



| ACC.18™

67<sup>th</sup> Annual Scientific Session & Expo

# EXHIBIT PROSPECTUS

THE GLOBAL  
MARKETPLACE FOR  
CARDIOVASCULAR  
INNOVATION

ORLANDO  
MARCH 10 - 12  
2018

[www.expo.acc.org](http://www.expo.acc.org)



# SUCCESS BEGINS AT ACC.18 — EXPERIENCE THE PREMIER CARDIOLOGY EXPOSITION

Engage with key leaders in the CV community by exhibiting at ACC.18, the American College of Cardiology's 67<sup>th</sup> Annual Scientific Session & Expo taking place March 10 – 12, 2018 at the Orange County Convention Center in Orlando! Nearly 13,000 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, for the latest advances and solutions** in cardiovascular science and care. In addition to general exhibit space, ACC.18 offers specialty areas such as the Interventional Pavilion, Health IT Pavilion and Publishers Showcase.

## MORE THAN JUST AN EXPO

Attendees will also take advantage of:

- Poster Presentations
- Industry-Expert Theaters
- Patient Engagement Pavilion
- Innovation Stage
- Interactive Learning Labs
- CV Innovation Destination
- Engage Studio
- Bistro ACC
- ExpoSuites

## FACTS YOU NEED TO KNOW

Attendees regularly attend an exhibition to:

Learn About New Products	<b>84%</b>	Talk to Experts	<b>79%</b>
Keep up-to-date with Industry/Trends	<b>91%</b>	Benefit from Professional Networking	<b>81%</b>

SOURCE: CEIR

**DON'T MISS OUT!** For more information on becoming an exhibitor visit [www.expo.acc.org](http://www.expo.acc.org), email [accexhibits@spargoinc.com](mailto:accexhibits@spargoinc.com) or call 703-631-6200.



# EXHIBITORS CAN'T GET ENOUGH — DON'T JUST TAKE OUR WORD FOR IT

"ACC is one of the most productive investments we make all year. The environment and ability to interact directly with our target audience is unparalleled. In addition to our booth traffic turning into sales on the spot, we secured many qualified leads and are able to keep a pulse of new product innovations."

**AliveCor**

"Great Show. This one is on our list each year."

**University of Tennessee Physician Executive  
MBA Program**

"ACC has a very good yearly conference for education and learning about the new technology that is available."

**Nasiff Associates, Inc.**

"We were overwhelmed by the positive responses from attendees. Through ACC we increased our network and can thus make a bigger impact on global health and bring people together. We are looking forward to ACC.18."

**Madaktari Africa**

## ACC.17 STATS

**18,300+** Attendees

**137** Countries represented by key opinion leaders

**280** Exhibitors

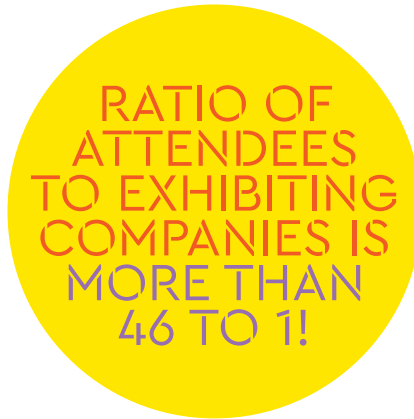
**325+** Press representing 174 media outlets

# PREPARE TO CONNECT WITH THE ENTIRE CARDIOVASCULAR CARE COMMUNITY

## ACC ATTENDEE PROFILE

- 12,901** professional attendees
- 64%** Domestic Attendance
- 36%** International Attendance
- 83%** of all ACC professional attendees visit the Expo\*
- 67%** of attendees are highly engaged and spend an average of 3½ hours in the Expo\*

