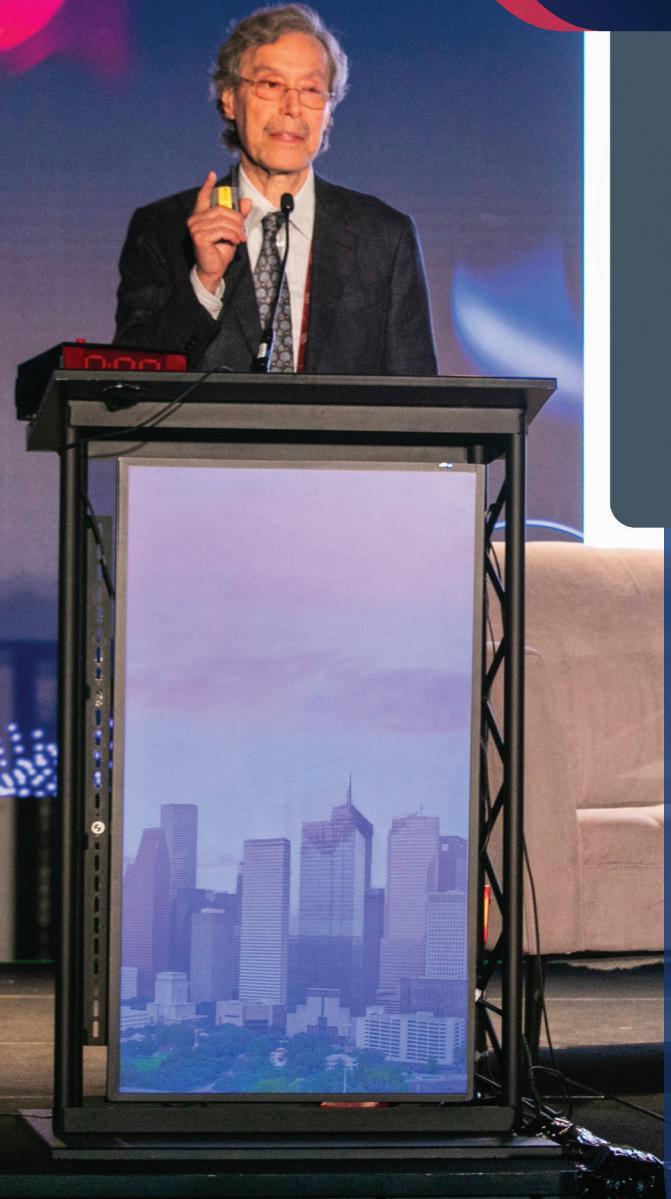


# Eighth Annual **Houston SHOCK SYMPOSIUM**

Sponsorship and  
Exhibitor Prospectus



**March 5-7, 2026**  
**Hilton Americas-Houston**



## A MESSAGE FROM THE SYMPOSIUM PRESIDENT

### Join Us at the 2026 Houston Shock Symposium – The Largest Cardiogenic Shock Conference in North America

The 2026 Houston Shock Symposium is set to be a premier event in cardiac critical care, bringing together over 2,500 attendees, including leading experts, researchers, and clinicians from around the world. As the largest conference of its kind in North America, this is your exclusive opportunity to join a distinguished network of partners and make a lasting impact in the fight against cardiogenic shock.

Our mission is to provide free, high-quality education that directly advances patient care and reduces mortality from shock. To achieve this, we rely on strategic partnerships with forward-thinking organizations that share our vision. As a sponsor or exhibitor, your organization will gain unparalleled brand visibility while supporting lifesaving innovation in cardiac care.

We're proud to expand our continued collaboration with the American Association of Heart Failure Nurses. This continued collaboration reflects our commitment to multidisciplinary education and engagement.

Symposium programming will emphasize community building, support for early-career professionals, and the advancement of scientific research in cardiac critical care. These initiatives align with our core goal of improving patient outcomes through collaboration, education, and innovation.

In addition to the Houston Shock Symposium, we are pleased to endorse two global educational events: LATAM Shock in Cancun, Mexico (October 2025), and CathSHOCK in Calgary, Canada (November 2025), as part of our ongoing international impact.

With over 150 world-renowned faculty presenters, the 2026 Houston Shock Symposium offers a one-of-a-kind platform for learning, networking, and advancing care.

We invite you to explore our sponsorship opportunities and join us in shaping the future of cardiogenic shock care at the Eighth Annual Houston Shock Symposium.

Warm regards,

*Marwan Jumeau*



**Marwan Jumeau, MD, FACC, FSCAI**  
President Houston Shock Symposium



### **The Houston Shock Symposium is one of the largest and most comprehensive shock conferences in the nation**

For the past seven years, the Houston Shock Symposium has attracted world-renowned experts in the field of shock to discuss challenging cases, share their expertise, and advance knowledge to a broad audience of providers. We are building a community focused on learning and collaboration to save lives and reduce shock's high mortality rate.

