THE FUTURE IS NOW

DALLAS LEIPZIG INTERNATIONAL VALVE 2010

December 9-11, 2010 | Pre-Conference Symposia December 8

Westin Galleria Hotel | Dallas, Texas

For More Information, Visit www.DallasLeipzigValve.org

COURSE DIRECTORS

Michael J. Mack, MD
Dallas, Texas, USA

Friedrich W. Mohr, MD, PhD
Leipzig, Germany

Program Directors

David L. Brown, MD
Cardiology Program
Dallas, Texas, USA

William H. Ryan, MD
CV Surgery Program
Dallas, Texas, USA

DALLAS LEIPZIG INTERNATIONAL VALVE 2010

Welcome to DLIV 2010

Thank you for your interest in Dallas-Leipzig International Valve 2010. Industry support is a driving factor in the success of our meeting, and we strive to offer our supporters the contact they need to build relationships and establish leads.

In April 2009, we welcomed to Dallas over 500 of the world's most acclaimed physicians and healthcare professionals. Hailing from 38 states and 16 countries, the meeting represents a truly diverse group of leaders dedicated to advancing the field of valvular care. Through an unconventional approach that encourages debate and confronts controversial topics in the scope of valvular heart disease, we engage attendees on the most cutting edge concepts and technologies in our field.

To honor the international nature of Dallas-Leipzig International Valve, we took a cue from arguably the father of German heart surgery, Dr. Hans Borst, who introduced the theme "Hands Across the Water." We believe that advancing healthcare is a cooperative and collaborative process: between Dallas and Leipzig; between cardiologist and surgeon; between physician and industry. By manifesting this concept into all areas of Dallas-Leipzig International Valve 2010, we recognize and appreciate the importance of all parties who help make our meeting a success.

This year, our meeting will not only attract leading healthcare professionals, but it will also offer optimal contact opportunities between physicians and industry leaders. Enclosed you will find details on booth space, exhibition schedules and vendor benefits. Please review this preliminary information. If you have any questions or concerns, feel free to contact Angie Riley at 972.566.8575 or ariley@crsti.org. Your feedback is important to us.

We look forward to welcoming our loyal returning supporters as well as new exhibitors to Dallas-Leipzig International Valve 2010. Thank you for your continued support of our meeting.

Sincerely,

Michael J. Mack, M.D.
Course Director

Friedrich W. Mohr, M.D., Ph.D.
Course Director

David L. Brown, M.D.
Program Director, Cardiology

William H. Ryan, M.D.
Program Director, CV Surgery

DALLAS LEIPZIG INTERNATIONAL VALVE 2010

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C | R | S | T | I
CARDIOPULMONARY RESEARCH SCIENCE AND TECHNOLOGY INSTITUTE

DLIV is presented by the Cardiopulmonary Research Science & Technology Institute (CRSTI). Established in 1998, CRSTI was created to meet the growing demands for clinical research in the fields of cardiovascular technologies, patient care and clinical outcomes. The organization aims to foster and promote medical research and education that benefits the health of the community; facilitate the physician's ability to deliver state-of-the-art medical care; access new therapies; and improve quality clinical outcomes. CRSTI is a registered 501(c)3 not-for-profit organization.

DLIV 2010 Course Directors & CRSTI Team

Course Directors

Michael J. Mack, M.D.
Dallas, USA

Friedrich W. Mohr, M.D., Ph.D.
Leipzig, Germany

Dallas-Leipzig Program Directors

William H. Ryan, M.D.
Director, CV Surgery Program

David L. Brown, M.D.
Director, Cardiology Program

Michael Borger, M.D.
William Brinkman, M.D.
Todd Dewey, M.D.
James Edgerton, M.D.
Volkmar Falk, M.D., Ph.D.
Martin Misfeld, M.D., Ph.D.
Robert Smith, M.D.

Bruce Bowers, M.D.
Deepika Gopal, M.D.
Paul Grayburn, M.D.
Axel Linke, M.D.
Gerhard Schuler, M.D.
Thomas Walther, M.D.

