



ACC.19™

68th Annual Scientific Session & Expo

Industry-Expert Theater™ Guidelines

TERMS AND CONDITIONS

1. DEFINED TERMS

- a) The term "ACC" as used herein shall mean the American College of Cardiology. The term "ACC Management" as used herein shall mean the American College of Cardiology Foundation (ACCF).
- b) The term "Participant" as used herein shall mean a company participating in either of the Industry-Expert Theaters™.

2. APPLICABILITY, INTERPRETATION & GOVERNING LAW

- a) These ACC.19 Industry-Expert Theater ("Theater") Guidelines ("Guidelines") are part of the Application & Contract for Industry-Expert Theater between the Participant and ACC Management ("Theater Agreement"). ACC Management shall have the authority to interpret and enforce these Guidelines. All matters not covered by these Guidelines are subject to the decision of ACC Management. All decisions so made shall be as binding on all parties as the original Guidelines. The Participant or its designated representative is responsible for familiarizing itself with all Guidelines. The Participant or its representative that fails to observe these conditions or the terms of the Theater Agreement may be ejected from the Theater without refund.
- b) Any claim or cause of action arising out of the Theater Agreement shall be governed exclusively by the law of the District of Columbia without regard to its conflict of laws principles. Any claim or cause of action arising under the Theater Agreement shall be adjudicated exclusively in the local or federal courts of the District of Columbia. The Participant hereby submits to the personal jurisdiction of the courts located in the District of Columbia.

3. AMENDMENTS

These Guidelines may be amended at any time by ACC at its discretion, and all amendments so made shall be binding on Participants equally with the original Guidelines.

4. ELIGIBILITY

- a) Theater slots can only be secured by contracted ACC.19 exhibiting companies.
- b) Only exhibiting companies in good standing with ACC are permitted to apply for a Theater slot. Exhibiting companies must settle any outstanding balances from current and/or previous ACC events for their applications to be considered.
- c) If the Participant cancels or defaults on exhibit space, the contracted Theater slot will be revoked and cancellation fees will apply, as outlined in these Guidelines.

5. REVOCAION

ACC Management reserves the right to revoke the Theater Agreement at its sole discretion.

6. CANCELLATION BY ACC

- a) ACC Management may terminate the Participant's Theater Agreement and/or ACC.19 (or part of it) when ACC Management, in its sole discretion, believes that (a) the premises in which the Expo is or is to be conducted has become unfit for occupancy, or (b) the holding of ACC.19 or ACC Management's performance under the Theater Agreement is substantially or materially prevented or interfered with by a cause or causes not reasonably within ACC's control. ACC Management 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 Management may retain such part of the Participant's Theater fees as shall be required to recompense ACC Management for expenses incurred up to the time of such termination or incident to such termination, with no liability for either party to the Theater Agreement. The Participant waives all claims for damages or recovery of payments made, except for the return of the pro-rated amount paid for the Theater slot less expenses incurred by ACC Management.
- b) The above phrase "a cause or causes not reasonably within ACC Management'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 Management's performance impossible or commercially impracticable in its sole discretion.

7. WAIVER, ENFORCEABILITY & BINDING NATURE

The rights of ACC Management under the Theater Agreement shall not be deemed waived except as specifically stated in writing by an authorized representative of ACC Management. The Participant further agrees that upon acceptance of the Theater Agreement by ACC Management, with or without appropriate or timely payment of any and all fees, the Theater Agreement shall become binding and enforceable in accordance with its terms. The Theater Agreement will be binding on the Participant's and ACC Management's successors. If any term, clause or provision hereof is held invalid or unenforceable by a court of competent jurisdiction, such invalidity shall not affect the validity or operation of any other term, clause or provision, and the invalid term, clause or provision shall be deemed to be severed from the agreement.

8. LIABILITY

Participants are liable for any damage caused to Theater floors, walls, columns, or to Theater furnishings and equipment, or to other Participants' property. Participants may not apply paint, lacquer, adhesive or any other coating to building columns and floors, or to Theater furnishings and equipment. The contracted Participant is responsible for all personal and corporate property placed in Theater space.

