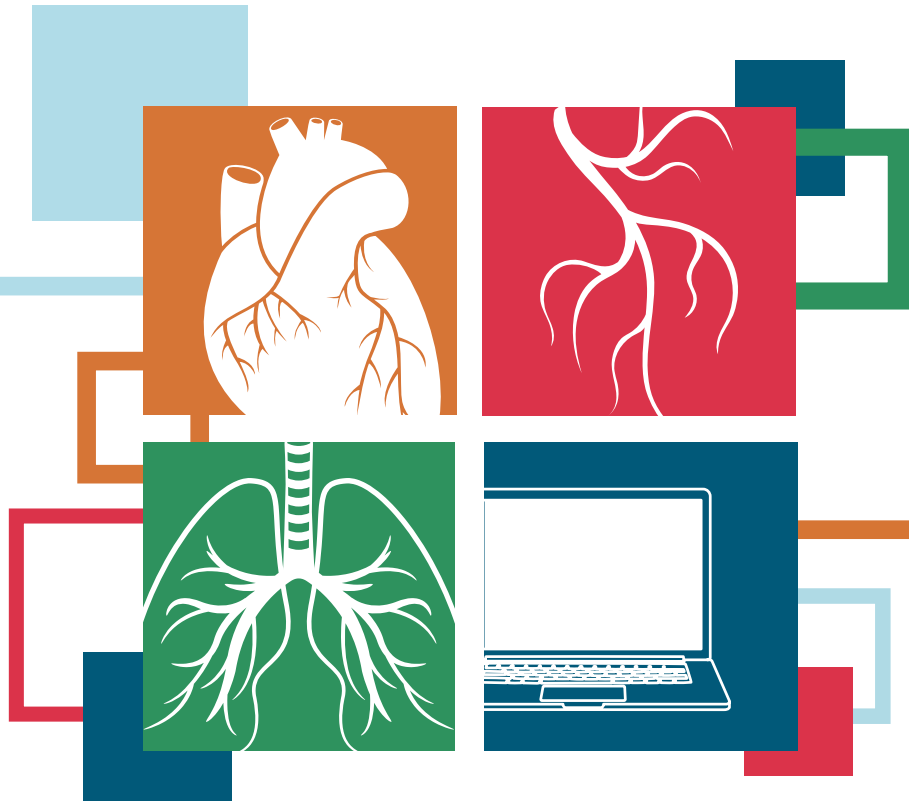


Exhibitor Prospectus



ADVANCES IN QUALITY & OUTCOMES: A Data Managers Meeting

October 12-15, 2021 ■ VIRTUAL



STS National Database[™]
Trusted. Transformed. Real-Time.

For more information, visit sts.org/AQO.

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About the Meeting

The STS National Database is a world-renowned clinical outcomes registry with component databases representing all areas of cardiothoracic surgery. Registries include the Adult Cardiac Surgery Database (ACSD), Congenital Heart Surgery Database (CHSD), General Thoracic Surgery Database (GTSD), and Intermacs Database (mechanical circulatory support).

Each year, STS hosts the AQO Meeting to provide data managers and others with the latest information on specification upgrades, as well as tips on the practical application of data collection, quality improvement initiatives, and achieving quality outcomes. Last year, approximately 850 data managers from across the country attended the virtual meeting. Data managers include nurses, cardiovascular coordinators, clinical analysts, quality managers, perfusionists, physician assistants, and surgery clinical reviewers.

Stand Out Among Your Competitors & Partners

Increase your company's opportunity for personalized interactivity with attendees by exhibiting at the AQO Meeting.

The intimate size of the AQO exhibition helps ensure that you will have quality access to meeting attendees. Secure your company's space today by contacting Meagan Reichstein, STS Exhibit Manager, at mreichstein@sts.org or 312-202-5838. A space application can be found on pages 3-4.

Exhibitors at Previous AQO Meetings

ARMUS Corporation	CardioPulse	LUMEDX
Axis Clinical	Cedaron Medical, Inc.	Navion Healthcare Solutions
BayaTree, LLC	Covidien	Q-Centrix
Biome Analytics, Inc.	DASpecialists, LLC	Somantics Corporation
CAOS, Inc.	GE Healthcare	Velos, Inc.
Cardiac Registry Support	heartbase, Inc.	
CardioAccess	Intelligent Business Solutions	

Exhibition Schedule

The virtual exhibit hall will open when the platform launches for on-demand viewing on October 4 and remain open through October 29. You are able to set email and doorbell alerts so that your booth staff is aware there are visitors. We recommend that you have a representative available to respond to attendees during the live meeting break times.

