



Inter-American Society of Hypertension
XVIIth Biennial Scientific Sessions
and
Consortium for Southeastern Hypertension Control
XIVth Annual National Scientific Sessions

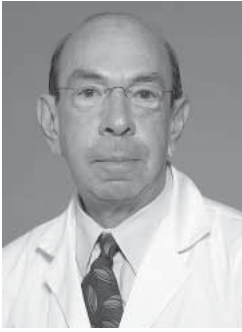
EXHIBITOR
PROSPECTUS



Exhibit Dates: May 8-9, 2007
Meeting Dates: May 6-10, 2007

**A UNIQUE DOMESTIC AND INTERNATIONAL
MARKETING OPPORTUNITY TO ACHIEVE YOUR
ORGANIZATIONAL AND RESEARCH GOALS.**

INVITATION FROM THE CHAIRS



Dear Colleagues:

It is with great pleasure that we extend to you a cordial invitation to participate in the XVIIth Scientific Sessions of the Inter-American Society of Hypertension (IASH-2007) to be held from May 6 through 10, 2007 in Miami, Florida, USA.

This meeting will be co-sponsored by the Consortium for Southeastern Hypertension Control (COSEHC), a national organization dedicated to reducing the risk of hypertension-related diseases of the heart and the blood vessels in

the Southeastern USA. By incorporating the annual meeting of COSEHC with that of our organization, the overall tone of the science will be expanded along the lines of clinical approaches to management of global cardiovascular risk factors, population studies, and prevention. The combined meeting will provide a novel forum in which to address the growing impact of the Hispanic population at risk for cardiovascular disease within the USA in a setting in which the experiences of Latin American participants can share their expertise and knowledge of the problem with our colleagues in the USA and Canada. The combined meeting will bring together more researchers from the fields of hypertension and vascular disease and from related areas such as obesity, diabetes, and the metabolic syndrome.

Another important new development that IASH-2007 will bring to its members is that it will be the venue for the first certification of IASH-Hypertension Specialists. This program will credential physicians who as members of IASH will be certified as specialists in the field of hypertension, thus providing physicians across the American continents with an additional tool for influencing the quest to eliminate the problems associated with high blood pressure in their country of origin (please see Section on IASH-Hypertension Specialists for qualifications and application).

Miami, of course, is renowned as a site of unique character where American and Latin cultures have merged in a rather unique and successful environment. The site of the meeting, at one of the most-renowned hotel facilities in Miami Beach (Loews Miami Beach Hotel), will provide participants to experience the sizzling pulse of South Beach. This star-studded establishment has recently received the coveted Mobile Four Star and AAA Four Diamond Awards for 2005. The Loews Miami Beach Hotel flaunts a "SoBe style" fusion of cosmopolitan and Art Deco influences creating beach front elegance for the "authentic hip." The hotel showcases 790 stylish rooms and suites, its own Emeril's Restaurant, a palm tree-lined promenade and ultra-private beach cabanas. The proximity of the hotel to the enchanted beaches, shopping venues, and the special character of South Beach is sure to make your stay a pleasurable experience.

Please reserve your exhibit space NOW to join us! Our international and domestic colleagues are excited about this meeting, and the program has already received great reviews. Your participation in this international meeting is of great value in helping you achieve your organizational and research goals.



Carlos M Ferrario, MD, FAHA, FACC
Chair
Local Organizing Committee

Leopoldo Raij, MD
Co-Chair
Local Organizing Committee

SPONSOR OPPORTUNITIES

Increase your Visibility and Impact by being a sponsor of the 2007 Joint Scientific Sessions. You will receive the following benefits ...

PLATINUM EXHIBITOR

\$10,000 and up

- Full page 4-color ad in Final Program
- One complimentary registration to the Scientific Sessions
- Four tickets to the Awards Dinner
- Acknowledgement at the Awards Dinner
- Banner ad on the Scientific Sessions website
- Plus all items under the Bronze Level

GOLD EXHIBITOR

\$ 5,000-\$9,999

- Full page black and white ad in Final Program
- Two tickets to the Awards Dinner
- Acknowledgement at the Awards Dinner
- Banner ad on Scientific Sessions website
- Plus all items under Bronze Level

SILVER EXHIBITOR

\$ 2,000-\$ 4,999

- Half page ad in Final Program
- Plus all items under the Bronze Level

BRONZE EXHIBITOR

\$ 1,000-\$ 1,999

- Sponsor sign at sponsored event
- Sponsor sign in booth
- Name badge ribbons
- Sponsor listing in Participant's syllabus
- Sponsor listing on Scientific Sessions website
- Physician Packet insert
- Physician Participant list



AREAS OF SUPPORT

Awards Dinner	\$20,000*	Hotel Room Key Cards	\$ 3,000
Reception	\$15,000*	Abstracts on CD	\$15,000*
Tote Bags for Participants	\$10,000*	Opening Ceremony	\$15,000*
Final Program	\$10,000	Breakfast in Exhibition Hall	\$ 5,000
Exhibit Hall Refreshments	\$ 3,000	(provided daily)	
(provided daily)		Lunch in Exhibition Hall	\$15,000*

*Partial sponsorship will be accepted

EXHIBIT INFORMATION

EXHIBIT HALL

To maximize traffic for the exhibits!

