of the Association. The right is reserved to refuse applications, which do not meet standards required or expected, as well as the right to curtail exhibits or parts of exhibits, which reflect against the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of person, etc.

INFRINGEMENT

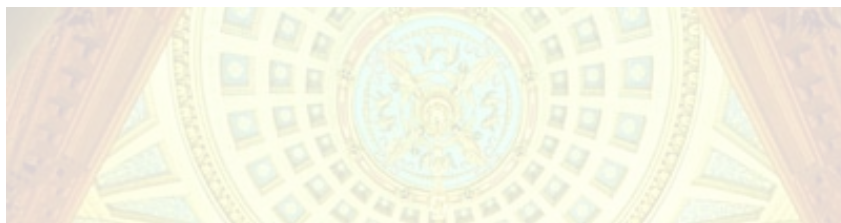
Interviews, demonstrations, and the distribution of literature or samples must be made within the area assigned to the exhibitor. Canvassing or distributing of advertising matter outside the exhibitor's own space will not be permitted.

FIRE PROTECTION

The Exhibitor, hired contractors, booth personnel and others attending AATS must comply with all applicable federal, state and local fire and building codes as well all the Pennsylvania Convention Center rules and regulations, policies and procedures. The Convention Center will strictly enforce all fire and safety regulations, including the playing of required public service announcements. The Center and AATS require prior written authorization for the following: (1) Operation of any heater, barbecue, heat-producing or open flame devices, candles, lanterns, welding equipment, smoke-emitting devices, etc. (2) Use of lasers or X-ray equipment (3) Use of any compressed gases (e.g. L.P., propane, oxygen) (4) Use, handling, storage and disposal of hazardous materials and waste in accordance with all federal, state and local regulations pertaining to hazardous materials.

PROTECTION OF THE CONVENTION CENTER

Exhibitors and their subcontractors will be held liable for any damage caused to the convention center and decorations may not be taped, nailed, tacked, stapled, or otherwise fastened to ceilings, painted surfaces, columns, fabrics, doors, windows or walls. Glitter is not permitted in the Pennsylvania Convention Center. Adhesive backed decals/stickers (except for name tags) may not be used or distributed on the premises. Decorations may not block exit doors, fire extinguishing equipment, sprinklers, or emergency lighting systems. All decorating materials must be constructed of flameproof material or treated with approved flame proofing solution.



IDEMNIFICATION AND INSURANCE INDEMNIFICATION

Exhibitor and it's employees, agents, servants, employees, contractors, patrons, guests, customers or invitees agree they will indemnify and hold harmless the Authority, the City of Philadelphia and Philadelphia convention and Visitors Bureau (the "Indemnified Parties") from and against all claims, demands, causes of actions, suits, damages, loss, liabilities, expenses, and costs (including reasonable attorney's fees and court costs) on account of injury or damage to person or property to the extent that such damage or injury may be incident to, arise out of, or be caused, wholly or in part, be an act, omission, or negligence on the part of the Exhibitor and it's employees, agents, servants, employees, contractors, patrons, guests, customers or invitees of any law, ordinance or governmental order of any kind or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor and it's employees, agents, servants, employees, contractors, patrons, guests, customers or invitees. Such indemnification by Exhibitor and it's employees, agents, servants, employees, contractors, patrons, guests, customers or invitees of an Indemnified Party shall be effective except to the extent that such damage or injury results from the sole negligence of an Indemnified Party.

Verification of insurance is required and must be provided to the AATS at least (30) days before the first day of move-in. Exhibitor and its sub contractors shall, at their sole cost and expense, procure and maintain the following insurance from a company licensed to do business in the Commonwealth of Pennsylvania and with a Best's Insurance Guide rating of atleast 'A'. The coverage should be valid from 12:01am May 4, 2011 until 11:59pm May 11, 2011.

Comprehensive General Liability Insurance – with Broad Form Comprehensive General Liability endorsement providing coverage against claims for, bodily injury or death, property damage occurring in or upon or resulting from the use of the exhibit area or any part of the Pennsylvania Convention Center. Limits of coverage – not less than \$1,000,000 per occurrence or such higher amounts as may be specified by the Convention Center.

Such insurance shall include blanket contractual liability under the indemnification of the Indemnified Parties listed below as additional insureds:

- Pennsylvania Convention Center Authority
- City of Philadelphia
- Philadelphia Convention & Visitors Bureau
- American Association for Thoracic Surgery

Also required will be the following:

Workers Compensation Insurance - \$100,000 each accident, \$500,000 policy limit, \$100,000 each employee.

Automobile Liability Insurance - \$1,000,000 each occurrence

Exhibitor and its sub contractors agree:

- To provide certificates of insurance to AATS no later than February 1, 2011.
- To provide, if applicable, All-Risk Legal Liability coverage with limits of liability of not less than \$1,000,000 for damage to property of others in the care, custody or control of exhibitor or its subcontractors.
- To obtain the written agreement on the part of each insurance company to notify the AATS no later than February 1, 2011 prior to cancellation or non-renewal of any insurance required under this agreement.
- To carry All Risk Property Coverage on any and all materials, supplies, equipment and furnishings brought on site to the Convention Center, Any loss caused by the Exhibitor and its subcontractors which is under any deductible amount is the sole responsibility of the Exhibitor and its subcontractors.
- The specified coverage or limits of insurance in no way limits the liability of the Exhibitor and its subcontractors.

MARKETING SUPPORT OPPORTUNITIES

AUTOMATED CHARGING MACHINES

Take advantage of the electronic age and get in front of attendees who need to stop and charge their phones and pda's. This is a new item that will certainly get lots of traffic. There will be three available - one near the scientific program rooms, one in registration, and one in front of the exhibit floor.

\$10,000 per machine

BANNERS

There will be a number of banner locations available throughout the convention center. A floorplan will be available shortly in order to select positions. **Fee is \$35 per square foot. Production and rigging is at sponsor's expense.**

COLUMN WRAPS-NEW!

There are large columns outside of the convention center entrance on 12th Street. These are large columns that may be wrapped with your message. The attendees staying at the Marriott will most likely use the Grand Hall entrance. All other attendees will use the front entrance. Wrap production will be at your expense. **\$7500 per column**

CONSULTATIVE SUITES

Do you need additional conference space outside of your booth for the AATS Annual Meeting? We have **consultative suites** available for rental right on the show floor and we will build to meet your needs. Suites are available in 20' x 20' and larger configurations. Carpet and walls with locking door are included. Electrical, furniture, and additional items are your responsibility. **\$10,000 per 20' x 20' Suite**

CYBER CAFE

Although many attendees carry smart phones now, there is still a need to access their email and the internet during the meeting. In order to comply with recent regulations, the desktop screen will display your logo on all monitors and on the banner sign which is hung above the cafe. **\$20,000**

This opportunity includes: Six computer terminals located in the exhibit hall • Appropriate ISP connections •

Scrolling company message (FDA compliant) on each monitor • A 4" X 8" banner hung above the Cyber Café • 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 AATS Annual Meeting! This publication will be mailed in March 2011 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 CT Surgery 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.

