

FUTURE HUB

THE FUTURE OF HEALTH TECHNOLOGY & INNOVATION

ACC.24

ATLANTA

APRIL 6 - 8, 2024

PARTNER PROPOSAL

The American College of Cardiology is accepting applications from companies to participate in the ACC.24 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 fifth year, the 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 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 fourth year, the ACC will host the very popular Innovation Challenge! Entrepreneurs and innovators will pitch their ideas for products and services in two categories.

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.24 will take place April 6 - 8, 2024 at the Georgia World Congress Center in Atlanta, GA.

The Future Hub will occupy **Booth #1039**, a prime location near the main aisle, Lounge & Learn Pavilion and the Main Tent.

DATES & HOURS

Set-Up Hours:

Friday, April 5 9 a.m. – 4:45p.m.

Expo & Future Hub Hours:

Saturday, April 6 9 a.m. – 4:45 p.m.

Sunday, April 7 9 a.m. – 4:45 p.m.

Monday, April 8 9 a.m. – 2 p.m.

Move-Out Hours:

Monday, April 8 2 – 5 p.m.

EDUCATION SPACE ON SHOW FLOOR

The 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.

Future Hub Companies will be able and are encouraged to direct traffic to their commercial booth from their 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.24 audience.

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

Christy Troiano
Director, Meeting Exposition Sales & Strategy
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 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, Oct. 20, 2023

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

On or After Friday, Oct. 20, 2023

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



BENEFITS

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

	SUPPORTING PARTNER \$20,000	PARTICIPATING PARTNER \$10,000	START-UP PARTNER \$1,500
Print Promotions			
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
Digital Promotions			
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)
Other Benefits			
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
Full Access Badges	2	1	0
Expo Badges	Unlimited	Unlimited	Unlimited
Handheld lead retrieval unit at kiosk in the Future Hub	yes	yes	no
ACC.25 additional priority points	12 points	6 points	2 points

*Each Supporting Partner may suggest one panelist by Jan. 26, 2024. Placement on a session panel must be reviewed and approved by the Future Hub Task Force and is not guaranteed if the suggested speaker is not able to speak on the approved topics.

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THEATRE



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PREMIER PARTNER

Exclusive Premier Partner opportunity includes a custom package.



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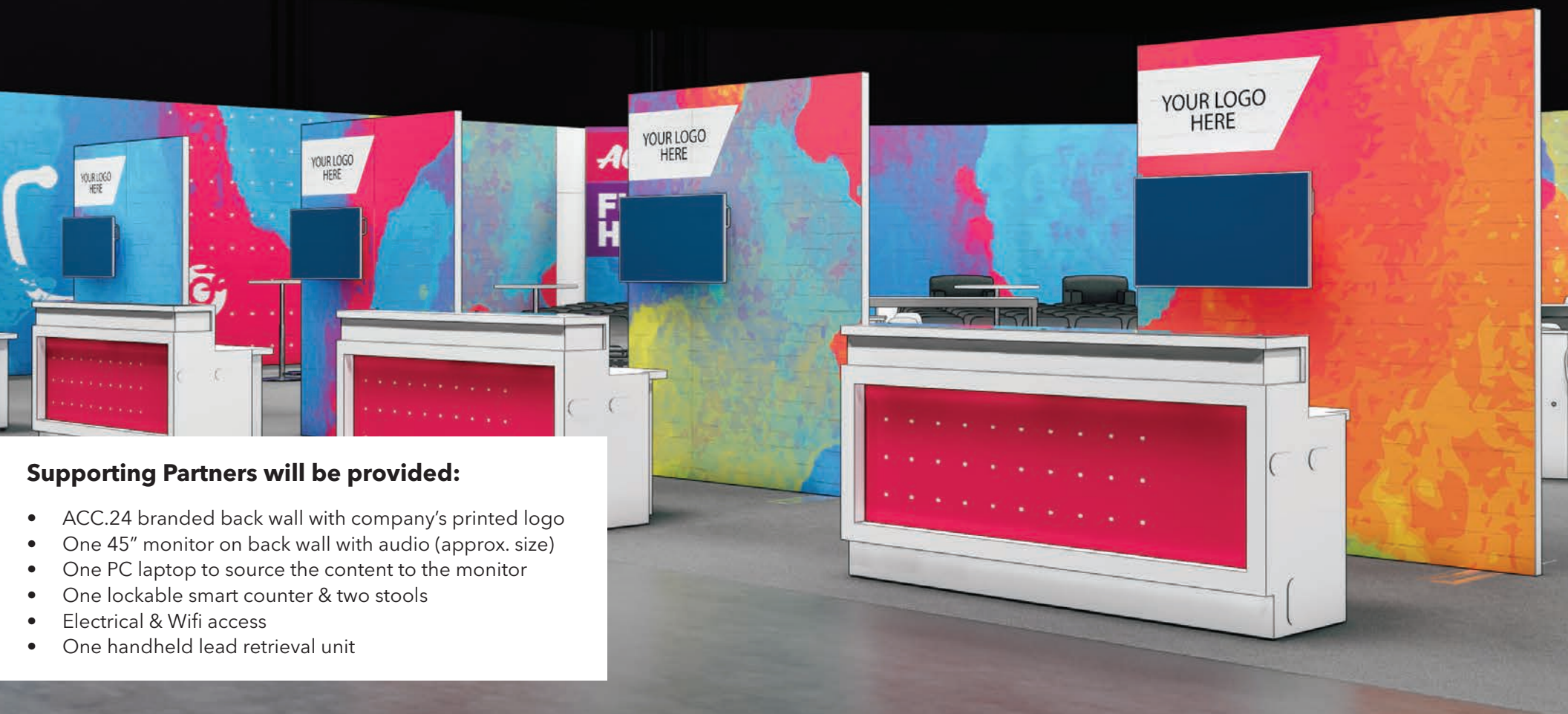
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SUPPORTING PARTNERS



