



NORTH AMERICAN ARTERY

# NAA 2019



## Chronological vs. Vascular Aging: Biological, Clinical and Population Implications

# SPONSOR PROSPECTUS

**9th Annual Meeting of the North American Artery Society  
The University of Iowa, Iowa City, Iowa, USA  
May 17-18, 2019**

North American Artery (NAA) and the University of Iowa invite you to actively take part in the Ninth Annual Meeting of NAA, focused on *Chronological vs. Vascular Aging: Biological, Clinical and Population Implications*. The NAA 2019 program will feature hands-on demonstrations for participants, given exclusively by our corporate partners during dedicated viewing time.

We encourage you to help make the North American Artery Ninth Annual Meeting a valuable and successful experience by supporting the conference and its educational and social events, as well as exhibiting a booth to showcase your organization's expertise, services and solutions to the audience.

Contact: [conferences@uiowa.edu](mailto:conferences@uiowa.edu)



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Cincinnati Children's Medical Center  
Cincinnati, OH

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University of Iowa  
Iowa City, IA

**NORTH AMERICAN ARTERY**

Follow us on Twitter: @NAASociety

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Gary Pierce, PhD (Co-Chair)  
University of Iowa

Bo Fernhall, PhD (Co-Chair)  
University of Illinois at Chicago

Elaine Urbina, MD, MS (NAA President)  
Cincinnati Children's Hospital Medical Ctr

Julio A. Chirinos, MD, PhD (NAA Vice President)  
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University of Colorado Anschutz Medical Campus

Kevin Heffernan, PhD  
Syracuse University

Mahboob Rahman, MD  
Case Western Reserve University

Demetra Christou, PhD  
University of Florida

**LOCATION AND SPACE**

The Ninth Annual Meeting will take place in the Iowa Memorial Union (IMU) Main Lounge Ballroom located on the University of Iowa campus at 125 N. Madison Street, Iowa City, Iowa 52242 (<https://imu.uiowa.edu>). The IMU is located less than 0.5 mile (10 min walk) to the vibrant restaurant, shopping and cultural amenities in downtown Iowa City.

## NAA 2019

### CHRONOLOGICAL VS. VASCULAR AGING: BIOLOGICAL, CLINICAL AND POPULATION IMPLICATIONS

It is with great pleasure that we invite you to take part in the Ninth Annual Meeting of North American Artery (NAA) Society that will take place May 17-18, 2019 in Iowa City, IA on the campus of the University of Iowa. The theme for this year's conference is "CHRONOLOGICAL VS. VASCULAR AGING: BIOLOGICAL, CLINICAL AND POPULATION IMPLICATIONS".

NAA 2019 will feature Plenary lectures, Keynote lectures, Symposia and Tutorial lectures by international leaders in the field and oral and poster presentations by young investigators and trainees. Our sessions and exhibits will be hubs of discussion, with opportunities to demo your products to leading basic, clinical and population scientists, practicing physicians and other professionals from the United States, Europe, Asia and Central and South America including members of our sister societies ARTERY (Europe), Pulse of Asia (Asia) and LATAM (Latin/South America). The major Symposia will focus on a wide variety of topics related to vascular aging and cardiovascular disease risk.

The meeting will continue to feature the popular debate session this year between two international experts Drs. Ernesto Schiffrin and Alberto Avolio on whether central blood pressure hemodynamics are a better predictor of incident stroke and prognosis with aging. We will continue with an increased number of oral abstract presentations from trainees and young investigators and the popular practical hands-on demonstrations given by sponsoring firms such as yours. All sessions, poster presentations and exhibit hall will take place in a single location, the Iowa Memorial Union Main Lounge Ballroom, which will facilitate conference attendees ability to visit your display of technologies, devices, nutraceutical and pharmaceutical products throughout the meeting.

We encourage you to help make the NAA 2019 Annual Meeting a valuable and successful experience by actively taking part in the education of the participants while supporting our efforts to raise awareness of the importance of arterial structure and function as it relates to aging and cardiovascular disease risk. You can follow us on Twitter @NAASociety or [www.naartery.org](http://www.naartery.org) for updates on the meeting.

Sincerely,



Bo Fernhall, PhD  
Conference Co-chair



Gary L. Pierce, PhD  
Conference Co-chair

## **NORTH AMERICAN ARTERY**

North American Artery (NAA) is a professional society dedicated to the encouragement, support, and understanding of vascular structure and function and its application to clinical medicine, research, and pharmaceutical and medical device development.

