

Important Dates to Remember

Expo Dates: March 29-31
McCormick Place, South Hall A
Chicago, IL

ACC.25

MARCH 29 - 31, 2025 · CHICAGO

2024

April 6-8

- **Priority Space Selection:** Applications received during this time are considered for space assignment in Priority Point order. After April 8, space will be assigned on a first-come, first-served basis.

June 7

- **Booth Space Deposit Payment:** By this date, exhibitors who have reserved space must remit 50% of their contracted overall booth space cost.

August 1

- **Priority Housing Placement Deadline:** Exhibitor Room Block Requests must be received by this date for exhibitors to be considered for priority hotel placement. After this date, requests will be filled on a first-come, first-served basis.

September 19

- Exhibitors who have paid in full, and universities and non-profit organizations, may submit online Ancillary Event Requests for approval to hold industry events, including staff/company/board meetings, hospitality suites and social functions, focus groups, investigator meetings, and key opinion leader (KOL) events.
- Exhibitors, universities, and non-profits may begin sending promotional materials to ACC for review. All promotional materials (including announcements, signage, invitations, email blasts, websites, advertisements, posters, and flyers) must be approved by ACC prior to printing or use. Final versions of materials should be submitted for approval by March 14, 2025. Send all materials to promotional@acc.org.

November 13

- Hotel room block assignments and instructions for the exhibitor room block management website are sent.
- Exhibitor online registration opens.

November 22

- **Balance due for exhibit space. Any outstanding payments must be submitted to ACC by this date.**
- Applications received on or after this date must be accompanied by full payment.
- 100% cancellation/downsizing fee applies to exhibit space cancellations/reductions received on or after this date.

December 13

- Online Exhibitor Service Kit available to exhibitors.

2025

February 5

- **Rooming List Deadline:** All rooms held by exhibitors must be secured with a non-refundable deposit equal to one night's room and tax per room and assigned to individual room occupants. Rooms unclaimed at this time will be cancelled.

February 19

- **Online Planner and Mobile App Go Live:** Update company descriptions and product categories by March to ensure current listing in ACC's attendee portal and mobile tools.

February 25

- Deadline to receive discounted rates from Freeman (furniture, carpet, etc.)

February 28

- Diagrams of island booths (all booths 400 square feet or larger) due.
- Additional Booth Activities Form due (hazardous waste, steel structure, laser, giveaways, videography/photography, hanging signs, banners and lighting truss, etc.)
- Exhibitor registration deadline for companies wishing to receive exhibitor badges via mail
- Advance professional registrant mailing list available for rent.

March 7

- Exhibitor-Appointed Contractor (EAC) Request Forms and Certificates of Insurance deadline.
- Exhibitor rooming lists transfer to hotel(s). After this date, the hotel will charge a one-night room and tax deposit on each room reservation, unless separate billing arrangements have been made and confirmed in advance directly with the appropriate hotel(s). This deposit is non-refundable if a reservation is cancelled in its entirety.

March 14

- Exhibitor-Appointed Contractor (EAC) Request Forms and Certificates of Insurance deadline.
- Deadline to submit promotional materials [to ACC](#) for review. All promotional materials (including announcements, signage, invitations, email blasts, social media posts, websites, advertisements, posters, and flyers) must be approved by ACC prior to printing or use.

March 17

- **Advance Shipment Deadline:** To avoid penalties, advance shipments must arrive at the local Freeman warehouse by this date.

March 25-28

- Exhibitor move-in/installation.

March 27

- Exhibitor registration opens onsite.

March 29-31

ACC.25 Expo Open Hours:

- | | |
|---------------------|-----------------------|
| Saturday, March 29: | 9:00 a.m. – 4:45 p.m. |
| Sunday, March 30: | 9:00 a.m. – 4:45 p.m. |
| Monday, March 31: | 9:00 a.m. – 2:00 p.m. |
- Onsite booth space selection for ACC.26

April 2

- Exhibitor move-out complete.