

# ACC.23

TOGETHER WITH

# WCC

## EXHIBIT PROSPECTUS

THE GLOBAL  
MARKETPLACE FOR  
CARDIOVASCULAR  
INNOVATION

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

**MARCH 4 – 6, 2023**  
**NEW ORLEANS**



AMERICAN  
COLLEGE of  
CARDIOLOGY®



WORLD  
HEART  
FEDERATION



# MAKE AN IMPACT AT THE PREMIER EVENT TO ADVANCE CARDIOVASCULAR CARE FOR ALL

You are invited to join the American College of Cardiology and the World Heart Federation as an exhibitor at ACC.23 Together With WCC (ACC.23/WCC), taking place March 4 - 6, 2023 at the Ernest N. Morial Convention Center in New Orleans, LA.

Attended by the entire cardiovascular community, thousands of healthcare professionals will gather for ACC.23/WCC to reunite with their colleagues from around the world, explore the latest science and innovation, and learn about practice-changing updates in care both in person and virtually.

ACC.23/WCC attendees are interested in the future of cardiology across the globe. Given ever-changing market conditions and the emphasis on innovation and knowledge expansion, cardiovascular companies with an international presence that do not currently have products in the US and companies who have products currently in development are welcome to apply to exhibit.



The American College of Cardiology and the World Heart Federation are strategically aligned in the goal to reduce the burden of cardiovascular disease worldwide. In planning ACC.23/WCC, the ACC and WHF will work together to incorporate ideas about global health content into the overarching meeting program to bring awareness of the vital work needed in global health advocacy, including the UN's goal to reduce premature death from noncommunicable diseases by 25 percent by 2025.

## Additional features will attract attendees to the Expo:

- Poster Presentations
- Future Hub
- Industry-Expert Theaters
- Innovation Stage
- Interactive Learning Labs
- Lounge & Learn Pavilion
- ACC Café
- ExpoSuites
- ACC Central and the WHF Booth

Take advantage of this opportunity to exhibit at the in-person Expo and connect one-on-one with physicians, scientists, physician assistants, nurse practitioners, and other key leaders looking for your latest advances and solutions.

## Secure Your Participation!

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

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# ESTABLISH LASTING RELATIONSHIPS WITH THE CV COMMUNITY

## Who Attends

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

**Ratio of ACC.22 in-person professional attendees to exhibiting companies was more than 36 to 1!**

## Exhibitors Express Their Appreciation – Don't Just Take Our Word for It

"The conference hit a homer and delivered significant ROI"

"ACC is one of the most productive investments we make all year"

"Excellent Expo"

"Love attending and presenting at ACC to increase our visibility"

"Thank you to ACC for the opportunity"

"Thoroughly enjoyed it"

"This is our ideal target market, and the attendees were engaged in our products"

"Will definitely be on our calendar for years to come"

## Just the Facts

According to a February 2022 report from the Center for Exhibition Industry Research, attendees are looking forward to face-to-face meetings.

### 87% plan to attend

The volume of exhibitions attendees will participate in is expected to rebound.

### 98% Shopping | 97% Learning

Most attendees will come with a dual agenda in mind.

It is all about engaging with products and people to achieve their goals.



### Shopping

See/Experience new technology	89%
See/Touch/Experience new products	86%
See/Experience new product introductions	86%
Build/Maintain supplier relationships	84%
Talk to experts	83%



### Learning

Keep up to date with industry trends	90%
Professional networking	79%

**Space fills up quickly.** Visit [www.expo.acc.org](http://www.expo.acc.org), email [accexhibits@spargoinc.com](mailto:accexhibits@spargoinc.com), or call 703-631-6200.

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# IT IS ALL IN THE NUMBERS

## ACC.22 IN-PERSON STATS

**11,100+** Attendees  
**86** Countries represented  
 by key opinion leaders  
**217** Exhibitors  
**232** Press

## ACC.22 VIRTUAL STATS

**4,900+** Attendees  
**103** Countries represented  
 by key opinion leaders

## IN-PERSON ATTENDEE DEMOGRAPHICS

MD/PhD/DO..... 5,904  
 (includes 2,057 Fellows in Training, Trainees,  
 Residents, and Medical Students)  
 Non-Medical.....673  
 Allied Health Professionals .....1,133\*  
 Exhibitor Medical Professionals... 125  
 U.S. Government..... 5

