SOUTHERN THORACIC SURGICAL ASSOCIATION

63rd ANNUAL MEETING

NOV 9-12
STSA 2016
NAPLES

YOUR INVITATION TO EXHIBIT

NOVEMBER 9-12, 2016

NAPLES GRANDE BEACH RESORT

LETTER FROM STSA PRESIDENT

Dear Corporate Colleague,

It is my pleasure as President of the Southern Thoracic Surgical Association (STSA) to invite you to join me and hundreds of other cardiothoracic surgeons at the STSA 63rd Annual Meeting this fall.

If you have exhibited with us before you know that each year STSA's Annual Meeting attracts more than 500 attendees, including approximately 350 professional attendees who are all potential customers for your products and services.

The 2016 meeting will take place at the Naples Grande Beach Resort in Naples, FL. The relaxed but luxurious hotel is just the right size for STSA. The exhibits area offers numerous premium foyer booth spaces. Coffee breaks and meals will be served inside the exhibits area to drive foot traffic to your booth. STSA is excited to again offer a variety of high-touch sponsorship and support opportunities to further elevate your company's presence at the meeting (see back cover for additional information).

New in 2016, the educational program has been tailored to offer extra non-compete break time when attendees will be encouraged to visit exhibits, and exhibit hours have been modified based on previous exhibitor feedback. We are confident that these improvements to the STSA Annual Meeting educational and exhibits schedule will improve the experience of both meeting attendees and industry representatives throughout the meeting.

I encourage you to take full advantage of this great opportunity to network with your target market at this beautiful site. Exhibiting companies at the 2016 Annual Meeting will have the chance to meet and interact with cardiothoracic surgeons not only on the exhibit floor but also during social events. Each exhibiting company will receive two complimentary tickets to the All Attendee Luncheon and President's Mixer, and exhibitors are welcome to take part in planned activities on Saturday afternoon and evening.

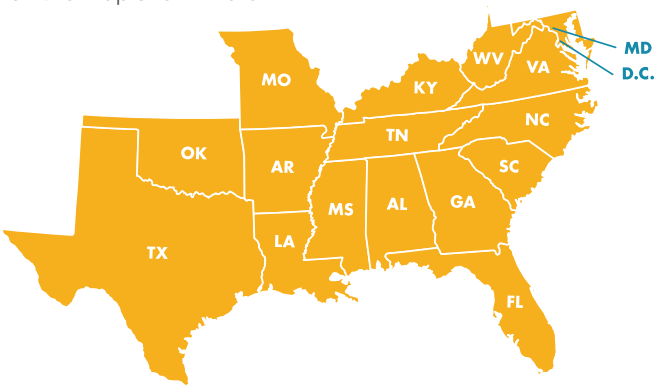
I look forward to seeing you in November!

Sincerely,
Andrea J. Carpenter, MD
STSA President

WHAT IS STSA

The Southern Thoracic Surgical Association (STSA) supports southern and southern-trained members of the cardiothoracic surgery community and their families in the pursuit of the highest quality patient care, education, scientific achievement, collegiality, and life balance.

STSA represents more than 1,100 cardiothoracic surgeons throughout the country. Although the STSA is a regional society by definition, our members are from all over the United States. STSA members have practiced or are currently practicing in one of the states/regions listed on the map shown here.



STSA ANNUAL MEETING & EXHIBITION FLOOR PLAN

STSA has a limited number of exhibit spaces available. Booths will be assigned on a first-come, first-served basis. Complete and return your exhibit space application immediately to capitalize on this exciting opportunity. If you have questions or need additional information, please contact Angel Law at (312) 202-5838.

STSA is an ACCME-accredited organization and adheres to the ACCME Standards for Commercial Support. It is STSA's intent and expectation that all STSA educational activities are developed and presented without the influence of commercial interests.

