



ACC.19™

THE GLOBAL MARKETPLACE FOR
*Cardiovascular
Innovation*

Be There!
NEW ORLEANS
MARCH 16 - 18
2019

**EXHIBIT
PROSPECTUS**

www.expo.acc.org

YOUR OPPORTUNITY FOR *Success* IS WITHIN REACH

JOIN ACC AND MAKE YOUR MARK AT THE PREMIER CARDIOLOGY EXPOSITION

Get in front of key leaders in the CV community by exhibiting at ACC.19, the American College of Cardiology's 68th Annual Scientific Session & Expo taking place March 16 – 18, 2019 at the New Orleans Ernest N. Morial Convention Center in New Orleans. Nearly 12,000 health care professionals involved in the delivery of cardiovascular care attend to benefit from **world-class education sessions**; to **connect with their cardiovascular colleagues**; and to **explore the Expo**, looking for the latest advances and solutions in cardiovascular science and care. In addition to general exhibit space, ACC.19 offers specialty areas such as the Interventional Pavilion and Health IT Pavilion.

MORE THAN JUST AN EXPO

Attendees will also take advantage of:

- Poster Presentations
- Future Hub
- Industry-Expert Theaters
- Innovation Stage
- Interactive Learning Labs
- Engage Studio
- ACC Café
- ExpoSuites
- Lounge & Learn Pavilion

DID YOU KNOW?

According to the Center for Exhibition Industry Research, the most popular objectives for exhibiting are:



SOURCE: CEIR

DON'T MISS OUT!

For more information on becoming an exhibitor visit www.expo.acc.org, email accexhibits@spargoinc.com or call 703-631-6200.



MAKE THE *Connections* THAT MATTER TO YOU



WHO ATTENDS

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

ACC ATTENDEE PROFILE

11,927 professional attendees

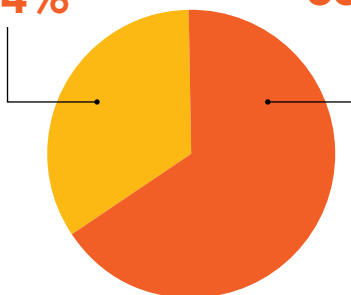
88% of all ACC professional attendees visit the Expo*

71% of attendees are highly engaged and spend an average of >3½ hours in the Expo*

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

International Attendance: **34%**

Domestic Attendance: **66%**



ACC.18 STATS

16,600+ Attendees

108 Countries represented by key opinion leaders

273 Exhibitors

242+ Press representing 137 media outlets

EXHIBITORS CAN'T SAY ENOUGH – EXPERIENCE ACC.19 FOR YOURSELF

“Excellent Expo”

“Love attending and presenting at ACC to increase our visibility”

“Thank you to ACC for the opportunity”

“Thoroughly enjoyed ACC.18”

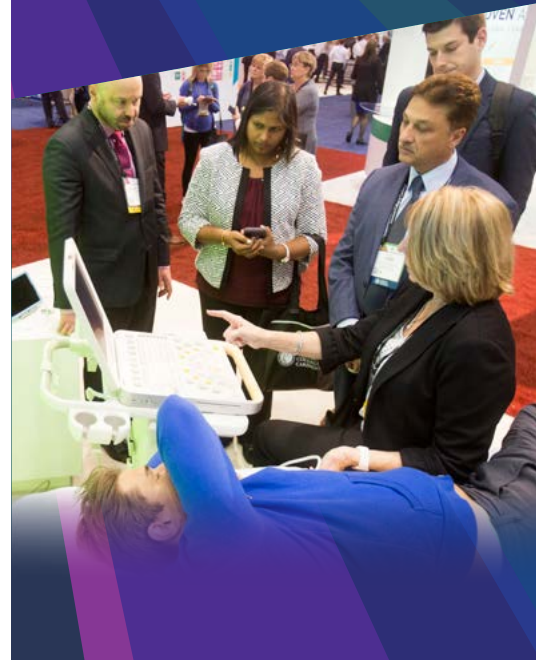
“This is our ideal target market and the attendees were engaged in our products”

“Will definitely be on our calendar for years to come”

“ACC is one of the most productive investments we make all year”

“Overwhelmed by the positive responses from attendees”

“Looking forward to ACC.19”





ATTENDEES EXPRESS THEIR APPRECIATION AND APPLAUSE

"Enjoyed the multitude of exhibits"

"One of the best I have ever been to"

"Great interaction"

"The Expo was excellent"

"Exhibitors were very educational"

"Outstanding"

"Very engaging and informative"

"Exhibitors did a great job"

"It was perfect"

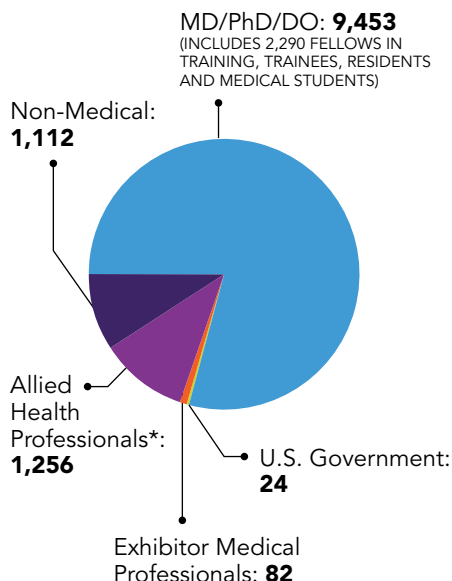
"Booths were very appropriate to the program"

"Enjoyed seeing the exhibitors"

"Informative and interactive"

