Why Invest in TCT 2014?

Every year, TCT attracts close to 12,000 attendees, more than 150 exhibiting companies, and over 50 companies sponsoring satellite programs. TCT offers unique and effective sponsorship opportunities for increased visibility of products and services.

This is why, year after year, companies are investing in TCT:

- The ability to build relationships with key customers and generate new leads
- The opportunity to interact with renowned thought leaders
- Access to the most influential buyers and high-volume practitioners looking for treatment solutions from around the globe
- Build connections with fellows—tomorrow’s leaders and decision-makers
- Evidence-based program agenda and scientific content
- Create brand and product portfolio awareness
- Release of late-breaking data
- Exposure to cutting edge technologies and devices
- Access to journalists representing world-class media outlets
- Opportunity to see what competitors are doing and identify new trends
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Transcatheter Cardiovascular Therapeutics (TCT) is sponsored by the Cardiovascular Research Foundation (CRF), an independent, academically focused nonprofit foundation dedicated to improving the survival and quality of life for people with cardiovascular disease through research and education.

Since its inception in 1991, CRF has played a major role in realizing dramatic improvements in the lives of countless numbers of patients by establishing the safe use of new technologies and therapies in the subspecialty of interventional cardiology and endovascular medicine.
TCT COURSE DIRECTORS AND CRF TEAM

Course Directors
Martin B. Leon, MD
Gregg W. Stone, MD

Course Co-Directors
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Ajay Kirtan, MD
Roxana Mehran, MD
Gary S. Mintz, MD

Cardiovascular Research Foundation Team
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Manager, Business Development
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E-mail: mmcombs@crf.org

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Sr. Coordinator, Industry Relations
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Fax: 646-434-4317
E-mail: cstewart@crf.org

For more information about satellite programs, please contact:
Tricia Rawh
Program Project Manager
Industry Relations
Tel: 646-434-4381
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Email: trawh@crf.org

For more information about grant support, please contact:
Christina DiFrancesco
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Center for Education
Tel: 646-434-4127
Fax: 646-434-4713
E-mail: cdifrancesco@crf.org
Commercial Support Statement

The Cardiovascular Research Foundation strives to ensure that its programs are as educational as possible. To support this endeavor, the TCT Course Directors and Course Co-Directors create organizational and scientific committees to assist in educational content development and content oversight for live cases, concurrent sessions, case reviews, abstracts, practical workshops, and scientific symposia. These sessions are developed without influence from commercial supporters.

Not only does commercial support not influence educational content, it does not affect or change faculty selection and/or product usage during live case demonstrations and therefore, does not compromise the scientific integrity of the TCT educational symposium. The decision to discuss off-label product usage, and/or off-label product use during live case demonstrations and/or didactic presentations, is made at the sole discretion of the faculty. Off-label product usage is not endorsed by the course organizers of TCT or the Cardiovascular Research Foundation.
**THIS YEAR’S TCT WILL OFFER**

- The latest research in interventional vascular medicine
- Live clinical cases for using the latest investigational technologies
- Late-breaking clinical trials
- Education and training in advanced cardiac CT imaging
- Preparation for the interventional cardiology and vascular medicine boards
- Pharmacological and interventional management of patients with diabetes, chronic kidney disease, ACS, and AMI
- Diagnosis and complications management
- Presentations on innovative devices and future therapies
- Adjunct pharmacology in ACS and AMI
- Case reviews for treating structural heart disease states, including adult congenital and valvular heart disease
- Poster and oral abstracts
- Annual Cardiovascular Nurse and Technologist Symposium
- TCT: An Integrated Course for Surgeons and Interventionalists
- Special TCT Sessions for Cardiology Fellows
- Board Review Course with Self-Assessment for Interventional Cardiology with Concepts of Endovascular Therapy
- Maintenance of Certification (MOC) Course
- Gene and cell therapy review
- Carotid and other endovascular applications
- Imaging forums
- And much, much more

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**PROGRAM SCHEDULE**

**Scientific Symposia**  
Each Afternoon Saturday through Tuesday,  
September 13-16, 2014

**Live Case Transmissions**  
Each Morning Saturday - Wednesday,  
September 13-17, 2014

**Exhibit Hall Open**  
Sunday - Tuesday, September 14-16

**Late Breaking Trials**  
Each Morning Saturday - Tuesday,  
September 13-17, 2014

**IMPORTANT DATES**

**Exhibitor Move In***  
Thursday, September 11, 2014  
5:00 PM-10:00 PM  
Friday, September 12, 2014  
7:00 AM-5:00 PM  
Saturday, September 13, 2014  
7:00 AM-5:00 PM

**Exhibit Dates**  
Sunday, September 14, 2014  
9:00AM-5:00PM  
Monday, September 15, 2014  
9:00AM-5:00PM  
Tuesday, September 16, 2014  
9:00AM-2:00PM

**Exhibitor Move Out***  
Tuesday, September 16, 2014  
2:00PM-10:00PM  
Wednesday, September 17, 2014  
8:00AM-5:00PM  
Thursday, September 18, 2014  
8:00AM-5:00PM

* Straight time is Monday – Friday from 8am-5pm. Overtime and/or double-time rates will apply outside of these days and hours. Approval from CRF is needed for move in/move out conducted after the listed move in and move out hours.

All dates and times are subject to change. Please refer to the Exhibitor Service Kit for final dates and times.
ATTENDEE DEMOGRAPHICS

TCT witnessed an impressive increase in interventional cardiologists this year predominantly from the USA. These persuasive demographics suggest that TCT is one of the leading conferences in the field of interventional cardiology and vascular medicine. Professional attendees represent physicians and other health care professionals [excluding industry professionals].

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall TCT attendance</td>
<td>11,763</td>
<td>11,506</td>
</tr>
<tr>
<td>Professional Attendance</td>
<td>6,603</td>
<td>6,491</td>
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</table>

**PHYSICIAN BREAKDOWN**

<table>
<thead>
<tr>
<th>SUBSPECIALTY</th>
<th>2012</th>
<th>2013</th>
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<tbody>
<tr>
<td>Interventional Cardiologist</td>
<td>81%</td>
<td>85%</td>
</tr>
<tr>
<td>Clinical Cardiologist</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Vascular Surgeon</td>
<td>4%</td>
<td>8%</td>
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</table>

This year, attendance in the Exhibit Hall increased by 11%

<table>
<thead>
<tr>
<th>YEAR</th>
<th>NUMBER OF PROFESSIONAL ATTENDEES</th>
<th>DURATION IN THE EXHIBIT HALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2012</td>
<td>2013</td>
</tr>
<tr>
<td>DAY 1</td>
<td>2,211</td>
<td>1,969</td>
</tr>
<tr>
<td>DAY 2</td>
<td>3,160</td>
<td>4,472</td>
</tr>
<tr>
<td>DAY 3</td>
<td>2,675</td>
<td>3,106</td>
</tr>
</tbody>
</table>
OVERALL 2013 PROFESSIONAL ATTENDEE BREAKDOWN BY REGION

This breakdown includes physicians and allied health care professionals (excludes industry professionals).

North America: 35%
South America: 8%
Asia: 20%
Eastern Europe: 4%
Africa: 2%
Middle East: 4%
Russia: 3%
Europe: 23%
Australia/New Zealand: 1%
The TCT Exhibitor Advisory Committee (EAC) was established in 2007 to create a forum for companies to provide input and feedback of industry participation in TCT. All EAC members represent companies that exhibit at TCT.

Committee members are a diverse group of individuals who work for companies of varying sizes, companies headquartered both in the United States and outside of the United States, from a variety of industry sectors, and with different professional functions in their respective organizations. Together, this provides a greater scope of perspectives.

Terms are staggered to allow for continuity of ideas as well as a flow of information. Members of the EAC are not compensated, do not qualify for additional priority points, and are not given preferential treatment for sponsorship opportunities or satellite program time slots. The EAC convenes at least twice a year, once during the Annual ACC Scientific Session and once during TCT, and are often called upon outside of these meetings for feedback on new ideas or changes to the meeting.

Ideas for enhancing TCT are welcomed and valued. Exhibitors are strongly encouraged to express their ideas to members of the CRF team or to members of the EAC. If you are interested in becomming a member of the EAC for the class of 2014-2016, please contact Josh Hartman at jhartman@crf.org.
Applying for Booth Space

A company must manufacture or distribute products and/or services that promote pharmacological and/or device-based interventional vascular medicine or offer enhancements to the health care professionals to be eligible to exhibit at TCT.

The Booth Space Contract and a 50% deposit must be received by March 14, 2014, to receive priority points. Contracts and final payments must be received by April 11, 2014, to be included in the 2014 booth selection process (please see page 16 for more information).

