

Exhibitor prospectus

1st Annual Regional Sentara Shock Symposium

November 14, 2026
Hilton Norfolk The Main



Join us for the **1st Annual Shock Symposium**, where we'll address the growing need for up-to-date practices in cardiogenic shock and acute respiratory failure care for providers and allied health professionals.

Emphasizing a multidisciplinary, team-based approach, this one-day conference will provide clinicians a platform for continuing education and networking opportunities. While updating their understanding of best practice initiatives in heart failure, shock, and acute respiratory failure, professionals from various specialties will build a community dedicated to reducing shock's high mortality rate. We greatly appreciate your consideration of participation for this valuable education program.

We are anticipating 100 physicians, advanced practice providers, nurses, and perfusionists from acute care fields such as cardiology, critical care, surgery, emergency, and hospital medicine.

Programs details are available at: sentara.com/shock-symposium

The exhibition space will open from 7 a.m. on Saturday, November 14 to 4:30 p.m. For those interested in supporting our event through sponsorship, we offer three tiers of participation:

Platinum Level \$5,000

- A skirted six (6) foot table with two chairs, electricity, meals and refreshments
- Premium exhibit location facilitating ample networking opportunities with our attendees
- Placement of your banner (provided by sponsor) in hallway entrance
- Promotional material distributed at hotel check-in (provided by sponsor)
- Categorized logo placement on promotional materials, and website
- Four complimentary exhibitor badges

Gold Level \$3,000

- A skirted six (6) foot table with two chairs, electricity, meals and refreshments
- Placement of your banner (provided by sponsor) in hallway entrance
- Categorized logo placement on promotional materials, and website
- Two complimentary exhibitor badges

Silver Level \$1,500

- A skirted six (6) foot table with two chairs, electricity, meals and refreshments
- Categorized logo placement on promotional materials, and website
- Two complimentary exhibitor badges

To support the symposium with an exhibit, please complete the online registration as indicated by October 30, 2026. Once registered please email us with the names of those who will be attending the symposium.

We greatly appreciate your consideration of participation for this valuable educational program. If you have any questions about this conference or need additional information, please contact:

Continuing Medical Education

Sentara Health

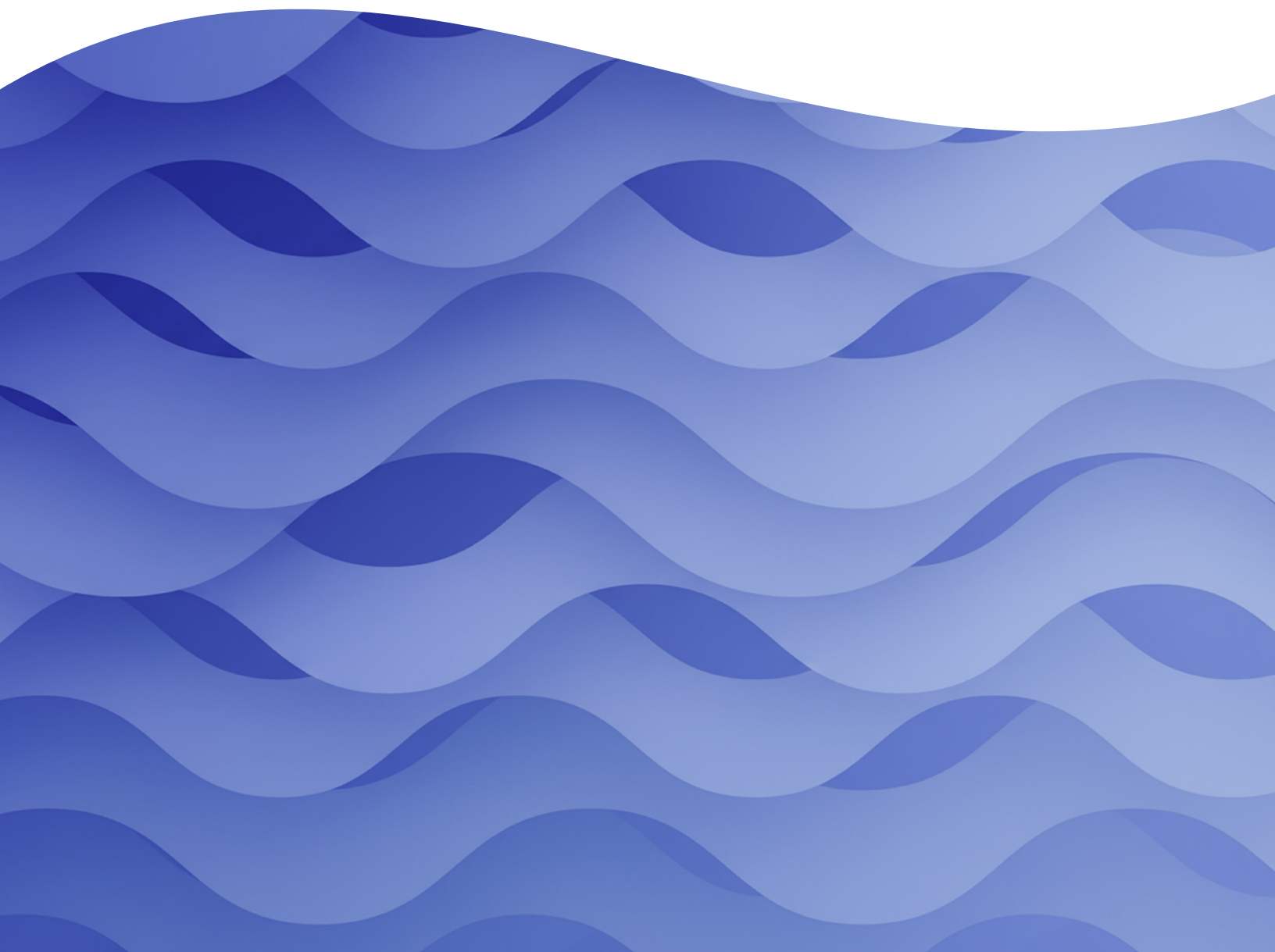
P: 757-363-6636

E: CME@sentara.com

Maggie Ruch, CME Consultant

P: 757-974-0565

E: mxruch@sentara.com



Agenda

(subject to change)