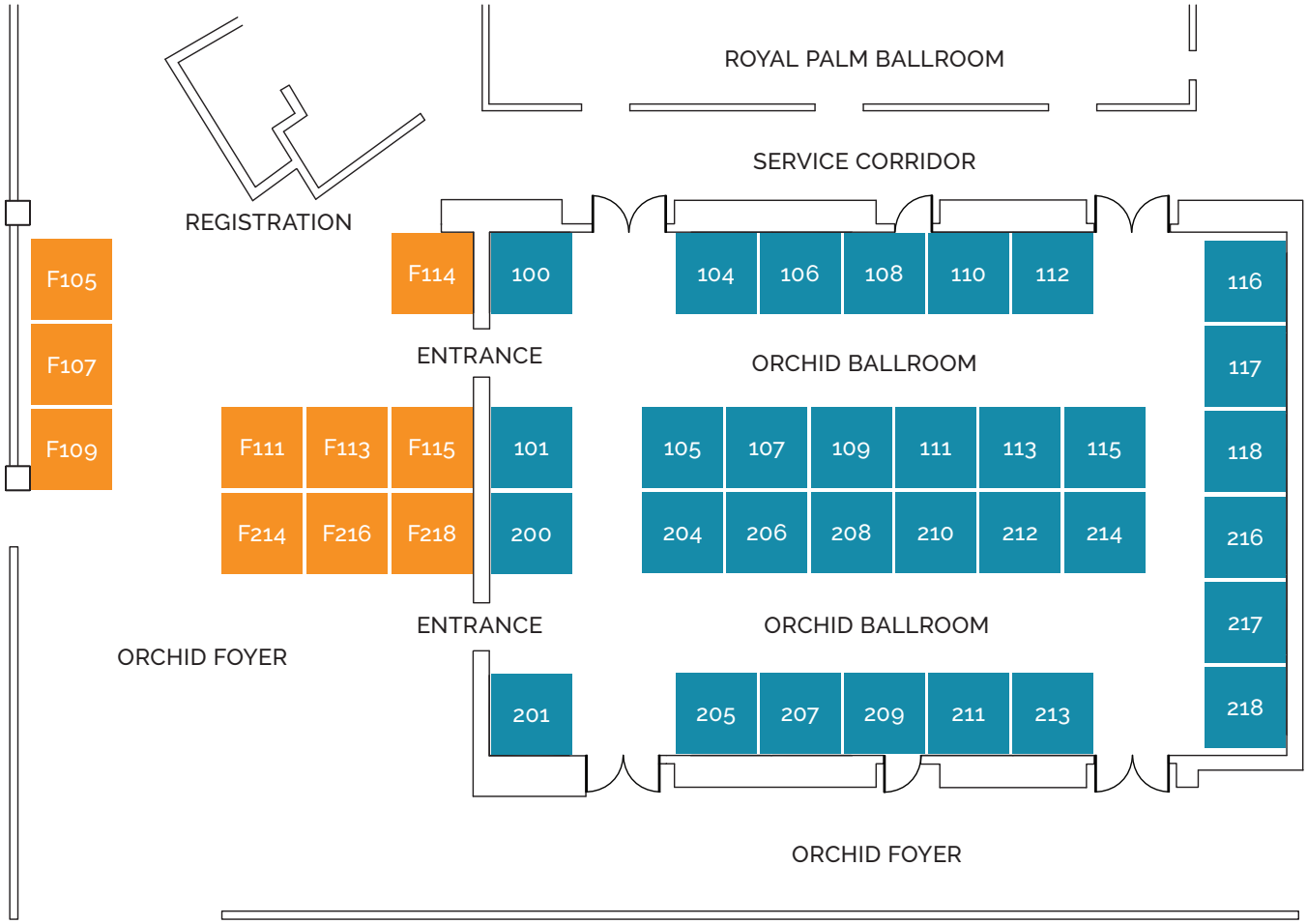


EXHIBIT SCHEDULE

Wednesday, November 9

Exhibit Set-Up	4:00 p.m. – 7:00 p.m.

