



CARDIOVASCULAR SERVICE LINE  
**SYMPOSIUM**

SPONSORED BY **Cardiovascular**Business

JUNE 9-11, 2016 • THE MAYFLOWER HOTEL • WASHINGTON, DC

**EXHIBITOR PROSPECTUS**

Transforming the future of cardiology, today.



## OVERVIEW

# We are transforming the future of cardiology, today. Join us.

[Register at CVSL16.com](http://CVSL16.com)

Progressive service line delivery programs are leveraging the integration of physicians and hospitals, aligning strategically, clinically and operationally to create superior value for patients. We believe in the transformative power of knowledge sharing. The CVSL Symposium is a platform for cardiovascular leaders to exchange ideas and best practices, learn from each other and implement actionable strategies within their own programs. Be part of the largest peer-to-peer gathering of CV thought leaders who make transformation happen.

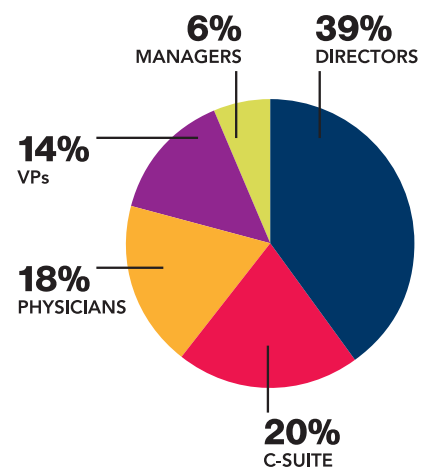
## PROGRAM TOPICS

- News from Washington on MACRA, Stark, and other Critical Laws
- Afib Registry (NCDR) Update
- Creating a Culture of Safety in the CVSL
- CVSL Challenges Specific to Congenital/Adolescent Programs
- The Emergence of the Ambulatory Strategy in the CVSL
- Low Risk Chest Pain Centers
- Utilizing eCare for Growth and Population Health
- Exploring Case Rates and Bundles in Cardiac Care
- CVSL Cost Accounting for Co-Management
- Population Health: Threat or Opportunity
- Leveraging & Centralizing Registry Data Across Your Multi-Hospital System
- Cath Lab Optimization, Patient Care, and Profitability
- The Evolving Physician Alignment Challenge: Employing the Institute Model

## WHY ATTEND

In today's health care environment, providers are faced with rapid change and numerous challenges. The CVSL Symposium is an opportunity for CV leaders to share ideas that move us all forward. Through our conference, industry leaders participate in these discussions and share their **SOLUTIONS**, strategies, and products that help everyone achieve success. **This is your opportunity to share with them what they most need — how your SOLUTIONS can help them increase quality, efficiency and effectiveness in their organizations; enhance patient experience; increase patient, provider and staff satisfaction; improve population health; and reduce costs.** Many attendees are responsible for purchasing products and services for their institutions. This conference is an excellent opportunity to influence their decision-making process.

## CVSL ATTENDEE PROFILE





Register at [CVSL16.com](http://CVSL16.com)

## EXHIBITOR OPPORTUNITIES

Exhibit and sponsorship opportunities include:

<b>BRONZE</b>	<b>\$3,500*</b>
<ul style="list-style-type: none"> <li>• 2 <b>attendees</b> per booth purchased</li> <li>• 6-foot table top display</li> <li>• Rotating logo on event website</li> <li>• Full-page print ad in the Conference Information Guide provided to each attendee</li> <li>• Opportunity to attend all educational sessions (2 attendees)</li> <li>• Participation in the Passport &amp; Value Trivia</li> <li>• Opportunity to participate in a giveaway to increase traffic to your booth</li> </ul>	
<b>SILVER</b>	<b>\$4,500*</b>
<p>All Bronze Benefits PLUS:</p> <ul style="list-style-type: none"> <li>• General session break sponsorship (3 available), OR</li> <li>• Cocktail reception sponsorship (2 available)</li> </ul>	
<b>GOLD</b>	<b>\$5,500*</b>
<p>All Bronze Benefits PLUS:</p> <ul style="list-style-type: none"> <li>• Friday Educational Spotlight Breakfast presentation (2 available) OR</li> <li>• Lanyard sponsorship</li> </ul>	
<b>PLATINUM</b>	<b>\$7,000*</b>
<p>All Bronze Benefits PLUS:</p> <ul style="list-style-type: none"> <li>• Friday Educational Spotlight Lunch presentation (3 available)</li> </ul>	

**Note: The lanyard, general session break, and cocktail reception sponsorship includes signage throughout the conference, logo in the Conference Information Guide, and on-screen call out.**

