PROMOTIONAL AND MARKETING OPPORTUNITIES

STAND OUT FROM THE COMPETITION AND OPTIMIZE YOUR EXPOSURE BY SELECTING THE PERFECT COMBINATION OF MARKETING AND PROMOTIONAL ACTIVITIES THAT WILL ENHANCE YOUR VISIBILITY AT ISHLT2020.

MEETING LOCATION
Partner with ISHLT for a unique opportunity to gain visibility, build vital relationships and position your products with top leaders in the advanced heart and lung failure communities. ISHLT2020 is the largest, most-influential meeting for medical professionals in thoracic transplant, MCS, and advanced heart and lung failure. Attracting 4,000 professionals, ISHLT2020 offers an ideal opportunity to deliver your message to key decision makers. Achieve a higher level of visibility among these professional decision-makers world-wide by logo-branding an ISHLT product or service at ISHLT2020. ISHLT offers a wide spectrum of opportunities to fit every budget.

- **Our Advertising Opportunities** will get your message in front of delegates in impactful ways, including ads in our daily newsletter and in our printed Final Program Pocket Guide, as well as delegate bag inserts.
- **Our Branding Opportunities** will put your name front-and-center throughout the event. See your brand on delegate tote bags, lanyards and more.
- **Our Digital Opportunities** will put your key messages in the palm of delegates’ hands. Sponsor our Mobile App, wifi access or our Recharge Lounge.
- **Our Interpersonal Opportunities** allow you to serve as the exclusive brand behind our high-impact locations, such as the VIP lounge. You will also have the opportunity to have private face-to-face time with our delegates with Private and Business Offices.
- **Our Signage/Banner Opportunities** are a new addition and enable you to take advantage of large format signage throughout the meeting venue to capture delegates’ attention.

In addition, ISHLT invites your ideas and suggestions for other support opportunities that will enhance our attendees’ experience. Contact Christy Norcross, Senior Director of Meetings, to discuss your objectives.
INTERPERSONAL OPPORTUNITIES

EXHIBITION SPACE

Priced according to booth size and configuration. Click here to learn about more about the exhibition. Download the Exhibitor Prospectus and find out why exhibiting at ISHLT2020 is a must!

CORPORATE EVENT

Priced according to event type and size. See Corporate Events Price Sheet on page 7. A Corporate Event is any activity (staff meeting, sales meeting, press conference, symposium, seminar, workshop, dinner, reception, investigator meeting, advisory board meeting, marketing event, etc.) funded, organized, or offered by any for-profit commercial organization and held in the Montreal area between and including the dates of Monday, April 20 and Saturday April 25, 2020. Companies wishing to conduct a Corporate Event must comply with Corporate Event Policies on page 6 and submit the Corporate Event Application Form online or using the form on page 8 to ISHLT for approval. All Class B and Class C Corporate Events approved by ISHLT prior to February 15, 2020 will be included in the printed Pocket Guide and the ISHLT2020 Mobile App. Approved listings will include the name of the corporate event, organizing company name, event date, time and location as submitted on application.

INDUSTRY THEATER SESSION ($8,000/$15,000)

An Industry Theater Session is an excellent opportunity for exhibiting companies to expand their presence as an exhibitor at ISHLT2020 by providing meeting delegates with information on current therapies and products in dedicated meeting space accessed via the Exhibit Hall. These sessions are a great way to increase the participants’ level of engagement with your company. Only companies exhibiting at ISHLT2020 may conduct an Industry Theater Session. Are you interested in conducting an Industry Theater Session? Submit an Industry Theater Session Application Form online or using the form on page 9 and send to ISHLT for approval. All Industry Theater Sessions approved by ISHLT prior to February 15, 2020 will be included in the printed Pocket Guide and the Mobile App. Approved listings will include the name of the industry theater session, organizing company name, event date, time and location as submitted on application.

VIP LOUNGE ($10,000/$30,000)

Due to the resounding success of its first year in 2019, ISHLT is bringing back the VIP Lounge. Don’t miss this chance to be the sponsor! Separate from the Speaker Ready Room, this lounge is an invitation-only space for ISHLT volunteer leaders, select invited speakers, and VIPs. Those with access can relax and take a break during the meeting, grab a coffee and a snack, and network with fellow ISHLT members in leadership roles, among others. This opportunity offers the sponsoring company a chance to interact with key ISHLT opinion leaders. The sponsoring company will be granted lounge access for up to 15 executives/guests per day. A $30,000 sponsorship rate for Wednesday – Saturday and a $10,000 daily sponsorship rate are available. Limit of 1 sponsor per day or 1 sponsor for the entire meeting.

