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ACC.19™

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

NEW  
ORLEANS  
MARCH 16 - 18  
2019

# ACC.19 FUTURE HUB PROPOSAL



The American College of Cardiology is accepting applications from companies to participate in the ACC.19 Future Hub.

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 present for the second year, the ACC.19 Future Hub – a multi-vendor, interactive, educational exhibit. Participation in the ACC.19 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.19 Future Hub is to inform, educate, inspire and delight ACC.19 attendees by exposing them to the latest innovations in digital health, medical devices and big data. Attendees will 'see the future' of cardiovascular healthcare via:

- TED-style talks
- Small panel discussions/debates
- Exhibitor demonstrations/kiosks with individualized hands-on opportunities
- Entrepreneurial pitch competitions

Also returning for its second year, the ACC will host the very popular ACC.19 Innovation Challenge! Entrepreneurs and innovators will pitch their ideas for products and services in two categories: digital health and medical devices.

## INNOVATION & TECHNOLOGY CATEGORIES:

Digital health  
Medical devices  
Precision health  
Artificial intelligence  
Health care analytics  
Educational technology

Big data  
Telehealth  
Virtual care  
Care delivery  
Entrepreneurship  
And much more!

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## LOCATION

ACC's 68th Annual Scientific Session & Expo will take place March 16-18, 2019 Ernest N. Morial Convention Center, 900 Convention Center Blvd., New Orleans, Louisiana 70130

The Expo will be held in Halls C, D and E. The ACC.19 Future Hub will occupy booth #146 in Hall C, a prime location near ACC's Interventional Pavilion.

## DATES & HOURS

### Set-Up Hours:

Thursday, March 14            Noon – 5:00 p.m.  
Friday, March 15            8:00 a.m. – 5:00 p.m.

### Expo & Future Hub Hours:

Saturday, March 16            9:30 a.m. – 4:45 p.m.  
Sunday, March 17            9:30 a.m. – 4:45 p.m.  
Monday, March 18            9:30 a.m. – 2:00 p.m.

- 19 hours of visibility offered
- 13 prime hours—8 ½ dedicated hours completely unopposed by ACC.19 Scientific Sessions, plus 4 ½ additional mid-day hours with minimal education scheduled

### Move-Out Hours:

Monday, March 18            2:00 p.m. – 5:00 p.m.

## EDUCATIONAL SPACE ON SHOW FLOOR

The ACC.19 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.

ACC.19 Future Hub Companies will be able and are encouraged to direct traffic to their commercial booth from their ACC.19 Future Hub location if further commercial or other specific product information is requested by the attendee.

## START-UP PARTNER REQUIREMENTS

Start-Up Companies must meet the following criteria to be eligible to participate in the ACC.19 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.

## CANCELLATION

On or Before Friday, January 4, 2019

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

After Friday, January 4, 2019

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

## APPLY TODAY!

The ACC has a full promotional campaign currently in progress including print, electronic, social media and onsite opportunities with ongoing deadlines for content. We strongly encourage you to commit as soon as possible in order to maximize your exposure to the ACC.19 audience.

Please complete the "Future Hub Contract & Application" and return it to:

Christy Troiano  
Director, Meeting Exposition Sales & Strategy  
ctroiano@acc.org  
(202) 375-6118

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## BENEFITS

The ACC.19 Future Hub will offer Companies a robust package of visibility opportunities:

	Supporting Partner \$20,000	Participating Partner \$10,000	Start-Up Partner \$1,500
<b>Print Promotions</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)
Future Hub brochure	1200 characters + logo	800 characters	400 characters
<b>Digital Promotions</b>			
Expo listing	1200 characters + logo	800 characters	400 characters
Future Hub Webpage	logo + link	logo	name
Mobile app	600 characters + logo	300 characters	300 characters
Social media (pre-show and on-site) promoting the Future Hub	yes	yes	yes
<b>Other Benefits</b>			
Suggest a panelist	yes	no	no
Complimentary educational space in the Future Hub	turnkey exhibit booth space	turnkey exhibit table space	turnkey table display space
Expo badges	6	4	2
Lead retrieval unit at kiosk in the Future Hub	yes	yes	no
ACC.20 additional priority points	12 points	6 points	2 points



