

# FUTURE HUB

THE FUTURE OF  
HEALTH TECHNOLOGY  
& INNOVATION

## PARTNER PROPOSAL

The American College of Cardiology is accepting applications from companies to participate in the ACC.22 Future Hub.

Attendees come to American College of Cardiology's (ACC) Annual Scientific Session & Expo to be educated – and that desire for education extends into the exhibit hall. They have expressed to us that they prefer an educational, rather than sales, experience with exhibiting companies. In survey data, attendees have indicated that they would like to have the opportunity for more hands-on experience and training, and prefer exhibit booths that offer demonstrations and presentations.

In response to that thirst for knowledge and desire for interactive, hands-on, cutting-edge education, the ACC is pleased to present for the third year, the ACC.22 Future Hub – a multi-vendor, interactive, educational exhibit. Participation in the Future Hub

is intended to position your company as a leader in cardiovascular innovation and provides a new level of attendee engagement in the Expo.

The future of cardiovascular healthcare starts now! The goal of the ACC.22 Future Hub is to inform, educate, inspire and delight attendees by exposing them to the latest innovations in digital health, medical devices and big data. Attendees will 'see the future' of cardiovascular healthcare via:

- TED-style talks
- Small panel discussions/debates
- Exhibitor demonstrations/kiosks with individualized hands-on opportunities
- Entrepreneurial pitch competitions

Also returning for its third year, the ACC will host the very popular ACC.22 Innovation Challenge! Entrepreneurs and innovators will pitch their ideas for products and services in two categories.

# ACC22

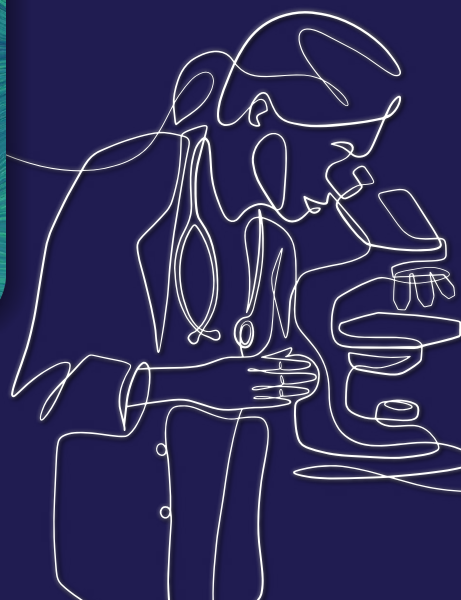
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### Innovation & Technology Categories

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



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## LOCATION

ACC.22 will take place on April 2 - 4 at the Walter E. Washington Convention Center in Washington, DC.

The ACC.22 Future Hub will occupy **Booth #2733**, a prime location on the main aisle.

## DATES & HOURS

### Set-Up Hours:

Friday, April 1 9:00 a.m. - 5:00 p.m.

### Expo & Future Hub Hours:

Saturday, April 2 9:00 a.m. - 4:45 p.m.  
Sunday, April 3 9:00 a.m. - 4:45 p.m.  
Monday, April 4 9:00 a.m. - 2:00 p.m.

### Move-Out Hours:

Monday, April 4 2:00 p.m. - 5:00 p.m.

## EDUCATION SPACE ON SHOW FLOOR

The ACC.22 Future Hub will be a collaborative educational/informative venue within the Expo. Companies are thereby prohibited from directly engaging attendees in a sales manner within this venue.

ACC.22 Future Hub Companies will be able and are encouraged to direct traffic to their commercial booth from their ACC.22 Future Hub location if further commercial or other specific product information is requested by the attendee.

## APPLY TODAY!

In the coming months, the ACC will begin a full promotional campaign including print, electronic, social media and onsite opportunities with ongoing deadlines for content. We strongly encourage you to commit as soon as possible in order to maximize your exposure to the ACC.22 audience.

Please complete the **Future Hub Contract & Application** and return it to:

Christy Troiano  
Director, Meeting Exposition Sales & Strategy  
[ctroiano@acc.org](mailto:ctroiano@acc.org)  
(202) 375-6118

## START-UP PARTNER REQUIREMENTS

Start-Up Companies must meet the following criteria to be eligible to participate in the ACC.22 Future Hub:

1. Company is a legally formed entity
2. Company's primary product or service is relevant to healthcare
3. Company has been in existence fewer than 5 years
4. Company has less than \$1 million in sales
5. The product or service displayed must be the company's primary business

## CANCELLATION

### Before Friday, February 18, 2022.

Cancellation of participation by this date results in 50% liquidated damages (50% refund).

### On or After Friday, February 18, 2022.

Cancellation of participation after this date results in 100% liquidated damages (no refund).

## BENEFITS

The ACC.22 Future Hub will offer Companies a robust package of visibility opportunities:

	SUPPORTING PARTNER \$20,000	PARTICIPATING PARTNER \$10,000	START-UP PARTNER \$1,500
<b>Print Promotions</b>			
Pre-Meeting Mailer insert	logo	name	name (smaller)
Attendee Bag insert	logo	name	name (smaller)
Doctor's Bag insert	logo	name	name (smaller)
Expo Guide	logo	name	name (smaller)
On-site signage	logo	name	name (smaller)
Future Hub Brochure	1200 characters + logo	800 characters	400 characters
<b>Digital Promotions</b>			
Expo listing	1200 characters + logo	800 characters	400 characters
Future Hub Webpage	logo + link	logo	name
Mobile App	600 characters + logo	300 characters	300 characters
Social media (pre-show and on-site) promoting the Future Hub	logo	name	name (smaller)
<b>Other Benefits</b>			
Suggest a panelist	yes	no	no
Complimentary educational space in the Future Hub	turnkey exhibit booth space	turnkey exhibit booth space	turnkey exhibit booth space
Expo Badges	6	4	2
Lead retrieval unit at kiosk in the Future Hub	yes	yes	no
ACC.22 additional priority points	12 points	6 points	2 points



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FUTURE HUB HEALTH TECHNOLOGY & INNOVATION

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YOUR LOGO  
HERE



YOUR LOGO  
HERE



YOUR LOGO  
HERE





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**THEATRE**

ACC22

**FUTURE  
HUB**  
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## PREMIER PARTNER

**Exclusive Premier Partner opportunity includes  
a custom package.**





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## SUPPORTING PARTNERS

### Supporting Partners will be provided:

- ACC.22 branded back wall with company's printed logo
- One 45" monitor on back wall with audio (approx. size)
- One PC laptop to source the content to the monitor
- One kiosk desk & two barstools
- Electrical & Wifi access
- One lead retrieval unit



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## PARTICIPATING PARTNERS



### Participating Partners will be provided:

- ACC.22 branded back wall with company's printed logo
- One 24" monitor on back wall with audio (approx. size)
- One PC laptop to source the content to the monitor
- One white table & two barstools
- One locking cabinet
- Electrical & Wifi access
- One lead retrieval unit



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## START-UP PARTNERS

COMPANY  
NAME

COMPANY  
NAME

COMPANY  
NAME

COMPANY  
NAME

COMPANY  
NAME

COMPANY  
NAME

### Start-Up Partners will be provided:

- One iPad tablet or PC laptop
- One white table & two barstools
- One locking cabinet
- Electrical & Wifi access

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## FLOOR PLAN

