

The Interventional Cardiology Research Foundation presents

20<sup>th</sup> Anniversary

**Peripheral Angioplasty**

and all that  
**Jazz**

*New Orleans*

October 31 - November 2, 2011 • Roosevelt Hotel New Orleans

# EXHIBITOR PROSPECTUS

## Course Directors

Tyrone Collins, M.D.

Mark Grise, M.D.

Stephen Jenkins, M.D.

Paul McMullan, M.D.

Rajan Patel, M.D.

Stephen Ramee, M.D.

John Reilly, M.D.

Laurie Ventura, R.N.

Christopher White, M.D.

[www.AllThatJazz.org](http://www.AllThatJazz.org)



### **Peripheral Angioplasty and All That Jazz has moved!**

The 20th anniversary Peripheral Angioplasty and All That Jazz meeting in 2011 continues to offer high-quality, cutting-edge interventional education from leading practitioners at Ochsner Heart and Vascular Institute in New Orleans. Moving for the first time to the fall – and into one of the country's top hotels – All That Jazz will offer the comprehensive program for which it is known but now in tandem with autumn activities and colorful celebrations in the Big Easy and within the comfort and luxury of the historic, recently restored Roosevelt New Orleans, a Waldorf Astoria Hotel. The meeting serves physicians, allied health professionals and fellows-in-training with a serious interest in updating their knowledge and learning from the experts.

The Exhibit Hall at All That Jazz plays an important role in keeping attendees abreast of the latest products and services on the market, and we invite you to be a part of this lively exchange of ideas and information. An established and respected meeting for 20 years, All That Jazz has attracted attendees who value both the educational program and the chance to learn more about what's on the market by visiting the Exhibit Hall. Take advantage of this opportunity to meet with your target audience.

As you plan your fall, make All That Jazz an integral part of your marketing activities and engage those who have the greatest need for your product or service.

#### **Intensive Sessions on October 31**

- Full-day Course for Interventional Fellows
- Full-day Course for Nurses and Technologists with Live Cases
- Half-day Course on Radial Access for Peripheral and Coronary Interventions
- Half-day Course on Stroke

#### **High-impact General Session Featuring Live Cases on November 1 and 2**

- Structural Heart Disease and ASD/PFO Closure
- Adult Congenital Heart Disease
- High-risk Coronary Intervention
- Ventricular Assist Devices
- Percutaneous and Transcatheter Treatment of Aortic and Mitral Valve Disease
- Acute Chronic Limb Ischemia
- Renovascular Hypertension
- Aortic Arch and Carotid Artery Disease
- Cerebral Vascular Disease
- Radial Access Update



