

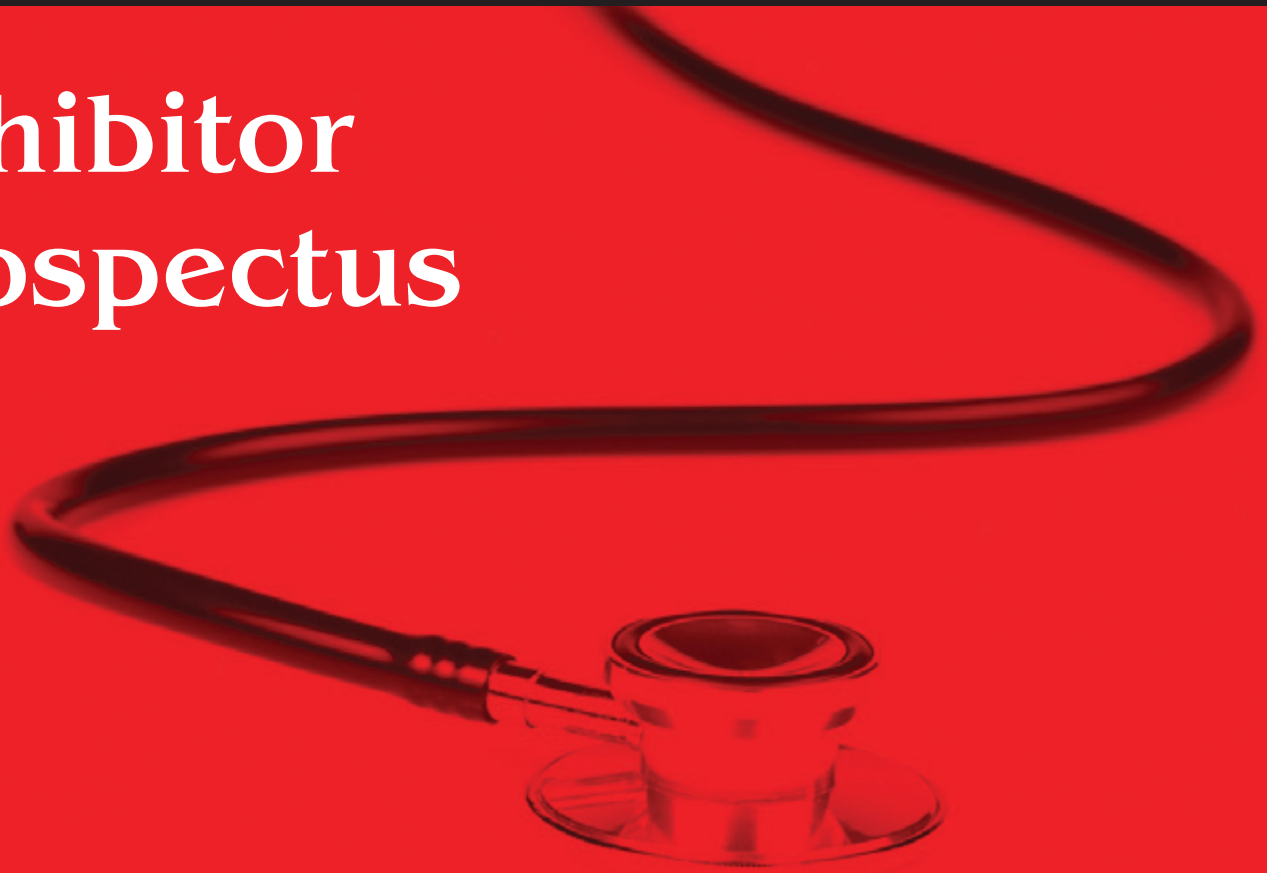


Canadian  
Cardiovascular  
Congress



Congrès canadien  
sur la santé  
cardiovasculaire

# Exhibitor Prospectus



Toronto, Ontario  
October 25-29, 2008



**Canadian  
Cardiovascular  
Society**

*Leadership. Knowledge. Community.*

**Société  
canadienne  
de cardiologie**

*Communauté. Connaissances. Leadership.*



**HEART &  
STROKE  
FOUNDATION  
OF CANADA**

**FONDATION  
DES MALADIES  
DU CŒUR  
DU CANADA**

*Finding answers. For life.  
À la conquête de solutions.*



## You are invited to exhibit at the largest gathering of cardiovascular and allied healthcare professionals in Canada...

