2017 Shock Symposium
The Latest in Resuscitation and Critical Care

Presented by
American Heart Association/American Stroke Association
in partnership with Harvard Medical Faculty Physicians at Beth Israel Deaconess Medical Center

Friday, May 5, 2017
7:00 am - Registration, Breakfast and Visit With Exhibitors
8:00 am - Symposium Commences
4:30 pm - Symposium Adjournment

The Joseph B. Martin Conference Center at Harvard Medical School
Boston, Massachusetts

EXHIBITOR PROSPECTUS
To Whom It May Concern:

On behalf of the American Heart Association/American Stroke Association, Harvard Medical Faculty Physicians at Beth Israel Deaconess Medical Center and the members of the Planning Committee, we respectfully request your support of our 2017 Shock Symposium: The Latest in Resuscitation and Critical Care professional education program to be held Friday, May 5, 2017 at The Joseph B. Martin Conference Center at Harvard Medical School in Boston, MA.

We invite you to participate as an exhibitor at this all day professional education conference. This prospectus includes the conference agenda, exhibitor and sponsorship opportunities, and a commitment form. Exhibitors and sponsors will receive prominent recognition on event signage and listing in the final program, provided their exhibit reservation is received by April 7, 2017. Exhibit space is limited, so please respond as soon as possible. The exhibit area is located outside of the educational sessions.

The 2017 Shock Symposium will attract approximately 300 clinicians and researchers focused on the diagnosis and management of critically ill patients with shock/cardiac arrest. These can include but are not limited to Physicians (Hospitalists, ED, Intensive Care, Medical, Surgical, Anesthesia); Registered Nurses/Nurse Practitioners (ED, Intensive Care, Medical, Surgical, Anesthesia); EMS Professionals (EMT, EMT-I/P); Other health care professionals who treat shock.

This is an exceptional opportunity for exhibitors to showcase new services, technologies, equipment and pharmaceuticals. Additional Sponsorship Opportunities are available. Please note this opportunity is open to other relevant pharmaceutical companies and device manufacturers.

Thank you for taking the time to review this prospectus. We hope that you will join us. If you have an exhibitor, symposium or sponsorship question, please contact Sue Flor, at Sue.Flor@heart.org or 516-962-0793.

Reserve your display table today! Kindly complete and return your commitment form by April 7, 2017 via fax to (516) 752-2050 or email to Sue.Flor@heart.org.

We look forward to partnering with you as we continue in our effort; “Building healthier lives, free of cardiovascular diseases and stroke.” Thank you for your consideration of this request.

Sincerely,

Sue Flor
Director, Professional Education & Fellows Societies
Founders affiliate (ME– NJ)
American Heart Association/American Stroke Association
2017 Shock Symposium: The Latest in Resuscitation and Critical Care  
Event Date: Friday, May 5, 2017 ~ 7:00 am – 4:30 pm  
Event Location: The Joseph B. Martin Conference Center at Harvard Medical School  
77 Avenue Louis Pasteur, Boston, MA 02115 ~ (617) 432-8990

Purpose and Exhibitor Benefits: The program is designed to provide current best practices in diagnosis and treatment of shock/critical illness, in the appropriate amount of time and will assist the learners in development of new treatment strategies they can apply in the care of their patients, not to endorse or promote any product or service of sponsor or of any third party. Exhibitors will have an opportunity to complement the conference by informing and educating the attendees on the latest developments in equipment, supplies and services that are available.

Target Audience: The target audience is clinicians and researchers focused on the diagnosis and management of critically ill patients with shock/cardiac arrest. These can include but are not limited to Physicians (Hospitalists, ED, Intensive Care, Medical, Surgical, Anesthesia); Registered Nurses/Nurse Practitioners (ED, Intensive Care, Medical, Surgical, Anesthesia); EMS Professionals (EMT, EMT-I/P); Other health care professionals who treat shock.

Commitment Level

Platinum Exhibitor ($2,500)
- Includes: One 6’ draped/skirted table with two chairs in a prominent location in the exhibit area, badges for company representatives, four conference tickets for company representatives and prominent listings as Platinum Exhibitor on day of conference signage. Acknowledgment in opening and closing remarks.

Gold Exhibitor ($2,000)
- Includes: One 6’ draped/skirted table with two chairs in the exhibit area, badges for company representatives, three conference tickets for company representatives and listed as Gold Exhibitor on day of conference signage. Acknowledgement in the opening remarks.

Silver Exhibitor ($1,500)
- Includes: One 6’ draped/skirted table with two chairs in the exhibit area, badges for company representatives, two conference tickets for company representatives and listed as Silver Exhibitor on day of conference signage.

Please Note: In order to receive all of the exhibitor benefits, a signed commitment form and/or payment must be received by April 7, 2017.

