



46th annual
Williamsburg Conference
on heart disease

December 8 - 10, 2019
The Williamsburg Conference Center
Williamsburg, Virginia

Program Directors
William C. Roberts, MD
and
Charles S. Roberts, MD

Sponsored by  **FACET**
FOUNDATION FOR ADVANCED
CARDIOVASCULAR EDUCATION & TRAINING

Exhibitor Prospectus

DATES

December 8-10, 2019

LOCATION

The Williamsburg Lodge
310 South England Street
Williamsburg, VA 23185

OVERVIEW

The Foundation for Advanced Cardiovascular Education and Training (FACET) will present the 46th Annual Williamsburg Conference on Heart Disease at the Williamsburg Lodge in Williamsburg, Virginia on Sunday through Tuesday, December 8th-10th, 2019. This conference is designed to provide practitioners with up-to-date, evidence-based information on heart disease, while suggesting pragmatic approaches to clinical management. The discussion-based design of the conference will encourage learner participation with an opportunity for collaboration with leading experts in the field of cardiology. Key elements to enhance patient care and improve outcomes will be discussed including, but not limited to: diagnostic updates, surgery updates & advances in devices and technique; and medical updates, advances in pharmacologic and management protocol.

TARGET AUDIENCE and SCOPE OF PRACTICE

Our program's main target audience is physicians, but the program is open to all healthcare providers including, but not limited to, fellows, PAs, nurses, medical techs, and individuals involved in research or the care of patients.

ELEMENTS OF COMPETENCE

The goal of this meeting is to enhance the knowledge base and core competence of physicians and allied healthcare providers.

CONTINUING EDUCATION

The Foundation for Advanced Cardiovascular Education and Training (FACET) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The Foundation for Advanced Cardiovascular Education and Training (FACET) designates this live activity for a maximum **16 AMA PRA Category 1 Credits™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

COURSE DIRECTORS

William C. Roberts, MD

Executive Director, Baylor Heart and Vascular Institute, and
Dean, Baylor Scott & White Health A. Webb Roberts Center
for Continuing Medical Education
Baylor University Medical Center, Dallas, Texas
Professor, Department of Internal Medicine
Texas A&M College of Medicine, Dallas Campus
Editor in Chief, *The American Journal of Cardiology* and
the *Baylor University Medical Center Proceedings*

Charles S. Roberts, MD

Chair, Department of Cardiac Surgery
Baylor University Medical Center, Dallas, Texas
Clinical Professor of Surgery
Texas A&M College of Medicine, Dallas Campus

SYMPOSIUM FACULTY

William E. Boden, MD

Professor of Medicine, Boston University School of Medicine
Lecturer in Medicine, Harvard Medical School
Physician Research Lead, VISN 1
Scientific Director, Clinical Trials Network, MAVERIC
VA New England Healthcare Systems
VA Boston – Jamaica Plain Campus
Boston, Massachusetts

Robert O. Bonow, MD

Goldberg Distinguished Professor of Cardiology
Director, Center for Cardiovascular Innovation
Northwestern University Feinberg School of Medicine
Northwestern Memorial Hospital
Chicago, Illinois
Editor in Chief, *JAMA Cardiology*

Hugh Calkins, MD

Nicholas J. Fortuin MD Professor of Medicine
Johns Hopkins School of Medicine
Director, Cardiac Arrhythmia Services
Director, Electrophysiology Laboratory
Director, Johns Hopkins ARVD/C Program
Member, Miller-Coulson Academy of Clinical Excellence
Johns Hopkins Hospital, Baltimore, Maryland

James C. Fang, MD

Chief, Cardiovascular Division
Professor of Medicine

John and June B. Hartman Presidential Endowed Chair

Executive Director, Cardiovascular Service Line
University of Utah Health Sciences Center
Salt Lake City, Utah

Barry A. Franklin, PhD

Director, Preventive Cardiology/Cardiac Rehabilitation
William Beaumont Hospital
Royal Oak, Michigan

Professor of Internal Medicine
Oakland University William Beaumont School of Medicine
Rochester, Michigan

