

## Important Information

### Approaching Dates and Deadlines

#### November 27, 2019 - PAST DUE

- Full Payment Due for Booth Space

#### February 12, 2020

- Rooming List Deadline  
- Hotel Deposit Deadline

#### February 21, 2020

- Deadline to receive Priority Points for Promotional Opportunities and Advertising Support

#### March 3, 2020

- Freeman Advance Order Deadline  
- Promotional Materials Approval Deadline  
- Diagrams of Booths 400 Sq Ft and Larger Due  
- Additional Booth Activities Form Due

#### March 10, 2020

- Exhibitor-Appointed Contractor (EAC) Request Forms and Certificates of Insurance Deadline

### EXHIBIT HALL SCHEDULE:

***Please ensure your booth  
is staffed during these  
times!***

Saturday, March 28:  
9:30 a.m. - 4:45 p.m.

## ACC.20/WCC ExpoExtra - December

### Exhibitor Service Kit

The [Exhibitor Service Kit](#) contains the detailed logistical information you need for ACC.20/WCC, including order forms and information about shipping, handling, labor, furniture, utilities and all show-related services. Note: the Freeman advance-pricing deadline for rentals and services is March 3, 2020.

ACC does not provide its exhibitor list to outside parties or vendors for solicitation. Official vendors should include our "Official Service Provider" logo in communications. When in doubt of a vendor's authenticity as an ACC.20/WCC service provider, please [contact us](#).



### Exhibitor Company Listings

If you haven't already done so, be sure to login and update your company listing and product category information via the Edit Booth Info button on the console here: [http://www.expo.acc.org/ACC20/Public/e\\_ExhibitorConsole.aspx](http://www.expo.acc.org/ACC20/Public/e_ExhibitorConsole.aspx). Your listing is viewable in the ACC mobile app, which will go live in February and be used by the majority of attendees. Within your company listing, be sure to select the ACC *Clinical Pathway* which applies to your company's therapies, products, and services; attendees look to the app for guidance on locating applicable exhibitors via a built-in Pathways selection.

It's not too late to take advantage of an [upgraded listing](#). For \$950, include longer company and product descriptions, press releases, product photos, corporate videos and banner ads.

### Expand Your Brand in the Future Hub!

In response to attendees' thirst for knowledge and desire for interactive, hands-on, cutting-edge education, the ACC is pleased to present for the third year,

Sunday, March 29:  
9:30 a.m. - 4:45 p.m.

Monday, March 30:  
9:30 a.m. - 2:00 p.m.

### Move-in Hours:

Tuesday, March 24:  
8:00 a.m. - 7:00 p.m.

Wednesday, March 25:  
8:00 a.m. - 7:00 p.m.

Thursday, March 26:  
8:00 a.m. - 7:00 p.m.

Friday, March 27:  
8:00 a.m. - 7:00 p.m.

### Move-Out Hours:

Monday, March 30:  
2:00 p.m. - 7:00 p.m.

Tuesday, March 31:  
8:00 a.m. - 5:00 p.m.

Wednesday, April 1:  
8:00 a.m. - 5:00 p.m.

### Contact Us

#### Learning Destinations

Christy Troiano  
[ctroiano@acc.org](mailto:ctroiano@acc.org)

#### Operations, Regulations

Kent Riffert  
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#### Exhibit/ExpoSuite Sales, Promotional Opportunities

Craig Baker  
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the ACC.20/WCC Future Hub – a multi-vendor, interactive, educational exhibit. Participation in the 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. **This is a great way to expand your company's presence and provide a showcase opportunity a booth alone cannot afford!**

[Click for more info on the Future Hub](#), where attendees will 'see the future' of cardiovascular healthcare via:

- Exhibitor demonstrations/kiosks with individualized hands-on opportunities
- TED-style talks
- Small panel discussions/debates
- Entrepreneurial pitch competitions (the ACC.20/WCC Innovation Challenge)
- Knowledge & Networking Session

### Target Your Marketing Message with the ACC.20/WCC Advance Mailing List

Drive traffic to your booth and maximize your exhibit experience! The Advance Professional Registrant Mailing List will have approximately 10,000 addresses. Prefer to target your message? Select your recipients based on primary activity, clinical focus, and more. The list will be available for fulfillment starting Feb. 24, 2020, but we encourage you to place your order now for faster fulfillment. For more details, [visit the INFOCUS Marketing website](#).

Be sure to refer to the [ACC Logo and Language Guidelines](#) when preparing any booth invitations.

### ExpoSuites - Convenient Meeting Space Solutions

Where can you find a place for face-to-face client meetings, hospitality events, or a spot for your booth personnel to take a breather, yet still be close at hand? ExpoSuites are the answer! The hardwall, furnished meeting rooms offered in various sizes in the exhibit hall provide you meeting space *aisles* away, not *miles* away. [Learn more about ExpoSuites](#) and how to secure yours today.

### Prime Time Educational Events

ACC offers you the opportunity to present a non-certified educational event in a venue of your choosing during "prime time" - the morning and evening hours. [Learn more about Prime Time Educational Events and how to submit your application](#).

### Ancillary Event Guidelines

If you're planning on holding any type of meeting or event in Chicago from March 26-30, 2020, start your planning process by [reviewing the helpful Ancillary Event Flow Chart](#), noting that **every event must be registered and approved in advance**. Then, review the [Ancillary Event Guidelines](#), which outlines the dates and times during which events can be held, registration fees, and information on securing meeting space. [Learn more about holding meetings and events at ACC.20/WCC](#).

## Extend Your Reach Beyond Your Booth to Maximize Your ROI

The key to success is making sure you stand out among the hundreds of exhibitors at ACC.20/WCC. Whether your goal is branding, lead generation, market visibility, or all three - you want to encourage attendees to stop by your booth. Get the most out of your experience **with the exciting [Promotional Opportunities](#), [Print Marketing Opportunities](#), and [Advertising Opportunities](#) being offered to help you deliver your message, reinforce your brand and stand out from your competitors! To secure your opportunity [contact the ACC sales team](#).**

## Beware of Unauthorized Housing Offers

If you are contacted by companies claiming to offer discounted rooms in Chicago, please use caution. Neither ACC nor our official housing vendor (Experient) can guarantee the validity of rates quoted by non-affiliated companies or that rooms offered even exist. Should you have any questions, please contact [the Experient Exhibitor Housing team](#).

## Happy Holidays from your ACC Team!

As the year draws to a close, your ACC Expo team and our key vendor partners wish you and yours a happy holiday season and a wonderful 2020. Thank you for your continued support of the American College of Cardiology and our mission of transforming cardiovascular care and improving heart health!

Please note: ACC will be closed from December 24 through January 1. During this time, most of our vendors' offices will be open (other than on holidays). We thank you in advance for your patience as response times may lag due to vacation days. We look forward to the busy months leading up to ACC.20/WCC.

Questions? Contact us: [accexhibits@spargo.com](mailto:accexhibits@spargo.com) | 703-631-6200

Click [here](#) to unsubscribe.