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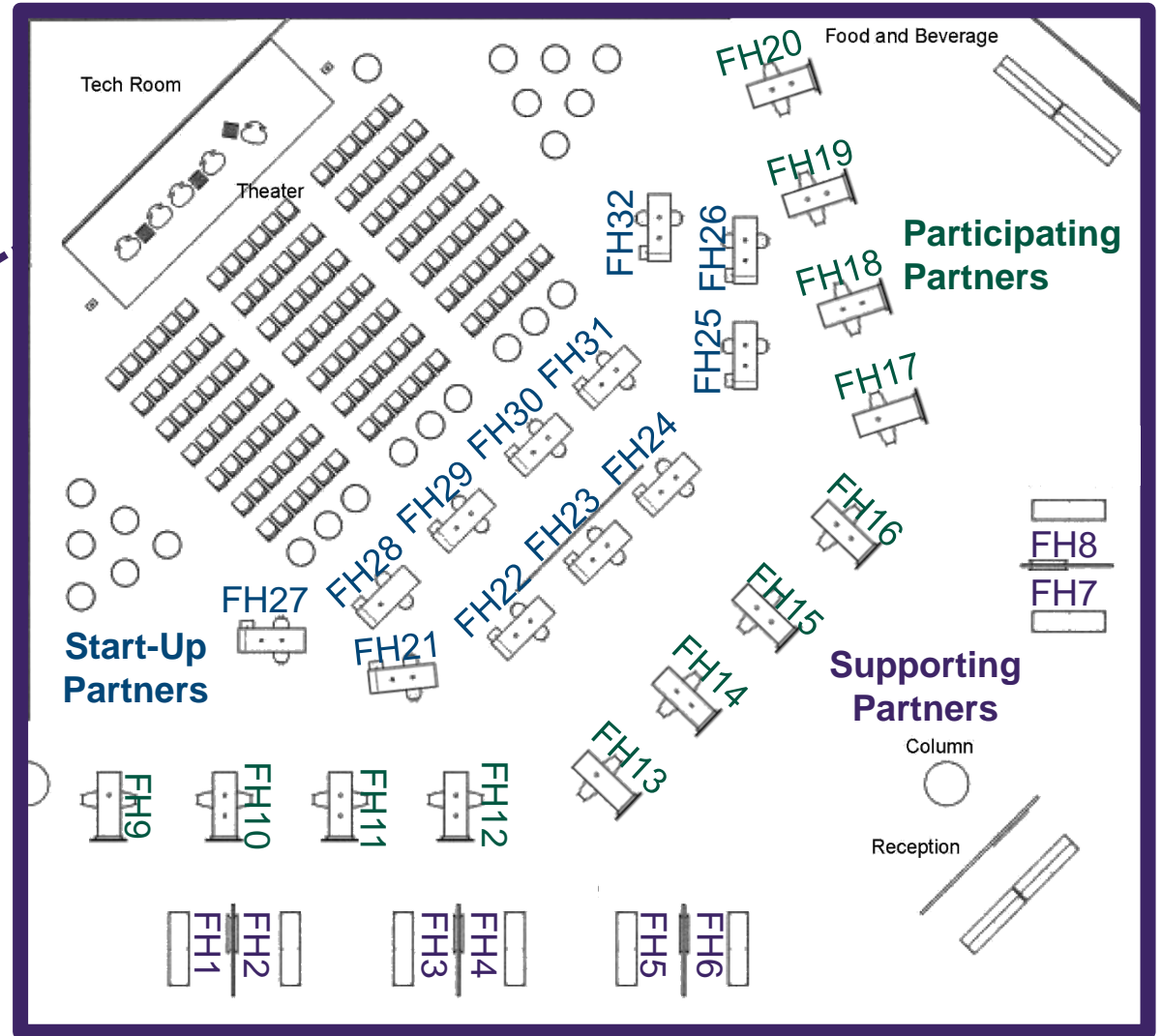
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FUTURE  
HUB

