

ACC's 70th Annual Scientific Session & Expo (ACC.21) Rules, Regulations, Terms & Conditions

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Defined Terms

The term “ACC” as used herein shall mean the American College of Cardiology.

The term “ACC Management” as used herein shall mean the American College of Cardiology Foundation (“ACCF”).

The term “ACC.21” as used herein shall mean ACC’s 70th Annual Scientific Session & Expo.

Applicability, Interpretation and Governing Law

These ACC.21 Rules, Regulations, Terms & Conditions (“Rules”) are part of the application and contract for exhibit and ExpoSuite space between the Exhibitor and ACC Management (“Contract”). ACC Management shall have the authority to interpret and enforce these Rules. All matters not covered by these Rules are subject to the decision of ACC Management. All decisions so made shall be as binding on all parties as the original Rules. The Exhibitor or its designated representative is responsible for familiarizing itself with all Rules. The Exhibitor or its representative(s) that fails to observe the terms of the Contract or these Rules may be ejected from ACC.21 without refund.

Amendments

These Rules may be amended at any time by ACC at its sole discretion, and all amendments so made shall be binding on Exhibitors equally with the original Rules.

Official Exhibits

All official exhibits will be located in the exhibit hall(s) and will be assigned by ACC Management.

Eligibility to Exhibit

Applicants that meet the following criteria will be deemed eligible to exhibit at ACC.21 (“Exhibitor”):

- The Exhibitor’s products or services must be cardiovascular-related and professional in nature.
- The Exhibitor must classify its product/service using at least one (1) of the product/service categories listed on the application. Write-in categories will not be considered.
- The Exhibitor’s and the applicant’s goods or services to be exhibited must be considered by ACC Management to be consistent with ACC’s scientific or public policies, positions, statements or guidelines. This also includes the parent or subsidiary corporation of the Exhibitor or goods and services thereof, which must also be deemed by ACC Management to be consistent with ACC’s scientific or public policies, positions, statements or guidelines.
- The Exhibitor agrees to comply with all ACC Management policies, rules, regulations, terms and conditions, including those policies that govern the submission of the application, and all policies and Rules adopted by ACC Management hereafter.
- Only products or services listed by the Exhibitor on the original application and approved by ACC Management may be exhibited.
- The applicant must be financially stable. ACC Management reserves the right to request data establishing the Exhibitor’s financial stability, even if the Exhibitor has exhibited in the past. The pending or filing of bankruptcy or insolvency proceedings with respect to Exhibitor at or after the submission of its application will result in automatic cancellation, with all applicable penalties, of the Exhibitor’s exhibit space, even though ACC Management may have accepted the Exhibitor’s application (see “Cancellation or Reduction of Exhibit Space or ExpoSuite Space”).
- All products marketed and promoted in the Expo that are available in the U.S. and are regulated by the U.S. Food and Drug Administration (“FDA”) must meet FDA guidelines or be FDA-approved. Companies without FDA product approval should clearly indicate on their booths that their product

is for display and education purposes only and is not approved and/or available for use in the U.S. In order to maintain the informational and educational objectives of ACC.21, ACC Management reserves the right to deny exhibit participation of any companies intending to exhibit vitamins and supplements that are not regulated by the FDA and/or to disallow said products from being displayed in the Expo. Nutraceutical products will be permitted only if Exhibitor can demonstrate peer-reviewed evidence of efficacy. It is the responsibility of the Exhibitor to ensure adherence to FDA regulations, policies, practices and guidelines, and all other applicable industry guidelines, concerning the demonstration, discussion, use and/or display of products, technologies and/or services at ACC.21.

- ExpoSuites can only be secured by Exhibitors.
- Only Exhibitors in good standing with ACC Management are permitted to submit an application for an ExpoSuite. Exhibitors must settle any outstanding balances in order for ExpoSuite or other additional applications to be considered.
- If the Exhibitor cancels or defaults on exhibit space, any contracted ExpoSuites will also be cancelled, and fees will apply, as outlined in these Rules.

Review of Exhibiting Companies

All exhibits are subject to periodic review by ACC. Only those exhibits deemed eligible based on the criteria listed in the “Eligibility to Exhibit” section will be permitted to exhibit at ACC.21.

Qualifying Exhibit Categories

ACC Management has approved the categories of products and services from which Exhibitor must choose when applying for exhibit space. In order to maintain the informational and educational objectives of ACC.21, first-time and inactive Exhibitors must choose from the list of categories on the Contract. Only the categories listed on the application will be considered. Write-in categories will not be accepted. Applications received without this information will be returned for completion prior to processing and assignment.

Exhibit Space Rates and Selection/Assignment

ACC.21 EXHIBIT AND EXPOSUITE SPACE RATES

Exhibitors will be charged the following exhibit space rates for ACC.21:

Advance-Rate Exhibit Space (for applications received on or before June 5, 2020): Thirty-eight US Dollars (USD\$38.00) per square foot.

Standard-Rate Exhibit Space (for applications received after June 5, 2020): Forty US Dollars and fifty Cents (USD\$40.50) per square foot.

ExpoSuite Space: Forty-four US Dollars (USD\$44.00) per square foot.

The exhibit space rate includes exhibit hall space; exhibit hall perimeter security; aisle carpet; nightly vacuuming of aisles; and booth number on the floor for space identification. In-line booths receive 8' high back drape with 36" high side drape and a 7" x 44" booth identification sign. In addition, all Exhibitors receive access to the shuttle bus service for travel to and from ACC hotels and the convention center; unlimited Expo-only badges and allotted Exhibitor full-access badges (full-access registrants receive an official meeting bag with accompanying materials); and a complimentary Exhibitor listing¹ and product/service categories online and in the ACC.21 mobile app.

EXHIBIT SPACE FEE CREDIT FROM ACC.20/WCC CANCELLATION

Exhibitors who were impacted by cancellation of ACC's 69th Annual Scientific Session & Expo Together With World Congress of Cardiology ("ACC.20/WCC") and who opted to apply ACC.20/WCC exhibit space fees paid as a credit towards ACC.21 exhibit space fees in lieu of a refund may submit applications to reserve exhibit space for ACC.21 and, like all ACC.20/WCC exhibitors reserving space through May 7, 2020, will be assigned exhibit space according to priority point order based off of points accrued through ACC.19.

If Exhibitors increase the size of their exhibit space for ACC.21 (as compared to ACC.20/WCC) as indicated in their applications and contracts for exhibit and ExpoSuite space, then Exhibitors will be responsible for the difference between ACC.21 exhibit space fees and the credit from their ACC.20/WCC exhibit space fees. If Exhibitors decrease the size of their exhibit space for ACC.21 (as compared to ACC.20/WCC) as indicated in their applications and contracts for exhibit and ExpoSuite space, then Exhibitors will be refunded the difference between the credit from their ACC.20/WCC exhibit space fees and the ACC.21 exhibit space fees.

SPACE SELECTION PROCESS

ACC will employ a virtual exhibit space selection process (see "Exhibit Space Selection Process" for more information), which will be conducted via an online self-selection process or telephone conference call in April 2020 ("Virtual Exhibit Space Selection").

ACC.20/WCC Exhibitors who submit applications and reserve exhibit space for ACC.21 from April 13 to May 7, 2020 and participate in the Virtual Exhibit Space Selection will be assigned exhibit space according to priority point order based off of points accrued through ACC.19 and will be charged the advance exhibit space rate above.

¹ ACC shall adjust the Exhibitor listing as necessary to comply with the European Union General Data Protection Regulation and other similar regulatory requirements in the United States or international jurisdictions

Exhibitors whose applications are received after close of business on June 5, 2020, will have exhibit space assigned on a first-come, first-served basis and will be charged the standard space rate above.

Terms of Payment

- ACC.20/WCC Exhibitors who opted to apply ACC.20/WCC exhibit space fees paid as a credit towards ACC.21 exhibit space fees in lieu of a refund will automatically receive credit for the amount previously paid. In the event the Exhibitor's ACC.21 exhibit space fee is more than the credit from ACC.20/WCC due to, for example, Exhibitor increasing its ACC.21 exhibit space size as compared to ACC.20/WCC, then Exhibitor shall pay the difference between ACC.21 exhibit space fees and the credit from the ACC.20/WCC exhibit space by November 18, 2020. On the contrary, in the event the Exhibitor's ACC.21 exhibit space fee is less than the credit from ACC.20/WCC due to, for example, Exhibitor decreasing its ACC.21 exhibit space size as compared to ACC.20/WCC, then Exhibitor will be refunded the difference between the credit from their ACC.20/WCC exhibit space fees and the ACC.21 exhibit space fees.
- A fifty percent (50%) deposit is due June 5, 2020, for applications submitted on or before June 5, 2020. Exhibitors who fail to pay the 50% deposit by June 5, 2020 will be charged the standard exhibit space and ExpoSuite space rate.
- A fifty percent (50%) deposit must accompany applications submitted after June 5, 2020, to be considered for space assignment.
- The balance must be received by January 13, 2021. If full payment is not received by this date, the Exhibitor will be notified that its assigned space has been forfeited and will pay applicable liquidated damages as outlined in the "Cancellation or Reduction of Exhibit Space or ExpoSuite Space" section.
- After January 12, 2021, full payment is required with all applications and is 100% non-refundable. Please note: Ancillary Event Request Form will be available to Exhibitors who have paid in full *only*.
- Payment for ExpoSuites will follow the same terms and schedule as exhibit space.
- Exhibitors may pay by check, wire transfer and credit card.
 - i. Check. Make checks payable to American College of Cardiology—Exhibits. ACC Management will accept U.S. funds drawn on U.S. banks only. Checks drawn on non-U.S. banks will be returned to applicants, which will delay the approval process of the application. Applications with checks must be mailed to SPARGO, Inc., 11208 Waples Mill Rd., Suite 112, Fairfax, VA 22030. Do not send applications with checks to the ACC office. Applications are given consideration for assignment according to the date they are received with appropriate payment. Wire Transfer—Contact SPARGO at accexhibits@spargoinc.com for necessary information. Wire transfers must cover all applicable fees assessed by both the sending and receiving banks.
 - ii. Credit Card. ACC Management accepts Visa, MasterCard, Discover and American Express. Applications with credit card payments may be paid online.
 - iii. Mathematical errors in the Total Cost section of the application will be disregarded. Accurate applicable amounts, according to the rate schedule and date the payment was received by ACC Management will be charged.

Increase of Exhibit/ExpoSuite Space

Beginning June 6, 2020, if an Exhibitor chooses to increase its space after contracting for space, the additional amount of space will be charged at the standard exhibit space rate.

Cancellation or Reduction of Exhibit/ExpoSuite Space

Notification of an Exhibitor's decision to cancel or reduce exhibit or ExpoSuite space must be submitted in writing to:

American College of Cardiology
Exhibits c/o SPARGO, Inc.
11208 Waples Mill Rd. Suite 112
Fairfax, VA 22030
accexhibits@spargoinc.com

It is the responsibility of the Exhibitor to ensure that its cancellation/reduction notification has been received by ACC Management. Exhibitors are advised that cancellation/space reduction requests are recorded on the date the notification is received by ACC Management, rather than the date on which it was sent (if different). All Exhibitors faxing cancellation/reduction notification are requested to follow up with an email and/or phone call requesting confirmation of receipt of cancellation/reduction by ACC Management.