9. INDEMNIFICATION

- a) Each Participant, in making application for a Theater slot, agrees to protect, indemnify and hold harmless the following parties (including, but not limited to): ACC Management; the New Orleans Ernest N. Morial Convention Center; and Freeman; and their officers, directors, agents, contractors and employees from any and all claims, liability, damages or expenses asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of or in any way connected with the negligence, wrongful acts of or breach of contract by the exhibitor or its agents, servants or employees.
- b) Each party involved in the Expo agrees to be responsible for any claims arising out of its own negligence or that of its employees, agents or contractors.



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10. COMPLIANCE & REJECTION

- a) The Participant agrees that its Theater presentation and related set-up, tear-down and promotional activities shall operate in strict compliance with these Guidelines.
- b) It is the responsibility of the Participant to ensure that all individuals involved with the planning, production, marketing and/or execution of a Theater presentation are aware of and abide by the Theater Guidelines.
- c) ACC Management reserves the right to reject, eject or prohibit any presentation in whole or in part, or any Participant, or its representative, with or without giving cause. If any Participant is ejected for violation of these Guidelines, or for any other stated reason, no return of fees shall be made. In addition, ACC Management reserves the right to limit or prohibit future Theater participation of any company found to be in violation of the Guidelines.

ACC.19 INDUSTRY-EXPERT THEATERS

1. DEADLINES

- a) **Applications are due by Sept. 7, 2018.**
- b) 50% of total payment is due by Oct. 19, 2018.
- c) Applications received between Oct. 19, 2018 and Jan. 11, 2019 must be accompanied by 50% of total payment.
- d) Balance is due by **Jan. 1, 2019.**
- e) As of Jan. 11, 2019, full payment is required with application.

2. PRICING & PAYMENT

- a) The price of each Theater slot is as follows:

Saturday, March 16

10:15 am –11:15 am	\$42,000
12:45 pm –1:45 pm	\$44,000
3:45 pm –4:45 pm	\$33,000

Sunday, March 17

9:45 am –10:45 am	\$42,000
12:45 pm –1:45 pm	\$44,000
3:45 pm – 4:45 pm	\$33,000

Monday, March 18

9:45 am –10:45 am	\$42,000
11:30 am – 12:30 pm	\$44,000

- b) Participants may pay by check, wire transfer and credit card.
 - i) Check—Upon assignment of a Theater slot, ACC will invoice the Participant—50% of the total amount will be due by Oct. 19, 2018, and the balance will be due by Jan. 11, 2019. ACC will accept U.S. funds drawn on U.S. banks only. Checks must be mailed to one of the BB&T Lockbox facility addresses listed on the invoice. Do not send checks to the ACC office. Please note “ACC IET” in the memo field of the check to ensure correct application of funds. **A credit card number with authorization to charge is required to secure a company’s application and must be provided with all applications. An invoice will be sent with instructions to submit a credit card payment online.** If 50% payment is not received by Oct. 19, 2018, ACC will charge the credit card the amount due.
 - ii) Wire transfer—Upon assignment of a Theater slot, ACC will invoice the Participant—50% of the total amount will be due by Oct. 19, 2018, and the balance will be due by Jan. 11, 2019. Contact the ACC Management at acc-exhibits@acc.org for necessary wire transfer information. Wire transfers must cover all applicable fees assessed by *both* the sending and receiving banks. Please notify the ACC Accounting department via email (Kimberly McKinney kmckinney@acc.org) when a wire transfer is made. **A credit card number with authorization to charge is required to secure a company’s application and must be provided with all applications.** If 50% payment is not received by Oct. 19, 2018, ACC will charge the credit card the amount due.
 - iii) Credit Card—An invoice will be sent with instructions to submit credit card payment online. ACC will charge the credit card provided on the Application 50% of the total amount due by Oct. 19, 2018, and the balance will be charged by Jan. 11, 2019. ACC accepts Visa, MasterCard, Discover and American Express. The cardholder’s signature is required in the credit card section of the Application. This is in addition to the authorized officer’s signature in the Agreement section.
- c) If full payment is not received by Jan. 11, 2019, the Participant will be notified that its assigned Theater slot has been forfeited and will pay applicable liquidated damages as outlined in the “Theater Slot Cancellation Policy,” below.