## VIRTUAL ATTENDEE DEMOGRAPHICS

MD/PhD/DO..... 4,137  
 (includes 643 Fellows in Training, Trainees,  
 Residents, and Medical Students)  
 Non-Medical..... 351  
 Allied Health Professionals .....494\*  
 U.S. Government..... 2

*\*Allied Health Professionals include Cardiac  
 Care Team Members, Non-Physicians and  
 Administrators.*

## ACC ATTENDEE PROFILE

### PROFESSIONAL ATTENDEES

In Person  
**7,840**

Virtual  
**4,984**

### DOMESTIC ATTENDANCE

In Person  
**86%**

Virtual  
**40%**

### INTERNATIONAL ATTENDANCE

In Person  
**14%**

Virtual  
**60%**

## PRIMARY ACTIVITY

**In Person Virtual**

Clinical Practice..... 5,253 3,696  
 Research.....3,188 1,440  
 Education.....2,721 1,287  
 Administration.....988 325  
 Other.....244 111

## PRIMARY CLINICAL FOCUS\*

**In Person Virtual**

Adult Cardiology..... 3,707 2,954  
 Adult Congenital  
 Cardiology.....216 103  
 Cardiac Magnetic  
 Resonance Imaging.....239 154  
 Cardiac Surgery.....207 90  
 Cardio-Oncology.....279 187  
 Clinical Cardiology/  
 General Cardiology.....1,233 868  
 Critical Care Medicine.....396 199  
 Digital Health  
 Transformation.....195 69  
 Echocardiography.....1,071 838  
 Electrophysiology.....646 304  
 Endocrinology.....66 64  
 Entrepreneurship.....115 32  
 Family Medicine.....37 31

**In Person Virtual**

Geriatrics.....54 45  
 Heart Failure/  
 Transplant.....1,162 699  
 Internal Medicine.....617 321  
 Interventional  
 Cardiology.....1,560 828  
 Invasive Cardiology.....291 163  
 Non-Invasive Cardiology..602 365  
 Nuclear Cardiology.....213 112  
 Pediatric Cardiology.....254 87  
 Pediatrics.....76 24  
 Pharmacology.....264 142  
 Preventive Cardiology.....626 346  
 Sports & Exercise  
 Cardiology.....150 91  
 Thoracic Surgery.....33 22  
 Vascular Medicine.....263 166  
 Vascular Surgery.....56 19  
 Other.....237 145

*\*Attendees could select up to three.*

**89%** of in-person  
 attendees visited  
 the Expo

**73%** of attendees found  
 the exhibits very to  
 extremely valuable

**57%** of attendees visited  
 the Expo to see new  
 products, technologies, and services

**52%** of attendees visited  
 the Expo to keep  
 up to date on industry  
 trends, issues, and innovations

*ACC.22 Attendee Survey*

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# WHO EXHIBITS?

Attendees visit the Expo to gain insight in to the widest range of products and services relevant to the CV community. Join the growing list of exhibitors in the following categories that will find an interested audience at ACC.23/WCC.

## Associations

- International Societies
- Professional Associations

## Education

- Certification & Recertification
- Education, Teaching Aids & CME

## Food Service, Nutrition & Lifestyle

- Exercise Equipment
- Food Service & Nutrition

## Hospital/Institution/Practice

- Healthcare Facilities Design/Construction/Office Furniture
- Insurance Services
- Recruitment

## Imaging

- Angiographic Viewers & Work Stations
- Echocardiography Equipment
- Imaging Equipment (e.g., CT, MRI, Nuclear, PET)

## Information Technology

- Electronic Health Records/ Electronic Medical Records (EHR/EMR)
- Electronic Information Services & Equipment
- Physician Practice Services & Management
- Technology: Computer Hardware, Software and/or Patient Management Tools with Medical Applications
- Web-Based Image Management & Reporting Solutions

## Medical Devices

- Arrhythmia Monitoring Equipment
- Blood Pressure Monitoring Equipment
- Diagnostic Catheters & Devices

- ECG Equipment
- External Defibrillators
- Instrumentation
- Interventional: Coronary, Peripheral & other Percutaneous, Endovascular & Cardiac Devices
- Invasive Monitoring & Testing
- Mechanical Cardiac Support Devices, Percutaneous & LVADs
- Pacing & Rhythm Management Devices
- Patient Temperature Management
- Prostheses, Valves & Pumps
- Telemedicine

