

4th Annual Philadelphia Cardiovascular Congress **Thursday - Friday, October 24-25, 2024** **The Bellevue Hotel - Philadelphia, PA**

CO-COURSE DIRECTORS: Rene Alvarez, MD, Paul Dimuzio, MD, Jacqueline McGee, CRNP, Konstadinos Plestis, MD, Nicholas Ruggiero, MD

COURSE PLANNERS: Daniel Frisch, MD, Colin King, PA, Rebecca Marcantuono, CRNP, Geno Merli, MD, Keshava Rajagopal, MD, Giovanni Tinelli, MD, PhD, Gianluca Torregrossa, MD, MEBCTS, Howard Weitz, MD

Dear Representative,

On behalf of Thomas Jefferson University, the Jefferson Aortic Center and Jefferson Health, Department of Surgery - Divisions of Cardiothoracic and Vascular / Endovascular Surgery, and the Department of Medicine - Division of Cardiology, we would like to formally invite your company to exhibit at the **4th Annual Philadelphia Cardiovascular Congress** on **Thursday - Friday, October 24-25, 2024**. The program will be held in person at **The Bellevue Hotel** located in **Philadelphia, PA**, as well as offered virtually, offering over 7 hours of exhibit time at this congress.

We are pleased to offer a variety of **in-person and virtual exhibit** opportunities, which will provide you with access to personally share your product information directly with approximately 200 medical practitioners representing hospital-based and office-based practices from the greater Philadelphia and tri-state area and an additional 100 virtual audience medical practitioners from across the country. Exhibitors will have several opportunities to converse with attendees including during meals, breaks and the Networking Reception. There will be **five levels of exhibiting**: Platinum, Gold, Silver, Bronze and Premier Levels along with **Product Theater** opportunities. **NEW THIS YEAR**, we will be offering **exhibit enhancement** packages as well.

Exhibitor Raffles- GREAT BENEFIT!

To encourage attendee-exhibitor interaction, the attendees on site will be provided with an Exhibitor Score Card, with the names of all of the companies exhibiting at the conference. The attendees will have the opportunity to visit each of the in person exhibit booths to have one company representative sign their Score Card, with the possibility of winning one of several prizes at the end of the conference. There will also be another series of raffles after the conference for attendees who visit the virtual booths and submit their raffle codes. Please note, exhibit funds will not be used toward the raffle prizes/giveaways as institutional and registrations funds will cover these expenses.

We are hopeful that you will join us as an exhibitor for this exceptional program and important networking event, an experience most appropriately deserving of your participation and support. Please register online at <https://jefferson.cloud-cme.com/pcc24> to reserve a table today! Please feel free to contact me with any questions you may have.

Thank you,

Cassie Morgan

Cassie Morgan
CPD Planner
Thomas Jefferson University
1020 Locust Street, Suite M-5
Philadelphia, PA 19107
Cassandra.Morgan@jefferson.edu

**Please note that Sidney Kimmel Medical College/Thomas Jefferson University is not listed as a covered recipient on the CMS/Sunshine Act list. Questions about Jefferson's status may be directed to jeffersoncpd@jefferson.edu.*

