



The Society  
of Thoracic  
Surgeons

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2023  
STS **Coronary  
Conference**

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June 3-4, 2023  
Miami, Florida, USA

**Exhibitor  
Prospectus**

**COURSE DIRECTORS**

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### About the STS Coronary Conference

The 2023 STS Coronary Conference returns for a second year of innovative, international, and groundbreaking science taking place June 3-4, 2023, in Miami Beach, Florida. Conference attendees will learn how to take their coronary surgery programs to the next level from a basic to an advanced program. Experts from around the world will share the latest techniques and outcomes.

The 2-day program will include interactive presentations, “How I Do It” video sessions on surgical techniques, practical tips and tricks, and case-based panel discussions.

### Stand Out Among Your Competitors & Partners

Increase your company’s opportunity for personalized interactivity with attendees by exhibiting at the 2023 STS Coronary Conference. Five breaks will take place in the exhibit area and have been scheduled so that attendees have plenty of time to visit your booth. Buffets for breakfast also will be in the exhibit area. The intimate size of the exhibition will help ensure that you have quality access to meeting attendees.

Exhibitors also are eligible to purchase symposia, registrant list licenses, email blast communications, social media posts, website advertisements, and/or support the meeting with an educational grant.

### Venue

Loews Miami Beach Hotel  
1601 Collins Ave, Miami Beach, FL 33139

### Exhibition Schedule *(Subject to change.)*

	<b>Breaks</b>
Saturday, June 3 7:00 a.m. – 7:00 p.m.	7:00 a.m. – 8:00 a.m. (Breakfast) 9:50 a.m. – 10:20 a.m. 12:30 p.m. – 1:30 p.m. (Lunch) 3:30 p.m. – 4:00 p.m. 6:00 p.m. – 7:00 p.m. (Reception)
Sunday, June 4 6:45 a.m. – 1:00 p.m.	6:45 a.m. – 7:45 a.m. (Breakfast) 9:55 a.m. – 10:20 a.m. 12:00 p.m. – 1:00 p.m. (Lunch)

### Pricing

Exhibit Space	\$5,000
Industry Symposium	\$10,000 (meal provided by STS)
Registrant Email Blast	\$2,500
Social Media Post	\$2,500
Mailing List License	\$1,000

**APPLICATION FOR EXHIBIT SPACE**  
**STS Coronary Conference**  
June 3-4, 2023  
Loews Miami Beach Hotel • Florida

Application to exhibit dated \_\_\_\_\_, by and between \_\_\_\_\_  
(hereinafter called "Exhibitor") and The Society of Thoracic Surgeons (hereinafter called "STS").

In accordance with the terms and conditions governing exhibits at the 2023 STS Coronary Conference at the Loews Miami Beach Hotel, June 3-4, 2023, the undersigned hereby makes this application for exhibit space, which, when accepted by STS, becomes a contract between Exhibitor and STS. Terms and conditions listed in this Application and in the following Exhibit Space Rules & Regulations, as well as those conditions under which exhibit space at the Loews Miami Beach Hotel is leased to STS, are a material part of this contract.

**Company Information**

Company Name:  
Mailing Address:  
City:  
State:  
ZIP:  
Phone Number:  
Email Address:

**Badge Information** (*Indicate company representatives for your two complimentary exhibitor badges.*)

1. Name: \_\_\_\_\_ Email Address: \_\_\_\_\_  
2. Name: \_\_\_\_\_ Email Address: \_\_\_\_\_

**Additional badges must be purchased as industry employee registrations on the [STS website](#).**

Please select the opportunities you would like to purchase (you must exhibit to be eligible for the other opportunities listed):

- Exhibit - \$5,000
- Symposium - Saturday, June 3, 7:00 a.m.-8:00 a.m. - \$10,000
- Symposium - Saturday, June 3, 12:35 p.m.-1:25 p.m. - \$10,000
- Symposium - Sunday, June 4, 6:45 a.m.-7:45 a.m. - \$10,000
- Symposium - Sunday, June 4, 12:05 p.m.-12:55 p.m. - \$10,000
- Registrant Email Blast - \$2,500
- Social Media Post - \$2,500
- Registrant Mailing List License - \$1,000

**Payment Information**

Amount (total from above selections) \$ \_\_\_\_\_

Payment Method:

- Credit Card (an invoice will be emailed, and you can securely pay online)
- Wire Transfer