Installation of Exhibits:
Set up for your exhibit will be between the hours of 6:00 – 7:00 am on Friday, May 5, 2017 at the conference center. Event registration will begin at 7:00 am and the symposium will begin at 8:00 am. Please contact Sue Flor at Sue.Flor@heart.org if you require hard-wired internet or electricity (may be subject to additional fees).

The Shock Symposium attendees will visit exhibits during the following times:
- 7:00 – 8:00 am ~ Registration
- 9:20 – 9:35 am ~ Break
- 12:10 – 1:30 pm ~ Lunch
- 2:50 – 3:05 pm ~ Break

Exhibit Representatives:
Once your form and/or payment is received, you will receive a confirmation email that your table has been reserved. The email will include a link to submit contact information for the representatives that will staff the booth. Representatives are welcome to attend sessions and claim credits.

Space Assignment:
Exhibit area will be located in the lobby on the ground floor outside the general session along with breakfast, lunch and breaks. Exhibitors wishing to avoid assignment of space adjacent to a particular company, should indicate this on their commitment form. Careful consideration will be given to such requests. The AHA has the right to alter the floor plan at any time and will inform all effected exhibitors.

Shipping Instructions:
Materials may not be shipped to the venue more than three days prior to exhibit set up. If shipping equipment, please contact Christian Panasuk 617.432.8992 for special instructions.

Please use the following address and required information on your shipping label:
The Martin Conference Center at Harvard Medical
HOLD FOR: SHOCK SYMP 5/05
77 Avenue Louis Pasteur, Rm 133
Boston, MA 02115
Number of boxes: Box ## of ##
# AGENDA & SPEAKERS

## 2017 Shock Symposium:
The Latest in Resuscitation and Critical Care

<table>
<thead>
<tr>
<th>Time</th>
<th>Presentation Title and Faculty</th>
</tr>
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</table>
| 7:00 - 8:00 am | Registration  
                Breakfast, Poster Session and Visit with Exhibitors                                       |
| 8:00 - 8:05 am | Welcome and Introductions  
                  Michael W. Donnino, MD                                                                      |
| 8:05 - 9:20 am | Cardiac Arrest: Cutting Edge  
                  Panel Presentations and Discussion  
                  Moderators: Matthew Sholl, MD, MPH, FACEP & Donna Williams, RN, MS, CCRN               |
| 8:05 - 8:25 am | Controversies in ACLS Drugs: What, When, Why?  
                  Michael W. Donnino, MD                                                                    |
| 8:25 - 8:45 am | Targeted Temperature Management (TTM): Operationalizing the New Guidelines  
                  Michael N. Cocchi, MD                                                                     |
| 8:45 - 9:05 am | Controversies in Chest Compressions and Airway Management During CPR  
                  Robert A. Berg, MD, FCCM, FAAP, FAHA                                                     |
| 9:05 - 9:20 am | Panel Discussion & Audience Q & A                                                              |
| 9:20 - 9:35 am | Break, Poster Session and Visit with Exhibitors                                                |
| 9:35 - 10:50 am | Pulmonary Embolism - It's a team sport: Case Presentations and Discussion  
                  Moderator: Maureen Chase, MD, MPH                                                          |
| 9:35 - 10:30 am | Panelists:  
                  Emergency Medicine: Christopher Kabrhel, MD, MPH  
                  Cardiology: Samuel Goldhaber, MD  
                  Critical Care: Barbara L. LeVarge, MD  
                  Cardiothoracic Surgery: Louis Chu, MD  
                  Interventional Radiologist: Jeffrey Weinstein, MD                                          |
| 10:30 - 10:50 am | Panel Discussion and Audience Q & A                                                             |
| 10:50 am - 12:10 pm | Managing Hemorrhagic Shock - Case Presentations and Panel Discussion  
                  Moderators & Case Presenters: Richard Wolfe, MD & Matthew Sholl, MD, MPH, FACEP         |
| 10:50 - 11:50 am | Case #1: 55-year-old injured in the Boston Marathon Bombing  
                  Case #2: 63-year-old with sudden onset of massive hematemesis                             |
| 10:50 - 11:50 am | Panelists:  
                  Prehospital Management: Jason Cohen, DO, FACEP, FCCM  
                  Emergency/Critical Care: Evie Marcolini, MD, FACEP, FAAEM, FCCP  
                  Anesthesia/Critical Care: M. Dustin Boone, MD  
                  Trauma Surgeon: Noelle Saillant, MD  
                  Interventional Radiology: Muneeb Ahmed, MD, FSIR  
                  Clinical Nursing: Dan Nadworny, MSN, RN                                                    |
| 11:50 am - 12:10 pm | Panel Discussion and Audience Q & A                                                             |

Continued on next page
Learning Objectives

At the completion of this activity, the learner will be better able to:

- Identify challenges and strategies in the diagnosis and management of patients with shock/critical illness.
- Evaluate controversies and resuscitation strategies for patients with cardiac arrest.
- Apply latest approaches in the management of shock/resuscitation.