Dear Industry Partners,

The Canadian Cardiovascular Society (CCS) and the Heart and Stroke Foundation of Canada (HSFC) invite you to participate in the Canadian Cardiovascular Congress

2008 (CCC 2008) exhibition, which includes the 61st Annual Scientific Meeting of the Canadian Cardiovascular Society, to be held in Toronto, Ontario, October 25 to 29.

Exhibiting in the Community Forum provides a unique opportunity to maximize corporate visibility and to introduce state-of-the-art products / services at the premier showcase of cardiovascular science in Canada.

### Community Forum

**93% of delegates visited the exhibits in 2007!**

▶ 2007 saw the expansion and renaming of the exhibition hall. The Community Forum is truly more than a place to visit exhibits – it is a place where colleagues network, learn about the advances in cardiovascular pharmacology, science, instruments and devices and attend leading-edge educational sessions.

Based on recommendations tabled from the Congress evaluations, CCS is pleased to announce that the following enhancements will be continued or introduced for CCC Toronto 2008:

- “Extending” the CCC experience beyond the Congress
- Continued improvements to enhance the overall Satellite Symposia experience
- Multipurpose theatre in the Community Forum
- Delegate Passport Program
- Two Moderated Poster Theatres in the Community Forum
- Additional seating and networking areas in the Community Forum
- Daily video streaming of Congress highlights on the exhibit floor
- Internet access areas on the exhibit floor

CCS recognizes that the CCC is the premiere annual event for Canada’s cardiovascular physicians and community and is committed to ongoing growth in attendee and stakeholder satisfaction. The CCS looks forward to working with you over the year ahead to deliver a world class event to those concerned with cardiovascular health and care in Canada.

### Why should you exhibit?

Over 3,900 cardiovascular health professionals from across Canada are expected to attend the CCC 2008 in Toronto.

The CCC has become the premiere annual cardiovascular learning event in Canada and the ‘must attend’ meeting for cardiovascular specialists and allied health professionals.

According to survey results from CCC 2007 delegates attend CCC to stay current, network, present research and to view new products.

Delegates include the following: cardiologists, cardiac surgeons; anesthesiologists and researchers; nurses; technicians and technologists; perfusionists; rehabilitation specialists including dietitians and exercise specialists; students and trainees, and many other members of the cardiovascular healthcare team.

### ▶ 2007 Audience Profile

**Don’t miss your chance to be part of this premiere scientific Congress and Exhibition!**

## Scientific Program

The CCS collaborates with the Heart and Stroke Foundation of Canada, more than one dozen affiliate health organizations and industry partners to deliver strong Congress programming year after year.

The Scientific Program delivers high-quality science and education through plenary sessions, lively debates, simultaneous oral sessions, clinical trial updates, poster presentations, interactive workshops, policy sessions, informal "Meet the Expert" sessions and more.

In 2008, Dr. Rob Beanlands serves as Chair of the CCS Scientific Program Committee, which develops the scientific program, with input from many of Canada's renowned cardiovascular specialists.

In recent years, a number of new features were introduced at the Congress, including a CCS Core Curriculum developed for community cardiologists, trainees and others seeking comprehensive updates. In addition, Learning Tracks were added by area of specialty which were available through plenary sessions, workshops, meet-the-experts sessions, oral and poster sessions.

In 2007, 2 moderated poster sessions and a session theatre were added in the Community Forum. Finally, better scheduling and reduced content overlap of satellite symposia improved program choices for Congress delegates.

## The objectives of the Canadian Cardiovascular Congress are to:

- Provide a high quality scientific and educational experience for the delegates;
- Disseminate information derived from Canadian cardiovascular research (basic, clinical, health services and population research);
- Stimulate collaborative clinical and research initiatives;
- Provide core learning opportunities for cardiovascular professionals;
- Showcase and publicize the accomplishments of Canadian cardiovascular researchers, thereby identifying the importance of ongoing support for cardiovascular research in Canada, and
- Foster discussions and debates that lead to cardiovascular health and care innovations.