**\* All MedAxiom Corporate Partners receive a 25% discount.**

## EXHIBIT SCHEDULE

### THURSDAY, JUNE 9

8:30 am - 11:00 am	Exhibitor Set-Up
3:15 pm - 3:30 pm	Exhibitor Introductions (Part 1 of 2)
3:30 pm - 4:00 pm	Attendee Break with Exhibitors
6:00 pm - 6:15 pm	Exhibitor Introductions (Part 2 of 2)
6:15 pm - 7:15 pm	Networking Reception with Attendees

### FRIDAY, JUNE 10

7:00 am - 8:00 am	Breakfast with Attendees
10:00 am - 10:30 am	Break with Attendees
12:30 pm - 1:45 pm	Educational Spotlight Lunch Sessions
1:45 pm - 2:00 pm	Attendee Break with Exhibitors
5:30 pm - 6:30 pm	Networking Reception with Attendees
6:30 pm - 8:30 pm	Group Dinner at the Smithsonian Natural History Museum
8:30 pm - 6:30 am (6/11)	Exhibitor Break Down*

**Note: Exhibitors are encouraged to attend all general and breakout sessions, and dinner on Friday night. Exhibitors do not attend POD sessions and pre-conference meetings.**

**\* Exhibitors are invited to attend the Smithsonian dinner. To accommodate, we've extended break down time to 6:30am on Saturday. Exhibitions mustn't be broken down before 6pm on Friday.**



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## ENGAGEMENT OPPORTUNITIES

### Passport & Value Trivia

We will provide a "Passport" that encourages attendees to stop by your booth to learn more about your **SOLUTIONS** and get a signature from you. Each Passport & Value Trivia participant is asked to answer questions about what they learned and will be entered into a cash prize drawing.

In addition to the cash prize drawing, we encourage exhibitors to bring their own giveaways for this program. This will entice attendees to stop by your booth. If you are interested in bringing your own giveaways, please note that items given away in the past include iPads, Fitbits, GoPro cameras, and gift cards. Giveaways will be highlighted in the Conference Information Guide, on-screen presentations, and on signage throughout the conference. The questions in the Passport & Value Trivia are a way to help you start the conversation about your **SOLUTIONS**. Send [Veronica Rodriguez](#) the name and description of your giveaway **by May 23, 2016**.

### Pre-Event Email Blasts

We will be sending a pre-event email to all registered attendees, inviting them to visit our exhibitors. We will use existing content we have for your company. If you wish, you can send [Verónica Rodríguez](#) specific content you want included (25 words max) **by May 23, 2016**.



## SPONSORSHIP OPPORTUNITIES

### CREATE A SPECIAL OCCASION TO ENGAGE YOUR AUDIENCE

The following sponsorship opportunities are unique to this event and very special location. These are the types of activities that generate excitement for attendees to participate in your event.

[Register at CVSL16.com](http://CVSL16.com)

### Smithsonian Dinner Sponsorship

We will be hosting a special dinner at the Smithsonian National Museum of Natural History on June 10. This elegant and exciting dinner will be one of the most anticipated events of the CVSL Symposium.

One exhibitor will have the opportunity to highlight its company during the Symposium, by being the exclusive sponsor of this memorable evening. As the sponsor, you will get premium and unique branding space in one of the Smithsonian's most sought-after and recognized areas — Mammals Hall and Ocean Hall — where the dinner will take place. In addition, you will get logo inclusion on all the dinner signage, brochures, invitations, educational and marketing materials, and an option for providing giveaways to all attendees. This opportunity is available on a **first-come, first-served basis**.

Don't miss this opportunity to sponsor an unforgettable event!

**INVESTMENT:** \$10,000



### Monument Night Tour

This two to three hour private bus tour will include up to three stops at popular Washington monuments, such as the White House, WW2 Memorial, and Lincoln Memorial for up to 20 attendees. While attendees travel to the first monument, sponsors can kick off the tour by introducing their company and briefly discussing their **SOLUTIONS**. Traveling time in-between monuments is a perfect time for one-on-one conversations with attendees, and also an opportunity to connect and mingle. This is a unique experience that promises great interaction and interest.

The tour will take place on Thursday, June 9, anytime after 7:00 pm, and can include box dinners and beverages for attendees from Ruth's Chris Steak House.

**INVESTMENT:** 3,500

### Smithsonian Transportation Video Presentation

Kick off MedAxiom's 15th anniversary dinner by sponsoring transportation for attendees from The Mayflower Hotel to the Smithsonian National Museum. This sponsorship includes a **5 to 10 minute video** played in each of five buses attendees will board to and from the dinner. Various monitors are placed throughout the bus, making it easy for the passengers to learn about your business and SOLUTION. A sound system throughout the bus will ensure your message is shared with all passengers. This is a great way to build brand awareness and remain top-of-mind after a day of meetings and conversations with your potential new customers.