NAA was formed in 2010 around the vision of providing a forum for investigators, industry partners, and clinicians to present research findings and to participate in education in the field of arterial function. The mission of NAA is to promote investigations that pursue the mechanisms by which impairment in arterial structure and function contribute to clinical outcomes such as death, heart disease, stroke, hypertension, dementia, cognitive decline and chronic kidney disease progression. In addition, we are interested in studying and promoting novel behavioral, exercise, pharmacological, nutraceutical and device-related interventions that may slow the progression or reverse arterial dysfunction in clinical diseases. Our further goal is to raise awareness of the importance of arterial structure and function as it relates to target organ dysfunction and cardiovascular disease risk.

The strength of NAA is the diversity of disciplines represented in its membership and attendees at the annual meetings. The NAA annual meeting is attended by clinical and basic science researchers and clinicians from cardiology, nephrology, physiology, biomedical engineering, exercise physiology, internal medicine and epidemiology all with the central focus on understanding the mechanisms and evidence-based treatments of arterial dysfunction to prevent cardiovascular, cerebrovascular and metabolic disease.

## **ABOUT THE ANNUAL MEETING**

NAA sponsors an annual conference with a focus on advances in our understanding of mechanisms involved in arterial dysfunction, its diagnosis, and the inter-relationships among vascular function, hypertension, diabetes, cardiovascular and kidney disease. NAA conferences feature current research presented by leading investigators, along with debates in controversial areas, device technology updates, oral and poster abstracts, and NAA and American Physiological Society sponsored young investigator awards.

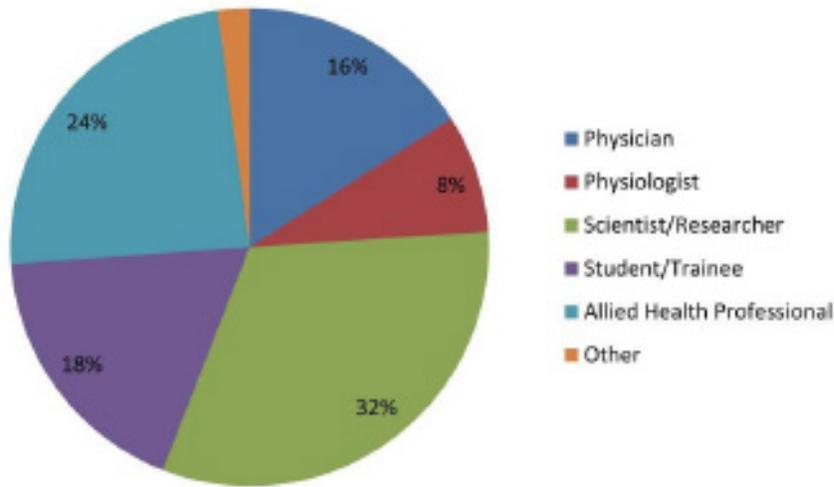
NAA continues to pursue its mission through partnerships with related international and national scientific organizations such as Artery Society, Pulse of Asia, LATAM Artery, DeGAG (Germany), the American Heart Association and American Physiological Society.

The 2019 Ninth Annual NAA Meeting is co-sponsored by The University of Iowa (UIowa) and will be hosted on its campus in Iowa City. We expect an increased number of oral and poster abstract presentations with travel awards from the American Physiological Society for the best 6 trainee abstracts and will continue the popular 10 minute practical hands-on demonstrations for attendees provided by our sponsors.

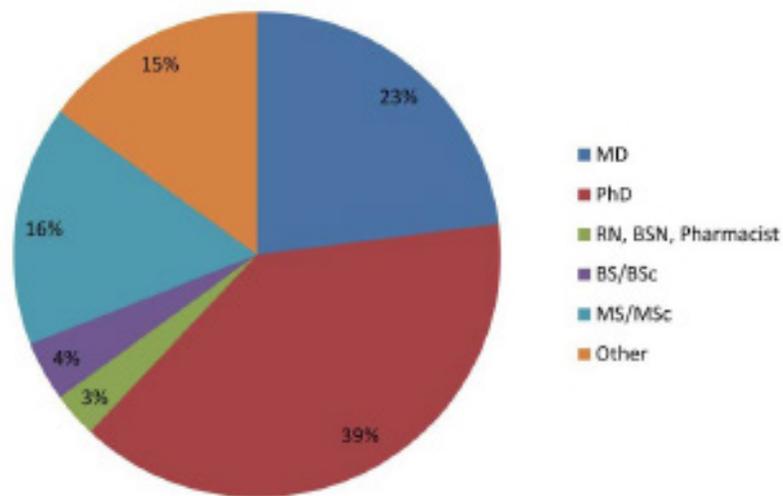
### Target Audience

The target audience for the Ninth Annual Meeting include academic and practicing physicians and clinical scientists, as well as leaders in companies that develop and/or market drugs or devices interested in arterial dysfunction, its diagnosis, the inter-relationships among vascular function, hypertension, diabetes, cardiovascular and kidney disease, as well as other areas where hemodynamic measurements are used.