## Course Directors

Representing Ochsner Medical Center in New Orleans, Louisiana

**Tyrone Collins, M.D., FSCAI**  
**Mark Grise, M.D.**  
**Stephen Jenkins, M.D., FSCAI**

**Paul McMullan, M.D., FSCAI**  
**Rajan Patel, M.D.**  
**Stephen Ramee, M.D., FSCAI**

**John Reilly, M.D., FSCAI**  
**Laurie Ventura, R.N.**  
**Christopher White, M.D., FSCAI**

## Invited Faculty

**Alex Abou-Chebl, M.D.**  
Louisville, Kentucky

**Bruce Gray, D.O., FSCAI**  
Greenville, South Carolina

**Augusto Pichard, M.D., FSCAI**  
Washington, D.C.

**Gary Ansel, M.D.**  
Columbus, Ohio

**William Gray, M.D., FSCAI**  
New York, New York

**Deborah Roberts, R.N.**  
New Orleans, Louisiana

**John Michael Bacharach, M.D., FSCAI**  
Sioux Falls, South Dakota

**Howard Herrmann, M.D., FSCAI**  
Philadelphia, Pennsylvania

**Kenneth Rosenfield, M.D., FSCAI**  
Boston, Massachusetts

**Steven Bailey, M.D., FSCAI**  
San Antonio, Texas

**Ziyad Hijazi, M.D., FSCAI**  
Chicago, Illinois

**Carlos Ruiz, M.D., FSCAI**  
New York, New York

**Alan Banks, M.D.**  
Norfolk, Virginia

**L. Nelson Hopkins, M.D., FSCAI**  
Buffalo, New York

**Robert Safian, M.D., FSCAI**  
Royal Oak, Michigan

**Mark Bates, M.D.**  
Charleston, South Carolina

**Sarah Hubley, R.N., BSN**  
New Orleans, Louisiana

**Sangeeta Shah, M.D.**  
New Orleans, Louisiana

**Hernan Bazan, M.D.**  
New Orleans, Louisiana

**Michael Jaff, D.O.**  
Boston, Massachusetts

**Adnan Siddiqui, M.D.**  
Buffalo, New York

**Raoul Bonan, M.D., FSCAI**  
Montreal, Canada

**Zvonimir Krajcer, M.D.**  
Houston, Texas

**Richard Smalling, M.D., FSCAI**  
Houston, Texas

**Jacques Busquet, M.D.**  
Paris, France

**Paul Kramer, M.D., FSCAI**  
Liberty, Missouri

**Tom Tsai, M.D.**  
Denver, Colorado

**Ivan Casserly, M.D.**  
Denver, Colorado

**Martin Leon, M.D., FSCAI**  
New York, New York

**Zoltan Turi, M.D., FSCAI**  
Camden, New Jersey

**Robert Dawson, M.D.**  
Marrero, Louisiana

**Victor Lucas, M.D., FSCAI**  
New Orleans, Louisiana

**John Webb, M.D., FSCAI**  
Vancouver, Canada

**Edward Diethrich, M.D.**  
Phoenix, Arizona

**Michael Mack, M.D.**  
Plano, Texas

**Mark Wholey, M.D., FSCAI**  
Pittsburgh, Pennsylvania

**Ted Feldman, M.D., FSCAI**  
Evanston, Illinois

**Ludovico Marziale, R.N.**  
New Orleans, Louisiana

**Michael H. Wholey, M.D.**  
San Antonio, Texas

**Ena Fitzmorris, R.N.**  
New Orleans, Louisiana

**Richard Milani, M.D.**  
New Orleans, Louisiana

**Thomas Young, M.D.**  
New Orleans, Louisiana

**Kenneth Gaines, M.D.**  
New Orleans, Louisiana

**Jeffrey Olin, D.O.**  
New York, New York

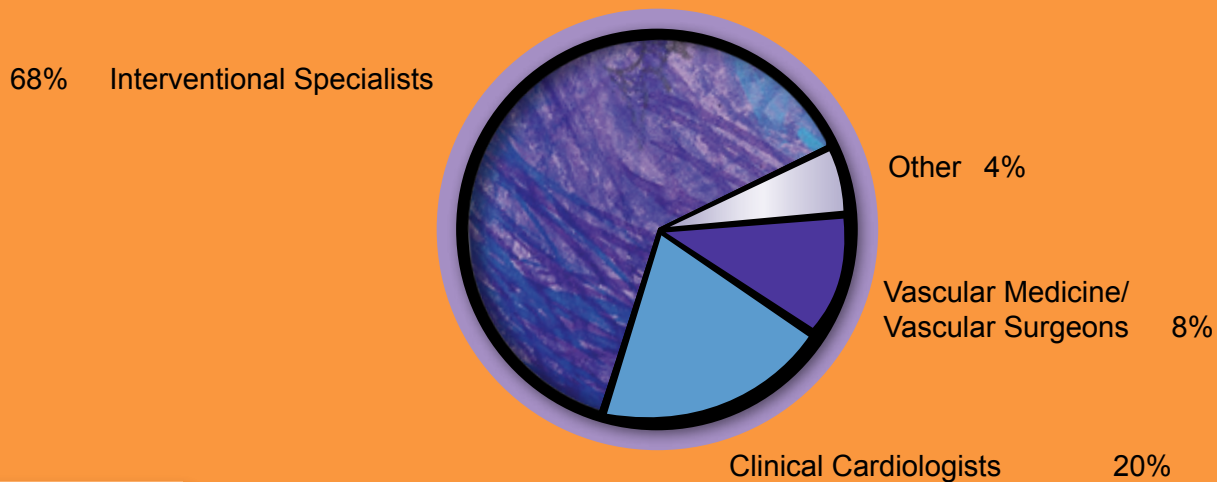
**Yvonne Gilliland, M.D.**  
New Orleans, Louisiana

**Olusegun Osinbowale, M.D.**  
Metairie, Louisiana

## Attendance

Interventional cardiologists, interventional radiologists, cardiothoracic surgeons, vascular surgeons, vascular medicine specialists and internists, cardiologists, neurologists, nurses, technologists, engineers and scientists will attend All That Jazz 2011.