First-time exhibitors qualify for a 30% first-time exhibitor discount. This discount is only applicable for the first year of exhibiting and will not be extended in future years.

Items Included with the Cost of Exhibition:
- Booth space
- Meeting badges (allotments are outlined on the Booth Space Contract, please see page 30)
- One-time use of the TCT preregistration list (a value of $3,500)
- Opportunity to participate in promotional and sponsorship items at TCT
- Company description listed onTCT website and in the TCT App
- Company listing in other collateral materials associated with the meeting including:
  - In-line booths receive Hardwall booth and identification sign
  - Support from the CRF Industry Relations team

Booth Traffic

While CRF makes every effort to promote and encourage attendees to visit the Exhibit Hall, CRF cannot guarantee booth traffic. It is the exhibiting company’s responsibility to promote its presence at TCT through premeeting mailings and on-site promotions to draw traffic to their booth.

Cancellations and Space Reduction Requests

Receipt of a signed Booth Space Contract is a commitment to exhibit at TCT. Therefore, notification of booth space cancellation or reduction must be submitted in writing on company letterhead to CRF, and exhibitors are required to pay appropriate fees or cancellation penalties. Exhibitors that cancel or reduce booth space will pay the following fees:

- For cancellation or reduction of booth space on or before March 14, 2014, the exhibitor will pay 50% of the total booth fee
- For cancellation or reduction of booth space after April 11, 2014, the exhibitor will pay 100% of the total booth fee

Exhibitors that reduce their booth size after April 11, 2014, will be financially responsible for the cost of lounging and carpeting the square footage not used due to the reduction in the booth size and will be subject to booth relocation.
International Exhibitors

In 2013, TCT attracted attendees from all over the world (please see TCT 2013 Attendee Demographics on page 9). Sixty-five percent of attendees represented countries outside of the United States (OUS), confirming TCT’s global attraction.

Therefore, it is completely appropriate for OUS companies without FDA product approval to exhibit at TCT. There are, however, a few simple guidelines to which OUS exhibiting companies should adhere:

• Companies without FDA product approval should clearly indicate on their booths that their product is for display purposes only and is not approved for use in the United States
• Shipping paperwork should indicate that the product is for display purposes only
• It is strongly recommended that OUS exhibiting companies inform the FDA and US Customs and Border Protection that their products are being shipped into the United States, are for display purposes only, and are not for distribution

For more information, please contact the FDA at 800-638-2041 and US Customs and Border Protection at 877-227-5511.

Attendee Support (OUS)

A number of the companies based outside of the US sponsor groups of professional attendees to the meeting. Without this generous support, professional attendees traveling from overseas may not have the opportunity to attend TCT. We encourage global attendance and therefore have established services for OUS group attendees. For more information, please contact:

Cassandra Stewart
Sr. Coordinator, Industry Relations
Tel: 646-434-4387
Fax: 646-434-4317
E-mail: cstewart@crf.org

Complimentary Consultations for OUS Exhibitors

CRF is pleased to offer companies headquartered OUS consultation services on continuing to exhibit in the United States. Confirmed OUS exhibitors will receive a complimentary one-hour consultation with an exhibition expert who will offer advice in such areas as: how a company can promote itself if it does not have FDA product approval, configuring a booth designed for meters into the US standard of square feet, ensuring that freight clears customs in a timely manner, as well as other questions.

Once an OUS company submits an Booth Space Contract and makes a 50% deposit, a member of CRF’s industry relations team will facilitate an introduction to the exhibition consultant. It is CRF’s sincere hope that this added service will assist OUS exhibitors with a smooth exhibition process.

### TABLE 1. TCT 2014 BADGE ALLOWANCES

<table>
<thead>
<tr>
<th>BOOTH SIZE</th>
<th>BADGE ALLOWANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’</td>
<td>$5,550</td>
</tr>
<tr>
<td>10’ x 20’</td>
<td>$11,900</td>
</tr>
<tr>
<td>10’ x 30’</td>
<td>$15,600</td>
</tr>
<tr>
<td>20’ x 20’</td>
<td>$18,250</td>
</tr>
<tr>
<td>20’ x 30’</td>
<td>$23,800</td>
</tr>
<tr>
<td>20’ x 40’</td>
<td>$25,650</td>
</tr>
<tr>
<td>30’ x 30’</td>
<td>$28,300</td>
</tr>
<tr>
<td>30’ x 40’</td>
<td>$30,150</td>
</tr>
<tr>
<td>30’ x 50’</td>
<td>$35,450</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BOOTH SIZE</th>
<th>BADGE ALLOWANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>40’ x 40’</td>
<td>$41,000</td>
</tr>
<tr>
<td>40’ x 50’</td>
<td>$46,550</td>
</tr>
<tr>
<td>50’ x 50’</td>
<td>$52,100</td>
</tr>
<tr>
<td>60’ x 60’</td>
<td>$59,500</td>
</tr>
<tr>
<td>70’ x 70’</td>
<td>$68,750</td>
</tr>
<tr>
<td>80’ x 80’</td>
<td>$81,700</td>
</tr>
<tr>
<td>90’ x 90’</td>
<td>$87,250</td>
</tr>
</tbody>
</table>
Badge and Registration Information

Badges are required for admission to TCT, including the Exhibit Hall. Exhibitors will be given a monetary allowance based on booth size to be redeemed for full meeting and Exhibit Hall-only badges.

Companies will not be reimbursed for any amounts not used to purchase badges and/or will be required to supplement the cost of badges not fully covered by the allowance provided (see Table 1).

Exhibitors may purchase additional badges at the following rates:

- **Exhibitor Full Meeting Badges** .............$1,450
  Admission to the Exhibit Hall and TCT scientific symposia
- **Exhibit Hall-Only Badges** .........................$400
  Admission to the Exhibit Hall only and not TCT scientific symposia

These fees apply only to those companies exhibiting at TCT 2014. Additional information about registration will be included in the Exhibitor Service Kit.

Complimentary Badge Policy

It is against TCT policy to provide complimentary exhibitor badges to physicians. If TCT Meeting Management becomes aware that a physician has been given a complimentary exhibitor badge, the physician will be asked to pay full price for the badge or will be asked to leave the meeting. CRF appreciates your full cooperation.

Vendor Badges

A limited number of complimentary vendor badges will be available to exhibiting companies for booth support vendors. Booth support vendors are defined as those who help build and provide maintenance to a booth. It is the expectation that booth vendors will only need to enter the Exhibit Hall for a short period of time during Exhibit Hall hours to make adjustments to a booth. The use of these badges will be closely monitored. If vendor badges are used for other purposes, they will be revoked. Requests for vendor badges should be made to Cassandra Stewart at cstewart@crf.org.

Exhibitor Service Kit

The Exhibitor Service Kit will be provided to the official contact for each exhibiting company during the week of June 9, 2014. The Exhibitor Service Kit will include order forms for electricity, telephone, audiovisual equipment, floral, booth furnishings, signage, and booth-cleaning services. Exhibitors are encouraged to place orders 30 days prior to the opening of the meeting to take advantage of discounts and to minimize delays during setup.

Please review each form for deadlines, as they may vary depending on the supplier. The Exhibitor Service Kit will only be sent to companies that have paid for their booth space in full.

Live Case Satellite Feed

TCT 2014 will feature live case demonstrations from approximately 20 national and international institutions in live case theaters. TCT offers exhibitors the opportunity to show live cases from the scientific sessions at their booths. The Live Case Satellite Feed Order Form will be included in the Exhibitor Service Kit.

Meeting Space Rental

Meeting space is available to confirmed exhibitors in both the convention center and at surrounding hotels to hold events such as staff debriefing meetings and committee meetings. Please note that meeting space is not to be used to draw physicians out of scientific sessions. Those who break this policy are subject to a 20-point deduction in the TCT priority point process. Meeting space is available on a first-come, first-served basis. Detailed information about cost and availability of meeting space will be posted on the TCT Industry Web site, www.tctindustry.com.

Exhibitor Housing

Housing blocks in hotels surrounding the convention center with negotiated rates will be available to TCT attendees. Exhibitors may secure their housing needs beginning March 28, 2014. Companies will receive priority points (please see Priority Points and Booth Selection Process on page 16) for utilizing the TCT Housing Bureau.
Conference Suites

Conference suites are private, defined areas conveniently located in the Exhibit Hall that provide exhibitors space to meet with colleagues and customers during Exhibit Hall hours. Detailed information about cost and availability of conference suites will be posted on the TCT Industry Web site, www.tctindustry.com.

Official Service Contractor

NexxtShow
61 Strafello Drive
Avon, MA 02322
Tel: (800) 996-3998 US
+1 781-519-5019 OUS
E-mail: help@nexxtshow.com

NexxtShow is the official service contractor for TCT. NexxtShow has worked very hard to ensure that their pricing is competitive.