Thursday, November 10

Exhibit Set-Up	7:00 a.m. – 9:00 a.m.
Exhibits Open	10:00 a.m. – 3:30 p.m.

Friday, November 11

Exhibits Open	7:45 a.m. – 12:00 p.m. 12:45 p.m. – 4:00 p.m.
Exhibit Removal	4:00 p.m. – 6:00 p.m.

BOOTH PRICING

10' x 10' Booth in Ballroom: $5,500
10' x 10' Booth in Foyer: $6,000

Booth price includes: 6' table, two (2) chairs, two (2) complimentary Exhibit Hall badges, hotel ballroom carpet, two (2) tickets to the All Attendee Luncheon, two (2) tickets to President's Mixer, and an attendee pre-registration list.

First-time Exhibitor Benefit

Companies exhibiting at the STSA Annual Meeting for the first time receive 5% off of the normal booth price when they submit their application by September 1, 2016.

CONNECT WITH YOUR TARGET MARKET IN THE STSA EXHIBIT HALL

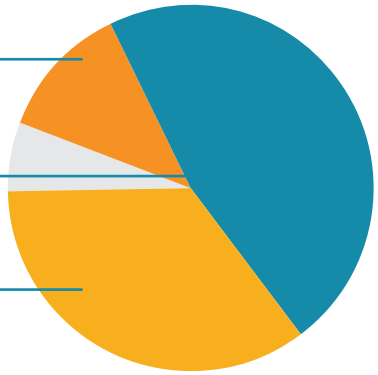
Exhibits are an essential component of the STSA Annual Meeting. Our members – your customers and prospective customers – welcome this unique opportunity to personally interact with exhibitors and learn about the latest technical and medical advances available in the field. **Over 450 medical professionals attended the 2015 STSA Annual Meeting.**

94% of 2015 Annual Meeting & Exhibition professional attendees visited the Exhibit Hall*.

12%
visited 6 times or more

47%
visited 3-5 times

35%
visited 1-2 times

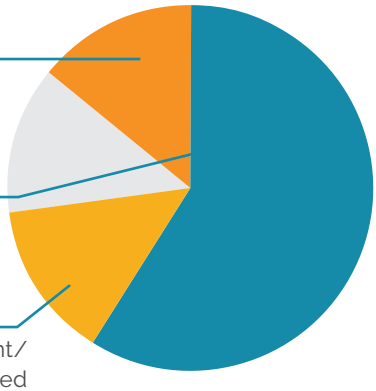


87% of 2015 Annual Meeting & Exhibition professional attendees play a personal role in the buying process for surgical equipment and/or services*.

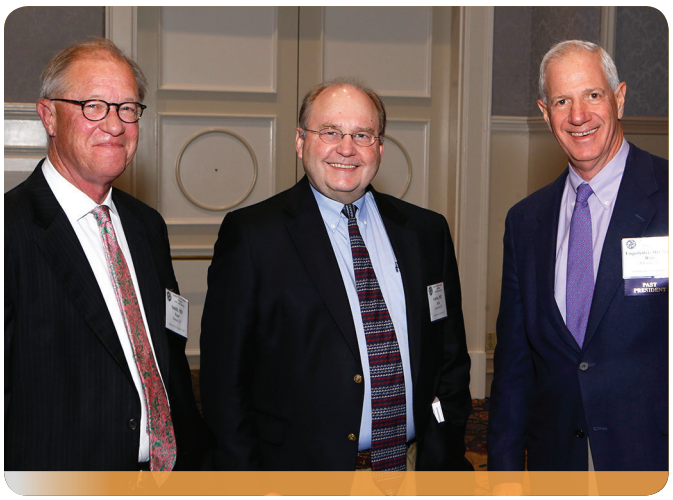
14%
have final say in buying decisions

59%
help assess purchases and provide recommendations

14%
help assess what equipment/ services should be purchased



*Based on 2015 STSA Annual Meeting evaluation data.