### **Designed for all providers in the field of shock**

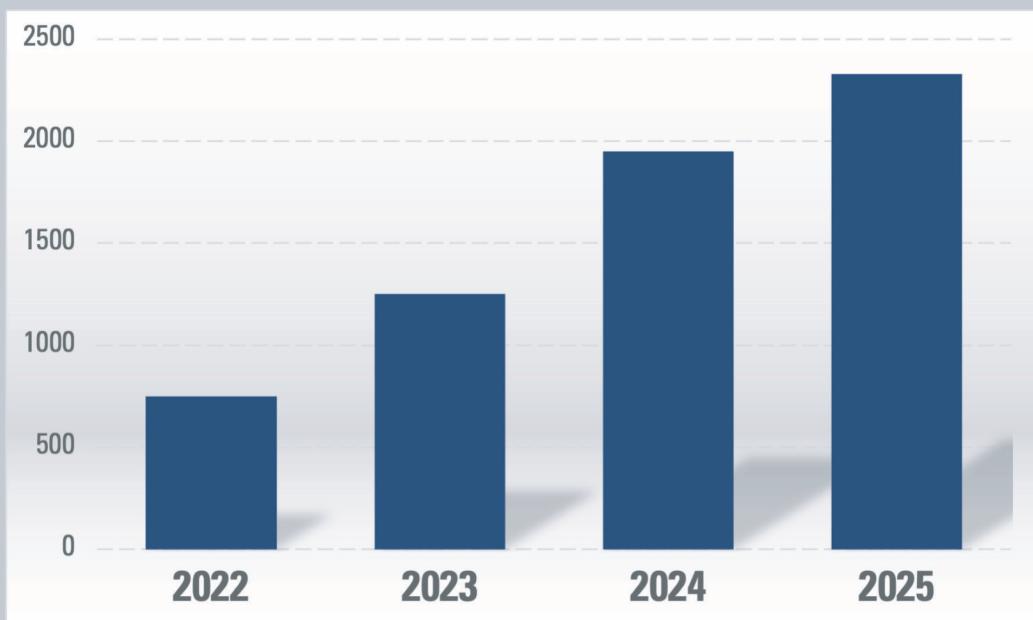
To achieve our goal of advancing knowledge in the field of shock, we offer topics and content specifically designed for:

- Cardiologists
- Advanced heart failure cardiologists
- Cardiothoracic surgeons
- Pulmonologists and intensivists
- Nurses
- Perfusionists
- Residents and fellows
- Advanced practice providers
- Medical staff interested in the physiology, diagnosis, and management of shock

### Demographics that deliver: Meet our audience

For the 2025 Houston Shock Symposium, we hosted a diverse and influential audience that representing a broad spectrum of industries and expertise. Our attendees included prominent thought leaders, industry professionals, academics, and innovators, offering a unique networking and marketing opportunity for sponsors and exhibitors.

### Attendance Growth (2022-2025)



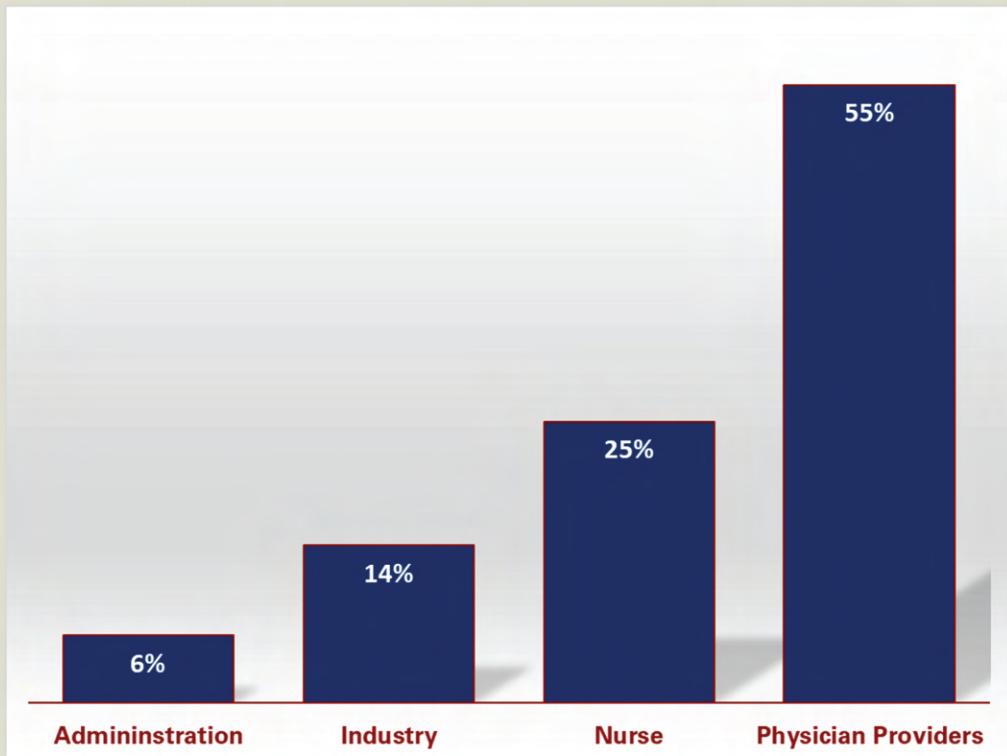
### WHY WE KEEP GROWING:

- **High return rate** - Attendees keep coming back year after year because they gain practical insights they can apply immediately, reconnect with peers in the field, and stay ahead of emerging trends in shock management.
- **Word-of-mouth** - Our participants become our strongest advocates, sharing their experience with colleagues and encouraging others to attend.
- **Cutting-edge content** - Each year's agenda is curated around the latest advancements, research, and real-world cases that matter most to frontline workers.
- **Hands-on learning** - Interactive sessions and training opportunities allow attendees to sharpen their skills and build confidence in complex clinical scenarios.