## Medical Equipment

- Clinical Laboratory & Testing Services
- Exercise Testing
- Medical Equipment/Furniture
- Noninvasive Monitoring & Testing
- Patient Monitoring Systems
- Pulmonary Diagnostic Equipment
- Rehabilitation
- Supplies

## Pharmaceuticals

- Diagnostic Medications
- Therapeutic Medications

## Publishing

- Publications, Books & Journals

## Research

- Clinical Trials
- Market Research
- Statistical Research Tools



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## ABOUT ACC



AMERICAN  
COLLEGE of  
CARDIOLOGY®

The American College of Cardiology is the professional home for more than 54,000 cardiovascular professionals from around the world. The ACC leads in the formation of health policy, standards and guidelines, and operates national registries to measure and improve care. It also provides professional medical education, disseminates cardiovascular research through its renowned *JACC Journals*, and bestows credentials upon cardiovascular specialists who meet stringent qualifications.

### MISSION

To transform cardiovascular care and improve heart health.

### VISION

A world where innovation and knowledge optimize cardiovascular care and outcomes.

### CORE VALUES

- Patient-Centered
- Teamwork and Collaboration
- Professionalism and Excellence

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

## ABOUT WHF



WORLD  
HEART  
FEDERATION

A leader and convener in global cardiovascular health, the World Heart Federation champions heart health and acts to reduce the global burden of heart disease and stroke, which together claim 18.6 million lives every year. Our membership of more than 200 heart foundations, scientific societies and patient organizations in more than 100 countries is an active hub, promoting heart health and driving change at the local, regional, and global level.

As the principal representative body of the global cardiovascular community, WHF brings together a diverse network of multi-sectoral actors to share knowledge, guide policy, and provide people with the tools they need to live longer, healthier lives. Our mission is to:

- Connect, lead, and inspire the cardiovascular community by bringing together scientific cardiology societies, heart foundations, health professionals, patients and the general public, policymakers, governments, and the private sector to achieve heart health for everyone;
- Translate science into policy to influence agencies, governments, and policy makers; and
- Stimulate and promote the exchange of information, ideas, practices across all borders, to achieve heart health for everyone, everywhere.