**The Congress is a forum to showcase Canada's best research and promote learning through scientific sessions, interactive workshops, late-breaking and featured clinical trials and lively debates. The Congress is a place for active discussions on key issues with colleagues from across the country.**

## Attending Organizations

Canadian Cardiovascular Society

Heart and Stroke Foundation of Canada

Association des cardiologues du Québec

Canadian Association of Cardiac Rehabilitation

Canadian Association of Cardiopulmonary Technologists

Canadian Association of Interventional Cardiology

Canadian Cardiovascular Society Academy

Canadian Council of Cardiovascular Nurses

Canadian Heart Rhythm Society

Canadian Hypertension Society

Canadian Nuclear Cardiology Society

Canadian Pediatric Cardiology Association

Canadian Society of Atherosclerosis, Thrombosis and Vascular Biology

Canadian Society of Cardiac Surgeons

Canadian Society of Cardiology Technologists

Canadian Society of Clinical Perfusion

Canadian Society of Echocardiography

Cardiovascular and Thoracic Section, Canadian Anesthesiologists' Society

Institute of Circulatory and Respiratory Health, Canadian Institutes of Health Research

## 2008 Exhibit Information

Delegate traffic will be promoted through complimentary luncheons and breaks, moderated poster & session theatres, networking and seating areas, all of which take place in the Community Forum where all scientific posters will also be displayed.

Each exhibit space rental includes:

- Your product description and contact information in the ECG - Congress Edition;
- One (1) complimentary Exhibitor Registration (exhibit hall access only) per paid 10' x 10' exhibit space;
- One (1) complimentary Universal Exhibitor Registration (exhibit hall and scientific session access) per paid 10' x 10' exhibit space;
- Opening reception, luncheons and refreshment breaks;
- Attractive 8' back and 3' side drapes;
- 24-hour professional perimeter security;
- Comprehensive on-line Exhibitor Manual.

### Booth Size

- 10' wide x 10' deep (3m x 3m), or multiples thereof

### Your Investment

- \$4,160 plus applicable taxes per 10' x 10' exhibit, or
- \$43.25 plus applicable taxes per square foot for Island exhibits

### Location

- Metro Toronto Convention Centre, South Building (Toronto, Ontario)

### Assignment of Space

An early selection means a wider choice of prime locations. Exhibit space will be assigned on a "first-come, first-served" basis, according to the date your deposit is received. Please note, however, that major sponsors have the first option to select exhibit space, in the following order: Grand Patron, Patron, Benefactor.

### Move-in\*

Thursday, October 23  
Friday, October 24  
Saturday, October 25

### Exhibit Hall Hours\*

Saturday, October 25  
16:30 to 18:00  
Welcome Reception  
Poster Viewing

Sunday, October 26  
11:30 to 17:00  
Luncheon  
Afternoon Refreshment Break  
Poster Viewing  
Two Moderated Poster Theatres  
Session Theatre

Monday, October 27  
10:00 to 16:30  
Refreshment Breaks  
Luncheon  
Poster Viewing  
Two Moderated Poster Theatres  
Session Theatre

Tuesday, October 28  
10:00 to 16:30  
Refreshment Breaks  
Luncheon  
Poster Viewing  
Two Moderated Poster Theatres  
Session Theatre