Invited Faculty

Cardiac Surgery	Cardiology
David Adams, M.D.	Steven Bailey, M.D.
Ottavio Alfieri, M.D.	Peter Block, M.D.
Joseph Bavaria, M.D.	Robert Bonow, M.D.
Blase Carabello, M.D.	David Cohen, M.D.
W. Randolph Chitwood, Jr., M.D.	Brian DeVille, M.D.
William Cohn, M.D., Ph.D.	Ted Feldman, M.D.
Joseph Coselli, M.D.	David Holmes, M.D.
James Cox, M.D.	Susheel Kodali, M.D.
Trevor Fayers, M.D.	Martin Leon, M.D.
Gregory Fontana, M.D.	Raj Makkar, M.D.
Vincent Gaudiani, M.D.	Nicolo Piazza, M.D.
Saibal Kar, M.D.	Jeff Popma, M.D.
Irving Kron, M.D.	Rita Redberg, M.D., M.Sc
Francesco Maisano, M.D.	Mark Reisman, M.D.
Craig Miller, M.D.	Maurice Sarano, M.D.
Jeffrey Rich, M.D.	Murat Tuzcu, M.D.
Lars Svensson, M.D.	John Webb, M.D.
Peter Tesar, M.D.	Alec Vahanian, M.D.
Alredo Trento, M.D.	Andreas Zeihar, M.D.
Hugo Vanerman, M.D.	Bram Zuckerman, M.D.

Cardiovascular Research Science & Technology Institute (CRSTI)

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DLIV 2009 Program Highlights

"It was the highlight of my academic year."

David Adams, M.D.
New York, New York
On DLIV 2009

As we continue to develop our program,

Please visit our website.

www.DallasLeipzigValve.org

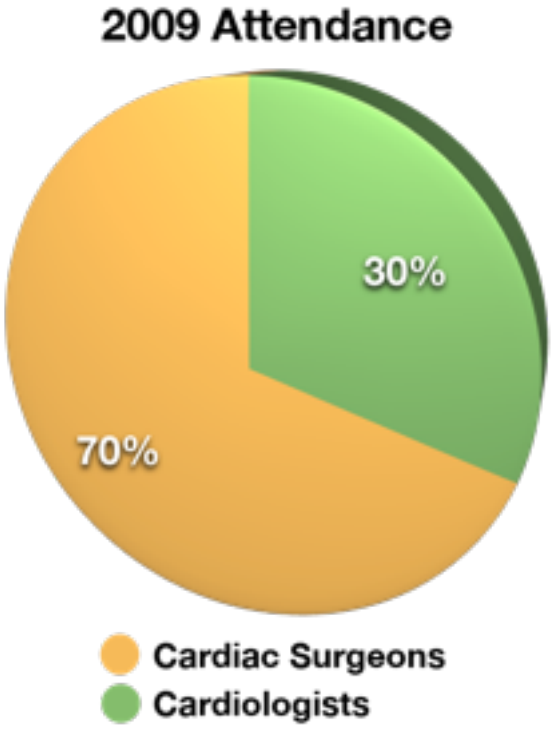
In 2010, DLIV Will Offer...

- New innovations and advancements that impact the current and future treatment of valvular disease
- Emerging data on the impact of percutaneous valve intervention and valvular heart disease management
- The latest results of clinical trials; updates on continuing trials
- Live wet labs for aortic and mitral valves
- Reviews of current guidelines and appropriate criteria for the management of valvular heart disease
- Treatment options for complex thoracic aortic disease
- Advanced imaging techniques for the diagnosis and treatment of valvular heart disease including 2D echo, 3D echo, CT and MR imaging
- Roundtable debates on the industry's most controversial topics
- Introductions to the newest, most acclaimed devices in the field

