



CARDIOVASCULAR RESEARCH  
FOUNDATION

*A Passion for Innovation*



SEVENTH INTERNATIONAL

# CHRONIC TOTAL OCCLUSION SUMMIT

FEBRUARY 4-5, 2010

NEW YORK MARRIOTT MARQUIS

NEW YORK, NY

## Exhibitor Prospectus

Please visit [www.ctosummit.org](http://www.ctosummit.org)  
for more information.

### COURSE DIRECTORS

David E. Kandzari, MD

Martin B. Leon, MD

Jeffrey W. Moses, MD

Gregg W. Stone, MD

Paul S. Teirstein, MD

CARDIOVASCULAR RESEARCH FOUNDATION  
Educational Activity

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**Cardiovascular  
Research Foundation**

111 East 59th Street  
New York, NY 10022  
Tel: 212-851-9300

**Course Directors**

**David E. Kandzari, MD**  
New York-Presbyterian Hospital/  
Columbia University Medical Center  
New York, NY

**Martin B. Leon, MD**  
New York-Presbyterian Hospital/  
Columbia University Medical Center  
New York, NY

**Jeffrey W. Moses, MD**  
New York-Presbyterian Hospital/  
Columbia University Medical Center  
New York, NY

**Gregg W. Stone, MD**  
New York-Presbyterian Hospital/  
Columbia University Medical Center  
New York, NY

**Paul S. Teirstein, MD**  
New York-Presbyterian Hospital/  
Columbia University Medical Center  
New York, NY

**CRF Team**

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SATELLITE PROGRAMS  
AND GRANTS

**Lisa Hathaway Stella, CMP**  
Senior Manager, Industry Relations  
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EXHIBITS AND SPONSORSHIP

**Katie Herrion**  
Senior Associate, Industry Relations  
Tel: 212-851-9136  
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**Official Service Provider**

**Champion Exposition Services**  
Customer Service  
Tel: 800-723-1123  
Fax: 508-946-1019

### Overview

Chronic total occlusions continue to represent one of the greatest challenges to interventional cardiologists. Successful revascularization has been strongly associated with improved left ventricular function, freedom from angina and future revascularization, and in several studies increased survival.

Through new guidewires, novel devices, appropriate patient selection, and improved operator technique, success rates for recanalization of complex chronic total occlusions are increasing. The novel retrograde approach to chronic total occlusions has been introduced as an alternative route for recanalization of otherwise difficult or impossible lesions.

With presentations from experts in the field, numerous thematically organized live coronary cases, and case review sessions, this program will summarize the techniques, tips, and tricks essential to the interventional cardiologist for determining when intervention of chronic total occlusions is warranted and for optimizing procedural success.

### CME Accreditation and Designation



The Cardiovascular Research Foundation is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The Cardiovascular Research Foundation designates this educational activity for a maximum of 19 *AMA PRA Category 1 Credits™*. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Documentation of awarded credit is provided for registered attendees in exchange for completed activity evaluations. Certificates of attendance are provided to all registered attendees.

### Learning Objectives

By the end of this symposium, participants should be able to:

- Identify the pathobiologic and clinical considerations associated with successful recanalization of chronic total occlusions
- Explain how advances in operator technique, guidewire technology, and new devices have improved success rates for chronic total occlusions
- Describe advanced guidewire techniques and other adjunctive devices including the retrograde technique and drug-eluting stents for chronic total occlusions
- Integrate the latest recommendations for how to use new guidewires and devices to optimize procedural success while minimizing complications

### Target Audience

This program is designed for interventional cardiologists, endovascular specialists, clinical cardiologists, catheterization laboratory nurses, cardiovascular technologists, and other health care professionals with a special interest in the field of chronic total occlusions.

### Activity Evaluation

Evaluation by questionnaire will address content, presentation, possible bias, and future educational needs.

### Disclosure Statement

It is the policy of the Cardiovascular Research Foundation to ensure balance, independence, objectivity, and scientific rigor in all of its sponsored educational programs. Commercial support from industry does not influence educational content, faculty selection, and/or faculty presentations, and, therefore, does not compromise the scientific integrity of the educational activity.

