EXHIBIT PROSPECTUS

The Global Marketplace for Cardiovascular Innovation

www.expo.acc.org

ACC.21
ATLANTA
March 20 – 22
The American College of Cardiology is looking forward to bringing colleagues together from around the world to reimagine global heart health, reConnect with patient care, reFocus on science and reDefine networking at ACC.21.

You are invited join the experience and reach key leaders in the CV community by exhibiting at ACC’s 70th Annual Scientific Session & Expo (ACC.21) taking place March 20 – 22, 2021 at the Georgia World Congress Center in Atlanta. Thousands of healthcare 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.

Attendees will be drawn to additional features in the Expo including:
- Poster Presentations
- Future Hub
- Industry-Expert Theaters
- Innovation Stage
- Recharge+Renew Pavilion
- ACC Café
- ExpoSuites
- ACC Central

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

- Highly effective in generating sales leads 76%
- Highly effective in building brand awareness 75%
- Highly effective way to promote new products 79%
- Highly effective in engaging prospects with new products 75%
- Highly effective for meeting with existing customers 79%
- Highly effective for relationship selling efforts 77%
- Highly effective for meeting with prospects 76%

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

“The Expo was excellent”

“I felt very engaged when visiting the Expo”

“It was a great experience”

“Exhibitors were very helpful and interactive”

“Liked the mix of commercial and scientific”

“I completely enjoyed the Expo”

ACC.19 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

WHO ATTENDS

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

ACC.19 STATS

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

The Ratio of professional attendees to ACC.19 exhibitors was more than 47 to 1!

ACC.20/WCC WENT VIRTUAL

Over 50,000 Registrants from 160 Countries
21,000 Visits to the Virtual Expo
**ACC.19 PRIMARY CLINICAL FOCUS**

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

*Attendees could select up to three.

**ACC.19 ATTENDEE DEMOGRAPHICS**

- **MD/PhD/DO:** 9,590 (includes 2,621 Fellows in Training, Trainees, Residents and Medical Students)
- **Non-Medical:** 1,108
- **Allied Health Professionals:** 1,588 (includes Cardiac Care Team Members, Non-Physicians, Administrators and Partners in Care)
- **U.S. Government:** 18
- **Exhibitor Medical Professionals:** 83

**ACC.19 PRIMARY ACTIVITY**

- **Other:** 2,149
- **Administration:** 1,673
- **Clinical Practice:** 8,442
- **Research:** 4,405
- **Education:** 3,447

*Attendees could select up to three.*
GET IN FRONT OF THE CV COMMUNITY

Attendees are looking to gain insight to the widest range of products and services relevant today. Companies in the following categories will find an interested audience at ACC.21.

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, Nuear, PET)

INFORMATION TECHNOLOGY
• Electronic Health Records/Electronic Medical Records (EHR/EMR)
• Electronic Information Services & Equipment
• Physician Practice Services & Management

MEDICAL DEVICES
• Technology: Computer Hardware, Software &/or Patient Management Tools with Medical Applications
• Web-Based Image Management & Reporting Solutions

MEDICAL EQUIPMENT
• 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, EXPOSITE AND PROMOTIONAL OPPORTUNITIES SALES
SPARGO, Inc.
703-631-6200
accexhibits@spargoinc.com

Space fills up quickly — submit your application and contract today!
The American College of Cardiology is the professional home for more than 54,000 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

EXHIBITOR INFORMATION

VENUE
Georgia World Congress Center
285 Andrew Young International Boulevard, NW
Atlanta, GA 30313

EXPO SCHEDULE
Saturday, March 20:
9:30 a.m. - 4:45 p.m.
Sunday, March 21:
9:30 a.m. - 4:45 p.m.
Monday, March 22:
9:30 a.m. - 2:00 p.m.

EXHIBIT SPACE RATE
Standard Space Rate
$40.50 per sq. ft.
(minimum 100 sq. ft.)
MAKE YOUR EXHIBIT EXPERIENCE MORE SUCCESSFUL

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 19: 9:30 a.m. – 4:45 p.m. (exhibitor staff only)
• Saturday, March 20: 9:30 a.m. – 4:45 p.m.
• Sunday, March 21: 9:30 a.m. – 4:45 p.m.
• Monday, March 22: 9:30 a.m. – 2:00 p.m.

PREMIUM LISTINGS
Stand out on the ACC.21 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.

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PROMOTIONAL OPPORTUNITIES
Get the most out of your participation and ensure the influential attendees you most want to reach are aware of your presence. Promotional opportunities have been designed to help maximize your investment! There are sure to be opportunities that meet your needs and budget.

ACC.19 exhibitors with a Promotional Opportunity experienced an average of 104% more leads!

LEARN MORE ABOUT PREMIUM LISTINGS
LEARN MORE ABOUT PROMOTIONAL OPPORTUNITIES