2017 Participant Categories



2017 Participant Degrees



**2019 Program Topics****KEYNOTE PRESENTATIONS**

- Vascular vs. Chronological Aging: Effect of Rise Systolic Blood Pressure Across the Lifespan - *Stanley Franklin, MD, UC Irvine*
- Should We Measure Pulse Wave Velocity in All Hypertensive Patients? - *Charalambos Vlachopoulos, MD, University of Athens, Hippokration Hospital, Athens, Greece; Past President, Artery Society (Europe)*

**POINT-COUNTERPOINT DEBATE**

- Central Blood Pressure Hemodynamics Predicts Incident Stroke and Stroke Prognosis Better than Brachial Blood Pressure? - 'Pro' position: *Alberto Avolio, PhD, Macquarie University, Sydney Australia*; 'Con' position: *Ernesto Schiffrin, MD, PhD, Sir Mortimer B. Davis-Jewish General Hospital, McGill University, Montreal, Canada*

**SYMPOSIA*****Biology of Vascular Aging***

- Time and Metrics of Biological Aging - *Luigi Ferrucci, PhD, National Institute on Aging*
- Telomere Capping and Cellular Senescence in Vascular Aging - *Anthony Donato, PhD, University of Utah*
- Vascular Smooth Muscle Stiffness and Aging - *Kathleen Morgan, PhD, Boston University*

***Early Vascular Aging in Persons with Disability***

- Spinal Cord Injury and Early Vascular Aging - *Aaron Phillips, PhD, University of Calgary*
- Multiple Sclerosis and Early Vascular Aging - *Rob Motl, PhD, University of Alabama Birmingham*
- Down Syndrome and Early Vascular Aging - *Andrea Kelly, MD, University of Pennsylvania*

***Intensive Blood Pressure Lowering and Vascular Aging in SPRINT***

- Arterial Stiffness and Intensive Blood Pressure Lowering - *Mark Supiano, MD, University of Utah*
- Carotid Atherosclerosis and Intensive Blood Pressure Lowering - *Srini Beddhu, MD, University of Utah*
- Cognitive Function and Intensive Blood Pressure Lowering - *Jeff Williamson, PhD, Wake Forest*

***Inorganic Nitrate and Treatment of Vascular Aging***

- Nitrate and Vascular Function in Heart Failure - *Julio Chirinos, MD, PhD, University of Pennsylvania*
- Nitrate and Regulation of Blood Flow/Vascular Function in Aging - *Darren Casey, PhD, University of Iowa*
- Nitrate and Cerebrovascular Function/Blood Flow in Aging or Disease - *Kevin Heffernan, PhD, Syracuse University*

**SPECIAL SESSIONS**

- Oral abstract session for trainees sponsored by the American Physiological Society
- ARTERY 18 Meeting Young Investor Award presentation
- Tutorial lectures on contemporary methods for measuring pulse wave velocity
- Corporate sponsored breakfast and dinner lectures

**HOTEL ACCOMMODATIONS**

**Iowa House Hotel**

25 N. Madison Street  
Iowa City, Iowa 52242  
Telephone: +1-319-335-3513  
<https://iowahousehotel.com/>

The hotel is located inside the IMU.

The Group Rate of \$95.00 plus taxes includes complimentary parking, internet access and access to the University of Iowa Recreational Facilities, and is available until April 24, 2019. To reserve your room, call the hotel and reference the North American Artery room block, or go to <https://clients.innroad.com/iowa/GroupSearch.aspx> and enter Group # 5111.

**Graduate Hotel**

210 S. Dubuque Street  
Iowa City, Iowa 52240  
Telephone: +1-319-337-4058  
<https://www.graduatehotels.com/iowa-city/>

The hotel is located a 1/2 mile from the IMU.

The Group Rate of \$118 plus taxes is available until April 18, 2019. To reserve your room call the hotel and reference the North American Artery room block, or go to <https://gc.synxis.com/rez.aspx?Hotel=1380&Chain=21643&arrive=5/16/2019&depart=5/19/2019&adult=1&child=0&group=190514NORT>. Onsite parking is available at a rate of \$30/day.