BUSINESS OFFICE IN THE EXHIBIT HALL ($5,000)

Perfect for additional conference space outside of your booth. We have a limited number of 250 sf offices built in the rear of the exhibit hall that can be used for staff work/break rooms, storage and other business purposes. All costs and arrangements associated with furniture for the office, carpet, AV, equipment, electricity, signage, wall branding, food, beverage, etc. are the responsibility of the company and must be made directly with the exhibit services company and/or Palais des Congrès de Montréal once an office has been assigned by ISHLT. Includes access for exhibitor’s booth personnel and registered guests during all official show hours. Access is limited to those registered for the meeting as an attendee, guest, or exhibit booth personnel. Meetings with health care professionals are limited to a maximum of 5 health care professionals at a time. Offices include 4 walls, a lockable door, but do not include carpet or ceilings and are not completely soundproof.

PRIVATE OFFICE ($5,000)

For completely private conference space, we have a limited number of 750 sf meeting rooms that can be used as consult/private offices or meeting rooms. All costs and arrangements associated with furniture for the office, AV, equipment, electricity, signage, food, beverage, etc. are the responsibility of the company and must be made directly with the Palais des Congrès de Montréal once a room has been assigned by ISHLT. Includes 24-hour access Wednesday – Friday. Meetings with health care professionals are limited to a maximum of 5 health care professionals at a time.
DIGITAL OPPORTUNITIES

MOBILE MEETING APP ($25,000)
Put your company’s message right in ISHLT2020 attendees’ hands by sponsoring the ISHLT2020 Mobile App. Consistently rated a favorite by users (translating into over 137,000 splash page views), the Mobile App is the go-to resource guide for meeting attendees. Attendees can build their own personal meeting schedule, add event reminders to their calendar, view a list of exhibitors and event listings, and receive all of its additional app features include exhibit hall maps, exhibiting company descriptions and booth locations, full presentation details for all scientific sessions, presentation slides, details on all committee and council meetings, details on all affiliate and corporate events, maps of the venue, CME/CEU information, and more. The ISHLT2020 Mobile App sponsor will receive a branded splash page linking app users to content or a website of the sponsor’s choosing and a banner ad inside the mobile App. The ISHLT2020 Mobile App sponsor will also receive signage recognition onsite during the meeting and acknowledgement on the ISHLT2020 website page that provides the mobile app download instructions. All camera-ready artwork must be provided by the sponsor and approved by ISHLT.

WIFI ACCESS FOR DELEGATES ($25,000)
Help ISHLT2020 delegates stay connected while away from home! Your sponsorship will provide wireless internet access throughout the meeting space. A splash page landing screen will be personalized with your company name and/or logo, and the ISHLT 2020 WiFi network username and password can be customized by you. You’ll also be acknowledged as the sponsor everywhere instructions are given for accessing the WiFi in the Pocket Guide, in the ISHLT2020 Mobile App, and on signage throughout the meeting space.

RECHARGE LOUNGE ($15,000 PER LOUNGE)
ISHLT will offer two 16x10 ReCharge Lounges located inside the exhibit hall. Attendees can get a quick “jump start” for mobile devices, laptops and tablets that are running low on battery power. Each lounge will feature:

- One charging kiosk, branded with the sponsoring company’s name and logo and will equipped with USB ports, AC Power Outlets, and a variety of charger options.
- Comfortable seating for 10 people conducive to networking
- A floor sticker designed with the sponsoring company’s custom graphic
- Opportunity to display company literature and logo branded notepads, pens, etc. to attendees
- Mention in Pocket Guide and Mobile App to direct attendees to the ReCharge Lounge

All camera-ready artwork must be provided by the sponsor and approved by ISHLT.