Bank - US Bank, Chicago, IL  
ABA Number - 071904779 (for domestic wire transfers or domestic & international ACH transactions)  
SWIFT Number - USBKUS44IMT (for international wire transfers)  
Account Name - The Society of Thoracic Surgeons  
Account Number - 1980-0886-8319  
EIN: 36-3022713

- Check mailed to:  
The Society of Thoracic Surgeons  
Attn: Finance  
C/O: 2023 STS Coronary Conference  
633 N Saint Clair St, Suite 2100  
Chicago, IL 60611-3658

**Terms and Conditions Agreement**

- Before it will be possible for you to submit your application, you must check this box to indicate that Exhibitor agrees to the Exhibit Rules and Regulations and Symposia Policy. Upon transmittal by STS of a confirmation email notifying you that it has accepted this Application and assigned a booth, Exhibitor will be bound by a contract consisting of the confirmation email, the following Exhibit Rules and Regulations and Symposia Policy.

**The person responsible for and authorized to sign this application is:**

First Name:

Last Name:

Job Title:

Signature:



**2023 STS Coronary Conference**  
**June 3-4, 2023**  
**Exhibit Space Rules & Regulations**

**1. General**

These Rules & Regulations apply to the 2023 STS Coronary Conference to be held at the Loews Miami Beach Hotel, June 3-4, 2023 (the "Exhibition"). All matters and questions not covered by these Rules & Regulations are subject to the decision of The Society of Thoracic Surgeons. In the event of any such decision being of general interest, written notice will be given by the Society to exhibitors that may be affected.

The words "the Society" used herein shall mean The Society of Thoracic Surgeons, its officers, directors, agents, and employees acting for the management of the Meeting and Exhibition.

The word "Exhibitor" used herein shall mean a company or organization that has entered into a contract ("Contract") with the Society for exhibit space at the Exhibition, including its owners, officers, employees, and representatives.

**2. Exhibit Space Includes**

- 2 complimentary exhibitor badges
- 1 6' x 30" skirted table
- 2 chairs
- 1 sign listing company name
- 1 standard electrical hookup

**3. Exhibit Dates and Hours**

The exhibit hall will be open Saturday, June 3, 2023, from 7:00 a.m. to 7:00 p.m. and Sunday, June 4, 2023, from 6:45 a.m. to 1:00 p.m., local time. Exhibit hall hours are subject to change.

**4. Setup and Teardown of Exhibits**

Exhibit space is assigned on a first-come, first-served basis upon the Society's receipt of payment.

The setup of exhibits will begin at 6:00 a.m. on Saturday, June 3, and must be completed by 7:00 a.m. that same day. If an Exhibitor does not show up, the Society reserves the right to make other use of the space as it deems necessary, with no refund being made to the original contracting Exhibitor.

Teardown of exhibits will begin at 1:00 p.m. on Sunday, June 4, and must be completed by 2:00 p.m. that same day. If an exhibit is not removed by that time, the Society has the right to remove the exhibit and charge all associated expenses to the Exhibitor. Teardown of exhibits may not begin prior to 1:00 p.m. on Sunday, June 4.

**5. Conduct of Exhibitors**

Exhibitor representatives shall conduct themselves in an ethical and professional manner at all times and in conformance with the Contract, including these Rules & Regulations. The Society reserves the right to deny the privileges of the Exhibition area to any and all Exhibitors who do not so conduct themselves. Exhibitor badges are personal, not transferable, and must be worn at all times by the individual named thereon.

No Exhibitor may photograph or videotape the booth, products, staff, or visitors of any other Exhibitor without the express permission of the other Exhibitor.

**6. Special Effects and Giveaways**

- Objectionable audible or visual attention-getting devices or effects and offensive odors from exhibits are prohibited.
- Distribution of samples, printed literature, or any other materials shall not interfere with other Exhibitors' spaces.

- Distribution of refreshments or other products for consumption on the premises, with the exception of water, will not be permitted unless explicitly approved by the Society.
- Films of purely entertainment character, without educational or informative value, will not be permitted.

## **7. Exhibit Space Construction and Arrangement**

- All exhibit materials are to be confined to the tabletop provided.
- Only informational/educational papers, promotional pieces, or small equipment items that fit on a 6' x 30" table and/or items that do not exceed 6' in height will be allowed; 6' begins from the tabletop.
- One rollup floor banner is permitted to be displayed behind the tabletop and must be placed parallel to the tabletop; measurements may not exceed 34"w x 86"h x 14"d (*final placement of rollup floor banner is subject to the Society's approval onsite*).
- Exhibitors may not use racks, stands, bins, or other point-of-purchase materials unless they can be confined to the table.
- Limited quantities of extra handout materials may be stored underneath the display table. Nothing may be kept on or under the table overnight.
- Flammable materials are not allowed.
- Animal or human tissue is not allowed at any time.

