



THE GEORGE WASHINGTON  
UNIVERSITY **HOSPITAL**

# Second Annual Adult Extracorporeal Life Support Symposium

## Exhibitor & Sponsorship Opportunities

October 20, 2018

The Hyatt Regency  
Tysons Corner, Virginia

[www.GWECLSsymposium.com](http://www.GWECLSsymposium.com)



Office of Continuing Education  
in the Health Professions

Dear Prospective Exhibitor,

On behalf of GW Hospital and the Planning Committee, I am pleased to invite your participation as a sponsor or exhibitor at the ***Adult Extracorporeal Life Support (ECLS) Symposium*** to be held on October 20, 2018 at The Hyatt Regency, Tysons Corner.

The ECLS Symposium will bring together a multidisciplinary audience of over 200 healthcare professionals as they gather for an in-depth look at ECLS and its use in the treatment of the critically ill patient with cardiac and pulmonary failure. The educational content is designed for all healthcare professionals involved in the care of the critically ill patient with cardiac or pulmonary failure, including but not limited to physicians, nurses, perfusionists, physician assistants, and respiratory therapists.

Your support of the meeting will help us accomplish our goal of educating healthcare professionals on the latest clinical and treatment advances in the use of ECMO, as well as emphasize your company's commitment to improving patient care.

You can support the symposium in person as an exhibitor or as a general symposium sponsor.

There are a limited number of exhibit and sponsor opportunities remaining. Contact Leticia Hall today at (202) 994-4066 or via email at [leticiahall@gwu.edu](mailto:leticiahall@gwu.edu) to reserve an exhibit space or sponsorship.

Thank you for your consideration of this special request. I look forward to seeing you at the symposium.

Sincerely,

Farzad Najam, MD  
Symposium Director

# Symposium Information

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<b>Date:</b>	October 20, 2018
<b>Location:</b>	The Hyatt Regency, Tysons Corner 7901 Tysons One Place Tysons Corner, VA 22102
<b>Website:</b>	<a href="http://www.GWECLSymposium.com">www.GWECLSymposium.com</a>

## Symposium Overview

The symposium will explore both common and unique applications for adult ECMO including reversible respiratory failure, cardiogenic shock, pulmonary embolism, trauma, sepsis, pregnancy, ECPR, and ECCO<sub>2</sub>R. Early recognition, implementation and basic management principles will be discussed. In addition, the symposium will cover heart failure and will have a special emphasis on management of heart failure using short-term and long-term mechanical circulatory assist devices.

The comprehensive one-day symposium will cover a wide range of topics featuring:

- History of ECMO
- Venous-arterial ECMO (VA)
- Venous-venous ECMO (VV)
- Medical optimization prior to ECMO
- Ventilator management on ECMO
- Hemodynamics on ECMO
- ECMO transport
- Management of patients with heart failure
- Short-term VADs
- Durable VADs

## Target Audience

This symposium is designed for clinicians including but not limited to physicians, nurses, respiratory therapists, physical therapists, occupational therapists, dietitians, advanced practitioners, perfusionists, and other healthcare professionals.

## Contact

### Leticia Hall

Director, Office of Continuing Education in the Health Professions  
The George Washington University School of Medicine and Health Sciences  
2600 Virginia Avenue, NW  
Suite 300  
Washington, DC 20037  
Ph: 202-994-4066  
Email: [leticiahall@gwu.edu](mailto:leticiahall@gwu.edu)

# Exhibit Opportunities

The *Second Annual Adult Extracorporeal Life Support Symposium*, is a great opportunity to showcase your company/organization to our attendees.