Discussion of off-label product usage and/or off-label product use during live cases is made at the sole discretion of the faculty. Off-label product discussion and/or off-label product use is not endorsed by the Cardiovascular Research Foundation or the conference directors for this activity.

Faculty participating in continuing medical education activities sponsored by the Cardiovascular Research Foundation are required to disclose to the program audience any real or apparent conflict of interest related to the content of their presentation(s). Faculty not complying with this policy are not permitted to participate in this activity.

### Program Sponsorship

This educational activity is sponsored by the Cardiovascular Research Foundation.

### Program Support

This program is partially supported through educational grants from commercial supporters.

## PRELIMINARY FACULTY

**Yasushi Asakura, MD**

Toyohashi Heart Center  
Toyohashi, Japan

**Maurice Buchbinder, MD**

Foundation for Cardiovascular  
Medicine  
La Jolla, CA

**Michael B. Collins, MD**

NewYork-Presbyterian Hospital/  
Columbia University Medical Center  
NewYork, NY

**Antonio Colombo, MD**

Columbus Hospital/  
San Raffaele Hospital  
Milan, Italy

**George D. Dangas, MD, PhD**

NewYork-Presbyterian Hospital/  
Columbia University Medical Center  
NewYork, NY

**Carlo Di Mario, MD**

Royal Brompton Hospital  
London, United Kingdom

**Alfredo R. Galassi, MD**

Ferrarotto Hospital  
Catania, Italy

**Hector M. Garcia-Garcia, MD, MSc**

Erasmus Medical Center  
Rotterdam, The Netherlands

**J. Aaron Grantham, MD**

Mid-America Heart Institute  
Kansas City, MO

**Richard R. Heuser, MD**

University of Arizona/  
St. Luke's Medical Center  
Phoenix, AZ

**David E. Kandzari, MD**

Scripps Clinic and  
Research Foundation  
La Jolla, CA

**Osamu Katoh, MD**

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Toyohashi, Japan

**Ajay J. Kirtane, MD, SM**

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Columbia University Medical Center  
NewYork, NY

**Martin B. Leon, MD**

NewYork-Presbyterian Hospital/  
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NewYork, NY

**William L. Lombardi, MD**

North Cascade Cardiology  
Bellingham, WA

**Reginald I. Low, MD**

UC Davis Heart Center  
Sacramento, CA

**Akiko Maehara, MD**

Cardiovascular Research  
Foundation  
NewYork, NY

**Gary S. Mintz, MD**

Cardiovascular Research  
Foundation  
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**Jeffrey W. Moses, MD**

NewYork-Presbyterian Hospital/  
Columbia University Medical Center  
NewYork, NY

**Masahiko Ochiai, MD, PhD**

Showa University Northern  
Yokohama Hospital  
Kanagawa, Japan

**Keyur H. Parikh, MD**

Heart Care Clinic  
Ahmedabad, India

**Matthew J. Price, MD**

Scripps Clinic and  
Research Foundation  
La Jolla, CA

**Barry D. Rutherford, MD**

Mid-America Heart Institute  
Kansas City, MO

**Shigeru Saito, MD**

Shonan Kamakura General Hospital  
Kanagawa, Japan

**Georgios Sianos, MD, PhD**

Erasmus Medical Center  
Rotterdam, The Netherlands

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**Curtiss Stinis, MD**

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**Gregg W. Stone, MD**

NewYork-Presbyterian Hospital/  
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NewYork, NY

**Bradley H. Strauss, MD, PhD**

Sunnybrook Health Sciences Centre  
Toronto, Canada

**Satoru Sumitsuji, MD**

Nozaki Tokushukai Hospital  
Osaka, Japan

**Takahiko Suzuki, MD**

Toyohashi Heart Center  
Toyohashi, Japan

**Paul S. Teirstein, MD**

Scripps Clinic and  
Research Foundation  
La Jolla, CA

**Craig A. Thompson, MD, MMSc**

Dartmouth-Hitchcock  
Medical Center  
Lebanon, NH

**Etsuo Tsuchikane, MD, PhD**

Toyohashi Heart Center  
Toyohashi, Japan

**Gerald S. Werner, MD**

Klinikum Darmstadt  
Darmstadt, Germany

**David O. Williams, MD**

Rhode Island Hospital  
Providence, RI

**R. Michael Wyman, MD**

Torrance Memorial Medical Center  
Torrance, CA

**Masahisa Yamane, MD**

Sayama Hospital  
Saitama, Japan

Physicians who attend the CTO Summit visit the Exhibit Hall to learn more about the products and services designed to treat chronic total occlusions and cardiovascular disease. The following companies exhibited at the Sixth International Chronic Total Occlusion Summit in 2009:

