



LUMEN: The Symposium on Optimal Treatments for Acute MI ***Sponsorship Opportunities Form***

Extend your brand identity and marketing capabilities with a strong visible presence at the **2010 LUMEN Symposium, February 25-27, 2010, at Loews Miami Beach Hotel, Miami Beach, Florida**. Take advantage of this opportunity to tie your brand identity to a world-renowned faculty and the premier educational conference for the treatment of acute MI. By partaking in any one of our sponsorships, your company will be on the minds of the attendees before, during, and after the show. Limited opportunities are available, so you must act quickly!

Identity Items

Costs

Newspaper Wraps

\$2,500

What if your corporate logo was the first thing attendees saw as they left their hotel room each morning? With this sponsorship, a newspaper will be delivered to each hotel room wrapped with your corporate logo and web address. Newspaper wraps will be ordered and shipped by show management. Sponsorship also includes corporate logo recognition on the LUMEN 2010 sponsor webpage.

Keycards

\$5,000

Designed to include LUMEN 2010 and the sponsor's corporate logo on each keycard, the keycards provide a unique opportunity to capture the attention of our conference audience and — with the inclusion of a company tagline or messaging to include the sponsor's booth number — an opportunity to drive traffic to the sponsor's booth. Typically viewed up to six times per day, the keycard provides frequent market exposure and also a lasting impression as the card often becomes a souvenir.

Lanyards

\$5,000

Hang your company name and corporate logo around the neck of every conference attendee! As the Badge Lanyard sponsor, your corporate logo will be imprinted on the badge lanyard and given to every conference attendee and participant.

Pocket Schedule-at-a-Glance

\$5,000

Have your company name and logo prominently displayed on the Pocket Schedule-at-a-Glance. Attendees will see your logo and company name every time they consult the schedule-at-a-glance boards.

Flash Drive

\$15,000 (sponsor provided presentation)

The USB Flash Drive supporter will have its corporate logo included on the cover. These flash drives, to be provided free of charge to all attendees, will contain the sponsor's provided content, such as product overviews, streaming video, and PowerPoint slides. (Please note that we are unable to allow supporters to self-produce this attendee giveaway.)

Attendee Tote Bag

\$15,000

This high-quality tote is handed out to all registered attendees and contains vital handouts. Sponsorship includes your company's corporate logo on each attendee tote bag and inclusion of your company's literature as well.

Executive Portfolios

\$15,000

The Executive Portfolio Sponsorship is an excellent way to put your company name in front of all conference attendees. Your sponsorship also provides you with an opportunity to distribute your company or product literature to every attendee. Simply provide us with your promotional or corporate information page and/or corporate logo, and we will insert it into your portfolios for distribution.

Identity Items

Costs

Real Time Polling Systems

\$15,000 (corporate logo & provision of series of additional questions)

The Audience Response System will allow our conference participants the opportunity to actively engage in the panel discussions by providing on the spot statistical data gathered from audience feedback. Each time this system is used the sponsors presence will be highlighted.

Breakout Simulator Pavilions

\$15,000 (limit 2)

As a sponsor of a medical simulation pavilion, your company will be provided a room dedicated to training the attendees of LUMEN 2010 as to the safety & efficacy of your device via hands-on medical simulation demonstrations. The pavilion format offers a unique opportunity to present new techniques, procedures, and tools for the management of the STEMI patient directly to clinicians who are integral in the development and implementation of new protocols to significantly improve STEMI intervention outcomes. The pavilion will also offer the ability to present live didactic presentations.

The Cyber Café

\$15,000

The Cyber Café provides great visibility for your organization. Help attendees stay connected by creating and sponsoring the Cyber Café area located in the registration area just outside the exhibit hall. Sponsorship includes: your logo on signage, the opportunity to provide a customized screensaver, internet electricity.

Social Events and Functions

Costs

Date(s)

Gala Event

\$25,000

Thursday, February 25

This opening reception on Thursday evening, February 25th, provides a warm welcome to all LUMEN 2010 participants. With plenty of fun and food, attendees will enjoy this opportunity to renew old acquaintances while also establishing new ones. Sponsorship offers conference-wide exposure and positive association with an event serving to energize our attendees as they kick-off a conference rich in programming and networking opportunities. Sponsors will be recognized in the conference promotional materials and on signage throughout reception display locations in the exhibit hall.

