



| **ACC.18™**  
67<sup>th</sup> Annual Scientific Session & Expo



## ACC.18 FUTURE HUB COMPANY PROPOSAL

The American College of Cardiology is accepting applications from companies to participate in the inaugural **ACC.18 Future Hub**.

ACC.18 will be held March 10 – 12, 2018, at the Orange County Convention Center in Orlando. The Expo and the **ACC.18 Future Hub** will be open Saturday, March 10, and Sunday, March 11, 9:30 a.m. – 4:45 p.m.; and on Monday, March 12, 9:30 a.m. – 2:00 p.m.

### OVERVIEW

Attendees come to the ACC Annual Conference & Expo to be educated – and that desire for education extends into the exhibit hall. They have expressed to us that they prefer an educational, rather than sales, experience with exhibiting companies. In survey data, attendees have indicated that they would like to have the opportunity for more hands-on experience and training, and prefer exhibit booths that offer demonstrations and presentations.

In response to that thirst for knowledge and desire for interactive, hands-on, cutting-edge education, the ACC is pleased to debut the **ACC.18 Future Hub** – a multi-vendor, interactive, educational exhibit located in a high-traffic area of the Expo. Participation in the **ACC.18 Future Hub** is intended to position your company as a leader in cardiovascular innovation and provides a new level of attendee engagement in the Expo.

The future of cardiovascular healthcare starts now. The goal of the **ACC.18 Future Hub** is to inform, educate, inspire and delight ACC.18 attendees by exposing them to the latest innovations in **Digital Health, Medical Devices, and Ed Tech (Educational Technology)**. Attendees will ‘see the future’ of cardiovascular healthcare via:

- TED-style talks
- Small panel discussions/debates
- workshops
- Exhibitor demonstrations/kiosks including a medical technology/device “petting zoo” – individualized hands-on opportunities with exhibitors
- Entrepreneurial pitch competitions

At the **ACC.18 Future Hub** welcome desk, a docent will scan attendees' badges and hand each person a brochure which will contain:

- An article about the overall state of technology in healthcare, with an emphasis on cardiovascular disease, highlighting **Digital Health, Medical Devices** and **Ed Tech**
- Alpha list of Companies within the destination, highlighting:
  - The germane topic(s) for each Company's product – Digital Health, Medical Devices, and/or Ed Tech
  - The applicable ACC.18 Learning Pathway for each Company's product:
    - Acute and Stable Ischemic Heart Disease
    - Arrhythmias and Clinical EP
    - Congenital Heart Disease
    - Heart Failure and Cardiomyopathies
    - Interventional Cardiology
    - Non Invasive Imaging (Echocardiography, Nuclear, PET, MR & CT)
    - Prevention
    - Pulmonary Hypertension and Venous Thrombo-embolic Disease
    - Valvular Heart Disease
    - Vascular Medicine
- A map showing all the Companies within the **ACC.18 Future Hub**
- Schedule of theater sessions (Saturday, Sunday and Monday)
  - The applicable ACC.18 Learning Pathway for each theater session:
    - Acute and Stable Ischemic Heart Disease
    - Arrhythmias and Clinical EP
    - Congenital Heart Disease
    - Heart Failure and Cardiomyopathies
    - Interventional Cardiology
    - Non Invasive Imaging (Echocardiography, Nuclear, PET, MR & CT)
    - Prevention
    - Pulmonary Hypertension and Venous Thrombo-embolic Disease
    - Valvular Heart Disease
    - Vascular Medicine
- Schedule of the **ACC Innovation Challenge** sessions (Sunday)

ACC will host an exciting new event at the **ACC.18 Future Hub** — the ACC Innovation Challenge! Entrepreneurs and innovators will pitch their ideas for products and services in two categories: digital health and medical devices. At the end of the competition, two winners will have the opportunity to take their vision to the next level with a renowned medical innovation accelerator.

Additionally, a field trip to the **ACC.18 Future Hub** will be planned for the ACC.18 **Innovation Intensive** attendees.

***What is an Intensive?***

One of ACC's most popular session types, these "mini-courses" focus on new and growing areas of CV practice. Attendees should attend for the complete time frame for maximum knowledge exchange and full benefit of an interactive and innovative education immersion.