## **8. Insurance and Liability**

It is the Exhibitor's sole responsibility to obtain, at its own expense, all applicable licenses and permits and to comply with all federal, state, and local laws, including City of Miami ordinances, for any activities conducted in association with or as part of the Exhibition.

Exhibitor shall be fully responsible for any claims, liabilities, losses, damages, or expenses relating to or arising from any injury to any person or any loss of or damage to property where such injury, loss, or damage is incident to, arises out of, or is in any way connected with, Exhibitor's presence at the exhibition site, including but not limited to acts or omissions of its employees, agents, subcontractors, guests, and/or invitees. Exhibitor shall protect, indemnify, hold harmless, and defend the Society, Loews Miami Beach Hotel, and their respective officers, directors, agents, and employees against all such claims, liabilities, losses, damages, and expenses, including reasonable attorneys' fees and costs of litigation, arising from or in any way connected with Exhibitor's negligent acts, omissions, and/or participation in the Exhibition and/or presence at the exhibition site, or that of its employees, agents, subcontractors, guests, and/or invitees, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting from the willful misconduct of the Society, Loews Miami Beach Hotel, or their officers, directors, agents, or employees.

During the exhibition, including the installation and removal periods, Exhibitor, its agents, subcontractors, and representatives shall maintain insurance coverages as set forth in Exhibit A on pages 8 and 9, incorporated herein and made part of these Rules & Regulations. The Society and Loews Miami Beach Hotel must be named as additional insureds, on a primary and non-contributory basis on all liability insurance excluding workers' compensation. Any policy providing liability and/or property insurance must contain an express waiver by the Exhibitor and its insurance company of any right of subrogation as to any claims against the Society, Loews Miami Beach Hotel, and their respective officers, directors, agents, or employees. Exhibitor shall submit proof of such insurance to the Society at least 30 days prior to the Exhibition. Exhibitor shall ensure that each independent contractor or subcontractor performing work for Exhibitor during the Exhibition complies with all insurance requirements set forth in Exhibit A, and Exhibitor shall submit proof of the required insurance to the Society at least 30 days prior to the Exhibition.

In the event that any part of the Exhibition Hall is destroyed or damaged so as to prevent the Society from permitting Exhibitor to occupy assigned space during any part or the whole Exhibition period, or in the event occupation of assigned space during any part or the whole of the Exhibition period is prevented by strikes, acts of God, national emergency, or other causes beyond the control of the Society, Exhibitor will be charged for space during the period it was or could have been occupied by Exhibitor, if any, and Exhibitor hereby waives any claim against the Society, its directors, officers, agents, or employees for losses or damages that may arise in consequence of such inability to

occupy assigned space, its sole claim against the Society being one for a refund of rent paid for the period it was prevented from using the space.

**9. Noise Level**

Electrical, mechanical apparatus, movie, or musical/voice sounds must be inaudible to neighboring Exhibitors.

**10. Registration and Badges**

Exhibitor shall register its personnel in advance. Any additions or changes in registration made during the Exhibition must be certified by an officer of the Exhibitor or by the person in charge of the Exhibitor's booth space.

Additional exhibitor badges (beyond the two complimentary badges) may be purchased separately as an industry employee registration.

**11. Americans with Disabilities Act**

Exhibitor shall be responsible for making its exhibit accessible to persons with disabilities, as required by the Americans with Disabilities Act, and shall indemnify and hold harmless the Society and its officers, directors, agents, and employees from and against any consequences of Exhibitor's failure in this regard.

**EXHIBITOR'S INSURANCE REQUIREMENTS  
EXHIBIT A**

<b>General Requirement</b>	<b>Specific Requirement</b>
<b>GENERAL LIABILITY</b>	
Insurance Amount	\$1,000,000 Each Occurrence \$2,000,000 General Aggregate \$2,000,000 Products-Completed Operations aggregate \$1,000,000 Personal /Advertising Injury Limit \$ 100,000 Damage to Rented Premises \$ 10,000 Medical Expense (any one person)
Scope of Coverage	Premises/Operations, Products and Products/Completed Operations
Form	Occurrence (not claims made)
Per Project Aggregate	
Primary and Non-Contributory	With The Society of Thoracic Surgeons and Loews Miami Beach Hotel
Additional Insured	The Society of Thoracic Surgeons and the Loews Miami Beach Hotel
Waiver of Subrogation in favor of	The Society of Thoracic Surgeons and the Loews Miami Beach Hotel
Evidence of Insurance	Certificate of Insurance
Insurer's A.M. Best's Rating	A,X or better
<b>Personal Property, Tools &amp; Mobile Equipment</b>	Limit adequate to cover equipment onsite

