

EXHIBIT & COMMERCIAL SPONSOR PROSPECTUS

May 3-5, 2012, Hyatt Regency Chicago, Chicago, IL



Thrombosis
& Hemostasis
summit 2012
of North America

www.thsna.org

Jointly sponsored/co-provided by:



Thrombosis
& Hemostasis
summit 2012
of North America

BOSTON
UNIVERSITY

Boston University School of Medicine
Continuing Medical Education

INVITATION TO EXHIBITORS

Dear **Colleagues**,

It is our pleasure to invite you to support the first-ever Thrombosis & Hemostasis Summit of North America (THSNA) as an exhibitor or a commercial sponsor. THSNA is dedicated to bleeding and clotting disorders and the medical specialties that monitor and address these conditions in a multidisciplinary manner. The summit will host over 1,500 healthcare professionals from across North America committed to the diagnosis, management, and treatment of thrombotic disorders. Don't miss out on this opportunity to make key connections with THSNA's multidisciplinary audience.

THSNA is the result of a special collaboration between these eight hemostasis and thrombosis nonprofit organizations that share a commitment to improving the quality of patient care:

Leadership Partners	Collaborating Partners
American Thrombosis and Hemostasis Network	Association of Hemophilia Clinical Directors of Canada
Anticoagulation Forum	Foundation for Women and Girls
Hemostasis & Thrombosis Research Society	National Blood Clot Alliance
North American Specialized Coagulation Laboratory Association	Thrombosis Interest Group of Canada

Sincerely,

Dr. David Garcia
Chair of Steering Committee

Dr. Peter Kouides
Vice Chair of Steering Committee



ABOUT THSNA

The Thrombosis and Hemostasis Summit of North America (THSNA) is a comprehensive scientific meeting dedicated to thrombosis and hemostasis issues. This first-ever joint summit is a collaboration of the leading non-profit organizations in both fields. THSNA will provide a focused forum for 1,500 attendees with an interest in bleeding and clotting disorders to network, learn, and share across disciplines and disease states.

For a more in-depth look at the objectives of the conference, visit www.thsna.org/about.php.

THSNA will highlight basic science, clinical, and laboratory information that reflects the latest understanding of common hemorrhagic and thrombotic disorders. It will also deliver these and other distinctive benefits:

- Provide evidence-based content focused on thrombosis and hemostasis
- Present cutting-edge research
- Integrate the entire multidisciplinary team
- Establish a channel for the next generation of clinicians
- Highlight best practices in clinical management
- Drive professional networking opportunities
- Advocate for improved patient care and research funding

Anyone interested in the science and care of persons with bleeding and thrombotic disorders will benefit from THSNA, including these and other professionals:

Physicians, including hematologists, cardiologists, hospitalists, vascular surgeons, and pathologists

Scientists and researchers

Physician assistants and nurse practitioners

Pharmacists

Fellows and trainees

Laboratory professionals

Nurses

Interventional radiologists

Healthcare administrators and policymakers

Date & Location

The conference is being held May 3–5, 2012, at the Hyatt Regency Chicago. Set within the epicenter of the city, the AAA Four Diamond Hyatt Regency Chicago is conveniently connected to the Illinois Center and within minutes of the Magnificent Mile. Sway to the electrified beat of Chicago blues and jazz greats, take in a show at Navy Pier, shop on Michigan Avenue, or enjoy a day in the park or on the water. This cosmopolitan downtown hotel is central to it all.

EXHIBIT INFORMATION

The Venue

Riverside Exhibition Hall - Hyatt Regency Chicago

Capture the essence of the "Windy City" at Hyatt Regency Chicago. This centrally located downtown Chicago hotel puts you within walking distance of the city's premier attractions. Experience this truly ideal Chicago, Illinois hotel setting, just steps from the Magnificent Mile, one of the most famous avenues in the world. Here, you'll enjoy the optimum blend of comfort, convenience and excitement. Enjoy AAA Four-Diamond service during your stay in Chicago's biggest hotel. Dine in numerous venues, including the renowned Stetson's Chop House. Feel the heartbeat of the city from Hyatt Regency Chicago. The beauty of the Chicago River doesn't end at Lake Michigan. It extends 35 stories up in the air. Experience the newly redesigned guestrooms at Hyatt Regency Chicago.