### Demographics that deliver: Meet our audience

With a dynamic blend of seasoned experts and emerging talents, the Houston Shock Symposium provides sponsors and exhibitors a direct and impactful avenue to engage with key decision-makers, influencers, and the next generation of shock providers.

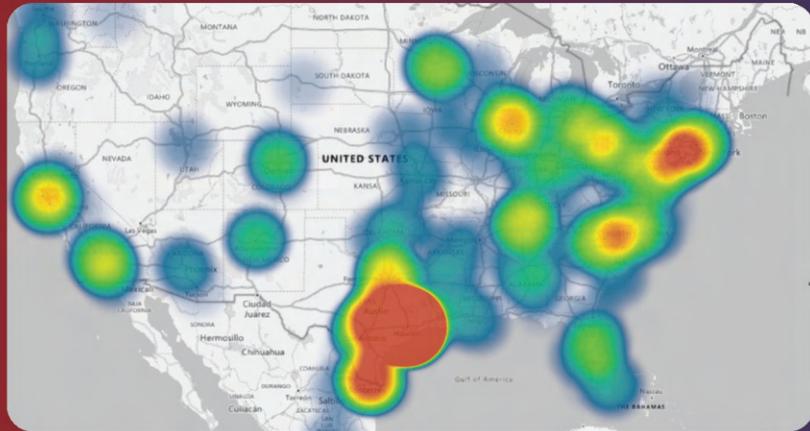
#### Attendance Composition (2025)



Each year, the energy, expertise, and collaboration elevate to new levels. Join us as we collectively shape the future of shock management.

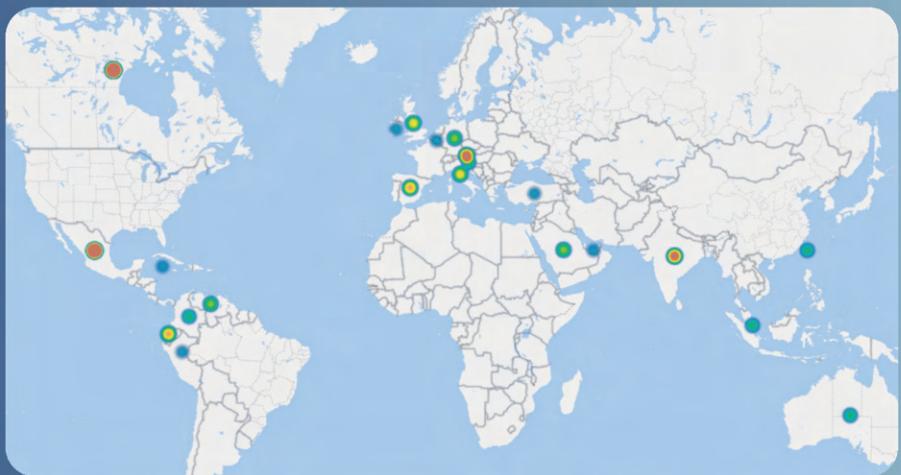
## AUDIENCE GEOGRAPHICS

Our year-over-year growth in registrants reflects not just the value of the content we deliver, but the strength of the conversations, the connections made, and the stories shared at the event. Every person who attends plays a part in shaping the future of shock management.



**NATIONAL ATTRACTION**  
**ATTENDEES**  
**FROM**  
**43 STATES**

**OUR INTERNATIONAL  
ATTRACTION**  
**24  
COUNTRIES  
REPRESENTED**



## WHAT ATTENDEES SAID



“...This meeting is particularly good at helping me appreciate the expertise of my colleagues...when you get a sense of what other institutions are doing in order to get better results, that's where you make advances.”

-Joseph Zwischenberger, MD, Professor of Surgery & Pediatrics,  
University of Kentucky

“Unforgettable experience at HSS25! Attended deep talks on LV unloading, reperfusion injury, mixed shock, and unexplained fever in shock. Jeopardy was a blast too, and learn along the way. A one-of-a-kind event.”

-Jathniel Panneflek, MD, Resident, Universidad de Montemorelos



“...such an inspiring and high-yield event. Grateful to be part of a community that's so driven to push the boundaries in cardiogenic shock care.”

-Vicente Jimenez-Franco, MD,  
Interventional Cardiologist, Tec Salud

“This symposium has become an integral part of shock management education and is a must-attend international conference.”

-Khaled Chatila, MD, Heart Failure Program Director, University of Texas Medical Branch

“What a phenomenal conference. If you have not yet attended, DEFINITELY consider making the trip to Houston... a top notch program that is unrivaled.”

-Alexander Hajduczok, MD,  
Heart Failure Fellow, University of California San Diego