Exhibit Information
4th Annual Philadelphia Cardiovascular Congress

Conference Date	Thursday - Friday, October 24-25, 2024																			
Conference Location	The Bellevue Hotel 200 South Broad Street Philadelphia, PA 19102	Phone: 215-893-1234 Website: thebellevuehotel.com																		
Exhibit Location/ Times (Eastern Time)	<p><u>Representatives may begin set-up at 6:00AM on Thursday, October 24, 2024.</u> Subject to change. Will confirm set-up time the week of the event. The exhibit hall will be open throughout the conference, however the following preliminary times are dedicated exhibit times where food and beverage will be served:</p> <p><u>Thursday, October 24, 2024</u></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 30%;">7:00AM - 7:45AM</td> <td>Registration, Continental Breakfast & Exhibits</td> </tr> <tr> <td>11:00AM - 11:15AM</td> <td>Break & Exhibits</td> </tr> <tr> <td>12:00PM - 1:00PM</td> <td>Lunch & Exhibits</td> </tr> <tr> <td>2:30PM - 3:00PM</td> <td>Coffee, Dessert Break & Exhibits</td> </tr> <tr> <td>5:00PM - 7:00PM</td> <td>Networking Reception and Exhibits</td> </tr> </table> <p><u>Friday, October 25, 2024</u></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 30%;">7:00AM - 7:50AM</td> <td>Registration, Continental Breakfast & Exhibits</td> </tr> <tr> <td>10:00AM - 10:30AM</td> <td>Break & Exhibits</td> </tr> <tr> <td>11:30AM - 12:15PM</td> <td>Lunch & Exhibits</td> </tr> <tr> <td>2:15PM - 3:00PM</td> <td>Break & Exhibits</td> </tr> </table>		7:00AM - 7:45AM	Registration, Continental Breakfast & Exhibits	11:00AM - 11:15AM	Break & Exhibits	12:00PM - 1:00PM	Lunch & Exhibits	2:30PM - 3:00PM	Coffee, Dessert Break & Exhibits	5:00PM - 7:00PM	Networking Reception and Exhibits	7:00AM - 7:50AM	Registration, Continental Breakfast & Exhibits	10:00AM - 10:30AM	Break & Exhibits	11:30AM - 12:15PM	Lunch & Exhibits	2:15PM - 3:00PM	Break & Exhibits
7:00AM - 7:45AM	Registration, Continental Breakfast & Exhibits																			
11:00AM - 11:15AM	Break & Exhibits																			
12:00PM - 1:00PM	Lunch & Exhibits																			
2:30PM - 3:00PM	Coffee, Dessert Break & Exhibits																			
5:00PM - 7:00PM	Networking Reception and Exhibits																			
7:00AM - 7:50AM	Registration, Continental Breakfast & Exhibits																			
10:00AM - 10:30AM	Break & Exhibits																			
11:30AM - 12:15PM	Lunch & Exhibits																			
2:15PM - 3:00PM	Break & Exhibits																			
Exhibitor Registration	https://jefferson.cloud-cme.com/pcc24																			
Electrical Needs	Electrical needs should be communicated to Cassie Morgan via email at cassandra.morgan@jefferson.edu no later than October 10, 2024. After this date, we will try to accommodate any electrical request but may be unable to do so.																			
Payment	<p>All payments must be received no later than October 24, 2024. If a check is scheduled to come after that date, we will require a credit card on file ahead of time.</p> <p>Please make check payable to: Thomas Jefferson University Mail to: Thomas Jefferson University, Office of CPD Jefferson Alumni Hall 1020 Locust Street, Suite M-5 Philadelphia, PA 19107</p> <p>*American Express, Visa and MasterCard also accepted.</p>																			
Shipping	<p>Shipments will be accepted by The Bellevue Hotel <u>no more than two days</u> prior to the conference. Be sure to include the following information when shipping your materials:</p> <p style="padding-left: 40px;">Hold for Arrival - Attn: Rep's name, Company Name The Bellevue Hotel 200 South Broad Street Philadelphia, PA 19102 Hyatt Manager: Maggie Snyder Philadelphia Cardiovascular Congress - October 24-25, 2024 Package 1 of....</p> <p>The hotel and the Office of CPD does not accept any liability for equipment, goods, displays or other materials which arrive unmarked or fail to arrive at the hotel. Each exhibiting company is responsible for insuring its property for loss or damage. All company representatives are solely responsible for coordinating return shipping at the conclusion of the conference with The Bellevue Hotel representatives.</p>																			
Parking & Hotel Room Block	<p>A limited block of guest rooms at a special group rate have been reserved for attendees of the Jefferson Cardiovascular Congress program as follows:</p> <p>Room Rates: Single & Double Occupancy - \$349.00 plus applicable taxes, applicable service fees, and/or Hotel-specific fees in effect at the time of the Event.</p> <p>https://www.hyatt.com/en-US/group-booking/PHLPH/G-TJCC</p>																			