DIGITAL SIGNAGE- NEW!

There are 4 plasma screens within the AATS contracted space at the Pennsylvania Convention Center. Your company has the opportunity to place a 15 second spot video or powerpoint along with other companies. Specifications will be furnished upon request. **\$5000 per company**

FLOOR STICKERS – NEW!

Attendees staying at the Marriott enter the Pennsylvania Convention Center through the Grand Hall which was formerly a train station. The hall is quite impressive and has a marble floor. Your company may have floor stickers leading to the concourse enroute to the AATS registration area. Stickers are 3ft x 3ft each. **\$1500 each** includes production

GRAPHIC BOARDS

Graphic boards (1M wide x 7 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 which will be sent to everyone and posted on the exhibitor service kit. Graphics are to be produced by the supporting company and approved by AATS. **\$2,700 per side.**

HOTEL KEYCARDS

Hotel guests attending the 91ST Annual Meeting will have a plastic hotel keycard for their room. Your company logo and booth number may be prominently displayed on each key showcasing your company message and driving traffic to your booth. **\$15,000**

HOTEL TV Channel

Your 15 minute video will play in all AATS hotels. Your message will be seen by everyone in a quiet, calm environment away from the hustle and bustle of the convention center. Make the most of this time and present a compelling video. **\$12,000**

INDUSTRY CLINICAL UPDATES

Get maximum exposure right on the exhibit floor! Present a 30 minute update on the latest research happening at your company. Theaters will be available with seating and audio visual equipment for your presentation. Company will receive poster and invitation space on the Symposium Wall located in the registration area along with pre-registration mailing labels. **\$15,000 per session.**

INDUSTRY SUPPORTED SYMPOSIA

If you are interested in supporting a symposium, please contact our offices. Should a company wish to hold a symposium in another location, pricing will still apply since the presentation will take place during the AATS Annual Meeting. Symposia are any function in which scientific material is presented to 20, or more physicians. You may choose to designate your event for category 1 CME credit, but it is not required. 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 your company logo printed on them. Your company will be acknowledged as a meeting supporter. **\$15,000**

LUNCH COUPONS

AATS will have lunch available for purchase for all registrants on both Monday and Tuesday. Only registered healthcare providers 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 – sold!

This is an opportunity to be the only company to have information in the meeting bags which every surgeon will receive. Due to the new regulations, it is up to the supporting company whether their internal guidelines allow a logo to be displayed on the bag. **\$35,000**

NEW PRODUCT SHOWCASE

Make sure the surgeons see your new product, rent a showcase that will highlight your product and drive traffic to your booth! These showcases are located on the concourse between the Scientific Sessions and the Exhibit Hall. Custom graphics will be at your company's expense. **\$3,000 each**

PRE & POST REGISTRATION MAILING

AATS mailing lists are available for rental. Please refer to the agreement in this prospectus for pricing.

PROGRAM GUIDE BOOKMARKS

Each Program Book (approximately 2800) will have a bookmark promoting the 2011 meeting on one side and your message on the other side!

\$15,000

RAILING BANNERS – NEW!

There are 4 railings outside the convention center entrance. Banners may be hung on these railings. Two are on the near side of 12th street and the other two are directly across the street extremely visible from the entrance. **\$7500 each, production is at your expense.**

SCHEDULE AT A GLANCE / EXHIBIT GUIDE ADVERTISING

The AATS Schedule at a Glance and Exhibit Guide is a quick guide to the meeting agenda and exhibits and will be in every conference bag. There are several advertising opportunities in this marketing piece

- **The Schedule at a Glance** is a practical matrix overview of the AATS Program Schedule. Your ad will appear on the page prior to the Schedule-at-a-Glance. **\$10,000**
- **Exhibit Floorplan Advertisement** will be located in the Schedule –a-Glance and Exhibit Guide. Your ad will appear on the page just prior to the exhibit floorplan. **\$10,000**
- **Back Cover** - exclusive advertising on the back cover of the Guide. **\$15,000**

OR and ICU OF THE FUTURE

Your company has the opportunity to display any products that are applicable to the hybrid operating room environment and/or the ICU. Having equipment in these displays, will drive attendees to visit your booth for further information. We are also marketing to other health care groups who will benefit from both displays by promoting the AATS OR and ICU of the Future as an educational opportunity enabling them to envision what the future of their hospital facilities. We are looking for all forms of equipment from trays to imaging machinery equipment. For more information please contact Meg Bowen at mbowen@prri.com. All companies are welcome to support.

\$5000 – \$10,000 contribution to participate

SHUTTLE BUSES

There will be shuttle buses in Philadelphia from the hotels to the convention center, as well as buses for the Past President's Dinner, the President's Reception, and the Attendee Reception. Specific details will be available to interested companies. **\$40,000**

SURVEY KIOSKS

This is a "must stop" spot for all participants who wish to certify their attendance at AATS and receive CME Certificates, Certificates of Attendance, and perfusion credit. A general acknowledgment of your support will appear on signage. **\$20,000**

WI FI – NEW!

WI FI will be made available in the meeting rooms as well as the public areas where the AATS sessions are. The company that supports WI FI will get a splash page with their ad before anyone connects to the internet. Increasing numbers of attendees bring their laptops and want access to WI FI during the meeting.

\$25,000

INDUSTRY SUPPORTED SYMPOSIA

There is meeting space available at the Marriott Philadelphia Downtown for industry supported symposia. Should a company hold a symposium in another location besides the Marriott Philadelphia Downtown, pricing will still apply since the AATS audience will attend. **Symposia are any function in which scientific material is presented to 20, or more physicians. You may choose to designate your event for category 1 CME credit, but it is not required.** Events with less than 20 people are considered Allied Functions (page 15) and charges will apply accordingly. Symposia may be conducted during the following times only:

Friday, May 6, 2011	8:00 a.m.–5:00 p.m.	\$30,000
	8:00a.m. - 1:00p.m.	\$20,000
Saturday, May 7, 2011	12 Noon–5:00p.m.	\$20,000
	6:00 p.m. – 8:00 p.m.	\$15,000
	6:00 p.m. – 8:00 p.m.	\$15,000
Sunday, May 8, 2011	6:00 a.m. – 8:00 a.m.	\$15,000
	After 7:00p.m.	\$15,000
Monday, May 9, 2011	6:00 a.m. – 7:30 a.m.	\$15,000
	6:00p.m.–8:00p.m.	\$15,000
Tuesday, May 10, 2011	5:30 p.m. – 6:30 p.m.	\$15,000
Wednesday, May 11, 2011	12:00p.m. – 4:00p.m.	\$20,000

