

INDUSTRY

PROSPECTUS



DALLAS
LEIPZIG

10TH
ANNIVERSARY

DECEMBER 13-15, 2018
OMNI DALLAS HOTEL • DALLAS, TX

BIANNUAL, CONTINUING MEDICAL EDUCATION CONFERENCE
FOR CARDIOVASCULAR PROFESSIONALS

Don't Miss Vital Learning in Valvular Heart Disease

DALLASLEIPZIG.COM



WHY EXHIBITORS
& SPONSORS
TRUST DL TO
DELIVER A UNIQUE
EXPERIENCE



- The Heart Team: Best Practices for Building a Valve Center of Excellence
- Live Surgery
- Wetlabs: Aortic and Mitral
- Emerging Data Effecting Percutaneous Valve Intervention and Valvular Heart Disease Management: TAVR and TMVR
- Imaging: Latest Techniques
- Reviews of Current Guidelines and Appropriate Criteria for the Management of Valvular Heart Disease
- Debates: Industry's Most Controversial Topics
- Late-Breaking Clinical Trials
- Innovative Devices and Future Therapies
- Congestive Heart Failure
- Oral Abstracts
- Case Reviews

GET UP CLOSE
AND PERSONAL
WITH DL 2018

Dallas Leipzig is a one-of-a-kind meeting that offers a personal connection to a diverse market of cardiovascular professionals. In 2017, DLV hosted approximately 750 attendees with a 5:1 attendee exhibitor ratio.

A LOOK INSIDE

DL 2018

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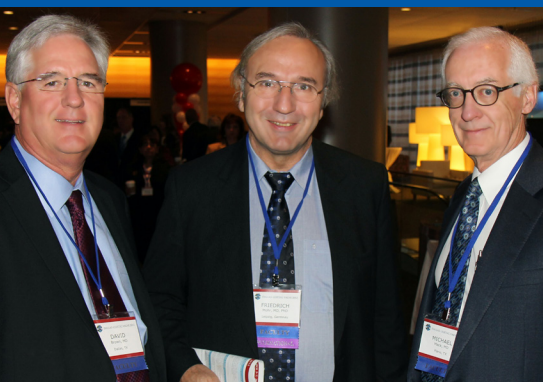


DL 2017 COURSE

DIRECTORS AND FACULTY

COURSE DIRECTORS

Michael J. Mack, MD
Friedrich W. Mohr, MD
David L. Brown, MD



2017 FACULTY

NATIONAL/INTERNATIONAL FACULTY

David Adams, MD
Gorav Ailawadi, MD
Henning Andersen, MD
Vinayak Bapat, MD
Joseph Bavaria, MD
Steven Bolling, MD
Blasé Carabello, MD
John Carroll, MD
Anson Cheung, MD
Randy Chitwood, MD
William Cohn, MD
Delos Toby Cosgrove, MD
Volkmar Falk, MD
Gregory Fontana, MD
David Fullerton, MD
Vincent Gaudiani, MD
Marc Gillinov, MD
Jim Hermiller, MD
David Holmes, MD
Louis Jacques, MD
Samir Kapadia, MD
A. Pieter Kappetein, MD
Saibal Kar, MD
Susheel Kodali, MD
Irv Kron, MD
Jonathan Leipsic, MD
Martin B. Leon, MD
Stephen Little, MD
Bruce Lytle, MD
Randolph Peter Martin, MD
Craig Miller, MD
Friedrich Mohr, MD
Pat O'Gara, MD

Ashish Pershad, MD
Nicolo Piazza, MD
Jeff Popma, MD
John Puskus, MD
Michael Reardon, MD
Carlos Ruiz, MD
Craig Smith, MD
Gregg Stone, MD
Lars Svensson, MD
Vinod Thourani, MD
Murat Tuzcu, MD
Thomas Walther, MD
John Webb, MD
Brian Whisenant, MD

LOCAL FACULTY

William Brinkman, MD
David Brown, MD
Brian Deville, MD
James Edgerton, MD
Ambarish Gopal, MD
Deepika Gopal, MD
Paul Grayburn, MD
Katherine Harrington, MD
Kelley Hutcheson, MD
Rob Kowal, MD
Michael Mack, MD
Peter McCullough, MD
Srinu Potluri, MD
William Ryan, MD
Robert Smith, MD
Robert Stoler, MD
Molly Szerlip, MD
Kevin Wheelan, MD



Dallas Leipzig is presented by the Foundation for Advanced Cardiovascular Education and Training (FACET). Established in 2008, FACET was created to meet the growing demands for education in the fields of cardiovascular technologies, patient care, and clinical outcomes. The organization aims to foster and promote medical education that benefits the health of the community; facilitate the physician's ability to deliver state-of-the-art medical care; access new therapies; and improve quality clinical outcomes. FACET is a registered 501(c)3 not-for-profit organization.

