64th Annual Scientific Session & Expo

EXHIBIT Prospectus

The Global Marketplace for Cardiovascular Innovation

MARCH 14 – 16, 2015
SAN DIEGO CALIFORNIA
Connect Face-to-Face with Key Leaders in the CV Community!

Become an exhibitor at ACC.15, the American College of Cardiology’s 64th Annual Scientific Session & Expo taking place March 14 – 16, 2015 at the San Diego Convention Center in San Diego, CA. Over 13,500 health care professionals involved in the delivery of cardiovascular care will be in attendance including:

- Physicians
- Scientists
- Physician Assistants
- Nurse Practitioners
- Nurses
- Administrators
- Dietitians
- Technicians
- Trainees
- Medical Students

Attendees flock to the ACC Annual Scientific Session & Expo to benefit from comprehensive education sessions; to interact with their cardiovascular colleagues; and to explore the Expo, looking for the latest advances and solutions in cardiovascular science and care.

Take advantage of this can’t-miss opportunity. In addition to general exhibit space, ACC.15 offers specialty areas such as the Interventional Pavilion, Health IT Pavilion and Publishers Showcase.

For more information on becoming an exhibitor, visit www.expo.acc.org, email accexhibits@jspargo.com, or call 703-631-6200!
Considered the premier cardiology exposition in the Americas, the American College of Cardiology’s Annual Scientific Session & Expo is attended by the entire cardiovascular care community.

**Attendee Demographics**

- **10,405** MD/PhD/DO (includes 1,904 Fellows in Training, Trainees and Residents)
- **1,506** Non-Medical
- **1,298** Allied Health Professionals*
- **203** Exhibitor Medical Professionals
- **95** U.S. Government

*Allied Health Professionals include Cardiac Care Team Members, Non-Physicians, Administrators and Partners in Care.

**Primary Activity**

- **8,147** Direct Patient Care
- **4,444** Medical Research
- **3,849** Medical Teaching
- **1,734** Administration
- **899** Other

*Attendees could select up to three.
Primary Clinical Focus*
- Adult Cardiology: 6,890
- Adult Congenital/Pediatric Cardiology: 1,085
- Anesthesiology: 61
- Cardiothoracic Surgery: 498
- Clinical Cardiology/General Cardiology: 2,978
- Congenital Cardiac Surgery: 69
- Critical Care: 508
- CT/MR: 456
- Echocardiology/Echocardiography: 1,658
- Electrophysiology: 821
- Emergency Medicine: 224
- Endocrinology: 172
- Geriatrics: 91
- Heart Failure/Transplant: 1,253
- Internal Medicine: 706
- Interventional Cardiology: 2,821
- Nephrology: 82
- Non-Invasive Imaging: 701
- Nuclear Medicine: 508
- Other: 639
- Pharmacology: 547
- Preventive Cardiology: 1,021
- Radiology: 70
- Thoracic Surgery: 51
- Vascular Medicine: 627

*Attendees could select up to three.

ACC Attendee Profile
- 13,507 professional attendees
- Domestic Attendance: 60%
- International Attendance: 40%
- 90% of all ACC professional attendees visit the Expo*
- 78% of attendees want to see exhibitors providing hands-on activities/simulations and demos
- 90% of attendees surveyed find the Expo useful

*Radio Frequency Identification Data (RFID) provided by Alliance Tech

ACC.14 Stats
- 20,000 Attendees
- 128 Countries represented by key opinion leaders
- 265+ Exhibitors
- 286 Press representing 179 media outlets

Exhibit, ExpoSuite and Promotional Opportunities Sales
J. Spargo & Associates, Inc.
703-631-6200
accexhibits@jspargo.com
Space is limited and fills up quickly, so submit your application and contract for space today!
www.expo.acc.org
The ACC Expo Offers a Broad Range of Products and Services. Attendees visit the ACC Expo to gain insight to the widest range of products and services relevant to the CV community. Companies in the following categories will find an interested audience at ACC.15:

- **Associations**
  - International Societies
  - Professional Associations

- **Education**
  - Certification & Recertification
  - Education, Teaching Aids & CME

- **Food Service, Nutrition & Lifestyle**
  - Exercise Equipment
  - Food Service & Nutrition

- **Hospital/Institution/Practice**
  - Healthcare Facilities Design/Construction/Office Furniture
  - Insurance Services
  - Recruitment

- **Imaging**
  - Angiographic Viewers & Work Stations
  - Echocardiography Equipment
  - Imaging Equipment (e.g., CT, MRI, Nucear, PET)