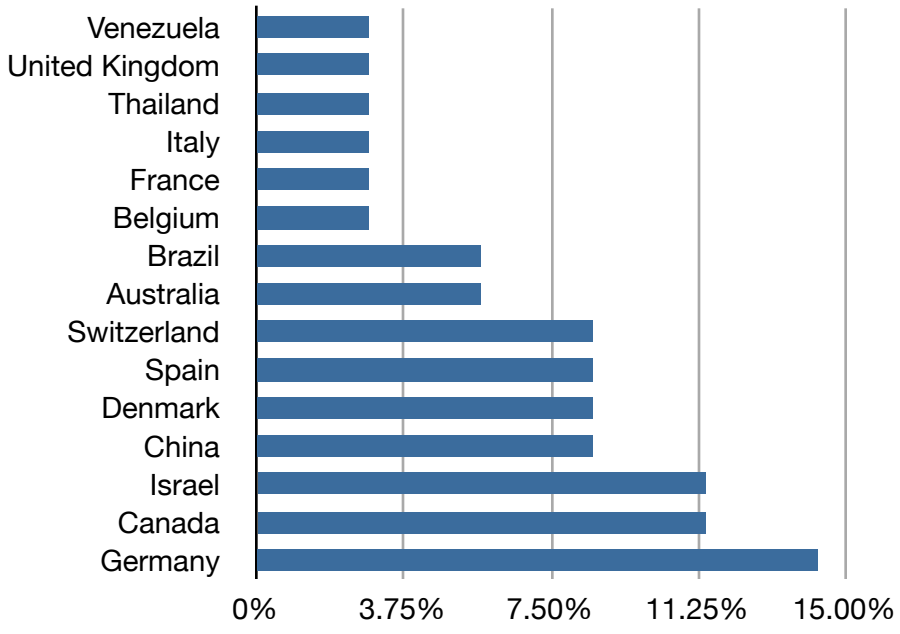
...And Much, Much More

DLIV 2009 Attendee Demographics

In 2009, DLIV hosted more than 500 attendees who represented 38 U.S. states and 16 countries. With a diverse domestic audience and strong international attraction, the meeting offers the best resources in the world for improvements in the field of valvular care. This year, we continue to build the strongest faculty possible and welcome a wide range of perspectives and specialties to DLIV 2010.



International Representation (Excluding U.S.)



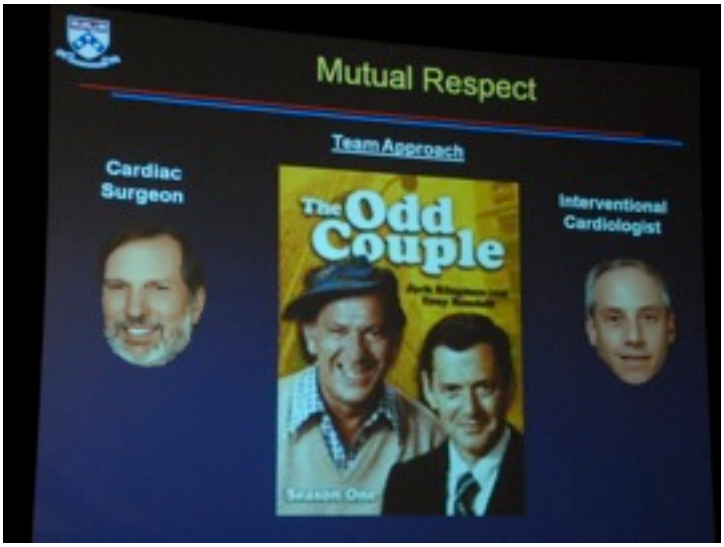
U.S. State Representation At DLIV 2009

Alabama	Indiana	North Carolina	South Carolina
Arkansas	Kansas	Nebraska	South Dakota
Arizona	Louisiana	New Hampshire	Tennessee
California	Massachusetts	New Jersey	Texas
Colorado	Maryland	New Mexico	Utah
Washington, D.C.	Maine	New York	Virginia
Florida	Michigan	Ohio	Washington
Georgia	Minnesota	Oklahoma	Wisconsin
Hawaii	Missouri	Oregon	West Virginia
Illinois	Mississippi	Pennsylvania	

2010 Attendance Focus

"Surgeons, Bring Your Cardiologist. Cardiologists, Bring Your Surgeon."