STAND OUT AMONG YOUR COMPETITORS & PARTNERS

The limited number of exhibitors accepted for the STSA 63rd Annual Meeting & Exhibition increases your opportunity for personalization and interactivity with meeting attendees. Coffee breaks, continental breakfast, lunch on Thursday, and dessert following the Friday afternoon All Attendee Luncheon will be served exclusively inside the exhibit area. Meeting breaks have been scheduled to provide ample time for attendees to visit your booth.

Industry representatives are invited to attend STSA Annual Meeting social activities providing additional opportunities to network with STSA attendees on the golf course and at evening receptions.

Approximately 40 companies exhibit at the STSA Annual Meeting & Exhibition each year. The intimate size of the STSA Exhibition ensures that you will have quality access to STSA attendees. Contact Angel Law at alaw@sts.org or (312) 202-5838 to secure your company's premium booth space.

EXHIBITORS AT PREVIOUS STSA ANNUAL MEETINGS

A&E Medical Corporation
Abbott Vascular
ABIOMED, Inc.
Acelity
ACUTE Innovations
Admedus Corp.
A-Med Systems, Inc.
AtriCure, Inc.
Atrium Medical Corp.
ATS Medical, Inc.
ATMOS, Inc.
Axcan Pharma
Axis Clinical Software, Inc.
Baxter
Baxter Healthcare Corporation
Bayer Corp.
Baylor Radiosurgery Center
BFW, Inc.
Zimmer Biomet
Bio-Vascular, Inc.
Boston Scientific
CAOS, Inc.
CarboMedics
Cardima, Inc.
CardioGenesis Corporation
Cardio Access, Inc.
CardiacAssist, Inc.
CardioNet
Cardiovascular Research, Inc.
Care-tec Laboratories, Inc.
CASMED
Caris Life Sciences
Ceremed, Inc.
Chase Medical, Inc.
Coastal Life Systems, Inc.
COBE Cardiovascular, Inc.
Cohesion Technologies, Inc.
Cook Medical, Inc.
CorMatrix
CryoCath
CryoLife
CSA Medical
CTSNet
Davol Inc., a BARD Company
Denver Biomedical, Inc.
DePuy Synthes CMF
Designs for Vision, Inc.
Domain Surgical
Dornier MedTech America, Inc.
Eclipse Surgical Corporation
Edwards Lifesciences
EKR Therapeutics
Elsevier
Essential Pharmaceuticals
Estech
ETHICON
Fehling Surgical Instruments, Inc.
Fusion Medical Technologies
Genesee BioMedical
Genzyme Biosurgery
Getinge Group
GlaxoSmithKline
Guidant Cardiac Surgery
Haemacure Corporation
Haemonetics Corp.
Health Alliance
Heartport
Heart Center Inc
@ Huntsville Hospital
HeartWare, Inc.
IMPRA, Inc.
ImaCor, Inc.
InterVascular
Intuitive Surgical
KARL STORZ
KCI
Kimberly-Clark
KLS Martin
Koros Surgical Instruments, Corp.
LifeNet Health
Life Technologies
Life System, Inc.
LivaNova
Look, Div. of Surgical Specialties
Corp. Look, Inc.
LSI Solutions
M2S
Medela, Inc.
Medical Carbon Research Inst.
Medical CV, Inc.
Medistim
Medivance, Inc.
Medtronic, Inc.
Merit Medical Endotek
Milam & Associates
Mountain States
Myriad Genetics
nContact Surgical, Inc.
New England Compounding Center
Novadaq
Novare Surgical Systems
Olympus Surgical America
On-X Life Technologies, Inc.
Pectofix, Inc.
PFM Medical, Inc.
Phillips Medical Systems
Philips Ultrasound
Physicians Independent
Management Service
Pioneer Surgical Technology
PLC Medical Systems, Inc.
Porter Medical Products, Inc
Precision Therapeutics
Products for Surgery, Inc.
Qualiteam SRI
Quest Medical, Inc.
rEVO Biological
Rultract/Pemco
RTI Surgical
Sarasota Memorial Hospital
Scanlan International, Inc.
Shelhigh, Inc.
Sic Brevetti
Somanetics Corp.
Sontec Instruments, Inc.
Spectranetics
Spiration, Inc.
St. Jude Medical, Inc.
Sulzer Carbomedics
superDimension, Inc.
Syncardia Systems, Inc.
Synovis Surgical Innovations
SyntheMed, Inc.
Terumo Cardiovascular Systems
The Medicines Company
The University of Tennessee
Physician Executive MBA Program
Thermo CardioSystems
Tissue Link Medical
Transonic Systems Inc.
Thoracic Surgery Foundation
U.S. Army Medical Department
Recruiting Detachment
U.S. Surgical Corp
Vascutek
Vitalcor, Inc./Applied Fiberoptics
Vitalitec International, Inc.
W.L. Gore & Associates, Inc.
Wexler Surgical
Workforce on Health Policy,
Advocacy and Reform, The
Society of Thoracic Surgeons