**Conference Management**

University of Iowa Center for Conferences  
250 Continuing Education Facility, Iowa City, IA 52242  
telephone: 319-335-4141  
email: [conferences@uiowa.edu](mailto:conferences@uiowa.edu)

**PAST SPONSORING FIRMS AND ORGANIZATIONS**

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| AtCor Medical, Inc. (USA)          | Medical Imaging Applications, LLC |
| Cardiovascular Engineering, Inc.   | National Dairy Council            |
| Fukuda Denshi USA                  | Omron Healthcare, Inc.            |
| HealthSTATS                        | UNEX Corporation                  |
| Hitachi Aloka Medical America Inc. | University of Illinois at Chicago |
| Itamar Medical                     | Welch Allyn Inc./I.E.M. GmbH      |

**EXHIBITION SCHEDULE-AT-A-GLANCE****Friday, May 17, 2019**

7:30 AM – 8:45 PM	Exhibit Opens
11:00 AM – 11:45 AM	Refreshment Break, Poster Viewing & Vendor Exhibits
12:45 PM – 1:35 PM	Lunch, Poster Session & Vendor Exhibits
3:00 PM – 3:55 PM	Refreshment Break & 10-Minute Hands-On Vendor Demonstration
5:25 PM – 6:00 PM	Refreshment Break & 10-Minute Hands-On Vendor Demonstration

**Saturday, May 18, 2019**

7:00 AM – 8:15 PM	Exhibit Opens
10:40 AM – 11:35 AM	Refreshment Break & Poster Viewing
12:50 PM – 1:45 PM	Lunch and Poster Session
1:45 PM – 2:00 PM	10-Minute Hands-On Vendor Demonstration

**HOST AND FACILITIES**

The Ninth Annual Meeting will take place in the Iowa Memorial Union (IMU) located on the University of Iowa campus at 125 N. Madison Street, Iowa City, Iowa 52242.

Established in 1847, the University of Iowa is a major national research university located on a 1,900-acre campus in Iowa City in Southeast Iowa along the banks of the Iowa River. The University of Iowa enrolls over 33,000 students from 114 countries and all 50 states and is composed of 11 colleges including the College of Liberal Arts and Sciences, the Henry B. Tippie College of Business, the Roy J. and Lucille A. Carver College of Medicine, and Colleges of Education, Engineering, Law, Nursing and Pharmacy. The University of Iowa Hospitals and Clinics, recognized as one of the best hospitals in the United States, is Iowa's only comprehensive academic medical center. The University of Iowa's Stead Family Children's Hospital is Iowa's largest children's hospital and is consistently ranked by US News and World Report as one of the best children's hospital in the nation. The University received a total of \$557 million in external grants, gifts, and contracts for research, development, education, and service in 2017.

Iowa City is located in Eastern Iowa within the Iowa City/Cedar Rapids corridor which includes neighboring towns of Coralville and North Liberty with a total population of ~100,000. Iowa City is located 25 miles south of Cedar Rapids, Iowa’s second largest city (population 120,000), and home of the Eastern Iowa Airport. Chicago is a 3 ½ hour drive east, Minneapolis is a 4 ½ hour drive north, and Des Moines (capital of Iowa) is a 2 hour drive west from Iowa City.

The University provides and attracts a wide variety of cultural opportunities, Big Ten athletic events, home to the internationally known Iowa Writer’s Workshop, and a number of business endeavors resulting from scientific and educational research that originated at Iowa. Iowa City has a vibrant downtown scene with numerous dining, cultural and shopping opportunities and the popular Iowa City Jazz and Arts festivals in the summer. An extensive trail system as well as nearby state parks, lakes and rivers provide many opportunities for walking, jogging, biking and boating. Excellent public schools and Parks and Recreation facilities, safe neighborhoods, and a highly educated population all contribute to Iowa City’s consistently high ranking on “best-place-to-live” listings in national magazines.