### Move-out\*

Tuesday, October 28  
Wednesday, October 29

\*Hours subject to changes



## 2007 Exhibitors and Sponsors

3M  
 Abbott Vascular  
 Abiomed Inc.  
 AGFA Health Care  
 Arrow Medical Products Ltd.  
 AstraZeneca Canada Inc  
 Auto Control Medical / Lifesource  
 Bayer Healthcare  
 Baylis Medical Company Inc.  
 Becel Centre for Heart Health (Unilever Canada)  
 BIOTRONIK Canada Inc.  
 Boehringer Ingelheim (Canada) Ltd.  
 Boston Scientific  
 Bristol-Myers Squibb & sanofi - aventis  
 Canadian Cardiovascular Society  
 Canadian Heart Health Strategy and Action Plan  
 Cardio Comm Solutions Inc.  
 Caster Medical Systems  
 Chicken Farmers of Canada  
 Datascope Corporation  
 Delacroix - Chevalier / T.B. Clift Limited  
 Draeger Medical Canada  
 Edwards Lifesciences (Canada) Inc.  
 Eli Lilly Canada Inc.  
 Force 3 Médical, Inc.  
 GE Healthcare  
 Genesis Medical Corporation  
 Gish Biomedical, Inc.  
 GlaxoSmithKline Inc.  
 Grant Medical Inc.  
 Héma-Québec  
 Inter V Medical Inc.  
 ISH Vancouver 2010  
 Johnson & Johnson (Ortho Biotech/Cordis / Biosense Webster)  
 JSS Medical Research  
 Kinek Technologies Inc.  
 Libin Cardiovascular Institute of Alberta

ManthaMed Inc.  
 MAQUET-DYNAMED INC.  
 Mazankowski Alberta Heart Institute  
 McArthur Medical Sales Inc.  
 Medi-inn Ltd.  
 Medicure Inc.  
 Medtronic of Canada Ltd.  
 Merck Frosst / Schering Pharmaceuticals  
 Merck Frosst Canada Ltd.  
 Montreal Heart Institute Coordinating Centre  
 Novartis Pharmaceuticals Canada Inc.  
 Olympus Canada Inc.  
 Omron Healthcare Canada  
 Organon Canada Ltd.  
 Pfizer Canada Inc.  
 Phillips  
 Pilling Weck Canada L.P. / ATS Medical  
 Public Health Agency of Canada  
 Quest Medical, Inc.  
 Radiometer Canada  
 Roche Diagnostics  
 Roxon Medi-Tech Ltd.  
 Ryan Medical Distributors Inc.  
 sanofi-aventis  
 Scotiabank  
 Servier Canada  
 Somagen Diagnostics Inc.  
 Sorin Group Canada Inc.  
 St. Jude Medical Canada, Inc.  
 SyntheMed, Inc.  
 TelASK Technologies  
 The Lifemed Group Inc.  
 The Stevens Company Limited & Rozinn Electronics  
 Thunder Bay Regional Health Sciences Centre  
 Tomcat Clinical Systems  
 TSI Medical Ltd.  
 Vasogen Inc.



The Canadian Cardiovascular Society (CCS) is a non-profit professional medical organization of over 1,500 cardiovascular specialists and researchers. The CCS is the national voice for cardiovascular physicians and scientists.

The CCS mission is to promote cardiovascular health and care through:

- Knowledge translation, including dissemination of research and encouragement of best practices;
- Professional development; and
- Leadership in health policy.

The Society fulfills this mission by concentrating its efforts on five priorities:

- Membership
- The Canadian Cardiovascular Congress
- Health Policy Advocacy
- Practice recommendations and position statements
- Knowledge Translation programs and Professional Development

**The CCC Exhibition  
 SELLS OUT early —  
 Reserve your space now!**

## Mail or Fax your Application for Exhibit Space Today!!

Please complete and return the enclosed Application and Contract for Exhibit Space and deposit, or contact:

Blair Tryon, Director, Congress Operations  
 Rozanne Lyons, CMP  
 Manager, Logistics and Exhibition

CCC Secretariat  
 275 Bay Street  
 Ottawa, Ontario  
 K1R 5Z5

Tel: (613) 238-2304  
 Toll-free: 1-866-317-8461  
 Fax: (613) 236-2727  
 E-mail: ccc-exhibits@intertaskconferences.com  
 Website: www.cardiocongress.org

# CCC 2008 | Community Forum Floor Plan

Oct. 25-29, 2008

Metro Toronto Convention Centre • South Building, Exhibit Hall E



# APPLICATION FOR EXHIBIT SPACE

## Canadian Cardiovascular Congress 2008

Including the 61st Annual Scientific Meeting of the Canadian Cardiovascular Society  
Metro Toronto Convention Centre, South Building, Toronto, Ontario  
October 25-29, 2008



### 1. Company Information

Company Name \_\_\_\_\_  
(Please list name as it should appear on printed materials. Do not use capital letters unless your official name is all caps.)