<table>
<thead>
<tr>
<th>Time</th>
<th>Presentation Title and Faculty</th>
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<tbody>
<tr>
<td>12:10 - 1:30 pm</td>
<td>Lunch, Poster Session and Visit with Exhibitors</td>
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<tr>
<td>1:30 - 2:50 pm</td>
<td>Challenging Cases in Shock Management: determining etiology and targeting treatment</td>
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<td>Case Presentations and Discussion</td>
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<td><strong>Moderator: Raghu Seethala, MD, MSc</strong></td>
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<td>1:30 - 1:45 pm</td>
<td>Case: 56-year-old ingested 3000 mgs of diltiazem</td>
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<td>Katherine Boyle, MD</td>
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<td>1:45 - 2:00 pm</td>
<td>Case: 78-year-old hypotensive patient in respiratory distress</td>
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<td>Michael W. Donnino, MD</td>
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<td>2:00 - 2:15 pm</td>
<td>Case: 57-year-old with undifferentiated shock – an ultrasound is performed</td>
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<td>Todd W. Sarge, MD</td>
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<td>2:15 - 2:30 pm</td>
<td>Case: 65-year-old post-cardiac arrest patient with myoclonus</td>
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<td>David B. Seder, MD</td>
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<td>2:30 - 2:50 pm</td>
<td>Panel Discussion and Audience Q &amp; A</td>
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<td>2:50 - 3:05 pm</td>
<td>Break and Visit with Exhibitors</td>
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<td>3:05 - 4:20 pm</td>
<td>Septic Shock: Panel Presentations and Discussion</td>
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<td><strong>Moderator: Ari Moskowitz, MD</strong></td>
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<td>3:05 - 3:25 pm</td>
<td>New Definitions - What do we follow?</td>
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<td>B. Taylor Thompson, MD</td>
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<td>3:25 - 3:45 pm</td>
<td>Optimal Resuscitation Strategy: Do we know? What do we do?</td>
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<td>Evie Marcolini, MD, FACEP, FAAEM, FCCP</td>
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<td>3:45 - 4:05 pm</td>
<td>Emerging Science: Metabolic Resuscitation</td>
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<td>Katherine Berg, MD</td>
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<td>4:05 - 4:20 pm</td>
<td>Panel Discussion and Audience Q &amp; A</td>
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<tr>
<td>4:20 - 4:30 pm</td>
<td>Wrap-up, Closing Remarks &amp; Evaluation Process</td>
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<td></td>
<td>Michael W. Donnino, MD</td>
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<tr>
<td>4:30 PM</td>
<td>Adjourn</td>
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</tbody>
</table>
Muneeb Ahmed, MD, FSIR  
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Donna Williams, RN, MS, CCRN  
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Beth Israel Deaconess Medical Center  
Boston, MA

Richard Wolfe, MD  
Chief, Emergency Medicine, Beth Israel Deaconess Medical Center  
Associate Professor, Harvard Medical School  
Boston, MA
Exhibitor Agreement Form


Company Name:

This is how it will appear on printed materials. Additional information will be requested in the confirmation email.

Commitment Level: □ Platinum - $2,500  □ Gold - $2,000  □ Silver - $1,500

- The American Heart Association Tax ID # is 13-5613797
- All printed materials that include the American Heart Association logo must be reviewed by the AHA prior to print and receive written approval.

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<th>Contact Information</th>
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<td>Name</td>
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<td>Credentials ____________  Title ________________________________</td>
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<td>Address ____________________________</td>
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<td>Phone ____________________________  Fax ____________________________</td>
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<td>Email ____________________________</td>
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Signature __________________________________________  Date ____________

My signature indicates authorization to make this commitment on behalf of the company.

Avoid assignment next to the following company/companies:

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Please select if you require hard-wired internet or electricity (may be subject to additional fees).

☐ Electricity  ☐ Internet

☐ I WILL be attending as one of the Representatives.

☐ I WILL NOT be attending. Please contact (name) ____________________________

at (email) ____________________________ for Exhibit Booth logistics.

Additional Representatives in attendance

1. Name ____________________________  Credentials ____________________________  Title ____________________________

2. Name ____________________________  Credentials ____________________________  Title ____________________________

Method of payment

☐ Check enclosed: American Heart Association, c/o Nia Flick, 4 Atrium Drive #100, Albany, NY 12205

☐ Email invoice to: ____________________________

☐ Check will be mailed separately ~ (Please make all checks payable to: American Heart Association)

   To: American Heart Association, c/o Nia Flick, 4 Atrium Drive #100, Albany, NY 12205

☐ Credit Card To process your payment, please visit: http://www.heart.org/Shock2017Exhibitor

Please return the completed and signed form to Nia Flick via fax to (518) 935-9496 or email to Nia.Flick@heart.org

THANK YOU!

Payment questions or concerns, please contact:
Sue Flor, Director, Professional Education & Fellows Societies at Sue.Flor@heart.org