The services desk will be open from exhibit installation on Thursday, September 11, 2014 through dismantle on Tuesday, September 16, 2014. Exhibitors may verify and adjust the requirements for installation, furniture, audiovisual, and other auxiliary services at the service desk. A complete list of equipment, services, and charges will be included in the Exhibitor Service Kit.

Unofficial Contractors

Exhibiting companies that plan to use the services of a display house or service firm for supervision other than the official service contractor must complete the Unofficial Contractor Form provided in the Exhibitor Service Kit.

TCT Preregistration List

The TCT preregistration list of professional attendees will be provided to exhibitors as part of their booth package approximately one month prior to TCT so companies can promote their presence at the meeting. The list contains mailing addresses only. All marketing pieces must be submitted to and approved by CRF prior to mailing. The final registration list will also be available for sale following TCT at a cost of $3,500 per use. For more information, please contact Cassandra Stewart at 646-434-4387 or cstewart@crf.org.
<table>
<thead>
<tr>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abbott Vascular</td>
</tr>
<tr>
<td>ABIOMED, Inc.</td>
</tr>
<tr>
<td>AccelLAB, Inc.</td>
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<td>AccessClosure, Inc.</td>
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<td>Accreditation for Cardiovascular</td>
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<td>Excellence</td>
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<td>Accumetrics, Inc.</td>
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<tr>
<td>ACIST Medical Systems/Bracco Aggedyne, Inc.</td>
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<tr>
<td>AngioDynamics Inc.</td>
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<td>Arstasis, Inc.</td>
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<td>Asahi Intecc USA, Inc.</td>
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<td>AstraZeneca</td>
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<td>Atrium Medical Corporation</td>
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<td>Bard Peripheral Vascular, Inc.</td>
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<td>Bayer Healthcare Radiology and</td>
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<tr>
<td>Interventional</td>
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<td>Best Vascular/Novoste, Inc.</td>
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<tr>
<td>BioCardia, Inc.</td>
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<tr>
<td>BioMet Biologics</td>
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<td>Biosensors International Group, Ltd</td>
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<td>BIOTRONIK</td>
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<td>CAE Healthcare</td>
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<td>CardiacAssist, Inc.</td>
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<td>Cardiology Today and Healio.com</td>
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<td>by SLACK Incorporated</td>
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<td>Cardiovascular Business</td>
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<td>Cardiovascular News, Charing Cross</td>
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<tr>
<td>International Symposium</td>
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<td>CardioVascular Research Foundation</td>
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<td>(CVRF) (Asia)</td>
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<td>LLC</td>
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<td>Gore &amp; Associates, Inc.</td>
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<td>International Society of Endovascular Specialists (ISES)</td>
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<td>Intrinsic Medical Imaging, LLC</td>
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<td>Janssen Pharmaceuticals, Inc.</td>
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<td>Japanese Association of Cardiovascular Intervention and Therapeutics (CVIT) JIM 2013</td>
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<td>Keystone Heart Ltd.</td>
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<td>Lancer Medical Technology Pvt. Ltd.</td>
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<td>Lepu Medical Technology</td>
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<td>(Beijing) Co. Ltd.</td>
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<td>Lippincott, Williams &amp; Wilkins -</td>
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<td>(Shanghai) Co., Ltd</td>
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<td>Sahajanand Medical Technologies Pvt. Ltd</td>
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<td>SentreHEART, Inc.</td>
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<td>Siemens Medical Solutions USA, Inc.</td>
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<td>Silicon Valley Medical Instruments, Inc.</td>
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<td>Simbionix</td>
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<td>Sociedad Latinoamericana de Cardiologia Intervencionista (SOLACI)</td>
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<td>Society for Cardiovascular</td>
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<td>Angiography and Interventions</td>
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<td>Spectranetics</td>
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<td>St. Jude Medical</td>
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### Nurse and Technologist Symposium Exhibitors

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<th>Company Name</th>
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<td>Abbott Vascular</td>
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<td>AccessClosure, Inc.</td>
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<td>ACIST Medical Systems/Bracco Aggedyne, Inc.</td>
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<td>Asahi Intecc USA, Inc.</td>
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<td>AstraZeneca</td>
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<td>TCT Global Educational Partnership</td>
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<td>Teleflex</td>
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<td>Terumo Medical Corporation</td>
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<td>The Medicines Company</td>
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<td>theheart.org</td>
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<td>Toshiba America Medical Systems, Inc.</td>
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<td>Transgenomic, Inc.</td>
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<td>TriReme Medical, Inc.</td>
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<td>TriVascular, Inc.</td>
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<td>Tryton Medical, Inc.</td>
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<td>Twins and Martin Equipment Corp./</td>
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<td>FirstLine Medical Device</td>
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<td>Unfors Raysafe, Inc.</td>
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<td>Wiley-Blackwell</td>
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<td>Z-Medica Corporation</td>
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<td>Zoll Medical Corporation</td>
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**Note:** The list includes a variety of companies and organizations involved in the field of cardiovascular technology and research, including medical device manufacturers, pharmaceutical companies, research institutions, and educational partners. Each company is represented under the appropriate letter of the alphabet, indicating the starting letter of their name.
TCT utilizes a process that combines a priority point system, lottery, and procedure by which exhibitors select their approximate booth location.

The step-by-step booth selection process is outlined here.

**STEP 1: PRIORITY POINTS**

Companies must submit their Booth Space Contract and pay for 100% of their booth space in full by April 11, 2014, to be part of the booth selection process. Points will be accrued based on the following criteria:

**History of Participation**

*Up to 120 Points*

Ten (10) points will be awarded for every year a company has exhibited at TCT beginning in 2000 (history prior to 2000 was not archived by CRF and therefore, cannot be verified). Years when a company canceled will not count towards history of participation.

Companies will be sent a report of their exhibiting history from 2001 to 2013.

Special circumstances will be handled as follows:

- Mergers and acquisitions: If two companies have merged, the company with the higher number of points will have its points applied to this year’s process and beyond
- Spin--offs: the parent company and the spinoff company will each receive points for prior participation in TCT
- Coventures: Points will be evaluated on a case-by-case basis for companies sharing a booth space one year and exhibiting separately in subsequent years

**Submission of Booth Space Contract and a 50% Deposit**

*10 Points*

Ten (10) points will be awarded to companies that submit an Booth Space Contract and pay a 50% deposit by March 14, 2014.

**Final Payment**

*10 Points*

Ten (10) points will be awarded to companies that pay in full for their contracted booth space by April 11, 2014.

**Booth Size**

*Up to 30 Points*

Exhibitors will receive points based on the size of their booth.

- In-line Booth: 100 to 300 square feet = 10 points
- Island Booth: 400 to 1,600 square feet = 20 points
- More than 1,600 square feet = 30 points

**Utilization of the TCT Housing Bureau**

*Up to 20 Points*

Points will be awarded to companies that utilize the TCT Housing Bureau and submit their housing application by April 11, 2014.

- 6 to 12 room nights = 10 points
- 13 room nights or greater = 20 points

If rooms are canceled after April 11, 2014, points will be forfeited in the 2015 priority point system.

**Loyalty Points**

*10 Points*

Companies that have exhibited at TCT for five (5) sequential years, i.e., from 2008 to 2013, will receive ten (10) additional points for their loyalty to the meeting.

**Bonus Points**

*Up to 30 Points*

Companies may accumulate up to ten (10) bonus points for the following items:

- Ten (10) points for exhibiting at another 2014 meeting sponsored by CRF.
- Companies may receive a maximum of ten (10) points regardless of the number of meetings at which they exhibit
- Twenty (20) points for completing the TCT 2013 exhibitor survey
Criteria Not Considered for Priority Points

Examples of criteria that will not apply to point accumulation include but are not limited to:

- Grant support of the meeting
- Relationships with TCT faculty or CRF physicians and/or the leadership
- Sponsorship or support of a TCT satellite program or promotional activity

Point Deductions

Companies will receive point deductions for the following items:

- Holding a social activity that conflicts with TCT scientific sessions and satellite programs (please refer to the Social Activities Policy on page 22): Twenty (20) points for every hour
- Breaking TCT booth construction policy and/or freight in the aisle policy (please refer to Booth Construction on page 20): Ten (10) points for every foot exceeding the see-through policy, and ten (10) points for every hour freight remains in the aisle
- Unethical conduct in the Exhibit Hall, such as taking pictures or entering another company’s booth without permission: Point deduction at the discretion of TCT Meeting Management
- Distributing product information outside of one’s booth: Point deduction at the discretion of TCT Meeting Management
- Violation of any terms and conditions outlined in this prospectus: Point deduction at the discretion of TCT Meeting Management

Point Tally

Points will be tallied and companies will receive an e-mail from Cassandra Stewart on April 18, 2014, outlining their point tallies. Any point disputes must be submitted in writing to Cassandra Stewart by April 25, 2014. A resolution will be provided in writing within 24 hours.
The final floor plan and Exhibitor Service Kit will be sent via e-mail the week of June 9, 2014.