Exhibitors that cancel/reduce exhibit space will be subject to fees based on the date of receipt as follows:

- If the Exhibitor cancels exhibit space through June 4, 2020, no cancellation fee will apply.
- If the Exhibitor cancels or reduces exhibit space June 5, 2020 through January 12, 2021, the Exhibitor will pay as liquidated damages fifty percent (50%) of the total contracted space fee for the space being released.
- If the Exhibitor cancels or reduces exhibit space after January 12, 2021, the Exhibitor will pay as liquidated damages 100% of the total contracted space fee for the space being released.

When ACC Management receives written notice that an Exhibitor is reducing exhibit space, the number of Exhibitor Full-Access Badges will be reduced accordingly (see "Exhibitor Full-Access Badges," for more information).

If the Exhibitor fails to pay 100% of the total contracted exhibit space fee on or before January 13, 2021, ACC Management may cancel the Exhibitor's participation and is free to assign the released space to other companies. Cancellation of participation does not release the Exhibitor from its obligation to pay 100% of the total contracted space fee and/or all other fees and expenses incurred by the Exhibitor as a result of said cancellation.

ACC Management retains the right to utilize cancelled space at its discretion.

No-Show Policy

Any booth unoccupied by Noon on Friday, May 14, 2021, may be regarded as a "no-show." The Exhibitor will be deemed to have cancelled the exhibit space contract, and, as such, the Exhibitor will pay as liquidated damages 100% of the total contracted exhibit space fee and will not be awarded any priority points for ACC.21. All freight will be removed from the Exhibitor's booth and returned to the loading dock at the Exhibitor's expense, and ACC Management will be free

to assign the space to other exhibiting companies or utilize the space at its discretion.

In addition, should the Exhibitor fail to make any payment by the specified dates in the space application and contract or invoice, ACC Management reserves the right to re-sell or reassign the space without any liability on its part. This clause shall not be construed as affecting the obligation of the Exhibitor to pay the full amount specified in its space application and contract.

If an Exhibitor cancels or defaults on exhibit space, all badges, hotel rooms, and additional activities (including ancillary events, promotional opportunities, Learning Destinations, etc.) will be revoked and applicable cancellation fees will apply.

Exhibitors that fail to occupy and furnish contracted exhibit space will be charged for the expenses incurred by ACC to cover the booth area and convert it to a lounge area.

Industry Sponsorship and Support Revenue Sources

ACC Management publishes on its website (www.acc.org) all sources of external commercial support, including all revenue received from exhibiting companies.

Attendance

ACC Management makes reasonable attempts to attract attendees and exhibitors to ACC.21, but makes no representation or warranties with respect to demographic nature, quality and/or number of attendees and/or exhibitors. Traffic by any given booth is a function of efforts (including pre-show and on-site promotional efforts) made by the particular Exhibitor to attract attendees to that particular exhibit and is not the responsibility of ACC Management.

Rules and Regulations

By applying for exhibit and/or ExpoSuite space, Exhibitor agrees:

- To comply with these Rules and all policies, rules and regulations adopted by ACC Management hereafter (collectively referred to herein as the “Rules”);
- The information contained herein is an integral and binding part of the Contract;
- It is the responsibility of the Exhibitor to distribute information to ensure that all individuals responsible for the Exhibitor’s participation and all individuals staffing the booth are aware of the Rules governing ACC.21.

Each Exhibitor has only a terminable license to exhibit. If ACC Management determines that an Exhibitor has failed to comply with any terms herein or any directive issued by ACC Management, ACC may terminate this license and close the exhibit without notice.

ACC Management reserves the right, even if a Contract has been approved, to refuse exhibits, curtail activities or close exhibits or parts of exhibits that do not, in ACC Management’s sole determination, comply with the Rules.

Exhibitors who, in the sole opinion of ACC Management, conduct themselves unethically, not in accordance with the Rules, or otherwise in a manner that is contrary to the tax-exempt mission and purposes of ACC may be dismissed from ACC.21 without refund and/or may be prohibited from attending and/or exhibiting at future ACC Annual Scientific Sessions & Expos.

Any violations of the Rules will subject the Exhibitor to the following at the sole discretion of ACC Management:

When possible, ACC Management will issue an immediate warning to the Exhibitor, so that the Exhibitor can correct the violation. If the issuance of such a warning is not practical, or will not serve to immediately correct the violation, ACC Management will promptly inform the offending Exhibitor in writing of the complaint. ACC Management reserves the right to determine what, if any, penalty will be imposed on Exhibitor. Priority point violations may be issued and/or the exhibit may be closed based on the severity of the violation.

Any Exhibitor that has been given a warning or notice of violation and has failed to take corrective action will be subject to penalties, as follows:

- First violation will result in the Exhibitor losing priority points for that year (see “The Priority Point System” for more information.)
- Second violation will result in the Exhibitor losing one-half of its accrued priority points.
- Third violation will result in the Exhibitor losing all of its accrued priority points.
- Fourth violation will result in the Exhibitor losing its eligibility to exhibit at ACC Annual Scientific Session & Expos for up to three (3) years.

ACC Management reserves the right to expel from the exhibit hall(s) any representative of Exhibitor, without warning, for the duration of the show, in instances of particularly objectionable or egregious behavior.

ACC Management will employ floor managers, whose authority to enforce these Rules and any other terms or directives adopted by ACC Management hereafter is the same as that held by ACC Management.

All interpretations of the Rules and all letters and questions not specifically covered are subject to the decision of ACC Management, through the Exhibits Committee or the Directors of Exposition, whose decision will be final.

Miscellaneous

Once signed by the Exhibitor and ACC Management, the space application and contract is irrevocable, and the rights of ACC Management under the contract shall not be deemed waived except as specifically stated in writing by an authorized representative of ACC Management. The Exhibitor further agrees that upon acceptance of the space application and contract by ACC Management, with or without appropriate or timely payment of any and all fees, the contract shall become binding and enforceable in accordance with its terms. It will be binding on the Exhibitor’s and ACC Management’s successors. If any term, clause or provision hereof is held invalid or unenforceable by a court of competent jurisdiction, such invalidity shall not affect the validity or operation of any other term, clause or provision, and the invalid term, clause or provision shall be deemed to be severed from the agreement.

Applicable Law

Any claim or cause of action arising out of this agreement shall be governed exclusively by the laws of the District of Columbia without regard to its conflict of laws principles. Any claim or cause of action arising under this agreement shall be adjudicated exclusively in the local or federal courts of the District of Columbia. The Exhibitor hereby submits to the personal jurisdiction of the courts located in the District of Columbia.

Indemnification

Each Exhibitor agrees to protect, indemnify and hold harmless the following parties (including, but not limited to): ACC, ACC Management, the State of Georgia, the Georgia World Congress Center Authority, The Freeman Company, LLC (“Freeman”), and SPARGO Inc., and their respective officers, directors, agents, contractors and employees, from any and all claims, liability, damages or expenses asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of or in any way connected with the acts or omissions or breach of the Contract or Rules by the Exhibitor or its agents, servants or employees.

Each party involved in ACC.21 agrees to be responsible for any claims arising out of its own negligence or that of its employees, agents or contractors.

Liability and Insurance

ACC Management shall in no event be liable to any Exhibitor for any lost business opportunities or for any other type of indirect, consequential or other type of damages alleged to be due to a breach of the Contract, Rules, or other terms arising hereunder or in connection with ACC.21. It is understood and agreed that the sole liability of ACC Management to the Exhibitor for any breach of this contract or for any other cause of action under any theory of liability arising under this agreement or in connection with ACC.21 shall be limited to a refund of all amounts paid by the Exhibitor to ACC Management pursuant to this contract, as an exclusive remedy.

The Exhibitor shall, at its sole cost and expense, procure and maintain comprehensive general liability insurance against claims for bodily injury or death and property loss or damage occurring in or upon or resulting from the premises leased by ACC Management. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than two million US Dollars (USD\$2,000,000). Such insurance shall name ACC Management, SPARGO, Inc., Freeman, the State of Georgia, and the Georgia World Congress Center Authority as additional insureds. The Exhibitor is required to provide ACC Management, upon request, with said certificate of insurance indicating the appropriate insurance coverage. During the term hereof, the Exhibitor shall maintain Workers’ Compensation and Occupational Disease insurance in full compliance with all federal and state laws, covering all of Exhibitor’s employees engaged in the performance of any work for Exhibitor. All property of the Exhibitor is understood to remain under its custody and control in transit to and from the exhibition hall.

ACC Management will bear no liability for personal injuries, whether suffered by an Exhibitor, its employees, its contractors, agents or business invitees. ACC Management will also assume no liability for loss or damage to the property of an Exhibitor, its employees, its contractors, agents or business invitees, regardless of the cause, unless such injury or damage results from, or is caused directly or exclusively by, the negligence or wrongful acts of ACC Management.

Exhibitors must obtain insurance policies covering the transporting of their materials from their home base to ACC.21, during ACC.21, and return. Exhibitors must also have public liability and property damage insurance including product liability.

Exhibitors are liable for any damage caused to facility walls, doors, supports, or to Freeman-supplied ExpoSuite structure or furnishings, or to other Exhibitors’ or facility property. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building columns and floors. The contracted Exhibitor is responsible for all personal and corporate property placed in exhibit or

ExpoSuite space.

Cancellation of ACC.21 by ACC

ACC Management may terminate the Exhibitor's Contract and/or ACC.21, or any part thereof, when ACC Management, in its sole discretion, believes that (a) the premises in which ACC.21 is or is to be conducted has become unfit for occupancy, or (b) the holding of ACC.21 or ACC Management's performance under the Contract is substantially or materially prevented or interfered with by a cause or causes not reasonably within ACC Management's control. ACC Management is not responsible for delays, damage, loss, increased costs or other unfavorable conditions that arise as a result of such termination. Furthermore, in the event of such termination, ACC Management may retain such part of the Exhibitor's exhibit space fees as shall be required to recompense ACC Management for expenses incurred up to the time of such termination or incident to such termination, with no liability for either party to the contract. The Exhibitor waives all claims for damages or recovery of payments made, except for the return of the pro-rated amount paid for exhibit space less expenses incurred by ACC Management.

The above phrase "a cause or causes not reasonably within ACC Management's control" includes, but is not limited to: fire, casualty, flood, epidemic or pandemic, earthquake, explosion, accident, blockage, embargo, inclement weather, act or threat of terrorism, riot or civil disturbance; strike, lockout, boycott or other labor disturbance, inability to secure necessary labor, technical or personnel failure, lack of or impaired transportation facilities, inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment or services, orders or restraints imposed by civil defense, military or other types of governmental authorities, or acts of God, or such circumstances making ACC's performance impossible, illegal, or commercially impracticable in its sole discretion.

Exhibit/ExpoSuite Space Assignment

Although ACC Management will attempt to accommodate Exhibitor requests for specific booths, no guarantees can be made that the Exhibitor will be assigned the specific booth(s) requested. The Exhibitor acknowledges that it is not contracting for a specific booth(s), but rather for the right to participate as an Exhibitor at ACC.21.

Assignment Procedures

All applications are given consideration for assignment according to the date the completed application and appropriate payment are received by the ACC Expo staff. Applications without the appropriate payment will not be considered confirmed until payment is received, in accordance with the "Terms of Payment" policy.

Exhibit Space Selection Process

Virtual Exhibit Space Selection

ACC will employ an virtual exhibit space selection process for ACC.21 exhibit space. Current ACC.20/WCC Exhibitors who submit applications and reserve exhibit space for ACC.21 from April 13 to May 7, 2020 will be assigned according to priority point order. Based on priority points accrued through ACC.19, each Exhibitor will be given a scheduled appointment time to select ACC.21 exhibit space via a telephone conference call or online self-selection process.