Name of Exhibitor Contact \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_ Country \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Facsimile (\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

Type of products/services to be displayed \_\_\_\_\_

### 2. Booth Selection

We hereby apply for the following exhibit space:

<input type="checkbox"/> Island	_____ # of 10' x 10' (3m x 3m) exhibit space(s) @ \$4,160 =	\$ _____
<input type="checkbox"/> Peninsula	_____ sq. ft. island exhibit space @ \$43.25 per sq. ft =	\$ _____
<input type="checkbox"/> Linear	Plus 5% GST (Reg. #R106844186)	\$ _____
	<b>Total</b>	\$ _____
	<b>50% DEPOSIT DUE</b>	\$ _____

This application will not be processed unless accompanied by a deposit of 50% of the exhibit rental fee. Outstanding balances are due by June 20, 2008. Applications submitted on or after this date must be accompanied by payment in full. Your cheque for the exhibit space should be made payable to CCC 2008. Payment in Canadian Funds only. Wire transfer payment option is available, please contact the CCC Secretariat for details.

### 3. Preferred booth location

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

If possible, we do not wish to be located directly beside, or across from: \_\_\_\_\_

**Exhibit space is assigned on the basis of the date the application and deposit are received, and accepted.  
The Organizer reserves the right to determine the final allocation of booth space.**

### 4. Authorization

I am the authorized representative of the above-named company with the full power and authority to sign and deliver this application. The company agrees to comply with all of the policies contained in the Exhibitor Manual.

Name of Authorized Officer \_\_\_\_\_ Title \_\_\_\_\_

Signature of Authorized Officer \_\_\_\_\_ City \_\_\_\_\_ Date \_\_\_\_\_

**Please return this application form  
with your payment to:**

CCC Secretariat  
275 Bay Street, Ottawa, ON Canada K1R 5Z5  
Tel: (613) 238-2304, 1-866-317-8461 • Fax: (613) 236-2727  
E-mail: ccc-exhibits@intertaskconferences.com

#### PLEASE RETAIN A COPY FOR YOUR RECORDS

Upon acceptance by the Organizer, a signed copy of this contract will be returned to you as your confirmation, along with a Statement of Account.

#### For Congress Use Only

Company ID No: \_\_\_\_\_

Booth(s) Assigned: \_\_\_\_\_ Size: \_\_\_\_\_

Deposit Amount: \_\_\_\_\_ Payment Date: \_\_\_\_\_

Final Payment Amount: \_\_\_\_\_ Payment Date: \_\_\_\_\_

Final Statement Sent: \_\_\_\_\_

Comp. Reg Forms Sent: \_\_\_\_\_

GST Paid: \_\_\_\_\_ Accepted By: \_\_\_\_\_

The CCC 2008 is produced and managed by Intertask Conferences on behalf of the Canadian Cardiovascular Society.

# Terms of Agreement – Rules and Regulations



## 1. General

The Canadian Cardiovascular Congress (CCC 2008) ("the Organizer") reserves the right to decline or prohibit any exhibit or portions thereof, and to permit only such matters or conduct as shall be approved by the Organizer.

Canvassing or distributing advertising matter outside the Exhibitor's own exhibit space is not permitted.

Contests, lotteries, raffles and games of chance are strictly prohibited, as such activities reflect unfavourably on the character of CCC 2008.

The Organizer reserves the right to alter or change the space assigned to the Exhibitor.

## 2. Conduct of Exhibitors

The Organizer reserves the right to require any Exhibitor to immediately cease employing on the premises, any person whose conduct, in the sole opinion of the Organizer, is prejudicial to the proper management and/or purposes of the Exhibition or CCC 2008. It is MANDATORY that exhibiting organizations staff their exhibits with at least one qualified representative of the company throughout the operating hours of the Exhibition.

