

FUTURE  
HUB

THE FUTURE OF  
HEALTH TECHNOLOGY  
& INNOVATION

PARTNER  
PROPOSAL

INNOVATION & TECHNOLOGY CATEGORIES:

Digital health	Big data
Medical devices	Telehealth
Precision health	Virtual care
Artificial intelligence	Care delivery
Health care analytics	AR & VR
Educational technology	Entrepreneurship
Disease prevention	And much more!

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.

# ACC.20 TOGETHER WITH WORLD CONGRESS OF CARDIOLOGY



**CHICAGO  
MARCH  
28-30  
2020**

## LOCATION

The 69<sup>th</sup> 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)

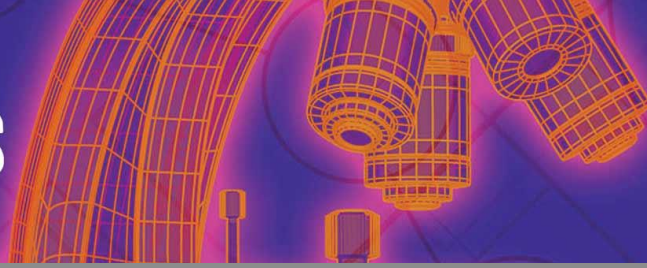
## BENEFITS

The ACC.20/WCC Future Hub will offer Companies a robust package of visibility opportunities:

	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.21/WCC additional priority points	12 points	6 points	2 points



**ACC.20** TOGETHER WITH  
**WORLD CONGRESS  
OF CARDIOLOGY**



AMERICAN  
COLLEGE of  
CARDIOLOGY



WORLD  
HEART  
FEDERATION

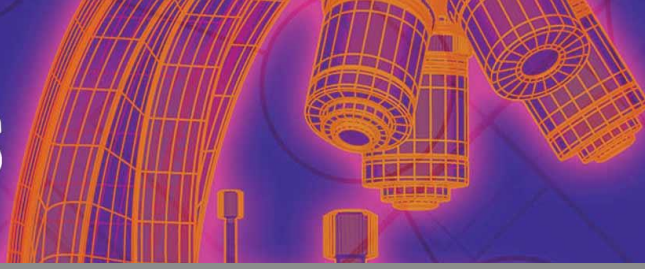
**CHICAGO**  
**MARCH**  
**28-30**  
**2020**

# FUTURE HUB





**ACC.20** TOGETHER WITH  
**WORLD CONGRESS  
OF CARDIOLOGY**



AMERICAN  
COLLEGE of  
CARDIOLOGY



WORLD  
HEART  
FEDERATION

**CHICAGO**  
**MARCH**  
**28-30**  
**2020**

# THEATER

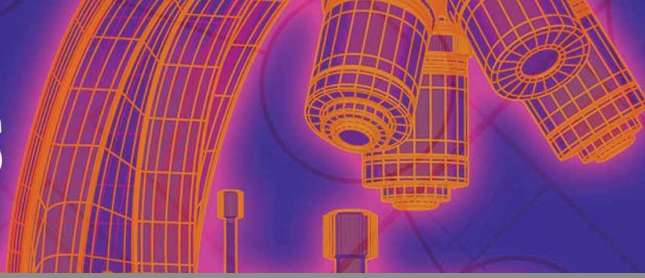
**ACC.20** TOGETHER WITH  
**WORLD CONGRESS  
OF CARDIOLOGY**

**FUTURE  
HUB**

THE FUTURE OF  
HEALTH TECHNOLOGY  
& INNOVATION



**ACC.20** TOGETHER WITH  
**WORLD CONGRESS  
OF CARDIOLOGY**



AMERICAN  
COLLEGE of  
CARDIOLOGY



WORLD  
HEART  
FEDERATION

**CHICAGO**  
**MARCH**  
**28-30**  
**2020**

# PREMIER PARTNER





**ACC.20** TOGETHER WITH  
**WORLD CONGRESS  
OF CARDIOLOGY**



**CHICAGO**  
**MARCH**  
**28-30**  
**2020**

# 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

ACC.20 TOGETHER WITH  
WORLD CONGRESS  
OF CARDIOLOGY



CHICAGO  
MARCH  
28-30  
2020

# PARTICIPATING PARTNERS



## 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



**ACC.20** TOGETHER WITH  
**WORLD CONGRESS  
OF CARDIOLOGY**



**CHICAGO  
MARCH  
28-30  
2020**

# 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

# FUTURE HUB

BOOTH #1062

ACC.20 TOGETHER WITH  
WORLD CONGRESS  
OF CARDIOLOGY

CHICAGO  
MARCH  
28-30  
2020