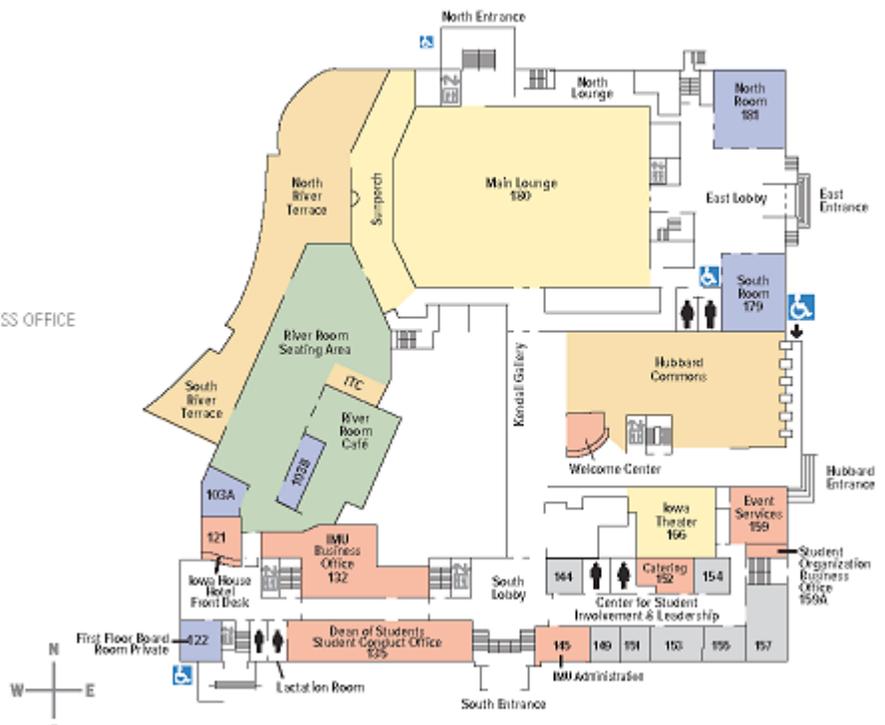
**CONFERENCE UPDATES**

Updated conference information will be posted on the conference website: <https://naa2019.centerforconferences.uiowa.edu/> and the NAA website: [www.naartery.org](http://www.naartery.org) and on Twitter: @NAASociety

**NAA MEETING AND FUNCTION SPACE**

**1<sup>ST</sup> FLOOR**

- |  |                                      |
|--|--------------------------------------|
| UNIVERSITY CATERING                                | NORTH ROOM                           |
| CSIL - CENTER FOR STUDENT INVOLVEMENT & LEADERSHIP | RIVER ROOM CAFÉ                      |
| DEAN OF STUDENTS                                   | RIVER TERRACE                        |
| IMU EVENT SERVICES                                 | SOUTH ROOM                           |
| HUBBARD COMMONS                                    | STUDENT CONDUCT OFFICE               |
| IMU ADMINISTRATION                                 | STUDENT ORGANIZATION BUSINESS OFFICE |
| IMU BUSINESS OFFICE                                | SUNPORCH                             |
| IOWA HOUSE HOTEL                                   | WELCOME CENTER                       |
| IOWA THEATER                                       | <b>MEETING ROOMS</b>                 |
| ITC  | RIVER ROOM 1 (103A)                  |
| KENDALL ART GALLERY                                | RIVER ROOM 2 (103B)                  |
| MAIN LOUNGE  | FIRST FLOOR BOARD ROOM (122)         |



## **SPONSORSHIP BENEFITS**

As a sponsor of the NAA Ninth Annual Meeting, your organization is afforded the opportunity to build its business and visibility by communicating with leading researchers and clinicians with an interest in arterial hemodynamics.

Sponsoring and exhibiting at NAA 2019 is an ideal opportunity to meet with over 100 professionals in an intimate setting not available in larger, more diffuse meetings, to learn what is new in the field, and promote the mission of your company, all while supporting education and the dissemination of information to a focused group of medical professionals.

### **All Sponsors Receive the Following Benefits:**

- One (1) 10'x10' (2.5mx3m) exhibit booth space with three (3) 6' draped tables (L-shape configuration), side chairs and one (1) wastebasket
- One (1) 11" x 17" tabletop sign
- Complimentary meeting passes (reduced fee for additional passes)
- Product/Service description included in the program syllabus
- Complimentary advertisement in program syllabus (ad size dependent on sponsorship level)
- Recognition on conference announcements
- Recognition on signage during the conference
- Recognition in the program syllabus
- Recognition on the NAA website
- Sponsor ribbons for your representatives
- Opportunity to provide one piece of collateral material for distribution from the registration table
- Pre- and post-meeting mailing lists

## **SPONSORSHIP OPPORTUNITIES**

### **Diamond Session Sponsor—\$15,000**

Diamond Session Sponsorship provides your organization the opportunity to create and develop a lecture focused on a current topic related to the conference. Information about your lecture (topic, speaker, speaker bio) will be included in the program agenda for marketing materials and the program syllabus.

