



ACC.17™

66th Annual Scientific Session & Expo

PROMOTIONAL
OPPORTUNITIES



WASHINGTON, DC

FRI • SAT • SUN

MARCH 17 – 19, 2017

EXHIBIT HALL & CONVENTION CENTER OPPORTUNITIES



Mobile Device Charging Stations **SOLD**

\$21,000 for 3 units (3 sets of 3 units each available)



Attendees need to recharge their multiple devices and these units, placed strategically within the Convention Center, will capture their attention with digital and static advertisements while they are tapping into your power source. Price includes digital and print signage and electrical power.

Window Clings (69.5" w x 25" h) **SOLD**

\$15,000 each

\$60,000 set of 5 (Exclusive Opportunity)

Door Clings (20" w x 15" h) **SOLD**

\$6,500 per set / 2 doors

\$32,500 per set of 6 / 12 doors (2 locations available)



Stand out to meeting participants by securing prime real estate at the Convention Center. Place your corporate logo, product branding or advertisement on the building windows and doors. Clings are interior facing.

"You Are Here" Structures

\$25,000 per location (2 locations available)



This large map of the Walter E. Washington Convention Center floor plan is a great point of reference for meeting participants to navigate the session rooms and plan their route to and around the Expo Hall. Prominent advertising space is included for your company or product branding.

Coat and Bag Check

\$20,000 (Exclusive Opportunity)



Make the first and last impression with attendees as they enter and leave the Convention Center each day by supporting the Coat and Bag Check. Opportunity includes two locations, with recognition in the printed *Program-At-A-Glance* directory, directional signage with company logo in each building, and a meter board sign with company logo and coat check information at each location.

EXHIBIT HALL & CONVENTION CENTER OPPORTUNITIES

ACC.17 Mobile App **SOLD**

\$52,000 (Exclusive Opportunity)



Capture the attention of thousands of leading cardiovascular practitioners before, during and after ACC.17 by supporting this opportunity. Attendees will access programming, Expo and logistical information through the ACC.17 Mobile App. There will be no printed

final program, so the app will be the main tool ACC.17 attendees use to plan out their day. Each time an attendee launches the app your company logo will appear on the home page.

Digital Signage

60 Second Ad: **\$21,000** (5 ads available) **2 LEFT**

30 Second Ad: **\$15,500** (5 ads available) **4 LEFT**

15 Second Ad: **\$10,500** (5 ads available) **4 LEFT**



The Walter E. Washington Convention Center has invested in state-of-the-art plasma and LED screens throughout the facility. Secure advertising space and have your message played on screens that are placed in high traffic areas within the Convention Center.

Aisle Signs **SOLD**

\$100,000 (Exclusive Opportunity)



Attendees will take notice of your corporate logo on all aisle signs as they navigate the crowded Expo Hall. Opportunity includes the production, installation and removal of all aisle signs.

Banners

Grand Lobby and Transit Areas:

\$350 per square foot

Concourse and Exhibit Hall Areas:

\$150 per square foot



Reach attendees with your message by securing one or more hanging banners in key locations within the Convention Center. Opportunity includes production of the banner, installation and removal.

Escalator Runners **SOLD**

\$26,000 per location



Opportunities for placement of company or product branded escalator runners are available in prominent areas within the Convention Center. Ensure attendees are aware of your presence at the meeting by securing one of these prime locations for visibility. Opportunity includes

production of the runners, installation and removal.

Escalator Panel Clings **SOLD**

\$25,000 per location



Capture the attention of meeting participants with your company branding as they ride the escalator to the Expo Hall. Opportunity includes production of the clings, installation and removal.

First right of refusal is provided to incumbent exhibitors through September 16, 2016.

EXHIBIT HALL & CONVENTION CENTER OPPORTUNITIES

Static Informational Structures

\$20,000 **SOLD**



These free-standing structures are placed in high traffic areas throughout the meeting space. Your messaging is sure to be noticed with 3 sides reserved for corporate or product advertising.

Highboy Table Clings

\$8,000 for 10 tables

SOLD



Capture the attention of the attendees while they stop to take a break, have some refreshments, and network with their colleagues in the Expo Hall.

Rotating Informational Structures

\$26,000 **SOLD**



These eye-catching, backlit, rotating structures are placed in prominent areas throughout the public areas of the Convention Center.

Shuttle Bus

Door Side + Drivers Side + Headrests: **\$100,000**

Door Side + Drivers Side: **\$80,000**

Door Side + Headrests: **\$70,000**



Bus branding puts you in front of meeting attendees and other professionals during their daily commute around Washington, DC. Fabric headrest covers, personalized with your logo, will be placed on each seat on all shuttle buses. This is an unparalleled opportunity to get your

Seating Area

Grand Lobby: **\$30,000** (2 locations available) **SOLD**



The Walter E. Washington Convention Center has two seating areas located in highly visible locations within the Grand Lobby. The lounges offer a prime spot for promoting your company's presence at ACC.17 with logo clings on the interior-facing low glass walls and on the tabletops. Glass wall clings will be backed with the ACC.17 show logo.

L Street: **\$20,000** (Exclusive Opportunity) **SOLD**

Located off of L Street at the shuttle bus drop off and pick up, your message is sure to be seen at this on demand seating area including four double benches, a meter board, four inward-facing window clings and two charging kiosks, each with a 46" LED display.

company name in front of attendees first thing in the morning and again when they head out of the Convention Center at the end of the day.