Companies Not Participating in the Booth Assignment Process
Exhibitors confirming their participation after June 9, 2014, will be assigned their booth location on a first-come, first-served basis. In addition, the booth assignment process will not apply to book publishers, societies, and nonprofit organizations.

**STEP 4: FINAL FLOOR PLAN AND EXHIBITOR SERVICE KIT**

**TIMELINE**

- **March 14, 2014**
  - Booth Space Contract and 50% deposit due

- **April 11, 2014**
  - Final booth space payment due

- **April 18, 2014**
  - Points are tallied and sent to companies for verification

- **April 25, 2014**
  - All point disputes must be submitted in writing

- **April 30, 2014**
  - Tickets are entered into two separate lotteries

- **May 2, 2014**
  - Exhibitors receive notification via e-mail with a designated phone appointment time; exhibitors must confirm their appointment in writing within 48 hours of receiving the e-mail

- **June 2-6, 2014**
  - Booth selection phone appointments held with exhibitors

- **June 11, 2014**
  - Final floor plan and Exhibitor Service Kit is sent via e-mail to exhibitors paid in full
This blueprint is what the Exhibit Hall could look like at TCT 2014. Booths may be broken up or combined to create alternative booth sizes, with the exception of the anchor booths (60’ x 70’ booths or larger) and/or in-line booths. All other booth sizes are subject to change.

**IMPORTANT DATES**

**Exhibitor Move In***
- Thursday, September 11, 2014 5:00 PM-10:00 PM
- Friday, September 12, 2014 7:00 AM-5:00 PM
- Saturday, September 13, 2014 7:00 AM-5:00 PM

**Exhibit Hall Opens**
- Sunday, September 14, 2014 9:00 AM-5:00 PM*
- Monday, September 15, 2014 9:00 AM-5:00 PM*
- Tuesday, September 16, 2014 9:00 AM-2:00 PM*

**Exhibitor Move Out***
- Tuesday, September 16, 2014 2:00 PM-10:00 PM
- Wednesday, September 17, 2014 8:00 AM-5:00 PM
- Thursday, September 18, 2014 8:00 AM-5:00 PM

*Straight time is Monday – Friday from 8am-5pm. Overtime and/or double-time rates will apply outside of these days and hours. Approval from CRF is needed for move in/ move out conducted after the listed move in and move out hours.

All dates and times are subject to change. Please refer to the Exhibitor Service Kit for final dates and times.
All companies exhibiting at the 26th Annual Transcatheter Cardiovascular Therapeutics Symposium must comply with the terms and conditions outlined in this Prospectus. CRF reserves the right to make judgments on-site 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 Exhibit Hall.

Americans with Disabilities Act
Exhibitors are responsible for fully complying with all applicable provisions of the Americans with Disabilities Act.

Booth Construction

In-line Booths
An in-line booth is one or more standard 10’ x 10’ units arranged in a straight line. The minimum in-line booth is 100 square feet and the maximum in-line booth is 300 square feet. The maximum height for an in-line booth is 8 feet. In-line booths will be provided with an 8-foot-high back-drape with 3-foot-high side dividers and drapes. Sidewalls may not exceed 4-feet high. Booth and display materials may not obstruct sight lines of neighboring booths.

Island Booths
An island booth has aisles on all four sides. The minimum island booth size is 400 square feet. The maximum height for an island booth is 26 feet (including hanging signs, trusses, and headers). Two-story booths are also subject to the 26-foot height limitation. Exhibitors must submit their floor plans for final approval prior to construction. Please also adhere to the rules and regulations of the convention center. Simulation buses, trucks, and other vehicles will be placed on the perimeter of the Exhibit Hall due to sight line restrictions. There are no exceptions to this rule.

See-through Policy
In 2006, based on extensive feedback from TCT exhibiting companies, CRF implemented a 40% “see-through” guideline to improve sight lines. Companies were given five years to become compliant.

All booth structures therefore must be at least 40% see-through on all four sides of a booth as well as from floor to ceiling (horizontally and vertically) including furniture, reception areas, hanging signage, and other booth items. Exhibits that are not compliant with this guideline will receive a 10-point deduction in the 2015 priority point system for every foot that a company is noncompliant.

Carpeting
Aisle carpet will be provided in the Exhibit Hall. Exhibiting companies are required to carpet their booths at their own expense. Carpentry may be ordered by using the order forms included in the Exhibitor Service Kit.

Conduct of Exhibitors

• Exhibits must be staffed during Exhibit Hall hours
• Exhibitors may install and dismantle only during official move-in and move-out times, and exhibitors who set up or dismantle outside of official hours will be penalized a $1,000 fee
• Canvassing or distributing advertising materials outside the exhibitor’s own booth is prohibited
• Aisles must be kept clear at all times of exhibitor personnel and collateral materials and equipment
• Electrical and mechanical apparatuses must be muffled so that noise does not interfere with other exhibitors

• Industry professionals may not enter another exhibitor’s booth without permission
• Entertainment, amusement, and demonstrations of nonproduct items or services must be approved (in writing) by CRF

CME Compliance and Industry Support
Exhibitors must comply with the Accreditation Council for Continuing Medical Education (ACCME) standards and guidelines for medical education, including those guidelines for commercial support. Commercial support from industry does not influence educational content, faculty selection, and/or product usage at TCT.

Disposal of Medical Waste
Exhibitors must follow the guidelines of the Occupational Safety and Health Administration (OSHA) in Washington, DC for disposal of hazardous waste materials.

Distribution of Product Information
In accordance with ACCME guidelines, product information cannot be distributed at any scientific session or in hotel lobbies. Posters or tabletop exhibits are not permitted in the obligate path of educational sessions (e.g. immediately outside or inside the meeting rooms). Distribution of printed materials by exhibitors and/or their agents is limited to the exhibitor’s booth area in the Exhibit Hall. Companies may not display or demonstrate products, solicit orders, or distribute advertising materials at any location (or outside the Exhibit Hall) other than in their assigned booth space, including any of the contracted hotels. This guideline is strictly enforced.
Educational Programs

Industry may not conduct any programming that could be perceived as educational in nature without following the proper channels and submitting an Application to Conduct a Satellite Symposia (Breakfast Meeting, Presentation Theater Program, or Evening Symposium) and paying the appropriate associated fees. Educational programming is defined as a speaker or multiple speakers providing a lecture or presentation to an audience. Companies who violate this guideline will receive a 20-point deduction in the 2015 priority point system for every one hour of the unsanctioned activity.

Fire Protection

All materials used in the exhibit area 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 Prevention Bureau. Aisles must be kept clear at all times. Fire stations and fire extinguisher equipment are not to be covered or obstructed in any manner.

Food and Beverage

Distributing food and beverage from an exhibitor booth is permitted only if the food and beverage is ordered through the convention center’s official caterer (including bottled water). Information about ordering food and beverage will be included in the Exhibitor Service Kit. Service of alcoholic beverages is strictly prohibited.

Freight Aisles

Freight aisles must be clear of exhibit materials at all times during move in as the obstruction prevents other companies from obtaining their booth freight and delays setup. Freight aisles will be clearly marked on the final floor plan. Companies not adhering to this policy will receive a 10-point deduction in the 2015 priority point system for every one hour the freight remains in the aisle.

Hanging Signs and Banners

Hanging signs and banners are permitted in island booths only. Banners may not exceed the 26-foot height limitation. Please contact NexxtShow with any specific questions or requests.

Insurance

The Cardiovascular Research Foundation and the Washington Convention Center are not responsible for theft of or damage to, exhibitor property. Exhibitors wishing to insure exhibit materials, goods, or wares against theft, damage by fire, accident, or loss of any other kind must do so at their own expense. Exhibiting companies are also responsible for obtaining general liability insurance coverage against injury to persons and property in commercially reasonable amounts, and to designate CRF and Columbia University Medical Center as additional named insureds.

Labor Services

Detailed information regarding work rules for all trades operating at the convention center will be provided in the Exhibitor Service Kit.

Music

Exhibitors must receive relevant licenses from the American Society of Composers, Authors, and Publishers and Broadcast Music, Inc., if presenting prerecorded music at any time during the meeting. The exhibitor will be responsible for any liability and costs associated with a music licensing violation. Sound enhancement may be used. However, the level must be such as to not interfere with adjacent exhibitors. CRF reserves the right to monitor all sound levels and to require the exhibitor to adjust the volume accordingly. Live performances are prohibited.