The lecture may be up to 45 minutes in length, including time for questions and answers and will be presented during the breakfast and dinner on Friday, May 17 and the breakfast on Saturday, May 18, 2019. Your organization will be responsible for providing a lecture proposal that will be reviewed and approved by the Program Committee. The lecture proposal will include:

- Selecting and providing a topic and lecture summary
- Selecting the invited presenter and providing information – background, affiliation, etc.
- Selecting a moderator (Planning Committee can help select a moderator)
- Your organization will also receive the following additional benefits:
  - Brand slide shown pre- and post-lecture during the function
  - Placement of your branding materials at each of the place settings (materials provided by organization)
  - Special acknowledgement signage including your logo outside meeting room during the function
  - Four (4) complimentary meeting passes (reduced fee for additional passes)
  - First priority exhibit location
  - 300 word product/service description to be included in the program syllabus
  - Full-page advertisement on the inside cover of the program syllabus
  - Exclusive 10-minute time-slot for hand-on demonstration of product to meeting audience

**SPONSORSHIP OPPORTUNITIES cont.****Platinum Sponsor—\$10,000**

Platinum Sponsorship provides your organization the opportunity to create and develop a 15-minute presentation, including time for questions and answers within the program. Information about your lecture (topic, speaker, speaker bio) will be included within the program agenda for marketing materials and the program syllabus.

Your presentation gives you the opportunity to present validation data from your device or drug, results of clinical trials in which your device or drug has been used, or other information pertinent to the theme of the conference.

Your organization will receive the following benefits:

- Three (3) complimentary meeting passes (reduced fee for additional passes)
- 2nd priority exhibit location
- 200 word product/service description to be included in the program syllabus
- Full-page advertisement in program syllabus
- Exclusive 10-minute time-slot for hand-on demonstration of product to meeting audience

**Gold Sponsor—\$5,000**

Gold Sponsorship provides your organization the opportunity to display or demonstrate your products and services and interact with our participants.

Your organization will receive the following benefits:

- Two (2) complimentary meeting passes (reduced fee for additional passes)
- 100 word product/service description to be included in the program syllabus
- Half-page advertisement in program syllabus
- Exclusive 10-minute time-slot for hand-on demonstration of product to meeting audience

**SPONSOR AND EXHIBITION RULES AND REGULATIONS**

1. Official Exhibit Schedule: To be included in Exhibitor Service Kit. See Exhibitor and Sponsor Prospectus for details.

2. Show Management: The exhibition is organized and managed by North American Artery (NAA). Any matters not covered in these Rules and Regulations are subject to the interpretation of NAA and their designees, and all sponsors must abide by their decisions. Sponsors must comply with the facility's procedures. Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of sponsors. Each sponsor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with preceding sentence.

3. Assignment of Exhibit Space: Space will be assigned based on support level and on a first-come, first-served basis.

4. Installation and Dismantle of Exhibit: Show Management reserves the right to fix the time for the installation of an exhibit prior to the show opening and for its removal after the conclusion of the show. Under no circumstances will the addition to, or the removal of any portion of an exhibit, be permitted during show hours. All exhibits must remain intact until the close of the show. Installation must occur only during the installation times designated in the Exhibitor Service Kit. Exhibit set-ups will begin at 8:00 am on May 17, 2019. All exhibits must be properly installed, operational, and show-ready no later than 9:30 am on May 17, 2019. Dismantle may not begin until after 2:05 pm on May 18, 2019, and must be completed by 5:00 pm on May 18, 2019. Early dismantle and/or removal of an exhibit may result in the loss of exhibit privileg-

es for future shows. If the official exhibit hall schedule changes, all exhibitors will be notified in writing. Sponsors are expected to make travel arrangements in accordance with the schedule published in the Exhibitor Service Kit. Each sponsor will complete arrangements for removal of its material from the University of Iowa in accordance with the instructions provided in the Exhibitor Services Kit. All material must be packed and ready for shipment by 4:00 pm on May 18, 2019.

5. Failure to Occupy Space: Space not occupied by the time specified in the Exhibitor Service Kit will be forfeited by sponsors and their space may be resold, reassigned, or used by show management without refund.

6. Rates, Deposits, and Refunds: Space will be rented in accordance with the application form. No space will be assigned without a deposit in U.S. funds of 50% of the total cost. Space must be fully paid for by April 5, 2019. NAA will retain 50% of sponsorship fee if an organization cancels on or before April 18, 2019. Any organization that cancels their participation after April 18, 2019, will not receive a refund and NAA will retain as liquidated damages all monies paid. In the event that fire, strike, or other circumstances beyond the control of the management causes the meeting and exhibition to be cancelled, full refund of the sponsor fees will be made which is the limit and extent of NAA's liability for such cancellation. All cancellation requests must be submitted in writing to North American Artery Conference Manager.

7. Arrangements of Exhibits: Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated exhibit space or for any reason becomes objectionable, must be immediately modified

or removed by the sponsor. Show management reserves the right to inspect the quality of the appearance of each exhibit prior to show opening. Where necessary, masking drape will be placed to cover unsightly wires, unfinished backwalls, etc. at the sponsor's expense.

