51st Annual Meeting & Exhibition
San Diego, California
Exhibition Dates January 25-27, 2015
Meeting Dates January 24-28, 2015
Exhibitor Prospectus
An Extraordinary Experience Awaits

Join us and more than 4,600 registrants—including approximately 2,300 cardiothoracic surgery professionals—from 69 countries* in sunny San Diego, California, for the 2015 STS Annual Meeting.

As the world’s largest organization representing thoracic and cardiovascular surgeons, the Society provides an Annual Meeting that offers you the best forum to display your products and services and interact with the decision makers in the industry.

The STS Annual Meeting is not only recognized for its educational innovation and world-renowned faculty, but also for its engaged and very active attendees. In fact, virtually every single attendee visits the exhibit hall at least once, and a majority visits 3-5 times during the Annual Meeting!**

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**STSB 51st Annual Meeting Exhibitor Prospectus 2015**

**STS Annual Meeting Registration 2013**

- 4,597 total attendees
- 2,279 professional registrants
- 1,762 exhibitor registrants
- 556 other registrants

**International Meeting Scope**

- 69 countries are represented at the STS Annual Meeting
- 30% of professional attendees are from outside the US

**Percentage of Professional Attendees Visiting the Exhibit Hall**

- 60.6% visits 3-5 times
- 23.8% visits 1-2 times
- 14.1% visits at least 6 times
- 98.5%

*2013 registration

**2013 registration

**2013 STS Annual Meeting Survey
Beginning late February, a live floor plan will be available online at www.sts.org/exhibits.

Note: The floor plan is subject to change pending fire marshal approval.

For more information, contact Angel Law, Exhibit Manager, at alaw@sts.org or (312) 202-5838.
Meet Your Customers Face-to-Face

The STS Annual Meeting program allows time for attendees to visit the exhibits and learn more about what you have to offer. Among attendees who considered purchases at the 2013 Annual Meeting, 71.2% reported that time spent on the exhibit floor helped in their decision-making process.*

Establish a Presence Among Partners and Competitors

More than 150 companies exhibited at the 2013 STS Annual Meeting, representing many industries with ties to cardiothoracic surgery, including medical device manufacturers, pharmaceutical and biotechnology companies, medical publishers, patient advocacy groups, and health care staffing organizations.

The following is a sample of companies scheduled to exhibit at the 2014 STS Annual Meeting.

A & E Medical Corporation  Dallen Medical  Karl Storz Endoscopy America
Abbott Vascular  Davol, Inc (formerly Neomend)  KLS Martin, L.P.
Abiomed  DePuy Synthes CMF  Koros USA
Accuray  Designs for Vision, Inc.  Lexion Medical
ACUTE Innovations  Domain Surgical  LifeNet Health
Aesculap, Inc.  Dornier MedTech America, Inc.  LSI Solutions
Alere Home Monitoring Products/  EBM Corporation  MAQUET
Quality Assured Services  Edwards Lifesciences  Market Access Partners
American Association for  Elsevier  Mayo Clinic
Thoracic Surgery (AATS)  Essential Pharmaceuticals  MED Alliance Solutions, LLC
ATMOS, Inc.  Ethicon  Medicines Company, The
AtriCure, Inc.  European Association for Cardio-Thoracic Surgery (EACTS)  Medistim
Baxter Healthcare Corporation  European Society of Thoracic Surgeons (ESTS)  Medtronic, Inc.
Berlin Heart  Fehling Surgical Instruments  MedXpert North America
BFW  Figure 8 Surgical  Nadia International, Inc.
Biomet Microfixation  Genesee BioMedical  Nation Wide Credentialing
Bolton Medical  Global Intercepts  nContact, Inc.
Borgess Health  Gore & Associates, Inc.  New Wave Surgical Corp.
Broncus Medical, Inc.  Hawaiian Moon  Novadaq Technologies
Buffalo Filter  Heart Hugger/General Cardiac Technology
CardioPulse (formerly CAOS)  HeartWare, Inc.  Olympus America, Inc.
CareFusion  ImaCor, Inc.  On-X Life Technologies, Inc.
CBSSet, Inc  International Society for Minimally Invasive Cardiothoracic Surgery (ISMICS)
Chase Medical, Inc.  Intuitive Surgical, Inc.  Oscar Inc
CorMatrix Cardiovascular, Inc.  Kapp Surgical Instruments, Inc.  Oxford University Press
Covidien  Lexion Medical  Pemco Medical
CRC Press/Taylor & Francis Group  LSI Solutions  QED Medical
CryoLife, Inc.  Market Access Partners  Quest Medical, Inc.
CTSNet  Mayo Clinic  Rocket Medical