Exhibit Information
4th Annual Philadelphia Cardiovascular Congress

Exhibit Rules	<p>All in person exhibits must be tabletop or portable in nature not to exceed 6ft in width. Each in-person exhibit company will be provided a 6' x 30" draped table and chairs. Each exhibitor will be listed in the course exhibit directory, in the administrative slideshow and on conference posters.</p> <p>PLEASE NOTE: We will <u>not be allowing multiple reps to switch out on the same day</u>. You can however send different reps on day 1 and day 2. We <u>will not be lenient</u> with this policy and will turn away multiple reps on site.</p> <p>Exhibitors acknowledge that:</p> <ul style="list-style-type: none"> • Exhibitor is not furnishing commercial support for this conference, exhibitor is buying virtual or in person exhibit space. • Exhibitor activities are restricted to the allocated physical or virtual exhibit space at the conference. Distribution of educational/promotional materials by exhibitors is limited to their booth space in the exhibit area. Distribution of materials will not be permitted anywhere else in the hall, in conference meeting space, or at the entrances to the conference meeting space. • Advertisements and promotional materials will not be visible on the screen at the same time as the accredited content and not interleaved between computer windows or screens of the accredited content. • Advertising of any type is prohibited within the educational content. • Audio and Video: Advertisements and promotional materials will not be included within the accredited content. There will be no 'commercial breaks'. • Exhibits are intended for informational purposes. Products may not be sold in the virtual exhibit hall. • The recording (photographic, screen capture, audio and/or video) of the conference and/or its attendees is prohibited. • The purpose of the exhibit is to further the education of meeting attendees through product and service displays and demonstrations. Exhibitor personnel may observe should the conference space allow, but must refrain from any participation or recording of any scientific sessions on that company's behalf. • The conference is not responsible for the security of exhibitors' materials. We suggest that exhibitors leave nothing of value (e.g., laptop computer, audio-visual equipment, etc.) unattended at any time in the exhibit hall.
Cancellation by the Conference Organizers	<p>In the event that the Conference would have to be cancelled, the organizers are not responsible for any airfare, hotel, and/or other costs incurred by exhibitors. The conference will refund the full exhibit fee paid by the company.</p>
Sunshine Act	<p>The Parties acknowledge and agree that Exhibiting Company may be subject to Section 6002 of the Affordable Care Act, which added Section 1128G to the Social Security Act, and its implementing regulations codified in 42 CFR 402 & 403 (collectively the "Sunshine Act").</p> <p>Exhibiting companies are solely responsible for collecting any information about actions within their exhibit space that constitutes a payment or transfer of value to a Covered Recipient that is required to be reported under the Sunshine Act.</p>
Exhibitor Refund Policy	<p>Requests for exhibitor fee refunds must be submitted in writing and received by the Office of CPD before September 24, 2024. There will be no refunds after this period. Cancellations notified before the one month period will incur a 10% cancellation fee. Exhibitors who fail to attend the conference are responsible for the entire fee. All refunds will be processed after the conference.</p> <p style="text-align: center;">Submit refund requests to: Office of CPD Thomas Jefferson University Jefferson Alumni Hall 1020 Locust Street, Suite M-5 Philadelphia, PA 19107</p> <p>Or by email to jeffersoncpd@jefferson.edu - please include the activity name in the subject line.</p>
Questions?	<p>Please contact Cassie Morgan at Cassandra.morgan@jefferson.edu with any questions or concerns.</p>

Exhibit Information

4th Annual Philadelphia Cardiovascular Congress

Available Items for Purchase - Overview

Exhibits - These are promotional opportunities that provide a series of different in person and virtual benefits depending on the level purchased.

- Platinum - \$10,000
- Gold - \$7,500
- Silver - \$5,000
- Bronze - \$4,000
- Premier \$2,000

Product Theaters - These are pre-schedule, live, private session marketing opportunities to share product/ company information

- In Person - \$7,500
- Virtual - \$5,000

Enhancements - These are opportunities for purchase intended to bring additional visibility and opportunity to your company. These require a purchase of an exhibit or product theater.

- Range from \$500- \$3,500

Exhibit Levels and Benefits

This level includes in person as well as advanced virtual components.

