



EXTENDED & PREMIUM UPGRADED LISTINGS

A key to success at ACC.17 is maximum exposure to attendees. Whether your goal is branding, lead generation, market visibility or all three, you want to encourage attendees to visit your booth. With this in mind, Extended and Premium listing upgrades are available with longer company and product descriptions, press releases, product photos, and corporate videos.

Purchase an upgrade today!

ONLINE LISTING

	Basic Included	Extended \$550	Premium \$1,250
Company Name	•	•	•
Booth Number	•	•	•
Corporate Address	•	•	•
Corporate URL	•	•	•
Product & Service Categories and Specialty Areas	•	•	•
Links to Social Media Platforms	•	•	•
800 Character Description	•	•	•
Expanded Company Description of Additional 400 Characters		•	•
Company Logo		•	•
Enhanced Listing Icon on Floor Plan Booth and Exhibitor List		•	•
Up to 5 Press Releases		•	•
Up to 3 Product Photos with Description			•
Multimedia Flash Video with Indicator Icon on Exhibitor List			•

MOBILE LISTING

Company Name	•	•	•
Booth Number	•	•	•
Corporate URL	•	•	•
Product & Service Categories and Specialty Areas	•	•	•
300 Character Description	•	•	•
Expanded Company Description of Additional 300 Characters		•	•
Company Logo		•	•
Premium Placement of Listing and Company Logo Displayed in Section Above Other Exhibitor Listings			•

Upgrade Your Listing! Contact 800-564-4220 / 1-703-631-6200 or accexhibits@spargo-inc.com

APPLICATION AND CONTRACT FOR PROMOTIONAL OPPORTUNITIES

American College of Cardiology 66th Annual Scientific Session & Expo

March 17-19, 2017

Walter E. Washington Convention Center ~ Washington, DC

[Click Here to
Submit Via Email](#)



ACC.17

66th Annual Scientific Session & Expo

Contact Information

Exhibiting Company

Agency Name (if applicable).....

Contact..... Title.....

Tel..... Fax.....

Email..... Web Site

Address.....

City..... State..... Zip..... Country.....

Promotional Opportunities

Promotional Opportunity: _____ Total Cost: \$ _____

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Opportunities are exclusive to confirmed exhibitors. All benefits related to inclusion in printed materials and signage are based on the Exhibiting Company meeting print and production deadlines. The Exhibiting Company's primary contact person will receive all correspondence pertinent to your promotional opportunity and will be responsible for completing and returning items by the stated deadline.

Special requests/Notes: _____

Payment Information

Initials	Deposit and Payment Schedule
	June 3, 2016...50% due for applications submitted on or before June 3, 2016
	June 3, 2016 – November 17, 2016...50% due w/application
	After November 17, 2016...100% due w/application

Make checks payable to:
American College of Cardiology - Exhibits

Cancellation Penalties

Cancellation Penalties	Initials
Through June 2, 2016...\$100 processing fee	
June 3, 2016 – November 17, 2016...50%	
After November 17, 2016...100%	

Mail payments to:
American College of Cardiology - Exhibits
c/o SPARGO, Inc.
11208 Waples Mill Road, Suite 112 • Fairfax, VA 22030
Tel: 800-564-4220 • Fax: 703-563-2691
Email: exhibitcontracts@spargoinc.com

Credit Card Payment ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover Card

Card Number: _____ CSV#: _____ Amount (+ 3% CC Fee): \$ _____

Exp. Date: _____ Name on Card: _____ Signature: _____

Card Billing Address: _____

Conditions

- ACC is ultimately responsible for control of content for the identified activity.
- ACC agrees that monies received shall be used in support of the above and shall be in keeping with the Principles for Relationships with Industry (available online at <http://www.cardiosource.org/ACC/About-ACC/Industry-Relations/Principles-for-Relationships-With-Industry.aspx>).
- The promotional opportunity is reserved on the conditions that the Exhibiting Company is an approved ACC.17 exhibitor.