EPOSTER VIEWER ($5,000)
The ePoster Viewer gives oral, mini-oral and poster presenters the ability to create a virtual poster to display their presentation and allows ISHLT delegates and members to view the posters online before, during and after the event. The ePoster Viewer allows scientific presentation content to live outside of the meeting – enabling people who did not have the opportunity to see a poster or hear a presentation at the meeting or weren’t able to attend the meeting to learn from it afterwards at their leisure for the following 12 months. Includes logo-branding on the online ePoster sign-in page. All camera-ready artwork must be provided by the sponsor and approved by ISHLT.
BRANDING OPPORTUNITIES

DELEGATE TOTE BAGS ($20,000)
Show your support by sponsoring the official ISHLT2020 Delegate Tote Bag! Each meeting delegate will receive this high-demand item during registration and carry it throughout the meeting. Sponsorship of the ISHLT2020 Delegate Tote Bags includes the bag with your name and/or logo on one side. ISHLT will coordinate production and distribution of the delegate bags. All camera-ready artwork must be provided by the sponsor and approved by ISHLT.

BADGE LANYARDS ($20,000)
Badges need something to hang from! The ISHLT2020 Badge Lanyards are a great option for exposure to every attendee. Add your company name and/or logo and it will be everywhere they go. This opportunity includes 4,000 lanyards with your company name and/or logo on both sides of the lanyards to be distributed to all Annual Meeting and Academy registrants during onsite registration. ISHLT will coordinate production and distribution. All camera-ready artwork must be provided by the sponsor and approved by ISHLT.

HYDRATION STATIONS WITH WATER BOTTLES ($7,500)
Help ISHLT2020 attendees stay hydrated in Montréal! Includes logo branding of 8 water dispensers located outside the session rooms and in the exhibit hall. Sponsor is encouraged to provide water bottles at their own expense as a booth give-away. Encourage delegates to pick up a bottle early in the week and refill it throughout the meeting at water dispensers branded with your company name and logo. All camera-ready artwork must be provided by the sponsor and approved by ISHLT.

ADVERTISING OPPORTUNITIES

ADVERTISEMENT IN PRINTED POCKET GUIDE ($15,000)
Take advantage of 4-color advertising to get your company name in front of our delegates. Advertising production costs are the responsibility of the sponsor. ISHLT will coordinate production and distribution of the Pocket Guide. All camera-ready artwork must be provided by the sponsor and approved by ISHLT.

DAILY CONFERENCE COVERAGE ENEWSLETTER ($3,000/$10,000)
Get your company name in front of our delegates by taking advantage of 4-color advertising. Includes your banner advertisement on the front page of the daily newsletter. Distributed to all delegates via the mobile app and to all ISHLT members via the ISHLT website; A $10,000 sponsorship rate for all 4 issues (Wednesday-Saturday) and a $3,000 one day sponsorship rate are available. Limit of 1 sponsor per day or 1 sponsor for all four issues. All camera-ready artwork must be provided by the sponsor and approved by ISHLT.

SPEAKER READY ROOM ($5,000)
This is an excellent way to get your name in front of thought-leaders in the transplant profession. Visited by over 750 presenters during the meeting, sponsorship includes a sign at the entrance with your company name and/or logo as well as your company name and/or logo as the screen saver on all the speaker-ready room computers. All camera-ready artwork must be provided by the sponsor and approved by ISHLT.
DELEGATE BAG INSERT ($3,000)
This includes one piece placed in the ISHLT delegate bags and distributed to all delegates; limited to 8.5” x 11” maximum size. Costs to produce and deliver the piece to the ISHLT meeting venue are the responsibility of the sponsor. ISHLT must approve all delegate bag inserts prior to printing. Pieces larger than one page may entail an additional fee. Event announcements and/or event invitations must include the following text placed prominently and printed in a size large enough to be easily read: “THIS IS AN INDEPENDENT EVENT AND IS NOT AN OFFICIAL PART OF THE ISHLT ANNUAL MEETING AND SCIENTIFIC SESSIONS.” Last date for ordering a delegate bag insert: March 20, 2020. Inserts must be delivered to the Palais des congrès de Montréal by Friday, April 17, 2020 to allow time for assembly. Shipping instructions will be sent with confirmation.

