EXHIBIT PROSPECTUS
THE GLOBAL MARKETPLACE FOR CARDIOVASCULAR INNOVATION

WASHINGTON, DC
FRI • SAT • SUN
MARCH 17 – 19, 2017
www.expoo.acc.org
Connect face-to-face with key leaders in the CV community by exhibiting at ACC.17, the American College of Cardiology’s 66th Annual Scientific Session & Expo taking place Friday, March 17 – Sunday, March 19, 2017 at the Walter E. Washington Convention Center in Washington, DC. Over 13,100 healthcare professionals involved in the delivery of cardiovascular care attend 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. In addition to general exhibit space, ACC.17 offers specialty areas such as the Interventional Pavilion, Health IT Pavilion and Publishers Showcase.

**THE EXPO FEATURES EVEN MORE**
- Poster Presentations
- Industry-Expert Theaters
- Patient Engagement Pavilion
- Innovation Stage
- Interactive Learning Labs
- Engage Studio
- Bistro ACC

**ATTENDEES GIVE RAVE REVIEWS**
- “Exhibitors were professional and knowledgeable”
- “Impressed with the amount of information”
- “Well put together with excellent exhibitors”
- “Exhibitors were amazing and ready to answer questions”
- “Very engaged with the crowd”
- “Everything was perfect”
- “Fabulous job”
THE ACC EXPO IS A CAN’T MISS FOR EXHIBITORS

“The ACC Annual Scientific Session is an important meeting for us to attend every year. This meeting provides a one of a kind showcase to launch our new products.”
– dms-service llc

“The exhibition provided an excellent opportunity to meet the end users of the medical devices and to get direct feedback about customer expectations.”
– Labtech Ltd.

“The quality of domestic attendees at ACC was fantastic and they were very interested in our product!”
– Core Sound Imaging

DON’T MISS OUT!
For more information on becoming an exhibitor visit www.expo.acc.org, email accexhibits@spargoinc.com or call 703-631-6200.
THE PREMIER CARDIOLOGY EXPOSITION IN THE AMERICAS IS ATTENDED BY THE ENTIRE CARDIOVASCULAR CARE COMMUNITY

WHO ATTENDS
• Physicians
• Scientists
• Physician Assistants
• Nurse Practitioners
• Nurses
• Administrators
• Dietitians
• Technicians
• Trainees
• Medical Students

ACC.16 STATS

18,700+ Attendees
122 Countries represented by key opinion leaders
290 Exhibitors
250+ Press representing 161 media outlets
ATTENDEE DEMOGRAPHICS

10,680 MD/PhD/DO
(includes 2,189 Fellows in Training, Trainees and Residents)

1,292 Allied Health Professionals*

1,047 Non-Medical

100 Exhibitor Medical Professionals

31 U.S. Government

ATTENDEE PROFILE

• 13,150 professional attendees
• Domestic Attendance: 64%
• International Attendance: 36%
• 88% of all ACC professional attendees visit the Expo*
• 71% of attendees are highly engaged and spend an average of 3.75 hours in the Expo*
• 89% of attendees surveyed find the Expo useful

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

PRIMARY CLINICAL FOCUS*

- Adult Cardiology
- Adult Congenital Cardiology
- Cardiac Magnetic Resonance Imaging
- Cardiac Surgery
- Clinical Cardiology/General Cardiology
- Critical Care Medicine
- Echocardiography
- Electrophysiology
- Endocrinology
- Family Medicine
- Geriatrics
- Heart Failure/Transplant
- Interventional Cardiology
- Invasive Cardiology
- Internal Medicine
- Intensive Care Medicine
- Nuclear Cardiology
- Other
- Pediatric Cardiology
- Pediatrics
- Pharmacology
- Physiology
- Preventive Cardiology
- Sports & Exercise Cardiology
- Thoracic Surgery
- Vascular & Interventional Radiology
- Vascular Surgery

*Attendees could select up to three.
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.17.

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, Nuclear, 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 mission of the American College of Cardiology (ACC) is to transform cardiovascular care and improve heart health. The ACC strives to achieve its enduring purpose: to improve cardiovascular health through education, research, quality care and health policy. The members of the College will dramatically reduce the incidence, severity and complications of cardiovascular disease as we promote prevention, reduce disparities in health care, and improve 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.
VENUE
Walter E. Washington Convention Center
801 Mt Vernon Place, NW
Washington, DC 20001

EXPO SCHEDULE
Friday, March 17
9:30 a.m. - 4:45 p.m.
Saturday, March 18
9:30 a.m. - 4:45 p.m.
Sunday, March 19
9:30 a.m. - 2:00 p.m.

EXHIBIT SPACE RATE
Standard Space Rate: $38.50 per sq. ft. (minimum 100 sq. ft.)

EXHIBITOR INFORMATION

EXHIBIT, EXPOSUITE AND PROMOTIONAL OPPORTUNITIES SALES
SPARGO, Inc.
703-631-6200
acctexhibits@spargoinc.com

Space is limited and fills up quickly, so submit your application and contract today!
www.expo.acc.org
EXPOSUITES
ExpoSuites offer a convenient meeting space solution and are the only option for meeting space within the Walter E. Washington 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 $42.00 per sq. ft.

Thursday, March 16  9:30 a.m. – 4:45 p.m. (exhibitor staff only)
Friday, March 17  9:30 a.m. – 4:45 p.m.
Saturday, March 18  9:30 a.m. – 4:45 p.m.
Sunday, March 19  9:30 a.m. – 2:00 p.m.

ENHANCED LISTINGS
Extended $550
Premium $1,250
Stand out on the ACC.17 website and mobile app by purchasing an enhanced exhibitor profile listing. Extended and Premium Listings provide opportunities for you to include 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.