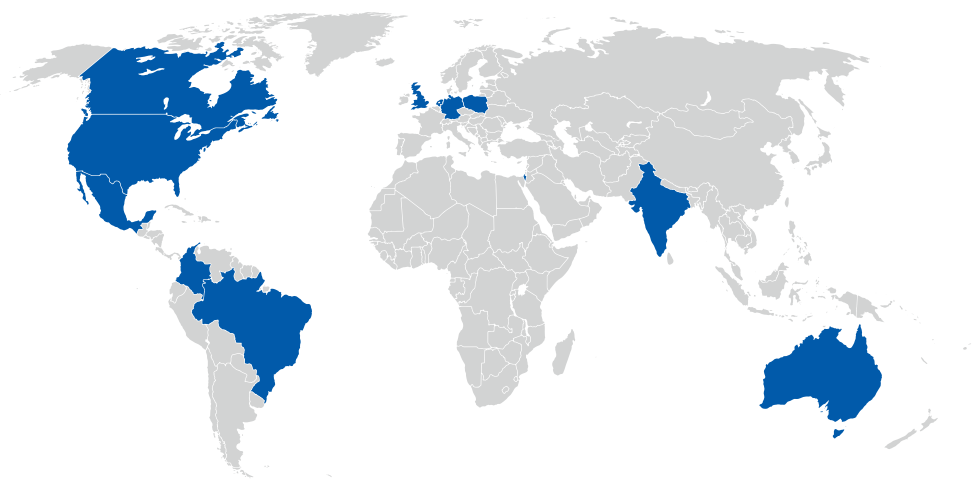


2017 CONFERENCE STATISTICS

Each year, Dallas Leipzig continues to grow and in 2017 hosted approximately 800 cardiovascular professionals. Attendees join us from around the world for a unique boutique meeting, unlike any other.

12 COUNTRIES REPRESENTED

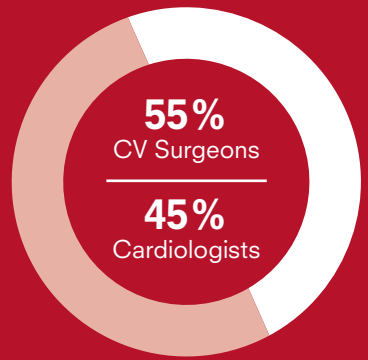
- + Australia
- + Brazil
- + Canada
- + Colombia
- + Germany
- + India
- + Israel
- + Mexico
- + Netherlands
- + Poland
- + United Kingdom
- + United States



36 U.S. STATES

ATTENDANCE

PHYSICIAN ATTENDANCE



DLV '17 PROGRAM

- 8 Live Surgeries
- 11 Presented Abstracts
- 92 Faculty Talks



DALLAS LEIPZIG 2018

EXHIBITOR INFORMATION

APPLICATION PROCESS

BENEFITS INCLUDE:

- All food and beverage will be served in the exhibit hall in order to increase traffic to booths.
- Unchallenged time scheduled during which attendees will be on-site without meeting obligations.
- Support opportunities with varied and far-reaching benefits.
- Individual support opportunities featured on pages 8-10.
- Opportunities to discuss additional and/or alternative support opportunities.

Please contact the FACET organization by email at info@thefacet.org for details.

EXHIBIT RATES

6' Table
\$3,000

10' x 10' Booth
\$4,500

EXHIBITOR CALENDAR OF EVENTS

WEDNESDAY 12/12/18	THURSDAY 12/13/18	FRIDAY 12/14/18
Exhibitor Move-in 2:00 PM-8:00 PM	Exhibitor Hours 7:00 AM-5:30 PM	Exhibitor Hours 7:00 AM-3:30 PM

APPLICATION TIMELINE

10/18/18	Exhibit and support applications with 50% deposit due. Exhibitors may submit housing requests once application is received.
11/2/18	Exhibitors receive an email confirming sponsorship status from FACET support team representative.
11/15/18	Booth selection phone appointments held with exhibitors to discuss event preparations and answer questions and concerns.
11/30/18	Final payment for DL support is due. Floor plan and Exhibitor Premeeting Guide mailed to fully-paid exhibitors.