Appointment times will be sent via email. During the appointment Exhibitors will make their booth space selection from the master floor plan and complete an online application for exhibit space. A deposit, although recommended, will not be required at the time of the appointment. An

invoice will be sent requiring a fifty percent (50%) deposit by June 5, 2020, unless Exhibitor has received a credit for ACC.20/WCC exhibit space fees, in which case, no deposit will be due. Companies reserving exhibit space through this virtual process will be able to cancel without penalty through June 4, 2020.

General Exhibit Space Selection

Exhibitors who submit applications beginning May 8, 2020, will be assigned on a first-come, first-served basis. Exhibitors have the option of submitting an online or PDF application. Exhibitors submitting an online application will select their exhibit space in real-time. Exhibitors submitting PDF applications should indicate preferred exhibit space choices. ACC Management will attempt to contact the Exhibitor to review and select from available spaces. If the Exhibitor is unavailable to participate at the time they are contacted, ACC Management will refer to the exhibit space choices indicated on the Exhibitor's application. If none of the choices listed is available, ACC Management will, at its discretion, assign the best possible location based on the space preference criteria provided by the Exhibitor on the application.

The Priority Point System

Priority for exhibit space assignments is given to Exhibitors that have previously exhibited at an ACC Annual Scientific Session & Expo.

Previous Points - Through ACC.13, a point system based on the amount of space utilized was employed. An Exhibitor accrued one point for each 100 square feet of exhibit, ExpoSuite and Interactive Learning Lab space occupied during each of the most recent five (5) years. In addition, an Exhibitor accrued one (1) point for each year of participation, without limit. Total points earned through ACC.13 were carried over to the following point system. Total points from the following criteria will be added to the previous point total each year. Please note that due to the cancellation of ACC.20/WCC, points were not earned for that year and will not be included in the previous point total.

Exhibit Space Points - Two (2) priority points are earned for each 100 square feet of exhibit, ExpoSuite and Interactive Learning Lab space purchased for ACC.21.

Promotional Opportunities - One (1) priority point is earned for each one thousand five hundred US Dollars (USD\$1,500) spent in promotional opportunity support for ACC.21. Support must be confirmed by April 9, 2021.

Advertising - One (1) priority point is earned for each one thousand five hundred US Dollars (USD\$1,500) spent on advertising related to ACC.21. Support must be confirmed by April 9, 2021.

Learning Destinations - One (1) priority point is earned for each one thousand five hundred US Dollars (USD\$1,500) spent on Learning Destinations for ACC.21. Support must be confirmed by April 9, 2021.

Prime Time Events - One (1) priority point is earned for each one thousand five hundred US Dollars (USD\$1,500) spent on Prime Time Events for ACC.21. Support must be confirmed by April 9, 2021.

Exhibitor Room Block - Four (4) priority points are earned for reserving hotel rooms in the Exhibitor Room Block through ACC's official housing vendor.

Ties - Exhibitors with the same number of points will be ordered alphabetically starting with a random letter of the alphabet selected online at www.randomlettergenerator.com.

Mergers - At the Exhibitors' written request, ACC Management will add the merged Exhibitors' points together. Once points are merged, they cannot be separated. Requests to merge points should be submitted in writing to the ACC Directors of Exposition.

Multiple Divisions and Spin-Offs - Multiple division and spin-off Exhibitors will be awarded the highest points of any of the previous exhibiting Exhibitors. This process will allow Exhibitors to contract separately while maintaining their own identities (exhibits, exhibitor listings, badges, etc.).

Co-Marketing - If two (2) or more Exhibitors are involved in the development of a product and wish to exhibit in one co-branded exhibit space, the co-marketed booth will earn points independently of their respective parent organizations. In the first year of the co-market booth, however, the highest previous points of any of the parent organizations will be used as the co-market's points.

How Points May Be Lost - Total points are reduced by fifty percent (50%) after missing one (1) year of exhibiting and are completely forfeited after missing two (2) consecutive years of exhibiting. Priority points may also be lost if the Exhibitor violates the Rules, as determined by ACC Management in its sole discretion. Exhibitors may request a summary of their priority points by submitting a written request to accexhibits@spargoinc.com.

Waiting List

Any Exhibitor not pleased with the initial assignment may submit a written request to accexhibits@spargoinc.com to be placed on a waiting list for possible reassignment. The waiting list will receive consideration for reassignment on a first-come, first-served basis. No guarantees can be made that another choice will be available.

Relocation of Exhibits

ACC Management reserves the right to alter locations of exhibits as shown on the official floor plan, if deemed, in the sole discretion of ACC Management, to be advisable or in the best interests of ACC.21.

Using Your ExpoSuite Space

The Exhibitor agrees to utilize the ExpoSuite(s) for face-to-face client meetings, Exhibitor personnel meetings, or hospitality functions during ACC.21. Formal presentations or any other educational symposia, sessions, or activities are not allowed at any time within the Exhibitor's assigned ExpoSuite. Any Exhibitor violating this rule will lose access to their assigned ExpoSuite and will incur a priority point violation.

Exhibitor may attach signage to the exterior of their ExpoSuite(s), using Velcro, hooks or other fasteners that do not damage the wall panels or hardware. Signage must be hung flat against the surface of the exterior panels. Exhibitor-provided exterior signage must be approved in advance by ACC Management. All activities must be confined within the contracted ExpoSuite space.

Due to Fire Marshal regulations, no tables, chairs, or other furnishings may be placed in un-contracted aisles surrounding an ExpoSuite. If a reception area is needed, Exhibitors may rent adjoining ExpoSuite spaces, or use an area within their contracted *booth* space to check in guests.

The ExpoSuite(s) occupation dates are May 14 through May 17, 2021. The Exhibitor is responsible for pick-up and return of ExpoSuite key(s) and agrees to pay seventy-five US Dollars (USD\$75.00) per key in the event of lost or damaged ExpoSuite keys. Key distribution will be managed by ACC staff or its designees. Keys may be picked up from the ACC-designated area in the Expo Hall beginning Thursday, May 13 at Noon.

The Exhibitor is responsible for all ExpoSuite furnishings outside of any provided as part of the cost of the space. Additional furnishings are available through Freeman (General Contractor).

Installation, Hours of Operation, Dismantling

ACC Management reserves the right to alter ACC.21 Expo hours in any manner whatsoever if, in its sole discretion, such alteration is in the best interest of ACC Management.

Installation: Exhibitors will have access to their assigned ExpoSuite(s) on May 13, from Noon–5:00 p.m. Exhibitors are permitted to “prep” their assigned ExpoSuite(s) for the official opening during this time.

Hours of Operation:

The times during which ExpoSuite holders may host meetings are as follows:

- Friday, May 14: Noon–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.

Registration and Admission

Admission to ExpoSuites will be by official badge obtained upon registration, entitling the wearer to unlimited attendance in accordance with ACC Management policy. The badge is not transferable. All attendees of meetings held in ExpoSuites must be badged as either an Exhibitor or other attendee category.

ACC Management shall have sole authority over admission policies at all times. If for any reason a properly badged exhibitor or representative desires to enter the ExpoSuite area in advance of the prescribed time, a request specifying the reason and giving the names of all persons who will enter the ExpoSuite area in accordance with such request shall be presented to the contractor designated by ACC Management for approval. Exhibitors receiving approval will be required to have an official security representative escort the group to the designated ExpoSuite. All costs associated with admission during non-official hours, including but not limited to security, will be the responsibility of the Exhibitor.

Alcoholic Beverages

The sale, consumption, distribution or storage of alcoholic beverages in exhibit booths is not permitted at any time.

Exhibitors are permitted to serve alcoholic beverages within the confines of their contracted ExpoSuite spaces only. Exhibitors choosing to do so must purchase all beverages from Levy - the official caterer of Georgia World Congress Center (“GWCC”) (see “Food and Beverages,” for more information). Levy requires that all alcoholic beverages be dispensed by only their employees or agents.

Children

Exhibitors may not employ children (defined as anyone under 18 years of age) in any capacity at the meeting. Under no circumstances will children be allowed in the exhibit hall(s) during installation or dismantle. During Expo hours, children will be permitted in the exhibit hall(s) only if accompanied by an adult at all times. In addition, children between 12 and 18 years of age are required to register for admission to the Expo. For reasons of insurance liability and safety, strollers and infant carriers are not permitted in the exhibit hall(s) at any time. Infants must be held at all times. Because of limited seating capacity and the highly technical nature of the education program, children are not invited to attend presentations.

Clinical Testing

Exhibitors are permitted to conduct clinical tests, such as cholesterol screening and blood pressure monitoring, from their booth(s) (see “Hazardous Waste Disposal”, for more information). All Exhibitors that plan to conduct clinical testing must register this activity by April 26, 2021, via the Additional Booth Activities form found online (www.expo.acc.org) in the Exhibitor Service Kit.

Distribution, Display and Demonstrations of Products, Technologies and Services

Distribution, display and demonstrations of products, technologies and services, and solicitation of orders, are limited to the space occupied by the Exhibitor in the exhibit hall(s). Such activities are not permitted in the registration and poster session areas; in or near education rooms; in parking lots; or in any hotel, with the exception of ACC-approved ancillary events as outlined in the Ancillary Event Guidelines. **Noncompliance with this regulation will result in the prompt removal of the offending person and property from that area and will result in the loss of ACC.21 priority points by the Exhibitor.**

Distribution of Printed Materials

Distribution of printed materials (including promotional materials, publications, ancillary event invitations/announcements and books), audio recordings and/or videos by industry or its agents is limited to the space occupied by the Exhibitor in the ACC exhibit hall. Such materials are not permitted in the registration and poster session areas; in ACC publication bins; on counters, restaurant and/or lounge tables; in or near education rooms; in parking lots; or in any hotel. **Noncompliance with this regulation will result in the prompt removal of the offending person and property from that area and will result in the loss of ACC.21 priority points by the Exhibitor.**

All promotional materials (including announcements, signage, invitations, emails, websites, advertisements, posters and flyers) must be approved by ACC Management prior to printing, use and/or distribution. Final versions of materials should be submitted for

approval by April 26, 2021.

Submissions should be sent to promotional@acc.org. Please allow a minimum of five (5) business days for approval. See “ACC.21 Logo and Language Usage Guidelines,” available at www.expo.acc.org, for more information.

Drawings, Raffles and Quizzes

Drawings and raffles may be conducted by an Exhibitor provided the following conditions are met:

- The item(s) to be awarded is/are modest in value and educational in nature.
- All attendees must be eligible to enter.
- The drawing must take place after the conclusion of ACC.21.
- It is the responsibility of the Exhibitor to notify the winner and to make arrangements for the transfer of the prize to the winner.

All drawings and raffles must be submitted to ACC Management for review and approval by April 26, 2021, via the Additional Booth Activities form found online (www.expo.acc.org) in the Exhibitor Service Kit.

All quizzes, tests, challenges, surveys, etc., must be directly related to cardiovascular diagnosis and/or the practice of cardiology, and must be submitted to ACC Management for review and approval by April 26, 2021, via the Additional Booth Activities form found online (www.expo.acc.org) in the Exhibitor Service Kit.

Embargo Policies

The ACC.21 Embargo Policies will be published at <http://www.acc.org/footer-pages/media-center/annual-scientific-session>. Exhibitors and their public relations representatives are required to abide by the ACC embargo and confidentiality policies governing the disclosure of scientific research results contained in late-breaking clinical trial presentations and abstracts. Anyone determined by ACC to have violated the embargo policies may be withdrawn from the program or subject to other sanctions. All questions and requests regarding ACC’s embargo policies must be submitted in writing to Nicole Napoli, Media Relations, at nnapoli@acc.org.