THE FUTURE OF HEALTH  
TECHNOLOGY &  
INNOVATION



Hall C, Booth #146

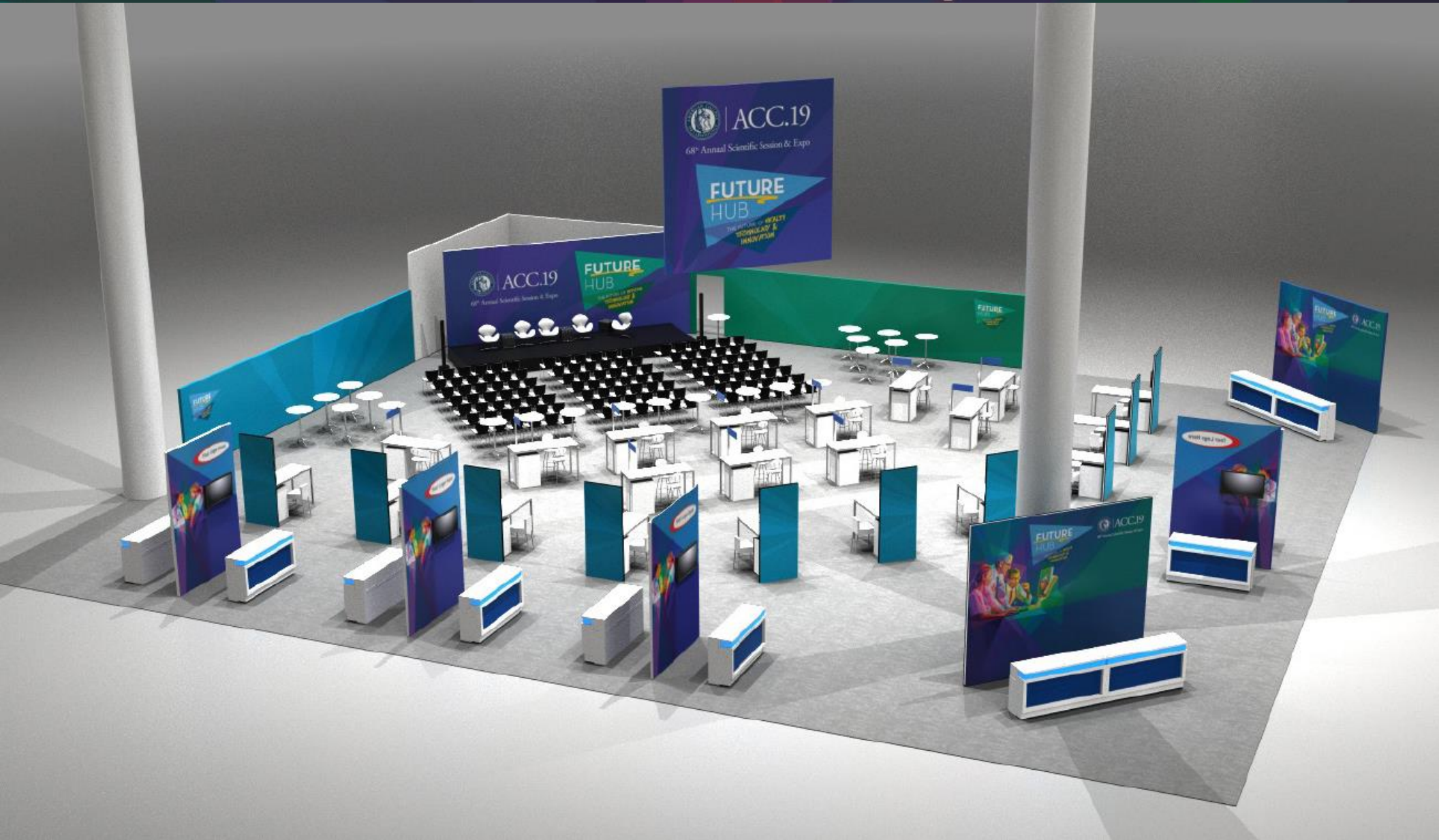
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theater