**Schedule is subject to change based on final program format*

APPLICATION FORM AND FEES

A completed application form, copy of the proposed program (including titles and invited faculty), and the appropriate symposium fee must be received in the Graham Foundation Administrative Office NO LATER THAN March 4, 2011. Time slots and rooms are assigned on a first-come, first-served basis. Applications will be accepted after March 4th on a space available basis. Applications will not be processed without the symposium fee. The program to be presented will be reviewed and you will be notified no later than March 11, 2011 of the decision. The symposium fee will be processed upon acceptance of your application. Acceptance letters will be sent to companies with appropriate details. Remit payment to:

Graham Education and Research Foundation

900 Cummings Center, Suite 221-U
Beverly, MA 01915 USA

Full Day Program	\$30,000
Half Day Program	\$20,000
Morning/Evening Program	\$15,000

Once space at the hotel has been assigned, refunds for canceled or withdrawn symposia will not be possible.

GUIDELINES

Those wishing to designate credit for their symposium will need to obtain certification from an accredited CME Provider/Accredited Sponsor (hospital, university, etc.). The Graham Foundation will not designate CME credit for these programs.

REGULATIONS Although compliance with the AMA's *Ethical Opinion of Gifts to Physicians* from Industry is the responsibility of the individual physician, every effort should be made to ensure that attendees are not put in a situation that would violate these guidelines. Approval of proposed symposia will be based on these and other regulations.

AATS AND STS STATEMENT

The American Association for Thoracic Surgery (AATS) and The Society of Thoracic Surgeons (STS) strongly discourage others from holding educational events in the general locations of STS or AATS supported meetings, including the STS and AATS Annual Meetings and the co-sponsored Tech-Con Programs and Postgraduate Courses, during the 48 hours preceding those meetings. Such unauthorized events are deemed detrimental to STS and AATS educational efforts, and create excessive demands on the time and resources of cardiothoracic surgeons. Both STS and AATS urge their members and corporate partners, as well as other education providers, to respect and adhere to this policy. In turn, each organization will seek to accommodate others in their efforts to reach the cardiothoracic surgery audience in conjunction with their respective and jointly conducted meetings.

SERVICES PROVIDED

The Graham Foundation will provide the following for approved symposia:

1. Access to meeting space at the AATS headquarter Hotel
2. Facility contact information so that all symposia details may be coordinated directly between the supporting organization and the headquarter Hotel. Any significant changes must be approved by the Administrative Office prior to final arrangements being made with the headquarter Hotel.
3. One complimentary set of pre-registered attendee labels within a week following the pre-registration deadline.
4. Permission to include the Association's name and logo in promotional material; however, all promotional materials must be approved by AATS prior to printing and distribution.
6. There will be a "symposium display" near registration; each company supporting is permitted to have a one-page flyer no larger than 8.5" x 11" in a display pocket on the wall. Next to the pocket, you will be able to display a 22" x 28" poster. The production of these items are at your expense. Your poster should be mounted on 22" x 28" foamcore in order to be hung with velcro on the symposium display.

All promotional material must include the following statement:

" This session is an industry supported satellite symposium and is not part of the AATS Annual Meeting accredited program."

ALLIED FUNCTION SPACE REQUESTS

Function space has been reserved for exhibitor/allied events at the Convention Center and the AATS Hotel. Functions must be scheduled so as not to conflict with the official AATS program. Only staff meetings may occur on Sunday, May 8, 2011 during AATS programming. Any industry supported meeting or event that is by invitation only and held in a private room in the designated city during AATS dates must be approved by show management and will be assessed a fee. Dinners for 10 people or less that do not involve a presentation of any kind will not be assessed a fee. Please refer below to determine the price for your function:

<u>Event Type</u>	<u>Number of People</u>	<u>Industry</u>	<u>Non-Profit</u>
<u>Event/ Meeting *</u>	Less than 50 pp	\$1000	\$250
<u>Event / Meeting *</u>	Between 50 and 100 pp	\$1500	\$250
<u>Event/ Meeting *</u>	100pp or more	\$15,000	\$250
<u>Investigator's Meeting</u>	Must be 20 pp. or less	\$500	\$250
<u>Focus Group</u>	Must be 20 pp. or less	\$500	\$250
<u>Committee Meeting</u>	Must be 20 pp. or less	\$500	\$250
<u>Hospitality Room</u>	Must be 50 pp. or less	\$1,000 / per day	\$250
<u>Staff Meeting</u>	(On Sunday only)	\$ 500 / per day	\$250

* Events/ Meetings held offsite will also be charged same amount

<u>2011 Dates</u>	<u>Function Times</u>
Friday, May 6	8:00 am - 8:00 pm
Saturday, May 7	after 6:00 pm
Sunday, May 8	before 8:00 am after 7:00 pm
Monday, May 9	before 7:30 am after 6:00 pm
Tuesday, May 10	before 6:30 am or between 5:00 and 6:30pm
Wednesday, May 11	after 12 Noon

NOTE:Dates/times listed are established to avoid conflict with the Annual Meeting program. Any exhibiting company which does not adhere to the guidelines will risk loss of priority points. Schedule is subject to change based on the final program.

Please complete the Function Room Request Form and return with full payment to:

AATS - Fax: (978) 524-0498 | Email : jgecawicz@prri.com
 900 Cummings Center, Suite 221-U
 Beverly, MA 01915 USA



SUPPORT AGREEMENT FORM



AATS 91st Annual Meeting / May 7-11, 2011 – Pennsylvania Convention Center

Exhibitor: _____

Contact: _____ **Title:** _____

Address: _____

City: _____ **State:** _____ **Country:** _____ **Zip/ Postal Code:** _____

Telephone: _____ **Fax:** _____

Email: _____

Authorized Signature: _____

By signing this document, exhibitor agrees that this is a legally binding contract and a 50% advanced payment is due with this agreement and the balance is due by January 14, 2011. In the event of cancellation, a refund will not be issued unless the support is resold at the full amount. At that time a full refund less 25% administrative fee will be issued. All artwork must be submitted to the AATS for approval prior to use. This includes banners, videos, screensavers, and ads. Support opportunities will be assigned by first right of refusal and then by priority point standing until December 10, 2010. After December 10th, support agreements will be accepted upon date of receipt.