Entertainment

In keeping with the professional, educational nature of ACC.21, the use of balloons or live animals, magicians, puppet shows, fortune tellers, dancers, costumed characters, celebrity look-alikes, mimes, robots or other like entertainment is prohibited. Live performance of music is prohibited.

Exhibitors may utilize the services of a celebrity only if he/she is routinely employed as a spokesperson for the product, service or technology on display at ACC.21. Exhibitors wishing to have such a celebrity in their booth must submit the proposed schedule and activity for the celebrity to ACC Management for review and approval by April 26, 2021, via the Additional Booth Activities form found online (www.expo.acc.org) in the Exhibitor Service Kit. Exhibitors utilizing less than 400 square feet of island space will not be considered for this type of activity due to crowd control concerns.

Exhibitor Conduct

All Exhibitors are expected to contribute to an overall professional environment, and ACC Management reserves the right to make on-site judgments regarding conduct that detracts from the environment. Exhibitors and their vendors, contractors and agents must conduct themselves and wear attire consistent with the professional decorum of the meeting.

Exhibitor personnel may not enter another Exhibitor’s booth space without obtaining permission, nor should personnel block access to another booth. Violation of this rule will result in the expulsion of the offending Exhibitor from the exhibit hall(s) for the duration of the show, and the loss of ACC.21 priority points by the Exhibitor.

As a courtesy to those attending ACC.21 and to fellow Exhibitors, booths must be open and staffed during all Expo dates and hours of operation. Failure to do so will result in the loss of the Exhibitor’s priority points for ACC.21, and/or affect the Exhibitor’s ability to exhibit at a future ACC Annual Scientific Session & Expo. **Packing of equipment, literature or other materials, or dismantling of exhibits, is not permitted until 2 p.m. on May 17, 2021.** Exhibitors that begin dismantling before 2 p.m. will receive a priority point violation.

Food and Beverage

Exhibitors at ACC.21 will be permitted to serve food and non-alcoholic beverages in their exhibit booths during all exhibit hours.

Levy is the official caterer of the Georgia World Congress Center (“GWCC”) and has exclusive catering rights to provide food and beverage (including bottled water) services within the center. **All food and beverage items must be supplied and prepared by Levy.** No food, beverage or alcohol will be permitted to be brought into or removed from the convention center without written approval. Requests for exceptions must be received by Levy no less than four (4) weeks before the first day of the event. Levy reserves the right to assess a charge for such exceptions to exclusivity.

Exhibitors whose product includes food or beverage should work with Levy to determine portion size allowed and/or applicable charges for sampling.

Exhibitors will be permitted to serve food and beverages (alcoholic and non-alcoholic) within the confines of their contracted ExpoSuite spaces.

Any Exhibitor whose food distribution creates an excessive trash problem will be responsible for ensuring trash removal during show hours, at the Exhibitor’s expense.

Please note that the *sale* of food and/or beverages by Exhibitors is strictly prohibited in the exhibit hall(s).

Giveaways

ACC Management is a signatory to the Code for Interactions with Companies (“Code”), developed by ACC Management and other members of the Council of Medical Specialty Societies (“CMSS”). The Code provides detailed guidance to medical specialty societies on appropriate interactions with for-profit Exhibitors in the health care sector. The Code is voluntary and is designed to ensure that societies’ interactions with Exhibitors are independent and transparent, and advance medical care for the benefit of patients and populations.

As stated in the Code, ACC Management will only permit Exhibitors to distribute giveaways that are educational for physicians and/or patients, and modest in value.

An Exhibitor is defined as a for-profit entity that develops, produces, markets or distributes drugs, devices, services or therapies used to diagnose, treat, monitor, manage and alleviate health conditions.

Non-profit Exhibitors may give away items that are associated with products or services of the Exhibitor and/or are related to the physician's work. These giveaways must also be modest in value.

In addition, Exhibitors are encouraged to review and adhere to other applicable guidelines and codes of ethics (see "Industry Guidelines" for more information). ACC Management also encourages all Exhibitors to check with their companies' own medical affairs/compliance staff for guidelines adhered to by their own companies.

All giveaways must be registered by April 26, 2021, via the Additional Booth Activities form found online (www.expo.acc.org) in the Exhibitor Service Kit.

To learn more about the CMSS Code for Interactions with Companies, please visit www.cmss.org and click on "CMSS Policies & Positions" and then "Code for Interactions."

Hazardous Waste Disposal

The disposal of, treatment and transportation of medical/hazardous waste must be pre-arranged with a qualified medical/hazardous waste disposal company.

Exhibitors that plan to produce hazardous waste during the course of their exhibit must notify ACC Management by April 26, 2021, via the Additional Booth Activities form found online (www.expo.acc.org) in the Exhibitor Service Kit.

Hazards and Firearms

Equipment with sharp or protruding edges at any level that may pose a potential danger to attendees and/or exhibit personnel must have protective covering and/or be flagged.

No firearms of any nature may be brought into GWCC during the duration of the ACC Annual Scientific Session & Expo.

Investigational Products

Exhibitors are reminded of the FDA restrictions on the promotion of investigational and pre-approved drugs, devices and procedures. Information regarding FDA regulations should be obtained directly from the FDA. For more information, visit www.fda.gov/RegulatoryInformation/Guidances/default.htm.

It is the responsibility of Exhibitors to ensure adherence to FDA regulations, policies, practices and guidelines, and all other applicable industry guidelines, concerning the demonstration, discussion, use and/or display of products, technologies and/or services at ACC.21.

Laser Equipment

Exhibitors demonstrating or displaying lasers must comply with all provisions of ANSI Z136.1. Any potentially dangerous laser beams must be enclosed or otherwise made inaccessible to spectators. All laser beams must terminate in a beam lock sufficient for the wavelength and energy of the beam. Precautions must be taken to eliminate exposure to stray beams or spurious reflections.

Exhibits requiring the use of laser equipment for demonstration purposes must submit a written request by April 26, 2021, to ACC Management via the Additional Booth Activities form found online (www.expo.acc.org) in the Exhibitor Service Kit. The request must be accompanied by written assurance that protective shields will be in place and that all safety requirements will be met. All such requests will be considered by GWCC and ACC Management, whose decision will be final.

Industry Guidelines

It is the responsibility of Exhibitors to ensure adherence to FDA regulations, policies, practices and guidelines, and all other applicable industry guidelines (including, but not limited to, those listed below), concerning the demonstration, discussion, use and/or display of products, technologies and/or services at ACC.21. In addition, ACC Management encourages all Exhibitors to check with their companies' own medical affairs/compliance staff for guidelines adhered to by their own companies.

Additional information about industry guidelines should be obtained from the organizations directly.

- Accreditation Council for Continuing Medical Education (ACCME)—Policies on Commercial Support and Disclosure
- Advanced Medical Technology Association (AdvaMed)—Code of Ethics on Interactions with Health Care Professionals
- American Medical Association (AMA)—Opinion 8.061 Gifts to Physicians from Industry
- Centers for Medicare & Medicaid Services (CMS) – Physician Payment Sunshine Act
- Council of Medical Specialty Societies (CMSS)—Code for Interactions with Companies
- Department of Health and Human Services—Office of Inspector General (OIG)—Compliance Program Guidance for Pharmaceutical Manufacturers
- Food and Drug Administration (FDA)—Guidance Documents for FDA-Regulated Products
- Patient Protection and Affordable Care Act (PPACA)—Reporting Transfers of Value to Healthcare Providers
- Pharmaceutical Research and Manufacturers of America (PhRMA)—Code on Interactions with Healthcare Professionals

Leadership Participation in the Exhibit Hall

For the purpose of ACC.21, ACC Leadership is defined as officers in the presidential line of succession (e.g., the Vice President, the President, and the Immediate Past President) of the ACC; the chief executive officer of ACC; the editor(s)-in-chief of any ACC journal; the chair and co-chair of the Annual Scientific Session Program Committee; and the chair of the Exhibits Committee. Links to lists of the ACC Leadership can be found by visiting the ACC website at <http://www.acc.org/about-acc/leadership>.

ACC Leadership may not participate as leaders or presenters in Exhibitor promotional/marketing events held in the exhibit hall. In addition, ACC Exhibitors are prohibited from using any image, video or other likeness of any of the ACC Leadership in their exhibit booths or ExpoSuites. Exhibitors determined by ACC Management to have violated this policy will be required to cease the presentation and/or remove the image, video or likeness, and may be subject to a priority point violation.

Lighting

The use of flashing, strobe, unduly garish or otherwise objectionable lighting (as determined by ACC show management) is prohibited.

Logos, Names and Insignia

The ACC and ACCF logos, names, insignia and other identifying marks may not be used on any Exhibitor marketing, promotional or booth materials, either inside or outside the exhibit area. No endorsement by ACC of the Exhibitor or its products or services, expressed or implied, is permitted or intended. The name of the association may not be included in any advertising for meetings sponsored by another organization or group without written permission from ACC Management.

Furthermore, the fact that an Exhibitor or its goods or services were exhibited at an ACC Annual Scientific Session & Expo cannot be used in advertisements or promotional activities by the Exhibitor.

ACC Management will grant a limited, non-exclusive, non-transferable license to ACC.21 exhibitors and advertisers to use the ACC.21 name and logo in an appropriate manner in conjunction with their advertisements and other materials promoting that Exhibitor's or advertiser's participation at ACC.21. The Exhibitor shall utilize the ACC.21 logo and language consistent with usage guidelines provided by ACC.

All promotional materials (including announcements, signage, invitations, emails, websites, advertisements, posters and flyers) must be approved by ACC Management prior to printing, use and/or distribution. Final versions of materials should be submitted for approval by April 26, 2021.

Submissions should be sent to promotional@acc.org. Please allow a minimum of five (5) business days for approval. See "ACC.21 Logo and Language Usage Guidelines," available at www.expo.acc.org, for more information.

Medication Samples

Distribution of prescription medication samples is not permitted.

Models

Personnel contracted as models or demonstrators are required to wear attire consistent with the professional decorum of the meeting or, when appropriate, sports attire, including sweat suits, shorts and T-shirts. Tight-fitting or other inappropriate garments will not be permitted in the exhibit hall(s). The use of minors, celebrity look-alikes or live animals as models is prohibited.

Exhibitors are responsible for ensuring that personnel contracted as models or demonstrators adhere to the Rules, including, but not limited to, "Distribution, Display and Demonstration of

Products”, “Distribution of Materials” and “Obstructing Aisle Space”.

Obstructing Aisle Space

Demonstrations, lighting, booth models, literature distribution and sound levels must not interfere with the flow of aisle traffic. Adequate space/seating for presentations, clinical testing, retail sales and demonstrations must be provided within the Exhibitor’s booth space. ACC Management reserves the right to have the Exhibitor discontinue any activity or dismantle any display/demonstration feature that interferes with the normal traffic flow in the aisles or that overflows into neighboring exhibits. Violation of this rule will result in the loss of ACC.20/WCC priority points by the Exhibitor.

Photography and Videography

Recording video and taking photographs (with film or digital devices, including camera phones), other than by the ACC official photographer or videographer, is prohibited in the Expo, including the Learning Destinations (e.g., the Future Hub, Industry-Expert Theaters, Interactive Learning Labs, Innovation Stage). Unapproved photos and/or videos will be confiscated.