EMAIL BLAST ($1,500)
One email blast sent by ISHLT to all pre-registrants of the ISHLT Annual Meeting. Perfect for notifying ISHLT delegates in advance of the products you will be displaying or about corporate events/industry theaters you will be conducting. ISHLT must approve your email in advance. Event announcements and/or event invitations must include the following text placed prominently and printed in a size large enough to be easily read: “THIS IS AN INDEPENDENT EVENT AND IS NOT AN OFFICIAL PART OF THE ISHLT ANNUAL MEETING AND SCIENTIFIC SESSIONS.” Last date for ordering an eBlast: March 28, 2020; Last date for eBlast delivery: April 12, 2020.
COMMERCIAL SIGNAGE / BANNER OPPORTUNITIES

Take advantage of large format signage opportunities to showcase your brand in strategic locations throughout the Palais des Congrès de Montréal. ISHLT must approve final signage design and placement in advance. Estimated production costs are additional and include installation and strike. All production must be coordinated through, and associated costs paid to, GES. These opportunities are limited to ISHLT2020 exhibitors. Please note that pictures and additional details regarding each opportunity are available. Please email Christy Norcross for more details.

Deadline for order form and payment: Thursday, March 9, 2020
Deadline for final artwork files: Thursday, March 16, 2020

1ST FLOOR MAIN ENTRANCE ESCALATOR BRANDING ($15,000 USD)
Be the first thing attendees see as they enter the Palais des Congrès de Montréal! This escalator is in a prime location, between the two doors that most attendees will enter on the first floor, taking attendees to the 2nd floor, where ISHLT registration and exhibit hall are located. Branding is available on interior sides of the escalators. There are two escalators (one up and one down) and 4 interior sides total. (Production costs = CAD$ 2,552 per side, 4 sides available)

2ND FLOOR WALL DECALS ($15,000 USD)
One of the most prominent spots available, 3 separate wall spaces are available to place your company’s name and/or logo in the main thoroughfare on the 2nd floor. This spot will be visible from the escalators as people arrive from the 1st and 5th floors and will be passed by delegates as they walk between the ISHLT registration desk, exhibit hall and scientific session rooms. Each wall section sold separately, 8’ x 12’ decals recommended, but final size to be determined by company and approved by ISHLT (Production costs for 8’ x 12’ decal = ~CAD$ 1,750)

2ND FLOOR ESCALATOR WALL DECAL ($10,000 USD)
One of the most prominent spots available, 3 separate wall spaces are available to place your company’s name and/or logo in the main thoroughfare on the 2nd floor. This spot will be visible from the escalators as people arrive from the 1st and 5th floors and will be passed by delegates as they walk between the ISHLT registration desk, exhibit hall and scientific session rooms. Each wall section sold separately, 8’ x 12’ decals recommended, but final size to be determined by company and approved by ISHLT (Production costs for 8’ x 12’ decal = ~CAD$ 1,750)

2ND FLOOR GLASS RAILINGS ($10,000 USD)
Located on the 2nd floor between ISHLT registration and scientific sessions, brand these glass railings for high visibility! 2 locations: one with 13 panels available, the other with 8 panels available. Choose to brand each panel or just a few. Panels are 47”x 37” or 40”x 50”, depending on location (Production costs = ~CAD$ 250 per panel)

ELEVATOR DOOR BRANDING ($5,000 USD)
Brand the main elevators that will be used by delegates to travel between the 1st, 2nd and 5th floors. Choose to brand the outside and/or inside doors. Cost includes all 3 elevator locations (production cost for 2 elevator doors =~CAD$ 450, 6 sets of doors available)

MEETING POD BRANDING ($3,000 USD EACH)
A unique feature at the Palais des Congrès are meeting pods, located on the 5th floor outside the main Plenary Session room. These areas are small semi-enclosed nooks that can hold 4-5 people and can be used for your company’s private use or as an area for attendees to rest, work and meet. Each pod contains seating for 4-6 and 1 table. The 2 interior sides and ceiling can be branded with your company’s logo. 4 pods available. (production cost per pod = ~CAD$ 3,000 each)
PROMOTIONAL AND MARKETING OPPORTUNITIES ORDER FORM

INTERNATIONAL SOCIETY FOR HEART AND LUNG TRANSPLANTATION
ISHLT2020 | PALAIS DES CONGRÈS DE MONTRÉAL, CANADA | APRIL 22 - 25, 2020

