

March 2010

Dear Valued Industry Partner:

We are pleased to welcome our valued industry partners to this year's *VEITHsymposium*, *AIMsymposium* and *AVIDsymposium*. Although our audience was overwhelmingly positive about last year's meeting, there are areas of activity that continue to challenge. The expense of a large hotel like the Hilton adds a degree of difficulty to our task. Nevertheless, we recognize the need to stimulate attendee traffic to and within the exhibit hall and it is one of our highest priorities for 2010. Below is information that we hope will help with your planning and enhance your exhibiting experience.

- A revised, expanded and improved signage program throughout the meeting to better identify the exhibit areas and hours of operation
- Expansion of our "Human Arrows" Guide program, designed to personalize the exhibit experience, especially for less experienced attendees who need additional assistance navigating the meeting space
- Actively encourage attendees to reserve time to visit the exhibit hall by inserting morning and afternoon breaks
- Expanding and designing a more inviting exhibit area to encourage visits for refreshment and lunch breaks

For the fourth straight year, exhibit fees will remain unchanged.

We are happy to announce that the 2010 *VEITHsymposium Online Library* will again be available complimentary to all registered attendees and exhibitors. The Library will contain all the talks, all the slides, all the panel discussions and all submitted abstracts. Everything is fully synchronized, indexed and easy to use to refresh your memory or as a reference source. Complimentary access to the Library is given to every registered *VEITHsymposium* attendee and industry partner who provides their individual e-mail address.

#### **Forms/Shipments/On-site Assistance**

The official meeting manual, drayage forms, hotel forms and lead retrieval forms for exhibitors can be downloaded from any of our websites: [www.veithsymposium.org](http://www.veithsymposium.org), [www.aimsymposium.org](http://www.aimsymposium.org), or [www.avidsymposium.org](http://www.avidsymposium.org). Please attend to these forms as early as possible to ensure the smooth and efficient functioning of our meetings and your exhibiting experience.

The Hilton New York is a union hotel and we are required to comply with union rules. Therefore, please coordinate your shipping to the hotel with Mr. John Clancy, president of our designated drayage company, Expo Advantage (631-273-2310 or [expodesk@earthlink.net](mailto:expodesk@earthlink.net)). Representatives from Expo Advantage will be on-site to assist with any problems or concerns that may arise.

### **Exhibitor Badges/Access to General Sessions**

Each company will receive four (4) complimentary badges per fully paid 10' x 8' exhibit space. These badges will allow your representatives full access to the scientific sessions. Additional badges can be purchased for \$695 per badge for VEITHsymposium, \$575 per badge for AIMsymposium and \$500 per badge for AVIDsymposium. Please print the names of your representatives on the bottom of the Industry Registration Form. Access to the scientific sessions and the exhibit hall is prohibited without a name badge. **Name substitution will not be permitted on-site.**

### **Exhibiting Hours**

Please refer to the aforementioned forms or visit our websites:

[www.veithsymposium.org](http://www.veithsymposium.org), [www.aimsymposium.org](http://www.aimsymposium.org), or [www.avidsymposium.org](http://www.avidsymposium.org).

Please note that registration will be open on Tuesday, November 16<sup>th</sup> from 12:00 p.m. to 7:00 p.m.

### **Security**

Security guards will be assigned to the exhibit hall during non-scheduled exhibiting hours. Access to the hall will be prohibited from the close of exhibits until one (1) hour prior to reopening the following morning.

If we can be of assistance, please contact us as listed below.

Robin Bridgewater, Director of Marketing and Industry Relations, 928-699-0040, or by e-mail to [rbridgewater@veithsymposium.org](mailto:rbridgewater@veithsymposium.org)

Jackie Simpson, Administrative Director  
845-368-0069 or by e-mail to [veithsymposium@aol.com](mailto:veithsymposium@aol.com) (copy to [jsimpson@veithsymposium.org](mailto:jsimpson@veithsymposium.org))

Frank J. Veith, MD  
VEITHsymposium Chairman  
718-549-3140

We look forward to seeing you at VEITHsymposium/AIMsymposium/AVIDsymposium at the Hilton New York in November.