Park Benches

SOLD
\$52,000 (Exclusive Opportunity)



Stand out in the Expo Hall with your company branding on park benches placed down a heavily-trafficked main aisle. Each location will include your messaging on two back-to-back park benches and a floor decal. Floral is also included along with PI holders upon request. A signpost with ACC branding will be placed at each location.

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HOTEL SUPPORT OPPORTUNITIES

Hotel Keycards **SOLD**

\$52,000 (Exclusive Opportunity, rights only)



Make a first impression as attendees arrive in Washington, DC! Customized hotel keycards with your personalized design will be distributed to meeting attendees upon check in. The supporter is responsible for hotel distribution charges and the costs of producing the keycards.

Contact Information

Exhibit, ExpoSuite and Promotional Opportunities Sales
SPARGO, Inc.

accexhibits@spargo.com

United States: 800-564-4220

International: 1-703-631-6200

www.expo.acc.org

Hotel "Do Not Disturb" Door Hangers **SOLD**

\$36,500 (Exclusive Opportunity, rights only)



Display a decorative door hanger with your company message, booth number, and logo on hotel room doors of the meeting attendees staying at the hotels in the ACC.17 room block. The supporter is responsible for hotel distribution charges and the costs of producing the hangers.

In-Room Table Tents **SOLD**

\$36,500 (Exclusive Opportunity, rights only)



Customize a table tent or produce a similar reminder item to be placed inside the hotel rooms of meeting participants. This is a highly visible opportunity to deliver an invitation to your Learning Destination or industry event, or draw attendees to your booth.

"Doctors Bags" Hotel Room Door Drop



Get your name and branding in front of thousands of attendees in the ACC.17 hotel block as they arrive at their rooms each evening with an insert in the Doctors Bags. Contact Cathleen Gorby at Ascend Integrated Marketing, 913-780-6923, cgorby@ascendmedia.com, to inquire about this opportunity.

If you have an idea for an opportunity that is not listed, please contact a sales representative about the creation of custom packages that can help increase your return on investment.



Offerings and pricing are current as of August 22, 2016, and are subject to change.

PRINT OPPORTUNITIES

Mini Map **SOLD**

\$52,000 (Exclusive Opportunity)



In addition to experiencing the exceptional educational program at ACC.17, attendees will want to explore Washington, DC. Highlighting dining and sightseeing options, all attendees will receive a mini map in their official meeting bag with your corporate logo on the back

cover and ad inside.

Attendee Bag Insert 1 **LEFT**

\$26,000 (4 available)



Get your name and branding in front of thousands of meeting participants as they check in at attendee registration. Only four bag inserts are available so your messaging won't get lost or diluted.

ACC.17 Daily and Expo Daily Advertising



The ACC.17 Daily newspaper contains coverage of the sessions, meeting activities and contains a daily schedule of key events for attendees. Inserted into the middle of the paper, the ACC.17 Expo Daily highlights all ACC.17 exhibitors, Learning Destination partners and Prime

Time Event hosts. Include your ad in both of these publications to gain even more visibility with ACC.17 attendees. Contact Trish Laramee at 484-225-8322 or tlaramee@americanmedicalcomm.com or Adam Sansolo at 201-575-2242 or asansolo@americanmedicalcomm.com.

Program-At-A-Glance

Inside Front Cover + Inside Back Cover + Back Cover: **\$40,000** (Exclusive Opportunity)

Back Cover: **\$20,000 SOLD**

Inside Front Cover: **\$15,000 SOLD**

Inside Back Cover: **\$15,000 SOLD**



Distributed to every attendee, the *Program-At-A-Glance* contains high-level information for all educational aspects of the meeting, including the schedule of events, session listings, and meeting room locations.

First right of refusal is provided to incumbent exhibitors through September 16, 2016.



MARKETING SUPPORT OPPORTUNITIES

Registration/Housing Confirmations

\$50,000 (Exclusive Opportunity)



Your ad will appear on the registration and housing confirmation page at the end of each attendee online registration session and on every confirmation communication delivered via e-mail. The ad will be hyperlinked to your website. Approximately 15,000

impressions for each medium.

ePosters **SOLD**

\$52,000 (Exclusive Opportunity)



Your support of this offering that is highly valued by ACC.17 attendees provides you with visibility both onsite and for the next 6 months while the ePosters are available on ACC's website. Your corporate logo will be displayed on the site recognizing your support.

Attendee Pre-show/ Post-show Mailing List

Contact InFocus at 800-708-5478 or sales@infocusmarketing.com.

Contact Information

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acceshibits@spargo.com
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International: 1-703-631-6200
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ACC.17 Update Email Advertising

The ACC.17 Update provides both attendees and potential attendees with key information and highlights of the meeting. Contact Linsey Rosenthal, Senior Account Manager, AMC, at lrosenthal@americanmedicalcomm.com or 215-740-3174.

Exhibitor Profile Listing Packages

Extended: **\$550** Premium: **\$1,250**



Stand out on the ACC.17 website and mobile app by enhancing your exhibitor profile listing.

- **Basic** (included in exhibit fee) Company listing description with up to 800 characters online and 300 on the mobile app.
- **Extended** includes company listing description with up to 1,200 characters, company logo and ability to upload 5 press releases online and 600 characters and company logo on the mobile app.
- **Premium** includes items in basic and extended packages plus a video upload and up to 3 product photos posted online and premium placement of listing and logo on mobile app.

Membership-Related Opportunities

For information on membership-related opportunities please contact SPARGO, Inc. at acceshibits@spargo.com or 800-564-4220 / 1-703-631-6200.

Ancillary Events

For information about hosting ancillary events, please visit www.expo.acc.org.

Offerings and pricing are current as of August 22, 2016, and are subject to change.