<b>AUTOMOBILE LIABILITY</b>	
Combined Single Limit	\$1,000,000
Waiver of Subrogation in favor of	The Society of Thoracic Surgeons and the Loews Miami Beach Hotel
Additional Insured	The Society of Thoracic Surgeons and the Loews Miami Beach Hotel
Evidence of Insurance	Certificate of Insurance
Insurer's A.M. Best's Rating	A,X or better
Primary and Non-Contributory	With The Society of Thoracic Surgeons and the Loews Miami Beach Hotel

<b>WORKERS COMPENSATION/EMPLOYERS LIABILITY</b>	
Limits	\$1,000,000/\$1,000,000/\$1,000,000
Waiver of Subrogation in favor of	The Society of Thoracic Surgeons and the Loews Miami Beach Hotel
Alternate Employers	
Endorsement in favor of	The Society of Thoracic Surgeons
Evidence of Insurance	Certificate of Insurance
Insurer's A.M. Best's Rating	A,X or better



## STS Policy Regarding Industry Symposia

Held Concurrently with STS Standalone Educational Activities

### Overview

The Society of Thoracic Surgeons (STS) recognizes the importance of working collaboratively with industry to meet the needs of the Society's membership. In an effort to provide more opportunities for STS meeting attendees to benefit from their relationships with industry, the Society has established this STS Policy Regarding Industry Symposia to allow educational and other programs offered by industry—and not developed or sponsored by STS—to be held in conjunction with STS meetings. These programs include educational activities, receptions, meal functions, investigator meetings, and focus groups. This policy document has been developed to facilitate overall meeting planning and for the benefit of STS members. Industry activities that take place concurrently with STS standalone educational programs and within 48 hours before or after it and are targeted at STS meeting attendees may not take place without STS written consent requested through submission of the attached Application, including payment of the applicable fee, and must adhere to this policy document.

### General Rules

1. Activities designed by or on behalf of industry for attendance by STS standalone educational program attendees are considered industry symposia. There can be no implication in any promotional materials, handouts, or enduring materials that they are planned, sponsored, or endorsed by STS absent special arrangements with, and prior written approval of, STS.
2. Industry symposia developed by industry must be offered during times allotted by STS (see Application on pages 13-16). STS has sole discretion to schedule all activities at its meetings.
3. Companies applying to offer industry symposia must be Exhibitors or Educational Grant Supporters for the STS standalone educational activity unless an explicit exception is granted in writing by STS. Exhibit space is to be paid in full before any industry symposium will be approved.
4. Promotional materials for industry symposia must receive prior approval from STS (see "Promotion" below).
5. STS does not provide Continuing Medical Education credit for industry symposia. Any industry symposium that offers CME must comply with ACCME requirements. All industry symposia must be in compliance with the AMA's Ethical Opinion on Gifts to Physicians from Industry.
6. **Once STS approves the industry symposium, the provider, commercial supporter(s), activity title, content, date, and time as approved by STS for the activity may not change without the Society's written approval.**
7. Organizers of an industry symposium are solely responsible for making all appropriate financial arrangements for their activity (see "Logistics" below).
8. **Representatives from STS may attend the industry symposium without cost to audit compliance with this policy.**
9. STS is not responsible for multiple companies offering programs at the same time and/or addressing the same topic.
10. STS encourages organizations hosting industry symposia to evaluate their offered program and requests that the results of such evaluations be shared with the Society.