The following exceptions shall apply, provided appropriate permission has been obtained from ACC Management:

- Exhibitor’s Own Booth/ExpoSuite
- Exhibitors and their display houses may photograph and/or record video of their own booth(s), ExpoSuite(s) and/or Learning Destinations for marketing or archival purposes. Booth photography/videography is limited to installation hours, dismantle hours, and non-expo hours (i.e., in the morning before the Expo opens and after it closes in the afternoon). Learning Destination photography/videography is limited to the time during which the participant’s presentation is taking place.

If an Exhibitor wishes to use a hired photography/videography vendor other than the ACC official photographer/videographer, the Exhibitor will be required to submit an EAC Request for the company, and ACC Management will require an EAC application and certificate of insurance as with other nonofficial vendors. ACC Management may require that the requesting Exhibitor hire a security officer or obtain the services of an ACC Floor Manager to accompany the photographer/film crew.

A representative of one Exhibitor may not photograph or record video of another Exhibitor’s booth at any time. **Violation of this rule will result in the expulsion of the offending Exhibitor from the exhibit hall(s) for the duration of the show; confiscation/deletion of the photo(s) and/or video; and the loss of ACC.21 priority points by the Exhibitor.**

Media

Appropriately-vetted and badged members of the media attending ACC.21 will be permitted to photograph and/or record video of the general exhibit halls. Media personnel must obtain prior permission from specific Exhibitors before taking photos or video of (or within) individual booths. In addition, media personnel must obtain prior permission from ACC Management and specific Learning Destination participants before taking photos or video of (or within) Learning Destinations. Media who take photos or record video of (or within) specific booths or the Learning Destinations without receiving permission, or after permission has been denied by the Exhibitor or ACC Management, may be expelled from the exhibit hall(s) for the remainder of the Expo and will have any unauthorized photos/videos confiscated/deleted.

During ACC.21, attendees, vendors, guests and Exhibitors may be photographed by the official ACC photographer, or videotaped by official ACC videographers. An individual's photo, likeness or image may be used in future promotional ACC publications or materials.

Promotional Materials

All promotional materials (including announcements, signage, invitations, emails, websites, advertisements, posters and flyers) must be approved by ACC Management prior to printing, use and/or distribution. Final versions of materials should be submitted for approval by April 26, 2021.

Submissions should be sent to promotional@acc.org. Please allow a minimum of five (5) business days for approval. See "ACC.21 Logo and Language Usage Guidelines," available at www.expo.acc.org, for more information.

No endorsement by ACC of any Exhibitor or its products or services, expressed or implied, is permitted or intended.

All promotional materials must include the following statement:

This event is not part of ACC.21, as planned by its Program Committee, and does not qualify for continuing medical education (CME), continuing nursing education (CNE), or continuing education (CE) credit.

ACC.21 Exhibitors have access to a number of additional promotional opportunities, including the ACC.21 *Expo Guide*, Pre-Meeting Mailer, Doctor's Bag (hotel room door drop) and many more. For details, please visit www.expo.acc.org.

Distribution of approved materials from the Exhibitor's exhibit or ExpoSuite space is permitted. Promotional materials may not be distributed in the aisles, in lobbies or public areas, or anywhere else in or on convention center property. Promotional materials, even if approved, may not be handed out anywhere, including in hotel lobbies, restaurants, in front of the event hotels or in other venues/locations which will be populated by ACC.21 attendees. Additionally, the display of banners or other advertisements targeted to attendees of ACC.21 is prohibited on the exterior and within five miles of the grounds of the convention center and the interiors/exterior/grounds of all ACC.21 official contracted hotels during the period beginning three days before and continuing until three days after the meeting (official meeting dates are May 15-17, 2021). Noncompliance with this regulation will result in the prompt removal of the offending person and property from that area and will result in loss of ACC.21 priority points by the Exhibitor.

Promotional materials may be sent to the Exhibitor's in-house mailing lists or a mailing list provided by ACC Management. Mailing List Rental Guidelines and order forms will be provided online at www.expo.acc.org. Please note the turn-around time for requested lists is seven to ten business days.

Promotional Presentations

Promotional presentations include, but are not limited to, case studies and physician presentations related to an Exhibitor's product or service. In order to ensure that the educational nature of ACC.21 is maintained, Exhibitors planning video and/or live presentations must submit a description of their presentation in writing to ACC Management for review and approval by April

26, 2021, via the Additional Booth Activities form found online (www.expo.acc.org) in the Exhibitor Service Kit. Presentation concepts should be educational in nature; those with a “game” or “entertainment” aspect may be rejected by ACC Management. See “Drawings, Raffles and Quizzes,” for more information.

Once on-site, if, in the opinion of ACC, the presentation (including audio/visual) is deemed objectionable to attendees or other Exhibitors, the presentation may be shut down and/or audio/visual equipment removed. Please note that ACC leadership may not participate as leaders or presenters in Exhibitor promotional/marketing events held in the exhibit hall(s) (see “Leadership Participation in the Exhibit Hall(s),” for more information). Exhibitors are reminded that CME activities are not permitted in the exhibit hall(s).

It is the responsibility of Exhibitors to ensure adherence to FDA regulations, policies, practices and guidelines, and all other applicable industry guidelines, concerning the demonstration, discussion, use and/or display of products, technologies, and/or services at ACC.21.

Retail Sales

Products offered for sale in the exhibit hall(s) must be directly related to the cardiovascular/medical field. Exhibitors electing to take orders or conduct sales transactions must do so in a manner consistent with the professional nature of the exhibit. Exhibitors must notify ACC Management of their intent to conduct sales transactions via the Additional Booth Activities form found online (www.expo.acc.org) in the Exhibitor Service Kit. Exhibitors planning to conduct retail sales are responsible for contacting the Georgia Department of Revenue and completing a [Miscellaneous Sales Event](#) form.

Security

ACC Management provides perimeter access control only. ACC Management and the GWCC are not responsible for loss or damage to Exhibitor property.

The protection of special valuable items, such as computers, equipment, etc., may require additional security at the Exhibitor’s own expense. Forms for ordering booth security personnel will be available in the Exhibitor Service Kit.

Delivery or removal of equipment is permitted during move-in and move-out only.

Smoking

The GWCC is a smoke-free facility. Smoking is not permitted anywhere within the convention center, including back-of-house areas and loading docks. In addition, it is the policy of ACC Management that smoking is strictly prohibited in all areas of the convention center (including during installation and dismantling of exhibits) and all hotel meeting rooms hosting ACC events. Booth personnel or EAC staff found in violation of this rule will be removed from the facility. Exhibitors risk the loss of priority points.

Solicitation

The aisles and other spaces in the convention center not leased to Exhibitors shall be under the control of ACC Management. All interviews, meetings, distribution of literature, and the transactions of business of any nature shall be made WITHIN the contracted space. Temporary staff, including third-party personnel, shall be restricted to the same aforementioned rules as authorized Exhibitor personnel.

Exhibitors may not solicit other exhibitors without their express permission and consent. Soliciting exhibitors will jeopardize an Exhibitor's future exhibiting status. ACC Management reserves the sole right to determine if a violation has occurred and the right to remove the solicitors and/or their Exhibitor from the exhibit hall. Solicitation in aisles or in front of other Exhibitors' booths/ExpoSuites or the intercepting of attendees for advertising purposes is strictly prohibited. Persons connected with non-exhibiting concerns are prohibited from any dealing, exhibiting, or soliciting on the convention center property, unless they are invited to an Exhibitor's booth or ExpoSuite for such activities. Exhibitors are urged to immediately report violations of this rule to a Floor Manager or member of ACC Management staff.

Sound

Video and films may be shown, provided that screens and speakers are placed in the booth and face into the booth to allow people to view and hear the video presentation in the booth, not the aisles. Adequate space/seating must be provided within the Exhibitor's booth space. The use of open audio systems is strongly discouraged, but not prohibited.

Sound levels emanating from an exhibit space may not exceed 80 dB when measured by ACC Management from the center of any adjacent aisle. The Exhibitor must discontinue such use if the sound level exceeds the stated acceptable decibel level, or if, in the opinion of ACC, it is deemed to be objectionable to attendees or adjacent Exhibitors.

Licensing requirements for playing music and/or showing prerecorded video and audio presentations are the sole responsibility of the Exhibitor.

Copyrighted Material

No Exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works, without express written permission/licensing to use such music or copyrighted material. ACC Management reserves the right to remove from the facility all or any part of any display which incorporates music, photographs or other copyrighted material for which the Exhibitor fails to produce proof of all required licenses. The Exhibitor shall remain liable for, and shall indemnify and hold ACC Management, its agents and employees, harmless from all loss, cost, claims, causes of action, suits, damages, liability, expenses and costs, including reasonable attorney's fees arising from or out of any claimed or actual violation or infringement (or claims) by Exhibitor, Exhibitor's agents, or employees of any patent, copyright, trademark, or trade secret rights or privileges.

Subletting, Sharing and Exchanging

No Exhibitor may assign, sublet, share, apportion or exchange all or any part of its exhibit and/or ExpoSuite space with or to another organization or business unless prior written consent has been obtained from ACC Management, whose consent may be conditioned on the payment of such fees as ACC Management determines. If the Exhibitor submits a written request prior to ACC.21, ACC Management, at its sole discretion, may grant exceptions to the following: a corporate parent or subsidiary of the Exhibitor; another subsidiary of the parent corporation; or a partner of the Exhibitor in an ongoing partnership with a written partner agreement. Exhibitors must provide to ACC Management written documentation of the particular relationship. ACC Management retains the right to remove from the exhibit hall(s) any Exhibitor or organization without a signed space application and contract. Only those Exhibitors and organizations that are the authorized occupants of each exhibit space will be entitled to Exhibitor badges.

Surveys

Exhibitors, including those whose primary business is survey research, are not permitted to conduct attendee intercept surveys unless they are for, or commissioned by, an Exhibitor with the sole purpose of gathering data relative to that particular Exhibitor's marketing message, exhibit effectiveness or other Exhibitor-specific research.

Under no circumstances are Exhibitors permitted to conduct said surveys in any location (i.e., in aisles, in GWCC lobbies, sidewalks, or other public spaces, outside meeting rooms, etc.) other than within the confines of the Exhibitor's booth or ExpoSuite.

Violation of this rule will result in the loss of all priority points by the Exhibitor and, if applicable, by the Exhibitor conducting the survey/research.

X-Ray and Magnetic Resonance Equipment

X-ray and magnetic resonance equipment may not be operated within any exhibit booth or ExpoSuite.