\*RADIO FREQUENCY IDENTIFICATION (RFID) DATA PROVIDED BY ALLIANCE TECH



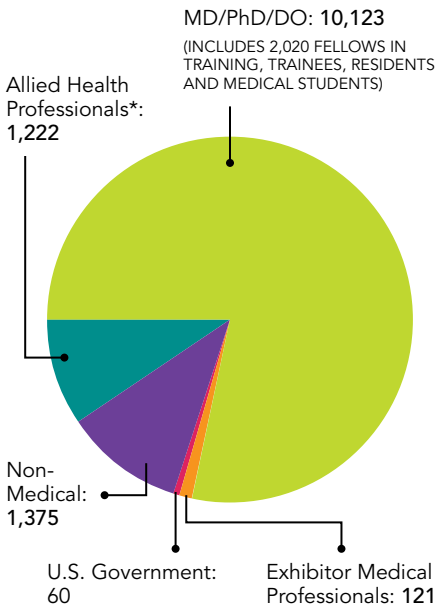
## PRIMARY CLINICAL FOCUS\*

Adult Cardiology	6,194
Adult Congenital Cardiology	463
Cardiac Magnetic Resonance Imaging	383
Cardiac Surgery	569
Cardio-Oncology	396
Clinical Cardiology/General Cardiology	2,764
Critical Care Medicine	437
Echocardiography	1,405
Electrophysiology	759
Endocrinology	160
Family Medicine	65
Geriatrics	74
Heart Failure/Transplant	1,273
Internal Medicine	569
Interventional Cardiology	2,167
Invasive Cardiology	684
Non-Invasive Cardiology	818
Nuclear Cardiology	439
Pediatric Cardiology	395
Pediatrics	70
Pharmacology	503
Preventive Cardiology	1,106
Sports & Exercise Cardiology	184
Thoracic Surgery	48
Vascular Medicine	503
Vascular Surgery	83
Other	1,661

## WHO ATTENDS

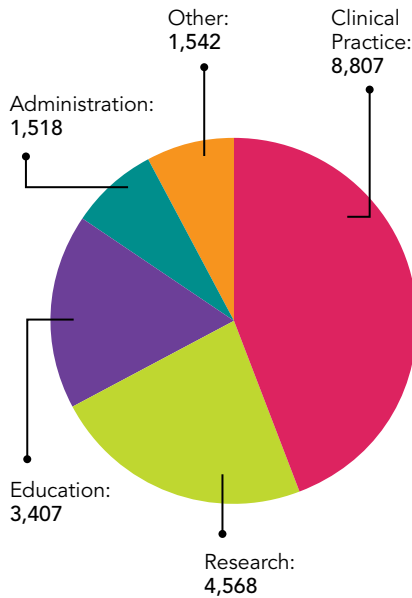
- Physicians
- Scientists
- Physician Assistants
- Nurse Practitioners
- Nurses
- Administrators
- Dietitians
- Technicians
- Trainees
- Medical Students

## ATTENDEE DEMOGRAPHICS



\*ALLIED HEALTH PROFESSIONALS INCLUDE CARDIAC CARE TEAM MEMBERS, NON-PHYSICIANS, ADMINISTRATORS AND PARTNERS IN CARE.

## PRIMARY ACTIVITY



\*ATTENDEES COULD SELECT UP TO THREE.

# WHAT DO ATTENDEES WANT?

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.18.

## 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



## ATTENDEES GIVE RAVE REVIEWS

- "Great Expo and loved the technology with the meetings"
- "The Expo hall was impressive"
- "Exhibitors did a good job of engaging the audience"
- "Very interesting"
- "Impressed by the expansion of technology"
- "Enjoyed the vendors"
- "The Expo was amazing"
- "Great job this year"
- "Just right"
- "Exhibitors were welcoming to all who walked by"
- "Great and super positive"
- "Don't miss the Expo hall and interacting with vendors"

# ABOUT THE ACC

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.



AMERICAN  
COLLEGE *of*  
CARDIOLOGY

## 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.

## EXHIBITOR INFORMATION

### VENUE

Orange County  
Convention Center  
9800 International Drive  
Orlando, FL 32819

### EXPO SCHEDULE

Saturday, March 10:  
9:30 a.m. - 4:45 p.m.  
Sunday, March 11:  
9:30 a.m. - 4:45 p.m.  
Monday, March 12:  
9:30 a.m. - 2:00 p.m.

### EXHIBIT SPACE RATE

Standard - \$39.50 per sq. ft.  
(minimum 100 sq. ft.)



# TAKE YOUR PARTICIPATION TO THE NEXT LEVEL

## EXPOSUITES

ExpoSuites offer a convenient meeting space solution and are the only option for meeting space within the Orange County 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.

- Friday, March 9: 9:30 a.m. – 4:45 p.m.  
(exhibitor staff only)
- Saturday, March 10: 9:30 a.m. – 4:45 p.m.
- Sunday, March 11: 9:30 a.m. – 4:45 p.m.
- Monday, March 12: 9:30 a.m. – 2:00 p.m.

## PREMIUM LISTINGS

Stand out on the ACC.18 website and mobile app by purchasing a premium exhibitor profile listing. For \$950, 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.

## EXHIBIT, EXPOSUITE AND PROMOTIONAL OPPORTUNITIES SALES

SPARGO, Inc.  
703-631-6200  
[accexhibits@spargoinc.com](mailto:accexhibits@spargoinc.com)

**Space is limited and fills up quickly, so submit your application and contract today!**

[www.expo.acc.org](http://www.expo.acc.org)

**ACC.17 exhibitors with a Promotional Opportunity experienced an average of 46% more leads than those that did not purchase an opportunity.**