- **Choice of Premium Exhibit Booth location in Exhibit Area (first come, first serve basis)**
- 2 full pages (8.5 x 11), color company advertisement in Exhibitor Directory (**Due: September 24, 2024**)
- **Virtual Networking Meeting with selected Course Planners post conference** - no more than 4 company representatives. (Maximum 30 minute meeting)
- Individual company acknowledgement signage
- Special name badge designation
- Up to 4 company representatives at tables
- 4 complimentary conference attendees for CE credit
- PowerPoint slideshow acknowledgement
- Company listing in printed Exhibitor Directory
- Two 6ft draped tables
- Included in On-Site Exhibitor Raffle (prize provided by Jefferson)
- Attendee List (Attendees who gave permission for info to be shared)
- VIRTUAL EXHIBIT BENEFITS:
 - Acknowledgement posted online via a Virtual Exhibit Hall and emailed to all participants, including before and after the conference
 - Included in post conference virtual exhibit raffle (prize provided by Jefferson)
 - Online exhibit information to be accessible to attendees for 30 days
 - Top tier listing in Virtual Exhibit Hall
 - Virtual booth in the online course exhibit hall that includes:
 - Company logo
 - Contact us link/ Virtual business card link - this button it will display Contact info for one company representative
 - About us link - either link to the company's website OR display a short blurb in a modal
 - Product Info Button - This button links to a website or PDF of your choice
 - Additional Resource/ Live Chat - link to the company's website, PDF or display a short blurb in a modal **OR** "Live Chat" button - Schedule a face-to-face meeting (Zoom, WebEx, Teams) and provide the meeting link (and ID/password if applicable)

PLATINUM LEVEL

\$10,000

(limited to first 4 paid companies)

▪ All assets for virtual components due **September 24, 2024**

Sample virtual exhibit hall for reference <https://cpdevents.jefferson.edu/logo-pop/>

Exhibit Information
4th Annual Philadelphia Cardiovascular Congress

This level includes in person as well as advanced virtual components.

GOLD LEVEL

\$7,500

- 1 full page, color company advertisement in Exhibitor Directory (**Due: September 24, 2024**) Ad specifications: PDF format, letter size (8.5x11), no bleed, preferably with a border.
- **Virtual Networking Meeting with selected Course Planners post conference** - no more than 2 company representatives. (Maximum 15 minute meeting)
- Prime exhibit location
- Up to 3 company representatives at table
- 2 complimentary conference attendees for CE credit
- Individual company acknowledgement signage
- PowerPoint slideshow acknowledgement
- Special name badge designation
- Company listing in printed Exhibitor Directory
- One 6ft draped tables
- Included in On-Site Exhibitor Raffle (prize provided by Jefferson)
- Attendee List (Attendees who gave permission for info to be shared)
- VIRTUAL EXHIBIT BENEFITS:
 - Acknowledgement posted online via a Virtual Exhibit Hall and emailed to all participants, including before and after the conference
 - Included in post conference virtual exhibit raffle (prize provided by Jefferson)
 - Online exhibit information to be accessible to attendees for 30 days
 - Second tier listing in Virtual Exhibit Hall
 - Virtual booth in the online course exhibit hall that includes:
 - Company logo
 - Contact us link/ Virtual business card link - this button it will display Contact info for one company representative
 - About us link - either link to the company's website OR display a short blurb in a modal
 - Product Info Button - This button links to a website or PDF of your choice
 - Additional Resource/ Live Chat - link to the company's website, PDF or display a short blurb in a modal OR "Live Chat" button - Schedule a face-to-face meeting (Zoom, WebEx, Teams) and provide the meeting link (and ID/password if applicable)
- *All assets for virtual components due **September 24, 2024***
- *Sample virtual exhibit hall for reference*
<https://cpdevents.jefferson.edu/logo-pop/>

This level includes in person as well as a basic virtual component

SILVER LEVEL

\$5,000

- 1 half page, black and white company advertisement in Exhibitor Directory (**Due: September 24, 2024**) Ad specifications: JPEG format, letter size (8.5x5.5), no bleed, preferably with a border.
- 2 company representatives at table
- 2 complimentary conference attendees for CE credit
- PowerPoint slideshow acknowledgement
- Company listing in printed Exhibitor Directory
- Included in On-Site Exhibitor Raffle (prize provided by Jefferson)
- Attendee List (Attendees who gave permission for info to be shared)
- One 6ft draped table
- VIRTUAL EXHIBIT BENEFITS
 - Virtual booth in the online course exhibit hall that includes:
 - Company name
 - Contact information displayed for one company representative