Exhibit Hall & Booth Specifications

FACILITY SPECIFICATIONS – Hall A

Carpeting

Aisle Carpet: Dark Blue

Interventional Pavilion Carpet: Red Pepper

Drape

Gray and white

Floor Utilities

Available from floor boxes on a 30' grid; includes electrical power, telecom and plumbing

Columns

Approx. 5'x10'; on 90-180' centers

Floor Load

Exhibit hall floor load is 350 pounds per square foot

ACC Height Restrictions

Island booths: 20' where applicable, including two-story or vehicle exhibits

In-line booths: 8' in rear of booth

Truss for island exhibits permitted to a maximum height of 23' (No visible graphics permitted)

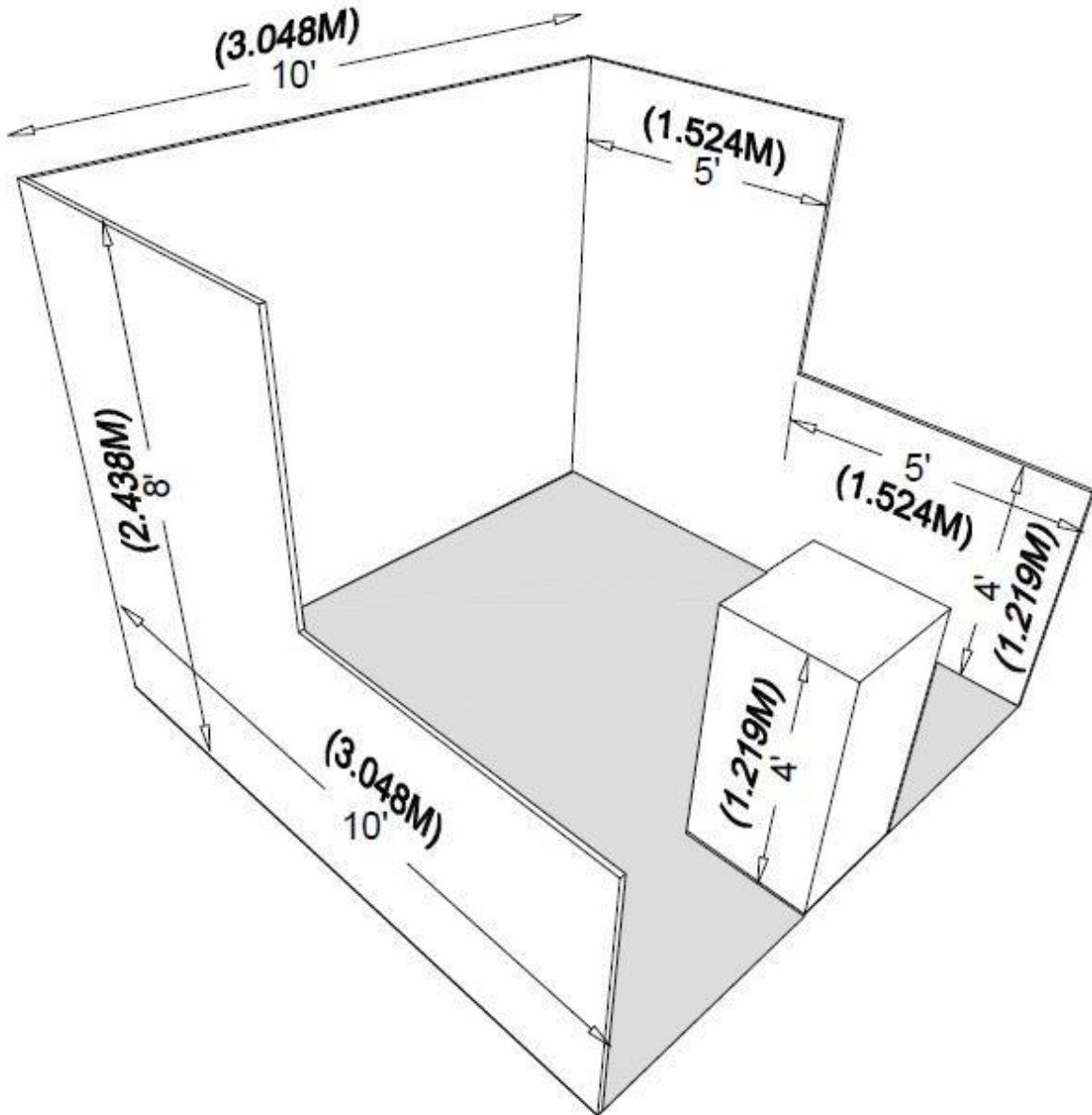
Each Exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit. Exhibitors with larger space—30 linear feet or more—should also be able to effectively use as much of the total floor space as possible, as long as they do not interfere with the rights of others.

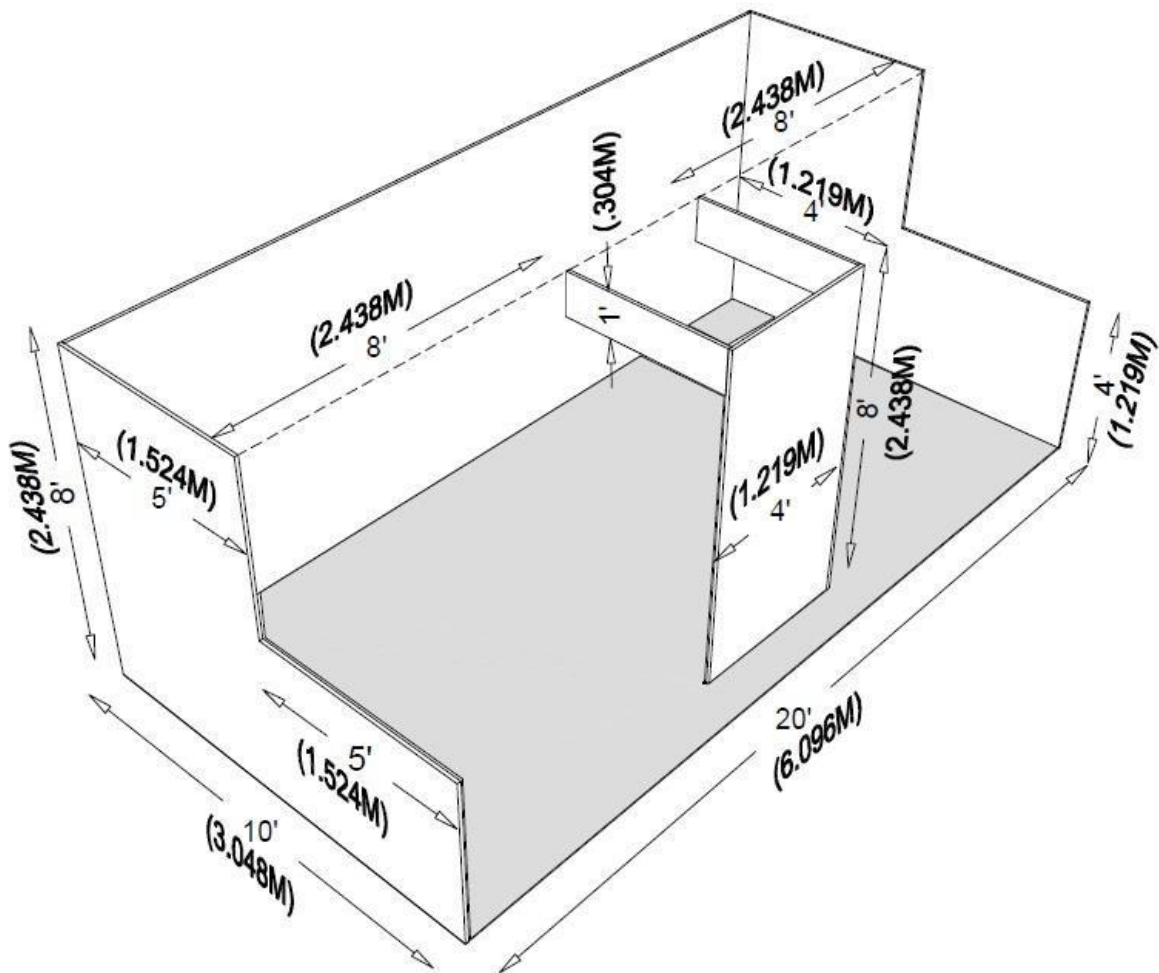
BOOTH CONSTRUCTION

In-Line Booths

Each in-line booth receives an 8'-high back drape with 36"-high side dividers. A booth identification sign measuring 7" x 44" with the Exhibitor name and booth number will be supplied for in-line booths. In-line booth displays, including signage, may not exceed the 8' back drape height. Display materials will not be permitted to exceed 4' in height in the front 5' of the booth. For example, in standard 10' x 10' structures, above 4' must begin at least 5' back from the aisle line (see diagram).

In-Line booths 20' or wider are permitted to have headers/signage extend forward of the mid-point of their booth's depth, provided sight-lines to neighboring booths are not restricted. (see diagrams).





Island Booths

Island booth displays will be permitted to a maximum height of 20'. Lighting truss is permitted to a maximum height of 23'. A 40% see-through effect on the portion of the booth from floor to 8' minimum height is required to prevent blocking views of adjacent exhibits.

Exhibit booths utilizing meeting rooms with walls must be considerate of sightlines to neighboring exhibits. For this reason, only Exhibitors in island booths, 400 square feet and larger, may utilize walled meeting rooms within their booths. Walled areas may only encompass up to 40% of any given dimension of a booth. All island booth layouts (with or without walled areas) must be reviewed and approved by ACC prior to production. ACC may, at its discretion, advise Exhibitors to relocate walled areas or other structures within displays in order to allow sightlines to neighboring exhibits.

Exhibitors must submit diagrams of island booths (all booths 400 square feet or more) to ACC Management for approval by April 26, 2021. Diagrams should be emailed to acc-exhibits@acc.org. Diagrams should indicate height and width dimensions of all booth walls and major structures, including hanging signs. These should be submitted in PDF form, and may be line drawings, schematics, 3-D renderings, photographs, etc., provided dimensions are shown.

Peninsula Booths

Peninsula booths/end-caps will not be assigned; thus, standard peninsula booth regulations do not apply.

Two-Story Exhibit

Any exhibit space in which there is a roof or ceiling on any part of the booth that allows access to individuals from other/lower areas of the booth, regardless of whether people will occupy the space or not. Exhibitors interested in these types of exhibits should contact accexhibits@spargoinc.com prior to completing the space application and contract.

Covered Exhibit

An exhibit that has any type of material (e.g., roof, ceiling, tenting, lattice, fabric, plastic) placed over or upon the exhibit or portion of the exhibit to cover the ground level and/or support decorative structures.

Vehicle Exhibit

A booth that uses a truck, bus or any type of vehicle as its exhibit. Exhibitors interested in these types of exhibits should contact accexhibits@spargoinc.com prior to completing the space application and contract.

Display Guidelines

Americans with Disabilities Act

Each Exhibitor shall be responsible for compliance with the Americans with Disabilities Act (“ADA”) with regard to their booth space, including, but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless and defend ACC Management, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages and expenses, including attorneys’ fees and expenses, resulting from or arising out of the Exhibitor’s failure or allegations of the Exhibitor’s failure to comply with the provisions of the ADA.

Care of the Convention Center

No part of an exhibit, signs or other materials may be posted, nailed, taped or otherwise affixed to walls, doors or floor surfaces in a way that will mar or deface the premises.

Fire and Safety Guidelines

Exhibitors must comply with all federal, state and local fire and building codes that apply in the GWCC. Details regarding fire and safety guidelines will be available within the Exhibitor Service Kit.

Booths including any overhead ceiling areas should email plans and descriptions to acc-exhibits@acc.org as soon as possible; no later than **April 26, 2021**. Exhibitors must comply with all published guidelines.

Fire Retardancy

All backdrops and drapes used in an exhibit must meet the standards of the local fire department. Exhibitors, service contractors and event promoters must comply with all federal, state and local fire and building codes that apply to places of public assembly (see Chapters 5, 8 and 31 of the prevailing National Fire Prevention Association [NFPA] Life Safety Code 101). All curtains, bunting, draping and related materials must be made of flame-retardant materials.