# EVENT MAP: EXHIBITOR FLOOR



\*Layout subject to change

**18,000 sq ft**

**Total dedicated sponsors  
and exhibit space**

**3,000+**

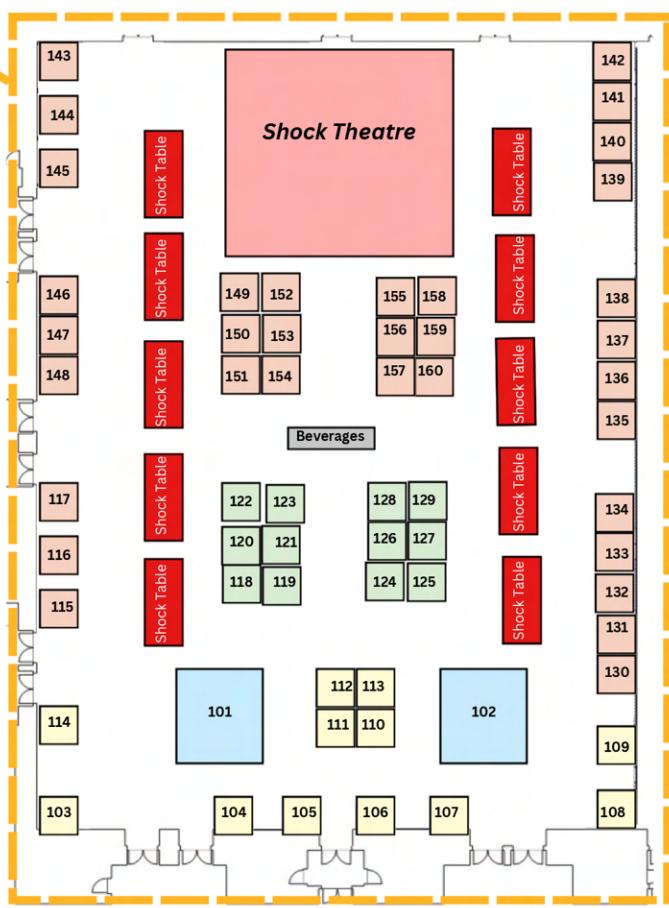
**Projected registrants for 2026**

 **Platinum**

 **Gold**

 **Silver**

 **Bronze**



\*Title Sponsors will have a premium exhibit space featured in the pre-function area

## BENEFITS



### Maximize your impact: Sponsor/exhibitor advantages

- **Gain exposure and connect with physicians and senior decision makers**

The Houston Shock Symposium provides a unique opportunity to gain significant exposure and establish connections with a diverse audience of physicians, medical professionals, and key opinion leaders in large health systems.

- **Generate new qualified leads that accelerate your sales pipeline**

By participating in the symposium, you can expect to generate a steady stream of highly qualified leads, effectively fueling and accelerating your sales pipeline with prospects genuinely interested in your offerings.

- **Launch new products to the industry**

The Houston Shock Symposium is an ideal platform to launch new products and innovations to an attentive and industry-savvy audience, ensuring your offerings receive the attention and recognition they deserve.

- **Engage with a large and highly qualified audience of experts**

Exhibitors can interact and engage with knowledgeable and highly qualified industry experts, creating valuable connections and opportunities for information exchange.

- **Build brand awareness to help reach your goals**

Participating in the Houston Shock Symposium is a strategic move to build brand awareness and strengthen your market presence, advancing you toward your organizational goals and objectives.

- **Hands-on training**

The Shock Experience Tables offer unique, hands-on opportunities for attendees to engage directly with the latest technologies and device therapies used in shock management. Guided by clinical experts, these interactive stations provide practical, small-group learning that increases awareness, enhances understanding, and builds confidence through real-world applications.

EXHIBITOR APPLICATION:  
[HOUSTONSHOCK.ORG](http://HOUSTONSHOCK.ORG)

## AT A GLANCE: 2026 SPONSORSHIP OPPORTUNITIES

Benefit	Title \$150,000	Platinum \$30,000	Gold \$12,500	Silver \$7,000	Bronze \$3,500
Sponsored breakfast buffet (Friday, March 6 <sup>th</sup> )	●				
Logo on attendee hotel key cards	●				
Retractable banner in the Speaker Ready Room	●				
20 x 20 island exhibit space	●	●			
One complimentary custom e-mail blast to the full Houston Shock Symposium distribution list	●	●			
Promotional material distributed at hotel check in*	●	●			
Hotel room door hangers (provided by sponsor)*	●	●			
Access to four hours in the Industry Sponsored Room located in the exhibit hall (AV equipment included)		●			
Shock Experience table	●	●	●		
Additional promotional opportunities at a discount	●	●	●		
Lead retrieval access	●	●	●	●	
Premium exhibit location	●	●	●	●	
Shock Scavenger Hunt participation	●	●	●	●	●
Acknowledgement during welcome and closing remarks	●	●	●	●	●
Categorized logo placement on event promotional materials, website, and mobile app	●	●	●	●	●
Choose your own exhibit space	●	●	●	●	●
10 x 10 space in the exhibit hall			●	●	●

\* For Platinum Sponsors only: Option to choose one of the two promotional opportunities. These options are included in Title Sponsor package.

### Title Sponsor - \$150,000

- 20 x 20 island space in a premium location
- Shock Experience table\*
- Lead retrieval access
- Shock Scavenger Hunt participation
- Sponsored breakfast buffet (Friday, March 6<sup>th</sup>)
- Retractable banner in the Speaker Ready Room
- Logo on attendee hotel room key cards
- Promotional material distributed at hotel check in
- Hotel room door hangers (provided by sponsor)
- One complimentary custom e-mail blast to full Houston Shock Symposium distribution list
- Acknowledgement during welcome and closing remarks
- Categorized logo placement on promotional materials, website, and mobile app
- Additional promotional opportunities at a 30% discount (with the exception of food)
- Access to exclusive additional promotional opportunities

