

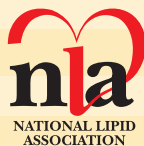
EXHIBITOR PROSPECTUS

3rd Annual Orange County Symposium



Cardiovascular Disease Prevention: Unmet Needs, Management Challenges, and the Difficult Patient

October 22, 2011
Hilton Anaheim • Anaheim, CA



Jointly sponsored by the National Lipid Association
and the American Society for Preventive Cardiology.
Endorsed by the California Chapter of the ACC
and the Pacific Lipid Association.



California
CHAPTER

EXHIBIT INFORMATION

Saturday, October 22, 2011 | Hilton Anaheim Hotel | Anaheim, CA

Booth Fees and Equipment

Booth Fee: \$750

Your exhibit booth will include the following:

- 6' Draped Table
- (2) Chairs
- Wastebasket
- (2) Representative Name Badges
- Carpeting
- Company Listing in promotional materials

Two booth representatives are included in your booth fee. There is a \$50 fee for each additional representative.

Exhibit Hall Hours (Times are Subject to Change)

Saturday, October 22

Exhibitors Move In: 6:00 AM – 7:00 AM

Hall Open: 7:00 AM – 3:00 PM

Exhibitors tear down: 3:00 PM

Electricity

Please note that your booth has no electrical service. If your booth requires electrical service, please contact Erin Corrales at (904-309-6204) or ecorrales@leadingstar.com to receive an electricity request form.

Booth Assignments

All booths will be assigned **two weeks prior** to the meeting dates to provide maximum separation of competitors with consideration given to meeting supporters. **For the purpose of shipping, booth numbers are not necessary. Please indicate your company name on all boxes in place of a booth number.**

Meeting Location

Hilton Anaheim Hotel

Exhibit Hall Location: Palos Verdes AB
777 Convention Way
Anaheim, CA 92802



Parking will be covered by the OC Symposium. Please be sure to park in the self parking lot to receive complimentary parking.

EXHIBIT SPECIFICATIONS AND CONDITIONS

Available Tradeshow Hours: All exhibitors must commit to having their exhibits displayed and staffed during the posted exhibit hours. Please do not set up late or tear down early, as this is an embarrassment to the organization.

Space Assignment: Space will be assigned according to the order in which applications and full payments are received. **No space can be assigned without full payment.** The Orange County Symposium will confirm the receipt of money/contract along with a space assignment. The Orange County Symposium reserves the right to rearrange the floor plan where necessary to facilitate a successful traffic flow. It also reserves the right to reject, at its discretion, any application to exhibit. The room is not large but every effort will be made to separate direct competitors. Exhibitors are confined to the area leased.

Cancellation: Once formal application has been received, cancellation must be submitted to the Orange County Symposium, in writing, by September 20, 2011. If no cancellation notification in writing is received, no refund will be made. Refunds requested before September 20, 2011 will be credited minus the \$250 administration fee. There are no refunds for no shows or those canceling within 30 days.

Exhibit Rules: The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Exhibitor is responsible for damage to property. No signs or other articles shall be posted, nailed or otherwise attached to any of the pillars, walls, doors, etc. in such manner as to deface or destroy them. No attachments shall be made to the floors by nails, screws or any other device. The Orange County Symposium reserves the right to restrict exhibits that may be objectionable, or to order the removal of any portion of an exhibit which in the judgment of the Orange County Symposium is detrimental to or detracts from the general order of the exhibits. This applies to persons advertising, soliciting or anything of a similar nature.

Display Requirements and Restrictions: The Orange County Symposium retains the right to deny the exhibition of inappropriate items and products. Please contact the Convention Manager with any questions. Drugs, chemicals or other therapeutic agents listed in AMA's *New and Non-Official Remedies*, *National Formulary* or *U.S. Pharmacopeia*, may be displayed. Proprietary drugs mixtures and special formulas may be displayed if documentary evidence of their acceptance by ethical medical organizations is on file with the Convention Manager. New, unlisted and/or initial display items must be submitted for clearance prior to opening of the convention. Clinical and laboratory tests and evaluation on such items must be submitted at least three months prior to opening date of convention. The same restrictions apply to books, advertisements in medical journals or other publications on display and to all promotional literature.

Unauthorized Canvassing and Distribution of Advertising Matter: Solicitation of business or conferences in the interest of business except by exhibiting firms is prohibited. Exhibitors are urged to report to the Convention Manager any violations of this rule. Canvassing by exhibitors outside of their booths is also forbidden. Circulars or advertising matter of any description shall not be distributed except from the exhibitor's booth or by specific permission of the Orange County Symposium.

Exhibits with Electrical Requirements: Machines and apparatus operated by electricity must not distract or annoy other exhibitors. Electrical arrangements must be made through exhibit contractor.

Modesty and Live Demonstration: The use of models, biological tissues, or animals is strictly forbidden.

Subletting of Space: No subletting of space will be permitted. Only one company may exhibit per booth.

Liability: The property will take all reasonable precautions against damage or loss by fire, water, storm, theft, strike or any other emergencies of that character but does not guarantee or insure the exhibitor against loss by reason thereof. The Orange County Symposium will not guarantee Exhibitors against loss of any kind. Reasonable care should be exercised by the Exhibitor to protect all exhibits. Exhibitors are urged to secure valuables nightly or take them with them when they leave the room for the day. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend The Orange County Symposium, Leadingstar Events and Media, the National Lipid Association, the affiliates, officers, directors, agents, employees and partners of each, ("Indemnified Parties") harmless against all claims, losses and damages, including negligence, to persons or property, governmental charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibit premises or a part thereof.

In addition, Exhibitor acknowledges that the Indemnified Parties do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption, property damage and comprehensive general liability insurance. Exhibitors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policy, protecting them against lost through theft, fire damage, etc.

EXHIBIT APPLICATION

3rd Annual Orange County Symposium
October 22, 2011 • Hilton Anaheim Hotel • Anaheim, California

MAIL TO: 6816 Southpoint Parkway, Ste 1000 • Jacksonville, Florida 32216 | FAX TO: 904.677.7843

Company Name _____

(As it is to be printed in Promotional Materials)

Address _____

City/State/Zip _____

Primary Contact _____ Cell Phone _____

Telephone _____ Fax _____ E-mail _____

Competitors: _____

Two booth representatives are included in your exhibit fee. There will be a \$50 fee for each additional representative.

Please list the names of your exhibit booth representatives below:

We/I have read and agree to abide by the exhibit specifications outlined and to all conditions under which the exhibit area is leased. Said exhibit specifications and conditions become a part of this contract. We understand the refund policy. We agree to abide by the specific exhibit set-up and tear down schedule as arranged by the organization. We understand that the Orange County Symposium reserves the right to rearrange the floor plan where necessary to facilitate a successful traffic flow. **Full payment must accompany application.**

Payment

_____ Booth(s) at \$750 each \$ _____

_____ Additional Representatives at \$50 each \$ _____

Total Payment \$ _____

Payment Options

Check or Money Order: (Please make payable to the **Leadingstar Events & Media**, Tax ID# 26-1077855)

Credit Card MasterCard Visa AMEX

Name on Card _____

Card Number _____

Expiration Date _____

Signature _____



APPLICATION DEADLINE – SEPTEMBER 20, 2011