3. THEATER PRESENTATION SLOT ASSIGNMENT

- a) Eligible ACC.18 Industry-Expert Theater Participants may exercise their right of first refusal on the same slot(s) at ACC.19.
- b) Eligible ACC.18 Industry-Expert Theater Participants must exercise their right of first refusal by submitting an application by Sept. 7, 2018. These companies will receive confirmation of their slots by Sept. 14, 2018.
- c) Slots not taken by the right of first refusal process will be determined by lottery among those companies that submitted applications by the Sept. 7 deadline. Applicants will be notified after Sept. 14, 2018, that they have been awarded a slot.
- d) Although ACC will attempt to accommodate requests for specific Theater slots, no guarantees can be made that a company will be assigned the specific slot requested.
- e) Any Participant not pleased with the initial assignment may submit a written request to Christy Troiano, Director, Exposition, at ctroiano@acc.org to be placed on a waiting list for possible reassignment. The waiting list will receive consideration for reassignment on a first-come, first-served basis. No guarantees can be made that another choice will be available.



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THEATER SLOT CANCELLATION POLICY

As only contracted exhibiting companies may retain Theater space, cancellation of exhibit space automatically results in cancellation of Theater slots. The following cancellation terms apply, regardless of how a Theater slot is cancelled:

- a) Notification of a Participant's decision to cancel a Theater slot must be submitted in writing to Christy Troiano, Director, Exposition—via mail: 2400 N Street NW; Washington, DC, 20037; via fax: (202) 375-6838; or via email: ctroiano@acc.org
 - b) The date of receipt will be the official cancellation date. Participants that cancel a Theater slot will be subject to fees based on the date of receipt, as follows:
 - i) If the Participant cancels the Theater slot before Jan. 11, 2019, the Participant will pay as liquidated damages 50% of the total contracted Theater fee.
 - ii) If the Participant cancels the Theater slot space on or after Jan. 11, 2019, the Participant will pay as liquidated damages 100% of the total Theater fee.
 - c) ACC Management retains the right to utilize the cancelled Theater slot at its discretion.
4. NO-SHOW POLICY
Any Participant who has not checked in with ACC Expo staff by one hour prior to the start of their contracted slot will be regarded as a "no-show." The Participant will have been deemed to have cancelled the Theater Agreement, and, as such, the Participant will pay as liquidated damages 100% of the total contracted Theater fee. ACC Management will be free to utilize the space at its discretion.

THEATER SPECIFICATIONS

1. LOCATION OF THEATERS

- a) The Theaters will be located in the ACC Expo Hall on the main level of the New Orleans Ernest N. Morial Convention Center.
- b) ACC Management reserves the right to alter the location of the Theaters as shown on the official floor plan, if deemed, in the sole discretion of ACC Management, to be advisable or in the best interests of the ACC.19 Expo.

2. THEATER PRESENTATION SLOTS/TIMES

- a) The Theater slots are:
 - Saturday, March 16**
 - 10:15 am –11:15 am
 - 12:45 pm –1:45 pm
 - 3:45 pm – 4:45 pm
 - Sunday, March 17**
 - 9:45 am –10:45 am
 - 12:45 pm –1:45 pm
 - 3:45 pm – 4:45 pm
 - Monday, March 18**
 - 9:45 am –10:45 am
 - 11:30 am – 12:30 pm
- b) ACC Management reserves the right to alter ACC.19 hours in any manner whatsoever if in its sole discretion such alteration is in the best interest of ACC.

3. THEATER CONFIGURATION

- a) The Theater will include classroom and theater seating for up to 225 attendees; a lectern and microphone on the stage; table microphones for those seated on the stage; a wireless microphone on a stand in the center of the room for audience questions; and a draped six-foot table which Participants may utilize for literature, etc.
- b) Seating, A/V, stage, backdrop, and furnishings may not be moved or changed.