Booth construction and decoration materials must be fire retardant. It is suggested that a certificate of retardancy be available at the show to prevent the need for possible on-site testing of questionable materials. Fabrics must pass the NFPA-701 Code, and all other construction and decoration materials must pass the NFPA-703, Chapter 2 Code, as well as the UL-1975 test. General guidelines for material fire retardancy include the following:

- Backdrops, dust and table covers, drapes and similar fabrics: These fabrics can often be made fire retardant by a dry cleaner that can issue a certificate of fire retardancy. Suppliers and/or display manufacturers can also provide a certificate included with the materials.
- Corrugated cardboard/display boxes: These materials can best be made fire retardant at a factory.
- Wood and wood by-products: If wood materials are not sufficiently fire retardant, a certified fire-retardant specialist using pressure impregnation or similar impregnation method must treat them.

Floor Covering

Floor covering is mandatory for all exhibit booths, and it must cover the entire net square footage of contracted exhibit space. Exhibitors may use their own floor covering (carpet or other professional substrate such as wood or interlocking non-adhesive tiles) or order it from Freeman. Order forms will be included in the Exhibitor Service Kit.

Freight-Free Aisles

Designated “freight-free” aisles must be clear of crates and exhibit materials at all times during move-in and move-out. No exceptions will be granted.

Hanging Signs, Banners and Lights

ACC Management permits Exhibitors to hang individual lights from the exhibit hall ceilings. Hanging lights must be positioned directly over the exhibit space and may not be focused into the aisle or into an adjacent booth.

All island spaces (20’ x 20’ or larger) are allowed to include hanging signs, banners and lighting truss. These must be fixed and within the confines of the booth. Maximum height permitted for hanging signs and banners is 20’ at top. Maximum height for truss is 23’. The use of hanging signs, banners and lighting or any type of truss must be submitted to ACC Management via the Additional Booth Activities form found online (www.expo.acc.org) in the Exhibitor Service Kit prior to April 26, 2021, and a schematic drawing, line drawing, 3-D rendering, photograph, etc., showing dimensions must be submitted to ACC Management (acc-exhibits@acc.org) for approval.

Supplemental Overhead Lighting

Supplemental lighting is permitted by ACC Management, provided it is within the 23’ height restriction for lighting truss.

Unfinished Exhibits

Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected during setup, and the general contractor, at the direction of show management, will provide draping with official colors deemed necessary and submit the charges to the Exhibitor.

Official General Contractor and Services

General Services Contractor

Freeman

(888) 508-5054

www.freemanco.com

Services Provided by Freeman:

- Material handling services (exclusive)
- Cleaning services (exclusive)
- Electrical (exclusive)
- Rigging & overhead sign hanging (exclusive)
- Installation and dismantle labor
- Furniture and carpet rental
- Custom booth design and rental
- Custom graphics
- Display rental
- Shipping/logistics services

Cleaning

Exclusive cleaning service will be provided by Freeman. The arrangements are the responsibility of and at the expense of the Exhibitor. Display houses or full-time employees of an Exhibitor-Appointed Contractor may not clean exhibit booths. Cleaning forms will be provided in the Exhibitor Service Kit. Trash will be removed if the Freeman wastebasket is placed in the aisle. Porters are not allowed to enter an exhibit space to empty wastebaskets.

Furniture Rental

A complete list of charges will be provided in the Exhibitor Service Kit.

Ordering Services from Freeman

Order forms will be included in the Exhibitor Service Kit, which will be available online via the ACC Expo website at www.expo.acc.org in February 2021.

Exhibitor Service Center

Freeman will staff an Exhibitor Service Center in the exhibit hall, beginning May 11, 2021. The Freeman Service Center will close daily by 5 p.m., except on May 17, when it will stay open later to accommodate Exhibitor move-out. Services requiring same-day delivery should be ordered by 2 p.m.

Shipping

Freight shipments must be sent prepaid. Shipping labels will be provided in the Exhibitor Service Kit. Shipments must be addressed carefully, showing the exact number of packages and weights. A copy of the Bill of Lading should be forwarded to Freeman. This will be used to help trace missing or delayed shipments.

Exhibitors' trucks must be unloaded at the appropriate convention center freight dock according to the targeted move-in schedule, which will be included in the Exhibitor Service Kit. Exhibitors in 10' linear booths should plan to have freight shipments arrive on Wednesday, May 12 and Thursday, May 13, 2021. All trucks, including privately operated vehicles, must check in at the

designated marshaling yard before proceeding to the convention center loading docks. Freeman, as the exclusive material handling contractor, will move all freight from the docks to Exhibitors' booths. A marshaling yard map and color-coded floor plan detailing the target schedule for show-site freight will be in the Exhibitor Service Kit available via www.expo.acc.org. Please note that targeted move-in times do not represent the start time for your installation crew. *Your targeted move-in time is when your freight will be moved into the exhibit hall if you ship directly to the convention center.*

All Exhibitors are urged to verify the delivery of their freight before arrival in Atlanta. Parcel post, UPS and FedEx packages must be consigned to Freeman and will then be delivered to the Exhibitor's booth. Due to the volume of such packages, Freeman cannot guarantee that priority shipments can be delivered on the morning they are received.

Exhibitors are also permitted to ship in advance to the Freeman warehouse in Atlanta.

Liability

Freeman and ACC Management will not be responsible for damage to uncrated materials, improperly packed materials, concealed damage or loss or theft of Exhibitor materials after delivery to the booth or before Exhibitors have picked up materials prior to loading.

Hanging Truss

Exhibitors with hanging truss should contact ACC Management to arrange for an appointment with Freeman for delivery of overhead freight on May 10, 2021. All appointments will require written approval from Freeman prior to move-in.

Exhibit Installation

Monday, May 10	1:00 p.m. – 5:00 p.m. +
Tuesday, May 11	8:00 a.m. – 7:00 p.m. ++
Wednesday, May 12	8:00 a.m. – 7:00 p.m. ++
Thursday, May 13	8:00 a.m. – 7:00 p.m. ++
Friday, May 14**	8:00 a.m. – 7:00 p.m. ++

Note: Exhibit booths must be fully staffed and show-ready by 8:30 a.m. on May 15.

Labor calls, including EAC labor, should not be scheduled prior to 8:00 a.m. Badges will be issued at the EAC check-in desk and/or main entry to the expo hall. Individuals requesting badges on-site who have not registered in advance or who do not have proper authorization (i.e., photo ID, and a business card or letter of authorization from an Exhibitor) will not be issued a badge.

+ *Approved hanging truss/signs targets only.*

++ *Please refer to the Exhibitor Service Kit for official targeted move-in schedule. Exhibitors in 10' linear booths should plan on setting up May 13-14.*

** *All crates and materials must be removed by 5:00 p.m., May 14; work may continue within booths until 7:00 p.m. On May 14, only Exhibitors with 10' linear booths in small cases (not wooden crates) may plan on beginning their exhibit set up; Exhibitors in larger booths may continue set-up work and/or hold staff orientation meetings within the confines of their booth spaces and/or ExpoSuites ONLY.*

Exhibit Dismantle

Monday, May 17⁺ 2:00 p.m.** – 7:00 p.m.
Tuesday, May 18 8:00 a.m. – 7:00 p.m.
Wednesday, May 19 8:00 a.m. – 12:00 noon

+ Only linear booths or booths that do not require return of empty packaging should plan to complete move-out on May 17. Empty packaging return will commence at 3 p.m. on May 17 and continue for several hours.

*** EAC labor crews may not be permitted to enter the exhibit hall(s) with equipment until after aisle carpet has been removed, no earlier than 3:00 p.m.*

Security During Dismantle and Unmoved Items

Exhibitor personnel must remain with their outbound freight until their materials are secured. All items being shipped from the convention center should be securely packed before leaving the booth. ACC Management, the facility, and all official contractors assume no responsibility for material left unattended in the booth during the dismantle period. Exhibitors shall not allow materials to remain in booths after Noon on May 19 (for ExpoSuites, after 4:00 p.m., May 17). If materials remain after this time, ACC Management may remove them, and the Exhibitor shall be liable for and agrees to pay all costs for dismantling, storage and/or shipment. ACC Management shall not be liable for any damage to any materials due to removal or storage.

Storage and Handling

Freeman has jurisdiction over the operation of all material handling equipment, all unloading and reloading, booth cleaning and handling of empty containers (which will be stored away from the exhibit floor). An Exhibitor may move material that can be hand carried by one person in one trip, without the use of dollies, hotel bell-carts or other mechanical equipment.

Crated, boxed or skidded materials will be accepted at the Freeman advance-receiving warehouse up to thirty (30) days in advance and delivered to respective booths at the Expo. Empty containers will be moved from the booth, placed in off-site storage and returned to the booth at the close of the Expo. Materials will be moved from the booth to the dock and reloaded on designated vehicles at the close of the Expo.

Trucks should check in two hours prior to target time to ensure on-time delivery of materials. Shipments will be charged an off-target penalty if trucks check in after their published target times. Mixed loads are also subject to off-target penalties. All outbound exhibit material must be packed and ready for removal from the exhibit hall(s) by Noon on May 19, 2021.

Installation and Dismantle

Installation and dismantle companies may enter the hall starting at 8:00 a.m. on the days listed. All personnel must check in at the Exhibitor-Appointed Contractor (EAC) desk each day to receive their wristbands. For show-day access, buttons will be available at the EAC check-in desk.

To begin installation of overhead truss and signage on May 10, 2021, prior written approval from ACC Management is required by April 26, 2021. See the Additional Booth Activities form found online (www.expo.acc.org) in the Exhibitor Service Kit. Installation may not interfere with the movement of general freight.

Exhibitors *without crates* may set up in-line booths on Friday, May 14, 2021, from 8:00 a.m. until 5:00 p.m., if carpet, furniture and other materials have been preordered and delivered to the booths by that morning.

Any exhibit space not *occupied* by booth personnel (i.e., installation started) by Noon on May 14, 2021, may be considered a “no-show” and will be forfeited; crates and boxes will be removed from the exhibit hall at the Exhibitor’s expense (see “No-Show Policy” for more information). No exhibit may be installed after the Expo opens.

Packing of equipment, literature or other materials, or dismantling of exhibits, is not permitted until 2:00 p.m. on the last day of the Expo, Monday, May 17, 2021. Exhibitors that begin dismantling before 2:00 p.m. will receive a priority point violation.

EAC labor crews will not be permitted to enter the exhibit hall(s) with equipment until after aisle carpet has been removed, no earlier than 3:00 p.m. on May 17, 2021. All exhibit material must be packed and ready for removal from the exhibit hall(s) by Noon on May 19, 2021.

Union Regulations

Work performed in the GWCC is governed by a number of union contracts. Freeman or your Exhibitor-Appointed Contractor, as well as the official utility providers, will provide appropriate union labor personnel for various aspects of your display setup.

Full-time personnel of the Exhibitor may perform the following tasks:

- Hand-carry small items or pop-up display cases into the exhibit hall.
- Install and dismantle exhibit booths and booth graphics using full-time Exhibitor personnel.
- Perform electrical requirements, such as changing light bulbs or plugging in equipment to power ordered through the official electrical supplier.
- Make technical connections and interconnect computers and peripherals.

Tipping

Freeman and facility work rules prohibit the solicitation and/or acceptance of tips by any employee.

Other Contractors & Services

Electrical Service

The GWCC is the designated provider of electrical labor and services for ACC.21. Complete information will be provided in the Exhibitor Service Kit.

ACC-Appointed Official Contractor Services

ACC Management will designate official contractors for the services listed below and provide contact information and order forms for them in the Exhibitor Service Kit. ACC-designated official contractors will include the following:

- Audiovisual & computer rental
- Floral
- Lead retrieval
- Models/booth talent
- Photography/videography
- Security

- Shuttle

Exhibitors wishing to utilize the services of any contractors who need access to the Expo and are not on ACC's list of official contractors must follow the procedures listed in the next section, titled "Exhibitor-Appointed Contractors ("EACs")," to request the use of an EAC.