In the current medical climate, Dr. Mack and Dr. Brown agree that cardiologist-surgeon collaboration is not only beneficial but necessary for optimal patient care. Through an increased cardiology representation, DLIV 2010 will confront the issues facing both fields - as well as those that bring the fields together.



DLIV 2010 Focus on Collaboration

the heart.org
10 YEARS OF ONLINE CARDIOLOGY

&

DALLAS LEIPZIG INTERNATIONAL VALVE 2010

DLIV is proud to announce an ongoing partnership with theheart.org.

theheart.org is committed to providing information on caring for people with disorders of the heart and circulation, and on the prevention of such diseases. In the months leading up to DLIV 2010, theheart.org will serve as a forum that reaches a wide international audience of cardiologists, cardiothoracic surgeons allied healthcare professionals and referring physicians. Given the success of DLIV 2009 and its potential to grow in years to come, theheart.org recognizes the impact the meeting has in the field of cardiac care. Through its website, online blog and print publications, theheart.org will cover the benefits of attending DLIV 2010; it will forecast key aspects the meeting will offer; it will report on the highlights of the two-and-half day event - and more.

With this highly influential source of publicity, DLIV 2010 offers to its supporters new benefits. By participating in DLIV 2010, you will not only reach the physician leaders who attend the meeting; you will also have the opportunity to make contact and establish relationships with a worldwide audience. Don't miss out on the chance to reach new audiences, gain additional media benefits and connect your company with the specialty source for news and information.

Exhibitor & Sponsor Information

DALLAS LEIPZIG INTERNATIONAL VALVE 2010

Application Process

We aim to provide optimal opportunities to our exhibitors and sponsors. Not only have we created sponsorship packages that offer advantageous visibility, contact and traffic benefits, but we also have planned DLIV 2010 with our supporters in mind.

Benefits Include:

- All food & beverage served in the exhibit hall in order to increase traffic to the booths.
- Scheduled blocks of unchallenged time, during which attendees will be onsite without meeting obligations.
- Support packages with varied and far reaching benefits. Please note that some options are only available to high level sponsors.
- Individual support opportunities featured on pages 12 and 13.
- Opportunities to discuss additional and/or alternative support packages. Please contact Angie Riley at ariley@crsti.org for details.

Support Levels

DALLAS LEIPZIG INTERNATIONAL VALVE 2010

Diamond
$150,000

Platinum
$100,000

Gold
$75,000

Silver
$50,000

Bronze
$25,000

For supporter details, see pages 11 to 14

2010 Schedule & Accommodations

Exhibitor Dates & Hours	Wed. 12/8	Thur. 12/9	Fri. 12/10
		7 a.m. Exhibits open	7 a.m. Exhibits open
		5 p.m. Wine reception in Exhibit Hall	2 p.m. Exhibit Hall closes. Begin breakdown.
	8 p.m. Exhibitor move-in begins.	7 p.m. Exhibit Hall closes	4 p.m. All exhibitors and exhibition materials must be out of Exhibit Hall.

Application Timeline

July 16: Early commitment and payment deadline for priority opportunities.

August 20: Application for Support and 50% deposit due. Exhibitors may submit housing requests once application is received.

September 10: Exhibitors receive an e-mail confirming sponsorship status from CRSTI support team representative.

October 1: Final payment for DLIV support is due.

Week of October 25: Booth selection phone appointments held with exhibitors to discuss event preparations and answers to questions and concerns.

November 5: Floor plan and Exhibitor Pre-Meeting Guide mailed to full-paid exhibitors.

