

WELCOME!

On behalf of the American College of Cardiology: **Welcome to ACC.24.** Our team is committed to ensuring this is a successful exhibit experience for your company. If we can help in any way, please let us know – contact information for the ACC Expo team is listed on the next page. Thank you again for your support!

For additional information, including the current floor plan, visit www.expo.acc.org.

	EXHIBIT INSTALLATION*	EXHIBITOR REGISTRATION	EXPO OPEN	EXHIBITOR ACCESS TO EXPO	EXHIBIT DISMANTLE
MONDAY, APRIL 1	1 - 5 p.m. (pre-arranged truss deliveries only)				
TUESDAY, APRIL 2	8 a.m. - 5 p.m.				
WEDNESDAY, APRIL 3	8 a.m. - 5 p.m.				
THURSDAY, APRIL 4	8 a.m. - 5 p.m.	8 a.m. - 5 p.m.			
FRIDAY, APRIL 5	8 a.m. - 7 p.m.**	8 a.m. - 6 p.m.			
SATURDAY, APRIL 6		6:30 a.m. - 6 p.m.	9 a.m.+ - 4:45 p.m.	7:30 a.m. - 5:30 p.m.	
SUNDAY, APRIL 7		6:30 a.m. - 6 p.m.	9 a.m. - 4:45 p.m.	7:30 a.m. - 5:30 p.m.	
MONDAY, APRIL 8		7 a.m. - 2 p.m.	9 a.m. - 2 p.m.	7:30 a.m. - 7 p.m.	2 p.m. - 7 p.m.**
TUESDAY, APRIL 9					8 a.m. - 5 p.m.
WEDNESDAY, APRIL 10					8 a.m. - Noon

* Labor calls, including EAC labor, should not be scheduled prior to 8 a.m. during any move-in day.

** On Friday, exhibitors may continue set-up work within the confines of their booth spaces and/or ExpoSuites only. Please arrive at the hall prior to 5 p.m. All crates and larger materials must be removed by 5 p.m. PLEASE have all larger empties labeled ASAP.

+ On Saturday, exhibit booths must be fully staffed and show-ready by 8:30 a.m.

++ Only exhibitors with linear booths or booths that do not require return of empty packaging should plan to complete move-out on Monday. Empty packaging return will commence at 3 p.m. and will take several hours. EAC labor crews will not be permitted to enter the exhibit hall with equipment until after aisle carpet has been removed, no earlier than 3 p.m.

ACC.25 EXPO SALES OFFICE

Rear of Hall B4/B5

Exhibit/ExpoSuite Sales, Promotional Opportunities

Craig Baker (Companies A-L)

craig.baker@spargoinc.com

Emily Dowling (Companies M-Z)

emily.dowling@spargoinc.com

Learning Destinations

Christy Troiano

ctroiano@acc.org

Operations, Regulations

Kent Riffert

kriffert@acc.org

EXHIBITOR REGISTRATION

Exhibitor Registration, located on street level of the Georgia World Congress Center (GWCC) between Building A and B, will open on Thursday, April 4 at 8 a.m. If you did not receive your company's exhibitor badges in the mail, stop by Exhibitor Registration to pick them up. Your company's lead representative may pick up all badges, or you may instruct individual personnel to pick up their own badges. Please note that individuals picking up exhibitor badges will be required to show photo ID and proof of affiliation with the exhibiting company (e.g., business card) and to sign for badges removed from the registration area. Badge holders can also be picked up at Exhibitor Registration.

If your company has registered staff under ACC's attendee badge categories, you should request yellow Exhibitor ribbons for their badges so they can access the halls during installation hours.

SECURITY

Phone: 404-222-5317

Overall 24-hour access control will be provided for the Expo period, including move-in and move-out. We ask for your cooperation so that we can provide you with a secure Expo Hall. Please use discretion – don't leave small, valuable items unattended, and be sure to remove or put them away at night. The night before the Expo opens and the move-out hours are especially vulnerable times. Stay with your materials until they are crated and labeled for outbound shipping. Please be patient with security staff – they are here for your benefit.

