The American College of Cardiology is accepting applications from companies to participate in the ACC.20/WCC Future Hub.

Attendees come to American College of Cardiology’s (ACC) 69th Annual Scientific Session & Expo together with the World Congress of Cardiology 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 third year, the ACC.20/WCC Future Hub – a multi-vendor, interactive, educational exhibit. Participation in the ACC.20/WCC 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.20/WCC Future Hub is to inform, educate, inspire and delight 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 third year, the ACC will host the very popular ACC.20/WCC Innovation Challenge! Entrepreneurs and innovators will pitch their ideas for products and services in two categories.
**LOCATION**
The 69th Annual Scientific Session & Expo together with the World Congress of Cardiology (ACC.20/WCC) will take place on March 28-30, 2020 at McCormick Place in Chicago, Illinois.

The ACC.20/WCC Future Hub will occupy Booth #1062, a prime location off the main aisle.

**DATES & HOURS**

**Set-Up Hours:**
Friday, March 27  
9:00 a.m. – 5:00 p.m.

**Expo & Future Hub Hours:**
Saturday, March 28  
9:30 a.m. – 4:45 p.m.
Sunday, March 29  
9:30 a.m. – 4:45 p.m.
Monday, March 30  
9:30 a.m. – 2:00 p.m.

**Move-Out Hours:**
Monday, March 30  
2:00 p.m. – 5:00 p.m.

**EDUCATIONAL SPACE ON SHOW FLOOR**
The ACC.20/WCC 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.20/WCC Future Hub Companies will be able and are encouraged to direct traffic to their commercial booth from their ACC.20/WCC Future Hub location if further commercial or other specific product information is requested by the attendee.

**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.20/WCC 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

**START-UP PARTNER REQUIREMENTS**
Start-Up Companies must meet the following criteria to be eligible to participate in the ACC.20/WCC 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. Company has less than $1 million in sales
5. The product or service displayed must be the company’s primary business

**CANCELLATION**
Before Friday, January 24, 2020
Cancellation of participation by this date results in 50% liquidated damages (50% refund)

On or After Friday, January 24, 2020
Cancellation of participation after this date results in 100% liquidated damages (no refund)
## BENEFITS
The ACC.20/WCC Future Hub will offer Companies a robust package of visibility opportunities:

<table>
<thead>
<tr>
<th></th>
<th>Supporting Partner $20,000</th>
<th>Participating Partner $10,000</th>
<th>Start-Up Partner $1,500</th>
</tr>
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<tbody>
<tr>
<td><strong>Print Promotions</strong></td>
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<tr>
<td>Pre-Meeting Mailer insert</td>
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<tr>
<td>Attendee Bag insert</td>
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<tr>
<td>Doctors Bag insert</td>
<td>logo</td>
<td>name</td>
<td>name (smaller)</td>
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<tr>
<td>Expo Guide</td>
<td>logo</td>
<td>name</td>
<td>name (smaller)</td>
</tr>
<tr>
<td>On-site signage</td>
<td>logo</td>
<td>name</td>
<td>name (smaller)</td>
</tr>
<tr>
<td>Future Hub brochure</td>
<td>1200 characters + logo</td>
<td>800 characters</td>
<td>400 characters</td>
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<tr>
<td><strong>Digital Promotions</strong></td>
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<td>Expo listing</td>
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<td>400 characters</td>
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<tr>
<td>Future Hub Webpage</td>
<td>logo + link</td>
<td>logo</td>
<td>name</td>
</tr>
<tr>
<td>Mobile app</td>
<td>600 characters + logo</td>
<td>300 characters</td>
<td>300 characters</td>
</tr>
<tr>
<td>Social media (pre-show and on-site) promoting the Future Hub</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td><strong>Other Benefits</strong></td>
<td></td>
<td></td>
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<tr>
<td>Suggest a panelist</td>
<td>yes</td>
<td>no</td>
<td>no</td>
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<tr>
<td>Complimentary educational space in the Future Hub</td>
<td>turnkey exhibit booth space</td>
<td>turnkey exhibit table space</td>
<td>turnkey table display space</td>
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<tr>
<td>Expo badges</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Lead retrieval unit at kiosk in the Future Hub</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
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<tr>
<td>ACC.21/WCC additional priority points</td>
<td>12 points</td>
<td>6 points</td>
<td>2 points</td>
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</table>
FUTURE HUB
THEATER
PREMIER PARTNER
SUPPORTING PARTNERS

SUPPORTING PARTNERS WILL BE PROVIDED
ACC.20/WCC-branded back wall with company’s printed logo
One 45” monitor on back wall with audio (approx. size)
One PC laptop to source the content to the monitor
One kiosk desk & two barstools
Electrical & WiFi access
One lead retrieval unit
PARTICIPATING PARTNERS WILL BE PROVIDED
ACC.20/WCC-branded back wall with company’s printed logo
One 24” monitor on back wall with audio (approx. size)
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
START-UP PARTNERS

START-UP PARTNERS WILL BE PROVIDED
ACC.20/WCC-branded vertical signage with company’s printed logo
One iPad tablet or PC laptop
One white table & two barstools
One locking cabinet
Electrical & WiFi access