- **Information Technology**
  - Electronic Health Records/Electronic Medical Records (EHR/EMR)
  - Electronic Information Services & Equipment
  - Physician Practice Services & Management
  - Technology: Computer Hardware, Software &/or Patient Management Tools with Medical Applications
  - Web-Based Image Management & Reporting Solutions

- **Medical Devices**
  - Arrhythmia Monitoring Equipment
  - Blood Pressure Monitoring Equipment
  - Diagnostic Catheters & Devices
  - ECG Equipment
  - External Defibrillators
  - Instrumentation
  - Interventional: Coronary, Peripheral & other Percutaneous, Endovascular & Cardiac Devices
  - Invasive Monitoring & Testing
  - Mechanical Cardiac Support Devices, Percutaneous &LVADs

- **Pacing & Rhythm Management Devices**
  - Patient Temperature Management
  - Prostheses, Valves & Pumps
  - Telemedicine

- **Medical Equipment**
  - Clinical Laboratory & Testing Services
  - Exercise Testing
  - Medical Equipment/Furniture
  - Noninvasive Monitoring & Testing
  - Patient Monitoring Systems
  - Pulmonary Diagnostic Equipment
  - Rehabilitation
  - Supplies

- **Pharmaceuticals**
  - Diagnostic Medications
  - Therapeutic Medications

- **Publishing**
  - Publications, Books & Journals

- **Research**
  - Clinical Trials
  - Market Research
  - Statistical Research Tools
“The ACC is a great venue for us to reach our target audience. The attendance at this meeting consists of quality cardiovascular physicians and administrative professionals who are the decision makers for their companies. In addition, it provides us the opportunity to stay abreast of all the latest technology on the market.”

Carol Ziemann
International Sales Associate
dms-service llc

ExpoSuites

ExpoSuites offer a convenient meeting space solution and are the only option for meeting space within the San Diego Convention Center. An ExpoSuite is a hard wall, furnished meeting room located in the expo hall, for holding staff meetings, meeting privately with potential clients, conducting investigator meetings or hosting hospitality events. Each ExpoSuite comes with basic furnishings, including carpet, table(s), chairs and company identification signage. Available in various sizes, ExpoSuites may be rented at $41.00 per sq. ft.

- Friday, March 13
  (exhibitor staff only) 9:30 a.m. – 4:45 p.m.
- Saturday, March 14 9:30 a.m. – 4:45 p.m.
- Sunday, March 15 9:30 a.m. – 4:45 p.m.
- Monday, March 16 9:30 a.m. – 2:00 p.m.

Enhanced Listings

Stand out on the ACC.15 website and mobile app by purchasing an enhanced exhibitor profile listing. Extended and Premium listing upgrades are available with longer company and product descriptions, press releases, product photos, corporate videos, and banner ads.

Promotional Opportunities

No matter your goal, keeping your name and message in front of attendees is paramount. Promotional opportunities have been designed to help maximize your investment! Many of the opportunities are available in limited quantities.

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About the ACC

Mission
The mission of the American College of Cardiology (ACC) is to transform cardiovascular care and improve heart health.

Enduring Purpose
The ACC strives to achieve its enduring purpose: to improve cardiovascular health through education, research, quality care and health policy.

Vision
The members of the College will dramatically reduce the incidence, severity and complications of cardiovascular disease as ACC promotes prevention, reduces disparities in health care, and improves personal and population-based cardiovascular health.

Core Values
- Professionalism: The interests of patients are primary.
- Knowledge: The College must promote growth, dissemination and application of knowledge about cardiovascular medicine.
- Value of the cardiovascular specialist: The cardiovascular profession makes a distinct contribution to medical care that should be recognized and enhanced.
- Integrity: Honesty, compliance with legal requirements, and ethical behavior are essential in all activities.
- Member driven: The College and its major activities must be led by active members and must promote volunteerism.
- Inclusiveness: The College involves a broad range of volunteers that reflects the composition of its membership.

Expo Schedule
Saturday, March 14  9:30 a.m. - 4:45 p.m.
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Monday, March 16   9:30 a.m. - 2:00 p.m.

Exhibit Space Rate
Standard Space Rate
$37.50 per sq. ft. (minimum 100 sq. ft.)

Exhibit Space Rate Includes:
- Exhibit hall perimeter security
- Aisle carpet
- Nightly vacuuming of aisles
- Booth number on floor for space identification
- 8’ high back drape, 36” high side drape, and 7” x 44” booth identification sign (inline booths only)
- Unlimited Expo-only badges and allotted exhibitor full-access badges (full-access registrants receive an official meeting bag with accompanying materials)
- Complimentary company listing and product/service categories online and in the ACC.15 mobile app.