4. INSTALLATION & DISMANTLING

- a) Installation: Participants will have access to the Theater starting one hour before their assigned Theater slot. Participants and their speaker(s) can "prep" during this time. Please note that to facilitate attendees finding a seat before the presentation begins, attendees will be allowed into the Theater approximately one half-hour before the presentation begins.
- b) Dismantling: Participants must remove all literature, materials, handouts, etc., from the Theater within one half-hour after the end of their presentation slot. Any such materials left longer than 30 minutes after the slot's conclusion will be considered trash and disposed of accordingly.

5. AUDIO RECORDING

- a) ACC will provide each Participant an audio recording (MP3 file recorded at 192 Kbit/s) of the presentation, on a complimentary basis, provided after the session on a thumb drive. Participants may opt out of this benefit with written notice to ACC.



Industry-Expert Theater™ Guidelines

USING THE THEATER

1. GIVEAWAYS

- a) Participants are permitted to distribute giveaways from the Theater, during their assigned slot only, in accordance with the policies outlined below.
- b) ACC Management is a signatory to the Code for Interactions with Companies, developed by ACC Management and other members of the Council of Medical Specialty Societies (CMSS). The code provides detailed guidance to medical specialty societies on appropriate interactions with for-profit companies in the health care sector. The voluntary code is designed to ensure that societies' interactions with companies are independent and transparent, and advance medical care for the benefit of patients and populations. To learn more about the CMSS Code for Interactions with Companies, please visit <http://cmss.org/code-signers-pdf/>.
- c) As stated in the Code, ACC will only permit companies to distribute giveaways that are educational for physicians and/or patients, and modest in value.
- d) A company is defined as a for-profit entity that develops, produces, markets or distributes drugs, devices, services or therapies used to diagnose, treat, monitor, manage and alleviate health conditions.
- e) Non-profit exhibitors may continue to give away items that are associated with products or services of the exhibiting company and/or be related to the physician's work. These giveaways must also be modest in value.
- f) In addition, Participants are encouraged to review and adhere to other applicable guidelines and codes of ethics (see "Industry Guidelines" in the *ACC.19 Annual Scientific Session & Expo Rules, Regulations, Terms & Conditions* for more information). ACC Management also encourages all Participants to check with their companies' own medical affairs/compliance staff for guidelines adhered to by their own companies.
- g) **All giveaways must be registered by Feb. 18, 2019, via the Additional Booth Activities form found online (www.expo.acc.org) or in the Exhibitor Service Kit.**

2. PHOTOGRAPHY & VIDEOGRAPHY

- a) Recording video and taking photographs (with film or digital devices, including camera phones), other than by the ACC official photographer or videographer, is prohibited in the Expo, including the Industry-Expert Theaters. Unapproved photos and/or videos will be confiscated. ACC will post "no photography" signage in each Theater.
- b) The following exceptions shall apply, provided appropriate permission has been obtained from ACC Management:
 - i) Participant's Own Theater Presentation—Participants and their display companies may photograph and/or record video of their own Theater presentation(s) for marketing or archival purposes. Theater photography/videography is limited to the time during which the Participant's presentation is taking place.
 - (1) If a Participant wishes to use a hired photography/videography vendor other than the ACC official photographer/videographer, the Participant will be required to submit an EAC Request for the company, and ACC Management will require an EAC application and certificate of insurance as with other nonofficial vendors. ACC Management may require that the requesting Participant hire a security officer or obtain the services of an ACC Floor Manager to accompany the photographer/film crew. The EAC Request Form will be available online beginning in December 2018 and must be completed no later than Feb. 18, 2019.
 - ii) Participant Permission—Theater Participants may decide to permit photography and videography during their Theater presentation(s). It is the responsibility of the Participant to notify audience members of this permission at the start of the session.
 - iii) Media—Appropriately-vetted and badged members of the media attending ACC.19 will be permitted to photograph and/or record video of the general exhibit halls. Media personnel must obtain prior permission from the ACC Management and specific Participants before taking photos or video of (or within) the Industry-Expert Theaters. Media who take photos or record video of (or within) the Industry-Expert Theaters without receiving permission, or after permission has been denied by the Participant or the ACC Management, may be expelled from the exhibit halls for the remainder of the Expo and will have any unauthorized photos/videos confiscated/deleted.
- c) A representative of one participating company may not photograph or record video of another Participant's presentation at any time. Violation of this rule will result in the expulsion of the offending representative from the exhibit halls for the duration of the show; confiscation/deletion of the photo(s) and/or video; and the loss of ACC.19 priority points by the Participant.
- d) During the ACC Annual Scientific Session & Expo, attendees, vendors, guests, speakers and exhibitors may be photographed by the official ACC photographer, or videotaped by the official ACC videographer. An individual's photo, likeness or image may be used in future promotional ACC publications or materials.