Today’s Date: ___________________________    Your Name: _____________________________________________________________________________________________
Your Phone #: ___________________________    Your Email Address:  ___________________________________________________________________________________
Company Name:  __________________________________________________________________________________________________________________________________
Company Mailing Address: __________________________________________________________________________________________________________________________________
City: ____________________________________________    State: ____________________    Post Code: ___________________ Country: ____________________________

Please check below the promotional items you wish to order:

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIP Lounge - Entire Duration (Wed-Sat)</td>
<td>SOLD</td>
</tr>
<tr>
<td>WiFi Access for Delegates</td>
<td>$25,000</td>
</tr>
<tr>
<td>Mobile Meeting App</td>
<td>SOLD</td>
</tr>
<tr>
<td>Delegate Bags</td>
<td>$20,000</td>
</tr>
<tr>
<td>Badge Lanyards</td>
<td></td>
</tr>
<tr>
<td>Final Program Ad</td>
<td>$15,000</td>
</tr>
<tr>
<td>Recharge Lounge</td>
<td>$15,000</td>
</tr>
<tr>
<td>1st Floor Main Entrance Escalator Branding</td>
<td>$15,000</td>
</tr>
<tr>
<td>2nd Floor Wall Decals</td>
<td>$15,000</td>
</tr>
<tr>
<td>Conference eNewsletter (Wed-Sat)</td>
<td>$10,000</td>
</tr>
<tr>
<td>2nd Floor Escalator Wall Decal</td>
<td>$10,000</td>
</tr>
<tr>
<td>2nd Floor Glass Railings</td>
<td>$10,000</td>
</tr>
<tr>
<td>VIP Lounge - One Day (Specify Wed-Sat)</td>
<td>SOLD</td>
</tr>
<tr>
<td>Hydration Station</td>
<td>$7,500</td>
</tr>
<tr>
<td>Business Office in Exhibit Hall</td>
<td>$5,000</td>
</tr>
<tr>
<td>Private Office (Wed-Friday)</td>
<td>$5,000</td>
</tr>
<tr>
<td>Online ePoster Viewer</td>
<td>$5,000</td>
</tr>
<tr>
<td>Speaker Ready Room</td>
<td>$5,000</td>
</tr>
<tr>
<td>Elevator Door Branding</td>
<td>$5,000</td>
</tr>
<tr>
<td>Conference eNewsletter One Day</td>
<td>$3,000</td>
</tr>
<tr>
<td>Delegate Bag Insert</td>
<td>$3,000</td>
</tr>
<tr>
<td>Meeting Pod Branding</td>
<td>$3,000</td>
</tr>
<tr>
<td>Email Blast to pre-registrants</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

TOTAL DUE AND ENCLOSED: ______________________

Full payment in US funds only MUST accompany your application form by check or credit card only. Checks must be made payable to ISHLT and must be drawn on a US bank. Order forms without payment will not be accepted.

Credit Card:    ☐ VISA    ☐ Mastercard    ☐ American Express
Card Number: ___________________________________________ Expiration Date: _______________________
Card Holder Signature: ___________________________________________ CSC Code:* _______________________
Card Holder Name: ___________________________ Card Holder Billing Zip/Postal Code: ___________________________
Card Holder Billing Address: ___________________________________________

TO PROCESS YOUR APPLICATION AND PAYMENT MORE QUICKLY, COMPLETE YOUR APPLICATION AND PAYMENT ONLINE OR PRINT THIS PAGE AND MAIL IT TO INTERNATIONAL SOCIETY FOR HEART AND LUNG TRANSPLANTATION, 14673 MIDWAY ROAD, SUITE 200, ADDISON, TX 75001, USA.

DO NOT fax or email your contract. Credit card information sent via fax and email is NOT secure.
A Corporate Event is any activity (staff meeting, sales meeting, press conference, symposium, seminar, workshop, dinner, reception, investigator meeting, advisory board meeting, marketing event, etc.) which is funded, organized, or offered by any for-profit commercial organization and held in the Montreal area between and including Monday, April 20 and Saturday April 25, 2020.

Upon receiving approval, companies may contact the event venue of their choice to make arrangements. All space rental, room set, AV, F&B, publicity, production, and other costs associated with Corporate Events are to be borne by the company.

SCHEDULING
Class B and Class C Corporate Events may not be conducted during the restricted times indicated on the price sheet. If a Corporate Event takes place without advance approval from ISHLT or during the restricted times, the sponsoring organization, the supporting organization, and the organizer of the event will be prohibited from conducting a Corporate Event at the following year’s meeting and may be barred from exhibiting at future ISHLT meetings.