In 2010 hundreds of conference participants represented 31 U.S. states and four continents. Physicians, the largest single group of attendees, represented the following specialties:



## 2010 Exhibitors

27 organizations represented by 121 industry professionals participated in the 19th annual Peripheral Angioplasty and All That Jazz.

Abbott Vascular  
ABIOMED  
ACIST Medical Systems  
American Board of Vascular Medicine  
Bard Peripheral Vascular  
Boston Scientific Corporation  
Cardiac Services, Inc.  
Cook Medical  
Cordis Corporation  
Daiichi Sankyo, Inc.  
Elsevier/Saunders Mosby Publishers  
eV3 Inc.  
GE Healthcare  
Gore & Associates  
International Society of Endovascular Specialists (ISES)  
Invatec  
Lantheus  
Life Recovery Systems HD, LLC  
Lippincott Williams & Wilkins  
MEDRAD Interventional / Possis  
Medtronic  
Pathway Medical  
Sanofi-aventis pharmaceuticals  
SCAI  
Toshiba Medical  
Vascular Solutions, Inc.  
VNUS Medical  
Volcano Corporation



## Exhibit Schedule and Information

To encourage maximum attendee interaction, the Exhibit Hall will be located immediately adjacent to the General Session and will serve as the venue for all breakfasts, lunches and breaks. The entrance to the general session will be through the Exhibit Hall.

### Exhibit Pricing

Booth Size	Price
8' x 10'	\$7,500
8' x 20'	\$15,000

### Each exhibit booth includes:

- 8' high backdrape and 3' high side dividers
- Backdrape signage
- One wastebasket
- Three exhibitor badges
- 6' draped table and two chairs
- Access to exclusive promotional opportunities
- Access to All That Jazz Educational Sessions (excluding the fellows course)
- Halloween party in the French Quarter
- Breakfast, lunch and refreshments served daily

### Benefits of participating:

- Interact with a receptive audience including physician decision-makers and fellows-in-training
- One-time use of pre-registration list to promote your exhibit
- One-time use of post-registration list to follow up your exhibit activities
- Opportunity to purchase e-blasts directed to meeting registrants and past attendees
- Opportunity to purchase product promotional pages in the official meeting course book
- Opportunity to hold industry educational sessions

Booths will be assigned on a first-come, first-served basis. Space is limited; please reserve your exhibit space as soon as possible.

### Exhibit Hours\*

#### Sunday, October 30

Setup 11:00 a.m. - 4:00 p.m.

#### Monday, October 31

Exhibit Hours 7:00 a.m. - 5:00 p.m.

#### Tuesday, November 1

Exhibit Hours 7:00 a.m. - 5:00 p.m.

#### Wednesday, November 2

Exhibit Hours 7:00 a.m. - 5:00 p.m.

Teardown 5:00 p.m. - 7:00 p.m.

*\*NOTE: Exhibit hours are subject to change.*

To ensure the safety of all attendees, packing of equipment and dismantling of exhibits will be permitted only between 5:00 and 7:00 p.m. on Wednesday, November 2.

### General Meeting Hours\*

#### Monday, October 31

Interventional Course for Fellows

8:00 a.m. - 5:00 p.m.

Nurse and Technologist Symposium

8:00 a.m. - 5:00 p.m.

Stroke and Radial Access Symposia

8:00 a.m. - 5:00 p.m.

#### Tuesday, November 1

All That Jazz General Session

8:00 a.m. - 5:00 p.m.

#### Wednesday, November 2

All That Jazz General Session

8:00 a.m. - 5:00 p.m.