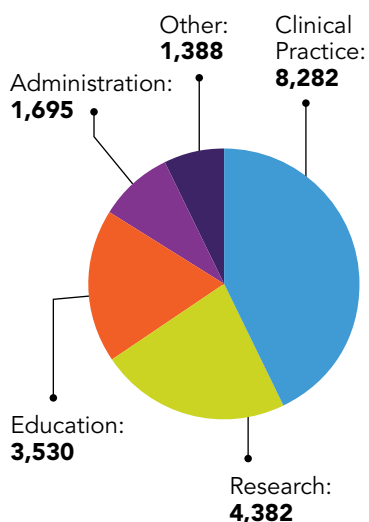
"Keep up the good work"

ATTENDEE DEMOGRAPHICS



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

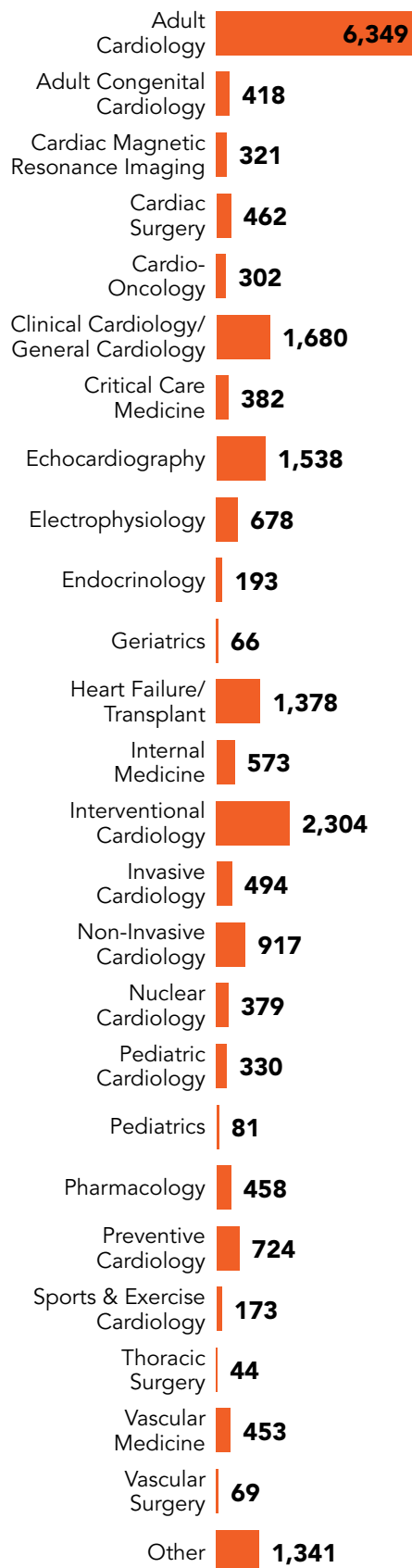
PRIMARY ACTIVITY



Ratio of professional attendees to exhibiting companies is more than

43 to 1!

PRIMARY CLINICAL FOCUS*



*ATTENDEES COULD SELECT UP TO THREE.

THE ENTIRE CV COMMUNITY

WILL BE *Looking for You* IN THE EXPO

Attendees visit the ACC Expo to gain insight to the widest range of products and services relevant to the CV Community. Companies in a wide range of categories will find an interested audience at ACC.19.

ASSOCIATIONS

- International Societies
- Professional Associations

EDUCATION

- Certification & Recertification
- Education, Teaching Aids & CME

FOOD SERVICE, NUTRITION & LIFESTYLE

- Exercise Equipment
- Food Service & Nutrition

HOSPITAL/INSTITUTION/ PRACTICE

- Health Care 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

EXHIBIT, EXPOSUITE AND PROMOTIONAL OPPORTUNITIES SALES

SPARGO, Inc.
703-631-6200

accexhibits@spargoinc.com

About THE ACC

The American College of Cardiology is the professional home for more than 52,000 cardiovascular professionals from around the world. The ACC leads in the formation of health policy, standards and guidelines and operates national registries to measure and improve care. It also provides professional medical education, disseminates cardiovascular research through its renowned JACC Journals and bestows credentials upon cardiovascular specialists who meet stringent qualifications.



AMERICAN
COLLEGE *of*
CARDIOLOGY

MISSION

To transform cardiovascular care and improve heart health.

VISION

A world where innovation and knowledge optimize cardiovascular care and outcomes.

CORE VALUES

- Patient-Centered
- Teamwork and Collaboration
- Professionalism and Excellence

EXHIBITOR *Information*

VENUE

New Orleans Ernest N. Morial Convention Center
900 Convention Center Boulevard
New Orleans, LA 70130

EXPO SCHEDULE

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.



EXHIBIT SPACE RATE

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

GET THE MOST OUT OF YOUR

Participation

EXPOSUITES

A convenient meeting space solution, an ExpoSuite is a hardwall, furnished meeting room where you can hold staff meetings, meet privately with potential clients, conduct investigator meetings or host hospitality events. There is no need for you or your guests to leave the Convention Center, or even the exhibit hall. Each ExpoSuite comes with basic furnishings, including carpet, table(s), chairs and company identification signs. Available in various sizes, ExpoSuites may be rented at \$43.50 per sq. ft.



- **Friday, March 15:** 9:30 a.m. – 4:45 p.m. (exhibitor staff only)
- **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.

PREMIUM LISTINGS

Stand out on the ACC.19 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.

ACC.18 exhibitors with a Promotional Opportunity experienced an average of

82% more

leads than those that did not purchase an opportunity.

EXHIBIT, EXPOSUITE AND PROMOTIONAL OPPORTUNITIES SALES

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Space is limited and fills up quickly, so submit your application and contract today!
www.expo.acc.org