Please check the appropriate support opportunity:

- | | |
|---|---|
| <input type="checkbox"/> AUTOMATED CHARGING MACHINE
\$10,000 per unit | <input type="checkbox"/> LUNCH COUPONS
___ \$30,000 ___ \$60,000 |
| <input type="checkbox"/> BANNER
\$35 per foot banner # _____ | <input type="checkbox"/> MEETING BAGS \$35,000 |
| <input type="checkbox"/> COLUMN WRAPS
\$7500 each | <input type="checkbox"/> NEW PRODUCT SHOWCASE \$3,000 |
| <input type="checkbox"/> CONSULTATIVE SUITE
\$10,000 per 20x20 Suite | <input type="checkbox"/> OR OF THE FUTURE \$5,000 - \$10,000 |
| <input type="checkbox"/> CYBER CAFÉ \$25,000 | <input type="checkbox"/> PROGRAM – AT A GLANCE/EXHIBIT GUIDE
<input type="checkbox"/> \$10,000 Program-at-a-Glance Ad
<input type="checkbox"/> \$10,000 Floor plan Ad
<input type="checkbox"/> \$15,000 Back Cover |
| <input type="checkbox"/> DIGITAL SIGNAGE \$5000 | <input type="checkbox"/> PROGRAM BOOK BOOKMARK \$15,000 |
| <input type="checkbox"/> FLOOR STICKERS
\$1,500 | <input type="checkbox"/> RAILING BANNER \$7500 each |
| <input type="checkbox"/> GRAPHIC BOARD # _____ sides
Location _____ \$2,700 per side | <input type="checkbox"/> SHUTTLE BUSES \$30,000 |
| <input type="checkbox"/> HOTEL KEYCARDS
\$15,000 | <input type="checkbox"/> SURVEY KIOSKS \$20,000 |
| <input type="checkbox"/> HOTEL TV CHANNEL
\$12,000 | <input type="checkbox"/> WI FI \$ 15,000 |
| <input type="checkbox"/> INDUSTRY CLINICAL UPDATES
\$15,000 | |
| <input type="checkbox"/> LANYARDS \$15,000 | |

PAYMENT INFORMATION

FEE DUE: \$ _____ Check amount enclosed: \$ _____

Checks should be payable to AATS

CREDIT CARD   

Amount to be charged: \$ _____

Credit Card Number

Expiration Date

Security Code

Name as it appears on credit card

Cardholder's Signature

Please check if credit card billing address is same as contact information at the top of the form.

If billing address is different, please enter below.

Complete and return to:

Yvonne Grunebaum
 Director of Industry Relations
 American Association for Thoracic Surgery
 900 Cummings Center, Suite 221-U, Beverly, MA 01915 USA
ygrunebaum@prri.com 978-927-8330 Fax: 978-524-0498

Support Agreement Form

AATS 2011 MAILING LIST AGREEMENT

Mailing Labels, in a standard 3-up label format, will be sent directly to the exhibitor/sponsor in hard copy or pdf format once the mailing piece has been approved. The mailing piece must include the following statement: “ **This session is not part of the AATS Annual Meeting accredited program.**”

If excel format is requested, list will be sent to a third party bonded mail house electronically and signature ensuring confidentiality will be required from the mail house. All promotional marketing pieces must be approved by the AATS administrative offices prior to being released. The list will be rented only for the promotion of programs, services and products of direct interest to thoracic surgeons, cardiothoracic surgeons, and physicians. The AATS Annual Meeting registration list will be rented only to AATS exhibitors and sponsors. The 2011 pre-registered attendee mailing list will be available after the April 8, 2011 pre-registration deadline. Use of this list for anything other than the approved piece will result in loss of priority points.

2011 ANNUAL MEETING

- | | |
|---|---------|
| <input type="checkbox"/> 2011 pre- registration list | \$1,200 |
| <input type="checkbox"/> 2011 final registration list | \$2,000 |
| <input type="checkbox"/> AATS Membership List* | \$1,000 |

Total \$ _____

*Rental of membership list must be approved by the AATS Executive Director and be used for non-profit CME programs only.

AATS Mailing List Agreement

I understand that I am renting the mailing list for a one-time use only and it is only to be used for the mailer approved by AATS. Any additional mailings must be submitted again for approval with an additional order form. I understand that the list is seeded to detect unauthorized use. Orders cancelled prior to the date of the mailing will be subject to a \$50 administrative fee. If order is cancelled after the mailing date, fees are due in full.

Name (please print)

Signature and Date

Exhibitor Information:

Company

Name

Address

City, State, Zip, Country

Email

Telephone

Fax

Mailing list (cont.)

I wish to have the list in excel format sent to my preferred bonded mail house

Bonded Mail House *Attention*

Email *Telephone*

I understand that this list is not to be shared with my client and is the property of the AATS. Once the mailing is complete, the list will be discarded. I understand that if my company violates these terms, my client will be penalized by AATS and the AATS priority point system.

Bonded Mail House Signature

Payment Method:

Please make checks payable to: AATS, 900 Cummings Center, Suite 221-U, Beverly, MA 01915 USA or fax credit card payment to 978-524-0498. All checks must be made out in US dollars, drawn on a US bank.

Check Enclosed: Check # _____ Check Amount: _____

Credit Card:   

Card Number Expiration Date Security Code

Name of cardholder Signature of cardholder

Please check if credit card billing address is same as Exhibitor Information on first page.

If billing address is different please enter below.

Company

Name

Address

City, State, Zip, Country

Return this form with a sample mailing piece to: AATS, 900 Cummings Center, Suite 221U, Beverly, MA 01915 USA Fax: 978-524-0498 or jgecawicz@prri.com

**GRAHAM FOUNDATION INDUSTRY-SUPPORTED
SYMPOSIUM APPLICATION**

May 6 – May 11, 2011 –Philadelphia, PA
Applications received after March 4th will be accepted on a space available basis.

Exact Title of Symposium		Name of Accrediting Organization		
Sponsoring Company Name		Contact Name		
Address	City	State	Zip	Country
Phone	Fax	Email		

Brief Description of Meeting:

Target Audience: _____

Expected Attendance: _____

DAY/DATE/TIME OF MEETING

- Friday, May 6 8:00 am – 5:00 pm \$30,000
- Friday, May 6 8:00 am – 1:00 pm \$20,000
- Friday, May 6 12 Noon – 5:00 pm \$20,000
- Friday, May 6 6:00 pm – 8:00 pm \$15,000
- Saturday, May 7 6:00 pm – 8:00 pm \$15,000
- Sunday, May 8 6:00 am – 8:00 am \$15,000
- Sunday, May 8 7:00 pm – 9:00 pm \$15,000
- Monday, May 9 6:00 am – 7:30 am \$15,000
- Monday, May 9 6:00 pm – 8:00 pm \$15,000
- Tuesday, May 10 5:30 am – 6:30 am \$15,000
- Wednesday, May 11 12 Noon – 5:00 pm \$20,000

ROOM SET:

- Banquet (rounds) Podium
- Classroom Reception
- Conference Theater
- Hollow Square U-shape
- Head table # ppl _____

FUNCTION TYPE (check only one)




- Breakfast Lunch Dinner
- Reception (Friday or Wednesday only)

Once space has been assigned and confirmed, you will be put in direct contact with a catering representative. Catering, special set fees, AV, electrical/telecommunications and labor are not included in the fee. Each sponsor is responsible for all charges to the facility.