### Platinum Sponsor - \$30,000

- 20 x 20 island space in the exhibit hall
- Shock Experience table\*
- Lead retrieval access
- Shock Scavenger Hunt participation
- Promotional material distributed at hotel check in OR opportunity to provide door hangers on attendee hotel room doors (provided by sponsor)
- One custom e-mail blast to full Houston Shock Symposium distribution list
- Acknowledgement during welcome and closing remarks
- Categorized logo placement on promotional materials, website, and mobile app
- Access to four (4) hours in the Industry Sponsored Room located in the exhibit hall (AV equipment included)
- Choose your own exhibit space - Premium location
- Additional promotional opportunities at a 15% discount (with the exception of food)
- Access to exclusive additional promotional opportunities

### Gold Sponsor - \$12,500

- 10 x 10 space in the exhibit hall
- Shock Experience table\*
- Lead retrieval access
- Shock Scavenger Hunt participation
- Acknowledgement during welcome and closing remarks
- Categorized logo placement on promotional materials, website, and mobile app
- Choose your own exhibit space - Premium location
- Additional promotional opportunities at a 5% discount (with the exception of food)
- Access to exclusive additional promotional opportunities

\* Highlight your device or therapy with hands-on training at a Shock Experience table.

## EXHIBIT SPACE OPPORTUNITIES

### **Silver Sponsor - \$7,000**

- 10 x 10 space in the exhibit hall
- Lead retrieval access
- Shock Scavenger Hunt participation
- Acknowledgement during welcome and closing remarks
- Categorized logo placement on promotional materials, website, and mobile app
- Choose your own exhibit space - Premium location
- Access to exclusive additional promotional opportunities

### **Bronze Sponsor - \$3,500**

- 10 x 10 space in the exhibit hall
- Shock Scavenger Hunt participation
- Acknowledgement during welcome and closing remarks
- Categorized logo placement on promotional materials, website, and mobile app
- Choose your own exhibit space

**APPLICATION AND PAYMENT DEADLINE  
FOR SPONSOR/EXHIBITOR SUPPORT**  
**January 15<sup>th</sup>, 2026**

Confirmation of sponsor/exhibitor support must be received by January 15<sup>th</sup>, 2026. Grants and in-kind support are independent and separate from exhibitor support. Exhibitor space locations are chosen by the exhibitor on a first come, first served basis and location options are limited by sponsorship level. Categorized logo placement on promotional materials, HSS website, and mobile app will not be placed until payment is made in full.

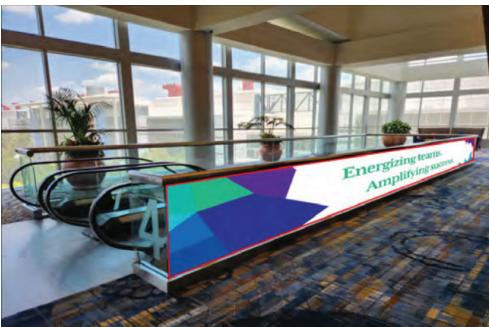
**EXHIBITOR APPLICATION:  
HOUSTONSHOCK.ORG**

## ADDITIONAL PROMOTIONAL OPPORTUNITIES

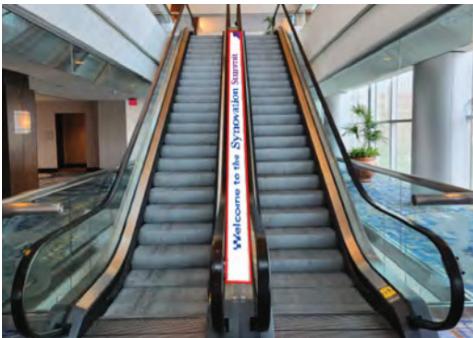
The Houston Shock Symposium is proud to offer additional promotional opportunities for sponsors who have purchased an exhibit space at the event. Title, Platinum, and Gold sponsors can enjoy a discounted rate on these additional promotional opportunities, excluding food.

Opportunity	Quantity Available	Title Sponsor Price	Platinum Sponsor Price	Gold Sponsor Price	Silver and Bronze Sponsor Price
Welcome breakfast buffet (Thursday, March 5 <sup>th</sup> ) Includes ability to place retractable banner next to buffet tables, promotional materials (8 x 10 inches or smaller) on buffet tables, and a 18 x 24 poster next to the beverage station	1			\$20,000	
Welcome lunch (Thursday, March 5 <sup>th</sup> ) Includes ability to place retractable banner next to lunch tables, stickers with company logo on all boxed lunches, promotional materials (4 x 6 inches or smaller) in all boxed lunches, and a 18 x 24 poster next to the beverage station	1			\$40,000	
Welcome reception (Thursday, March 5 <sup>th</sup> ) Includes ability to place retractable banner at room entrance, invitation to company sponsored reception on Shock Scavenger Hunt game card distributed to all attendees at registration, and event mobile app notification to all attendees	1			\$15,000	
Lunch (Friday, March 6 <sup>th</sup> ) Includes ability to place retractable banner next to lunch tables, stickers with company logo on all boxed lunches, promotional materials (4 x 6 inches or smaller) in all boxed lunches, and a 18 x 24 poster next to the beverage station	1			\$40,000	
Faculty dinner (Friday, March 6 <sup>th</sup> ) Includes ability to place retractable banner next to dinner tables, acknowledgement of support by HSS President during introduction, and a maximum of five industry attendees	1			\$40,000	
Breakfast (Saturday, March 7 <sup>th</sup> ) Includes ability to place retractable banner next to buffet tables, promotional materials (8 x 10 inches or smaller) on buffet tables, and a 18 x 24 poster next to the beverage station	1			\$20,000	