Break Schedule

Tuesday, Oct. 12	9:30 a.m. – 10:00 a.m.
	11:30 a.m. – 12:15 p.m. (Lunch)
	2:15 p.m. – 2:30 p.m.
	3:50 p.m. – 4:20 p.m.

Wednesday, Oct. 13	9:30 a.m. – 10:00 a.m. 11:25 a.m. – 11:40 a.m. 12:30 p.m. – 1:15 p.m. (Lunch) 2:40 p.m. – 3:00 p.m. 3:55 p.m. – 4:10 p.m.
Thursday, Oct. 14	8:00 a.m. – 9:00 a.m. 9:45 a.m. – 10:00 a.m. 11:25 a.m. – 11:40 a.m. 12:20 p.m. – 1:00 p.m. (Lunch) 2:35 p.m. – 2:50 p.m. 3:55 p.m. – 4:25 p.m.
Friday, Oct. 15	9:30 a.m. – 10:00 a.m. 12:00 p.m. – 12:45 p.m. (Lunch) 2:00 p.m. – 2:15 p.m. 2:45 p.m. – 3:15 p.m.

Virtual Exhibit Booth Packages

Standard - \$2,000

- Exhibit Booth (send customized collateral; STS will build the booth for you)
- Company description up to 240 characters
- Optional live video chat for your company representatives to engage with meeting attendees
- Registrant list (pre/post-event roster) with name, city/state and ZIP
- Links to your company's website and social media accounts
- Virtual booth engagement metrics
- Access to all meeting sessions for two registrants

Premium - \$4,000

Includes all items listed under Standard Virtual Booth Package, as well as:

- One Email Blast Communication sent by STS on your behalf to all registrants (email send dates are first come, first served and limited to one industry email per day)
- Company logo located in event lobby
- Access to all meeting sessions for two additional registrants (four total)



APPLICATION FOR VIRTUAL BOOTH SPACE & SPONSORSHIP OPPORTUNITIES

2021 Advances in Quality & Outcomes: A Data Managers Meeting October 12–15, 2021 • VIRTUAL

Application to exhibit dated _____, by and between _____ (hereinafter called “Exhibitor”) and The Society of Thoracic Surgeons (hereinafter called “STS”).

In accordance with the terms and conditions governing virtual booth space and sponsorship opportunities during the virtual 2021 Advances in Quality & Outcomes: A Data Managers, October 12–15, the undersigned hereby makes this application which, when accepted by STS, becomes a contract between Exhibitor and STS. Terms and conditions listed in this Application and in the following Virtual Booth Space Rules & Regulations are a material part of this contract.

COMPANY INFORMATION

Company Name

Mailing Address

City

State

ZIP Code

Contact Name

Title

Telephone Number

Fax Number

Email Address

Authorized Signature

VIRTUAL BOOTH PACKAGE (Select one)

___ Standard (\$2,000)

___ Premium (\$4,000)

PAYMENT INFORMATION (Exhibit space fee: Standard \$2,000 / Premium - \$4,000)

___ Check (made payable to The Society of Thoracic Surgeons) in the amount of _____

___ Credit card charge in the amount of _____ American Express VISA MasterCard

Credit Card #: _____ Exp. ____/____

Cardholder Name: _____ Signature: _____

Billing Address: _____

MEETING REGISTRATION ACCESS INFORMATION

After your agreement has been submitted to the Society, you will receive an email requesting company representative contact information based on the number of registrations allotted in your virtual booth package selection. Additional registrations can be purchased for \$300 for members / \$400 for non-members each by submitting a request to Meagan Reichstein at mreichstein@sts.org.

Please email completed form to mreichstein@sts.org. Please call Joanna Pawlina with credit card information at 312-202-5812 or mail with check to:

The Society of Thoracic Surgeons
Attn: Meagan Reichstein
633 N Saint Clair St, Suite 2100
Chicago, IL 60611, Chicago, IL 60611-3658

Contact Meagan Reichstein at 312-202-5838 or mreichstein@sts.org with any questions. Space is assigned on a first-come, first-served basis. The Exhibitor is responsible for 100% of the exhibit fee unless the event is canceled.