PAYMENT INFORMATION: All checks must be payable to the Graham Foundation

FEE DUE: \$ _____

Check amount enclosed: \$ _____

CREDIT CARD   

Amount to be charged: \$ _____

Credit Card Number

Expiration Date

Security Code

Name as it appears on credit card

Cardholder's Signature

- Please check if credit card billing address is same as contact information at the top of the form.
- If billing address is different please enter below.

<p>Complete and return to: The Graham Foundation 900 Cummings Center, Suite 221-U, Beverly, MA 01915 USA 978-927-8330 Fax: 978-524-0498 jgecawicz@prri.com</p>	<p>_____ Company Name</p> <p>_____ Street Address</p> <p>_____ City/State/Postal Code /Country</p>
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FUNCTION ROOM REQUEST FORM



AATS 91st Annual Meeting

May 7-11, 2011 – Pennsylvania Convention Center – Philadelphia, PA
Request forms will no longer be accepted after April 8, 2011

Sponsoring Company Name _____

Contact Name _____

Address _____

City _____

State _____

Zip _____

Country _____

Phone _____

Fax _____

Email _____

Brief Description of event:

REQUESTED DAY/DATE OF MEETING

- | | |
|--|------------------------------------|
| <input type="checkbox"/> Friday, May 6, 2011 | 8:00 a.m. – 8:00 p.m. |
| <input type="checkbox"/> Saturday, May 7, 2011 | After 6:00 p.m. |
| <input type="checkbox"/> Sunday, May 8, 2011 | Before 8:00 a.m. / after 7:00 p.m. |
| <input type="checkbox"/> Monday, May 9, 2011 | Before 7:30 a.m. / after 6:00 p.m. |
| <input type="checkbox"/> Tuesday, May 10, 2011 | Before 6:30 a.m. |
| <input type="checkbox"/> Wednesday, May 12, 2011 | After 12 Noon |

REQUESTED TIME

(Please refer to time guidelines to the left)

Start: _____ am/pm (circle one)

Finish: _____ am/pm (circle one)

ROOM SET

- | | |
|---|---|
| <input type="checkbox"/> Classroom | <input type="checkbox"/> Podium |
| <input type="checkbox"/> Theater | <input type="checkbox"/> Head table # ppl _____ |
| <input type="checkbox"/> Conference | |
| <input type="checkbox"/> Hollow Square | |
| <input type="checkbox"/> U-shape | |
| <input type="checkbox"/> Reception | |
| <input type="checkbox"/> Banquet (rounds) | |

FUNCTION TYPE

- | | For Profit | Non- Profit |
|---|-----------------------------------|--------------------------------|
| <input type="checkbox"/> Event/ Meeting (less than 50 pp) | <input type="checkbox"/> \$ 1,000 | <input type="checkbox"/> \$250 |
| <input type="checkbox"/> Event/ Meeting (50-100 pp) | <input type="checkbox"/> \$ 1,500 | <input type="checkbox"/> \$250 |
| <input type="checkbox"/> Event/ Meeting (Over 100 pp) | <input type="checkbox"/> \$15,000 | <input type="checkbox"/> \$250 |
| <input type="checkbox"/> Investigator's Meeting | <input type="checkbox"/> \$ 500 | <input type="checkbox"/> \$250 |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> \$ 500 | <input type="checkbox"/> \$250 |
| <input type="checkbox"/> Committee Meeting | <input type="checkbox"/> \$ 500 | <input type="checkbox"/> \$250 |
| <input type="checkbox"/> Hospitality | <input type="checkbox"/> \$ 1,000 | <input type="checkbox"/> \$250 |
| <input type="checkbox"/> Staff Meeting | <input type="checkbox"/> \$ 500 | <input type="checkbox"/> \$250 |

LOCATION: Convention Center Hotel

EXPECTED ATTENDANCE: _____

Once space has been assigned and confirmed by AATS you will be put in direct contact with a catering representative. Catering, special set fees, AV, electrical/telecommunications and labor are not included in the fee. Each sponsor is responsible for all charges to the facility.

PAYMENT INFORMATION

FEE DUE: \$ _____

Check amount enclosed: \$ _____

CREDIT CARD

Amount to be charged: \$ _____

Credit Card Number

Expiration Date

Security Code

Name as it appears on credit card

Cardholder's Signature

- Please check if credit card billing address is same as contact information at the top of the form.
 If billing address is different please enter below.

Complete and return to:

American Association for Thoracic Surgery
900 Cummings Center, Suite 221-U,
Beverly, MA 01915 USA
978-927-8330 Fax: 978-524-0498 jgecawicz@prri.com