8. Booth Design: Each sponsor will be provided with an official Exhibitor Services Kit. The Exhibitor Services Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management. All exhibit space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Exhibitor Services Kit. All demonstrations or other promotional activities must be confined to the exhibit space. Displays should not exceed 8' in height.

9. Subleasing of Space: Sponsors may not assign, sublet or apportion to others the whole or any part of the exhibit space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

10. Conduct: All exhibits will be to serve the interest of the North American Artery Ninth Annual Meeting attendees and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. Management reserves the right to refuse to admit to and eject from the exhibit building any objectionable or undesirable person or persons. The use of sideshow tactics or other undignified methods considered by NAA to be objectionable are expressly prohibited in the exhibition area, meeting rooms, and public hotel space.

11. Exhibitor's Personnel: All exhibitors must wear the official North American Artery Ninth Annual Meeting badge for admission to the meeting and exhibit rooms. Each exhibit

must be operational and staffed during the open exhibit hours as defined in the Exhibitor Service Kit. Booths should be manned by company specialists who are qualified to discuss details of their company's products or services. Distribution of advertising material and souvenirs must be confined to the exhibitor's booth. Canvassing or distribution of advertising material or souvenirs in the exhibit hall or meeting space by representatives of non-sponsoring firms is strictly forbidden. Selling of merchandise on the exhibit floor is strictly prohibited. However, orders may be taken for fulfillment at the sponsoring company's main distribution center.

12. Sound Devices, Lighting, and Other Presentation Devices: Public address, sound-producing, or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibits. Any form of attention-getting devices or presentations must be terminated if they infringe upon another exhibitor's display. NAA reserve the right to restrict the use of glaring lights or objectionable lighting effects. Music, whether vocal or instrumental, is prohibited.

13. Handout Materials, Giveaways, and Prize Drawings: Promotional giveaways and exhibitor prize drawings will be permitted. All handout materials are expected to be of professional nature. NAA reserves the right to disallow any material that it believes to be inappropriate.

14. Solicitation of Exhibitors: No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of NAA.

15. Fire, Safety, and Health: The sponsor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety, and health. All exhibit equipment and materials must

be located within the exhibit space. Only fireproof materials may be used in displays and the sponsor must take all necessary fire precautions. No combustible material will be stored in or around exhibit booths.

16. Storage: There is limited storage space available at the University of Iowa. The exhibitor should make arrangements with the Show Management for storage of materials, when necessary, during the exhibition. NAA assumes no responsibility for damage or loss of packing boxes or crates.

17. Food and Beverage: Distribution of food and beverages by the sponsor for consumption in the building is prohibited, except with written permission from Show Management. All requests must be submitted in writing.

18. General Liability and Security: NAA makes no warranty, expressed or implied, that security measures will avert or prevent occurrences that may result in loss or damage. Each sponsor must make provisions for the safeguarding of their goods, materials, equipment and display at all times. NAA will not be liable for loss or damage to the property of sponsors or their representatives or employees from theft, fire, accident, or other causes. NAA will not be liable for injury to sponsors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from, or be in any way connected with their use or occupation of display space, and sponsors will indemnify and hold NAA harmless against such claims. The sponsor assumes all liability for any damage to the facility's floor, walls, lighting fixtures, etc. as a result of sponsor negligence. The sponsor will abide by and observe all laws, rules, regulations, and ordinances of any government authority and of the contracted facility. The exhibitor will pay and hold NAA, its Board, mem-

bers, staff, and representatives, the City of Iowa City, and the University of Iowa harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the University of Iowa or property adjacent thereto occasioned by any act, neglect, or wrongdoing of the sponsor or any of its officers, agents, representatives, guests or employees, invitees or other persons permitted by the sponsor upon the premises, and the sponsor will at its own cost and expense defend and protect the NAA, the City of Iowa City, and the University of Iowa against any and all such claims or demands. Each sponsor shall be responsible for securing and maintaining the following insurance coverages at the sponsor's expense: (a) Workman's compensation insurance coverage for sponsor's employees which shall be in compliance with the laws of the State of Iowa; (b) Commercial general liability insurance with policy limits of \$1,000,000 for combined single limit coverage to include: comprehensive form, premises/ operations, contractual, broad form property damage and products/ completed operations, providing for terms of coverage to be effective from on or before May 17, 2019 through May 18, 2019, which shall include sponsor's move in and move out. Such insurance shall cover any and all damage or injury to any and all persons arising out of such person's attendance at the sponsor's exhibit during the term of the North American Artery Ninth Annual Meeting; (c) Other insurance: Each sponsor acknowledges that it is responsible for obtaining any additional insurance coverage solely at its own expense, in such amounts as it deems appropriate to comply with its obligations hereunder and for its own protection.

