

WELCOME!

On behalf of the American College of Cardiology: **Welcome to ACC.25.** 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 of ACC!

For additional information, including the current floor plan, visit Expo.ACC.org.

| | EXHIBIT INSTALLATION* | EXHIBITOR REGISTRATION | EXPO OPEN | EXHIBITOR ACCESS TO EXPO | EXHIBIT DISMANTLE |
|----------------------------|--|------------------------|----------------------------|--------------------------|-------------------|
| MONDAY, MARCH 24 | 1 - 5 p.m. (pre-arranged truss deliveries only) | | | | |
| TUESDAY, MARCH 25 | 8 a.m. - 5 p.m. | | | | |
| WEDNESDAY, MARCH 26 | 8 a.m. - 5 p.m. | | | | |
| THURSDAY, MARCH 27 | 8 a.m. - 5 p.m. | 8 a.m. - 5 p.m. | | | |
| FRIDAY, MARCH 28 | 8 a.m. - 7 p.m.** | 8 a.m. - 6 p.m. | | | |
| SATURDAY, MARCH 29 | | 6:30 a.m. - 6 p.m. | 9 a.m.* - 4:45 p.m. | 7:30 a.m. - 5:30 p.m. | |
| SUNDAY, MARCH 30 | | 6:30 a.m. - 6 p.m. | 9 a.m. - 4:45 p.m. | 7:30 a.m. - 5:30 p.m. | |
| MONDAY, MARCH 31 | | 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 1 | | | | | 8 a.m. - 5 p.m. |
| WEDNESDAY, APRIL 2 | | | | | 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.26 EXPO SALES OFFICE

Rear of Hall A (#17145)

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 in Room S103 on street level of McCormick Place convention center (South building), will open on Thursday, March 27 at 8 a.m. There is also an ancillary badge pickup location at the Marriott Marquis. Beginning Thursday, please pick up your badges prior to entering the expo hall. Your company's lead representative may pick up all badges, or you may instruct individual personnel to pick up their own badges. 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 reprint fees will be enforced if replacement badges are required!

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

SECURITY

Phone: 312-808-2103

24-hour access control will be provided for the Expo, 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.25 Security Office is in room N137.

FIRST AID/EMERGENCIES

Phone: 312-791-6060

First aid will be open daily during move-in, event days and move-out, and is on the Grand Concourse, Level 2.5 (near the FedEx office).

LEAD RETRIEVAL

Phone: 312-753-9994

Stop by the Maritz Lead Retrieval desk in the Exhibitor Service Center beneath the middle of Hall A to order and/or pick up rented lead retrieval equipment and receive instruction on how to best use the equipment/app. Please test devices/app prior to the Expo opening to ensure proper operation.

EXHIBITOR LOUNGE

The Exhibitor Lounge, located in the rear of Hall A (#19144), 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, March 27. 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 your suite is ready for meetings.

DEDICATED EXPO HOURS

ACC.25 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. We will also be hosting an Expo Reception in the hall on Sunday during the afternoon break from 2:30 until 3:30 p.m.

Dedicated Expo Hours are as follows:

| | | | |
|------------------------------|-------------------|-------------------|------------------|
| SATURDAY MARCH 29 | 9:30 - 11:30 a.m. | 12:30 - 1:30 p.m. | 2:30 - 3:30 p.m. |
| SUNDAY MARCH 30 | 9 - 10 a.m. | 12:30 - 1:30 p.m. | 2:30 - 3:30 p.m. |
| MONDAY MARCH 31 | 10 - 11 a.m. | Noon - 1 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.

BADGES

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

Exhibitor Service Center

The Exhibitor Service Center is located beneath the central Café structure in Hall A 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 #1000-12000)

John Wasilewski: 215-353-3530
(booths #13000-25000)

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

855-437-7319 (also accepts
texts)

MCCORMICK PLACE (internet/ telecom)

312-791-6246

MARITZ (lead retrieval/ badge scanner rental)

312-753-9994

OVG (catering)

312-791-7250

FLORAL REFLECTIONS (flowers/plants)

617-645-2778

MED MEETING IMAGES (booth photography)

612-226-5154

EXHIBITOR NEWSROOM

The Exhibitor Newsroom, located in room N230A, 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

Visit Expo.ACC.org or scan the QR code to check out the Social Media Toolkit and use the hashtag #ACC25 to promote your presence at ACC.25.



SEE YOU NEXT YEAR AT

ACC.26

ACC.25 exhibitors will receive an appointment for space selection for ACC.26 in New Orleans. Please stop by the Expo Sales Office in the rear of Hall A (#17045) with any questions on this process.

MARCH
28 - 30 2026
NEW ORLEANS



RULES & REGULATIONS

These key rules are enforced to give each exhibitor the finest showcase for their display. Visit Expo.ACC.org or scan the QR code to view the **Exhibitor Service Kit** for the full list of 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 a distance of 5 feet from the aisle. Remaining length of the sidewall should 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.
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. **Tipping:** Building, contractor and show management employees are not permitted to accept gratuities of any kind.