EXHIBIT BOOTH ASSIGNMENT

- Exhibit booth space will be assigned on first-come, first-served basis. Assignments will be based on availability. Every effort will be made to accommodate first choices; priority will be given to the 2017 sponsors and exhibitors.
- A 50% deposit is required with the application.
- All applications and payment must be received by October 18, 2018.
- Notification of booth assignments will be communicated as applications are processed.

2018 SUPPORT LEVEL INFORMATION

FACET and the DL Program Committee wish to extend their deepest appreciation to all the organizations that generously support the DL meeting. Recognition is given to all organizations choosing to invest in any of the DL sponsorship or advertising opportunities listed in this section. Each recognition level is based on the organization's support contributions and advertising for the DL 2018 meeting.

MAJOR SUPPORTERS RECEIVE THE FOLLOWING COMPLIMENTARY ITEMS:

SUPPORTER PRIVILEGES	DIAMOND \$200,000	PLATINUM \$150,000	GOLD \$100,000	SILVER \$75,000	BRONZE \$50,000
Exhibit Booth	10' x 20'	10' x 20'	10' x 10'	10' x 10'	10' x 10'
Industry Registration Badges	15	12	10	7	5
Online Recognition <small>Company Logo and Support Level on DL website</small>	✓	✓	✓	✓	✓
Complete Attendee List <small>Post Meeting</small>	✓	✓	✓	✓	
Preregistration Attendee List <small>Given 4 weeks prior to meeting</small>	✓	✓	✓		
Exhibitor Passport <small>(An initiative to drive attendance in exhibit hall, completed passports entered into prize drawing)</small>	✓	✓			

CUSTOMIZE YOUR SUPPORT PACKAGE

Determine the level of support you would like to contribute and select the sponsorship opportunities you would like to have at DL 2018. If you need assistance building your support package, **contact us at info@thefacet.org**. Please note that early commitment payments will secure priority choices and locations.



DALLAS LEIPZIG 2018 SPONSORSHIP OPPORTUNITIES

CUSTOMIZE YOUR SUPPORT PACKAGE

Determine the level you want to support, and select the sponsorship opportunities below. This page can be printed out and attached to your sponsorship application, or visit DallasLeipzig.com to apply online. Need assistance building your support package? **Contact us at info@thefacet.org** and we'll help you find the right fit.

SPONSORSHIP LEVEL

	DIAMOND	\$200,000
	PLATINUM	\$150,000
	GOLD	\$100,000
	SILVER	\$75,000
	BRONZE	\$50,000

✓ SUPPORT OPPORTUNITIES

GOBO LIGHTS IN THE LOBBY Gobo lighting consists of a glass or metal cut out placed inside a lighting fixture that has a design or graphic, such as a company logo, which can then be projected on a wall or designated area. They are a great tool used for showing off your company logo, rather than banners or signage. 1 per day (Two offered)	\$15,000
FACULTY DINNER BUS TRANSPORTATION Provide transportation to and From the Faculty Dinner.	\$25,000
ADVERTISEMENT – MOBILE APPLICATION Banner advertisements available on DL mobile application that will display important conference information.	\$10,000
LIVE CASE SUPPORT (*Per Session) Company name and logo displayed on the screen during the session breaks.	\$25,000*
FACULTY DINNER Cohost the invitation-only Faculty Dinner Tuesday evening. Includes four complimentary VIP invitations.	\$25,000
SPEAKER LOUNGE Hospitality room where speakers meet to collaborate, enjoy snacks and beverages. Signage recognition inside speaker-ready room.	\$15,000
ESCALATOR CLINGS Display your message or logo on the escalators leading up to the main conference space.	\$15,000
COLUMN WRAPS Display your message or logo on Convention Center Pillars in main meeting prefunction area.	\$15,000
LANYARDS Provides recognition with logo and/or text on meeting lanyard.	\$15,000
TOTAL SUPPORT:	\$ _____



SUPPORT MARKETING OPPORTUNITIES

CUSTOMIZE YOUR MARKETING AND ADVERTISING

From print advertising to digital media, DL offers many different channels to reach your audience. Select the options you'd like below. This page can be printed out and attached to your exhibitor application, or visit DallasLeipzig.com to apply online. Need assistance building your support package? **Contact us at info@thefacet.org** and we'll help you find the right fit for your organization.