Exhibitor-Appointed Contractors ("EACs")

Any contractor other than those identified as "official ACC contractors" must be approved by ACC Management. These EACs may provide services in the venue only if they are not designated by the GWCC as an exclusive service provided by the facility or by ACC Management as an exclusive service provided by the official General Service Contractor (Freeman) or third party.

Exhibitors using contractors other than the official ACC contractors for labor, supervision or any other services must complete an Exhibitor-Appointed Contractor (EAC) Request Form and provide the contractor's Certificate of Insurance. The EAC Request Form will be available online beginning in February 2021 and must be completed no later than May 3, 2021.

Contractors' Certificates of Insurance must also be submitted to ACC Management no later than May 3, 2021. EAC Request Forms and/or Certificates of Insurance received after the deadline will not be accepted. The Exhibitor Service Kit (which will be available online via www.expo.acc.org in December 2020) will provide details on required coverage amounts, how to request non-official contractors and how contractors should submit Certificates of Insurance.

Exhibitors are required to submit one form per EAC requested.

EAC Rules are outlined on the EAC Request form. Exhibitors are responsible for providing their EACs with ACC.21 display guidelines and all ACC Rules and Regulations.

ACC Management reserves the right to remove EACs whose actions or inaction jeopardize the on-time opening of the Expo or whose employees fail to observe the EAC Rules and Regulations and/or the rules, regulations and procedures herein, in the Exhibitor Service Kit and in the space application and Contract. Lack of compliance will result in the loss of priority points by the Exhibitor, and the EAC not being permitted to perform work in the Expo at future ACC events.

GWCC Services

The following services are provided on an exclusive basis by the convention center and in-house subcontractors:

- Catering
- Electrical
- Internet and telecommunications

Order forms for these services will be available in February 2021, in the online Exhibitor Service Kit via www.expo.acc.org.

Other Services

Business Center

An on-site business center is located in the GWCC. The center offers photocopying, printing, fax services, Internet workstations, exhibit and office supplies, and more.

Coat and Baggage Check

Coat and baggage check facilities will be available at the convention center. Rates will be posted on-site.

Exhibitor Lounge

The Exhibitor Lounge is a great place to relax, check your email and enjoy a beverage in a comfortable setting away from the bustle of the exhibit hall. Please note that the Exhibitor Lounges are for badged Exhibitor personnel *only*.

Food Outlets/Concessions

Food outlets/concessions will be open in the exhibit hall on show days. Limited service will be available during installation and dismantle.

Lead Retrieval System

A lead retrieval system will be available for rent from the official registration services provider. Details and order forms will be included in the Exhibitor Service Kit.

NPI Numbers

A provision within the 2010 federal Patient Protection and Affordable Care Act (“PPACA”) requires healthcare companies to disclose any transfer of value to a healthcare provider to the Department of Health & Human Services. To support exhibitors who must meet this mandate, ACC Management has added an optional field to the attendee registration form, requesting that its U.S. healthcare provider attendees supply their 10-digit National Provider Identifier (“NPI”) number. NPI numbers will be included within the attendee’s badge data, which can be scanned on-site by those Exhibitors with lead retrieval units.

Parking

GWCC parking information can be found at: <https://www.gwcca.org/getting-here/>.

Shuttle Service

ACC Management will provide shuttle service for Exhibitors who book housing within the official ACC.21 housing block only. Service will be available between McCormick Place and official ACC hotels. Please refer to important information from the shuttle service vendor in the Exhibitor Service Kit if you intend to arrange complimentary shuttle service in addition to that being organized by ACC Management.

Housing

A preferential housing period will be granted to Exhibitors with priority points through August 3, 2020. Exhibitors who submit their application for exhibit space with appropriate payment by this date, will be able to request their room blocks according to priority point order, which will improve their chances of reserving rooms in their preferred hotels in Atlanta. Detailed Exhibitor housing information will be distributed to exhibitor main contacts in summer of 2020.

Please note: When ACC receives written notice that an Exhibitor is cancelling exhibit space, all housing reservations, as well as badges, ExpoSuites, and ancillary event approvals, held by said Exhibitor will be cancelled immediately. No exceptions will be granted. In addition, Exhibitors who cancel exhibit space after April 7, 2021, will forfeit any room deposits paid.

Experient: The Only Authorized Housing Vendor for ACC.21

If you are contacted by any company other than Experient offering housing in Atlanta, please note that these companies are not authorized to represent ACC nor do they have access to officially contracted ACC.21 room blocks or rates in Atlanta.

Please beware! These unauthorized companies often don't deliver on promises to customers. When customers arrive, reservations are non-existent, or the hotels are not conveniently located. Sometimes the rooms have been cancelled and hefty cancellation fees have been placed on the customer's credit card. In addition, these companies' practices make it more difficult for ACC Management to meet our room block commitments and expose ACC to penalties and increased room rates for ACC's participants for future events.

If you are contacted by any company other than Experient offering housing in Atlanta, or if you have any questions, please contact [Jill Schwarzbek](#) at Experient, (330) 486-0426.

Penalties for Booking Housing Outside of the ACC Housing Block

To ensure quality accommodations, ACC Management has contracted housing blocks for use by its Exhibitors.

Exhibitors are expected to make housing arrangements through ACC Management's official housing process and Experient (ACC's housing and registration vendor) as part of their commitment to and support of ACC Management. International Exhibitors and those with international offices are reminded that they must also adhere to this housing policy.

Bypassing the official housing process—making reservations directly with hotels that are part of the official ACC housing block or making reservations at hotels outside of the ACC housing block—is considered a violation of the Rules and will result in the loss of all priority points that would have been accrued by the Exhibitor for ACC.21.

Four (4) priority points are earned for reserving hotel rooms in the Exhibitor Room Block through ACC's official housing vendor.

Financial Penalties for Late Cancellation of Hotel Rooms

Current hotel industry practice dictates that some hotels in the ACC-contracted room block may have the right, by contract, to charge ACC Management for blocks of rooms that are cancelled or released at the last minute.

Car Rental

ACC Management secures discounted car rental rates in Atlanta for participants. Booking information will be available in early 2021 and accessible via <https://accscientificsession.acc.org>.

Exhibitor Registration - Advance Registration

To save time while on-site, ACC Management strongly recommends advance registration for booth staff. All Exhibitor registrations will be processed online through a link from www.expo.acc.org to the Experient official registration website.

Exhibitors must provide names for Exhibitor Full-Access badges in advance (see “Exhibitor Full-Access Badges,” for more information).

To receive Exhibitor badges by mail, Exhibitors must register their personnel online by early April of 2021 (it is the responsibility of the Exhibitor to distribute badges received in advance to their staff). After this deadline, Exhibitors can continue to make additions, changes and cancellations directly on the Exhibitor registration website, but badges for these individuals must be picked up on-site in the Exhibitor registration area. Badge holders will not be mailed in advance but can be picked up on-site in the Exhibitor registration area starting Thursday, May 13, 2021.

On-Site Registration

On-site Exhibitor registration will open May 13, 2021. Exhibitors registering on-site or picking up Exhibitor badges on-site will be required to show photo ID and proof of affiliation with the Exhibitor (e.g., business card).

On-site registration for Exhibitor Full-Access badges will not be permitted. Exhibitors must provide names for these badges in advance (see “Exhibitor Full-Access Badges,” for more information).

Exhibitor Registration Hours

Thursday, May 13	8:00 a.m. – 5:00 p.m.
Friday, May 14	8:00 a.m. – 6:00 p.m.
Saturday, May 15	7:00 a.m. – 5:00 p.m.
Sunday, May 16	8:00 a.m. – 5:00 p.m.
Monday, May 17	8:00 a.m. – 2:00 p.m.

Temporary buttons for Exhibitor personnel will be issued for Exhibitors who arrive prior to Exhibitor Registration opening on Thursday. Individuals requesting badges on-site who have not registered in advance or who do not have proper authorization (i.e., photo ID, and a business card or letter of authorization from an Exhibitor) will not be issued a badge.

Exhibitor Badging

Admission to the ACC.21 Expo

Exhibitors and their vendors, contractors and agents must wear their ACC-issued badges at all times in the exhibit hall(s), including during installation and dismantle. Supplementing the official ACC badge with business cards, ribbons or company badges is considered a violation of the regulations and can result in the loss of priority points by the Exhibitor.

Name badges are non-transferable and are intended for the sole use of the registered individual. Loaning a badge to another individual or swapping a badge with another registered attendee is a violation of these regulations and can result in the loss of priority points by the Exhibitor. In addition, the Exhibitor may be assessed the applicable on-site registration fee for the additional individual.

Exhibit Hall Access (Show Days)

The exhibit hall is open to *Exhibitors* wearing badges from 8:30 a.m. to 5:30 p.m. on May 15-16 and from 8:30 a.m. to 7:00 p.m. on May 17. If your booth staff needs earlier access on any day, please contact ACC Management the day prior.

Exhibitor Staff Badges

Exhibitor staff badges will be provided on a complimentary basis to all Exhibitors. Although ACC Management does not limit the number of Exhibitor staff badges, these should be used **ONLY** for employees of Exhibitors who are working in their Exhibitor's booth(s). Annual meeting attendees, Exhibitor personnel not working in their Exhibitor's booth(s), employees of Exhibitor-Appointed Contractors, and other third-party vendors must be registered under the appropriate badge category and may not be designated as Exhibitor staff.

Please note: Exhibitor staff badges provide exhibit personnel with access to the exhibit floor only; they will not permit access to the education sessions.

When ACC Management receives written notice that an Exhibitor is cancelling exhibit space, all badges, as well as housing reservations, ExpoSuites, ancillary event approvals and representation in the Exhibitor Newsroom held by said Exhibitor will be cancelled immediately. No exceptions will be granted.

Exhibitor Full-Access Badges

For access to ACC.21, including poster and education sessions, Exhibitors may request a limited number of Exhibitor Full-Access badges.

Each Exhibitor will receive two (2) Exhibitor Full-Access badges per one hundred (100) square feet of space, up to a maximum of eight (8) Exhibitor Full-Access badges. Exhibitors with two thousand five hundred (2,500) square feet or more can receive up to a maximum of ten (10) Exhibitor Full-Access badges. Please note that Exhibitor Full-Access badges are allocated per Exhibitor, not per booth footprint.

The sharing of Exhibitor Full-Access badges is considered a violation of the regulations and can result in the loss of priority points by the Exhibitor. In addition, the Exhibitor may be assessed the applicable on-site registration fee for the additional individual.

Exhibitors must provide names for these badges in advance. Appropriately badged exhibit personnel will be allowed to attend education sessions on a first-come, first-served, space-available basis only. ACC Management reserves the right to decline admission to any session in the interests of both comfort and safety, and particularly in the event of overcrowding. **Please note: Records of CME activity are maintained and verified for professional registrants only. CME credit cannot be earned with an Exhibitor Full-Access badge.**

Exhibits-Only Badges

Individuals who are not working exhibit booths but are interested in attending the Expo may purchase an Exhibits-Only badge in advance by visiting <https://accscientificsession.acc.org/> beginning in November 2020 or on-site at Registration. The Exhibits-Only badge will allow the bearer access to the exhibit hall(s) for all three days of the Expo. The Exhibits-Only badge cannot be used to earn CME credits and will not allow access to education session rooms.