## 3. Congress Registration

One (1) complimentary Exhibitor Registration (exhibit hall access only) and one (1) complimentary Universal Exhibitor Registration (exhibit hall and scientific session access) per paid 10' x 10' exhibit space. Any additional representatives or guests will be required to pay a registration fee.

## 4. Exhibits Approval

All products/services to be displayed by Exhibitors must receive prior approval by the Organizer. The Organizer reserves the right to withhold approval of the Exhibitor's product/services which, in the Organizer's judgement, do not conform to the educational or scientific purpose of CCC 2008. At the request of the Organizer, an Exhibitor shall immediately remove any products/services included in an exhibit for which approval had not been given.

## 5. Audio-Visual Components of Exhibits

Audio-visual equipment, as part of a display, is acceptable; however, sound equipment must be regulated so as not to disturb neighbouring Exhibitors. In addition, spectators at exhibits may not obstruct aisles or interfere with access to other exhibits.

The Organizer reserves the right to determine when sound levels from audio equipment constitute interference with others or become unacceptable. In such cases, sound levels will be reduced or the equipment will be removed at the Exhibitor's expense.

## 6. Samples and Giveaways

Customary descriptive product literature, note pads, pens, and pencils may be distributed from your exhibit; however, it is the exhibitors responsibility to ensure that any give-away is acceptable under the Rx&D guidelines, if applicable.

The Organizer does not require a sample of the give-away in advance of the Congress. However, the Organizer does reserve the right to have a give-away removed from the exhibit area, should the give-away not be useful to and/or in the professional activities of the CCC 2008 participants, as outlined in the Rx&D guidelines.

## 7. Exhibit Installation and Receipt of Goods

All exhibits must be ready for the opening of the Exhibition. The Organizer will not allow any moving of exhibits after the opening. Deadlines for installation will be contained in the Exhibitor Manual, which will be sent to Exhibitors approximately four months prior to the Exhibition.

## 8. Assignment

The Exhibitor shall not assign nor sublet any part of its exhibit space without the written consent of the Organizer. All exhibits shall be subject to the approval of the Organizer.

## 9. Care of Exhibits

The Organizer will ensure that aisles are swept and cleaned, but Exhibitors must keep their exhibit space cleaned and their exhibits dusted and in good order, at their own expense. Exhibits must remain intact until after closing on the last day of the Exhibition. Exhibitors are requested at all times to cooperate with the Organizer by maintaining their exhibits in perfect condition, properly staffed throughout the Exhibition.

## 10. Force Majeure

In case the exhibit space contracted for shall not be available for the uses herein specified due to war, acts of international or domestic terrorism, government action or order, acts of God, fire, strikes, labour disputes, or any other cause beyond the control of the Organizer, this Agreement shall immediately terminate and, in such event, the Exhibitor shall and does hereby waive any claims to damages or any other recovery therefore except the return of the amounts paid as rental for the exhibit space, less the prorated share allocated to the exhibit of the actual expenses incurred by the Organizer in connection with the Exhibition. Should the Organizer, in its sole discretion, consider it inadvisable to hold the Exhibition at the time and place herein provided the Organizer may, at its option, terminate this Agreement and, return the sums paid by the Exhibitor for the exhibit space, and there shall be no further liability on the part of either party to the other. Upon written notice to the Exhibitor, the Organizer shall also have the right to change the date and the place where the Exhibition is to be held.

## 11. Removal of Material During Event

The Exhibitor agrees that no display may be dismantled or goods removed during the exhibition but must remain intact until the closing hour of the last day of the exhibition. The Exhibitor also agrees to remove its exhibit equipment and appurtenances from the Metro Toronto Convention Centre (Toronto, Ontario) by the final move-out time limit or, in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred.

## 12. Insurance

Each Exhibitor has the responsibility of maintaining adequate insurance coverage against injury to persons, damage to or loss of property, products, equipment or decoration and inability to meet its obligations outlined in this Application and Contract for Exhibit Space, Terms of Agreement — Rules and Regulations. The following insurance coverage will be mandatory:

1. Comprehensive General Liability insurance with a minimum limit of \$5,000,000 CDN.
2. The Policy shall include the Canadian Cardiovascular Congress (CCC 2008), Canadian Cardiovascular Society, the Heart and Stroke Foundation of Canada, the Intertask Group of Companies and the Metro Toronto Convention Centre as named insured and shall contain a cross-liability clause.