3. PRESENTATION GUIDELINES

- a) The Participant agrees to utilize the Theater(s) for promotional presentations or activities, highlighting a new service, or presenting data on a new product. Participants are not permitted to present any CME/CNE/CE-accredited educational symposia, sessions or activities in the Industry-Expert Theater.
- b) Theater speakers and topics must be sent to ACC Management for review prior to being publicized.
- c) ACC will provide the available schedule of Scientific Session presentations at the end of October, 2018 by way of reference. ACC anticipates that approximately 75% of the programming will be complete at that time. ACC is unable to guarantee topic exclusivity in the Theater or in the time slot, but will work with Participants in the event of a conflict with another Theater or Scientific Session presentation.
- d) ACC leadership may not participate as leaders or presenters in exhibitor promotional/marketing events held in the exhibit hall, including within the Theater (see "Leadership Participation in the Exhibit Hall" in the *ACC.19 Annual Scientific Session & Expo Rules, Regulations, Terms & Conditions* for more information).
- e) All products marketed and promoted in the exhibit hall, including within the Industry-Expert Theaters, that are regulated by the Food and Drug Administration (FDA) must meet FDA guidelines and be FDA-approved. It is the responsibility of Participants to ensure adherence to Food and Drug Administration (FDA) regulations, policies, practices and guidelines, and all other applicable industry guidelines, concerning the demonstration, discussion, use and/or display of products, technologies, and/or services at the ACC Annual Scientific Session & Expo. In addition, ACC Management encourages all Participants to check with their companies' own medical affairs/compliance staff for guidelines adhered to by their own companies.
- f) Participants are reminded of the FDA restrictions on the promotion of investigational and pre-approved drugs, devices and procedures. Information regarding FDA regulations should be obtained directly from the FDA. For more information, visit <http://www.fda.gov/RegulatoryInformation/Guidances/default.htm>.



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- g) Participants are required to abide by all ACC.19 embargo and confidentiality policies governing the disclosure of scientific research results in late-breaking clinical trials and other research scheduled for presentation at ACC.19. Embargo Policies are available at www.expo.acc.org. It is the Participant's responsibility to know whether its research is subject to the embargo regulation. Premature presentation or discussion of embargoed research results in the Theater is strictly forbidden. Anyone determined by the ACC Management to have violated the embargo policies may be withdrawn from the program or subject to other sanctions. All questions and requests regarding ACC's embargo policies must be submitted in writing to Nicole Napoli, Associate Director, Media Relations, at nnapoli@acc.org.
- h) **Failure to comply with these guidelines will result in the loss of all Participant's priority points for ACC.19; the Participant being ejected from the Theater; and the Participant being prohibited from securing a Theater slot at future ACC Annual Scientific Sessions and Expos.**

4. REVISED - ACCESS TO THEATER

Theater Participants may, if they wish, control visitor admission to their Theater presentation, prohibiting or limiting access or participation of individuals with limited access badges. Limited access badges are defined as:

- Exhibits Only (orange stripe)
- Family Members (orange stripe)
- Exhibitor Staff (yellow stripe)
- Exhibitor Newsroom (yellow stripe)

Theater Participants are responsible for providing signage notifying attendees that access for that presentation is limited to full-access attendees only, as well as personnel to assist with crowd control.

5. SOLICITATION

The aisles and other spaces in the New Orleans Ernest N. Morial Convention Center not leased to exhibitors and/or Participants shall be under the control of ACC Management. All presentations, meetings, distribution of literature, and the transactions of business of any nature shall be made within the Theaters, or, if applicable, in the Participant's exhibit space or ExpoSuite. Temporary staff and/or Theater personnel, including third-party planners, shall be restricted to the same aforementioned guidelines as authorized exhibitor personnel. Solicitation in the aisles outside the Theaters or intercepting those in attendance for advertising purposes is prohibited.