- Expected attendance of more than 200 professional participants
- Many opportunities to create and build brand awareness
- Build relationships, sell, and generate leads from attendees
- Network with colleagues
- Support the field

## Exhibit Booth Pricing

- Standard Exhibit Booth Pricing ..... \$2,000
- Additional Badge (2 included with booth) ..... \$250

*Exhibiting companies with more than two representatives will be subject to an additional fee of \$250 per person.*

## Included with Your Standard Booth Rate

- One 6-foot table with 2 chairs
- Symposium access for **two** company employees (name badges must be worn at all times)
- Access to an electrical outlet and internet
- Acknowledgment in all print and online materials (subject to print deadlines)
- Breakfast, lunch, and refreshment breaks

*Exhibitor fees do not include hotel accommodations or travel.*

## Exhibit Configuration

- All exhibits should be free-standing and self-supported.
- Linear configurations may not be designed to obstruct the view of nearby tables or to block exits or doorways.
- Hanging signs are not permitted.

## Exhibit Area

The number of exhibitors will determine the exact location arrangement of the exhibit area; however, all exhibitors will be in the same area.

## Exhibitor Passport Raffle

All symposium attendees will be provided with an Exhibitor Passport. Participating exhibitors will be provided with a hole punch to mark each person's passport as they visit and speak to each booth's representatives. Attendees can enter their completed passport into a raffle for a prize (or prizes) during the last session of the day.

## Exhibit Shipping/Drop Off

Please contact the Hyatt Regency directly to arrange shipment:

Louisa McKenney  
Event Sales Manager  
Hyatt Regency Tysons Corner Center  
7901 Tysons One Place  
Tysons Corner, VA 22102  
Ph: 703-848-6369  
Email: [louisa.mckenney@hyatt.com](mailto:louisa.mckenney@hyatt.com)

## Exhibit Hours

With unopposed exhibit hours, breaks and a lunch in the Exhibit Hall, you will have an opportunity to generate new leads with clinical decision makers.

6:30-7:00am	Install
7:00-8:00am	Breakfast and Exhibits
9:45-10:00am	Break and Exhibits (check schedule)
12:00-1:00pm	Lunch
3:00pm	Dismantle

*Please note that attendees will generally visit the exhibit area prior to the start of the morning session, during all breaks, during lunch, and at the end of the day.*

## Request Exhibit Space

To request exhibit space, complete the online registration available at [www.GWECLSymposium.com](http://www.GWECLSymposium.com) by Friday, October 5, 2018. All exhibits are subject to review by the George Washington University (GW) School of Medicine and Health Science's Office of Continuing Education in the Health Professions.

# Promotional and Marketing Opportunities

## Industry Supported Breakfast and Lunch Symposia

Present the latest information regarding clinical research or product development to meeting attendees.

As the exclusive breakfast or lunch sponsor, your organization will receive recognition highlighted in the following ways:

- Two emails sent in advance of the symposium
- Acknowledgment in the printed syllabus materials
- Acknowledgment via the symposium website
- Acknowledgment on signage displayed near the entrance of the exhibit hall and food stations

<b>Breakfast Sponsor (1 Available)</b>	<b>Lunch Sponsor (1 Available)</b>
<b>\$10,000</b>	<b>\$20,000</b>

## Refreshment Break Sponsor (2 Available) - \$3,000

As a refreshment break sponsor, your organization will receive a brief (2-3 minutes) speaking opportunity to address symposium attendees and recognition highlighted in the following ways:

- Acknowledgment in the printed syllabus materials
- Acknowledgment via the symposium website
- Acknowledgment on signage displayed near the entrance of the exhibit hall and food stations

# General Sponsorship Opportunities

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<b>Platinum</b>  <b>\$6,000</b>	<ul style="list-style-type: none"><li>• Company acknowledgment on all official symposium marketing, website, and signage</li><li>• Registration for 6 company representatives</li><li>• Social media announcement when sponsorship is arranged</li><li>• Complimentary table top exhibit</li><li>• Premium exhibit placement</li><li>• Two sets of promotional materials included in attendee registration packets</li><li>• Attendee lists (name, organization, city and state)</li></ul>
<b>Gold</b>  <b>\$5,000</b>	<ul style="list-style-type: none"><li>• Company acknowledgment on all official symposium marketing, website, and signage</li><li>• Registration for 5 company representatives</li><li>• Complimentary table top exhibit</li><li>• Premium exhibit placement</li><li>• One set of promotional materials included in attendee registration packets</li><li>• Attendee lists (name, organization, city and state)</li></ul>
<b>Silver</b>  <b>\$4,000</b>	<ul style="list-style-type: none"><li>• Company acknowledgment on all official symposium marketing, website, and signage</li><li>• Registration for 4 company representatives</li><li>• Complimentary table top exhibit</li><li>• Premium exhibit placement</li><li>• One set of promotional materials included in attendee registration packets</li><li>• Attendee lists (name, organization, city and state)</li></ul>
<b>Bronze</b>  <b>\$3,000</b>	<ul style="list-style-type: none"><li>• Company acknowledgment on all official symposium marketing, website, and signage.</li><li>• Registration for 3 company representatives</li><li>• Complimentary table top exhibit</li><li>• Premium exhibit placement</li><li>• Attendee lists (name, organization, city and state)</li></ul>

