

EXHIBIT PROSPECTUS

The Global
Marketplace for
Cardiovascular
Innovation

www.expo.acc.org

ACC.21

ATLANTA
May 15 – 17



AMERICAN
COLLEGE *of*
CARDIOLOGY

BECOME PART OF THE EXPERIENCE!



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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 May 15 – 17, 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
- Industry-Expert Theaters
- Innovation Stage
- 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%**

ACC 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.

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

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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

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

WHO ATTENDS

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

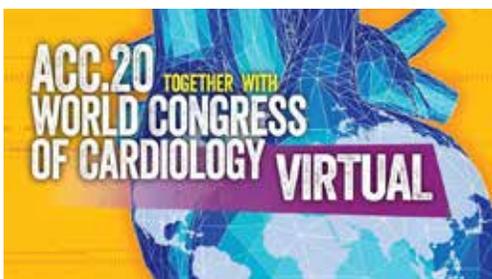
ACC.19 STATS

17,000+ Attendees

107 Countries represented
by key opinion leaders

262 Exhibitors

256 Press representing
140 media outlets



ACC.20/WCC WENT VIRTUAL

Over **50,000** Registrants from **160** Countries

21,000 Visits to the Virtual Expo

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ATTENDEE PROFILE

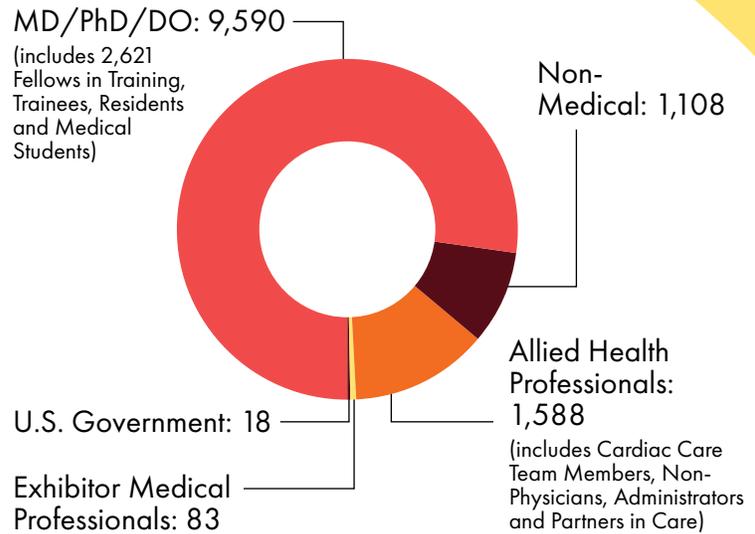
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ACC.19 PRIMARY CLINICAL FOCUS*

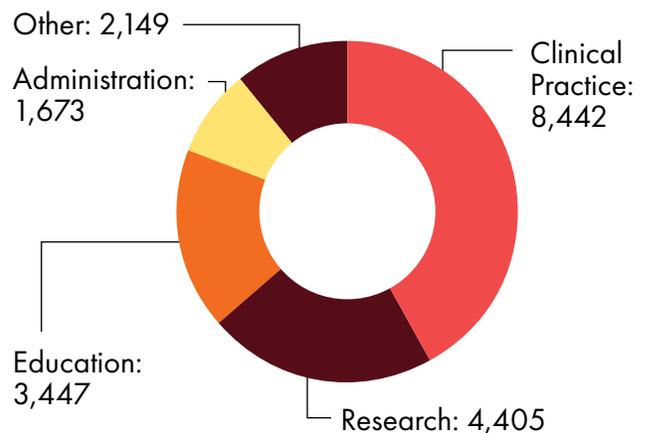
Adult Cardiology:	6,211
Adult Congenital Cardiology:	388
Cardiac Magnetic Resonance Imaging:	384
Cardiac Surgery:	485
Cardio-Oncology:	404
Clinical Cardiology/General Cardiology:	1,949
Critical Care Medicine:	447
Digital Health Transformation:	147
Echocardiography:	1,553
Electrophysiology:	803
Endocrinology:	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



ACC.19 PRIMARY ACTIVITY



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GET IN FRONT OF THE CV COMMUNITY

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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, NuSear, 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, EXPOSITE AND PROMOTIONAL OPPORTUNITIES SALES

SPARGO, Inc.

703-631-6200

accexhibits@spargoinc.com

**Space fills up quickly —
submit your application
and contract today!**

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ABOUT THE ACC

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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, May 15:

9:30 a.m. - 4:45 p.m.

Sunday, May 16:

9:30 a.m. - 4:45 p.m.

Monday, May 17:

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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MAKE YOUR EXHIBIT EXPERIENCE MORE SUCCESSFUL

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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, May 14: 9:30 a.m. – 4:45 p.m. (exhibitor staff only)
- Saturday, May 15: 9:30 a.m. – 4:45 p.m.
- Sunday, May 16: 9:30 a.m. – 4:45 p.m.
- Monday, May 17: 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.



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.

LEARN MORE ABOUT PROMOTIONAL OPPORTUNITIES

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

LEARN MORE ABOUT PREMIUM LISTINGS

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