Please go to [www.allthatjazz.org](http://www.allthatjazz.org) to view the full course agenda.

*\*NOTE: Meeting hours are subject to change.*

### Exhibit Registration

For your convenience, exhibit booth registration may be done in two ways:

1) Go to [www.allthatjazz.org](http://www.allthatjazz.org) and click on the "Exhibitors" tab to register online.

Or

2) Complete and return the enclosed exhibitor registration form.

For any questions regarding exhibit registration, please contact Karla Cubilla, registration manager, at 305-279-2263 or via e-mail at [kcubilla@ccmcme.com](mailto:kcubilla@ccmcme.com).

### Space Assignments

Space is limited. To ensure availability, please reserve your exhibit space as soon as possible. Exhibitors will be notified of space assignments by August 31. The meeting organizers reserve the right to reassign booth space when deemed in the best interest of the meeting.

### Badge Policy

Admission to the Exhibit Hall and course sessions will be granted only to those with a name badge. Each exhibiting company is entitled to three exhibitor badges per booth. Additional badges may be purchased for \$595 each. Registered exhibitors will have the opportunity to register their staff the week of September 19 by completing a badge form provided via e-mail. The deadline to register/change/cancel representatives is October 26.

## Exhibit Schedule and Information (Continued)

### Exhibit Services and Shipping

All exhibitors are required to coordinate their booth logistics through the official All That Jazz exhibit services contractor. All shipments must be made through the contractor and materials should not be shipped to the Roosevelt Hotel. Registered exhibitors will be provided with an official Exhibitor Service Kit with additional information. This kit will be distributed via e-mail and made available on the meeting's website the week of July 18. The kit will contain all necessary information and order forms, including:

- Drayage and shipping information
- Labor regulations and rates
- Furniture, display and decorating rentals
- Electrical and telephone service
- Audiovisual and computer rentals

### Mailing List

During the week of October 3, each registered company will receive a mailing list containing the names, specialties and street addresses of individuals who have registered for the meeting by that date. A final registration mailing list will be sent to registered companies within four weeks after the meeting. Lists will be e-mailed to the address provided as the Attendee List Recipient on the registration form. Registered exhibitors are welcome to use each list only once for information directly related to All That Jazz 2011.

### Additional Support Opportunities

Sponsorship opportunities are available for meeting support, meal functions, social events and other meeting components. For specific information on sponsorship opportunities, please contact Beverlee Galstan at 609-751-2235 or via e-mail at [bgalstan@ccmcme.com](mailto:bgalstan@ccmcme.com).

### Product Advertising

The course materials book given to every attendee will include a prominent product advertisement section where registered exhibitors can showcase products and services. The durable, spiral-bound book serves as a guide to all aspects of All That Jazz and includes information that physicians will keep on hand for reference. As an added bonus, the product advertisements will be featured on the All That Jazz website for even greater exposure. For more information, please visit [www.AllThatJazz.org](http://www.AllThatJazz.org).

### Promotional E-mail Blast to Registered Attendees

Registered exhibitors may take advantage of the opportunity to have the All That Jazz management office send a promotional e-mail blast on their behalf which can be sent on any day – pre-, during or post-meeting. For more information, please visit [www.AllThatJazz.org](http://www.AllThatJazz.org).

### Accommodations

A limited number of rooms have been reserved at the reduced group rate of \$239 standard per night. Please reserve your room by contacting the Roosevelt Hotel directly at one of the following numbers provided and identify yourself as a participant of the Peripheral Angioplasty and All That Jazz conference. **The discounted rate is available through October 8 or until all available discounted rooms have been reserved, whichever comes first.**

#### The Roosevelt New Orleans, a Waldorf Astoria Hotel

123 Baronne Street  
New Orleans, LA 70112  
Phone: 504-648-1200  
Reservations: 800-WALDORF  
Website: [www.therooseveltneworleans.com](http://www.therooseveltneworleans.com)

### Questions?

For additional information, please contact Jonas L. Nash, meeting manager, at Complete Conference Management, by calling 888-334-7495 (toll-free) or 305-279-2263, or via e-mail at [jnash@ccmcme.com](mailto:jnash@ccmcme.com).