Exhibit Information
4th Annual Philadelphia Cardiovascular Congress

<p>BRONZE LEVEL</p> <p>\$4,000</p>	<p><i>This level includes in person as well as a basic virtual component</i></p> <ul style="list-style-type: none"> ○ 1 company representatives at table ○ PowerPoint slideshow acknowledgement ○ Company listing in printed Exhibitor Directory ○ Included in On-Site Exhibitor Raffle (prize provided by Jefferson) ○ Attendee List (Attendees who gave permission for info to be shared) ○ One 6ft draped table ○ VIRTUAL EXHIBIT BENEFITS <ul style="list-style-type: none"> - Virtual booth in the online course exhibit hall that includes: <ul style="list-style-type: none"> • Company name • Contact information displayed for one company representative
<p>PREMIER ONLINE EXHIBITOR LEVEL</p> <p>\$2,000</p>	<p><i>This level includes ONLY static virtual components.</i></p> <ul style="list-style-type: none"> ○ VIRTUAL EXHIBIT BENEFITS: <ul style="list-style-type: none"> - Acknowledgement posted online via a Virtual Exhibit Hall and emailed to all participants, including before and after the conference - Included in post conference virtual exhibit raffle (prize provided by Jefferson) - Online exhibit information to be accessible to attendees for 30 days - Listing in Virtual Exhibit Hall - Virtual booth in the online course exhibit hall that includes: <ul style="list-style-type: none"> • Company logo • Contact us link/ Virtual business card link - this button it will display Contact info for one company representative • About us link - either link to the company's website OR display a short blurb in a modal • Product Info Button - This button links to a website or PDF of your choice • Additional Resource - link to the company's website, PDF OR display a short blurb in a modal ▪ <i>All assets for virtual components due September 24, 2024</i> <i>Sample virtual exhibit hall for reference</i> https://cpdevents.jefferson.edu/logo-pop/ <p><i>Other Benefits:</i></p> <ul style="list-style-type: none"> ○ PowerPoint slideshow acknowledgement ○ Company listing in printed Exhibitor Directory ○ Attendee List (Attendees who gave permission for info to be shared)
<p>Exhibitor Raffle Information</p>	<p><u>Exhibitor Raffle and Score Card</u></p> <p>To encourage attendee-exhibitor interaction, there will be 2 types of Exhibitor Raffles</p> <p><u>In-Person:</u> The attendees will be provided with an Exhibitor Score Card at check-in, with the names of all of the companies exhibiting at this year's conference in person. The attendees will have the opportunity to visit each of the exhibit booths to have one company representative sign their Score Card, with the possibility of winning one of two prizes at the end of the in person conference.</p> <p><u>Virtual - Online:</u> The attendees will be provided with instructions to visit the virtual exhibit hall online and collect each virtual exhibit raffle number codes. They will be required to collect codes from all virtual exhibit booths and submit them via email to the CPD office by a specific deadline (post-conference), with the possibility of winning one of two prizes.</p> <p><u>Please note exhibit monies received will not be used to purchase materials related to the Exhibitor Raffles as institutional and registration funds will cover these expenses.</u></p>

Exhibit Level Enhancements

These enhancements are intended to bring additional visibility and opportunity to your company. It is required that you purchase an exhibit and/or product theater to be able to gain access to this boost. These will be sold on a first come first serve basis and we cannot guarantee any availability until your registration is completed.