CME
A pricing discount is provided for CME accredited events. CME is not required for Corporate Events. ISHLT does not provide CME for Corporate Events.

EVENT INVITATIONS/SIGNAGE/ANNOUNCEMENTS:
All invitations, brochures, flyers, and other materials about Corporate Events to which health care professionals are invited must carry the following text placed prominently and printed in a size large enough to be easily read: “This is an independent event and is not an official part of the ISHLT Annual Meeting and Scientific Sessions.” All such materials must be approved by ISHLT in advance. Such materials may not be distributed anywhere at the ISHLT meeting venue other than from the exhibitor’s booth, in the delegate bags, or via door drops.

SIGNAGE:
Placement in the ISHLT meeting venue of promotional signs for Class B and Class C Corporate Events is permitted, subject to the following restrictions and those imposed by the venue: no more than 5 promotional signs may be placed in the public spaces of the meeting venue, including directional signs. If an evening event, signs may be placed no earlier than 7 am on the day of the event. If a day-time event, signs may be placed no earlier than 2 pm on the day prior to the event. No signs are permitted inside any rooms in which ISHLT Scientific Sessions are being conducted. Signs may not block any other signage. Final determination regarding timing and placement of all signs is at the discretion of ISHLT and the venue. Signs must be professionally printed and no larger than 40” wide x 90” tall. All signs regarding Corporate Events to which health care professionals are invited must carry the following text placed prominently and printed in a size large enough to be easily read: “This is an independent event and is not an official part of the ISHLT Annual Meeting and Scientific Sessions.” Sign content must be limited to ISHLT-approved corporate events and industry theaters and may not include information about any ISHLT scientific sessions or presentations. Signs that do not adhere to these policies will be removed by ISHLT.

PUBLICATION OF EVENT:
A listing of all Class B and Class C Corporate Events which have been approved by February 15, 2020 will have the option of being included in the printed Pocket Guide, Mobile App and the ISHLT2020 Website, to include the event name, company name, date, time, and location as listed in the application.
A Corporate Event is any activity (staff meeting, sales meeting, press conference, symposium, seminar, workshop, dinner, reception, investigator meeting, advisory board meeting, marketing event, etc.) which is funded, organized, or offered by any for-profit commercial organization and held in the Montreal area between and including Monday, April 20 and Saturday April 25, 2020.

Corporate Events (other than Class A events) may not be conducted during the times listed below. All Corporate Events are subject to the fees listed below. Events are limited to 2 hours unless otherwise stated. Additional fees apply for additional time. The below fees apply even if the event is held off-site. Every effort will be made to avoid the scheduling of simultaneous Corporate Events targeted to the same audience.

**RESTRICTED DATES/TIMES**

<table>
<thead>
<tr>
<th>Day</th>
<th>Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday</td>
<td>8:00 am – 12:15 pm; 2:00 pm – 6:00 pm</td>
</tr>
<tr>
<td>Thursday</td>
<td>8:00 am – 12:30 pm; 2:00 pm – 6:00 pm</td>
</tr>
<tr>
<td>Friday</td>
<td>8:00 am – 12:15 pm; 2:00 pm – 6:00 pm</td>
</tr>
<tr>
<td>Saturday</td>
<td>8:00 am – 2:00 pm</td>
</tr>
</tbody>
</table>

**CLASS A EVENT PRICING**

Includes events up to 4 hours long with only company employees attending. Restricted times do not apply. Prices include meeting space, if available, for up to 4 hours at the Palais des Congrès de Montréal. There is no fee for Class A events held at venues other than the Palais des Congrès de Montréal and no application for such events is required.

<table>
<thead>
<tr>
<th>Attendees</th>
<th>1-25</th>
<th>26-50</th>
<th>51-100</th>
<th>101+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendees</td>
<td>$1,000</td>
<td>$2,000</td>
<td>$3,000</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

**CLASS B EVENT PRICING**

Includes all events with health care professionals (HCPs) in attendance, whether held at the Palais des Congrès de Montréal or off-site in a hotel, private restaurant dining room or other venue. Prices include meeting space, if available, at the Palais des Congrès de Montréal.

