ACC.24
APRIL 6 - 8, 2024
ATLANTA

EXHIBIT PROSPECTUS

www.expo.acc.org

THE GLOBAL MARKETPLACE FOR CARDIOVASCULAR INNOVATION

AMERICAN COLLEGE of CARDIOLOGY®
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
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.

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
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”

WHO ATTENDS:
• Physicians
• Scientists
• Physician Assistants
• Nurse Practitioners
• Nurses
• Administrators
• Dietitians
• Technicians
• Trainees
• Medical Students

The ratio of 2023 in-person professional attendees to exhibiting companies was more than 38 to 1!

WHO ATTENDS:

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

2023 professional attendance increased by over 2022

2023 exhibitor participation increased by over 2022

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.
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”
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
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.
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.

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.

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.

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