- Abbott Vascular
- AngioScore, Inc.
- Blue Medical Devices
- BridgePoint Medical
- Complex CCT
- Cordis Corporation, a Johnson & Johnson company
- FlowCardia, Inc.
- HRA Research/HRA, LLC
- Lake Region Medical
- Medtronic, Inc.
- Spectranetics
- Terumo Medical Corporation
- Volcano Corporation

# APPLICATION TO CONDUCT A SATELLITE SYMPOSIUM

Submission Deadline: December 9, 2009

A satellite symposium is an excellent opportunity for companies to highlight important topics relevant to chronic total occlusions including, but not limited to, crossing techniques, complication management, and adjunctive imaging. Evening Programs attract up to 75 physicians and allied health care professionals, and Breakfast Meetings attract approximately 50 physicians and allied health care professionals. Satellite symposia offer sponsors opportunities to discuss product-specific information if the program is non-CME, or if CME accredited, information about the disease state and the spectrum of treatments available. Evening Programs take place on Thursday, February 4, 2010, from 7:30 PM-9:30 PM (may be preceded by a reception and/or dinner beginning at 7:00 PM). Breakfast Meetings take place from 7:00 AM-8:00 AM on Thursday, February 4 and Friday, February 5, 2010.

.....  
Company Name (as should appear in print)  
.....  
Contact Name (first) (middle initial) (last)  
.....  
Title  
.....  
Company Address City State/Province Zip/Postal Code Country  
.....  
Telephone (country code/city code/number) Fax (country code/city code/number)  
.....  
E-mail (mandatory)

### Satellite Symposia

*(Please check one)*

- Evening Program (\$12,500)
- Breakfast Meeting (\$7,500)
  - Thursday, February 4
  - Friday, February 5

*Dates will be assigned on a first-come, first-served basis.*

Please provide a preliminary title and a brief description of the symposium.  
*(Applications will not be accepted without preliminary title.)*

.....  
Title:

.....  
Topics Included:

### Authorization

.....  
Authorized Signature

.....  
Name (please print clearly)

.....  
Title

.....  
Date

### Application Fee

The application fee includes:

- Meeting space rental
- Use of the Chronic Total Occlusion Summit preregistration mailing list (no e-mail addresses) to promote the program
- Promotion of the symposium on the program Web site and any collateral materials associated with the meeting

The following items are not included in the application fee: audiovisual services, food and beverages, faculty honoraria, faculty travel, and housing.

### Application Submission

Please make check payable (in US dollars drawn from a US Bank) to:

*Cardiovascular Research Foundation – Chronic Total Occlusion Summit 2010*

Please mail completed application and payment to:

Lisa Hathaway Stella  
Cardiovascular Research Foundation  
111 East 59th Street, 11th Floor  
New York, NY 10022-1202

Payment in full must be received with application.  
Wire transfer details available upon request.

### Cancellation Policy

Notification of a cancellation must be in writing on company letterhead. A company canceling an Evening Program or a Breakfast Meeting will pay the following fees:

- Cancellation before December 9, 2009: The company will pay 50% of the total application fee.
- Cancellation on or after December 9, 2009: The company will pay 100% of the application fee.

### Applying for Exhibit Space

Exhibitors must represent products and services that promote pharmacologic and device-based interventional vascular therapy or enhancements to the health care profession. The costs for exhibiting are as follows:

#### Exhibit Fees and Badges

##### IN-LINE EXHIBIT

10' x 10' = \$10,500  
(2 full complimentary meeting badges)

10' x 20' = \$21,000  
(4 full complimentary meeting badges)

##### PUBLISHERS IN-LINE EXHIBIT

10' x 10' = \$3,150  
(2 full complimentary meeting badges)

First time exhibitors qualify for a 30% discount. Applications for exhibit space and checks for full payment must be received by December 9, 2009.