- Exhibit Hall next to conference general session room
- Breakfast and Lunch services in the Exhibit hall
- Scientific Poster Sessions held in the Exhibit hall (Tuesday and Wednesday)
- Scheduled unopposed Exhibit Hours
- Coffee and Refreshment Breaks held in Exhibit Hall
- Wednesday evening reception in Exhibit Hall

**PROGRAM DETAILS
CAN BE FOUND AT:
WWW.COSEHC.ORG**

**GENERAL SERVICE CONTRACTOR
EXPO Convention Contractors, Inc.**
57 N.E. 179th Street
Miami, FL 33162
305-751-1234 Fax: 786-248-3028

LOCATION

Loews Beach Hotel
1600 Collins Ave
South Beach, Miami, FL

DATES

Move in: Monday, May 7, 2007 12:00pm-6:00pm
Exhibit Dates: Tuesday, May 8, 2007 7:00am-5:00pm
Wednesday, May 9, 2007 7:00am-5:00pm
Move out: Wednesday, May 9, 2007 5:00pm-7:00pm

Exhibit Booth Cost: \$1,500.00 for 8' x 8'
Call if interested in larger booth – (336) 716-1130

Not-for-profit organizations may exhibit for \$500

INCLUDED IN YOUR COST

Company I.D. Sign
On-site Pre-registered Attendee List
Listing in Final Program

ON-SITE EXHIBITOR REGISTRATION

Monday, May 7 8:00 am – 5:00 pm
Tuesday, May 8 8:00 am – 5:00 pm
Wednesday, May 9 8:00 am – 5:00 pm

All booth personnel must register and present a current business card and valid photo I.D. to receive a name badge. Exhibit managers will be able to pick up badges for advance distribution as long as they oversee the proper distribution of the badges.

KEY DEADLINE DATES

Before Jan. 30, 2007 ASAP, return of application with \$300 per booth deposit
February 15, 2007 Exhibitor Kit mailed; space assigned
March 15, 2007 Full payment due
Company and product description for Final Program due

EXHIBITOR ELIGIBILITY



This exhibition is designed for the display and demonstration of products and services relating to the practice and advancement of the art and science of medicine, and the professional education of healthcare providers. The management reserves the right to determine the eligibility of all exhibit space, applicants, and individual products to be exhibited.

All Exhibitors must complete the information sent in the Exhibitor's Kit to the Exhibition Contractor, even if you plan to set up your own booth or contract with a different contractor.

Exhibitor Rules and Regulations will be included in the Exhibitor's Kit.

BOOTH DECORATION

Each booth will include one 6-foot draped table, two side chairs, and one wastebasket.

SignsOne identification sign will be provided

FurnitureAdditional furniture can be ordered through Expo Convention Contractors

Booth CarpetExhibit room will already be carpeted

CleaningExhibitors are required to keep their booths clean at all times and free of combustible rubbish. The Association has the right to order daily cleaning, at a charge to the exhibitor, if booth appearance is unprofessional.

BOOTH ASSIGNMENT

A deposit of \$300 per booth must accompany your application. Notification of space assignment will begin approximately February 15, 2007. Exhibitors will be invoiced at this time for the cost of exhibit space. Final remaining payment will be due on March 15, 2007. If payment is not received by this date, it is agreed that the space may be made available for resale without notification.

CANCELLATION POLICY:

If exhibit space is cancelled for any reason prior to March 15, 2007, a \$100 fee per booth will be charged to the exhibitor to cover administration costs. **No refund will be made after March 15, 2007.**

APPLICATION FOR EXHIBIT SPACE

IASH and COSEHC 2007 SCIENTIFIC Sessions
Loews Hotel, South Beach, Miami, FL
May 6-10, 2007

Company Name _____
Street Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____ Email _____
Contact Name _____ Title _____
Signature _____ Date _____

8' X 8' booth \$1,500

Not for Profit Organization

8' X 8' booth \$ 500

Deposit of \$300 Per Each Booth Required

_____ Total # of Booths Requested

\$ _____ Total Cost of Booths Requested

\$ _____ Total Deposit Sent

HOTEL RESERVATIONS

For Reservations at Loews Hotel

Call: 877-604-1601

Reservation Code: COSEHC

(give reservations this code)

Conference Travel Agency for flight arrangements,
call: Travel Solutions, LLC, 1-800-634-3535 (ext 304)

Parking Fees at the hotel are \$30.00 per day.

Payment Method: Check (Payable to COSEHC-IASH) Visa Mastercard AMEX
Credit Card Number: _____ Exp. Date: _____ Security Code _____
Name on Card _____ Signature _____

Form may be faxed if paying with credit card. Fax: (336) 716-6644

Company Name *(if different from above)* _____
Street Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____ Website _____
Description *(not to exceed 50 words)* _____

Return To: COSEHC
PO Box 5097
Winston-Salem NC 27113-5097
Phone: 336-716-1130
Fax: 336-716-6644

Office Use Only
Date Rec'd _____ Amount _____
Check # _____ Invoice # _____

Wake Forest University Baptist Medical Center
COSEHC - Department of Hypertension
Medical Center Blvd.
Winston-Salem, NC 27157



Non -Profit Organization
U.S. Postage
PAID
Winston-Salem, NC
Permit No. 154