2016 RULES & REGULATIONS

All matters and questions not covered by these Rules & Regulations are subject to the decision of the Southern Thoracic Surgical Association. In the event of any such decision being of general interest, written notice will be given by the Association to exhibitors as may be affected.

Exhibitors should review the STSA Education Disclosure Policy and the ACCME Standards of Commercial Support available at www.stsa.org/cme. Please note that STSA is an ACCME-accredited organization and adheres to the ACCME Standards for Commercial Support. It is STSA's intent and expectation that all STSA educational activities are developed and presented without the influence of commercial interests.

The words "STSA" used herein or in subsequent regulations shall mean the Southern Thoracic Surgical Association, its committees, agents or staff acting for the management of the Meeting and Exhibition. The words "The Hotel" used herein or in subsequent regulations shall mean Naples Grande Beach Resort.

1. Exhibit Dates and Hours

Thursday, November 10, 2016	10:00 a.m. – 3:30 p.m.
Friday, November 11, 2016	7:45 a.m. – 12:00 p.m.
	12:45 p.m. – 4:00 p.m.

2. Assignment of Booths

Applications received from prospective exhibitors will be recorded in order of their receipt. Space will be assigned on a first-come, first-served basis. In the event of a conflict regarding space or other imperative conditions, STSA shall have the right to assign space to the Exhibitor, rearrange the floor plan and/or relocate any exhibit at any time before or during the period of Exhibition. No special arrangements or favored booth assignment will be made on the basis of commercial support.

3. Reservation and Occupation of Exhibit Space

Full payment must be received with the application for exhibit space assignment.

Any space not claimed and occupied or regarding which no special arrangements have been made prior to 9:00 a.m. on Thursday, November 10, may then be resold or reassigned by STSA without obligation on the part of STSA to refund any part of the space rental. An exhibiting company may not assign or sublet any space allotted to it, and may not advertise or display goods other than those manufactured or sold by it in the regular course of its business.

4. Cancellation of Exhibit Space

Cancellation of exhibit space must be directed in writing to the STSA exhibits office or by e-mail to alaw@sts.org, by August 30, 2016. An administrative processing fee of $500 will be charged for all cancellations. In no case, however, will refunds be made after August 30, 2016.

5. Exhibit Set-Up

Exhibitor set-up will begin on Wednesday, November 9 at 4:00 p.m. and set up must be completed by 10:00 a.m. on Thursday, November 10. Set up will not be permitted after this timeframe without the special permission of STSA.

6. Removal of Exhibits

All exhibits must remain intact until 4:00 p.m. on Friday, November 11, and may not be dismantled or removed until that hour. Exhibit removal may commence at 4:00 p.m., and exhibits must be removed from the exhibit area by 6:00 p.m. on Friday. After that hour the Exhibit Hall will be closed.