NPI Number

This year during the registration process US physicians will be asked to provide their National Provider Identifier (NPI) number.

Photographing, Videotaping, and Audio Recording

Photographing, videotaping, and/or audio recording of any kind, including the use of cell phone cameras, during TCT educational sessions or in the Exhibit Hall is strictly prohibited. Those who do not comply will be asked to leave the meeting and will receive a 10-point deduction in the 2015 priority point system.
Premiums
Contests, lotteries, raffles, and games of chance are prohibited. Premium items must not exceed $25 in value unless approved in writing by CRF. All requests for premiums and printed materials for invitations must be submitted to CRF for review and approval no later than August 15, 2014. Unapproved items may not be distributed.

Social Activities Policy
CRF requests that exhibitors not schedule social events and unsanctioned meetings that draw physicians out of scientific sessions and satellite programs. Breakfast Meetings and Evening Symposia are held Sunday, September 14, 2014 to Wednesday, September 17, 2014. Exhibitors not complying with this policy will receive a 20-point deduction in the 2015 priority point system for every one hour of the unsanctioned activity.

Subletting Space
The subletting, assigning, or apportioning of the whole or any part of the rented space by any exhibitor is prohibited. Contracted exhibitors may not permit any other party to exhibit in its space any goods other than those manufactured or distributed by the contracting exhibitor or permit the solicitation of business by others within the exhibitor’s booth. Companies may promote multiple company divisions. However, a company may only promote one division for every 100 square feet of booth space.

Tipping
Tipping is not permitted under any circumstance and any requests for additional compensation should be reported to Meeting Management immediately.

Terms and Conditions Compliance
The Booth Space Contract is a binding contract when signed and submitted to CRF and indicates the applicant’s willingness to abide by all contract terms, conditions, and general rules and regulations listed in this prospectus, as well as such additional rules and regulations that CRF deems necessary to ensure the success of TCT. These terms and conditions may be amended at any time by the CRF and all amendments, upon publication, shall be equally binding on all parties affected by them as the original regulations. The signer of the application also agrees to share the terms and conditions with all exhibiting company representatives who attend TCT.

TCT Cancellation Policy
In the event that the 26th Annual Transcatheter Cardiovascular Therapeutics Symposium is abbreviated or canceled because of circumstances beyond CFR’s control, including, but not limited to: civil disturbance; earthquake; electrical outage; explosion; fire; freight embargo; strike or labor unrest; flood, hurricane, tornado, or other acts of God; an act of war; terrorism; or the act of any government (de facto or de jure) or any government agency or official, CRF reserves the right, at CRF’s sole discretion, to unilaterally terminate the agreement between CRF and the exhibitor that is entered into and/or the license that is granted by virtue of the submission of this prospectus and its acceptance by CRF. In these circumstances, the exhibitor expressly agrees to waive any claim the exhibitor may have against the CRF, including, but not limited to, those for fees paid by or on behalf of the exhibitor for booth spaces, registration, workshops, satellite events, advertising, promotional opportunities, food and beverage, grants, audiovisual services, signage, housing, and travel.

Security
General security guard service will be provided during the course of the exhibition period. However, neither the security guard service nor CRF will be responsible for loss of or damage to any property, regardless of the reason for the loss or damage. Exhibitors must make provisions for safeguarding its goods, materials, equipment, and display at all times. Exhibitors wishing to hire security guard services for their booth need to complete the security form included in the Exhibitor Service Kit.
Satellite programs offer sponsors the opportunity to provide professional attendees with comprehensive insights into important interventional topics and issues facing today’s interventional specialists. The satellite program schedule is comprised of Breakfast Meetings, Presentation Theater Programs, and Evening Symposia.

Breakfast Meetings
Breakfast Meetings are held at the convention center Sunday, September 14, 2014 through Wednesday, September 17, 2014, of the TCT Week from 7:00 AM - 8:00 AM. A continental breakfast, which is included in the application fee, is served beginning at 6:30 AM. Smaller group settings and interactive in nature, Breakfast Meetings on average attract approximately 50-75 attendees. Breakfast Meetings may be accredited for continuing medical education (CME) or content may be industry driven, although must be educational in nature. Breakfast Meetings typically have 2-4 speakers.

Presentation Theater Programs
The Presentation Theater offers the opportunity for industry to provide one-hour educational programs and is the only opportunity for industry to present during TCT general sessions. Presentation Theater Programs are held at the convention center Saturday, September 13, 2014 through Tuesday, September 16, 2014, from 12:15 pm-1:15 pm. Presentation Theater programs attract approximately 100-175 attendees. The application fee includes 175 boxed lunches.

Evening Symposia
Evening Symposia will be held at the Marriott Marquis, located right next door to the Washington Convention Center. Symposia will take place from Sunday, September 14, 2014 through Tuesday, September 16, 2014 of TCT Week from 7:00 PM-8:30 PM. A cocktail hour or dinner reception may precede the program starting at 6:30 PM. Larger in scope than Breakfast Meetings, Evening Symposia attract approximately 150-300 attendees and, although not compulsory, are often CME accredited. Evening Symposia generally have 6-8 speakers.

Applying to Conduct a Satellite Program
The Application to Conduct a Breakfast Meeting, Presentation Theater Program, or Evening Symposium is due by April 25, 2014. Applications will not be accepted without application fee in full and a preliminary program title. Satellite program applications for CME-accredited programs will only be accepted from established medical education providers approved by the ACCME to accredit medical education programs. Satellite programs may be CME accredited. Applications for CME-accredited programs will only be accepted if submitted by medical education providers approved by the ACCME to accredit medical education programs. CRF has a long history of accrediting medical education programs and is available to provide CME accreditation for satellite programs. CRF is compliant with all accreditation criteria, policies, and standards for commercial support.

Location and Date Determination
CRF assigns all satellite program locations and dates. It is the goal of CRF to create a balanced satellite program schedule that complements TCT program content. Sponsors may indicate a desired date and space preference, if applicable, and CRF will work to the best of its ability to accommodate company preferences. However, this does not confirm nor imply that preferences are guaranteed. Notification of date and location will be sent the week of June 2, 2014.

Program Agendas
All program agendas must be submitted to CRF for review and approval by July 11, 2014. While programs are not required to be CME accredited, all program content must be educational in nature. CRF’s physician committee will review agendas and when applicable, offer suggestions to improve or enhance program content.

CME Accreditation
Satellite programs may be CME accredited. Applications for CME-accredited programs will only be accepted if submitted by medical education providers approved by the ACCME to accredit medical education programs. CRF has a long history of accrediting medical education programs and is available to provide CME accreditation for satellite programs. CRF is compliant with all accreditation criteria, policies, and standards for commercial support.
Education Policy

Educational content presented at Breakfast Meetings, Presentation Theater, and Evening Symposia are restricted to the following times:
• Breakfast Meetings: 7:00 AM-8:00 AM
• Presentation Theater: 12:15 PM-1:15 PM
• Evening Symposia: 7:00 PM-8:30 PM

Evening Symposia sponsors may host a cocktail reception or serve dinner beginning at 6:30 PM. Prior to the start of Breakfast Meetings, breakfast will be served each morning at 6:30 AM.

Registration Service

Satellite program registration will be managed by the official registration bureau of TCT. This includes preprogram registration and post-program reporting. Professional attendees will be prompted to register for satellite programs when they register for TCT starting in July 2014. Those who register for TCT prior to July 2014 will receive e-blast reminders about registering for satellite programs. Preregistration reports will be sent to program sponsors each week beginning in mid-July 2014.

On-site at TCT, program sponsors will receive lead-retrieval scanners to capture on-site attendance. Sponsors will also be provided with post-meeting registration reports. Companies conducting a satellite program are required to use this registration service.

Marketing of Satellite Programs

The following satellite program marketing opportunities are included in the application fee:
• Listing in the TCT Satellite Symposium Guide distributed via the TCT Daily bags
• Listing of the satellite program agenda on the TCT app
• Listing of the satellite program agenda on the TCT conference Web site
• Several eblasts sent to the TCT distribution list promoting the entire satellite program schedule
• Daily signage at the meeting listing the programs
• PowerPoint slides shown during the breaks in the meeting rooms encouraging attendance to the program

Additional Marketing Opportunities

Program sponsors typically produce a program invitation that can be distributed as follows:
• By the sales force of the sponsor or commercial supporter (if appropriate)
• Mailed to the preregistration list (suggested quantity: 2,500)
• At the convention center in the satellite program kiosks (suggested quantity: 500)
• At an exhibiting company’s booth in the Exhibit Hall (suggested quantity: 500)

• Via the TCT Daily Bag distribution (suggested quantity: 5,000)
• E-blast to TCTMD subscribers or banner on TCTMD (price varies)
• The TCT preregistration list (value $3,500); it contains approximately 2,500 names and will be provided to the company as early as four weeks prior to the meeting

Satellite sponsors may place an advertisement in the TCT Satellite Symposia Guide. A full-page advertisement (8.5” x 11”), single-sided, is $6,500. Package pricing is available for a company conducting more than one satellite program.