6. SUBLETTING, SHARING & EXCHANGING

The Participant may not assign, sublet, share, apportion or exchange all or any part of their Theater slot, or share, exchange or co-present with another organization or business, unless prior written consent has been obtained from ACC Management, which consent may be conditioned on the payment of such fees as ACC Management determines. If the Participant submits a written request prior to ACC.19, ACC Management, at its sole discretion, may grant exceptions to the following: a corporate parent or subsidiary of the Participant; another subsidiary of the parent corporation; a partner of the Participant in an ongoing partnership with a written partner agreement; and/or other partnerships/collaborations as deemed appropriate by ACC Management. The Participant must provide to ACC Management written documentation of the relationship. ACC Management retains the right to remove from the Theater any Participant without a signed ACC.19 Industry-Expert Theater contract.

7. THIRD-PARTY PLANNERS

- a) Participants that choose to use a third-party planner to produce and/or market their Industry-Expert Theater slot must submit to ACC Management a Third-Party Authorization Letter, naming the third party as being authorized to handle planning responsibilities on the Participant's behalf. The text of the Third-Party Authorization Letter can be found at www.expo.acc.org.
- b) No requests from third-party planners will be considered until ACC Management has received a Third-Party Authorization Letter from the Participant on whose behalf the third-party planner is submitting a request.
- c) It is the responsibility of the Participant to ensure that all individuals involved with the planning, production, marketing and/or execution of an Industry-Expert Theater presentation are aware of and abide by the policies, rules and regulations contained in the *ACC.19 Annual Scientific Session & Expo Rules, Regulations, Terms & Conditions*, the Exhibitor Service Kit, the Industry-Expert Theater Guidelines and all policies, rules and regulations adopted by ACC Management hereinafter.

PROMOTION OF THEATER

1. PROMOTIONAL MATERIALS

- a) **All promotional materials (including announcements, signage, invitations, emails, websites, advertisements, posters and flyers) must be approved by ACC Management prior to printing, use and/or distribution.** Final versions of materials should be submitted for approval by Feb. 18, 2019. Submissions should be sent via email to promotional@acc.org. Please allow a minimum of five business days for approval.
- b) The ACC and ACCF logos, names, insignia and other identifying marks may not be used on any exhibitor marketing, promotional or booth materials, either inside or outside the exhibit area (see "ACC.19 Logo and Language Usage Guidelines," available at www.expo.acc.org, for more information.
- c) ACC will grant a limited, non-exclusive, non-transferable license to ACC.19 exhibitors and advertisers to use the ACC.18 name and logo in an appropriate manner in conjunction with their advertisements and other materials promoting that exhibitor's or advertiser's participation at ACC.19. The Participant shall utilize the ACC.19 logo consistent with usage guidelines provided by ACC.
- d) No endorsement by ACC Management of the Participant or its products or services, expressed or implied, is permitted or intended.
- e) All materials promoting Theater presentations must clearly indicate the name(s) of the organizer(s) and/or the company(ies) providing financial support for the presentation.
- f) The term "Scientific Session" may not be used in reference to a Theater presentation.
- g) **All materials promoting Theater presentations must include the following statement:**
- **This event is not part of ACC.19, as planned by its Program Committee, and does not qualify for continuing medical education (CME), continuing nursing education (CNE) or continuing education (CE) credit.**
- h) Theater slot holders have access to several additional promotional opportunities. For details, please visit www.expo.acc.org.