✓ PRINT ADVERTISING

Full Page Ad in Program (Back Cover)	\$10,000
Full Page Ad in Program (Front Inside)	\$10,000
Full Page Ad in Program (Inside)	\$7,500
Half Page Ad in Program (Inside)	\$5,000
Quarter Page Ad in Program (Inside)	\$2,500

✓ BRANDING

WiFi Support	\$15,000
Mobile Device Charging Station (3 available) Charge your presence by getting in front of attendees who need to stop and charge their phones, iPads, and other mobile devices.	\$15,000
Continental Breakfast (2 available)	\$15,000
Lunch Bags (2 available)	\$10,000
Refreshment Breaks (4 available)	\$10,000
Course Notebooks (1 available) Promote your organization's message on the back cover of the notebook provided to all attendees.	\$10,000
Morning E-Blast (2 available - 1 per day) Daily e-mails to attendees.	\$10,000
Hotel Key Cards	\$20,000
Hotel Room Drops	\$5,000
TV Message in Guest Rooms	\$10,000
Coffee Cup Sleeves	\$10,000

✓ ATTENDEE LISTS

Preregistration Attendee List Provided 3 Weeks Prior to Meeting	\$5,000
Complete Attendee List Provided at Completion of Meeting	\$7,500

MEETING SPACE RENTAL

Meeting rooms and conference suites are available to confirmed exhibitors to hold events such as staff debriefing meetings, committee meetings, and advisory board meetings. Please note that meeting space is not to be used to draw physicians out of scientific sessions. Meeting spaces are available on a first-come, first-served basis.



Learning Labs Company's clinical specialist can interact with attendees to enhance their knowledge of treatment techniques and devices.	\$10,000
Meeting Space for 25 guests	\$15,000
Conference Suite for 6-8 guests	\$10,000

TOTAL:

\$ _____



DALLAS LEIPZIG 2018

TERMS AND CONDITIONS

Exhibitors agree to abide by the conditions of the application and contract published in these regulations and by all conditions under which space at the Omni Dallas Hotel is leased by FACET. Exhibitors accept responsibility for informing all their employees and agents of these conditions and agree that they will abide by them also. Your signature on your application and contract indicates you have accepted these terms and conditions. Your understanding and conformance is greatly appreciated.

FACET reserves the right to interpret these rules and regulations, as well as make final decisions based on FACET's sole discretion, on points these rules do not cover. In all interpretations of the rules and regulations, the decision of FACET is final.

AMERICANS WITH DISABILITIES ACT

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

BOOTH LOCATION

Applications are processed in the order that they are received. Booth location selection is dependent on receipt of application and payment, booth size, and sponsorship level. If you have location requests, **please contact info@thefacet.org**.

While we engage in a process of transparency, we cannot guarantee the accommodation of all requests. We also cannot be held responsible for the loss of any items or materials from the Exhibit Hall during the event.

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 DL.

DISTRIBUTION OF PRODUCT INFORMATION

In accordance with ACCME guidelines, product information cannot be distributed at any scientific sessions. 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 (outside of the exhibit hall) other than in their assigned booth space, including any of the contracted hotels. This guideline is strictly enforced.

EXHIBITOR HOUSING

Omni Dallas hotel rooms with negotiated rates of \$159/night are available to DL attendees. Exhibitors may secure their housing needs once their applications are received. A housing form will be sent to each exhibiting company once an Application for Booth Space is received.

CANCELLATION POLICY

In the event that DL 2018 is abbreviated or canceled because of circumstances beyond our control, FACET reserves the right to end the agreement between FACET and the exhibitor. Should this occur, the exhibitor hereby agrees to waive any claim the company may hold against FACET.

Notification of cancellation prior to the event and barring the circumstances explained above must be received by FACET in writing on company letterhead. Any company canceling its agreement is subject to pay its 50% deposit if it cancels before September 1, 2018. If a company cancels after September 1, 2018, it will pay 100% of its pledged fees.