TCTMD Enduring Material

Through the TCTMD website, www.tctmd.com, CRF offers multiple web-based opportunities for your satellite program’s presentations to be available to TCTMD’s 68,000 users for up to a year.

Option 1: Within the “TCT 2014 Slide Presentation” section of TCTMD, there will be a Satellite Symposium tab. This tab will take you to a listing of satellite events by day. Clicking on a given day will take you to a list of the events for that day with links to the page on which the presentations will be posted. The presentations will be listed in a table. Clicking on a presentation title will launch a webcast that has a copy of the slides with synchronized audio for each presentation of the event that progresses without user intervention. Cost: $12,500.
Option 2: CRF will design and develop a webcast console residing within TCTMD’s multimedia section under “Educational Webcasts” or “CME Programs” (depending on CME accreditation). A webcast program will be developed that starts with a program-specific landing page designed with the live event’s themes and providing information about the topic being discussed as well as the event’s presenters. Links will be placed in a table along with presenter head shots and affiliations that will take users to the slides with synchronized audio that progresses without user intervention. Cost: starting at $20,000.

Both options include the recording and synchronizing of all slide presentations that are part of the live event and hosting for six months (longer terms available). Should you wish for your program (Option 2 only) to be CME accredited by CRF or another accrediting agency, TCTMD can also host pre-test, post-test, and evaluation forms for CME accredited programs (additional fees apply).

TCTMD will promote the enduring materials through advertisements in an edition of the TCTMD weekly electronic newsletter and also distribute a stand-alone e-mail on a mutually agreed upon date during the life of the program.

For more information about TCTMD, please contact:

Joshua D. Hartman
Director, Educational Services and Strategic Relations
Managing Editor, TCTMD
Cardiovascular Research Foundation
Tel: 646-434-4604
E-mail: jhartman@crf.org

Costs to Anticipate

The following is a list of costs satellite program sponsors should anticipate:

- CRF application fee
- Meeting management
- CME program development (if applicable)
- CME certification (if applicable)
- Invitation design, print production, and shipping (suggested quantity: 5,000-7,000 pieces)
- Marketing of the program
- Food and beverage (if applicable)
- Audiovisual setup and service (if applicable)
- On-site registration staff
- On-site signage
- Staffing expenses (e.g. staff air travel, ground transportation, housing)
- Faculty expenses such as:
  - Honoraria ($1,500-$2,000 per speaker and $2,500-$3,000 per chair is standard)
  - Faculty air travel and ground transportation
  - Faculty housing
- Miscellaneous expenses not anticipated at the time of budget development

For more information, please contact:

Tricia Rawh
Program Project Manager
Industry Relations
Tel: 646-434-4381
Fax: 646-434-4713
Email: trawh@crf.org

Important Dates

April 25, 2014
Application deadline for satellite programs

June 2, 2014
Notification of space assignment

July 11, 2014
Program agendas due to CRF for approval (Approval process takes approximately two weeks)
CRF is pleased to offer exhibiting companies of TCT 2014 the opportunity to provide hands-on interactive training to professional attendees of TCT. Learning Labs are dedicated to creating an intimate educational atmosphere in which physicians and healthcare professionals can interact with a company’s clinical specialist to enhance their knowledge and understanding of treatment techniques and devices. The application fee is $50,000.

**Time and Location**
The Learning Labs will be conveniently located inside the Exhibit Hall at the convention center during Exhibit Hall hours which are as follows:

- **Sunday, September 14, 2014**
  9:00 AM-5:00 PM
- **Monday, September 15, 2014**
  9:00 AM-5:00 PM
- **Tuesday, September 16, 2014**
  9:00 AM-2:00 PM

**Logistics**
Only four Learning Labs will be offered on a first-come, first-served basis. Companies will be provided with a 40’ x 40’ (1,600 square feet) enclosed private structure that can accommodate up to 50 attendees. Each pavilion will have four hard walls and a ceiling with a locking door. Additionally, the following will be included:

- Carpeting (padding not included)
- 15’ x 5’ hanging banner with company name above the Learning Lab
- Four (4) carpet logo directional signs
- Ceiling lighting
- Standard audio-visual package (one LCD projector and screen, one podium microphone, one laser pointer, and technical support)
- Three (3) electrical drops
- One (1) Internet drop
- 8 standard 6-foot draped tables
- 50 chairs set theater-style
- Daily cleaning
- Two lead retrieval units
- Registration table and two chairs set outside of the Learning Lab
- Two Exhibit Hall-only badges for those supporting the Learning Lab
- One-time use of the TCT preregistration list for a promotional mailer

Companies are responsible for providing their own training equipment and staffing of the Learning Labs. Companies are responsible for all other costs associated with their participation including (but not limited to) transporting their equipment to the Exhibit Hall, drayage fees, installing equipment, providing company personnel, and any other costs associated with running and maintaining the Learning Lab.

**Advance Registration**
Advance registration will be handled by the CRF. Professional attendees will be prompted to register for hands-on training time slots when they register for TCT (industry professionals will not be permitted to register for training sessions). Attendees registering online will be directed to a page containing a description of the Learning Labs and a listing of the time-slots. Additionally, those attendees who have already registered for the meeting will receive notification via e-mail with a link to the online registration page encouraging them to preregister for a Learning Lab time slot. Learning Lab sponsors will receive a weekly list every Friday of those who have preregistered.

**Promotion of the Area**
CRF creates awareness of and promotes the Learning Labs. However, Learning Lab sponsors are strongly encouraged to create their own marketing campaign. CRF will provide the following promotional activities:

- Bi-weekly e-mails to approximately 50,000 people promoting the area, via the TCT newsletter (other content will be included in the newsletter)
- Listing in the Satellite Symposia Guide, which will include a complete Learning Lab schedule. The Satellite Symposia Guide will be distributed at the meeting via the TCT Daily Bag and will be available at satellite symposia kiosks located throughout the convention center
- Listing on the TCT conference website as a separate tab
- Included in a Special Activities flyer, which will capture all of the special activities at TCT 2014, placed at the registration desk and in other strategic locations throughout the convention center
- Included on the TCT app
- Listing on housekeeping slides displayed in the program rooms

Please note all of the above activities promote the Learning Labs as a whole. Participating companies are strongly encouraged to promote the area independently as independent promotion has proven to be the most effective means of generating interest. Independent promotional pieces should not imply product endorsement by CRF. All promotional pieces must be approved by CRF prior to distribution.

**Terms and Conditions**
- Only confirmed exhibiting companies of TCT 2014 are eligible to participate
- Payment in full of $50,000 must be received by April 25, 2014
- Companies canceling before April 25, 2014, are required to pay 50% of the application fee
- Companies canceling on or after April 25, 2014, are required to pay 100% of the application fee
- All Learning Lab schedules must be submitted by July 11, 2014, to be included in the collateral materials listed under “Promotion of the Area”
- Learning Lab schedules and speakers must be approved by CRF

For more information, please contact:
Tricia Rawh
Program Project Manager
Industry Relations
Tel: 646-434-4381
Fax: 646-434-4713
Email: trawh@crf.org
Product Education for Live Cases

Core to TCT is the live case learning experience. A key component of this experience is the demonstration of new procedures and current practices. Very often, operators will use or reference products with which the learner may not be familiar. To address this issue, CRF shows product factoid slides which complement the discussion and enhances the attendees’ overall learning experience. Ideally, if available, this includes a 30-second product animation simulating device/technology use. To meet this educational goal, CRF requests that manufacturers and distributors of products to treat patients with cardiovascular disease submit educational information for this purpose.

What is a product factoid?
A product factoid is a PowerPoint presentation of product and/or treatment specs. These could include product size, product profile, and approval status. CRF has designed PowerPoint templates specific to each product or treatment category. Companies are required to use these templates and follow the specific template format. Because this information is used solely for the education of attendees, product logos, company logos, and any form of advertising are strictly prohibited. Pictures of the product are welcome; however, videos or animations embedded in PowerPoint slides will not be accepted. Please note that all submissions are subject to review and approval by CRF.