## ADDITIONAL PROMOTIONAL OPPORTUNITIES

Opportunity	Quantity Available	Title Sponsor Price	Platinum Sponsor Price	Gold Sponsor Price	Silver and Bronze Sponsor Price
<p>Shock Jeopardy Game Sponsor (Friday, March 6<sup>th</sup>)</p> <p>Includes ability to place retractable banner at room entrance and acknowledgement of support by HSS President during introduction</p> 	1	\$7,000	\$8,500	\$9,500	\$10,000
<p>Escalator glass railing (one side)</p> <p>Dimensions: 34 inch height x 530 inch width</p> 	2	\$8,400	\$10,200	\$11,400	\$12,000
<p>Pre-function wood column wrap (two sides only)</p> <p>Dimensions: 109 inch height x 82 inch width</p> 	6	\$7,000	\$8,500	\$9,500	\$10,000

## ADDITIONAL PROMOTIONAL OPPORTUNITIES

Opportunity	Quantity Available	Title Sponsor Price	Platinum Sponsor Price	Gold Sponsor Price	Silver and Bronze Sponsor Price
<p>Ascending escalator long run (one side) with upgrade options 1 and 2*</p> <p>Dimensions: 24.5 inch height x 288 inch width</p>  <p>(Graphics will be placed on the right, ascending side)</p>	2	\$4,900	\$5,950	\$6,650	\$7,000
<p>Upgrade option 1: Escalator runner Dimensions: 565 inch height x 12 inch width</p> 	2	\$3,500	\$4,250	\$4,750	\$5,000
<p>Upgrade option 2: Descending escalator long run* (one side)</p> <p>Dimensions: 24.5 inch height x 288 inch width</p>  <p>(Graphics will be placed on the left, descending side)</p>	2	\$3,500	\$4,250	\$4,750	\$5,000

## ADDITIONAL PROMOTIONAL OPPORTUNITIES

Opportunity	Quantity Available	Title Sponsor Price	Platinum Sponsor Price	Gold Sponsor Price	Silver and Bronze Sponsor Price
West rest area column (one column, two sides) Dimensions: 99 inch height x 58 inch width	3	\$4,900	\$5,950	\$6,650	\$7,000
					
East rest area column (one column, two sides) Dimensions: 99 inch height x 58 inch width	3	\$4,900	\$5,950	\$6,650	\$7,000
					
East restrooms (four static clings) Dimensions: 23.25 inch height x 42.5 inch width	1	\$3,500	\$4,250	\$4,750	\$5,000
					

## ADDITIONAL PROMOTIONAL OPPORTUNITIES

Opportunity	Quantity Available	Title Sponsor Price	Platinum Sponsor Price	Gold Sponsor Price	Silver and Bronze Sponsor Price
West restrooms (four static clings) Dimensions: 23.25 inch height x 42.5 inch width  	1	\$3,500	\$4,250	\$4,750	\$5,000
One push notification to all attendees in the HSS mobile app during the event	5	\$2,100	\$2,550	\$2,850	\$3,000
One digital pop up on Houston Shock Symposium website (Preceding event - One week time frame)	8	\$1,750	\$2,125	\$2,375	\$2,500

Promotional opportunities may only be sponsored separately and not as part of an exhibit package. An exhibit package is required to purchase promotional opportunities. All requests for Houston Shock Symposium 2026 promotional opportunities are available on a first-come, first-served basis and will be available through February 5<sup>th</sup>, 2026.

EXHIBITOR APPLICATION:  
[HOUSTONSHOCK.ORG](http://HOUSTONSHOCK.ORG)

### Early Bird Special

Receive an additional 10% discount on additional promotional opportunities if purchased by December 5<sup>th</sup>, 2025

\*Discount excludes food. Sponsors and exhibitors must purchase an exhibit package in order to select any additional promotional opportunities.

## SCHEDULE AT A GLANCE

### Event venue

Hilton Americas-Houston  
Fourth floor, Grand Ballroom  
1600 Lamar Street, Houston, Texas 77010  
[Directions](#)



### Discounted Hotel Room Rates

Sponsors and exhibitors are eligible to receive a discounted hotel room rate at the Hilton Americas-Houston. Rooms must be reserved from March 4-7, 2026 to receive the discounted rate of \$249/ per night.

Any changes/cancellations will need to be made 72 hours prior to your check in date to avoid a no-show or late cancellation charge. Discounted rates will end Thursday, February 12, 2026

Reserve a hotel room today by visiting: [book.passkey.com/go/HouShockSymposium2026](http://book.passkey.com/go/HouShockSymposium2026)

### Exhibitor schedule

Exhibit hours have been scheduled to provide maximum interaction between attendees and exhibitor personnel, including two hours of exclusive exhibit hours during the Welcome Reception and Poster Viewing session.

Date	Exhibit Hall Hours	Exclusive Events	Installation/ Dismantling
Wednesday, March 4 <sup>th</sup>	-	-	1 pm - 12 am
Thursday, March 5 <sup>th</sup>	10 am - 3 pm	Welcome Reception 5:30 - 7:30 pm	-
Friday, March 6 <sup>th</sup>	9 am - 1:30 pm and 3 - 6 pm	-	-
Saturday, March 7 <sup>th</sup>	10 am - 12 pm	-	12 - 10 pm

\*Times subject to change

### Installation and dismantling

Dedicated display space will be available for setup on Wednesday. All exhibits must remain in place until 12 pm on Saturday, March 7<sup>th</sup> to ensure a distraction-free event for all attendees, sponsors, and exhibitors.