Enhancements

- **High Boy Table Advertisements - \$1,750**
(5) 30" diameter vinyl company advertisements will be adhered to high top tables throughout the exhibit hall and surrounding space. Companies to provide the graphic and may include logo, product info, contact info or more!
Limit to 1 company
- **Conference Business Suite - \$3,500**
Companies may purchase naming rights to the Conference Business Suite Meeting Room that will be available to all conference attendees, faculty and exhibitors so they can have a quiet space to take meetings, make calls and prepare for their lectures. It will be called the "Company A" Business Suite and will be advertised with a sign at registration as well as a sign in front of the lounge. The company may also lay out marketing materials on the tables within the lounge.
Limit to 1 company
- **Coffee and Snack Break - \$2,000**
Companies may help support a session break. Signage will be posted in the break area stating, "Today's break is supported by Company A."
Limit to 2 company
- **Featured Exhibitor Directory Listing - \$750**
To help increase your visibility in the printed and digital exhibitor directory, you may purchase this "boost" option. Available to 1 company, you will be the featured company listed at the start of the directory. In addition to the benefits that come with your already purchased level, you will get an expanded company description (from 250 words up to 550 words), an extra full page color company advertisement and a product description with a photo (up to 2 products with a limit of 250 words each). This will be distributed to attendees via physical copy as well as available digitally to all attendees.
Limit to 1 company
- **Virtual Exhibit Hall Pop Up - \$500**
This pop up would appear when any individual goes into the virtual exhibit hall. This would say, "Don't forget to visit Company A!". Attendees must actively click out of this to view any exhibit onto the exhibit hall.
Limit to 1 company
- **Virtual Exhibit Hall Banner Ads - \$750**
These company provided scrolling banner ads will advertise company products information or promote their virtual exhibit booth and be posted at the top of the virtual exhibit hall page.
Limit to 1 company

Enhancements

Exhibit Information
4th Annual Philadelphia Cardiovascular Congress

Product Theater Opportunities

<p><i>Basic Information</i></p>	<p>Product theaters provide a focused, high-value live marketing opportunity for exhibitors to reach motivated professionals in a pre-scheduled, private session. Product Theaters provide a forum to gather and discuss issues on patient education, specific products and therapeutic areas with company representatives or your designees.</p> <p>Jefferson Office of CPD recognizes that Product Theaters will be promotional and may concentrate on a specific product or drug. These sessions are not approved for continuing education credits.</p> <ul style="list-style-type: none"> Product theaters will be advertised to registered conference attendees prior to the meeting via email. Companies may provide a printed informational flyer that will be distributed on the day of the program at the registration area. The company must hold the registration platform for this slot if desired by the company. A virtual information page will set up in the conference virtual platform, which links to a dedicated Product Theater Page <p>Sponsor must provide Company Representative Name, Title of Session (up to 8 words), Short Description of Session (up to 15 words) and Extended Description of Discussion (up to 60 words), flyer and company logo.</p>
<p>IN PERSON PRODUCT THEATER - \$7,500</p> <p>*LIMITED TO TWO COMPANIES*</p>	<p><i>This level includes ONLY in person components.</i></p> <p>This opportunity is limited to one 30-minute session. Due to space constraints, it will be capped at 50 attendees. This is solely a live, in person opportunity where a basic AV set up of a screen; projector and microphone will be provided. Any additional AV requirements will be at the expense of your company. If you would like to live stream it to the virtual audience, we will allow it but it will be at your companies' expense. We can provide you the name of the vendor we are using to stream the conference.</p> <p>*Slot selections are based on who registers first. We cannot guarantee any slot until your registration is completed.</p> <p>October 24, 2024: 12:15PM-12:45PM October 25, 2024: 11:45AM-12:15PM</p> <p>No portion of this fee will be used towards food and beverage. The conference will supply lunch to the attendees on the ballroom balcony in a grab and go fashion and they can bring it to the product theater to eat while you do the product theater should they wish.</p>
<p>VIRTUAL PRODUCT THEATER - \$5,000</p> <p>*LIMITED TO TWO COMPANIES*</p>	<p><i>This level includes ONLY virtual components.</i></p> <p>This opportunity is a pre-scheduled, private session the week leading up to the program. This opportunity is limited to two companies for an hour session on the time and date selected by the company between October 21-23 or October 28-29, 2024.</p> <p>*Slot selections are based on who registers first. We cannot guarantee any slot until your registration is completed.</p> <ul style="list-style-type: none"> A virtual information page will set up in the conference virtual platform, which links to a dedicated company specific Product Theater Page. <p>Sponsor must provide meeting platform link, Company Representative Name, Title of Session (up to 8 words), Short Description of Session (up to 15 words) and Extended Description of Discussion (up to 60 words), flyer and company logo.</p> <p>Sample product theater page: https://cpdevents.jefferson.edu/jefferson-product-theater/</p>

SEND US YOUR SUGGESTIONS!

If you have suggestions for an exhibit features or other advertising opportunities, please email
Cassandra.Morgan@jefferson.edu.