### Attendee Demographics

Every year the Chronic Total Occlusion Summit attracts approximately 250-300 attendees, of which approximately 67% are physicians (including those in their fellowship program) and allied health professionals. Close to 85% represent those who have never attended the meeting, allowing repeat exhibiting companies an opportunity to be exposed to new attendees every year.

### Booth Traffic

While the Cardiovascular Research Foundation makes every effort to promote and encourage attendees to visit the Exhibit Hall, booth traffic cannot be guaranteed. It is the

exhibiting company's responsibility to promote its presence at the meeting to draw traffic to their booth. The preregistration list will be made available 2 weeks prior to the meeting to all exhibiting companies for a promotional mailing.

### Exhibit Construction

An in-line exhibit is one or more standard 10' x 10' units arranged in a straight line. The maximum height for an in-line exhibit is 8'. Each exhibit will be provided with 8' high back drape, 3' side dividers and drape, and a 7" x 44" company identification sign.

### Exhibitor Cancellation

Notification of cancellation must be in writing on company letterhead. The cancellation policy is as follows:

- Cancellation before December 9, 2009: The exhibitor will pay 50% of the exhibit fee.
- Cancellation on or after December 9, 2009: The exhibitor forfeits 100% of the exhibit fee.

### Exhibitor Service Kit

The Exhibitor Service Kit will be mailed in early January to the official contact for each exhibiting company. The Exhibitor Service Kit will only be mailed to those companies who have paid in full for booth space.

### Housing and Registration

All information pertinent to housing and registration will be sent to exhibiting companies as soon as practicable. Special room block rates have been negotiated with the New York Marriott Marquis hotel for attendees of the Chronic Total Occlusion Summit.

### Important Dates\*

#### INSTALLATION DATE

**Wednesday, February 3, 2010**

2:00 PM-8:00 PM

Light refreshments will be served to exhibitors during setup.

#### EXHIBIT DATES

**Thursday, February 4, 2010**

11:00 AM-6:30 PM

Refreshment breaks and lunch will be served in the Exhibit Hall.

6:30 PM-7:15 PM

A cocktail reception will be held in the Exhibit Hall.

**Friday, February 5, 2010**

8:00 AM-5:30 PM

Refreshment breaks, and lunch will be served in the Exhibit Hall

#### DISMANTLE DATE

**Friday, February 5, 2010**

5:00 PM-8:00 PM

All exhibits and associated materials must be removed from the Exhibit Hall by 8:00 PM.

\*Times and dates are subject to change. Please refer to the Exhibitor Service Kit for final dates and times.

### Promotional Opportunities

Welcome attendees to New York City, drive traffic to your booth, and spread your company's message. The following promotional items are available to confirmed Seventh International Chronic Total Occlusion Summit exhibitors:

- Custom-made gobos
- Spinning prop advertisements
- New York City maps
- Hotel door drops
- Banners
- Newspaper wraps
- Live case patient history booklet
- Lunch sponsorship

For more information regarding promotional opportunities and pricing, please contact Katie Herrion at 212-851-9136 or kherrion@crf.org.

All exhibiting companies at the Chronic Total Occlusion Summit must adhere to the following terms and conditions.

### Americans with Disabilities Act

Exhibitors are fully responsible for complying with all applicable provisions of the Americans with Disabilities Act.

### CME Compliance

Exhibitors at the Chronic Total Occlusion Summit must comply with the Accreditation Council for Continuing Medical Education (ACCME) Standards for Commercial Support.

### Disposal of Medical Waste

Exhibitors must follow OSHA guidelines for disposal of any hazardous waste.

### Distribution of Premiums

Contests, lotteries, raffles, and games of chance are prohibited. Premium items must not exceed \$25 in value unless approved in writing by the Cardiovascular Research Foundation. Exhibitors must follow all ACCME guidelines.

