

ACC.26

EXPO EXTRA

WELCOME!

On behalf of the American College of Cardiology: **Welcome to ACC.26!** Our team is committed to ensuring this is a successful exhibit experience for your organization. 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 23	1 - 5 p.m. (pre-arranged truss deliveries <i>only</i>)				
TUESDAY, MARCH 24	8 a.m. - 5 p.m.				
WEDNESDAY, MARCH 25	8 a.m. - 5 p.m.				
THURSDAY, MARCH 26	8 a.m. - 5 p.m.	8 a.m. - 5 p.m.			
FRIDAY, MARCH 27	8 a.m. - 7 p.m.**	8 a.m. - 6 p.m.			
SATURDAY, MARCH 28		6:30 a.m. - 6 p.m.	9 a.m.+ - 5 p.m.	7:30 a.m. - 5:30 p.m.	
SUNDAY, MARCH 29		6:30 a.m. - 6 p.m.	9 a.m. - 5 p.m.	7:30 a.m. - 5:30 p.m.	
MONDAY, MARCH 30		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, MARCH 31					8 a.m. - 5 p.m.
WEDNESDAY, APRIL 1					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 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 2:30 p.m.

ACC.27-WCC EXPO SALES OFFICE

Rear of Hall E (#2076)

Exhibit/ExpoSuite Sales, Promotional Opportunities

Craig Baker (Companies A-L)

craig.baker@spargoinc.com

Mary-Margaret Harmon

(Companies M-Z)

mary-margaret.harmon@spargoinc.com

spargoinc.com

Learning Destinations

Christy Troiano

ctroiano@acc.org

Operations, Regulations

Kent Riffert

kriffert@acc.org

EXHIBITOR REGISTRATION

Exhibitor Registration, located in Hall F, opens on Thursday at 8 a.m. Satellite registration locations are also available at the Hilton Riverside (Thursday and Friday only) and the MSY Airport (Friday only). Beginning Thursday, badges will be required to enter 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. Photo ID and proof of affiliation with the exhibiting company (e.g., business card) will be required. **Note:** 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: 504-670-6308

24-hour access control will be provided for the Expo, including move-in and move-out. Please use discretion – don't leave small, valuable items unattended, nor leave them in your exhibit space overnight. During move-out, it's best to 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.26 Security Office is in room 219.

FIRST AID/EMERGENCIES

Phone: 504-582-3040

First aid will be open daily during move-in, event days and move-out, and will be located in the Hall B and F lobbies.

LEAD RETRIEVAL

Phone: 312-753-9994

Stop by the Maritz Lead Retrieval desk in the Exhibitor Service Center (rear of Hall E) 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 E (#2177, near the Service Center), will be open daily from Thursday through Monday for exhibitor personnel *only*. A place to relax and enjoy beverage service is provided for our exhibitors' convenience. **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 your team ordered, by 4 p.m. on Thursday. 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.26 provides 21 hours of Expo Hall 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 MARCH 28	9:30 a.m. – Noon	1 – 1:30 p.m.	2:30 – 3:45 p.m.
SUNDAY MARCH 29	9:30 – 10:45 a.m.	11:45 a.m. – 12:15 p.m. 1:15 – 1:45 p.m.	2:45 – 4 p.m.
MONDAY MARCH 30	9:30 – 10:45 a.m.	11:45 a.m. – 12:15 p.m. 1:15 – 1:45 p.m.	

ACC will host daily coffee breaks with coffee stations set throughout the expo hall. In addition, there will be an Expo Reception on Sunday from 2:45 – 3:45 p.m. with snacks and refreshments.

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 (rear of Hall E) will be staffed by the following vendors during move-in and move-out.

EXPO FLOOR MANAGERS (Operational and regulation Issues) - Call or Text

Wendy Gorman: 407-721-0769
(aisles #100-1600)

John Wasilewski: 215-353-3530
(aisles #1700-3500)

FREEMAN (Furnishings, Carpet, Labor, Rigging, Shipping, Cleaning, A/V)

855-886-4107 (also accepts
texts)

CONVENTION CENTER (Internet/Telecom) **505-670-8876**

**MARITZ (Lead Retrieval/
Badge Scanner Rental)**
312-753-9994

SODEXO (Catering) 504-447-1492

**FLORAL REFLECTIONS
(Flowers/Plants)**
617-645-2778

**MED MEETING IMAGES
(Booth Photography)**
612-226-5154

EXHIBITOR NEWSROOM

The Exhibitor Newsroom, located in room 241, is open from 10 a.m. – 5 p.m. on Friday, and 7:30 a.m. – 5 p.m. Saturday – Monday. Badges are required.

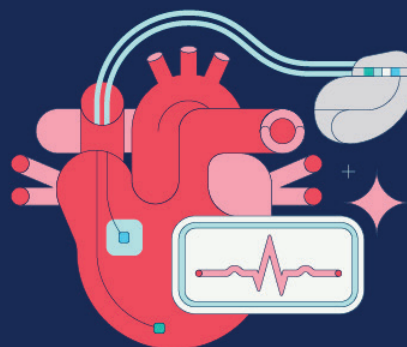
SOCIAL MEDIA

Visit Expo.ACC.org or **scan the QR code** to check out the Social Media Toolkit and use the hashtag #ACC26 to promote your presence at ACC.26.



ACC.27
TOGETHER
WITH **WCC**

APRIL 10 - 12, 2027 | HOUSTON, TX



AMERICAN
COLLEGE of
CARDIOLOGY



WORLD
HEART
FEDERATION

SEE YOU NEXT YEAR!

ACC.26 exhibitors will receive an appointment for space selection for ACC.27-WCC in Houston, TX. Please stop by the Expo Sales Office in the rear of Hall E with any questions.

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 regulations published in the **Exhibitor Service Kit**. If you have questions or concerns, 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 Linear) 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.