19. Trademarks: NAA will be held harmless for any trademark, trade name, copyright or patent infringement on any printed materials belonging to or distributed by any sponsor. Use of the University of

Iowa, design, trademark, trade name, patent, copyrighted work or symbol must be approved in writing by the University of Iowa Show Management.

20. Photographing of Exhibits: Each sponsor has control over its own exhibit space and may prevent those considered its competitors from gaining access to or photographing or videotaping its exhibit. The taking of pictures, other than by the official photographer, is expressly prohibited during setup, dismantling, and non-exhibit hours. The use of a camera cell phone is prohibited during the above-mentioned hours. Only the sponsor may grant permission to have its exhibit photographed, videotaped, or an audio presentation taped, during exhibit hours. No sponsor shall deny any reasonable request from Show Management or the official photographer to photograph the exhibit from outside the perimeter of the booth.

21. Facility: Use of all public function space in the University of Iowa is controlled by NAA. No function space will be released to sponsoring firms or other commercial firms for social functions without the permission of Show Management. Good taste and conformity to the purposes of the meeting must prevail. Showing of equipment or product presentations to registered members or guests of NAA by sponsoring firms other than on the exhibit floor during the stated hours is expressly prohibited.

22. Violations: NAA, at its discretion, may take away all or part of future sponsoring and exhibiting privileges for violations of the Rules and Regulations. In addition, violation of any of these Rules and Regulations by the sponsor or his or her employees or agents shall, at the option of NAA, forfeit the sponsor's right to occupy space and such sponsor shall forfeit to NAA all monies paid or due. Upon evidence of violation, NAA will confer with sponsor to remedy the violation.

If the violation remains uncured, NAA may take possession of the space occupied by the sponsor and remove all persons and goods at the sponsor's risk. The sponsor shall pay all expenses and damages that NAA may incur thereby.

23. Severability: All agreements and covenants contained herein are severable, and in the event any of them shall be held to be invalid by any competent court, this agreement shall be interpreted as if such valid agreements or covenants were not contained herein.

24. Contact: For questions or more information, please contact: Leah Baas, Center for Conferences, telephone: 319-335-4141, email: [conferences@uiowa.edu](mailto:conferences@uiowa.edu)

**SPONSOR AND EXHIBITION RULES AND REGULATIONS**

**Sponsoring Company Information**

(As it is to appear in all official publications)

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Country (if not US): \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Web Address: \_\_\_\_\_

**Primary Contact Information**

(For show management use only)

Contact Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Country (if not US): \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Level of Sponsorship (please check one)**

- Diamond Session Sponsor—\$15,000  
Preference:
  - Breakfast, Friday, May 17
  - Dinner, Friday, May 17
  - Breakfast, Saturday, May 18
- Platinum Sponsor—\$10,000
- Gold Sponsor—\$5,000

Signed: _____
Date: _____

**Payment**

A deposit of 50% is due within 30 days of receipt of application. Once payment is received, space assignment will be confirmed and additional information will be e-mailed to you.

All payments must be made in U.S. funds, drawn on U.S. banks, payable to the North American Artery. Space must be fully paid for by April 5, 2019.

**Method of Payment:**

- Check Enclosed for \$\_\_\_\_\_
- Wire Transfer – Add \$15.00 for receiving bank fees PLUS your originating bank fee to the sponsor fee. We will contact you with the bank information.
- Send Invoice
- Call University of Iowa Center for Conferences with Credit Card information

**Cancellation Policy**

Cancellations must be in writing and faxed or emailed on or before April 18, 2019. NAA will retain 50% of sponsor fee for cancellations received by this date. If a sponsor cancels after April 18, 2019, NAA will retain as liquidated damages all monies paid.

We hereby make application for sponsor exhibit space as indicated above for use at the North American Artery 2019 Annual Meeting to be held at the University of Iowa, May 17-18, 2019. We understand that sponsor and booth assignments will be assigned on a first-come, first-served basis based on date the application is received.

We agree to abide by the established rules and regulations, which are included in this Sponsorship Prospectus and the Exhibitor Services Manual for the Ninnth Annual Meeting of North American Artery made a part of this contract. Further, it is understood that arrangements and payments for ancillary exhibitor services, not included in this contract, are separate transactions and must be coordinated with the University of Iowa and/or service provider.

**Return this form to:**  
**University of Iowa Center for Conferences**  
**250 Continuing Education Facility, Iowa City, IA 52242**  
**telephone: 319-335-4141**

**email: [conferences@uiowa.edu](mailto:conferences@uiowa.edu)**