Benefits of exhibiting

- Ability to engage with over 1,500 clinicians and allied health care professionals from across North America at one place and time
- Support eight leading coagulation organizations simultaneously
- Exhibits that bring you face to face with your audience
- Opportunity to offer industry satellite symposium or product theaters
- Learn from thought leaders

Booth information

- Exhibit Booth
 - Standard** 10' x 10' – \$4,500
 - Corner** 10' x 10' – \$5,000
 - Nonprofit standard** 10' x 10' – \$1,000

Included with each booth

- Company listing on the THSNA website
- One full conference registration per 10' x 10' booth
- Two exhibit staff registrations per 10' x 10' booth
- A company name identification sign to hang from the draped back wall on the booth
- 6' skirted table
- 2 chairs

To reserve your booth

visit www.THSNA-EXHIBIT.org
or contact:

Adam Kohm
THSNA@spltrak.com
866-775-6338

EXHIBIT PACKAGES

Maximize your impact through sponsorship

THSNA offers corporate sponsors an opportunity to reach clinicians on the front line of care for patients with bleeding and/or clotting disorders. The focused meeting environment is ideal for businesses dedicated to delivering products and services that support these conditions. This summit will allow you to interact with clinicians eager to learn about new technologies and innovations that aim to improve patient care.

Benefits include:

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Platinum Level Sponsorship \$50,000 (Limit 2)

Platinum Level Sponsorship is limited to two corporate sponsors. Sponsors receive the following in consideration for their support:

- 20'x 30' island exhibit
- 8 full conference registrations
- 10 exhibitor staff registrations
- Hotel door drop for exhibit promotion
- Acknowledgement of Platinum Level Sponsorship in the meeting syllabus, signage in the registration area, and listing on the THSNA website with a link to the sponsor's website

Gold Level Sponsorship \$30,000 (Limit 3)

Gold Level Sponsorship is limited to three corporate sponsors. Sponsors receive the following in consideration for their support:

- 20'x 20' island exhibit
- 5 full conference registrations
- 8 exhibitor staff registrations
- Hotel door drop for exhibit promotion
- Acknowledgement of Gold Level Sponsorship in the meeting syllabus, signage in the registration area, and listing on the THSNA website with a link to the sponsor's website

Silver Level Sponsorship \$20,000 (Limit 6)

Silver Level Sponsorship is limited to six corporate sponsors. Sponsors receive the following in consideration for their support:

- 10'x 20' corner exhibit
- 2 full conference registrations
- 4 exhibitor staff registrations
- Hotel door drop for exhibit promotion
- Acknowledgement of Silver Level Sponsorship in the meeting syllabus, signage in the registration area, and listing on the THSNA website with a link to the sponsor's website

