

# ACC.20 TOGETHER WITH WORLD CONGRESS OF CARDIOLOGY

THE GLOBAL  
MARKETPLACE FOR  
CARDIOVASCULAR  
INNOVATION

EXHIBIT  
PROSPECTUS



AMERICAN  
COLLEGE *of*  
CARDIOLOGY



WORLD  
HEART  
FEDERATION

CHICAGO  
MARCH  
28-30  
2020

[www.expo.acc.org](http://www.expo.acc.org)





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# YOU'RE INVITED TO THE EXPERIENCE!

Join the American College of Cardiology and the World Heart Federation for ACC.20 Together With World Congress of Cardiology (ACC.20/WCC), taking place March 28 – 30, 2020, in Chicago. As an exhibitor you will have exposure to over 12,000 key leaders in the global CV community looking for the latest advances and solutions in cardiovascular science and care.

In planning ACC.20/WCC, the two organizations will work together to incorporate ideas about global health content into the overarching meeting program to bring awareness of the vital work needed in global health advocacy, including the UN's goal to reduce premature death from noncommunicable diseases by 25 percent by 2025.

ACC.20/WCC attendees are interested in the future of cardiology across the globe. Given ever-changing market conditions and the emphasis on innovation and knowledge expansion, cardiovascular companies with an international presence that do not currently have products in the US and companies who have products currently in development are welcome to apply to exhibit.

“The ACC and WHF are strategically aligned in our goals to reduce the burden of cardiovascular disease worldwide. By combining WHF's expertise and leadership in promoting global health issues and ACC's renowned Annual Scientific Session, we are poised to reach thousands of cardiovascular health professionals with new ideas, science and education that can save patients in some of the world's most vulnerable countries.”

**Richard Kovacs, MD, FACC**  
ACC President

“WHF is delighted to be returning to the USA after over 30 years, and we are immensely proud to be partnering with ACC. Together we will be able to combine the excellent scientific and educational focus of ACC with the international standpoint of WHF. We look forward to working closely with ACC to create an event that will address the importance of all aspects of CVD diagnosis, prevention, treatment and cures on all levels, to both Society and Foundation representatives across the world.”

**Karen Sliwa, MD, PhD**  
WHF President 2019-2020

## DON'T MISS OUT!

**With the collaboration of ACC and the World Heart Federation, we expect to see a noticeable increase in attendance.**

For more information on becoming an exhibitor visit [www.expo.acc.org](http://www.expo.acc.org), email [accexhibits@spargoinc.com](mailto:accexhibits@spargoinc.com) or call 703-631-6200.

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## 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

- **12,387** professional attendees
- Domestic Attendance: **72%**
- International Attendance: **28%**
- 85% of all ACC professional attendees visit the Expo\*
- **74%** of attendees are highly engaged and spend an average of 3 hours in the Expo\*

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

Ratio of professional attendees to exhibiting companies is more than

**47 TO 1!**

### ACC.19 STATS

- **17,000+** Attendees
- **107** Countries represented by key opinion leaders
- **262** Exhibitors
- **256** Press representing 140 media outlets

### ATTENDEES WILL BE DRAWN TO ADDITIONAL FEATURES IN THE EXPO:

- Centrally Located Poster Presentations
- Future Hub
- Industry-Expert Theaters
- Innovation Stage
- Engage Studio
- ACC Café
- ExpoSuites
- ACC Central

### ATTENDEES ARE ENTHUSIASTIC ABOUT THE EXPO

"It was a great experience"

"I felt very engaged when visiting the Expo"

"The Expo was excellent"

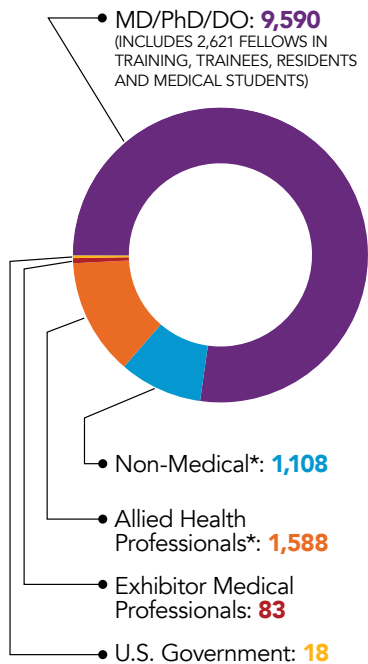
"The exhibitors were very helpful and interactive"

"I completely enjoyed the Expo"

"Liked the mix of commercial and scientific"