Cancellations

1. As only contracted exhibitors may participate in this promotional opportunity, cancellation of exhibit space automatically results in cancellation of participation in this opportunity. The following cancellation terms apply, regardless of how participation is cancelled:
 - a) Notification of a company's decision to cancel participation in a promotional opportunity must be submitted in writing to:

American College of Cardiology - Exhibits, c/o SPARGO, Inc., 11208 Waples Mill Road, Suite 112, Fairfax, VA 22030. Email: accexhibits@spargoinc.com.
 - b) The date of receipt will be the official cancellation date. Exhibiting companies that cancel participation in a promotional opportunity will be subject to fees based on the date of receipt, as follows:
 - i) If the Exhibiting Company cancels participation through June 2, 2016, the Exhibiting Company will pay a \$100 processing fee.
 - ii) If the Exhibiting Company cancels participation June 3, 2016 – November 17, 2016, the Exhibiting Company will pay as liquidated damages 50% of the total contracted promotional opportunity fee.
 - iii) If the Exhibiting Company cancels participation after November 17, 2016, the Exhibiting Company will pay as liquidated damages 100% of the total contracted promotional opportunity fee.
 - iv) Cancellation of exhibit space is considered formal cancellation of any promotional opportunities.
 - c) ACC retains the right to make cancelled opportunities available to other exhibitors at its discretion.
 - d) Exposition Cancellation by ACC

ACC may terminate this Agreement and/or ACC.17 (or part of it) when ACC, in its sole discretion, believes that (a) the premises in which the Exposition is or is to be conducted has become unfit for occupancy, or (b) the holding of ACC.17 or ACC's performance under the Agreement is substantially or materially prevented or interfered with by a cause or causes not reasonably within ACC's control. ACC is not responsible for delays, damage, loss, increased costs or other unfavorable conditions that arise as a result of such termination. Furthermore, in the event of such termination, ACC may, in its sole discretion, retain all or part of the Exhibiting Company's fee with no liability for either party to the Agreement. The Exhibiting Company waives all claims for damages or recovery of payments made.

The above phrase "a cause or causes not reasonably within ACC's control" includes, but is not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, act or threat of terrorism, riot or civil disturbance, strike, lockout, boycott or other labor disturbance, inability to secure necessary labor, technical or personnel failure, lack of or impaired transportation facilities, inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment or services, orders or restraints imposed by civil defense, military or other types of governmental authorities, or acts of God, or such circumstances making ACC's performance impossible or commercially impracticable in its sole discretion.

No promotional opportunity fees will be refunded as a result of decreased attendance. No guarantees have been made in this regard.

Late Fee(s)

1. If artwork is received after the deadline noted in the promotional opportunity confirmation and fulfillment correspondence, the Exhibiting Company will be subject to a late fee equal to 10% of the promotional opportunity amount. If artwork is received more than five (5) business days after the deadline noted above, ACC reserves the rights to:
 - a) make this opportunity available to another Exhibiting Company, and
 - b) consider the promotional opportunity cancelled, and the above cancellation terms will apply.

Agreed

I, the undersigned, hereby wish to secure promotional opportunities at the American College of Cardiology 66th Annual Scientific Session & Expo. I am an authorized representative of the Exhibiting Company with the full power and authority to sign and deliver this Application and Contract for Promotional Opportunity. Exhibiting Company agrees to receive all written and electronic correspondence from ACC and SPARGO, Inc. in reference to ACC.17 and all future ACC events. The organization listed below agrees to comply with *ACC.17 Annual Scientific Session & Expo Rules, Regulations, Terms & Conditions* and all other applicable policies, rules, and regulations adopted by ACC hereinafter.

Exhibiting Company Representative: _____ Title: _____

Signature: _____ Date: _____

Show Management Use

Authorized ACC Signature..... Date..... Account#

Completed Applications should be faxed to 703-563-2691 or emailed to exhibitcontracts@spargoinc.com.
For questions call 800-564-4220 / 703-631-6200 or email accexhibits@spargoinc.com.