Company Name

Street Address

City/State/Postal Code /Country

AATS PAST EXHIBITORS

A & E Medical	Cormatrix Cardiovascular	MAQUET	Siemens Medical
Abbott Vascular / Structural Heart	CORONEO	Market Access Partners	Solutions USA
ABIOMED, Inc.	Covidien	Medela, Inc.	Skeletal Kinetics
Accumetrics	CryoLife, Inc.	Medical Concepts	Skytron
Accuray Incorporated	CTSNet	Europe	Smith & Nephew
Acorn Cardiovascular	Cura Surgical, Inc.	Medicure Pharma, Inc.	STS
Acute Innovations	D'Ambra Technologies	Medi-Stim	Somanetics Corporation
Aesculap, Inc	Datascope Corp	Medtronic, Inc.	Sonometrics Corporation
Alsius Corporation	Delacroix - Chevalier	Med-USA Medical Inc.	Sontec Instruments
AATS	Designs For Vision, Inc.	Merck & Co	Sorin Group
ACS	Dimedra Surgical Medical	Methapharm	St. Jude Medical, Inc.
Applied Fiberoptics	Doctors Research Group	Mettler Electronics	Starion Instruments
Arnold Publishers	Dornier Medtech	MiCardia Corporation	STS/ AATS PAC
Arrow International	EACTS	Micro Optical Corp	Super Dimension, Inc.
Arteriocyte Medical	Edwards Lifesciences	MicroMed Technology	Surge Medical
AtriCure, Inc.	ESTECH	Millicore AB	Surgical Acuity, Inc.
Atrium Medical	Ethicon Endo-Surgery	My New Heart	Surgitel/General Scientific
ATS Medical, Inc.	EACTS	nContact	SynCardia Systems
Avalon Laboratories	Exiqon Diagnostics	Neomend, Inc.	Synovis Surgical
Aztec Heart, Inc.	Experimental Surgical	Nonin Medical, Inc.	SyntheMed, Inc.
Baitella AG	Fehling Surgical Instruments	Novadaq Technologies	Synthes CMF
Baxter	Geister / Vitalitec	Olympus America, Inc.	Tapestry Medical, Inc.
BFW, Inc.	Genesee BioMedical	Oncotech	Temple University
Biomet Microfixation	GlaxoSmithkline	On-X Life	Terumo Cardiovascular
Bioring, SA	Gore & Associates	Technologies, Inc.	TSFRE
Boss Instruments, Ltd.	Haemonetics Corp.	PDL BioPharma, Inc.	Thoramet Surgical
Boston Scientific	Heart Hugger/Gen'l Cardiac	PEAK Surgical, Inc.	Thoratec Corporation
Broncus Technologies	HeartWare, Inc	Peninsula Medical	Transonic Systems, Inc.
California Medical	Hodder Arnold Publishing	Peters Surgical	University of Tenn
CAOS	Hood Laboratories	Philips Medical	USB Medical, LLC
Cardia Innovation AB	HRA	Pioneer Surgical	ValveXchange, Inc.
Cardica, Inc.	I-Flow Corporation	Plasma Surgical, Inc.	Varian
Cardima	ImaCor, Inc.	Pluromed	Vascular Technology
CardioAccess	Innercool Therapies	Power Medical	Veran Medical
Cardiogenesis	Integra Surgical	Interventions	Technologies, Inc.
Cardiom Medical	International College of	Precision Therapeutics	Vital Engineering
Cardiomedical GmbH	Robotic Surgery	Products for Medicine	Vitalitec Geister
Cardiomems	ISMCS	Qualiteam s.r.l.	VNUS Medical
CardioNet	Intuitive Surgical, Inc.	Quest Medical Inc.	Welch Allyn, Inc.
Cardiosonix	JMS North America	Richard Wolf Medical	Wexler Surgical Supplies
Cardious, Inc.	Johnson and Johnson	Instruments	Wiley Blackwel
Cardiovascular	Kapp Surgical Instrument Inc.	RMD Instruments	WSPCH
Research Foundation	Kardium	Rultract/Pemco Inc.	Wrightwood Partners
Carestream Medical	Karl Storz Endoscopy-America	Rumex International	
CAS Medical	KCI	Saunders/Mosby	
Ceremed	Kimberly-Clark Corp	Elsevier	
Chase Medical Inc.	King Pharmaceuticals	Scanlan International	
CHF Solutions, Inc.	KLS Martin, LP	Scios Inc	
ClearCount Medical	Koros USA, Inc.	Sheervision, Inc.	
Solutions, Inc.	LifeNet Health	Shumsky Therapeutic	
Confluent Surgical	Lippincott Williams & Wilkins	Products	
Cook Medical	Luna Innovations	SIC Brevetti SRL	
	Luxtec Corporation		

AATS 91st Annual Meeting Exhibit Space Application
May 7-11, 2011 / Pennsylvania Convention Center / Philadelphia, PA



Please complete all sections of this application and either type or print in each section. Payment of 25% of total commitment is due no later than June 4, 2010. Payment of 50% of the total commitment is due no later than September 10, 2010. Final payment of the remaining balance is due no later than January 14, 2011.

CONTACT INFORMATION

Contact Person This person will receive all correspondence pertaining to this meeting.

Title _____

Telephone number _____ **Fax number** _____

Email address _____

Company Name _____

Street Address _____

City/State/Postal Code /Country _____

EXHIBIT SPACE:

Inline Booth: \$28.50 per square foot

Corners: \$100 per corner

Island Booth: \$31.00 per square foot
(corners included)

Location preferences: (List booth numbers)

1st Choice _____ **3rd Choice** _____

2nd Choice _____ **4th Choice** _____

of inline booth(s) ____ x **\$2850** + ____ **corners at \$100**
per corner = Total Amount\$ _____

Island booth s/f ____ x **31.00** = **Total Amount \$** _____

25% deposit is due on or before June 4, 2010. 50% deposit is due on or before September 10, 2010. After January 14, 2011, applications must be accompanied with payment in full.

We would like to be near _____

We would not like to be near _____

The Association will make every effort to honor your location requests.

PROGRAM BOOK LISTING: Please email a 50 word description to jgecawicz@prri.com by January 14, 2011 to be included in the Final Program Book. When emailing description please include the following:

1. "AATS" in the subject line of your email.
2. Company Name
3. Mailing Address
4. Company website address
5. 50 word description

If your description is substantially over 50 words we reserve the right to edit your submission.

PAYMENT METHOD:

Check amount enclosed: \$ _____

CREDIT CARD

American Express MasterCard Visa

Amount to be charged: \$ _____

Credit Card Number _____

Expiration Date _____ Security Code (3-4 numbers on front or back of card) _____

Name as it appears on credit card _____

Cardholder's Signature _____

Please check if credit card billing address is same as contact information at the top of the form.

If billing address is not the same please enter below.

Company Name _____

Street Address _____

City/State/Postal Code /Country _____

WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS SET FORTH IN THE PROSPECTUS AND THIS APPLICATION (FRONT AND BACK). ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT. CONFIRMATION WILL BE SENT ON OR AFTER June 4, 2010.

AUTHORIZED SIGNATURE _____

PRINT NAME _____

TITLE _____

If you have any questions please contact us at 978-927-8330 or email us at jgecawicz@prri.com

FOR AATS USE ONLY

Date received: _____ Total Amount due: \$ _____

Amount received: _____ Accepted by: _____

ID #: _____

25% by June 4, 2010 \$ _____

50% by September 10, 2010 \$ _____

PIF by January 14, 2011 \$ _____

Space Assignment: _____ Date assigned: _____

New space assignment: _____ Date assigned: _____

EXHIBIT SPACE APPLICATION (Page 2)

91st ANNUAL MEETING AATS ♦ May 7-11, 2011 ♦ Pennsylvania Convention Center ♦ Philadelphia, PA

The American Association for Thoracic Surgery and its authorized representatives are hereinafter referred to as "Show Management."

1. PAYMENT AND REFUNDS. Applications submitted prior to June 4, 2010 must be accompanied by a deposit in the amount of 25% of the total booth fee. 50% of the total commitment due must be paid by September 10, 2010. The balance of the space rental charge will become due and payable on January 14, 2011. Applications submitted after January 14, 2011 must be accompanied by payment IN FULL. Applications received without such payment will not be processed nor will space assignments be made.

If Show Management receives a written request for cancellation or downgrade of space on or before January 14, 2011, the exhibitor will be liable for a 25% processing fee. For cancellations or downgrades received after January 14, 2011, no refunds will be issued.

It is expressly agreed by the exhibitor that in the event he/she fails to pay the space rental at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning his/her use of exhibit space, Show Management shall have the right to reassign the booth location shown on the face of the contract or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid by him/her for their space reservation, regardless of whether or not Show Management enters into a further lease for the space involved.