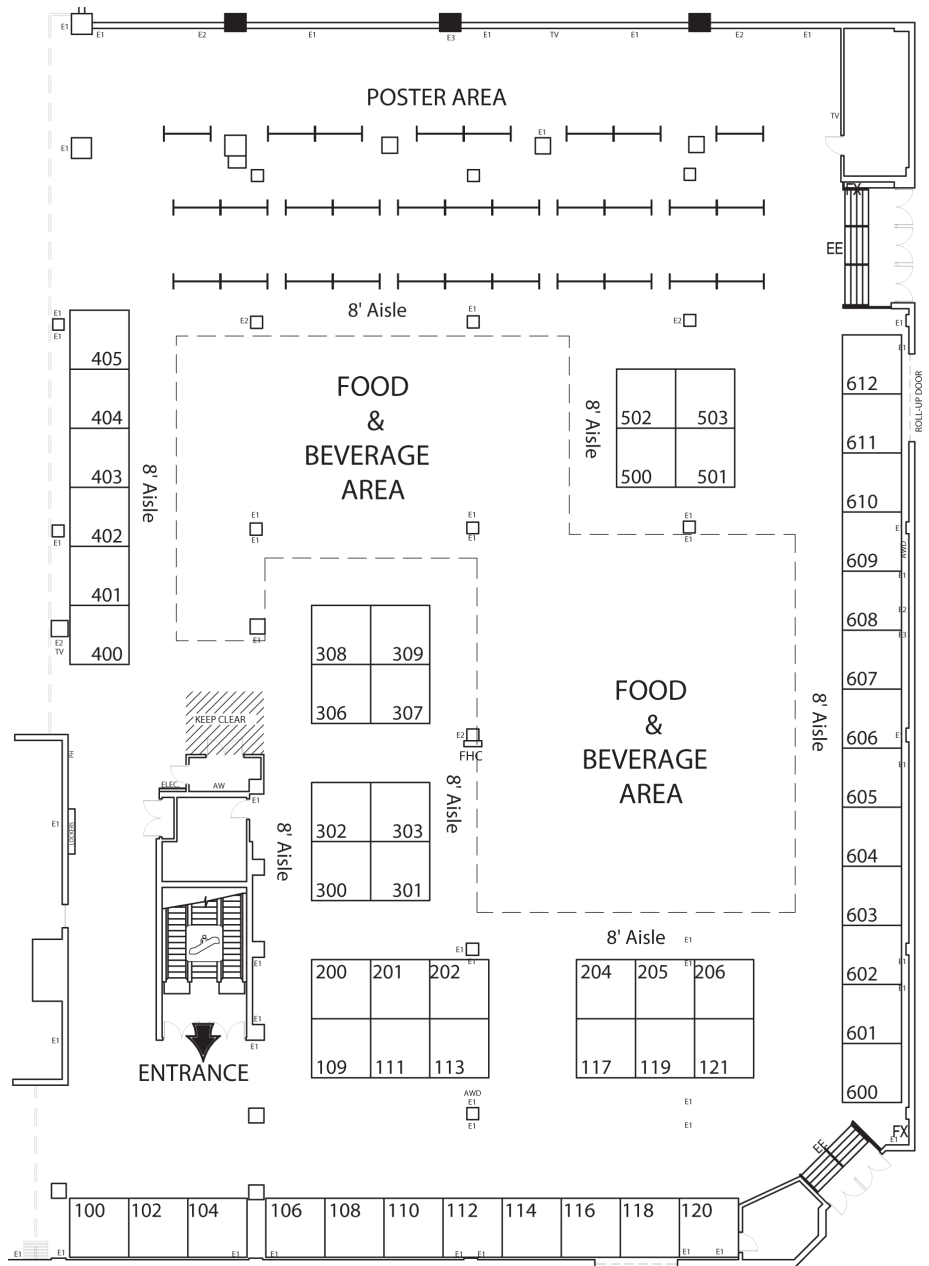
FLOORPLAN

Riverside Center East Hyatt Regency Chicago

To reserve your booth

visit www.THSNA-EXHIBIT.org
or contact:

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THSNA@spltrak.com
866-775-6338



SPONSORSHIP OPPORTUNITIES

► Welcome Reception

(Sole sponsor: \$45,000; Partial Sponsor: \$18,000)

The Welcome Reception is being held Thursday, May 3, 2012, at the end of the day's session. The reception is open to all attendees and will feature appetizers, beer, wine, and soft drinks.

► Exhibit Area Lunch

(Sole Sponsor: \$35,000; Partial Sponsor: \$15,000)

Exhibit attendees enjoy the convenience of a tasty boxed lunch. Sponsors enjoy high visibility at this traffic-building function.

► Exhibit Area Breakfast

(Sole Sponsor: \$30,000; Partial Sponsor: \$12,000)

Sponsor the popular continental breakfast and increase your visibility with all attendees.

► Coffee Breaks

(\$7,500 per break – 3 available)

Sponsor a coffee break so that all attendees can enjoy a break from the educational sessions and visit the exhibit hall.

► Internet Cafe

(\$10,000)

As registrants check email throughout the meeting, your company name at each Internet café station identifies you as the sponsor of this essential service.

► Registrant Pre-Conference Email

(\$1,000)

Be included in the email sent out to conference attendees. The email will include your company name as an exhibitor and a link to your website where you can promote the products and services you will be highlighting in the exhibit hall.

SATELLITE SYMPOSIUM & PRODUCT THEATERS

The THSNA satellite symposium and product theater opportunities allow participating companies to maximize their visibility and impact at the Thrombosis and Hemostasis Summit of North America. This three day conference will be attended by health care professionals who work in the fields of thrombosis and hemostasis.

Benefits of satellite symposium and product theaters:

- Exclusive access to key time slot
- Logistics and meals arranged by company
- THSNA will help promote event

Benefits:

- Four full meeting registrations
- Acknowledgement of sponsorship in conference syllabus and THSNA website
- Signage in the meeting registration area

Exclusive sponsorship time slots:

- Friday Dinner, May 4, 2012 – \$50,000
- Thursday Dinner, May 3, 2012 – \$30,000 (note: dinner must begin after 7:00)
- Thursday or Friday Lunch, May 3 or 4, 2012 – \$25,000
- Friday Breakfast, May 5, 2012 – \$20,000

To further discuss a satellite symposium or product theater event, please contact Adam Kohm at adam@spltrak.com.

GET IN TOUCH WITH US

For exhibit and commercial sponsor information:

➤ Adam Kohm, PhD

Exhibit/Sponsor Senior Project Leader, SPLtrak Inc.
THSNA@spltrak.com
866-775-6338

- Visit the online exhibit and commercial sponsor website at www.thsna-exhibit.org

For general conference information:

➤ Liz Goldstein

Project Director, THSNA
egoldstein@thsna.org
617-454-1004

Thrombosis and Hemostasis Summit of North America

- www.thsna.org