*2013 STS Annual Meeting Survey

Smith & Nephew
Scanlan International, Inc.
Society of Thoracic Surgeons, The
Sontec Instruments, Inc.
Sorin Group
Spiration, Inc.
St. Jude Medical, Inc.
Stellar Technologies
Sunoptic Technologies
superDimension
SurgiTel Systems/General Scientific Corp.
SynCardia Systems, Inc.
Teleflex
Tenaxis
Terumo Cardiovascular Systems Corporation
Thompson Surgical Instruments, Inc.
Thoracic Surgery Foundation for Research and Education (TSFRE)
Thoratec Corporation
University of Tennessee
VAD Consulting Group
Vitacor, Inc./Applied Fiberoptics
Vitalitec Geister
Wexler Surgical
World Society for Pediatric and Congenital Heart Surgery
Exhibitor Advisory Committee

In August 2013, the Society established an Exhibitor Advisory Committee (EAC) to represent companies exhibiting at STS Annual Meetings. The Committee consists of select industry professionals who will provide STS with input and feedback so that the Society can further develop exhibit-focused procedures and services and better understand the challenges faced by today’s industry professionals. STS encourages all exhibitors to contact the EAC with ideas or suggestions related to the STS Annual Meeting & Exhibition. For more information about the EAC, including bios for the 2013–2016 Committee members, please visit www.sts.org/EAC.

Michelle Bywater
Senior Manager, Global Congress & Events
Edwards Lifesciences

Jennifer Cobian
Exhibits Manager
Scanlan International

Danny Fishman
Chief Operating Officer
Wexler Surgical

Christine Gahler
Principal Convention Specialist
Medtronic

Kay Gonzales
Trade Show & Events Manager
Thoratec Corporation

Samantha Martin
Convention Specialist
St. Jude Medical, Inc.

Branding & Sponsorship Opportunities

The Society will offer branding and sponsorship opportunities for its 51st Annual Meeting in San Diego, California. Details will be forthcoming in summer 2014. If you have questions or ideas about branding or sponsorship opportunities, please contact Samantha McCarthy, Senior Coordinator, Industry Relations, at smccarthy@sts.org or (312) 202-5869.

www.sts.org
The Society of Thoracic Surgeons
Exhibit Rules & Regulations

San Diego Convention Center, San Diego, California
January 25-27, 2015 (the “Exhibition”)

1. General
All matters and questions not covered by these Exhibit Rules & Regulations are subject to the decision of The Society of Thoracic Surgeons. In the event of any such decision being of general interest, written notice will be given by the Society to exhibitors that may be affected.

The words “the Society” used herein shall mean The Society of Thoracic Surgeons, its directors, officers, agents, and employees acting for the management of the Meeting and Exhibition.

The word “Exhibitor” used herein shall signify the company or organization contracted for exhibit space at the Exhibition, including its owners, officers, employees, and representatives.

2. Assignment of Booth Space

Booth space will be assigned on a Priority Point System basis (see below) at the 2014 STS Annual Meeting. After the 2014 STS Annual Meeting, Exhibitor applications received from prospective exhibitors will be recorded in order of their receipt. Without limiting the generality of the foregoing, if multiple applications for the same space are received at the same time, priority rating will be given to firms that exhibited at previous STS meetings, are advertisers in The Annals of Thoracic Surgery, and have consistently complied with all Exhibit Rules & Regulations.

While the Society attempts to accommodate Exhibitor location and other preferences, such accommodations cannot be guaranteed. In the event of a conflict regarding space or other material conditions, the Society shall have the right to assign space to the Exhibitor, rearrange the floor plan, and/or relocate any exhibit at any time before or during the period of exhibition.