Support Packages

DALLAS LEIPZIG INTERNATIONAL VALVE 2010

Bronze	Silver	Gold	Platinum	Diamond	Opportunity
				✓	**Gala Dinner Supporter** - Recognition/signage as Diamond supporter during event.
				✓	**Online Banner** - Company message on home page, with link to company site.
				✓	**Audio Visual Support** - Signage recognition displayed in pre-function area and program book.
				✓	**Wireless Network Provider** - Signage recognition displayed in pre-function area and program book.
				✓	**Bus Transportation** - Acknowledgment on bus transportation.
			✓	✓	**Technology Simulator** - Opportunity to demonstrate your device in action. Supporter provides simulators; private room rental included.
			✓	✓	**Faculty Dinner Wednesday Evening** - Three complimentary industry VIP registrations.
			✓	✓	**Online Recognition** - Company logo and link to company website featured on DLIV support page.
			✓	✓	**Audience Response System** - Signage recognition displayed in pre-function area and program book.
			✓	✓	**Post-Meeting Recognition** - For 12 months on DLIV post-meeting information page.
		✓	✓	✓	**Speaker Ready Room** - Acknowledgment signage in speaker hospitality lounge.
		✓	✓	✓	**Registration Brochure** - Company logo and support level printed on registration brochures.
		✓	✓	✓	**Exhibitor Passport** - Drive attendees to your booth by being a supporting passport vendor. Attendees receive a stamp for visiting your booth; attendees with full cards are automatically entered into drawing to win a complimentary iPad.
	✓	✓	✓	✓	**Exhibit Hall Wine Tasting Competition** - Attract attendees to your exhibit booth by serving the best wine. Choose from a provided wine list or choose from a more comprehensive wine list for an additional expense. *Exhibit Hall is only open to participating vendors during the tasting.*

Support Packages

DALLAS LEIPZIG INTERNATIONAL VALVE 2010

Bronze	Silver	Gold	Platinum	Diamond	Opportunity
	✓	✓	✓	✓	**Attendee List** - Advanced list provided 3 weeks prior to meeting for target marketing.
	✓	✓	✓	✓	**On-Site Banner** - Provide company message displayed in pre-function area. Size and location based on support level and early commitment.
✓	✓	✓	✓	✓	**Dine Around Dallas** - Industry hosts attendees in small dinner groups. DLIV will market your event to registered attendees in intervals starting 4 weeks prior to event.
✓	✓	✓	✓	✓	**Complimentary Exhibit Booth** - Size and location restrictions based on support level and early commitment. *See details below.*
✓	✓	✓	✓	✓	**Program Book Ad** - Size and location based on support level and early commitment. *See details below.*
✓	✓	✓	✓	✓	**Program Book Support Recognition Page** - Company logo and support level printed on support page.
✓	✓	✓	✓	✓	**Complete Attendee List** - Provided at completion of meeting.
✓	✓	✓	✓	✓	**Online Recognition** - Company logo and support level posted on DLIV website support page.

As a major supporter, you will receive the following complimentary.
Please note that early commitment payments will secure priority choices and locations.

Diamond
- 10’ x 20’ exhibit booth
- 15 industry registration full access badges
- 8’ x 10’ (or less) company message banner displayed in pre-function area
- Full page program book ad; early commitment secures location choice (back cover, inside front cover or facing inside front cover)

Platinum
- 10’ x 10’ exhibit booth
- 12 industry registration full access badges
- 6’ x 8’ company message banner displayed in pre-function area
- Program book ad; full page inside program book

Gold
- 10’ x 10’ exhibit booth
- 10 industry registration full access badges
- 3’ x 6’ company message banner displayed in pre-function area
- Program book ad; half page inside program book

Silver
- 10’ x 10’ exhibit booth
- 7 industry registration full access badges
- 3’ x 6’ company message banner displayed in pre-function area
- Program book ad; quarter page inside program book

Bronze
- 10’ x 10’ exhibit booth
- 5 industry registration full access badges
- Program book ad; quarter page inside program book

Individual Opportunities

DALLAS LEIPZIG INTERNATIONAL VALVE 2010

The following items are available outside of sponsorship packages. They are sold individually and are available to all supporters.