What is a product animation?
Companies may submit a product animation simulating product use. For example, an animation demonstrating the deployment of a product is an extremely effective way to educate the audience on device performance. Videos simulating product use must be submitted as MiniDV, AVI, MPEG, or WMV only. Because the product animation is shown for educational use only, videos may not include any text, including company names, company logos, product logos, or instructional information. Please note that all submissions are subject to review and approval by CRF.

What does it cost to submit a product specification and/or animation?
There is no cost to participate. CRF considers product factoids and animations to be an added value to the TCT learning experience.

When and where will my company’s submission be shown during TCT?
There is no guarantee when, where, or even if a product factoid and/or animation will be shown. Product factoids and animations are only shown if a product is used or mentioned during a live case procedure. Products are used solely at the discretion of the live case operator and therefore, it cannot be predicted when or if a product will be used during a live case demonstration.

Information on how to submit a product factoid and animation will be posted on the TCT Industry website, www.tctindustry.com, in early March 2014.

For more information, please contact Christina DiFrancesco at 646-434-4127 or cdifrancesco@crf.org.
PROMOTE YOUR PRESENCE AT TCT!

Promotional and Sponsorship Opportunities at TCT 2014

There are many opportunities for industry to promote their presence at TCT. Creating awareness about a new product (or newly approved product), promoting a satellite program, or simply reminding attendees that your company has a presence at TCT are effective ways to drive traffic to your booth or increase attendance at your satellite program. Promotional opportunities are offered with the right of first refusal with a two-year guarantee. Promotional and sponsorship opportunities are only available to companies exhibiting at TCT (a few exceptions apply).

A comprehensive listing of promotional opportunities will be sent to confirmed exhibitors via e-mail. For information about all promotional and sponsorship opportunities, please contact:

Megan McCombs
Manager, Business Development
Tel: 646-434-4393
E-mail: mmcombs@crf.org
On-site at TCT

› Aisle Signs
› Banner Advertising
› Charging Stations
› Cyber Center Sponsorship
› Digital Signage: Meeting Schedule
› Digital Signage in Session Rooms
› Exhibitor Locator Sponsorship
› Final Program Mobile App (Android, Apple)
› Interactive Floor Projection
› Laptop Zone
› Nurse and Technologist Reception
› Smart Tags
› Stair Riser Decals
› TCT Morning Flash
› Virtual TCT

At Official TCT Hotels and Around Washington, DC

› Daily Bag Branding
› Daily Bag Insert
› Hotel Key Cards
› Newspaper Wraps
› Washington, DC Pocket Maps

Year-Round Visibility

› TCT Meeting Notebook

Advertising in TCT Publications

› TCT Daily
› TCT Satellite Symposia Guide

TCTMD Gold

Subscriptions to TCTMD Gold providing access to Meeting Power Points, Live Cases and more.

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>% DISCOUNT</th>
<th>PRICE/LICENSE</th>
<th>SAVINGS/LICENSE</th>
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</thead>
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<td>1-4</td>
<td>0%</td>
<td>$650</td>
<td>-</td>
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<tr>
<td>5-9</td>
<td>5%</td>
<td>$637</td>
<td>$13</td>
</tr>
<tr>
<td>10-19</td>
<td>2%</td>
<td>$618</td>
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<tr>
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<td>$569</td>
<td>$81</td>
</tr>
<tr>
<td>50+</td>
<td>15%</td>
<td>$553</td>
<td>$98</td>
</tr>
</tbody>
</table>
Please print or type all information.

Company (as it should appear in print)

Official Contact Name

Title

Company Address

City

State

Country

Zip/Postal code

Telephone (country code/city code/number)  Fax (country code/city code/number)  E-mail (mandatory)

Please check the box that most appropriately describes your company or organization:

- Imaging
- Medical Device
- Information Technology
- Pharmaceutical
- Market Research
- Other (please describe):

Applications for booth space and 100% of total booth fees must be received by April 11, 2014, to be included in the 2014 Priority Points Booth Selection Process. Additionally, booth fees must be received by the following dates to earn points in the priority point system:

- 50% of the booth fee must be received by March 14, 2014
- The balance of the booth fee is due by April 11, 2014

The Exhibitor Service Kit will not be provided to exhibitors until payment is received in full.

First-time exhibitors receive a 30% discount.

<table>
<thead>
<tr>
<th>In-line Booth</th>
<th>Rate</th>
<th>Badge Allowance</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’</td>
<td>$11,000</td>
<td>$5,550</td>
</tr>
<tr>
<td>10’ x 20’</td>
<td>$22,000</td>
<td>$11,900</td>
</tr>
<tr>
<td>10’ x 30’</td>
<td>$27,500</td>
<td>$15,600</td>
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</tbody>
</table>

Maximum in-line booth height is 8 feet.

<table>
<thead>
<tr>
<th>In-line Booth</th>
<th>Rate</th>
<th>Badge Allowance</th>
</tr>
</thead>
<tbody>
<tr>
<td>20’ x 20’</td>
<td>$35,693</td>
<td>$18,250</td>
</tr>
<tr>
<td>20’ x 30’</td>
<td>$47,590</td>
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<tr>
<td>20’ x 40’</td>
<td>$53,851</td>
<td>$25,650</td>
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<tr>
<td>30’ x 30’</td>
<td>$57,013</td>
<td>$28,300</td>
</tr>
<tr>
<td>30’ x 40’</td>
<td>$72,852</td>
<td>$30,150</td>
</tr>
<tr>
<td>30’ x 50’</td>
<td>$80,140</td>
<td>$35,450</td>
</tr>
<tr>
<td>40’ x 40’</td>
<td>$83,132</td>
<td>$41,000</td>
</tr>
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<td>40’ x 50’</td>
<td>$91,073</td>
<td>$46,550</td>
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<td>50’ x 50’</td>
<td>$106,043</td>
<td>$52,100</td>
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<tr>
<td>50’ x 60’</td>
<td>$109,388</td>
<td>$59,500</td>
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<tr>
<td>60’ x 60’</td>
<td>$116,570</td>
<td>$68,750</td>
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<tr>
<td>60’ x 70’</td>
<td>$124,204</td>
<td>$78,000</td>
</tr>
<tr>
<td>70’ x 70’</td>
<td>$131,140</td>
<td>$81,700</td>
</tr>
<tr>
<td>80’ x 80’</td>
<td>$145,715</td>
<td>$87,250</td>
</tr>
</tbody>
</table>

Maximum island booth height is 26 feet (including signs and hanging headers).

- I would like to purchase _____ (qty.) TCTMD Gold licenses. (see page 29)

Please send application and payment to:

Megan McCombs
Manager, Business Development
Cardiovascular Research Foundation
c/o JP Morgan Chase
PO Box 30730
New York, NY 10087
Tel: 646-434-4393  •  E-mail: mmccombs@crf.org
Please print or type all information.

<table>
<thead>
<tr>
<th>Company (as it should appear in print)</th>
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</thead>
<tbody>
<tr>
<td>Official Contact Name</td>
</tr>
<tr>
<td>Company Address</td>
</tr>
<tr>
<td>Country</td>
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<tr>
<td>Telephone (country code/city code/number)</td>
</tr>
</tbody>
</table>

First-time exhibitors receive a 30% discount.

**In-line Booth** | **Rate** | **Complimentary Badges**
--- | --- | ---
| 10’ x 10’ | $3,300 | 2 Exhibit Hall, 2 Full Meeting |
| 10’ x 20’ | $6,600 | 4 Exhibit Hall, 4 Full Meeting |
| 10’ x 30’ | $13,500 | 6 Exhibit Hall, 6 Full Meeting |

Maximum in-line booth height is 8 feet.

Please check the box that most appropriately describes your company or organization:

- Association
- Book Publisher
- Educational Meeting
- Institution/Hospital

If none of the above categories apply to your company, please use the form on the previous page.

Please check your company representing at TCT 2014, and if you have more than one, please indicate.

Top 5 booth locations in the Book Publishers, Societies, and Nonprofits area.

1. _____________________________________________________________
2. _____________________________________________________________
3. _____________________________________________________________
4. _____________________________________________________________
5. _____________________________________________________________

The Exhibitor Service Kit will not be provided to exhibitors until payment is received in full.

Please make check payable to:
Cardiovascular Research Foundation – TCT 2014
(US funds in dollars drawn on a US bank)

Companies with headquarters outside the US may request wire transfer information from Fun Lee at flee@crf.org.

**Please send application and payment to:**
Megan McCombs
Manager, Business Development
Cardiovascular Research Foundation
c/o JP Morgan Chase
PO Box 30730
New York, NY 10087
Tel: 646-434-4393
E-mail: mmcombs@crf.org

**Deadline: May 9, 2014**

Qualification for this area is subject to approval by the Cardiovascular Research Foundation.