# EXHIBIT REGISTRATION

*Peripheral Angioplasty*  
20<sup>th</sup> Anniversary *and all that*  
**Jazz**  
New Orleans

**Company Name:** \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Contact E-mail (required): \_\_\_\_\_ Contact Mobile: \_\_\_\_\_

Person designated to receive attendee list: \_\_\_\_\_ E-mail: \_\_\_\_\_

## BOOTH & PRODUCT INFORMATION

- 8' x 10' Booth (includes three exhibitor badges) – **\$7,500**
- 8' x 20' Booth (includes six exhibitor badges) – **\$15,000**
- Table-top: Publisher (includes two exhibitor badges) – **\$2,000**

Product/Equipment Being Displayed: \_\_\_\_\_

List any companies you would like to be near: \_\_\_\_\_

List any companies you would not like to be near: \_\_\_\_\_

## PAYMENT INFORMATION

- Visa       MasterCard       American Express       Check (See Terms of Payment)

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Billing Address (as it appears on your bill): \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Total Charge: \_\_\_\_\_

### Terms of Payment

Final payment must be received by September 19, 2011, or exhibit space will be reassigned and the exhibitor will forfeit all deposits paid.

Checks must be made payable to Complete Conference Management Escrow (Tax ID 65-0768718) and mailed, along with this form, directly to:

Complete Conference Management  
Attention: Registration  
11440 N. Kendall Drive, Suite 306  
Miami, FL 33176

### Cancellation Policy

Cancellations received in writing on or before September 19, 2011, will be refunded the exhibit amount less a 10% administrative fee. No refunds will be granted after September 19 or for space left unoccupied during Peripheral Angioplasty and All That Jazz.

Authorized Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Date: \_\_\_\_\_ Title: \_\_\_\_\_

**Acknowledgment:** Completion of this Application/Contract for exhibit space and other items indicates that the applicant understands and agrees to abide by all the contract terms and conditions set forth in the Exhibitor Prospectus, and to submit payment of all balances due by September 19, 2011, as stated on the Terms of Payment.

### Please submit this form along with payment to:

Complete Conference Management  
11440 N. Kendall Drive, Suite 306, Miami, Florida 33176  
Fax: 305-279-8221

**IF FAXING THIS FORM, PLEASE DO NOT MAIL.**

**Questions?** 888-334-7495 or 305-279-2263 • [kcubilla@ccmcm.com](mailto:kcubilla@ccmcm.com) • [www.allthatjazz.org](http://www.allthatjazz.org)

## Exhibitor Terms and Conditions

All companies exhibiting at the 20th Annual Peripheral Angioplasty and All That Jazz must comply with the terms and conditions outlined in this Exhibitor Prospectus. The meeting organizers reserve the right to make decisions onsite regarding booth layout and conduct of exhibitors that detract from the overall presentation of the meeting, and if necessary will ask exhibitors to make adjustments in order to maintain the integrity of the symposium and/or Exhibit Hall.

All That Jazz observes the official International Association of Exhibitions and Events (IAEE) display rules and regulations.

### Americans with Disabilities Act

Exhibitors are responsible for full compliance with all applicable provisions of the Americans with Disabilities Act.

### Badge Control

Exhibit Hall attendance is restricted to qualified exhibitors, those certified by exhibitors and those covered under general registration procedures. The official meeting badge must be worn whenever an exhibitor is in the Exhibit Hall. Badges must be clearly displayed at all times. Business cards or other items inserted into or adhered to the front of the badge sleeve will not be permitted.

### Carpet

The exhibit area is carpeted. Forms to order custom carpet will be included in the online Exhibitor Service Kit.

### Cancellation or Reduction of Space

Cancellations or reduction of space received in writing on or before September 19 will be refunded the exhibit amount less a 10% administrative fee. No refunds will be granted after September 19, or for space left unoccupied during the meeting.