(FOR OFFICE USE ONLY)

Assigned Booth No.: _____

Cost of Booth(s): \$ _____

Amount Received: \$ _____

Amount Due: \$ _____

Accepted by The Society of Thoracic Surgeons

Exhibit Manager

Date

2021 Advances in Quality & Outcomes: A Data Managers Meeting

October 12–15

Virtual Booth Space Rules & Regulations

1. General

These Rules & Regulations apply to the 2021 Advances in Quality & Outcomes: A Data Managers Meeting to be held virtually, October 12–15, 2021 (the “Meeting”). All matters and questions not covered by these 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 officers, directors, agents, and employees acting for the management of the Meeting.

The word “Exhibitor” used herein shall mean a company or organization that has entered into a contract (“Contract”) with the Society for virtual booth space at the Meeting, including they Exhibitor’s owners, officers, employees, and representatives.

2. Virtual Booth Space Includes

Standard Package

- Exhibit booth (send customized collateral; STS will build the booth for you)
- Company description up to 240 characters
- Optional live video chat for your company representatives to engage with meeting attendees
- Registrant list (pre/post-event roster) with name, city/state and ZIP
- Engagement metrics for your company’s virtual booth space
- Access to all Meeting sessions for two registrants

Premium Package

Includes all items listed under Standard Virtual Booth Package, as well as:

- One [email blast communication](#) sent by STS on your behalf to all registrants. STS will send only one industry email blast communication per day and reserves each Exhibitor’s send date on a first-come, first-served basis.
- Company logo located in event lobby
- Access to all Meeting sessions for two additional registrants (four total)

3. Exhibit Dates and Hours

The virtual exhibit area will be open all four days of the Meeting.

4. Setup of Virtual Booth Space

Virtual booth space is assigned upon the Society’s acceptance of the application and receipt of payment.

5. Conduct of Exhibitors

Exhibitor representatives shall conduct themselves in an ethical and professional manner at all times and in conformance with the Contract, including these Rules & Regulations. The Society reserves the right to deny the privileges of the virtual booth space section of the Meeting website to any and all Exhibitors who do not so conduct themselves. At its discretion, if at any time the Society deems a virtual exhibit or an Exhibitor’s content objectionable, the Society reserves the right to remove and/or cancel the virtual booth space or any portion thereof and no refunds will be issued.

6. Giveaways

Contests or drawings of any kind will not be permitted at the Meeting. However, giveaways of items requested by patrons will be permitted and optionally can be facilitated by a “Giveaway” button on the Exhibitor’s virtual booth space page. It is the Exhibitor’s responsibility to make sure that all applicable government rules and regulations are followed correctly. Any violations will be at the sole expense and fault of the Exhibitor. The Society is not responsible or liable for any contests, drawings, or giveaways held prior, during, or after the meeting.

7. Insurance and Liability

Exhibitor shall be fully responsible for any claims, liabilities, losses, damages, or expenses relating to or arising from any 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, Exhibitor's presence at the virtual exhibition, including but not limited to acts or omissions of Exhibitor's employees, agents, subcontractors, guests, and/or invitees. Exhibitor shall protect, indemnify, hold harmless, and defend the Society, its officers, directors, agents, and 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 negligent acts, omissions, and/or participation in the virtual Exhibition. Exhibitors are responsible for their obtaining their own liability insurance. Exhibitors are responsible for obtaining their liability insurance in the amount of \$1,000,000 per occurrence and \$2,000,000 in the aggregate and workers compensation insurance in accordance with statutory limits.

In the event that any part of the virtual Exhibition Hall ceases to function or to be available through the internet so as to prevent Exhibitor from operating, or so as to prevent the Society from permitting Exhibitor to operate, its assigned virtual booth space during any part or the whole Exhibition period, such downtime having been caused by malfunction or failure of the virtual Exhibition platform vendor's system, malfunction or failure of the internet or of the URL address of the virtual Exhibition, strikes, acts of God, national emergency, pandemic, or other causes beyond the control of the Society, Exhibitor will be charged for its assigned virtual exhibit booth space during the period it was or could have been operated by Exhibitor, if any, 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 operate such assigned virtual exhibit booth space, its sole claim against the Society being one for a refund of fees paid to the Society for the period of time during which it was prevented by such causes from using the virtual exhibit booth space.

Industry Symposia, Branding, Educational Grants

Industry Symposia

Morning Symposium - \$5,000

8:00 a.m. – 9:00 a.m. one symposium offered each day of the meeting

Exclusive opportunity for your company to conduct an educational program or other event immediately prior to the start of the meeting. This program can be prerecorded with a live Q+A. A recording of the session also may be added to the Industry On-Demand Library (your choice).