<table>
<thead>
<tr>
<th>HCPs</th>
<th>1-15</th>
<th>16-25</th>
<th>26-50</th>
<th>51-100</th>
<th>101-200</th>
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<tr>
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<td>$3,500</td>
<td>$7,500</td>
<td>$15,000</td>
<td>$30,000</td>
<td>$45,000</td>
</tr>
</tbody>
</table>

**CLASS C EVENT PRICING**

Includes only CME/CEU-accredited events with health care professionals (HCPs) in attendance, whether held at the Palais des Congrès de Montréal or off-site in a hotel, private restaurant dining room or other venue. Prices include meeting space, if available, at the Palais des Congrès de Montréal. Price does not include CME/CEU accreditation. ISHLT does not provide CME/CEU accreditation for Class C events.

<table>
<thead>
<tr>
<th>HCPs</th>
<th>1-15</th>
<th>16-25</th>
<th>26-50</th>
<th>51-100</th>
<th>101-200</th>
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<tbody>
<tr>
<td>HCPs</td>
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<td>$5,000</td>
<td>$10,000</td>
<td>$20,000</td>
<td>$25,000</td>
</tr>
</tbody>
</table>
All companies wishing to conduct a Corporate Event must complete and submit the below application form. A Corporate Event is ANY ACTIVITY (staff meeting, sales meeting, press conference, education event, dinner, reception, investigator meeting, advisory board meeting, marketing event, etc.) which is funded, organized, or offered by any for-profit commercial organization and held in the Montréal area between and including Monday, April 20 and Saturday April 25, 2020. Exact date and time to be approved by ISHLT. Requestor will be notified of final approved date and time within 10 days of receipt of application.

Today’s Date: ___________________________    Your Name: _____________________________________________________________________________________________
Your Phone #: ___________________________    Your Email Address:  ___________________________________________________________________________________
Company Name:  ____________________________________________________________________________________________________________________________________
Company Mailing Address: _______________________________________________________________________________________________________________________
City: ____________________________________________    State: ____________________    Post Code: ___________________ Country: ____________________________
Name of Company/Institution/Organizing Event: ____________________________________________________________________________________________________
Official Event Name:   ________________________________________________________________________________________________________________________________
Description of Event:  _______________________________________________________________________________________________________________________________
Would you like your event to be listed in the printed Pocket Guide, Mobile App and the ISHLT2020 Website?  
Yes, ☐ publish the event in all locations  No, ☐ I do not want the event published
1st Choice Event Date: ________________     2nd Choice Event Date: ________________     Start Time: ________________     End Time: ________________
Class of Event:  ☐ Class A Event  ☐ Class B Event  ☐ Class C Event
Do you desire space at the Palais de congrès de Montréal for this event?  ☐ Yes  ☐ No
If no, where will the event take place? ______________________________________________________________________________________________________________
If yes, please provide the following information:
Desired room set (REQUIRED):  ☐ Theater  ☐ Classroom  ☐ Rounds  ☐ Crescent  ☐ Conference  ☐ U-Shape  ☐ Hollow Square  ☐ Other: ______________________________________________________________________________________
Type of F&B to be provided (REQUIRED):  ☐ Reception  ☐ Dinner  ☐ None  ☐ Other: ______________________________________________________________________________________
Will you require AV? (REQUIRED)  ☐ Yes  ☐ No  Will health care professionals be invited to this Event (REQUIRED)?  ☐ Yes  ☐ No
# of Invited Participants: ________________      # of Expected Participants: __________________     # of Expected HCP Participants: __________________
I understand the ISHLT policies regarding Corporate Events and agree to adhere by them.  I also agree that if the number of HCP attendees at this event EXCEEDS the expected number listed above, I will pay to ISHLT the amount due for the additional attendees.