# 2025 SPONSORS

## Title Sponsors



## Platinum Sponsors



## Gold Sponsors



## Silver Sponsors



## Bronze Sponsors



## WHAT SPONSORS SAID

“I found the 2025 Houston Shock Symposium to be an invaluable event that bridges cutting-edge science with meaningful clinical application. It provides a unique opportunity to engage with leading experts in cardiogenic shock and advanced heart failure, while also highlighting the latest innovations in mechanical circulatory support.”

- Meghan McChesney, Johnson & Johnson

“The Houston Shock Symposium is a world class meeting that you can't miss. You get to learn and network in Houston, the home of the largest medical center in the world.”

- Mehdi Jafar, Abbott

“From an industry perspective, the last Houston Shock Symposium was truly inspiring. The collaborative energy and innovative discussions around heart failure, shock, and complex patients were impressive. It was great to see how Ancora Heart's mission to advance care for these patients aligns perfectly with the symposium's vision. It's a privilege to be part of this work bringing new hope to patients and their families.”

- Heidi Coyle, Ancora Heart

“Every year I look forward to supporting Houston Shock Symposium because it's uniquely focused, clinically driven and it brings some of the sharpest minds in Cardiology together for a purpose.”

- Mistorm Baum, Edwards TMTT

“The 2025 Houston Shock Symposium was an exceptional event that stood out for its comprehensive and insightful content. As an industry member, I was thrilled to have the ability to interact with a very large number of cardiologists and surgeons. I was particularly impressed by the symposium's ability to bring leading experts, groundbreaking research, and practical insights that are directly applicable to the field.”

- Curt Altmann, Boston Scientific

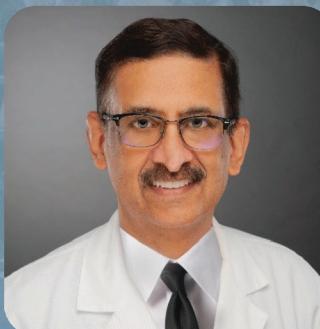
## WHAT EXECUTIVE PHYSICIANS SAID



"The meeting was truly wonderful. I can see that it will only grow from here. I enjoyed it immensely - and learned quite a bit."

**Marvin A. Konstam, MD**

Chief Physician Executive, The CardioVascular Center at Tufts Medical



"The energy, collaboration, and the clinical relevance make this one of the most impactful events I attend all year."

**Biswajit Kar, MD**

Co-Chair, UTHealth Houston Heart & Vascular



"Congratulations on an outstanding start to the Houston Shock Symposium meeting. I was absolutely blown away by the venue, design/presentation, and production teams! Bravo!"

**Shashank S. Sinha, MD, MSc**

Medical Director, Cardiac ICU, Cardiology at Inova Fairfax Medical Campus



"The 2025 edition was a great success! I would like to congratulate the team for the extraordinary achievement in putting the Houston Shock Symposium to such a high level, both in terms of scientific content and exchanges and in terms of attendance."

**Daniel De Backer, MD**

Professor of Intensive Care,  
Universite Libre de Bruxelles, Brussels, Belgium

# SOCIAL MEDIA BUZZ

**Jathniel Panneflek** @JPanneflekMD · Apr 5

Unforgettable experience at the **@HSS25** Attended deep talks on LV unloading, reperfusion injury, mixed shock, and unexplained fever in shock. Jeopardy was a blast too, got to cheer and learn along the way. Congratulations to the organizers! A one-of-a-kind event. Grateful. **#HSS25**

**Shashank Sinha, MD, MSc, FACC, FAH...** @ShashankSinh... · Apr 5

Congratulations **@JumeanMarwan** **@HoustonShockHSS** on outstanding **#Shock** Symposium! Fun to debate **@ElliottMillerMD** One of the premier conferences I've ever attended 🌟 Thank you for invite 🙏 **@SocietyOfCCC** **@JasonKatzMD** **@BalimSenmanMD**

**Johanna Contreras, MD, MSc** @Jcontreras75 · Apr 5

Congratulations to **@JumeanMarwan** **@HoustonShockHSS** for what an extraordinary high quality symposium with great presentations and great discussions! Getting better every year **@MountSinaiHeart**

**Errol Moras MD** @ErrolMoras · Apr 5

An exciting weekend spent presenting, networking and meeting colleagues at the largest meeting on shock **@HoustonShockHSS** Congratulations to the organizers for an incredible experience. Can't wait to be back!! **#HSS25**

**Mohammad Alarfaj** @arfajmk · Apr 5

Congratulations to **@JumeanMarwan**, the coordinators, and all the sponsors for an outstanding **@HoustonShockHSS**. Three incredible days of education and inspiration—all with the shared goal of improving patient care. I'm already looking forward to next year's meeting! **#HSS2025**

**Chelsea Amo Tweneboah, MD** @catweneboah · Apr 3

From the patient's perspective: Real life patient story of dealing with heart disease, undergoing organ transplant, and engaging in advocacy work in order to help others **@HoustonShockHSS** **@CardioNerds** **@SocietyOfCCC** **@CaliRClark** **@BexG\_MD** **#HSS25**