### Distribution of Product Information

In accordance with ACCME guidelines, product information cannot be distributed at any scientific session or in hotel lobbies. Posters or tabletop exhibits are not permitted immediately outside or inside the session rooms. Companies may not

display or demonstrate products, processes, or services, solicit orders, or distribute advertising material at any location (within or outside the Exhibit Hall) other than in their assigned exhibit space. The booth may be subject to forfeit if the guideline is violated.

### Fire Protection

All materials used in the exhibit area must conform to local fire ordinances and be in accordance with regulations established by the National Association of Fire Underwriters. All displays are subject to inspection by the local fire and safety authority. Fire stations and fire extinguisher equipment are not to be covered or obstructed in any manner.

### General Conduct of Exhibitors

- Exhibits must be adequately staffed during exhibit hours
- Canvassing or distributing advertising material outside the Exhibit Hall is prohibited
- Electrical and mechanical apparatuses must be muffled to prevent noise from interfering with other exhibitors
- Industry personnel may not enter another company's exhibit area without that company's permission
- Aisles must be kept free of any materials at all times
- Exhibitor personnel may not solicit attendees in aisles or in general session rooms

### Installation and Dismantle Policy

Exhibitors must install and break down their exhibit space during the designated installation and dismantle times. If an exhibitor

does not comply with these times, the Cardiovascular Research Foundation reserves the right to delay the exhibitor's setup until deemed appropriate and will impose a financial penalty of \$1,000.

### Insurance

The Cardiovascular Research Foundation and/or the New York Marriott Marquis hotel are not responsible for theft of or damage to exhibitor property. Exhibitors wishing to insure their exhibit materials, goods, or wares against theft, damage by fire, accident, or loss of any kind must do so at their own expense. Each exhibiting company is also responsible for obtaining general liability insurance coverage against injury to persons and property in commercially reasonable amounts, and to designate the Cardiovascular Research Foundation and Columbia University Medical Center as additional named insureds.

### Labor Services

Detailed information regarding work rules for all trades operating at the New York Marriott Marquis Hotel will be provided in the Exhibitor Service Kit.

### Photography and Videography

Photographing and videotaping is prohibited both in the Exhibit Hall and in the general session.

### Sales and Order Taking

Sales and order taking are permitted, provided all transactions are conducted in a manner consistent with the professional nature of the meeting. Products for sale must be the exhibitors' own unaltered products, and the products or services must be pertinent to the attendees' professional interest. The Cardiovascular Research Foundation reserves the right to restrict sales activities that it deems inappropriate or unprofessional. Exhibitors must comply with all sales tax requirements. Exhibitors selling or taking orders during the meeting must adhere to all business license and sales and use tax regulations, which vary from state to state.

### Security

Exhibitors must make provisions for safeguarding its goods, materials, equipment, and display at all times.

### Subletting Space

Exhibitors may not permit any other party to exhibit in their space any goods other than those manufactured or distributed by the contracting exhibitor, or permit the solicitation of business by others within their booth space.

### Terms and Conditions Compliance

By signing the Application for Exhibit Space, the exhibiting company agrees to abide by all terms and conditions outlined in this Exhibitor Prospectus. The signer of the contract also agrees to share the terms and conditions with their company representatives who attend the ChronicTotal

Occlusion Summit. All matters and questions not covered by these terms and conditions are at the discretion of Cardiovascular Research Foundation management. These terms and conditions may be amended at any time by the Cardiovascular Research Foundation and all amendments, upon publication, shall be equally binding on all parties affected by them as the original regulations. All rules and regulations will be enforced without exception. Whenever possible, the Cardiovascular Research Foundation will issue a warning and ask the exhibitor to correct the violation.

### Meeting Cancellation Policy

In the event that the Seventh International ChronicTotal Occlusion Summit is abbreviated or canceled because of circumstances beyond the Cardiovascular Research Foundation's control, including, but not limited to, civil disturbance, earthquake, electrical outage, explosion, fire, freight embargo, strike or labor unrest, flood, hurricane, tornado, or other acts of God, an act of war, terrorism, or the act of any government (de facto or de jure) or any government agency or official, the Cardiovascular Research Foundation reserves the right, in the Cardiovascular Research Foundation's sole discretion, to unilaterally terminate the agreement between the Cardiovascular Research Foundation and the exhibitor that is entered into, and/or the license that is granted by virtue of the submission of this Exhibitor Prospectus and its acceptance by the Cardiovascular Research

Foundation. In these circumstances, the exhibitor expressly agrees to waive any claim the exhibitor may have against the Cardiovascular Research Foundation, including, but not limited to, those for fees paid by or on behalf of the exhibitor for exhibit space, registration, support opportunities, food and beverage, audiovisual services, signage, housing, and travel.

