

ACC.24

APRIL 6 - 8, 2024

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EXHIBIT PROSPECTUS

www.expo.acc.org

THE GLOBAL MARKETPLACE FOR CARDIOVASCULAR INNOVATION



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THE OPPORTUNITY TO CONNECT WITH THE CARDIOVASCULAR COMMUNITY IS HERE

Join the American College of Cardiology as an exhibitor at ACC.24, the 73rd Annual Scientific Session & Expo, taking place April 6 - 8, 2024 at the Georgia World Congress Center in Atlanta! Thousands of healthcare professionals gather each year to reconnect with their colleagues from around the world, explore the latest science and innovation, and gain valuable insights into practice-changing updates. **Secure your space at ACC.24, the Global Marketplace for Cardiovascular Innovation, and connect with physicians, scientists, physician assistants, nurse practitioners and other key leaders looking to learn more about your latest advances and solutions.**

EXPO

Engaging • Educational • Energized

Be where your customers will be! Attendees will be attracted to the many exciting features of the premier cardiology Exposition in the Americas:

- Over 280 Exhibitors
- Poster Presentations
- Future Hub
- Industry-Expert Theaters
- Innovation Stage
- Interactive Learning Labs
- Engage Studio
- Health Equity Hub
- Relax & Recharge Lounge
- ACC Café
- ExpoSuites
- ACC Central

ACC.24 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.

"ACC'S EXHIBITORS ARE DOING AN EXCELLENT JOB! EVERY TIME I WENT TO THE EXPO, THE HALLS WERE CROWDED WITH ATTENDEES." –2023 attendee

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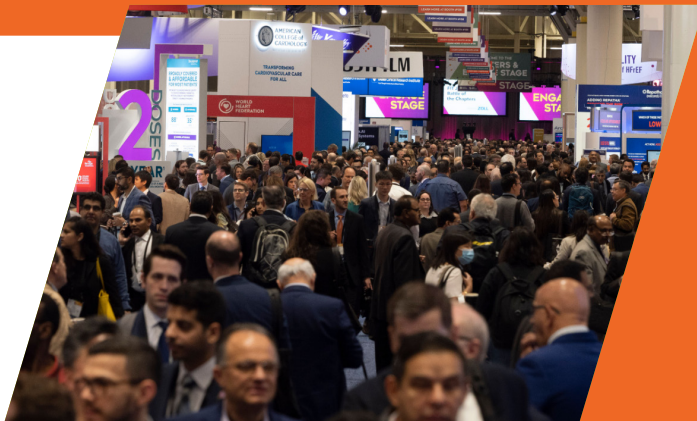
HAVE YOU HEARD THE GOOD NEWS?

The industry is looking forward to 2024!

Medical and Health Care (MD) sector exhibitor participation is projected to continue its upward trajectory growing 8.7% in 2024, exceeding pre-pandemic levels.



57%
of exhibitors
rated ACC.23/WCC
better than other
healthcare meetings
they exhibit at!



Continued growth is expected, with attendance expanding 8.4% in 2024. The number of attendees for MD sector exhibitions should exceed pre-pandemic levels in 2024.

THE OVERALL EXHIBITION INDUSTRY SHOULD FULLY RECOVER 2019 ATTENDANCE LEVELS BY 2024 AND SURPASS THEM BY A STRONGER 2.4%.

Source: Center for Exhibition Industry Research

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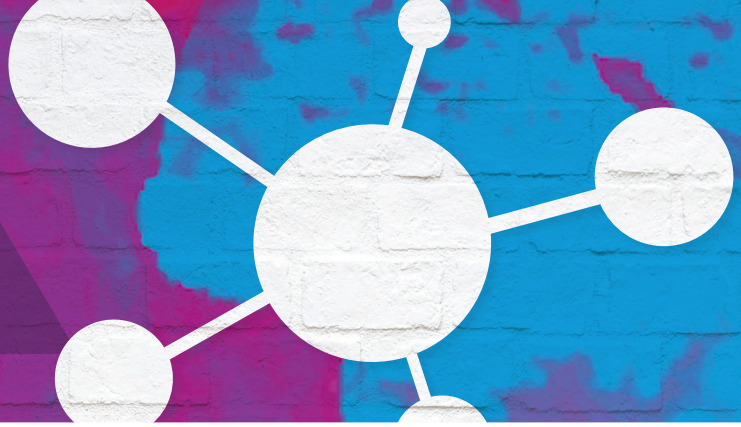


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THERE IS NO BETTER TIME OR PLACE TO MAKE AN IMPACT

EXHIBITORS ARE DELIGHTED WITH THEIR EXPERIENCE

"Great foot traffic, we will be exhibiting again in 2024"

"We gathered quality leads"

"The conference hit a home run and delivered significant ROI"

"The hours were right on and the traffic was steady"

"This is always a well-oiled conference"

"ACC is one of my best conferences to attend as an exhibitor"

"The traffic this year was excellent"

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

"Excellent Expo"

"Thoroughly enjoyed it"

"Thank you to ACC for the opportunity"

The ratio of
2023 in-person
professional
attendees to
exhibiting
companies was
more than

38 to 1!