2. SPACE RENTAL AND ASSIGNMENT OF LOCATION. Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. **SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXPOSITION.**

3. USE OF SPACE, SUBLETTING OF SPACE. No exhibitor shall assign, sublet, or share the space allotted with another business or firm unless approval has been obtained in writing from Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies excepted.

Exhibitors must show only goods manufactured or dealt by them in the regular course of business. Should an article of non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

4. EXHIBITORS AUTHORIZED REPRESENTATIVE. Each exhibitor must name one person to be his/her representative in connection with installation, operation and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times. For their own safety and protection, children sixteen (16) years of age and under will not be admitted to the exhibit halls at any time.

5. INSTALLATION AND REMOVAL. Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Installation of all exhibits must be fully completed by the opening time of the exposition. Any space not claimed and occupied three hours prior to opening, may be resold or reassigned without refund. No exhibitor will be allowed to dismantle or repack any part of his exhibit until after the closing of the Show.

6. ARRANGEMENT OF EXHIBITS. Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition.

Exhibitor Plan Review. Booth construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exposition.

7. EXHIBITS & PUBLIC POLICY. Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them. All booth decorations including carpeting must be flame-proofed and all hangings must clear the floor. Electrical wiring must conform with the National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular, and effect the removal of same at exhibitor's expense.

Exhibitors will not be permitted to store behind their booth background any excess material such as cardboard cartons, literature, etc. Excess supplies must be stored in areas which will be made available for such purpose. If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used the exhibitor should communicate with Show Management for information concerning facilities or regulations. Exhibitors must comply with City and State fire regulations.

Independent contractors must conform to IAEE, ESCA and ED&PA guidelines. All exhibitor labor must comply with established labor jurisdictions.

8. STORAGE OF PACKING CRATES AND BOXES. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period, but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates. Crates not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty". Because of the lack of storage facilities, it may be necessary to store empty crates and cartons outside the building. Every effort will be made to protect the crates from the elements, but neither Show Management nor its service contractors will assume any responsibility for damage to them. The removal and return of large crates that cannot be handled by hand trucks will be charged at prevailing rates. Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Exhibitors will be billed by Show Contractors for removal time and materials at prevailing rates.

9. OPERATION OF DISPLAYS. Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, are determined by Show Management to be objectionable to the successful conduct of the exposition as a whole. Use of so-called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

Direct Sales. No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery.

Contests, Drawings & Lotteries. All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the exposition.

Literature Distribution. All demonstrations or other activities must be confined to the limits of the exhibitor's booth space. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

Live Animals. Live animals are prohibited.

Models. Booth representatives, including models or demonstrators, must be properly and modestly clothed. Excessively revealing attire is prohibited.

Sound. Exhibits which include the operation of musical instruments, radios, sound projection equipment, public address systems or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens.

10. SOCIAL ACTIVITIES. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official show activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by Show Management.

11. LIABILITY AND INSURANCE. All property of the exhibitor remains under his/her custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

12. INDEMNIFICATION. Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

Property Damage. Neither Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty, and Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. Accordingly, it shall be the responsibility of Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

13. CARE OF BUILDING AND EQUIPMENT. Exhibitors or their agents shall not injure or deface any part of the exhibit building, the booths, or booth contents or show equipment and décor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

14. AMERICANS WITH DISABILITIES ACT. Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless Show Management, and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

15. OTHER REGULATIONS. Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management.

SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.

DATE

AUTHORIZED SIGNATURE

TITLE

CONSULTATIVE SUITE APPLICATION (Page 2)

91st ANNUAL MEETING AATS ♦ May 7-11, 2011 ♦ Pennsylvania Convention Center ♦ Philadelphia, PA

The American Association for Thoracic Surgery and its authorized representatives are hereinafter referred to as "Show Management."

1. PAYMENT AND REFUNDS. Applications submitted prior to June 4, 2010 must be accompanied by a deposit in the amount of 25% of the total booth fee. 50% of the total commitment due must be paid by September 10, 2010. The balance of the space rental charge will become due and payable on January 14, 2011. Applications submitted after January 14, 2011 must be accompanied by payment IN FULL. Applications received without such payment will not be processed nor will space assignments be made.

If Show Management receives a written request for cancellation or downgrade of space on or before January 14, 2011, the exhibitor will be liable for a 25% processing fee. For cancellations or downgrades received after January 14, 2011, no refunds will be issued.

It is expressly agreed by the exhibitor that in the event he/she fails to pay the space rental at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning his/her use of exhibit space, Show Management shall have the right to reassign the booth location shown on the face of the contract or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid by him/her for their space reservation, regardless of whether or not Show Management enters into a further lease for the space involved.

2. SPACE RENTAL AND ASSIGNMENT OF LOCATION. Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. **SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXPOSITION.**

3. USE OF SPACE, SUBLETTING OF SPACE. No exhibitor shall assign, sublet, or share the space allotted with another business or firm unless approval has been obtained in writing from Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies excepted.

Exhibitors must show only goods manufactured or dealt by them in the regular course of business. Should an article of non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

4. EXHIBITORS AUTHORIZED REPRESENTATIVE. Each exhibitor must name one person to be his/her representative in connection with installation, operation and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times. For their own safety and protection, children sixteen (16) years of age and under will not be admitted to the exhibit halls at any time.

5. INSTALLATION AND REMOVAL. Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Installation of all exhibits must be fully completed by the opening time of the exposition.

Any space not claimed and occupied three hours prior to opening, may be resold or reassigned without refund. No exhibitor will be allowed to dismantle or repack any part of his exhibit until after the closing of the Show.

6. ARRANGEMENT OF EXHIBITS. Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition.

Exhibitor Plan Review. Booth construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exposition.

7. EXHIBITS & PUBLIC POLICY. Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them. All booth decorations including carpeting must be flame-proofed and all hangings must clear the floor. Electrical wiring must conform with the National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular, and effect the removal of same at exhibitor's expense.

Exhibitors will not be permitted to store behind their booth background any excess material such as cardboard cartons, literature, etc. Excess supplies must be stored in areas which will be made available for such purpose. If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used the exhibitor should communicate with Show Management for information concerning facilities or regulations. Exhibitors must comply with City and State fire regulations.

Independent contractors must conform to IAEE, ESCA and ED&PA guidelines. All exhibitor labor must comply with established labor jurisdictions.

8. STORAGE OF PACKING CRATES AND BOXES. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period, but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates. Crates not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty". Because of the lack of storage facilities, it may be necessary to store empty crates and cartons outside the building. Every effort will be made to protect the crates from the elements, but neither Show Management nor its service contractors will assume any responsibility for damage to them. The removal and return of large crates that cannot be handled by hand trucks will be charged at prevailing rates. Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Exhibitors will be billed by Show Contractors for removal time and materials at prevailing rates.