7. Booth Construction and Arrangement

All exhibits must be confined to the special limits of the space, as indicated on the floor plan.

No perpendicular obstruction eight feet (8') or more in height may extend forward more than 50 percent of the distance from the back wall, and none over 48 inches in height shall extend forward from the remaining space to the front of the booth. Booths shall not present an objectionable side appearance when viewed from adjoining booth areas.

Flammable materials must be flameproofed before being taken into the exhibit building. Fire Department permits are required for open flame devices and use of compressed gases or dangerous chemicals.

Literature on display shall be limited to reasonable quantities (one-day supply).

8. Animal Tissue

The use of animal tissue will be considered if a written request is submitted to STSA no later than 30 days in advance, detailing the types of tissue, the preservation methods to be used prior to and during the meeting, and the proposed method of disposal either daily and/or at the conclusion of the meeting. Exhibitors may not utilize micro-organisms to demonstrate the efficacy of the product. Under no circumstances may human tissue of any kind be used for demonstration purposes. Copies of an insurance policy naming the Southern Thoracic Surgical Association and indemnifying the Southern Thoracic Surgical Association in case of lawsuit involving animal tissue in the Exhibit Hall must be provided before permission will be granted.

9. Hazardous/Medical Waste

Exhibitor assumes responsibility and any liability for removal or disposal of any material considered to be hazardous/medical waste material. Exhibitor also agrees to conform to any local ordinances and regulations concerning the disposal of hazardous/medical waste. Any and all costs incurred in the removal of hazardous/ medical waste from the exhibit facility will be the sole responsibility of the Exhibitor.

10. Care of Exhibit Space

The Exhibitor shall care for and keep in good order space occupied. Special cleaning and dusting of the table, display equipment, and material will be the Exhibitor's responsibility.

Exhibitors may not place anything in the aisles during the open hours of the Exhibition.

11. Registration and Badges

All Exhibitors shall register their personnel in advance. Any additions or changes in registration made during the meeting must be certified by an officer of the exhibiting firm or by the person in charge of the company's space.

Admission to the Exhibition will be by badge only. Official badges must be worn whenever the registrant is in the Exhibit Hall. **Exhibiting companies will receive two (2) complimentary badges. Two (2) additional badges may be purchased for a fee of $50 each. Any additional badges after the two (2) complimentary badges and the two (2) badges for $50 maybe purchased for $100. After October 10, 2016 there will be a $100 charge for all badges. Upon acceptance of the exhibit space application, a separate badge registration form will be e-mailed.**

Badges of members, Exhibitors, program participants, and visitors will show the name and affiliation of the wearer. Badges will not be transferable. The general public will not be admitted to the Exhibition.

Exhibitors attending educational sessions are allowed to participate as observers only. Exhibitors are not allowed to make comments or otherwise interfere in any manner with educational sessions.

12. Admittance

Admittance to technical exhibits is limited to the owners, officers, representatives, and employees. Models or similar personnel not commercially connected with the industry may not be employed to help at the Exhibitor's booth. Representatives are defined as individuals who receive commission or salary from the exhibiting firm, and must be registered with STSA by exhibiting firm prior to October 10. Excluded from this category are representatives who maintain and own inventories of merchandise for resale. Such persons are considered to be dealers and, as such, are eligible to purchase exhibit space. Children under 14 are not allowed on the exhibit floor during set-up or dismantle. Except under special circumstances, no more than three (3) registered representatives per booth shall be allowed in the Exhibit Hall at any one time. Compliance with this regulation shall be the responsibility of the person in charge of each exhibit. Non-exhibiting commercial visitors must have certification by an exhibiting firm and accompaniment by the Exhibit Manager to enter the Exhibition.