	Opportunity	Description	Price
Physician Attractions	**Thursday Lunch Symposium**	Choose from one of the following categories below, or submit a relevant valve-related topic for DLIV committee approval: 1. Teleproctoring: The Key to Training for New Technologies 2. How to Build a Cardiovascular Hybrid Operating Room 3. New Drugs in the Treatment of Valvular Heart Disease *Room rental, lunch and basic AV are included*	$8,000
	Friday Lunch Symposium	Choose from one of the following categories below, or submit a relevant valve-related topic for DLIV committee approval: 1. How to Build a Valvular Center of Excellence 2. New Imaging for Valvular Heart Disease 3. Anaesthetic Management of Valve Surgery	$8,000
	Meeting of the Minds	Choose four faculty members for a private one-on-one meeting. Secure your faculty choice early as faculty will be removed from selection list once chosen.	$6,000
	Exhibit Hall Wine Tasting Competition	Attract attendees to your exhibit booth by serving the best wine. Choose from a provided wine list or choose from a more comprehensive wine list for an additional expense. *Exhibit Hall is only open to participating vendors during the tasting.*	$2,000
Advertising Opportunities	**Meeting Bags**	Provide a luggage tag with your company logo for the meeting bag to be given to all attendees.	$15,000
	Flash Drives	Digitize your company message, and we'll provide it to all attendees. Flash drive and message loading provided.	$15,000
	Course Notebook	Promote your company by providing a logo to be printed on the back cover for all attendees to receive.	$8,000
	DLIV Electronic Banners	Utilize advertising space on the DLIV 2010 website, visited by all meeting registrants. Appear prominently on the main page.	$5,000
	Hotel Room Drop	Provide marketing material or welcome gift basket for the hotel room drop package.	$5,000
	Water Bottle Sleeves	Company name and logo featured on sleeve of water bottles.	$4,000
	Refreshment Breaks	Signage recognition as refreshment break host.	$4,000

Individual Opportunities continue on page 14.

Individual Opportunities

DALLAS LEIPZIG INTERNATIONAL VALVE 2010

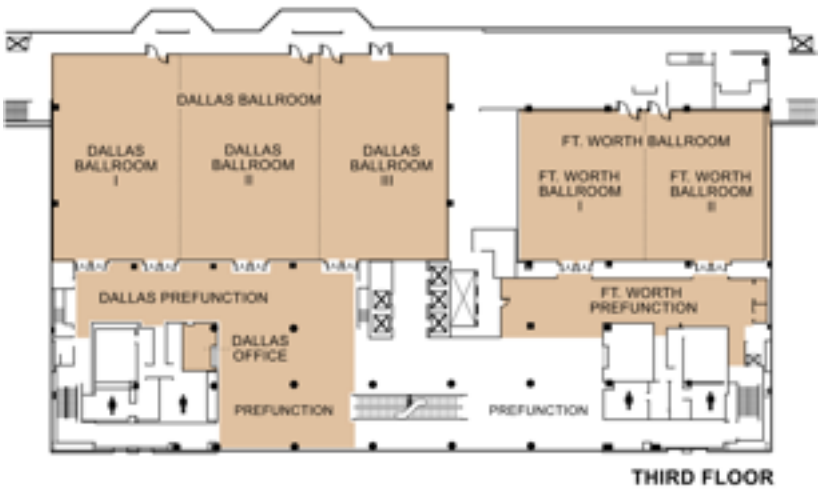
Advertising Opportunities

Networking Opportunities

Opportunity	Description	Price
Dallas Maps	Guide attendees through Dallas by providing maps with your company logo and message.	$4,000
Hotel Key Card	Personalize attendees' room keys with your company logo.	$3,000
Promotional DLIV 2011/2012 Bookmark	Kick start your advertising efforts for years to come with your company message on the back of the DLIV 2011/2012 bookmark provided to all attendees.	$3,000
DLIV Advanced Mailing List	Advanced list provided 3 weeks prior to meeting for target marketing.	$3,000
Post-Conference Attendee List	Complete attendee list provided at completion of meeting.	$2,000

If you have questions, please contact Angie Riley at ariley@crsti.org to discuss individual needs.