The Exhibitor must provide evidence of compliance with paragraphs 1) and 2) to the Organizer no later than September 19, 2008 as outlined in the Exhibitor Manual. The coverage shall contain an undertaking by the insurer not to cancel or limit the insurance coverage so described except upon thirty (30) days' prior written notice. The Organizer reserves the right to prohibit access to the Exhibit Hall to any exhibitor from whom no proof of insurance has been received. Insurance protection of the type described will not be provided to the Exhibitor either by the Organizer or by the Metro Toronto Convention Centre.

## 13. Liability

Exhibitors who desire insurance on their exhibit and staff must place the same at their own expense. The Organizer will not be liable for any loss or damage to the property of the Exhibitor or its employees due to fire, robbery, accidents, or any cause whatsoever that may arise, for use and occupancy of the leased space or the Metro Toronto Convention Centre. The Exhibitor agrees to indemnify and hold harmless the Organizer, the Canadian Cardiovascular Society, the Heart and Stroke Foundation of Canada, the Intertask Group of Companies, the Metro Toronto Convention Centre and its employees against any and all claims of any person whomsoever, arising out of acts of omission of Exhibitors or their employees (Exhibitors shall furnish their own public liability insurance). The Organizer assumes no liability for damages or losses resulting from, or related to, the failure of the Exhibitor to comply with the provisions of this Agreement. If, due to unforeseen circumstances beyond the control of the Organizer, the Exhibitor's materials do not arrive in time for display during the entire period of the Exhibition, or any portion thereof, the Organizer assumes no liability for damages or losses to the Exhibitor and is under no obligation to refund the Exhibitor's fees.

## 14. Security

The Organizer will provide the necessary watchmen for the Exhibit Hall during move-in/move-out and the hours the exhibition is closed. Exhibitors must have an attendant in charge of their exhibit each day during the hours the Exhibition is open. No other persons will be permitted in the Exhibit Hall after closing hours. The Organizer shall not be held responsible in any way whatsoever for any loss or theft of Exhibits at the Metro Toronto Convention Centre during the set-up, Exhibition, or dismantling period. It is recommended that each Exhibitor purchase a rider on the Exhibitor's own insurance policy protecting them against loss, theft, fire, damage, etc.

## 15. Compliance with Laws

The Exhibitor agrees to observe all union contracts and labour relations in force, agreements between the Organizer, the official exhibition contractors and the building in which the exhibition will take place and act according to the labour laws of the jurisdiction in which the building is located and observe the provisions of the provincial Human Rights Code and the Labour Standards Act in the hiring and treatment of exhibit booth staff.

## 16. Termination of the Contract

This agreement may be terminated by the Organizer at any time on the breach of any of the conditions by the Exhibitor, and thereupon all its rights hereunder shall cease and terminate, and any payments made by the Exhibitor on account hereof prior to said termination shall be retained by the Organizer as liquidated damages for such breach, and the Organizer may thereupon re-sell said booth space.

## 17. Amendment

The Organizer shall have full power to interpret and/or amend these rules and regulations which in the Organizer's discretion, shall be in the best interest of CCC 2008. The decision of the Organizer must be accepted as final in any dispute with the Exhibitor or in any situation not covered by these rules and regulations. The Exhibitor agree to abide by the rules and regulations contained in the Exhibitor Manual.

## 18. Cancellation of Contracts

Cancellation requests must be submitted in writing to the CCC 2008 Secretariat and received by the cut-off dates indicated below.

Cancellation of contracts received prior to July 25, 2008 for single and island booths of less than 8 booths will receive a refund of exhibit fees paid, less a 25% administration fee. For island booths larger than 8 booths, there will be no refund on booths that can not be resold based on floor plan restrictions or the creation of aisles.

No refunds will be made on cancellations of exhibit space received on or after July 25, 2008.

Initials: \_\_\_\_\_