Paul A. Grayburn, MD

Director, Cardiology Research
Baylor University Medical Center, Dallas, Texas
Clinical Professor of Medicine
Texas A&M College of Medicine, Dallas Campus

Barry J. Maron, MD

Professor of Medicine
Director, Hypertrophic Cardiomyopathy Institute
Division of Cardiology
Tufts Medical Center
Boston, Massachusetts

Peter A. McCullough, MD, MPH

Vice Chair, Department of Internal Medicine
Baylor University Medical Center, Dallas, Texas
Clinical Professor of Medicine
Texas A&M College of Medicine, Dallas Campus

Jeffrey M. Schussler, MD

Medical Director, Clinical and Interventional Cardiology
Baylor Scott & White Heart and Vascular Hospital, Dallas, Texas
Professor of Medicine
Texas A&M College of Medicine, Dallas Campus

PROGRAM AGENDA

Sunday, December 8

- 9:00 am Registration
- 1:00 pm Welcome - **William C. Roberts, MD or Charles S. Roberts, MD**
- 1:05 pm Treating Coronary Heart Disease Without Percutaneous or Operative Intervention -
William E. Boden, MD
- 2:30 pm Future State of Coronary Evaluation and Interventions – From Cardiac Computed Tomography to Robotic Coronary Stent Placement: How Technology is Impacting the Cardiac Catheterization Laboratory - **Jeffrey M. Schussler, MD**
- 4:00 pm Treating Coronary and Valvular Heart Disease and Aortic Disease by Operation -
Charles S. Roberts, MD
- 5:30 pm Adjourn
- 6:30 pm Witness “The Grand Illumination” Fireworks

Monday, December 9

- 7:30 am Continental Breakfast
- 8:00 am Providing Optimal Echocardiographic Studies - **Paul A. Grayburn, MD**
- 9:30 am Diagnosing and Treating Patients with Aortic Stenosis, Aortic Regurgitation, Mitral Regurgitation, and Tricuspid Regurgitation - **Robert O. Bonow, MD**
- 11:00 am Coffee and Conversation
- 11:30 am What is Optimal Medical Therapy for Heart Failure in 2019? - **James C. Fang, MD**
- 1:00 pm Lunch
- 2:00 pm Management of Atrial Fibrillation in 2019: State of the Art - **Hugh Calkins, MD**

3:30 pm How Morphologic Studies Provide Useful Clinical Information: *Usefulness of Total 12-Lead QRS Voltage; Hazards of Mitral Valve Replacement Secondary to Mitral Annular Calcium Causing Mitral Stenosis; Diagnosing and Treating Cardiac Sarcoidosis (With and Without Granulomas); Amyloidosis and Arrhythmogenic Right Ventricular Cardiomyopathy; Usefulness of Showing Transplant Recipients Their Native Hearts; Importance of Diagnosing Aortic Syphilis, and Managing Appropriately the Dilated Aorta in the Setting of Unicuspid or Bicuspid Aortic Valve*
- **William C. Roberts, MD**

5:00 pm Adjourn

Tuesday, December 10

7:30 am Continental Breakfast

8:00 am Hypertrophic Cardiomyopathy: Real Progress - **Barry J. Maron, MD**

9:30 am Decoding Cardiovascular Genetics for the Practicing Cardiologist: How to Use This New Information in the Clinic - **Peter A. McCullough, MD**

11:00 am Coffee and Conversation

11:30 am Exercise, Cardiorespiratory Fitness and Other Lifestyle Modifications to Live a Healthy Life * - **Barry A. Franklin, PhD**