**AUTHORIZATION**

The Booth Space Contract is a binding contract when signed and submitted to the Cardiovascular Research Foundation and indicates the applicant’s willingness to abide by all contract terms, conditions, and general rules and regulations listed in this prospectus, as well as such additional rules and regulations that the Cardiovascular Research Foundation deems necessary to ensure the success of TCT. These terms and conditions may be amended at any time by the Cardiovascular Research Foundation and all amendments, upon publication, shall be equally binding on all parties affected by them as the original regulations. The signer of the application also agrees to share the terms and conditions with all exhibiting company representatives who attend TCT 2014.

I have read and agree to the terms and conditions including the TCT Cancellation Policy (see page 11) and will abide by these terms.

Authorized Signature | Date
--- | ---
Name (please print) | Title
APPLICATION TO CONDUCT A BREAKFAST MEETING

EDUCATION POLICY
Educational content presented at Breakfast Meetings must end promptly at 8:00 AM.

SPONSORING COMPANY

Company
Contact Name (please print)
Address
City State Zip/Postal Code Country
Telephone (country code/city code/number)
Fax (country code/city code/number) E-mail (mandatory)

Please provide brief details about the symposium.

Will this symposium be CME accredited?
☐ Yes. If yes, applications will be accepted only if submitted by a medical education provider approved by the ACCME.
☐ No

Applications will NOT be accepted without a title and description

Meeting Title:

Meeting Description:

Preferred Date:
☐ Sunday, September 14, 2014
☐ Monday, September 15, 2014
☐ Tuesday, September 16, 2014
☐ Wednesday, September 17, 2014

The meeting and conventions group at CRF is available to coordinate CME and non-CME Breakfast Meetings and to provide CME accreditation.

Are you interested in receiving information about our services?
☐ Yes ☐ No

CRF is available to develop an enduring materials program (webcast) that can be posted on TCTMD.

Are you interested in receiving information about this opportunity?
☐ Yes ☐ No

Commercial Supporter (if applicable):

Company
Contact Name (please print)
Address
City State Zip/Postal Code Country
Telephone (country code/city code/number)
Fax (country code/city code/number) E-mail (mandatory)

AUTHORIZATION
The company submitting this application understands that this application is a contract when duly executed by the authorized company representative. The company agrees to comply with the guidelines for conducting a satellite program at TCT 2014, understands the costs associated with conducting a satellite program, and has read and understands the Cancellation Policy outlined on page 23.

Authorized Signature Date

Company
Name (please print)

Payment in full is due with application.

Please make check payable to:
Cardiovascular Research Foundation – TCT 2014
(US funds in dollars drawn on a US bank)

Mail application to:
Tricia Rawh
Program Project Manager
Cardiovascular Research Foundation
111 East 59th Street
New York, NY 10022
Tel: 646-434-4381
Fax: 646-434-4713
E-mail: trawh@crf.org

Application Fee: $22,500
Deadline: April 25, 2014
APPLICATION TO CONDUCT A PRESENTATION THEATER PROGRAM

APPLICANT INFORMATION

Program Title

Program Description

Company (as should appear in print)  Contact Name  Title

Company Address  City  State

Zip/Postal Code  Country

Telephone (country code/city code/number)  Fax (country code/city code/number)

E-mail (mandatory)

Preferred Day

- Saturday, September 13, 2014
- Sunday, September 14, 2014
- Monday, September 15, 2014
- Tuesday, September 16, 2014

Time: 12:15 PM - 1:15 PM

* Day assignment is at the discretion of CRF. All preferences will be considered.

AUTHORIZATION

The company submitting this application understands that this application is a contract when duly executed by the authorized company representative. The company agrees to comply with the guidelines for conducting a satellite program at TCT 2014, understanding the costs associated with conducting a satellite program and has read and understands the cancellation policy outlined on page 23.

Authorized Signature  Date

Name (please print)

Title

Payment in full is due with application.

Please make check payable to:
Cardiovascular Research Foundation – TCT 2014
(US funds in dollars drawn on a US bank)

Mail payment to:
Tricia Rawh
Program Project Manager
Cardiovascular Research Foundation
c/o JP Morgan Chase
PO Box 30730
New York, NY 10087
Tel: 646-434-4381
Fax: 646-434-4713
E-mail: trawh@crf.org

Application Fee: $37,000
Deadline: April 25, 2014
APPLICATION TO CONDUCT AN EVENING SYMPOSIUM

EDUCATION POLICY
Educational content presented at Evening Symposia cannot begin prior to 7:00 PM.

SPONSORING COMPANY

Company
Address
City State Zip/Postal Code Country
Telephone (country code/city code/number)
Fax (country code/city code/number)
E-mail (mandatory)

Please provide brief details about the symposium.

Will this symposium be CME accredited?
☐ Yes. If yes, applications will be accepted only if submitted by a medical education provider approved by the ACCME.
☐ No

Applications will NOT be accepted without a title and description.

Symposium Title:

Symposium Description:

Preferred Date: 7:00 PM-8:30 PM (Reception: 6:30 PM)
☐ Sunday, September 14, 2014
☐ Monday, September 15, 2014
☐ Tuesday, September 16, 2014

Anticipated Attendance:

CRF is available to develop an enduring materials program (webcast) that can be posted on TCTMD.

Are you interested in receiving information about this opportunity?
☐ Yes  ☐ No

Commercial Supporter (if applicable):

Company
Address
City State Zip/Postal Code Country
Telephone (country code/city code/number)
Fax (country code/city code/number)
E-mail (mandatory)

AUTHORIZATION

The company submitting this application understands that the application is a contract when duly executed by the authorized company representative. The company agrees to comply with the guidelines for conducting a satellite program at TCT 2014, understands the costs associated with conducting a satellite program, and has read and understands the cancellation policy outlined on page 23.

Authorized Signature  Date

Company Name (please print)

Payment in full is due with application.

Please make check payable to:
Cardiovascular Research Foundation – TCT 2014
(US funds in dollars drawn on a US bank)

Mail application to:
Tricia Rawh
Program Project Manager
Cardiovascular Research Foundation
111 East 59th Street
New York, NY 10022
Tel: 646-434-4381
Fax: 646-434-4713
E-mail: trawh@crf.org

The meetings and conventions group at CRF is available to coordinate CME and non-CME Evening Symposia and to provide CME accreditation.

Are you interested in receiving information about our services?
☐ Yes  ☐ No
## SPONSORING COMPANY

<table>
<thead>
<tr>
<th>Company</th>
<th>Company Contact Name (please print)</th>
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<tbody>
<tr>
<td>Address</td>
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<tr>
<td>City</td>
<td>State</td>
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<tr>
<td>Fax (country code/city code/number)</td>
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<tr>
<td>E-mail (mandatory)</td>
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</table>

Applications will NOT be accepted without a title and description.

### Learning Lab Title:

<table>
<thead>
<tr>
<th>Company</th>
<th>Company Contact Name (please print)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
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<tr>
<td>City</td>
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<tr>
<td>E-mail (mandatory)</td>
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</table>

### Learning Lab Description:

<table>
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<tr>
<th>Company</th>
<th>Company Contact Name (please print)</th>
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<tbody>
<tr>
<td>Address</td>
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<td>City</td>
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<td>Fax (country code/city code/number)</td>
<td></td>
</tr>
<tr>
<td>E-mail (mandatory)</td>
<td></td>
</tr>
</tbody>
</table>

## AUTHORIZATION

The company submitting this application understands that this application is a contract when duly executed by the authorized company representative. The company agrees to comply with the guidelines for conducting a satellite program at TCT 2014, understands the costs associated with conducting a satellite program, and has read and understands the cancellation policy outlined on page 26.

<table>
<thead>
<tr>
<th>Authorized Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company</td>
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<tr>
<td>Name (please print)</td>
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</tr>
</tbody>
</table>

**Payment in full is due with application.**

**Please make check payable to:**

Cardiovascular Research Foundation – TCT 2014
(US funds in dollars drawn on a US bank)

**Mail application to:**

Tricia Rawh
Program Project Manager
Cardiovascular Research Foundation
111 East 59th Street
New York, NY 10022
Tel: 646-434-4381
Fax: 646-434-4713
E-mail: trawh@crf.org

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**Application Fee:** $50,000

**Deadline:** April 25, 2014
INDUSTRY
PROSPECTUS

Dates to Remember

**March 14, 2014**
Application to receive priority points

**March 28, 2014**
Exhibitor housing opens

**April 11, 2014**
Final booth space payment due

**April 25, 2014**
Application to Conduct a Satellite Program due

**April 30, 2014**
Lottery

**June 2-6, 2014**
Booth selection phone appointments held with exhibitors

**June 11, 2014**
Exhibitor Service Kit is mailed to each exhibitor paid in full

**July 11, 2014**
Satellite Program Agendas due