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supporting



**Supporting Partners will be provided:**

ACC.19-branded back wall with company's printed logo

One 55" monitor on back wall

One PC laptop to source the content to the monitor

Kiosk desk & two barstools

Electrical & WiFi access

One lead retrieval unit



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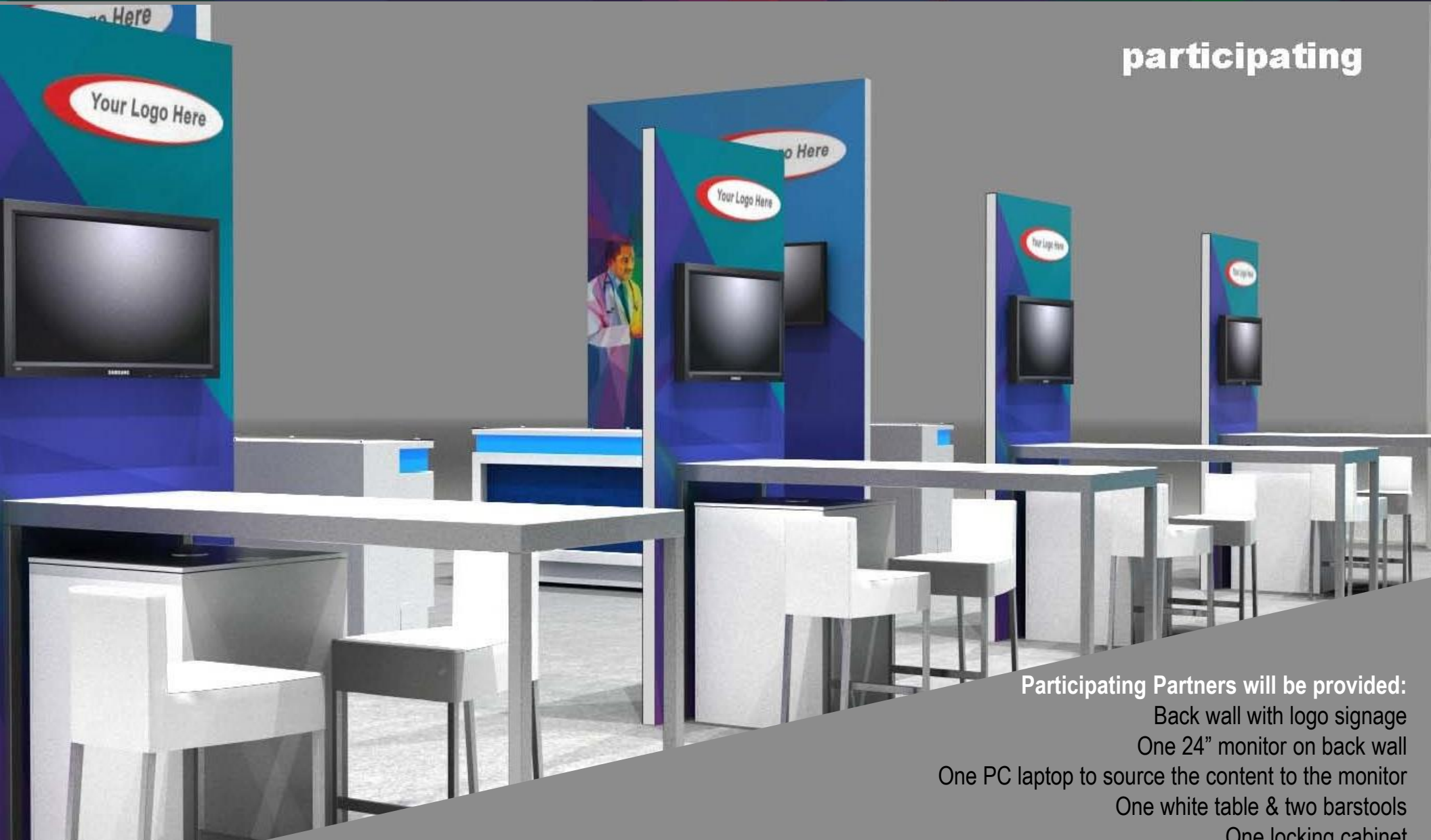


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participating



Participating Partners will be provided:

- Back wall with logo signage
- One 24" monitor on back wall
- One PC laptop to source the content to the monitor
- One white table & two barstools
- One locking cabinet
- Electrical & WiFi access
- One lead retrieval unit



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start ups



**Start-Up Partners will be provided:**

Vertical signage with printed logo

One iPad tablet or PC laptop

One white table & two barstools

One locking cabinet

Electrical & WiFi access

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food and  
beverage



An exclusive refreshment  
sponsorship opportunity is available.