Lunch in Exhibit Hall

\$15,000

Friday, February 26

Saturday, February 27

Lunch will be served in the exhibit hall each day affording conference participants the ability to have a quick bite to eat and check out the new products on display in the LUMEN 2010 exhibit hall. Sponsors will be recognized in the conference promotional materials and on signage throughout the lunch display locations in the exhibit hall.

Coffee Break

\$10,000

Friday, February 26

Saturday, February 27

Increase your company's visibility and recognition through sponsorship of a coffee break. This sponsorship will be appreciated by conference attendees who need a break between sessions. Among other benefits, sponsorship will entitle your company to placement of your company logo on signage at each station.

Have a unique sponsorship you would like us to consider?

Please contact one of the following:

• **Jeff Martin**, Vice President/Group Publisher, Cardiovascular Division, HMP Communications. Phone: 800-237-7285, ext. 238 or email: jmartin@hmpcommunications.com.

• **Carson McGarrity**, Associate Publisher, Cardiovascular Division, HMP Communications. Phone: 215-262-4739 or email: cmcgarrity@hmpcommunications.com.

• **Nick Otranto**, Account Manager, Cardiovascular Division, HMP Communications. Phone: 800-237-7285, ext. 270 or email: notranto@hmpcommunications.com.

- **Megan Goeller**, Sales Associate, Cardiovascular Division, HMP Communications. Phone: 800-237-7285, ext. 211 or email: mgoeller@hmpcommunications.com.



Please check the item(s) below that you would like to sponsor:

<u>Identity Items</u>	<u>Costs</u>
<input type="radio"/> Newspaper Wraps	\$2,500
<input type="radio"/> Keycards	\$5,000
<input type="radio"/> Lanyards	\$5,000
<input type="radio"/> Pocket Schedule-at-a-Glance	\$5,000
<input type="radio"/> Flash Drives	\$15,000
<input type="radio"/> Attendee Tote Bag	\$15,000
<input type="radio"/> Executive Portfolios	\$15,000
<input type="radio"/> Real Time Polling Systems	\$15,000
<input type="radio"/> Breakout Simulator Pavilions	\$15,000
<input type="radio"/> The Cyber Café	\$15,000

<u>Social Events and Functions</u>	<u>Costs</u>	<u>Date</u>
<input type="radio"/> Gala Event	\$25,000	Thursday, February 25
<input type="radio"/> Lunch in Exhibit Hall	\$15,000	Friday, February 26
<input type="radio"/> Lunch in Exhibit Hall	\$15,000	Saturday, February 27
<input type="radio"/> Coffee Break	\$10,000	Friday, February 26
<input type="radio"/> Coffee Break	\$10,000	Saturday, February 27

NOTE: Deadlines for each sponsorship will be provided upon request.

Company name: _____

Contact person: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

Ph: _____ Fax: _____

Email: _____

Cancellation Policy:

- Notification of intent to cancel sponsorship must be provided in writing.
- Cancellation of sponsorship before **September 7, 2009**, is subject to a 50% cancellation fee.
- No refunds will be issued after **September 7, 2009**. Sponsor will be obligated to pay any outstanding balance due on sponsorship as outlined in the sponsor agreement.
- If you are also an exhibitor, additional cancellation policies apply. For details, see exhibit application.

Payment Information:

We agree to pay the total cost as indicated above. We understand that HMP Communications must receive this completed form by **Friday, October 16, 2009**. Make check payable to HMP Communications or provide credit card information below:

Check enclosed: Mail this page along with a check for the total amount due to HMP Communications, Attn: Rosalind Norris, 83 General Warren Blvd., Suite 100, Malvern, PA 19355. Phone: 610-560-0500, ext. 237/email: rnorris@hmpcommunications.com.

Credit Card payment: Fax this form to Rosalind Norris at 610-560-0501.

Credit card type: (circle one): Visa MC Amex Discover

Name on credit card (please print): _____

Credit card number _____ Expiration date: _____

Signature: (required) _____ Date: _____