TOTAL DUE AND ENCLOSED: ______________________

Full payment in US funds only MUST accompany your application form by check or credit card only. Checks must be made payable to ISHLT and must be drawn on a US bank.  Order forms without payment will not be accepted.
Credit Card:  ☐ VISA  ☐ Mastercard  ☐ American Express
Card Number: ____________________________________________________________________________________      Expiration Date:  ______________________________
Card Holder Signature: _____________________________________________________________________________     CSC Code:*______________________________
Card Holder Name: ___________________________________________________________________     Card Holder Billing Zip/Postal Code:_______________________
Card Holder Billing Address: _________________________________________________________________________________________________________________________

TO PROCESS YOUR APPLICATION AND PAYMENT MORE QUICKLY, COMPLETE YOUR APPLICATION AND PAYMENT ONLINE OR PRINT THIS PAGE AND MAIL IT TO INTERNATIONAL SOCIETY FOR HEART AND LUNG TRANSPLANTATION, 14673 MIDWAY ROAD, SUITE 200, ADDISON, TX 75001, USA.
DO NOT fax or email your contract. Credit card information sent via fax and email is NOT secure.
INDUSTRY THEATER SESSION POLICIES AND ORDER FORM

INTERNATIONAL SOCIETY FOR HEART AND LUNG TRANSPLANTATION
ISHLT2020 | PALAIS DES CONGRÈS DE MONTRÉAL, CANADA | APRIL 22 - 25, 2020

The Industry Theater will be set with theater style seating for 100 and Stage with Head Table for Four (4) and Podium. AV Package to include: 1 podium microphone, 1 lavalier microphone, 2 head table microphones, 2 floor microphones, 1 LCD projector, 1 screen, appropriate sound system, house lighting, 1 laser pointer, use of the ISHLT speaker ready room for speaker slide review, and a dedicated AV technician. Presenters must provide their own laptops.

Only beverage and box lunch catering are permitted in the Industry Theater Session room. Reception catering is permitted only in Industry Theater Sessions taking place during the wine and cheese receptions in the Exhibit Hall. Catering will be set up in the rear of the Industry Theater room. All costs for catering are to be borne by the company. Access to the Industry Theater Session room will be provided 15 minutes before and after the approved event time. If additional time is desired for room branding, rehearsal, or food and beverage service, additional industry theater time must be booked and paid for. All print or digital invitations, brochures, flyers, signs, etc. must be approved by ISHLT and must carry the following text placed prominently and be easily read: “THIS IS AN INDEPENDENT EVENT AND IS NOT AN OFFICIAL PART OF THE ISHLT ANNUAL MEETING AND SCIENTIFIC SESSIONS”

Would you like your event to be listed in the printed Pocket Guide, Mobile App and the ISHLT2020 Website?

Yes, ☐ publish the event in all locations  No, ☐ I do not want the event published

Today’s Date: ___________________________    Your Name: _____________________________________________________________________________________________

Your Phone #: ___________________________    Your Email Address:  ___________________________________________________________________________________

Company Name:  __________________________________________________________________________________________________________________________________

Company Mailing Address: __________________________________________________________________________________________________________________________________

City: ____________________________________________    State: ____________________    Post Code: ___________________ Country: ____________________________

Please indicate below the requested date and time for your industry theater session:

Exact date and time to be approved by ISHLT. Requestor will be notified of final approved date and time within 10 days of receipt of application.

WEDNESDAY, APRIL 22, 2020 (9:30 AM - 7:15 PM)

• 60-Minute Industry Theater $15,000      Desired Start Time: ____________________      Desired End Time: ____________________

• 30-Minute Industry Theater $8,000       Desired Start Time: ____________________      Desired End Time: ____________________

THURSDAY, APRIL 23, 2020 (9:30 AM - 7:15 PM)

• 60-Minute Industry Theater $15,000      Desired Start Time: ____________________      Desired End Time: ____________________

• 30-Minute Industry Theater $8,000       Desired Start Time: ____________________      Desired End Time: ____________________

FRIDAY, APRIL 24, 2020 (9:45 AM – 7:15 PM)

• 60-Minute Industry Theater $15,000      Desired Start Time: ____________________      Desired End Time: ____________________

• 30-Minute Industry Theater $8,000       Desired Start Time: ____________________      Desired End Time: ____________________

TOTAL DUE AND ENCLOSED: ______________________

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Credit Card: ☐ VISA    ☐ Mastercard    ☐ American Express

Card Number: ____________________________________________________________________________________      Expiration Date:  ______________________________

Card Holder Signature: _________________________________________________________________________________     CSC Code:*______________________________

Card Holder Name: ___________________________________________________________________     Card Holder Billing Zip/Postal Code:_______________________

Card Holder Billing Address: _________________________________________________________________________________________________________________________

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