### Conduct of Exhibitors

- Exhibits must be staffed at all times during Exhibit Hall hours.
- Distributing advertising materials outside the exhibitor's own booth is strictly prohibited.
- Noise associated with electrical and mechanical equipment must be at a minimum and may not interfere with other exhibitors.
- Exhibitors may not enter another exhibitor's booth without permission.
- Entertainment or demonstrations of non-product items or services must be approved in writing by meeting management.
- The content of an exhibit must fit within the purchased booth space; all non-island booths are required to have side rails.

### CME Compliance

All exhibitors are expected to comply with the Accreditation Council for Continuing Medical Education (ACCME) Standards for Commercial Support.

### Distribution of Product Information

Distribution of printed materials by industry or its agents is limited to the exhibitor's booth area in the Exhibit Hall. In accordance with ACCME guidelines, product information cannot be distributed at any scientific sessions or in hotel lobbies. Companies may not display or demonstrate products, solicit orders or distribute advertising materials at any location other than their assigned exhibit booth space. Distribution of product information by companies that are not registered exhibitors will not be permitted.

### Exhibitor-appointed Contractors (EAC)

Exhibitors are free to employ third-party vendors to aid in the construction, maintenance and dismantling of their booth. Please send notification to Complete Conference Management if you intend to use a third-party contractor. The exhibiting company is responsible for all actions of the EAC while engaged in their duties inside the Exhibit Hall.

### Exhibit Hours

Exhibitor agrees to follow the official move-in and move-out schedules. The meeting organizers reserve the right to make modifications to the schedule if it is determined to be in the best interest of the meeting.

### Fire Protection

All materials used in the Exhibit Hall must conform to local fire ordinances and be in accordance with regulations established by the National Association of Fire Underwriters. All displays are subject to inspection by the fire marshal. Aisles and exhibits must be kept clear at all times. Access to fire extinguishers and fire hoses may not be obstructed at any time.

### Food and Beverages

Distribution of outside food and beverages (including bottled water) by an exhibit booth is not permitted. Exhibitors interested in distributing food and beverages may purchase catering through the Roosevelt New Orleans Hotel. Information on ordering food and beverages for exhibit booths will be available in the Exhibitor Service Kit. Service of alcoholic beverages is prohibited.

### Insurance

The exhibiting company agrees, by completing the Online Exhibitor Application/Contract, to insure itself, at its own expense, against property loss or damage, and against liability for personal injury, and to name Peripheral Angioplasty and All That Jazz and Complete Conference Management as additional named insured. (A copy of that insurance coverage must be faxed to Complete Conference Management at 305-279-8221 or mailed to 11440 North Kendall Drive, Ste. 306, Miami, FL 33176.)

### Liability

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of the exhibitor's activities within the hotel premises, and will indemnify, defend and hold harmless the Roosevelt New Orleans Hotel, Complete Conference Management and Peripheral Angioplasty and All That Jazz, their owners, their management companies, as well as their respective agents, servants and employees, from any and all such losses, damages and claims.

### Minors in the Exhibit Area

For safety reasons, minors are prohibited in the Exhibit Hall during setup, teardown and posted exhibit hours.

### Photographing, Videotaping and Audio Recording

Written permission is required for videotaping, photographing and audio recording in the Educational Sessions and Exhibit Hall. This includes the use of cell phone cameras. Those who do not have written permission to photograph, videotape or audio record are in noncompliance and will be asked to leave the meeting.

### Sales and Order Tracking

Exhibitors selling or taking orders must adhere to all business licenses and sales and use tax regulations that vary from state to state. The meeting organizers reserve the right to restrict sales activities that it deems inappropriate or unprofessional.

### Security

The conference organizers will take reasonable precaution to protect exhibitor property. The provision of this service, however, shall not be construed as an assumption of obligation or duty with respect to the protection of the exhibitor's property.

### Terms and Conditions Compliance

Completing the online Exhibitor Registration acknowledges a binding contract when submitted and indicates the applicant's willingness to abide by all terms, conditions and general rules and regulations listed in this exhibitor prospectus. The terms and conditions may be amended at any time by the meeting organizers and such amendments will be deemed binding. The representative submitting the application agrees to share the terms and conditions with all exhibiting company representatives who attend the 20th annual Peripheral Angioplasty and All That Jazz.