The ACC.24 Security Office is located in room B315.

FIRST AID/EMERGENCIES

Phone: 404-223-4911

First aid will be open daily during move-in, event days and move-out, and is located in room B410.

LEAD RETRIEVAL

Phone: 314-496-3488

Stop by the Maritz Lead Retrieval desk (Expo Hall, B/C Connector) to order and/or pick up rented lead retrieval equipment and receive instruction on how to best use the equipment/app. Please test your device/app prior to the Expo opening to make sure it is working properly.

EXHIBITOR LOUNGE

The Exhibitor Lounge, located in the rear of Hall B4/5, will be open daily from Thursday through Monday for exhibitor personnel only. Computers with Internet access, lounge furniture and limited beverage service (beginning Friday) are provided for our exhibitors' convenience. Please note: No one will be allowed access to this lounge without an Exhibitor badge – this includes labor personnel or meeting attendees, whether escorted or alone.

EXPOSUITES

If you rented a modular ExpoSuite meeting room, it should be fully constructed and supplied with furniture you ordered, by 4 p.m. on Thursday, if not earlier. Please be sure you check your suite in advance of when you plan to begin using it, to ensure all orders are in place and the room is ready for your meetings.

DEDICATED EXPO HOURS

ACC.24 provides 20.5 hours of Expo time. To give the attendees an opportunity to visit the Expo without having to miss education sessions, ACC has scheduled dedicated Expo hours. During dedicated Expo hours, limited session programming is scheduled.

Dedicated Expo Hours are as follows:

SATURDAY APRIL 6	9:45 a.m. - Noon	1:15 - 1:45 p.m.	3 - 4:15 p.m.	
SUNDAY APRIL 7	9:15 - 9:45 a.m.	11 a.m. - 12:15 p.m.	1:30 - 2 p.m.	3:15 - 4:30 p.m. Expo Reception
MONDAY APRIL 8	9:45 - 11 a.m.	12:15 - 12:45 p.m.		

ACC will host daily morning and afternoon coffee breaks (morning only on Monday). Coffee stations will be set up throughout the expo hall. During the Sunday afternoon break (3:15 - 4:30 p.m.), the ACC will host a reception throughout the Expo.

BADGES

BADGE COLORS	REGISTRATION CATEGORY
DARK BLUE	Professional Registrants
PURPLE	Exhibitor Full Access (access to Expo <i>and</i> education rooms); Consultants
ORANGE	Exhibits Only
YELLOW	Exhibitor Staff (access to Expo <i>only</i>); Exhibitor Newsroom
GREEN	ACC Staff; Official Contractors
RED	Media



*Map as of March 21, 2021

Exhibitor Service Center

The Exhibitor Service Center is located at the rear of Hall B4 (in the connector concourse - up escalator) and will be staffed by the following vendors during move-in and move-out. Stop by or call if you have questions on orders or need to request additional items.

EXPO FLOOR MANAGERS

(operational and regulation issues - also accepts texts)

Wendy Gorman: 407-721-0769
(booths #1-2647)

John Wasilewski: 215-353-3530
(booths #2700-4445)

FREEMAN

(furnishings, carpet, labor, shipping, cleaning, A/V)

855-310-0750 (also accepts texts)

ELDEN (electrical)

404-223-8400

CCLD (internet/telecom)

404-222-5500

MARITZ (lead retrieval/ badge scanner rental)

314-496-3488

LEVY (catering)

404-223-4500

FLORAL REFLECTIONS

(flowers/plants)

617-645-2778

MEDMEETINGIMAGES

(booth photography)

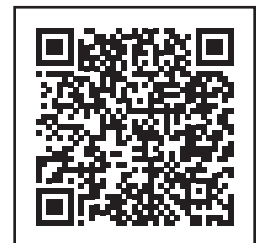
612-226-5154

EXHIBITOR NEWSROOM

The Exhibitor Newsroom, located in room B204, is open from 10 a.m. - 5 p.m. on Friday, and 7:30 a.m. - 5 p.m. Saturday - Monday. Badges are required.