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- i) Distribution of approved materials from Participant's exhibit booth(s) and/or the Theater during the Participant's contracted slot only is permitted. Promotional materials, even if approved, are not permitted in the aisles; in the registration and poster session areas; in ACC Management publication bins; on counters, restaurant and/or lounge tables; in or near education rooms; in the New Orleans Ernest N. Morial Convention Center lobbies or public areas; anywhere else in or on the New Orleans Ernest N. Morial Convention Center property; in hotel lobbies, restaurants, meeting rooms or public areas or in front of hotels. Noncompliance of this regulation will result in the prompt removal of the offending person and property from that area and will result in loss of ACC.19 priority points by the Participant.
- j) Promotional materials may be sent to the Participant's in-house mailing lists or a mailing list provided by ACC. ACC offers a one-time complimentary use of the ACC.19 advance professional registrant mailing list (available in February 2019) to Theater participants, to be used for promotion of the Participant's Theater presentation. Mailing list rental guidelines and order forms will be available at www.infocusmarketing.com. Please note ACC must approve Participant's mailer prior to releasing the mailing list and that the turn-around time for requested lists is two to three business days from the time of mailer approval.
- k) Participants hosting Theater slots are permitted to supplement ACC signage with floor-standing signage immediately at the entrance(s) of the Theater and within their contracted exhibit space only. The signs at the entrance(s) of the Theater must be professionally printed, no larger than 28" x 44", and may be ordered through Freeman or a contractor of the Participant's choosing. Please note: Proposed copy for signage must be approved by ACC Management prior to printing (see "Promotional Materials," above, for more information). A maximum of four signs may be displayed at the Theater. Signage may only be placed outside the Theater beginning one hour prior to the Participant's slot, and must be removed within 15 minutes of the conclusion of the slot. Any signs left longer than 15 minutes after the slot's conclusion will be considered trash and disposed of accordingly. Signs may not be placed in other venues, other areas of the convention center, buses, taxicabs, etc. Participants violating these rules will have their items removed/confiscated and will lose priority points for ACC.19.
- l) Participants are encouraged to display promotional signage and/or distribute approved materials promoting their Theater presentations from within their exhibit spaces

2. PROMOTION OF THEATERS BY ACC

The Industry-Expert Theaters will be promoted by ACC in some or all of the following pre-show and on-site print and electronic promotions. ACC Management makes reasonable attempts to attract attendees to the Industry-Expert Theaters, but makes no representation or warranties with respect to demographic nature, quality and/or number of attendees. Attendance at any given Theater presentation is a function of efforts (including pre-show and on-site promotional efforts) made by the particular Participant to attract attendees to that particular presentation.

- a) Pre-Show Promotions:
 - Promotional emails to registered and prospective attendees—select emails will include a lead-in about the Theaters and link to full information on ACC.19 website
 - Theater web page on ACC.19 website —will include comprehensive information about the Theaters, including participating companies, speakers, presentation descriptions and schedule
- b) On-Site Promotional Materials:
 - Program At A Glance—distributed to all meeting professional attendees, will include Theater session titles, times and locations (as available at time of printing)
 - Insert in Official ACC.19 Meeting Bag—distributed to all meeting professional attendees, will include information about the Theaters, participating companies and schedule (as available at time of printing)
 - Insert in the Doctor's Bag (hotel room door drop)—distributed to meeting attendees staying at select hotels; will include information about the Theaters, participating companies and schedule (as available at time of printing)
 - ACC.19 ExpoGuide— guide to industry participation at ACC.19; distributed in the official meeting bag and available in bins outside Expo entrances; will include information about the Theaters, participating companies and schedule (as available at time of printing)
 - Walk-in slides in the ACC.19 education rooms—scrolling slides that appear on the screens as attendees enter and leave the education rooms at ACC.19; Theater locations will be included; dates and hours as space permits
 - Table tents—tent cards promoting the ACC.19 Learning Destinations; placed in Expo foodservice and/or other lounge areas; will include information about the Theaters, participating companies and schedules (as available at time of printing)
 - Digital signage—scrolling slides that appear on screens placed in high-traffic areas of the New Orleans Ernest N. Morial Convention Center; Theater locations will be included; dates and hours as space permits
- c) On-Site Signage:
 - ACC will provide sign boards throughout the Expo and the New Orleans Ernest N. Morial Convention Center that promote the Theaters
- d) Program Planning Tools:
 - ACC.19 Mobile App: Theater dates, times, titles, and speakers will be searchable and viewable through ACC's app, available for iPad, iPhone and Android
 - ACC.19 Program Planner: Theater session dates, times, titles and speakers will be searchable and viewable via the web-based planner