13. Insurance and Liability

Each Exhibitor must make provisions for the safeguarding of his or her goods, materials, equipment, and display at all times. Neither STSA nor The Hotel will be responsible for property damage or loss for such claims. The Exhibitor assumes full responsibility for property damage, personal injury, or death to any party by reason of Exhibitor's participation in the Exhibition or meeting activities. Neither STSA nor The Hotel will be liable for injuries to any person or for damages to property owned or controlled by the Exhibitor, that claims for damages or injuries may be incident to, arise from, or be in any way connected with Exhibitor's occupation of display space; the Exhibitor agrees to defend, indemnify and hold STSA and The Hotel harmless against all such claims. Exhibitor agrees to insure itself, at its own expense, against property loss or damage, and against liability for personal injury.

In case any part of the Exhibit Hall is damaged, or if circumstances make it impossible for STSA to permit an Exhibitor to occupy the space assigned during any part or the whole of the period covered, then under such circumstances the Exhibitor will be charged for space only for the period space was or could have been occupied by the Exhibitor and STSA is released from any and all claims for damages which may arise in consequence thereof.

Exhibitor, its agents and representatives shall maintain general public liability insurance against claims for personal injury, death, or property damage incident to, arising out of or in any way connected with Exhibitor's participation in the STSA Exhibition, in an amount of not less than $1,000,000 per occurrence and $2,000,000 in aggregate for personal injury, death, or property damage, and Worker's Compensation insurance in an amount equal to the greater of that which is required by statute in the applicable jurisdiction, or $500,000 per accident or disease with a $500,000 policy limit. Exhibitor's general liability insurance shall cover Exhibitor's indemnification obligations under these Exhibit Rules & Regulations and shall cover STSA and the Official Show Decorator as additional named insureds. Exhibitor shall have or obtain proof of such insurance, and shall have such proof available upon request at least 30 days prior to the Exhibition. Exhibitor is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as Exhibitor deems appropriate.

Any policy providing such property insurance must contain an express waiver by the Exhibitor's insurance company of any right of subrogation as to any claims against STSA and the Official Show Decorator, their officers, directors, agents, or employees. In the event any part of the Exhibit Hall is destroyed or damaged.

Exhibitor also waives any claim against STSA, its directors, officers, agents, or employees for loss or damages that may arise in consequence of such inability to occupy assigned space, its sole claim against STSA being for a refund of rent paid for the period it was prevented from using space.

14. Special Sound Effects and Giveaways

Objectionable audible or visual attention-getting devices or effects and offensive odors from exhibits are prohibited. Sample-giving shall not interfere with other Exhibitors' space. Distribution of refreshments or other products for consumption on the premises, not manufactured by or specifically related to the sales activities of the Exhibitor, will not be permitted. Films of purely entertainment character, without educational or informative value, will not be permitted.

15. Other Events Held in Conjunction with the STSA Annual Meeting

Exhibitors may host satellite activities, ancillary activities, or other events with written pre-approval from STSA, beginning November 9 to November 12, 2016. Such activities and events may not take place during the hours of the scientific sessions, during other activities scheduled by STSA, or during the Exhibition itself. To request a copy of the STSA Policy Regarding Industry Sponsored Activities, e-mail Angel Law at alaw@sts.org. Exhibitor assumes full responsibility for property damage, personal injury, or death to any party, by reason of occurrences at or related to any such functions conducted by it. An outline of the STSA program and activities is available at www.stsa.org.

16. Conduct of Exhibitors

Exhibitors shall conduct themselves in an ethical manner at all times and in conformance with these regulations. STSA reserves the right to deny the privileges of the floor to any and all Exhibitors who do not comply. Exhibitors' badges are personal, not transferable, and must be worn at all times.

17. 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 hold STSA harmless from any consequences of exhibiting companies who fail in this regard.

18. Attendee Listing

All participating exhibiting companies will receive a complimentary pre-meeting and post-meeting list of STSA registrants. Please note the complimentary list will not include mailing or e-mail addresses.

Registration Packet Inserts: All marketing materials must be contained within each company's allotted exhibit area. No marketing materials may be inserted in attendee registration packets or displayed near the registration area.