Saturday, November 14, 2026

Time	Topic
7 – 8 a.m.	Registration/breakfast/exhibits open
8 - 8:10 a.m.	Welcome and introduction
8:10 - 8:50 a.m.	Keynote address
8:50 – 9:10 a.m.	Concept of shock team, hub & spoke
9:10 - 9:30 a.m.	Evolution of shock (international and internal)
9:30 - 9:50 a.m.	HD Monitoring, importance of SGC
9:50 - 10:10 a.m.	Pharmacology of Shock
10:10 - 10:20 a.m.	Questions
10:20 - 10:35 a.m.	Break/exhibits
10:35 - 10:55 a.m.	Offloading the LV in myocardial infarction
10:55 a.m. – 11:15 a.m.	Impella vs ECMO
11: 15 a.m. – 11:35 a.m.	Initial approach to RV failure
11: 35 a.m. – 11:55 a.m.	MCS for RV failure
11: 55 a.m. – 12:05 p.m.	Questions
12:05 – 1:05 p.m.	Lunch/exhibits open
1:05 – 1:35 p.m.	Breakout sessions: Cardiac & Lung POCUS or Perc. Temporary LVAD
1:35 – 1:55 p.m.	Optimizing mechanical ventilation in respiratory failure
1:55 – 2:15 p.m.	VV ECMO in ARDS
2:15 – 2:35 p.m.	Pro-con debate: Vent mgmt. on ECMO
2:35 – 2:45 p.m.	Questions
2:45 – 3 p.m.	Break/exhibits open
3 – 3:20 p.m.	Arrhythmias in the failing heart
3:20 – 3:40 p.m.	Pro-Con debate: early MCS for PE
3:40 – 4 p.m.	GDMT & ASO
4 – 4:10 p.m.	Questions
4:10– 4:30 p.m.	Closing remarks

Exhibitor Information

Event information

Exhibit contact

Continuing Medical Education

Sentara Health

P: 757-363-6636

E: CME@sentara.com

Event location

Hilton Norfolk The Main
100 E. Main Street
Norfolk, VA 23510

Hotel information

Book your room using the following link:

bit.ly/ShockHotel

Exhibit location and hours

Exhibits will be in the foyer outside of the Granby Ballroom. Storage space is limited to what can fit under your skirted table.

6 a.m.	Exhibit setup
7 a.m. - 4:30 p.m.	Exhibit hours

Exhibit fees (section TBD)

- Platinum Level \$5,000
- Gold Level \$3,000
- Silver Level \$1,500

Level details can be found on page 1.

Sentara Health is a not-for-profit organization, and our Tax ID number is 52-1271901.

Payment via credit card is preferred. If payment must be made via check, we prefer you send it via FedEx or UPS mail and share the tracking information with us.

Checks should be made payable to:

Sentara Health
Attn: Elena Neal
1300 Sentara Park (W2-07)
Virginia Beach, VA 23464

Include "**Shock Symposium**" in the note/ memo section of the check.

Per Sentara policy, we do not distribute or allow access to the attendee lists. You may have a sign in sheet at your booth.

Exhibitor assignments

Table space will be assigned in order of receipt of payment.

Exhibitor Information

Event information and logistics

Accommodation

Hotel reservations can be made at bit.ly/ShockHotel or over the phone at **800-445-8667**.

Shipping

Packages may be shipped directly to the hotel but may not arrive more than three (3) days prior to the meeting. Package charges will apply at the hotel.

Shipping address

Hilton Norfolk The Main
100 E. Main Street
Norfolk, VA 23510
Attn: Sentara Shock Symposium
C/O Organization name

Exhibit policies

Depending on sponsorship level, each company may designate two to four persons to be responsible for the exhibit space during the exhibit times.

Exhibits and exhibitors must comply with all relevant Sentara Health, American Medical Association, and Accreditation Council for Continuing Medical Education policies.

Each exhibitor must make provisions for the safeguarding of their goods, materials, equipment, and display at all times. No formal security will be hired for this meeting. It is understood that Sentara Health is not liable for any loss or damages to property or personal injury caused by the exhibitor or his agents, representatives, employees, or any other persons.

It is further understood and agreed that Sentara Health shall not be held liable to an exhibitor for any lost profits, sales, or business opportunities or any other type of direct or consequential damages alleged to be due from a breach of these policies.

CME guidelines related to exhibit space and promotional activities

In compliance with ACCME Standards for Commercial Support, arrangements for commercial exhibits or advertisements cannot influence or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

- Exhibit and other promotional fees shall be separate and distinct from educational grants/ commercial support.
- All exhibitors must be in a room or other area separate from the education, and the exhibits must not interfere with or in any way compete with the learning experience prior to, during, or immediately after the activity.
- Company representatives must refrain from holding any commercial discussions in the educational space. All promotional activities, including interviews, demonstrations, and the distribution of literature or samples, must be done within the exhibitor's space.
- Canvassing or distributing promotion materials outside the exhibitor's rented exhibit space is not permitted.
- Company representatives may attend CME activities for the sole purpose of the representatives' own education. However, they may not engage in sales or marketing activities while in the educational space.
- Company representatives must remove their name badge and company logo before entering the educational space.