

4th Annual



# MS ADVANCED **INNOVATIONS** IN HEART FAILURE

*Cases, Controversies and State-of-the-Art Update in  
Heart Failure and Advanced Cardiac Care*

## THURSDAY, OCTOBER 10, 2019

*New York Academy of Medicine, New York, NY*



# Industry Exhibit Prospectus and Sponsorship Opportunities

Thursday, October 10, 2019 • New York, NY



Thank you for your support and participation in the *4th Annual Mount Sinai Advanced Innovations in Heart Disease Symposium*. The following will provide you with important information about the symposium and your participation as an exhibitor. If you have any questions or need further assistance, please do not hesitate to contact Jennifer Berens, Gaffney Events at (425) 442-1314 or [jennifer@gaffneyevents.com](mailto:jennifer@gaffneyevents.com). We look forward to working with you and assisting to ensure a successful conference for your organization!

## SYMPOSIUM LOCATION

**THE NEW YORK ACADEMY OF MEDICINE**  
President's Gallery, Main Floor  
1216 Fifth Avenue  
New York, NY 10029  
PH: (212) 822-7239

## EXHIBIT SPACE AND EQUIPMENT

Exhibits will be located in the President's Gallery, on the main floor directly across from General Session.

**NOTE:** Booth assignments will be released on-site.

The following equipment will be provided for your use and is included in your exhibit fee:

- 1 - 6' Table
- 2 Side Chairs
- 1 - 20 amp Electrical Outlet
- 1 Wastepaper Basket

## EXHIBIT AREA STAFFING

Please provide us with the names of the individuals who will be representing your company by completing and returning the **Exhibitor Badge Form**.

### COMPLIMENTARY FULL MEETING BADGES:

- 6' Table Top Exhibit ..... 3 Complimentary Full Meeting Badges
- 10' x 10' Exhibit ..... 6 Complimentary Full Meeting Badges

Additional Full Meeting badges are \$200.00 each

## ELECTRICITY

One 20-amp electrical outlet will be provided at each table. Please let us know if you require additional electricity.

## SET-UP AND DISMANTLING OF EXHIBITS

Exhibit set-up starts on Wednesday, October 9th between 2:00 p.m. and 6:00 p.m. Exhibits must be set by 6:00 p.m. on Wednesday, October 9th. Space assignment will be released on-site. Set-up of exhibits will not be allowed while attendees are present. Dismantling of exhibits will take place on Thursday, October 10th, at approximately 6:00 p.m. following the Welcome Cocktail Reception.



## 2019 EXHIBIT SCHEDULE

Wednesday, October 9th	2:00 p.m. to 6:00 p.m.	Exhibit Set-Up
Thursday, October 10th	7:00 a.m. to 4:40 p.m.	Exhibit Hall Open
	4:40 p.m. to 6:00 p.m.	<i>Welcome Cocktail Reception</i>
	6:00 p.m. to 7:00 p.m.	Exhibit Tear-Down

Reminder, exhibitors will not be allowed to tear down exhibits until the conclusion of the Welcome Cocktail Reception on Thursday, October 10th.

## SHIPPING INFORMATION

Exhibit materials may begin to arrive direct to The New York Academy of Medicine on **Monday, October 7th**. Due to limited storage space, materials arriving **before October 7th will not be accepted**. If you need to ship displays, literature or other materials directly to the New York Academy of Medicine, your shipping label must read the following:

**THE NEW YORK ACADEMY OF MEDICINE**  
1216 5th Ave  
New York, NY 10029

**HOLD FOR:** Margarita Guevara  
Manager, Conferences and Events

**DELIVER TO:** MOUNT SINAI ADVANCED HEART DISEASE SYMPOSIUM  
[YOUR COMPANY NAME]  
[YOUR NAME]

PRESIDENT'S GALLERY - October 10, 2019  
Main Floor, NYAM

If you have more than one box, please number each box. Example: Box 1 of 3, 2 of 3, etc.

## SHIPMENT CONFIRMATION

GAFFNEY EVENTS and The New York Academy of Medicine will not assume responsibility for the confirmation of shipped materials or equipment. The exhibitor is solely responsible for their property including loss, damage, or failure to arrive in a timely manner from the initial shipment, up to and including the final shipment to the final destination.

## SET-UP & DISMANTLE LABOR

If you require labor assistance, please contact Jennifer Berens at Gaffney Events, [jennifer@gaffneyevents.com](mailto:jennifer@gaffneyevents.com) or (425) 442-1314.



## CANCELLATION POLICY

In the event that an exhibitor must cancel their participation in the **Mount Sinai Advanced Innovations in Heart Disease Symposium**, the exhibiting company will be responsible for 50% of the exhibit fee if cancelling after October 4, 2019. Cancellations must be made in writing.

## MEETING SESSIONS / MEAL FUNCTIONS

Exhibitors are welcome to attend all meeting sessions and planned meal functions.

## LIABILITY

GAFFNEY EVENTS and The New York Academy of Medicine are not responsible, and the “Exhibitor” hereby waives all claims against the aforementioned, for loss, damage, destruction of property, or bodily injury occurring at or in connection with the exhibit or conference. Further, the exhibitor agrees to hold harmless GAFFNEY EVENTS and its employees and agents with respect to such claims and indemnify them against such claims brought by third parties arising out of the actions of exhibitor or its employees. Each exhibitor is responsible for obtaining its own insurance for bodily injury or property loss or damage occurring in connection with the exhibit.

## ADDITIONAL INFORMATION

If you have any questions or concerns, please feel free to contact Jennifer Berens, Exhibit Manager by phone at (425) 442-1314, or email at [jennifer@gaffneyevents.com](mailto:jennifer@gaffneyevents.com).

***We look forward to seeing you in New York in October!***



**gaffney**events

**Tricia Gaffney**

**Gaffney Events**

**Phone: (206) 310-3612**

**Email: [tricia@gaffneyevents.com](mailto:tricia@gaffneyevents.com)**



## EXHIBITING

**\$5,000.00 – 10' x 10' Exhibit**

- 6 Complimentary Full-Meeting Badges
- 4 Available

**\$3,000.00 – 6' Table Top Exhibit**

- 3 Complimentary Full-Meeting Badges
- 12 Available

## SPONSORSHIPS

**\$10,000.00 – Symposium Wi-Fi and Audience Response System**

- Company Created Wi-Fi Password for Meeting Attendees
- Recognition of ARS System Sponsorship in Course Materials / Signage
- 1 Available

**\$10,000 Lunch Sponsorship**

- Includes Room Rental & Audio Visual Equipment
- 1 Available

**\$7,500.00 – Floor Decals**

- Company Designed Floor Decals leading from General Session to Exhibit Hall
- 1 Available

**\$5,000.00 – Marketing Advertisement in MS Advanced Eblast**

- ½ Page Company Advertisement in 1 MS Advanced Eblast
- 1 Available

**\$5,000.00 – Lanyards**

- Given to All Symposium Registrants
- Company Logo on Lanyards
- 1 Available

**\$5,000.00 – Company Marketing Materials in Attendee Bags**

- Given to All Symposium Registrants
- Company Provides Marketing Piece
- 3 Available