2017 SUPPORTERS AND EXHIBITORS

We would like to show our appreciation to the following companies for their support:

INDUSTRY SUPPORTERS

DIAMOND



PLATINUM



GOLD



BRONZE



EDUCATIONAL GRANTS

We gratefully acknowledge the following organizations for providing educational grants:

Abbott, Baylor Scott and White, Boston Scientific, Edwards Lifesciences Foundation, Medtronic, St. Jude Medical, The Heart Hospital Baylor Plano

EXHIBITORS

- Abbott
- Amgen
- Astra Zeneca
- AtriCure
- Bayer Scott and White Health
- Boehringer-Ingelheim Pharm
- Boston Scientific
- Career Gear Houston
- CyroLife
- Edwards Lifesciences
- The Heart Hospital Baylor Plano
- Liva Nova
- LSI Solutions
- Medtronic
- Otsuka
- Philips
- Roche Diagnostics
- Siemens
- SpectralMD
- St. Jude Medical

EXHIBIT SPACE APPLICATION

Please print or type all information. An online application is also available at DallasLeipzig.com

Applications will be processed in the order they are received. Application and 50% payment due by November 16, 2018.

REQUESTED BOOTH SIZE : 10' x '10 • \$4,500 6' Table • \$3,000

COMPANY INFORMATION

Company (as it should appear in print)

Official Contact Name Credentials Title

Billing Address City State Country Zip/Postal Code

Telephone (country code/city code/number) Fax (country code/city code/number) E-Mail

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

Association Book Publisher Educational Meeting Imaging Information Technology

Institution/Hospital Medical Device Market Research Pharmaceutical Other:

We prefer NOT to be located near the following companies:

We prefer to be located near the following companies:

METHOD OF PAYMENT

Applications will be processed in the order they are received. Companies with headquarters outside the U.S. may request wire transfer from info@thefacet.org. The Exhibitor Service kit will be provided when payment is received in full.

Visa American Express MasterCard

Check - Amount: \$

CREDIT CARD INFORMATION

Cardholder's Name

Amount Expiration Date CVV

Card Number

AUTHORIZED SIGNATURE

The application for booth space is a binding contract when signed and submitted and indicates the applicant's willingness to abide by all contract terms, conditions, and general rules and regulations of Dallas Leipzig.

I have read and agreed to the terms and conditions including the DL Cancellation Policy on Page 10 and will abide by these terms.

Signature Date

Name (please print)

Title

SUBMIT APPLICATION

Please send payment and application to
FACET
 5167 Navajo Drive
 Frisco, TX 75034
info@thefacet.org

FACET Signature Date Received

APPLICATION FOR SUPPORT

Please print or type all information. An online application is also available at DallasLeipzig.com

Applications will be processed in the order they are received. Application and 50% payment due by November 16, 2018.

REQUESTED BOOTH SIZE :

<input type="radio"/> DIAMOND \$200,000	<input type="radio"/> PLATINUM \$150,000	<input type="radio"/> GOLD \$100,000	<input type="radio"/> SILVER \$75,000	<input type="radio"/> BRONZE \$50,000
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COMPANY INFORMATION

Company (as it should appear in print)

Official Contact Name Credentials Title

Billing Address City State Country Zip/Postal Code

Telephone (country code/city code/number) Fax (country code/city code/number) E-Mail

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

Association
 Book Publisher
 Educational Meeting
 Imaging
 Information Technology
 Institution/Hospital
 Medical Device
 Market Research
 Pharmaceutical
 Other:

We prefer NOT to be located near the following companies:

We prefer to be located near the following companies:

METHOD OF PAYMENT

Applications will be processed in the order they are received. Companies with headquarters outside the U.S. may request wire transfer from info@thefacet.org. The Exhibitor Service kit will be provided when payment is received in full.

Visa
 American Express
 MasterCard
 Check - Amount: \$

CREDIT CARD INFORMATION

Cardholder's Name

Amount Expiration Date CVV

Card Number

AUTHORIZED SIGNATURE

The application for conference support is a binding contract when signed and submitted and indicates the applicant's willingness to abide by all contract terms, conditions, and general rules and regulations of Dallas Leipzig.

I have read and agreed to the terms and conditions including the DL Cancellation Policy on Page 10 and will abide by these terms.

Signature Date

Name (please print)

Title

SUBMIT APPLICATION

Please send payment and application to
FACET
5167 Navajo Drive
Frisco, TX 75034
info@thefacet.org

FACET Signature Date Received