**INVESTMENT:** 3,000



## SPONSORSHIP OPPORTUNITIES CONT'D

### CREATE A SPECIAL OCCASION TO ENGAGE YOUR AUDIENCE

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### CVSL'16 Mobile App and Site

**Sponsor the most essential tool for CVSL'16!** Our conference app is becoming the star of our events.

Let your organization shine as the main app sponsor. Your company logo and custom banner will appear throughout the app.

Attendees can access the agenda, answer 'live' polling questions in real time, download maps, and interact with other attendees/speakers via the app. It truly is the most interactive tool of the conference.

**85% of CVTransform attendees downloaded and used the conference app**, spending an average of 15 minutes viewing the content. Captivate the audience with this highly-visible sponsorship opportunity!

**INVESTMENT:** \$5,000

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Please contact **Ryan Graver** to discuss options for custom sponsorship opportunities.



[Register at CVSL16.com](http://CVSL16.com)

## EXHIBITS AND SHIPPING INFORMATION

All exhibits are on 6-foot tabletops and all exhibits, banners, and materials must be located on or behind your 6-foot skirted table. Standard exhibit space cannot be larger than 6 feet per exhibitor, with a footprint not to exceed 8 feet. If you require more space, you will need to purchase it.

**WHEN SHIPPING YOUR BOOTH:** The following information **MUST BE** included on all packages. Failure to label in this manner can result in a delay of delivery.

### SHIP TO:

The Mayflower Hotel  
Attn: Client and convention name  
C/O: Exhibitor/attendee name  
1127 Connecticut Ave. NW  
Washington, DC 20036

Note: Exhibit packages must be purchased ahead of time and will not be available for sale on site. Please register all of your exhibitor staff with their name, title, and organization name, exactly as you want them to appear in materials, and submit payment 30 days before the event. The official exhibitor badge is required in the meeting rooms. Displays may **NOT** be set up during exhibit times and may not be broken down early. You are solely responsible for the set-up and break down of your exhibit display.

[Click here to download the full shipping instructions](#)

[Click here to download the AV request form](#)

## HOTEL INFORMATION AND RESERVATIONS

### The Mayflower Hotel • Washington, DC

Listed on the National Register of Historic Places, The Mayflower Hotel has been a vibrant social hub in Washington, DC, since opening in 1925. Refreshed and contemporary, this historic hotel newly inspires the city for business or pleasure with its premier location on Connecticut Avenue.

Reserve your room within the event registration process. **The discounted rate is \$285/night + tax for a standard room.** Upgraded rooms may be available for additional costs.

In the unlikely event that the program is canceled, we will refund the registration and hotel fees in full, but we are not responsible for any travel costs you may incur.

Contact Kate Paulk at [kpaulk@medaxiom.com](mailto:kpaulk@medaxiom.com) for more information.

[Click here to make/modify your registration](#)



[Register at CVSL16.com](http://CVSL16.com)

## CONFERENCE INFORMATION GUIDE

We will be providing all attendees with an event publication/book called the Conference Information Guide. This guide is our most-used publication during the conference. It includes agenda information, presentations, speaker profiles, room assignments, wi-fi information, and more.

### Heighten awareness about your company by:

- Including solution-focused product and/or service overviews
- Announcing new products and/or services
- Making it a sales sheet
- Addressing the issues attendees are facing
- Advertising conference promotions, such as “please stop by for...”

### CONFERENCE INFORMATION GUIDE ARTWORK SPECIFICATIONS

Must be provided in **PDF format** at **300 dots per inch (DPI)** at 100% of scale. All fonts should be converted to outlines or flattened into the PDF.

#### Size Specifications:

Please submit at 8.75”W x 11.25”H,  
to be trimmed at 8.5”W x 11”H,  
with a live area of 8”W x 10.5”H.

Bleed Area: 8.75”W x 11.25”H

Trim Area: 8.5”W x 11”H

Live Area: 8”W x 10.5”H

All submissions need to be in  
high resolution PDF format  
and one page (single sided).

Please submit your PDF by  
**MAY 23, 2016** to  
Verónica Rodríguez at  
[vrodriguez@medaxiom.com](mailto:vrodriguez@medaxiom.com).

Verónica is happy to answer  
any questions regarding the  
specifications for your ad.

## What is this?

**Bleed Area:** The area beyond the edge of the sheet after trimming. The bleed is the part on the side of a document that gives the printer a small amount of space to account for movement of the paper, and design inconsistencies. Bleed ensures that no unprinted edges occur in the final trimmed document.

**Trim Area:** Where the page itself will be cut. Because it is cut by a machine, the cut is not absolutely precise every time (but it is very close). Some slight shifting does occur.

**Live Area:** The area where your main typographic elements should be, without the worry of them being cut off or cut off from view. This area ensures that your typography and main graphics will be seen.