# APPLICATION FOR EXHIBIT SPACE

Submission Deadline: December 9, 2009

.....  
Exhibitor Name (as should appear in print)  
.....  
Contact Name (first) (middle initial) (last)  
.....  
Title  
.....  
Company Address City State/Province Zip/Postal Code Country  
.....  
Telephone (country code/city code/number) Fax (country code/city code/number)  
.....  
E-mail (mandatory)  
.....

### Exhibit Fees and Badges

<b>IN-LINE EXHIBIT</b>	<b>COMPLIMENTARY BADGES</b>
10' x 10' = \$10,500 .....	2 Full Meeting Badges
10' x 20' = \$21,000 .....	4 Full Meeting Badges
<b>PUBLISHERS IN-LINE EXHIBIT</b>	<b>COMPLIMENTARY BADGES</b>
10' x 10' = \$3,150 .....	2 Full Meeting Badges

First time exhibitors qualify for a 30% discount. Applications for exhibit space must be received by December 9, 2009. Please include a check for full payment of exhibit space. Applications will not be processed without receipt of payment and exhibit assignments are based upon availability.

We prefer NOT to be located next to or near the following companies:

.....  
.....  
.....  
.....

### Authorization

.....  
Authorized Signature  
.....  
Name (please print clearly)  
.....  
Title  
.....  
Date  
.....

### Application Submission

Please make check payable (in US dollars drawn from a US Bank) to:

*Cardiovascular Research Foundation – Chronic Total Occlusion Summit 2010*

Please mail completed application and payment to:

Katie Herrion  
Cardiovascular Research Foundation  
111 East 59th Street, 11th Floor  
New York, NY 10022-1202

Payment in full must be received with application. Wire transfers available upon request.

### Cancellation Policy

Notification of a cancellation must be in writing on company letterhead. A company canceling an exhibit will pay the following fees:

- Cancellation before December 9, 2009: The exhibitor will pay 50% of the total application fee.
- Cancellation on or after December 9, 2009: The exhibitor will pay 100% of the application fee.

### Americans with Disabilities Act

The Cardiovascular Research Foundation is committed to making its activities accessible to all individuals. If you or your colleagues are in need of any specific accommodations, please do not hesitate to call and/or submit a description of the needs in writing in order to receive service.

### Terms and Conditions Compliance

By signing the Application for Exhibit Space, the exhibiting company agrees to abide by all terms and conditions outlined in this Exhibitor Prospectus. The signer of the contract also agrees to share the terms and conditions with their company representatives attending the International Chronic Total Occlusion Summit. All matters and questions not covered by these terms and conditions are at the discretion of Cardiovascular Research Foundation management. These terms and conditions may be amended at any time by the Cardiovascular Research Foundation and all amendments, upon publication, shall be equally binding to all parties. Whenever possible, the Cardiovascular Research Foundation will issue a warning and ask the exhibitor to correct the violation; however, all rules and regulations will be enforced without exception.

## > IMPORTANT DATES

### Installation Date\*

**Wednesday, February 3, 2010**

2:00 PM-8:00 PM

Light refreshments will be served to exhibitors during setup.

### Exhibit Dates\*

**Thursday, February 4, 2010**

11:00 AM-6:30 PM

Refreshment breaks and lunch will be served in the Exhibit Hall.

6:30 PM-7:15 PM

A cocktail reception will be held in the Exhibit Hall.

**Friday, February 5, 2010**

8:00 AM-5:30 PM

Refreshment breaks and lunch will be served in the Exhibit Hall.

### Dismantle Date\*

**Friday, February 5, 2010**

5:00 PM-8:00 PM

All exhibits and associated materials must be removed from the Exhibit Hall by 8:00 PM.

\*Times and dates are subject to change. Please refer to the Exhibitor Service Kit for final dates and times.