Exhibit Space *Fort Worth Ballrooms I & II*



THIRD FLOOR

DLIV 2010

For booth availability and to reserve exhibit space online, please visit www.DallasLeipzigValve.org

The Exhibit Hall is in Fort Worth Ballrooms I & II - a total of 9,000 square feet.

Size	Price
6 Foot Table	$3,500
10' x 10' Booth	$7,000

Terms & Conditions

Booth Location

Applications are processed in the order that they are received. Booth location selection is dependent on receipt of application and payment, booth size and sponsorship level.

If you have location requests, please contact Angie Riley at ariley@crsti.org. While we engage in a process of transparency, we cannot guarantee the accommodation of all requests. We also cannot be held responsible for the loss of any items or materials from the Exhibit Hall during the event.

Booth Traffic

We pledge to make all efforts to increase and sustain attendee traffic to the Exhibit Hall. However, we cannot guarantee traffic nor can we be held responsible if companies do not achieve the leads and results expected.

Accreditation Council for Continuing Medical Education

The Cardiopulmonary Research science and Technology Institute designates this educational activity for a maximum of 19 AMA PRA Category 1 Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

The Cardiopulmonary Research Science and Technology Institute is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Exhibitor Housing

Westin Galleria Hotel rooms with negotiated rates of $139/night are available to DLIV attendees. Exhibitors may secure their housing needs once their applications are received. A housing form will be sent to each exhibiting company once an Application for Booth Space is received.

Cancellation Policy

In the event that DLIV 2010 is abbreviated or cancelled because of circumstances beyond our control, CRSTI reserves the right to end the agreement between CRSTI and the exhibitor. Should this occur, the exhibitor hereby agrees to waive any claim the company may hold against CRSTI.

Notification of cancellation prior to the event and barring the circumstances explained above must be received by CRSTI in writing on company letterhead. Any company canceling its agreement is subject to pay its 50% deposit if it cancels before August 27, 2010. If a company cancels after August 27, 2010 it will pay 100% of its pledged fees.

2009 DLIV Supporters

Baylor Health Care System

The Heart Hospital Baylor Plano

Edwards

Medtronic

St. Jude Medical
More control. Less risk.

CSANT

Medical City Heart
Specialists. In life.

American Heart Association
Learn and Live

AtriCure

Boston Scientific

Cordis
Cardiac & Vascular Institute

CryoLife
Life Restoring Technologies

estech

Intuitive Surgical

The Medicines Company

On-X life technologies, inc.
designed for life

Philips
sense and simplicity

Siemens medical

Sorin Heart Valves

Syvek
Hemostasis Innovation

TEG Applied
Critical Care

Texas Health Presbyterian Hospital

Thoratec Corporation

DALLAS LEIPZIG INTERNATIONAL VALVE 2010

Application for Support

Application Deadline is August 20, 2010

Please type or clearly print all information.

Company Name (as it should appear in print)

Official Contact Name | Title

Company Address | City | State

Country | ZIP/Postal Code

Telephone (Country Code/City Code/Number) | Fax (Country Code/City Code/Number)

E-mail Address

Applications will be processed in the order they are received.

Please make checks payable to:
CRSTI
Companies with headquarters outside the U.S. may request wire transfer information from Angie Riley at ariley@crsti.org.

Please identify your commitments.

Sponsorship Level

- ☐ Diamond
- ☐ Platinum
- ☐ Gold
- ☐ Silver
- ☐ Bronze

Booth

- ☐ 10' x 20'
- ☐ 10' x 10'
- ☐ 6' Table

Method of Payment

- ☐ Check, Amt $ _____
- ☐ MasterCard
- ☐ Visa
- ☐ American Express

If paying with a credit card, please complete "Credit Card Information."

Credit Card Information

Name on Card | Amount

Card Number

Expiration Date | CCV

Please Provide Billing Address if Different from Contact Address Above.

Please make your payment to CRSTI and send it and your application to:

Angie Riley
Executive Director, CRSTI
7777 Forest Lane, Suite C-742
Dallas, Texas 75230
Tel: 972.566.8575
Fax: 972.566.8524
Email: ariley@crsti.org