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

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# EXHIBITOR INFORMATION

## Venue

**Ernest N. Morial Convention Center**  
900 Convention Center Boulevard  
New Orleans, LA 70130

## Expo Schedule

**Saturday, March 4** 9 a.m. – 4:45 p.m.

**Sunday, March 5** 9 a.m. – 4:45 p.m.

**Monday, March 6** 9 a.m. – 2 p.m.

*Hours are subject to change.*

## Exhibit Space Rate

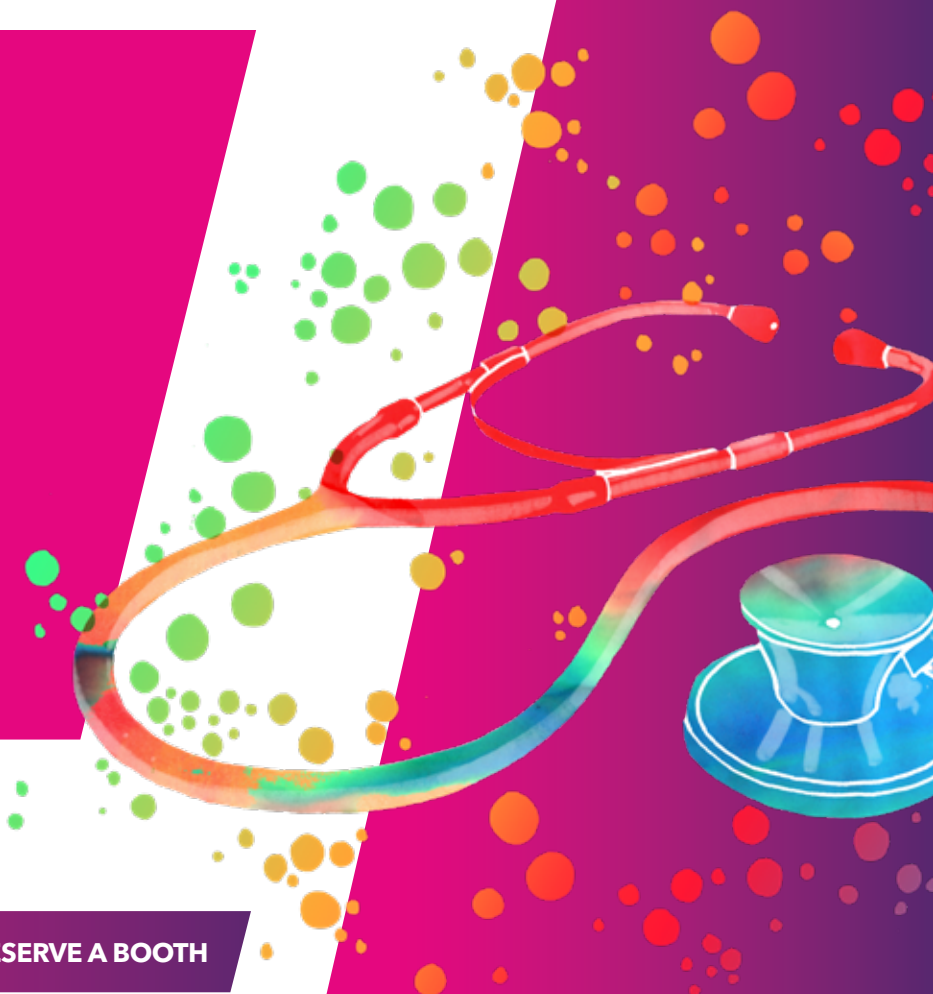
Standard Space Rate: \$42.50 per sq. ft.  
(minimum 100 sq. ft.)

**Don't miss out!** For more information  
on becoming an exhibitor visit  
[www.expo.acc.org](http://www.expo.acc.org), email  
[acceshibits@spargoinc.com](mailto:acceshibits@spargoinc.com), or  
call 703-631-6200.



## ATTENDEES GIVE THE EXPO RAVE REVIEWS

"Enjoyed the multitude of exhibits"  
"One of the best I have ever been to"  
"Great interaction"  
"The Expo was excellent"  
"Exhibitors were very educational"  
"Outstanding"  
"Very engaging and informative"  
"Exhibitors did a great job"  
"It was perfect"  
"Booths were very appropriate to the program"  
"Enjoyed seeing the exhibitors"  
"Informative and interactive"  
"Keep up the good work"



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# GET THE MOST OUT OF YOUR PARTICIPATION BY ELEVATING YOUR EXPOSURE

ACC.22 exhibitors with a Promotional Opportunity experienced an average of 126% more leads

## ExpoSuites

A convenient meeting space solution, an ExpoSuite is a hard wall, furnished meeting room where you can hold staff meetings, meet privately with potential clients, conduct investigator meetings, or host hospitality events. There is no need for you or your guests to leave the Convention Center, or even the exhibit hall. Each ExpoSuite comes with basic furnishings, including carpet, table(s), chairs, and company identification signs. Available in various sizes, ExpoSuites may be rented at \$46.00 per sq. ft.

**Friday, March 3** 9 a.m. – 4:45 p.m. (exhibitor staff only)

**Saturday, March 4** 9 a.m. – 4:45 p.m.

**Sunday, March 5** 9 a.m. – 4:45 p.m.

**Monday, March 6** 9 a.m. – 2 p.m.



## Featured Exhibitor Listings

Stand out on the ACC.23/WCC Expo website and mobile app by securing a Featured Exhibitor listing. Attendees will be drawn to Featured Exhibitor listings with logos, longer company and product descriptions, press releases, product photos, and corporate videos. **New this year, Featured Exhibitors will now be included on a separate Featured Exhibitor list and stand out with their logo rotating on the home page of the Expo website, Search Exhibitors page, and Featured and Full Exhibitor Lists.**

[LEARN MORE](#)

## Promotional Opportunities

Maximize your investment and ensure the influential attendees you most want to reach are aware of your presence! A wide variety of promotional opportunities have been designed to help meet your objectives and marketing strategy. Many of the opportunities are available in limited quantities – so don't delay!

[LEARN MORE](#)

## Exhibit, ExpoSuite, and Promotional Opportunities Sales

SPARGO, Inc.  
800-564-4220 | 703-631-6200  
[accexhibits@spargoinc.com](mailto:accexhibits@spargoinc.com)

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