Priority Point System

Priority points for space assignments will be earned at the end of the show and applied to the next year’s booth assignment. One point will be earned for every 100 square feet of exhibit space at the 2014 STS Annual Meeting. Complimentary booths are not included in the priority point placement system. Priority points may be lost if an exhibitor violates the Exhibit Rules & Regulations. Each violation will result in the loss of 10% of total points banked.

If an exhibitor company merges with, buys, or is bought by another company, the highest number of points accumulated by either company will be used as the priority point total. Points will not be combined to determine the company’s priority status.

Those companies with an equal number of points requesting the same or similar booth space will be assigned space based on the date and time the application is received. If none of the requested booth spaces is available, the best possible booth space will be assigned. The total number of priority points assigned at the end of the prior year’s show will be given at the time of booth assignment for the next year.

The point system takes into account the exhibitor’s history. Because points are accumulated based on history, it is unlikely that a relative new exhibitor would be able to obtain a booth near the entrance or with a corner. New exhibitors should take this into consideration when requesting booth space.

3. Exhibit Dates and Hours

The exhibition area will be open:

Sunday, January 25, 2015 — 4:30 p.m. – 6:30 p.m.
Monday, January 26, 2015 — 9:00 a.m. – 4:30 p.m.
Tuesday, January 27, 2015 — 9:00 a.m. – 3:00 p.m.

(All times noted here and elsewhere in this document are Pacific Time.)

4. Installation of Exhibits

Installation of exhibits will commence on Thursday, January 22, 2015, at 8:00 a.m. All exhibits must be fully installed by 5:00 p.m., Saturday, January 24, 2015. After this hour, no installation work will be permitted without special permission from the Society.

5. Removal of Exhibits

All exhibits must remain intact and staffed until 3:00 p.m., Tuesday, January 27, 2015, and may not be dismantled or removed until that time. Exhibits should be packed and ready to move by 2:00 p.m., Wednesday, January 28, 2015.

6. Reservation and Occupation of Exhibit Space

Exhibit space for San Diego not fully paid for by Friday, August 22, 2014, is subject to cancellation or reassignment at the option of the Society without obligation to refund any deposit monies previously received.

Any space not claimed and occupied by 5:00 p.m., Saturday, January 24, 2015, will be rescinded or reassigned by the Society with no obligation on the part of the Society to refund any portion of the payment received for booth rental. Exhibitor may not assign or sublet any space and may not advertise or display goods other than those manufactured or sold by it in the regular course of its business.

7. Cancellation and Deposits

Cancellation of exhibit space must be directed in writing to the Society. The following rules apply:

A. If Exhibitor downsizes on or before April 18, 2014, Exhibitor will not forfeit any portion of the 50% deposit. However, if Exhibitor cancels after April 18, 2014, a processing fee equal to 5% of the total cost of the previously contracted booth space will apply.

B. If Exhibitor cancels or downsizes between June 13, 2014, and August 22, 2014, Exhibitor will forfeit the 50% deposit on total contracted booth space.

C. If Exhibitor cancels or downsizes on or after August 22, 2014, Exhibitor will forfeit 100% payment of the total contracted exhibit space. No refunds will be issued after August 22, 2014.

8. Selling of Products

The Society provides display space for manufacturers to exhibit and demonstrate products on the basis of their potential informational and commercial value and not for the purpose of selling on the exhibit floor. All exhibitors are required to adhere to such rules and regulations as may be established by the U.S. Internal Revenue Service to ensure continued income tax exemption for the Exhibition and no tax liability to the host location or the Society.

Business activities of the Exhibitor are to be conducted within the Exhibitor’s contracted booth space only. Interviews, demonstrations, and the distribution of literature or samples must be made within the area assigned to the Exhibitor. Carousing or distributing of advertising matter outside the Exhibitor’s own space will not be permitted.

9. Booth Construction and Arrangement

The Society arranges for the installation of necessary draped backgrounds of uniform style and name signs with booth numbers. All exhibits must be confined to the limitations of the booth as indicated on the floor plan.