See terms and conditions, as well as application information on the following pages.

2021 AQO Registrant List License - \$1,200

Purchase an AQO Meeting registrant list license to send STS-approved mailings. STS does not license, sell, or distribute attendees' phone/fax numbers or email addresses under any circumstance.

Email Communication to STS Members - \$3,000

Share news about your company's products, services, or other information directly with meeting registrants by email. For a royalty, STS will distribute a pre-approved message on behalf of your company.

Email Communication to STS National Database Participants and Data Managers - \$3,500

Share news about your company's products, services, or other information directly with STS National Database and Data Managers by email. For a royalty, STS will distribute a pre-approved message on behalf of your company.

For more information on any of these opportunities, contact Samantha McCarthy, Industry Relations Manager, at smccarthy@sts.org or 312-202-5869.

Important Information

- All artwork, graphics, logos, signage, and promotional messages must be approved by the Society in advance of production.
- Please contact STS for all specifications. Dimensions provided in this catalog are approximate.
- All signed agreements are final. Cancellations are not accepted.
- All reasonable efforts will be made to preserve materials in their original condition; however, STS is not responsible for lost or damaged materials.
- Branding opportunities are available only to exhibitors of the 2021 Advances in Quality & Outcomes: A Data Managers Meeting. For more information on exhibiting, contact Meagan Reichstein, STS Exhibit Manager, at mreichstein@sts.org or 312-202-5838.
- In planning for branding opportunities in this catalog, please consider external guidelines and policies, such as the ACCME's "Standards for Commercial Support," PhRMA's "Code on Interaction with Healthcare Professionals," and AdvaMed's "Code of Ethics for Interactions with Healthcare Professionals."

Terms and Conditions for Industry Symposia, Advertising, Branding, and Promotional Email Blasts

The following terms and conditions apply for the applicable opportunity(ies), purchased by Exhibitor, in connection with the 2021 AQO Meeting.

1. Industry Symposia

Each sponsored symposium will consist of a prerecorded presentation and live Q&A and discussion, and are limited to the 60-minute timeslot that Exhibitor purchases, including the Q&A and discussion. The prerecorded video must be submitted to STS by September 7, 2021, or it will not be accepted. There can be no implication in any promotional materials, handouts, or enduring materials that these presentations are planned, sponsored, or endorsed by STS. Sponsored presentations are not approved for CME or CEU credit.

2. Advertising and Branding

Exhibitor is responsible for any and all costs associated with the production of purchased advertisements and branding. Final advertising content must be submitted to STS by the date noted in each detailed listing. STS will in a timely manner review the final draft of all proposed advertising or branded content (including but not limited to language, images, and layout), and its prior express approval of such final draft is required before the advertisement shall be distributed via text, posted on social media, or uploaded to the conference platform. STS review of the advertising and branded material content is undertaken to protect STS's valuable intellectual property and reputation. STS is not entering into a collaborative/comarketing relationship with Exhibitor. STS may reject any advertising or branded material at its reasonable discretion. If the parties cannot agree on advertising or branded material content, however, no refunds will be given.

3. Promotional Email Blasts

STS will send Exhibitor's message via email on a mutually agreed upon date to each 2021 AQO registrant OR STS members for whom STS has an actionable email address on file, provided that said Promotional Email Blast has been approved in advance by and in the sole discretion of STS.

STS shall have no obligation to provide or otherwise perform any of its obligations under this Agreement until it has received from Exhibitor full payment of the royalty outlined above.

Exhibitor is solely responsible for the accuracy of the content of the Promotional Email Blast, including but not limited to the audio, visual, textual, graphical or other material and any attachments ("email blast content"). Exhibitor represents and warrants that: (a) it is the owner or valid licensee of the email blast content, including each element thereof and all intellectual property embodied therein; and (b) it will not provide STS with any email blast content or other material for use in connection with the email blast that (i) infringes on any third party's intellectual property or other rights, including without limitation email blast content that constitutes defamation, trade libel, invasion of privacy or violation of any right of publicity, or (ii) violates any law, statute, ordinance or regulation, including without limitation the laws and regulations governing privacy and export control.

STS will provide Exhibitor with a test email of the intended Promotional Email Blast and will secure Exhibitor's written approval (which may be in the form of a confirming email), not to be unreasonably withheld or delayed, to transmit the Promotional Email Blast. In addition to the royalty specified above, Exhibitor agrees to pay all costs associated with Exhibitor's corrections or revisions to the Promotional Email Blast requested by Exhibitor after STS's receipt of Exhibitor's approval, including but not limited to the value of STS staff time required to implement such changes. Exhibitor acknowledges and agrees that STS staff time for such services will be charged at the rate of \$100.00 per hour, with a minimum charge of one (1) hour and time in excess of one (1) hour charged in quarter hour increments.