## ATTENDEE DEMOGRAPHICS



## PRIMARY ACTIVITY



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

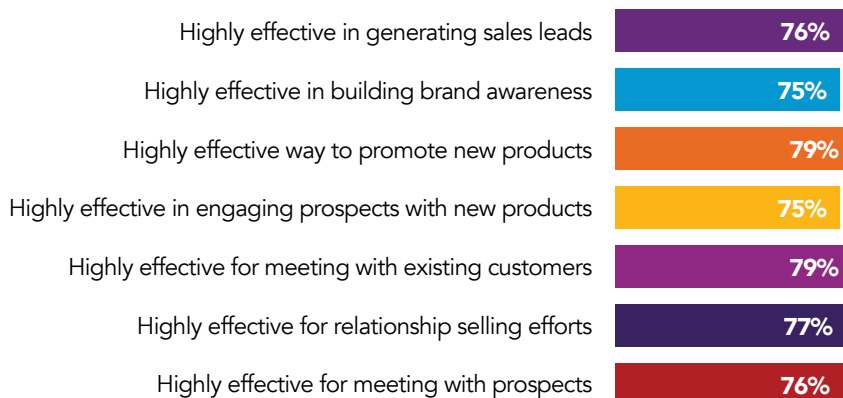
## PRIMARY CLINICAL FOCUS\*

Adult Cardiology . . . . .	<b>6,211</b>
Adult Congenital Cardiology . . . . .	<b>388</b>
Cardiac Magnetic Resonance Imaging . . . . .	<b>384</b>
Cardiac Surgery . . . . .	<b>485</b>
Cardio-Oncology . . . . .	<b>404</b>
Clinical Cardiology/ General Cardiology . . . . .	<b>1,949</b>
Critical Care Medicine . . . . .	<b>447</b>
Digital Health Transformation . . . . .	<b>147</b>
Echocardiography . . . . .	<b>1,553</b>
Electrophysiology . . . . .	<b>803</b>
Endocrinology . . . . .	<b>165</b>
Family Medicine . . . . .	<b>57</b>
Geriatrics . . . . .	<b>66</b>
Heart Failure/Transplant . . . . .	<b>1,387</b>
Internal Medicine . . . . .	<b>681</b>
Interventional Cardiology . . . . .	<b>2,584</b>
Invasive Cardiology . . . . .	<b>512</b>
Non-Invasive Cardiology . . . . .	<b>915</b>
Nuclear Cardiology . . . . .	<b>314</b>
Pediatric Cardiology . . . . .	<b>384</b>
Pediatrics . . . . .	<b>92</b>
Pharmacology . . . . .	<b>428</b>
Preventive Cardiology . . . . .	<b>688</b>
Sports & Exercise Cardiology . . . . .	<b>199</b>
Thoracic Surgery . . . . .	<b>60</b>
Vascular Medicine . . . . .	<b>418</b>
Vascular Surgery . . . . .	<b>85</b>
Other . . . . .	<b>2,059</b>

\*ATTENDEES COULD SELECT UP TO THREE.

## FACTS TO KNOW!

According to the Center for Exhibition Industry Research, exhibiting organizations agree that exhibitions are:



**ACT TODAY!** For more information on becoming an exhibitor visit [www.expo.acc.org](http://www.expo.acc.org), email [accexhibits@spargoinc.com](mailto:accexhibits@spargoinc.com) or call 703-631-6200.

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**Space is limited and fills up quickly —  
submit your application and contract today!**  
[www.expo.acc.org](http://www.expo.acc.org)

## BE WHERE YOUR CUSTOMERS WILL BE

Attendees are looking to gain insight to the widest range of products and services relevant to the CV Community. Companies in the following categories will find an interested audience at ACC.20/WCC:

### Associations

- International Societies
- Professional Associations

### Education

- Certification & Recertification
- Education, Teaching Aids & CME

### Food Service, Nutrition & Lifestyle

- Exercise Equipment
- Food Service & Nutrition

### Hospital/Institution/Practice

- Healthcare 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**

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## ABOUT ACC



AMERICAN  
COLLEGE of  
CARDIOLOGY

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.

### 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

[www.acc.org](http://www.acc.org)

## ABOUT WHF



WORLD  
HEART  
FEDERATION

The World Heart Federation (WHF) continues to be the principal representative body for the cardiovascular community, including the national and continental cardiology scientific societies and foundations, and representing the scientific, medical and professional communities, as well as patients and charitable organizations. Our mission is to:

- Connect and coordinate the diverse cardiovascular community by bringing together the scientific cardiology societies, heart foundations, health professionals, patients and the general public, policy makers, governments and industry in advancing heart health for everyone;
- Translate science into policy to influence agencies, governments and policy makers; and
- Stimulate and catalyze the exchange of information, ideas, practices across all borders, to achieve heart health for everyone, everywhere.

[www.world-heart-federation.org](http://www.world-heart-federation.org)

## EXHIBITOR INFORMATION

### Venue

McCormick Place  
2301 South King Drive  
Chicago, IL 60616

### Expo Schedule

#### 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.

### Exhibit Space Rate

Standard Space Rate  
\$40.50 per sq. ft.  
(minimum 100 sq. ft.)

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# MAGNIFY YOUR EXPOSURE

## 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 \$44.00 per sq. ft.



- Friday, March 27: 9:30 a.m. – 4:45 p.m. (exhibitor staff only)
- 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.

## PREMIUM LISTINGS

Stand out on the ACC.20/WCC 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.19 exhibitors  
with a Promotional  
Opportunity  
experienced  
an average of  
104% more leads!**

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