For more information contact:

Angel Law
Southern Thoracic Surgical Association (STSA)
633 North Saint Clair Street, Floor 23
Chicago, IL 60611
Phone: (312) 202-5838 | Fax: (312) 268-7469
E-mail: alaw@sts.org
Website: www.stsa.org

STSA CORPORATE SUPPORT OPPORTUNITIES

STSA will offer branding and corporate support opportunities for its 63rd Annual Meeting at the Naples Grande Beach Resort in Naples, FL. Branding opportunity details will be available in summer 2016. The following list includes 2016 STSA corporate support levels and benefits.

PLATINUM SUPPORTER $20,000 and above

Platinum supporters receive all Silver and Gold benefits listed below, plus these additional benefits:

- **Four Invitations to the President's Invited Reception**
  An opportunity to join approximately 75 STSA leaders and VIPs at the Thursday, November 10, 2016 President's Invited Reception. Platinum Supporters receive invitations for four individuals.
- **Speaker Ready Room Signage**
  Acknowledgement signage will be prominently positioned in the room utilized by all STSA Annual Meeting speakers to prepare for their presentations.
- **All Attendee Luncheon Signage**
  Acknowledgement signage will be prominently placed on each table at the Friday, November 11, 2016 All Attendee Luncheon. Approximately 500 STSA Annual Meeting participants and exhibitors attend this lunch annually.
- **Badge Ribbons**
  Platinum Supporter badge ribbons will be provided to four company representatives.
- **Exhibit Hall Booth Markers**
  Signage placed at your company's booth acknowledging distinguished support of the specialty.

GOLD SUPPORTER $10,000-$19,999

Gold supporters receive all Silver benefits listed below, plus these additional benefits:

- **Rotating Walk-in and Break Slides**
  Acknowledgement will appear on meeting room slides displayed before all Annual Meeting sessions and during session breaks. The slides offer consistent, repetitive acknowledgement of your company's generous support.
- **Recognition in an Issue of *The Annals of Thoracic Surgery***
  A supporter acknowledgement will be placed in the October 2016 issue of *The Annals of Thoracic Surgery.*
- **Blast E-mail**
  An e-mail will be sent to all STSA members and registered meeting attendees one week prior to the Annual Meeting. The e-mail will include the company name of all Gold and Platinum Supporters, acknowledging the level of support each company has provided. In 2015, the STSA 62nd Annual Meeting Corporate Supporter acknowledgment e-mail, which was sent to more than 400 professional meeting registrants, had an open rate of 55.2%.

SILVER SUPPORTER $5,000-$9,999

Silver supporters receive these benefits:

- ***STSA News*, Fall 2016 Recognition**
  Special thanks in the official newsletter of the Southern Thoracic Surgical Association, circulated to all STSA members within one month of the STSA 63rd Annual Meeting. Support must be secured by September 1, 2016 to meet publication deadlines.
- **STSA 63rd Annual Meeting Program Book Recognition**
  The STSA Annual Meeting Program Book is distributed to all meeting attendees and exhibitors; the Program Book is also posted to STSA's website and e-mailed to all STSA Annual Meeting registrants in PDF format in advance of the Annual Meeting. Sixty-third Annual Meeting Corporate Supporters and support levels are published on the first page of the Program Book to ensure that all STSA Annual Meeting participants are aware of supporters' generous contributions. Support must be secured by September 15, 2016 to meet publication deadlines.
- **Online Recognition**
  Acknowledgement and link to your company's website on the STSA website, www.stsa.org.
- **Convention Center Signage**
  Signs will be prominently displayed near the STSA 63rd Annual Meeting registration desk at the Naples Grande Beach Resort so that all attendees can be aware of your company's generous support.

Please contact Megan Drumm, STSA Executive Director, at mdrumm@stsa.org or (312) 202-5864 for additional information about STSA 63rd Annual Meeting corporate support and branding opportunities.

Southern Thoracic Surgical Association (STSA)
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stsa@stsa.org | **stsa.org**