WHO ATTENDS:

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

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

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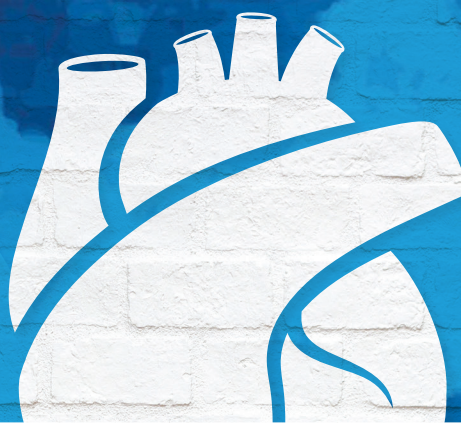


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ACC'S NUMBERS ARE ON THE RISE

ACC.23/WCC STATS

15,000+ Attendees
104 Countries represented
by key opinion leaders
278 Exhibiting Companies
226 Members of the Press
1,900 Virtual Attendees

ACC ATTENDEE PROFILE

- 10,697 Professional Attendees
- 79% Domestic Attendance
- 21% International Attendance

ATTENDEE DEMOGRAPHICS

MD/PhD/DO 8,033
(includes 2,905 Fellows in Training,
Trainees, Residents and Medical Students)
Non-Medical 1,101
Allied Health Professionals .. 1,560*

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

PRIMARY ACTIVITY

Clinical Practice 7,385
Research 4,635
Education 3,872
Administration 1,328
Other 362

PRIMARY CLINICAL FOCUS*

Adult Cardiology 5,189
Adult Congenital Cardiology ... 330
Cardiac Magnetic
Resonance Imaging 373
Cardiac Surgery 310
Cardio-Oncology 438
Clinical Cardiology/
General Cardiology 1,878
Critical Care Medicine 572
Digital Health
Transformation 236
Echocardiography 1,482
Electrophysiology 827
Endocrinology 104
Entrepreneurship 147
Family Medicine 68
Geriatrics 54

Heart Failure/Transplant. 1,728
Internal Medicine 1,004
Interventional Cardiology 2,143
Invasive Cardiology 410
Non-Invasive Cardiology 839
Nuclear Cardiology 260
Pediatric Cardiology 334
Pediatrics 107
Pharmacology 374
Preventive Cardiology 991
Sports & Exercise
Cardiology 216
Thoracic Surgery 45
Vascular Medicine 406
Vascular Surgery 57
Other 285

**Attendees could select up to three.*

**2023 professional
attendance increased by
over 2022**

36%

**2023 exhibitor
participation increased by
over 2022**

28%

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THE EXPO IS A KEY PART OF THE MEETING FOR ATTENDEES

92% of attendees visited the Expo

77% of attendees found the exhibits very to extremely valuable

59% of attendees visited the Expo to see new products, technologies and services

53% of attendees visited the Expo to keep up-to-date on industry trends, issues and innovations

ACC.23/WCC Attendee Survey



WHAT ARE ATTENDEES SAYING?

"Perfect"

"The exhibitors were the best"

"The Expo is fun and a great experience to take a break from all the learning"

"I thought the exhibitors were great and had useful information to share"

"Enjoyed the engagement of exhibitors"

"Exceptional experience"

"I enjoyed the Expo very much"

"It was very wonderful to see all the current products that can be used in different procedures"

"The exhibitors are always amazing"

"The exhibitors did a great job of having fun and interactive booths"

"It was amazing"

"Nice group of key industry sponsors"

"I thought it was the best yet"

"The attendees were occupied with a lot of exciting things"

"Much better than other events"

"Fantastic job and so engaging with great explanations offered"

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WHO EXHIBITS?

Attendees visit the Expo at the Annual Scientific Session to gain insight to the widest range of products and services relevant to the CV community. Companies in the following categories will find an interested audience at ACC.24.

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 &/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

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.

ACC.org

VISION

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

CORE VALUES

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



EXHIBITOR INFORMATION

Venue

Georgia World Congress Center
285 Andrew Young International Blvd., NW
Atlanta, GA 30313

Expo Schedule

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.

Hours are subject to change.

Exhibit Space Rate

Standard Space Rate - \$44 .50 per sq. ft.
(minimum 100 sq. ft.)



Don't miss out! For more information on becoming an exhibitor visit expo.acc.org, email accexhibits@spargoinc.com or call 703-631-6200.

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ACC.23/WCC exhibitors with a Promotional Opportunity experienced an average of 190% more leads!

STAND OUT AMONG THE COMPETITION



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 carpet and company identification sign. Available in various sizes, ExpoSuites may be rented for \$51.00 per sq. ft.

[LEARN MORE](#)

Friday, April 5: 9 a.m. – 4:45 p.m. (exhibitor staff only)

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.

Featured Exhibitor Listings

Stand out on the ACC.24 Expo website and mobile app by purchasing 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. Featured Exhibitors will 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.

[LEARN MORE](#)

EXHIBIT, EXPOSUITE AND PROMOTIONAL OPPORTUNITIES SALES

SPARGO, Inc.

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