### Logistics

1. Industry symposia will be scheduled by STS.
2. Organizations hosting industry symposia may use the full time allotted or a reduced amount of time, **but may not exceed the scheduled time without the Society's written approval.**

3. Space for industry symposia will be provided on a first-come, first-served basis and will only be assigned after the proposal is accepted by STS.
4. Sessions must be contained within the room assigned.
5. Audiovisual requirements are the responsibility of the industry symposium host.
6. Food functions must occur within the assigned activity schedule.
7. **All expenses associated with the activity, including room rental (if applicable), setup, cleanup, A/V, electrical, telephone, shipping, etc., are the sole responsibility of the industry symposium host.**
8. **F&B is provided by STS for breakfast and lunch symposia. STS will select all menu items. Exhibitor cannot choose.**

### Promotion

1. **All promotional materials must be submitted to Samantha McCarthy at [smccarthy@sts.org](mailto:smccarthy@sts.org) for STS approval. STS must review and approve all promotional materials produced in conjunction with an industry symposium (e.g., invitations, announcements, signs, flyers, website information) prior to their dissemination. STS has the right to reject such promotional materials at its sole discretion.**
2. A minimum of **5 business days** are required for STS review of promotional materials.
3. Promotional materials should not be pre-printed prior to approval. It is not the responsibility of STS to cover any costs associated with materials that have been pre-printed and are not approved.
4. Exhibit booth representatives may distribute invitations and other promotional material for the activity at their booth.
5. The STS name, logo, and other intellectual property may not be used on any industry symposium announcement, including email, sign, publication, or other material, without the prior written approval of STS.
6. All invitations, promotional materials, and other materials related to the activity, print or electronic, must include the following statement: ***"This industry symposium will be held in conjunction with an STS standalone educational activity. It is not part of the official STS scientific program."***
7. Industry symposia consisting in whole or in part of educational sessions require the following statement to be clearly and prominently displayed on the syllabus and on all promotional and other related materials, print or electronic: ***"Continuing Medical Education (CME) credit for this activity is not offered by STS."***

### Benefits

1. This industry symposium option offers a limited opportunity to provide a customized activity marketed to surgeons and allied health care professionals who are in attendance at the STS meeting.
2. An invitation, created by an approved provider of the industry symposium, will be included in an email sent by STS to standalone activity registrants (subject to "Promotion" above).
3. All industry symposium providers may also purchase [STS mailing list licenses and email blast communications](#).
4. All industry symposium providers have the opportunity to post a sign advertising the activity in a designated sign area, as well as outside the room in which the activity takes place.
5. While STS will undertake reasonable efforts to help avoid scheduling conflicts that might bear on attendance at approved industry symposia, it cannot guarantee nor be responsible for attendance at such activities consistent with the provider's expectations.

### Cancelation Policy

1. STS must be notified promptly in writing of the cancelation of any scheduled industry symposium.

2. If written notification of the cancelation of an industry symposium is received by STS at least 21 days prior to a scheduled industry symposium, a 75% refund will be issued.
3. No refunds will be issued for cancelations made any time thereafter.

### **Violations and Sanctions**

STS, at its sole discretion, reserves the right to revoke privileges for future programs of any sponsoring organization, supporting organization, or activity organizer involved in planning an industry symposium that does not comply with the rules and requirements set forth in this policy document.

### **Application Process**

Please be thorough and detailed when completing the attached Application. Once a completed application is submitted, the proposal will be referred to relevant staff for review. The requesting organization will be contacted in writing regarding the outcome of the application.

Information on approved industry symposia will be forwarded to the hotel. The hotel staff will confirm meeting space assignments with the primary contact noted on the application and will convey this information to STS. After notification of meeting room assignment, the sponsor of the industry symposium will work directly with the hotel to manage all meeting needs.

In the event that final approval is not granted, STS will not be responsible for canceling any arrangements that may have been made by the applicant in connection with the proposed activity. In addition, STS will not be responsible for any costs incurred for the proposed activity.

## Other Opportunities

### Email Blast Communication

*\$2,500*

Share news about your company's products, services, or other information directly with Conference registrants by email. For a royalty, STS will distribute a pre-approved message on behalf of your company. STS will send only one industry promotional email blast per day.



### Mailing List License

*Registrants \$1,000*

Purchase a Conference registrant list license to send pre-approved mailings such as a postcard or brochure. STS does not license, sell, or distribute attendees' phone/fax numbers or email addresses under any circumstance. It is important to note that only those who opted in are included due to ACCME rules.



### Social Media Post

*\$2,500*

Promote your content to more than 54,000 followers through one or more STS social media channels including Facebook, Instagram, LinkedIn, and Twitter. The STS website homepage features the Twitter Feed, offering more promotion of your post.



### Educational Grants

Become a supporter of the Conference by providing an educational grant. Your company will receive recognition on the STS website, social media, walk-in slides, and in a "Know Before You Go" email sent to all registrants.

***For more information on any of these opportunities, contact Samantha McCarthy, Industry Relations Manager, at [smccarthy@sts.org](mailto:smccarthy@sts.org) or 312-202-5869.***