No part of in-line displays except equipment therein may be higher than 8 feet along the back wall unless specific written permission is granted by the Society.

No perpendicular obstruction 8 feet or more in height may extend forward more than 50% of the distance from the back wall, and none over 36 inches in height shall extend forward for the remaining space to the front of the booth. (Exceptions are subject to the Society’s approval, and requests must be made in writing at least 60 days prior to the start of the Exhibition.)

Booths shall not present an objectionable side appearance when viewed from adjoining booth areas.

Peninsula spaces have aisles on three sides and two corners. Peninsula displays must be 10 feet 20 feet in size or larger. The back wall shall be centered on the non-aisle side and not exceed in width one-half the dimension of this side. Height may not exceed 8 feet.

Island spaces are to be accessible from all four sides, with an openness or transparency of sight lines allowing attendees to view the surrounding exhibit area through the island booth. Island booth structures cannot exceed a height of 20 feet. The top of the island hanging signage may not exceed 24 feet in height off the floor and must allow for 10 feet of clearance between the floor and the bottom of the hanging signage. Signage is to be set back 2 feet from the edge of the assigned booth space and is not to block or obstruct sight lines of other booths. In an island space, a setback of 1 feet will be required for any structure longer than 4 feet and higher than 4 feet.

Elevation and plan views indicating all dimensions, as well as the dimensions of hanging signs, banners, or trusses, are to be submitted to STS for approval by Friday, November 28, 2014.

An appropriate floor covering is required for the entire contracted booth space.

Flashing and/or strobe lights of any sort are prohibited. Any supplementary lighting, with or without the use of a truss, must be confined within the perimeters of the booth.

The use of helium balloons is not permitted in the Exhibit Hall.

Flammable materials must be flame-proofed as governed by San Diego and any other applicable fire codes before being taken into the exhibit hall. Certification must be available if requested. Fire Department permits are required for open flame devices and use of compressed gasses or dangerous chemicals.

Literature on display shall be limited to reasonable quantities (1-day supply).

10. Animal Tissue

The use of animal tissue will be considered if a written request detailing the types of tissue and preservation methods to be used prior to and during the meeting is submitted to the Society at least 30 days before the start of the Exhibition. All animal tissue must be turned over to the Official Show Decorator (currently Arata Expositions, Inc.) for disposal. Exhibitors may not use organisms to demonstrate the efficacy of any product. Under no circumstances may human tissue of any kind be used.

Exhibitor shall protect, indemnify, hold harmless, and defend the Society and the Official Show Decorator, their officers, directors, agents, and employees against all claims, liabilities, losses, damages, and expenses, including reasonable attorneys’ fees and costs of litigation, arising from or in any way connected with the use of animal tissue by Exhibitor, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting from the negligence or willful misconduct of the Society or the Official Show Decorator, their officers, directors, agents, or employees. Exhibitor shall have or obtain insurance in an amount sufficient to completely cover this indemnification obligation in addition to all other indemnification obligations contained in these Exhibit Rules & Regulations and may be required to provide proof of such insurance to the Society prior to the Society’s approval of the use of animal tissue by the Exhibitor.
11. Hazardous/Medical Waste
Exhibitor assumes responsibility and any liability for removal or disposal of any material considered to be hazardous/medical waste material. (Note: Disposal of animal tissue is addressed in section 10.) Exhibitor also agrees to conform to any local ordinances and regulations concerning the disposal of hazardous/medical waste. Any and all costs incurred in the removal of hazardous/medical waste from the exhibit facility will be the sole responsibility of the Exhibitor.

12. Noise Level
Electrical, mechanical apparatus, movie, and musical/voice sounds must be inaudible to neighboring exhibitors.

13. Care of Exhibit Space
Exhibitor shall care for and keep in good order its occupied space. Special cleaning and dusting of booth, display equipment, and material will be the Exhibitor’s responsibility. Exhibitors may not place anything in the aisles during the open hours of the Exhibition.

14. Registration and Badges
Exhibitor shall register all of its personnel in advance and may register only those of its employees and its independent contractors who are directly engaged in Exhibitor’s onsite booth activities. Any additions or changes in registration made during the meeting must be certified by an officer of the exhibiting firm or by the person in charge of the company’s booth space.