Supporting Partners will be provided:

- ACC.24 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 lockable smart counter & two stools
- Electrical & Wifi access
- One handheld lead retrieval unit

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PARTICIPATING PARTNERS



Participating Partners will be provided:

- ACC.24 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 handheld lead retrieval unit

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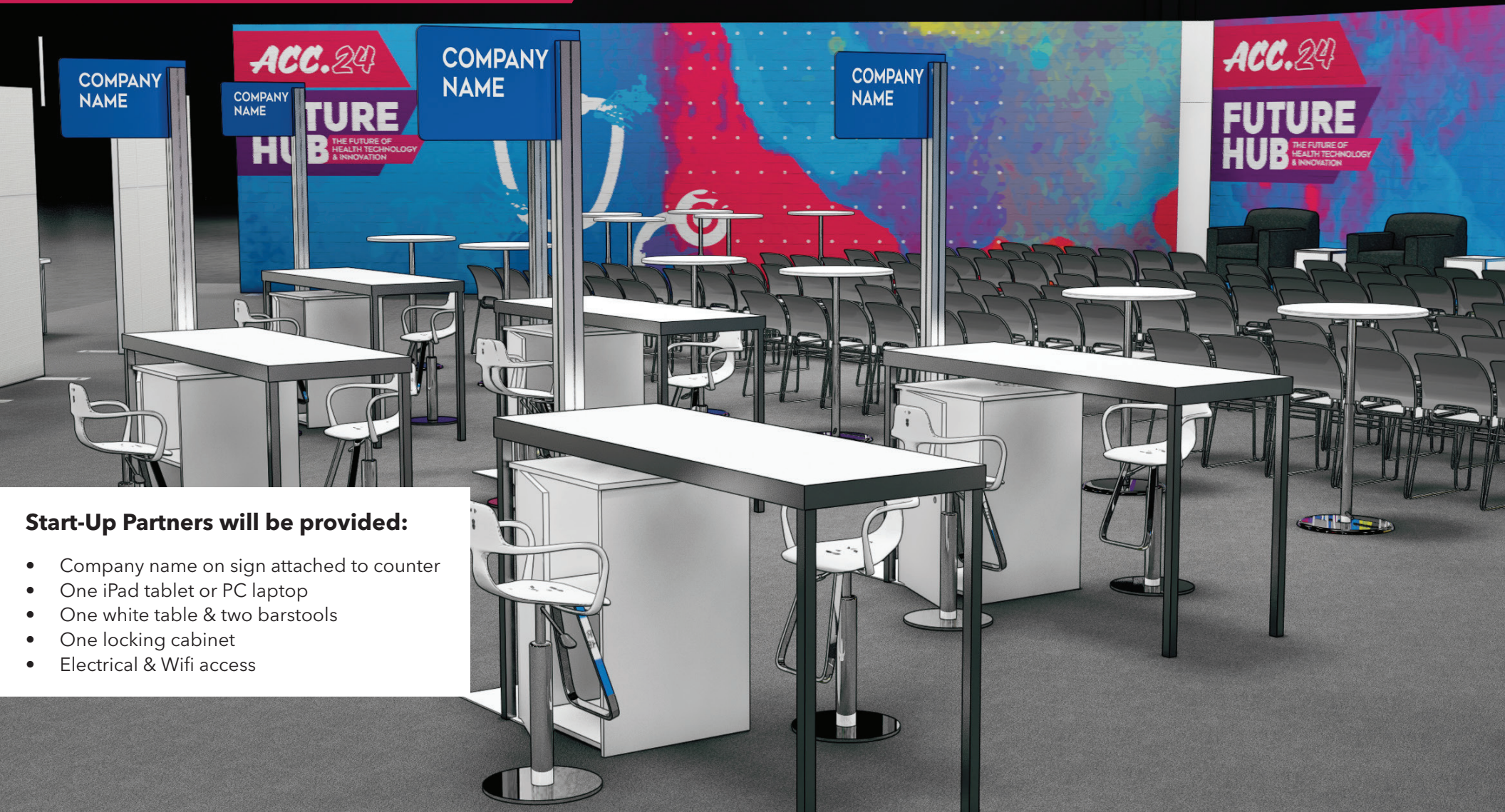


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START-UP PARTNERS

Start-Up Partners will be provided:

- Company name on sign attached to counter
- One iPad tablet or PC laptop
- One white table & two barstools
- One locking cabinet
- Electrical & Wifi access



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FLOOR PLAN