9. OPERATION OF DISPLAYS. Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, are determined by Show Management to be objectionable to the successful conduct of the exposition as a whole. Use of so-called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

Direct Sales. No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery.

Contests, Drawings & Lotteries. All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the exposition.

Literature Distribution. All demonstrations or other activities must be confined to the limits of the exhibitor's booth space. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

Live Animals. Live animals are prohibited.

Models. Booth representatives, including models or demonstrators, must be properly and modestly clothed. Excessively revealing attire is prohibited.

Sound. Exhibits which include the operation of musical instruments, radios, sound projection equipment, public address systems or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens.

10. SOCIAL ACTIVITIES. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official show activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by Show Management.

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DATE

AUTHORIZED SIGNATURE

TITLE

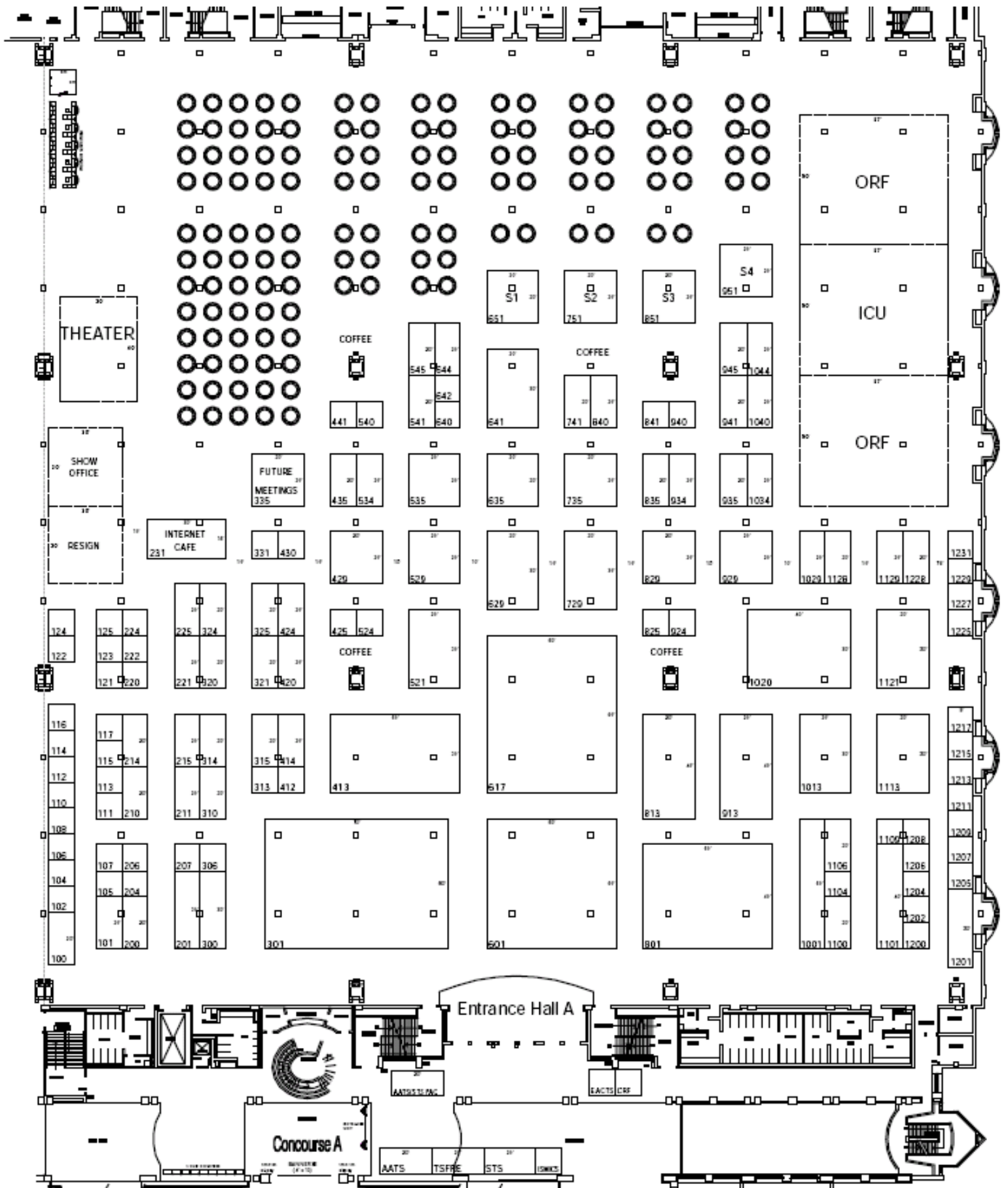


Exhibit Schedule and Important Dates

Exhibit Hours

Sunday, May 8 5:00 p.m. – 7:00p.m.*
Monday, May 9 9:00 a.m. – 4:30 p.m.
Tuesday, May 10 9:00 a.m. – 4:00 p.m.

*Welcome Reception 5:00 p.m. – 7:00 p.m.

Move-In

Thursday, May 5 1:00 p.m. – 7:00p.m.***
Friday, May 6 8:00 a.m. – 7:00 p.m.
Saturday, May 7 8:00 a.m. – 7:00 p.m.
Sunday, May 8 8:00 a.m. – 4:00 p.m.

***Only for booths 900 square feet or more

Dismantling

Tuesday, May 10 4:00 p.m. – 10:00 p.m.
Wednesday, May 11 8:00 a.m. – 3:00 p.m.

Exhibitor Registration Hours

Friday, May 6 1:00 p.m. – 5:00 p.m.
Saturday, May 7 7:30 a.m. – 5:00 p.m.
Sunday, May 8 7:30 a.m. – 6:00 p.m.
Monday, May 9 7:30 a.m. – 4:30 p.m.
Tuesday, May 10 7:30 a.m. – 4:00 p.m.

**Times subject to change based on final program*

Important Dates

November 2010	Exhibitor Service Kit available
December 2010	Exhibitor Housing Block Requests Due
January 14 2011	50-word Product Description and Category Listing Due Exhibit space payment due in full Support Opportunities payment due in full Cancellations and Space Reductions must be submitted in writing
February 2011	Exhibitor Rooming list forms due
March 4 2011	Industry Supported Symposium Applications Due
March 14 2011	Island Sketches Due
March 21 2011	Exhibitor Designated Contractor (EDC) Form Due
April 8 2011	Function Room Request Form due with payment in full
May 5 2011	900 SF Booth and larger Installation begins at 1:00 p.m.
May 6 2011	All Exhibitors Installation begins at 8:00 a.m.
May 10 2011	Exhibit Hall Dismantle Begins at 4:00 p.m.