SOCIAL MEDIA

Use the hashtag #ACC24. Check out the social media toolkit found via www.expo.acc.org or scan the QR code.



SEE YOU NEXT YEAR!

ACC.24 exhibitors received an appointment for space selection for ACC.25 in Chicago. Please stop by the Expo Sales Office in the rear of Hall B4/B5 with any questions on this process.

ACC.25

SEE YOU IN CHICAGO

MARCH 29 - 31, 2025

ACCScientificSession.org





RULES & REGULATIONS

These key rules are enforced to give each exhibitor the finest showcase for their display. See the Exhibitor Service Kit (https://www.freemanco.com/forms/522943/rules_regulations.pdf) for full regulations. If you have any questions or concerns about the show rules and regulations, please contact the ACC Expo Floor Managers..

1. **Aisles:** Do not use the aisles to conduct or solicit business.
2. **Alcohol:** Alcohol is not permitted to be served from booths in the Expo. Alcohol may be served from ExpoSuites.
3. **Carpet:** Your entire booth area must have carpet or other professional floor covering.
4. **Distribution of Materials, Surveys:** Distribution of printed materials is limited to the exhibitor's booth and/or ExpoSuite only. Surveys (including solicitation of attendees to participate in surveys) cannot be conducted anywhere other than within the confines of the exhibitor's booth
5. **Drawings/Raffles:** Drawings/raffles may be conducted, provided the item(s) to be awarded is/are modest in value and educational in nature. Drawing must be held after the conclusion of the expo.
6. **Embargo Policies:** For scientific study results presented during the ACC meeting, embargoes will remain in effect for each study until the scheduled start of the individual presentation, rather than at the start of the larger session.
7. **FDA Restrictions:** Exhibitors are reminded of the Food and Drug Administration (FDA) restrictions on the promotion of investigational and pre-approved drugs, devices and procedures. Information regarding FDA regulations should be obtained directly from the FDA. For more information, visit www.fda.gov/RegulatoryInformation/Guidances/default.htm. It is the responsibility of exhibitors to ensure adherence to FDA regulations, policies, practices and guidelines, and all other applicable industry guidelines, concerning the demonstration, discussion, use and/or display of products, technologies and/or services at the ACC Annual Scientific Session & Expo.
8. **Height Restrictions**
 - **Standard (10' Deep) Booth:** Maximum height is 8 feet. This height may be maintained on the sidewalls of your booth up to 5 feet from the aisle. Remaining length of the sidewall may be no higher than 4 feet to maintain sight lines.
 - **Island Booth (20'x20' and Larger):** Maximum height is 20 feet in all areas; 40% see-through up to 8' from the floor with some exceptions for medical info counters.
9. **Move-Out:** No exhibitor may begin dismantling until 2 p.m. on Monday.
10. **Photography:** No photography or videotaping other than of an exhibitor's own booth may occur unless special permission has been granted by ACC and/or the official photographer is used.
11. **Sales:** Cash and carry sales are only permitted in cases where the exhibitor has fulfilled appropriate local taxation requirements. All sales must be conducted within the exhibitor's contracted booth space.
12. **Signs:** No exhibit identification can be visible above the height limitations (see above).
13. **Solicitation:** Solicitation of other exhibitors is prohibited. Exhibitor personnel may not enter other exhibitors' booth space without obtaining permission, nor should personnel block access to another booth.
14. **Sound:** Keep levels of all A/V presentations down so that sound is not audible more than three feet into the aisles.
15. **Smoking:** ACC maintains a smoke-free environment. This includes loading docks.
16. **Tippling:** Building, contractor and show management employees are not permitted to accept gratuities of any kind.