***What is the Innovation Intensive?***

*(Saturday, March 10, 12:15 p.m. - 1:45 p.m. and 2:00 p.m. - 3:30 p.m.)*

Healthcare is undergoing massive transformation, primarily driven by changes in payment models, emerging technologies, and consumer demand, creating a real and urgent need for innovation. The exponential rise in technologies is poised to disrupt and transform traditional approaches to treating patients with cardiovascular diseases. However, there are significant concerns around the lack of evidence to support the clinical and cost effectiveness of such technologies. This intensive session will focus on how emerging technologies are poised to transform cardiovascular practice. In addition, attendees will have the opportunity to focus on some real-life examples of innovations in practice and discuss the implications of technology on the doctor-patient relationship

**LOCATION**

ACC's 67<sup>th</sup> Annual Scientific Session & Expo will take place March 10 – 12, 2018

West Building

Orange County Convention Center

9800 International Drive

Orlando, FL 32819

The Expo will be held in Halls A and B. The **ACC.18 Future Hub** will occupy booth #3517, a prime location near ACC's association booth ("ACC Central") and close to a main entrance in Hall B of the Expo.

**DATES & HOURS**

*Set-up Hours:*

*Thursday, March 8*      *Noon – 7:00 p.m.*

*Friday, March 9*      *8:00 a.m. – 1:00 p.m.*

*Expo Hours:*

*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.*

- 19 hours of visibility offered
- 13 prime hours—8 ½ dedicated hours completely unopposed by ACC.18 Scientific Sessions, plus 4 ½ additional mid-day hours with minimal education scheduled
- An after-hours reception in the **ACC.18 Future Hub** will be offered as an additional sponsorship opportunity

*Move-Out Hours:*

*Monday, March 12*      *2:00 p.m. – 4:00 p.m.*

## **COMPANY FEES AND BENEFITS**

The **ACC.18 Future Hub** will offer Companies a robust package of visibility opportunities:

<b>Benefit</b>	<b>Supporting Company \$20,000</b>	<b>Participating Company \$10,000</b>	<b>Start-Up Company \$2,000</b>
<b><i>print promo</i></b>			
Pre-Meeting Mailer insert	logo	name	name (smaller)
Attendee Bag insert	logo	name	name (smaller)
Doctors Bag insert	logo	name	name (smaller)
Expo Guide	logo	name	name (smaller)
On-site signage	logo	name	name (smaller)
ACC.18 Future Hub brochure	1200 characters + logo	1200 characters	800 characters
<b><i>digital promo</i></b>			
<a href="http://www.expo.acc.org">www.expo.acc.org</a>	1200 characters + logo	1200 characters	800 characters
<a href="https://accscientificsession.acc.org">https://accscientificsession.acc.org</a>	logo + link	logo	name
ACC.18 mobile app	300 characters + logo	300 characters	300 characters
Social media pre-show and on-site	yes	yes	yes
<b><i>other</i></b>			
suggest speaker	yes		
Complimentary educational exhibit space in ACC.18 Future Hub	full-size	kiosk	tablet table
ACC.18 Expo badges	6	4	2
Lead retrieval unit at booth in ACC.18 Future Hub	yes	yes	
ACC.19 additional priority points	12 points	6 points	2 points

## **PREREQUISITES**

The **ACC.18 Future Hub** will be a collaborative educational/informative venue within the Expo. Companies are thereby prohibited from directly engaging attendees in a sales manner within this venue.

Supporting and Participating Companies that offer services, therapies, devices, or other products applicable to ACC's mission of advancing cardiovascular care must maintain a commercial exhibit within the Expo in addition to the educational/informative exhibit within the **ACC.18 Future Hub**. **ACC.18 Future Hub** Companies will be able and are encouraged to direct traffic to their commercial booth from their **ACC.18 Future Hub** location if further commercial or other specific product information is requested by the attendee.

Start-Up Companies must meet the following criteria to be eligible to participate in the **ACC.18 Future Hub**:

1. Company is a legally formed entity
2. Company's primary product or service is relevant to healthcare
3. Company has been in existence fewer than 5 years
4. The product or service displayed must be the company's primary business

**KEY DEADLINES****Friday, December 1, 2017**

Signed Contract & Applications due to ACC

Full payment due to ACC

**Tuesday, January 2, 2018**

All marketing and promotional material are due to ACC (e.g. company description, logo, URL)

**Friday, January 5, 2018**

Cancellation of participation by this date results in 50% liquidated damages (50% refund)

**After Friday, January 5, 2018**

Cancellation of participation after this date results in 100% liquidated damages (no refund)

*Please carefully review the Contract & Application and the Guidelines for more details.*

**HOW TO APPLY**

Please complete the attached Contract & Application and return it to ACC with your full payment by Friday, December 1, 2017.

**FOR MORE INFORMATION**

Please contact Birgit Roy, Senior Director, Corporate Partnerships & Business Development, at (732) 778-3276 or [broy@acc.org](mailto:broy@acc.org).