# Terms and Conditions of Agreement

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1. All exhibits are subject to review and approval by the Office of CEHP, The George Washington University School of Medicine and Health Sciences.
2. This agreement shall not be binding upon the lessor (GW) until accepted and executed by Office of CEHP, GW. A counter signed copy of the contract will be returned to you as confirmation of your participation.
3. The violation of any part of this agreement, or any part of the regulations adopted by the Lessor, shall at the election of Office of CEHP, GW cause this agreement to become null and void. In such event, all sums previously paid for or contracted to be paid under this agreement shall be assigned, or otherwise disposed of, without the written approval of GW.
4. Refunds of any payment for tabletop space will be made at the sole discretion of Office of CEHP, GW with a \$75 processing fee deducted from the total paid. **No refunds due to cancellations will be made if cancellation is received less than two weeks prior to the start of the event.**
5. **Liability/Insurance:** Exhibitors shall be fully responsible to pay for any and all damages to property owned by the GW, its owners or managers which result from any act or omission of an exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless GW, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from exhibitor's use of the property, except to the extent caused by the negligence or willful misconduct of GW, its owners, managers, officers, or directors, agents, employees, subsidiaries and affiliates. The exhibitor acknowledges that GW does not maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to obtain liability insurance covering such losses. Each exhibitor, by signing an application to exhibit, understands that they assume responsibility for the conditions described above.
6. Office of CEHP, GW may, at its sole discretion, withhold or withdraw permission to distribute souvenirs, advertising or other material it considers objectionable or not in keeping with the character or purpose of Office of CEHP, GW.
7. **Advertising, canvassing, solicitation of business,** conferences in the interest of business, etc, are not permitted except by firms that have engaged with GW space to exhibit and then **only** in exhibit area assigned. Exhibitors are not permitted to go in the conference room.
8. The rental of exhibit shall not influence the control of content a selection of presenters and moderators. GW is ultimately responsible for control of content and selection of presenters and moderators.
9. **Disclosure of Financial Relationships:** GW will ensure disclosure to the audience of (a) company funding and (b) any significant relationship between the GW and the company or between individual speakers or moderators and the company.
10. **Involvement in Content:** There will be no "scripting," emphasis, or influence on content by the company or its agents.
11. **Ancillary Promotional Activities:** No product advertisements will be permitted in the program room.



12. **Objectivity & Balance:** GW will make every effort to ensure that data regarding the company's products (or competing products) are objectively selected and presented, with favorable and unfavorable information and balanced discussion of prevailing information on the product(s) and/or alternative treatments.
13. **Limitations of Data:** GW will ensure, to the extent possible, disclosure of limitations of data, (e.g., ongoing research, interim analyses, preliminary data, or unsupported opinion).
14. **Discussion of Unapproved Uses:** GW will require that presenters disclose when a product is not approved in the United States for the use under discussion.
15. **Opportunities for Debate:** GW will ensure opportunities for questioning or scientific debate.
16. All other support associated with this CME activity may only be provided with the full knowledge and approval of GW.
17. No other funds from the commercial company will be paid to the program director, faculty, or others involved with the CME activity (additional honoraria, extra social events, etc.).
18. Taking **photographs or videotaping** is strictly prohibited, other than an official GW photographer. GW reserves the right to photograph or videotape an exhibit.