**Nadeen N. Faza, M.D.** @NadeenFaza · Apr 5

A heartfelt congratulations to **@JumeanMarwan** for organizing such an insightful, creative, & dynamic **@HoustonShockHSS**, which explored all aspects of shock while fostering networking & collaboration. It was truly an honor co-hosting the SHOCK Jeopardy sessions with **@dr.chebrolo** & it was a pleasure interacting with the esteemed judges & remarkable contestants as we all enhanced our understanding of SHOCK! Here's to continued success! **#HSS25** **#CardioX** **#CardioTwitter**

### 2026 Houston Shock Symposium

1. To be considered an exhibitor, an application form must be completed and delivered to the Houston Shock Symposium before the deadline.
2. Exhibition spaces may only be used to exhibit and advertise the exhibitor's products, materials, or services. Advertising materials may only be distributed within the exhibitor's space confines. Any promotion outside the respective exhibition space is not allowed. The exhibitor's space must always be occupied during exhibition hours.
3. The exhibitor is responsible for ensuring its equipment and all related display materials are protected against the risk of loss or destruction. Neither the Houston Shock Symposium nor its co-provider, The University of Texas Health Science Center at Houston, will provide insurance against such loss or destruction. Under no circumstances will either be liable for any loss, damage, or destruction caused to equipment, goods, or property belonging to the Exhibitor. The exhibitor shall be responsible and liable for their property and personnel.
4. Exhibitors are not permitted to hang material from the walls, stairs, or doors outside the designated exhibit space.
5. The exhibitor must dismantle and clean their booth area within two hours after the end of the symposium each day. The exhibitor is responsible for removing and storing its equipment and other display materials. Neither the Houston Shock Symposium nor its co-provider, The University of Texas Health Science Center at Houston, will be responsible for any exhibitor equipment or other display materials left in the exhibit space.
6. The exhibitor may only perform equipment demonstrations during the breaks between each Houston Shock Symposium session.
7. Arrangements for commercial exhibits or advertisements cannot influence any decisions related to the planning, delivery, and evaluation of the education, interfere with the presentation of the education, or be a condition of the provision of financial or in-kind support from ineligible companies for the education.
8. Exhibitor agrees to indemnify and hold harmless the Houston Shock Symposium and its co-provider, The University of Texas Health Science Center at Houston, its governing board, officers, employees, and representatives from any and all liability that may result from exhibitors, its employees, contractors, or agents' negligent or intentional acts or omissions while participating as an exhibitor at the Houston Shock Symposium.
9. Weather Clause  
In the event of adverse weather conditions that may impact the exhibition, the following terms will apply:
  - a) Notification: The organizer will notify the exhibitor of any severe weather forecasts or conditions that may affect the event, as soon as possible.

## EXHIBITOR TERMS AND CONDITIONS CONTINUED

b) Rescheduling or Relocation: In the event the conference is not canceled by the Houston Shock Symposium, but the exhibitor's attendance at the conference is made illegal or impossible due to circumstances beyond its control, including, but not limited to acts of God, government regulation or order, or curtailment of transportation facilities, the Houston Shock Symposium shall have the right to terminate this agreement, reserves the right to reschedule the event and/or relocate it to an alternate venue. c) Refund Policy: In the case of cancellation due to severe weather, the exhibitor will be eligible for either a refund of the exhibitor's fees received or credit to the next available Houston Shock Symposium conference for which the exhibitor applies. d) Exhibitor Responsibilities: Exhibitors are responsible for ensuring their setup is weatherproof and for monitoring weather updates leading up to and during the event. e) Force Majeure: Neither party shall be held liable for failure to perform due to circumstances beyond their reasonable control, including severe weather. f) Abbreviated Conference or Damage: In the event that (a) the Houston Shock Symposium conference is abbreviated due to circumstances beyond the Houston Shock Symposium's control, (b) any part of the Exhibit Hall is damaged, or (c) circumstances make it impossible, illegal, inadvisable, or commercially impracticable for the Houston Shock Symposium to permit an exhibitor to occupy the assigned space during any part or the whole of the period covered, the exhibitor will be charged only for the period that space was or could have been occupied. The Houston Shock Symposium shall have the right to terminate this agreement and refund a pro-rata portion of fees paid for space that could not be occupied, or credit them to the next available Houston Shock Symposium conference for which the exhibitor applies.

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Full Name

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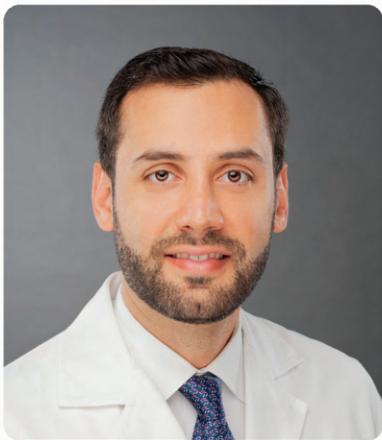
Signature

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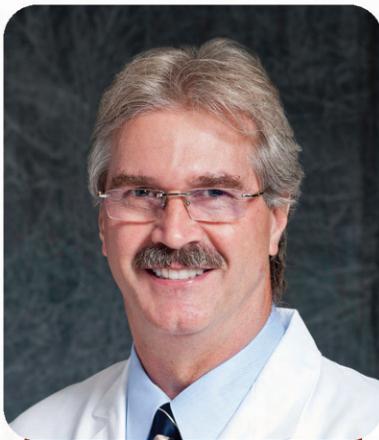
Date

EXHIBITOR APPLICATION:  
HOUSTONSHOCK.ORG

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# Houston SHOCK SYMPOSIUM

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