The email addresses to be used by STS for the Promotional Email Blast have been supplied by STS Symposium Registrants OR STS members, and STS has not independently verified or audited, itself or through third-party services, such email addresses.

4. Mailing List Licenses

The STS mailing list is available to you for one-time use only and only for the mailer approved. The STS mailing list may not, in whole or in part, be copied or reproduced in any way; nor can it be transferred to other parties. Upon completion of your mailing, the file must be permanently deleted.

5. Cancellation

If Exhibitor/Sponsor cancels, Exhibitor/Sponsor will be responsible for payment of 100% of the total contracted amount. No refunds will be issued.

- The undersigned agree to all terms and conditions set forth in this Agreement and warrant respectively that they are duly authorized to bind those parties.

Industry Symposium

Held Concurrently with STS Standalone Educational Activities
APPLICATION

2021 Advances in Quality & Outcomes: A Data Managers Meeting
October 12-15, 2021 • Virtual

Submission Deadline – October 1, 2021

Exhibiting Company: _____	Marketing or Medical Education Communication Co. Name: _____
Primary Contact: _____	_____
Mailing Address: _____	Primary Contact: _____
_____	Mailing Address: _____
City: _____ State: _____ ZIP: _____	_____
Phone: _____	City: _____ State: _____ ZIP: _____
Fax: _____	Phone: _____
Email: _____	Fax: _____
	Email: _____

REQUESTED DATE AND TIME: Please check one:*

- | | | |
|-------|-----------------------|-----------------------|
| _____ | Tuesday, October 12 | 8:00 a.m. – 9:00 a.m. |
| _____ | Wednesday, October 13 | 8:00 a.m. – 9:00 a.m. |
| _____ | Thursday, October 14 | 8:00 a.m. – 9:00 a.m. |
| _____ | Friday, October 15 | 8:00 a.m. – 9:00 a.m. |

*STS reserves the right to modify times available for industry symposia and will notify exhibitors if this occurs.

FOR STS USE ONLY:

APPROVED: _____ DATE: _____ HOTEL: _____ ROOM: _____

Industry Symposia

Application will not be processed if the below requested information is not complete

1. Title of the activity: _____

(Indicate the exact title of the industry symposium.) Title cannot be changed once submitted.

2. Rationale for holding the industry symposium: (30 words or more required)

3. Brief narrative description of the proposed industry symposium: (35 words or more required)

4. Program agenda: (Outline with times required)

5. Names of confirmed speakers (if any):

6. Contact name(s) of all commercial supporters of the industry symposium:

Contact name: _____

Company name: _____

Mailing address: _____

Phone: _____

Email: _____

Contact name: _____

Company name: _____

Mailing address: _____

Phone: _____

Email: _____

7. **Submit copies of contracts/letters of agreement between commercial supporters and industry symposium organizers. THIS INFORMATION MUST BE ATTACHED.**

APPLICATION WILL NOT BE PROCESSED IF THE ABOVE REQUESTED INFORMATION IS NOT COMPLETE.

By signing this Application, I represent and warrant that I am authorized to act on behalf of the funding organization and meeting planning organization (if applicable) specified below with respect to this Application; that all information provided on this Application is complete and accurate to the best of my knowledge; that I have read the accompanying "Policy Regarding Industry Symposia Held Concurrently with STS Standalone Educational Activities;" and that if this Application is approved by STS, the industry symposium described herein will be conducted in accordance with the terms of said Policy and the entity specified below will comply with all associated requirements.

FUNDING ORGANIZATION

NAME

DULY AUTHORIZED REPRESENTATIVE NAME

DULY AUTHORIZED REPRESENTATIVE SIGNATURE

DATE

SYMPOSIUM PLANNING ORGANIZATION (IF APPLICABLE)

NAME

DULY AUTHORIZED REPRESENTATIVE NAME

DULY AUTHORIZED REPRESENTATIVE SIGNATURE

DATE

* * * * *

Applications should be returned to:
Samantha McCarthy, Industry Relations Manager
The Society of Thoracic Surgeons
633 N Saint Clair St, Suite 2100
Chicago, IL 60611
312-202-5869
312-268-6583 (fax)
smccarthy@sts.org