Admission to the Exhibition will be by badge only. Each exhibiting company will be allotted three complimentary badges per 100 square feet of booth space. One badge will be furnished to each registrant at the time of registration. Official badges are not transferable. The general public is not permitted in the Exhibit Hall.

There will be a charge of $100 for each badge in addition to the complimentary allotment and for any badge made after January 9, 2015.

15. Exhibitor Admittance
Admittance to the Exhibit Hall is limited to the owners, officers, representatives, and employees of exhibiting firms that have contracted for space. Models or similar personnel not commercially connected with the industry may not be employed to help in an exhibitor’s booth. Representatives are defined as individuals who receive commission or salary from the exhibiting firm and must be registered with the Society by the Exhibitor prior to January 9, 2015.

Excluded from this category are representatives who maintain and own inventories of merchandise for resale. Such persons are considered to be dealers and are eligible to purchase exhibit space. Children under 14 are not allowed in the Exhibit Hall.

Non-exhibiting commercial visitors who have been certified by an authorized exhibitor representative may be allowed entrance for specified appointments. All such requests must be submitted in writing to the Society no later than January 9, 2015.

16. Insurance and Liability
It is the Exhibitor’s sole responsibility to obtain, at its own expense, any and all licenses and permits and to comply with all federal, state, and local laws and City of San Diego ordinances for any activities conducted in association with or as part of the Exhibition.

Exhibitor shall be fully responsible for all claims, liabilities, losses, damages, or expenses relating to or arising from an injury to any person or any loss of or damage to property where such injury, loss, or damage is incident to, arises out of, or is in any way connected with, the Exhibitor’s participation in the Exhibition (except as otherwise provided in the Lease Agreement between the Society and the San Diego Convention Center). Exhibitor shall protect, indemnify, hold harmless, and defend the Society and the Official Show Decorator, their officers, directors, agents, or employees against all such claims, liabilities, losses, damages, and expenses, including reasonable attorneys’ fees and costs of litigation, arising from or in any way connected with Exhibitor’s participation in the Exhibition provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting from the negligence or willful misconduct of the Society or the Official Show Decorator, their officers, directors, agents, or employees.

Exhibitor, its agents, and representatives shall maintain general public liability insurance against claims for personal injury, death, or property damage incident to, arising out of or in any way connected with Exhibitor’s participation in the Exhibition, in an amount of not less than $1,000,000 per occurrence and $2,000,000 in aggregate for personal injury, death, or property damage, and Workers’ Compensation insurance in an amount equal to the greater of that which is required by statute in the applicable jurisdiction, or $50,000 per person or accident with a $500,000 policy limit. Exhibitor’s general liability insurance shall cover Exhibitor’s indemnification obligations under these Exhibit Rules & Regulations and shall cover the Society and the Official Show Decorator as additional named insureds.

Exhibitor shall have or obtain proof of such insurance, and shall have such proof available upon request at least 30 days prior to the Exhibition. Exhibitor is responsible for obtaining, for its protection and entirety at its expense, such property insurance for its exhibit and display materials as Exhibitor deems appropriate.

Any policy requiring such property insurance must contain an express waiver by the Exhibitor’s insurance company of any right of subrogation as to any claims against the Society and the Official Show Decorator, their officers, directors, agents, or employees. In the event any part of the exhibit hall is destroyed or damaged so as to prevent the Society from permitting Exhibitor to occupy assigned space during any part or the whole of the Exhibition period, or in the event occupation of assigned space during any part or the whole of the Exhibition period is prevented by strikes, acts of God, national emergency, or other causes beyond the control of the Society, Exhibitor will be charged for space during the period it was or could have been occupied by Exhibitor; and Exhibitor hereby waives any claim against the Society, its directors, officers, agents, or employees for losses or damages that may arise in consequence of such inability to occupy assigned space, its sole claim against the Society being for a refund of rent paid for the period it was prevented from using the space.

17. Special Effects and Giveaways
Objectuellement audible or visual attention-getting devices or effects and offensive odors from exhibits are prohibited.