1:00 pm Adjourn

*spouses and friends invited

EXHIBITOR BENEFITS AND TERMS

BENEFIT	GOLD 5500	SILVER 3500	BRONZE 2500
Primary Symposium Sponsor listing/logo on printed signage (if sponsorship is in place prior to printing)	✓	-	-
Premier placement of sponsor name/logo on printed and digital symposium materials (if sponsorship is in place prior to printing)	✓	-	-
Exhibitor provided material drop in Registrant Conference Registration Kit	✓	-	-
Company acknowledgement on conference activity signage (if sponsorship is in place prior to printing)	Logo	Logo	Name
Number of Representatives provided access to conference sessions, breaks and meals	4	3	2
Exhibitor Space: 6' x 3' draped Booth/Table	1	1	1
Access to online invitations/brochures to distribute	✓	✓	-
Company acknowledgement on promotional materials (if sponsorship is in place prior to printing)	Logo	Logo	-
Acknowledgement in digital loop of Sponsors during breaks	Logo	Logo	Name
Printed brochures to distribute to key contacts	✓	-	-
Acknowledgement on conference course materials website	Logo	Logo	Name
Sponsor listing on printed program guide back cover	Logo	Logo	Name
Acknowledgement in printed program guide	Logo	Logo	Name

EXHIBIT TIME

Exhibitors will have approximately 5 hours of total exhibit time and upwards of 2 hours of dedicated exhibit time with participants (including registration/breakfast time prior to start). Approximately 100 to 150 participants are anticipated.

EXHIBIT SPACE SPECIFICATIONS

Exhibit booths are 6'x3' and include a floor length drape. An 8.5"x 11" uniform sign displaying the booth number(s) and name of exhibitor is provided. Supplementary rental equipment is the responsibility of each exhibitor and must adhere to the requirements of The Williamsburg Lodge. All equipment aside from table top items and standard free-standing signage must be disclosed and approved prior to execution of the exhibitor contract.

LIABILITY AND DAMAGES

The Foundation for Advanced Cardiovascular Education and Training (FACET) is not liable for injuries to any person resulting from negligence on the part of a sponsor. Exhibitors assume all responsibility and liability for damages done to the facility or its contents by gross negligence or willful misconduct by themselves or their agents. Should violations of these guidelines or damage to the facility occur, the party responsible will be charged for the cost of repairs plus a \$500 corrective action fee.

EXHIBITORSHIP AND PAYMENT

Return the application form in written form no later than November 8, 2019. Verbal agreements are not accepted. Full payment is due prior to November 26, 2019. If payment is not received by this date, the exhibitorship will be considered void.

CANCELLATION

Cancellations will not be accepted due to the nature of the exhibitor benefits being offered.

PhRMA CODE

It is recommended that all pharmaceutical companies sponsoring this event adhere to the updated PhRMA Code.

CONTROL OF ACTIVITY

The program course directors and the Foundation for Advanced Cardiovascular Education and Training (FACET), maintain full control of each activity they provide. Only members of the planning committee can make final decisions regarding an activity's needs, content, speaker selection, audience selection, location and evaluation. Planning committee members are screened for potential conflict of interest and any identified is resolved.

EXHIBITOR APPLICATION FORM

Due Dates: Return form by November 8, 2019 • Payment must be received by November 26, 2019

Return this form along with payment to **Katie Hobbs** at the **Foundation for Advanced Cardiovascular Education and Training (FACET)** by email or mail:

Email: katie.hobbs@thefacet.org	Mail: Williamsburg • FACET 5167 Navajo Dr. Frisco, TX 75034
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1. COMPANY NAME:

2. EXHIBIT LEVEL: ☐ \$5,500 ☐ \$3,500 ☐ \$2,500

3. PAYMENT INFORMATION

For credit cards, please enter the name as it appears on the card.

Name					
Address					
City		State		Zip	
Tel			E-mail		
Method	<input type="checkbox"/> Check <input type="checkbox"/> MasterCard	<input type="checkbox"/> VISA <input type="checkbox"/> AMEX	Amount	\$	
Card #					
Signature					
Expiration		Code			

4. CONTACT INFORMATION

<input type="checkbox"/> Check here if same as					
Name					
Address					
City		State		Zip	
Tel			E-mail		

All Correspondence Should be Directed as Follows:

Katie Hobbs, Executive Director
5167 Navajo Drive • Frisco, TX 75034
Phone: 972/832-7752 • katie.hobbs@thefacet.org