Distribution of samples, printed literature, or any other materials shall not interfere with other exhibitors’ spaces. Shopping bags and/or other sample containers may not be used as giveaways unless written approval has been given by the Society by November 5, 2014.

Distribution of refreshments or other products for consumption on the premises, with the exception of water, will not be permitted unless explicitly approved by the Society.

Films of purely entertainment character, without educational or informative value, will not be permitted.

Teleconferencing broadcast of a live surgical procedure is prohibited absent advance approval by the Society, and the Society specifically reserves the right to condition its approval on receipt of appropriate permission and insurance documents, or to prohibit any or all such broadcasts, at its sole discretion.

18. Satellite Activities and Other Events Held in Conjunction with the STS Annual Meeting
Exhibitor may sponsor or conduct one or more satellite activities designated for attendance by STS Annual Meeting attendees or around San Diego between January 24 and January 28, 2015, only in accordance with the “Policy Regarding Industry-Sponsored Satellite Activities Held Concurrently with the STS Annual Meeting.” Exhibitor may not sponsor or conduct any satellite activity in or around San Diego on January 22, January 23, January 29, or January 30, 2015, without the prior written approval of the Society. Exhibitor assumes full responsibility for property damage, personal injury, or death to any party, by reason of occurrences at or related to any functions that it sponsors or conducts.

Exhibitor may conduct educational programming in the occupied exhibit space, but may not do so during STS scientific sessions without prior STS permission in writing.

Signage for satellite activities will be allowed only in Society-designated areas and must be approved by the Society prior to display.

19. Conduct of Exhibitors
Exhibitor representatives shall conduct themselves in an ethical and professional manner at all times and in conformance with these Exhibit Rules & Regulations. The Society reserves the right to deny the privileges of the Exhibition floor to any and all exhibitors who do not do so. Exhibitor badges are personal, not transferable, and must be worn at all times.

No exhibitor may photograph or videotape the booth, products, staff, or visitors of any other exhibitor without the express permission of the other exhibitor.

20. Exhibitor Services
The Official Show Decorator will provide drayage service for all exhibitors. Such service will include receipt of freight, delivery of the exhibitor’s freight to the exhibitor’s booth site, storage of the exhibitor’s empty containers until the close of the show, and return of the freight to the destination of the exhibitor’s choice. Forms will be included in the Exhibitor Service Kit.

The Society, on behalf of exhibitors, will arrange with responsible parties for various exhibitor services. Complete information regarding carpeting, drayage, furniture, electrical work, etc., will be furnished in the Exhibitor Service Kit in advance of the Exhibition dates.

An outside exhibit house must notify the Society at least 3 weeks prior to the show setup of the names of all its clients in the show along with the names of their permanent personnel who will be working at the show. (Only permanent, full-time exhibit house personnel will be allowed in the Exhibit Hall.)

Upon arrival at the show, exhibit house personnel must check in with the Official Show Decorator or designated agents to present their credentials and receive permission to work on the floor.

21. Exhibitor Service Kit
At the time of booth assignment, the Application for Exhibit Space will be completed and signed by the Society, converting it into a binding contract that will be provided by the Society to the Exhibitor. The Society will distribute an electronic Exhibitor Service Kit to exhibiting companies whose full payment for contracted booth space has been received by the deadline of August 22, 2014. The Service Kit will include any amended or additional rules and regulations, housing forms, badge order forms, audio-visual equipment order forms, all decorator related order forms, electrical and telephone order forms, florist and photographer forms, etc. Please review all information carefully and be aware of all required cut-off dates.

22. Americans with Disabilities Act
Exhibitor shall be responsible for making its exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act, and shall indemnify and hold harmless the Society and its officers, directors, agents, and employees from and against any consequences of Exhibitor’s failure in this regard.
Don’t Delay
To secure your place at the STS 51st Annual Meeting & Exhibition, contact Angel Law, Exhibit Manager, at alaw@sts.org or (312) 202-5838.

STS/AATS Tech-Con 2015
Saturday, January 24 – Sunday, January 25, 2015

STS 51st Annual Meeting & Exhibition
Saturday, January 24 – Wednesday, January 28, 2015

San Diego Convention Center