



ACC.21 Expo – Frequently Asked Questions

What will be the format of ACC.21: the Virtual Experience?

ACC.21 will build on the success of last year's meeting with an enhanced world class program delivered through an innovative digital platform by Ovation built for learning, collaboration, and networking. Included will be a robust virtual Expo offering both exhibits and education in ACC's signature Learning Destinations with more opportunities to engage and interact with attendees from around the world. This platform will be used for all virtual meeting, expo and industry sessions and sponsorships. ACC.21 will incorporate live and pre-recorded educational content and feature a virtual Expo and virtual Learning Destinations. While the platform is still being constructed, we anticipate offering various engagement features such as Q&A, live chat, CME credit claiming, etc.

How many attendees can access ACC.21 Virtual?

We are not limiting the amount of registered attendance to ACC.21 Virtual.

Where do I find information on LBCTs and abstracts for ACC.21?

Please refer to this page for information on abstracts and LBCTs: <https://accscientificsession.acc.org/en/Submit-Your-Science> (deadlines have now passed)

Will there be a virtual job fair?

There will not be a job fair at ACC.21.

What platform is ACC using for its virtual exhibit booths?

ACC is using Ovation, Inc. as the platform provider for ACC.21. Ovation will be used for ACC.21's virtual meeting/expo/industry sessions and sponsorships. ACC.21 will incorporate live and pre-recorded educational content and feature a virtual industry area. While the platform is still being constructed, we anticipate offering various engagement features such as Q&A, live chat, CME credit claiming, etc.

What is the deadline for signing up for a virtual booth?

You may purchase a virtual booth through April 23.

How/when do we upload our information into the ACC.21 virtual platform?

You will receive an interactive form that will collect your assets by March 10. All of the information that you provide in the form will be uploaded into your virtual booth for you to review. Deadlines for content submission will vary depending on booth tier purchased, between March and April, 2021.

Can social media account information be removed from my virtual booth?

Social media accounts will only be listed if you provide your information.

Can the chat function be disabled from my virtual booth (applicable to certain exhibit tiers only)?

Yes, you can opt out of having the chat feature.



What are the booth exhibiting hours?

Virtual booths can be “seen” 24/7 for the duration of the event (May 15-17, 2021). ACC will not “close” the virtual expo hall during non-expo hours.

Official exhibit hours are:

Saturday, May 15 9:45am – 4:45pm

Sunday, May 16 9:45am – 4:45pm

Monday, May 17 9:45am – 2:00pm

Note: all times for ACC.21 are U.S. Eastern Daylight Time (GMT -04:00)

Exhibitors who purchase a booth tier which includes chat functionality will determine their availability. We encourage staff to be available during the official expo hours, above.

Can we suppress the contact representative listing?

Yes, you can suppress the contact representative listing.

Can our company link directly to our microsite from our expo floor logo instead of going to an ACC.21 virtual landing page first?

This is an option for exhibitors in the Platinum and Diamond tiers only. However, if you choose to link directly to a microsite instead of a page hosted on ACC’s platform, ACC is unable to collect metrics nor offer discounts to published virtual exhibit prices. Many companies will choose to include their microsite link within their ACC virtual booth.

There is no additional cost to a company to have its booth “tile” redirect to their external microsite, however there is also no booth price discount available should an exhibitor choose this option.

What if my company needs a separate booth for medical affairs?

If a company would like a separate medical booth, we recommend a Silver tier booth for that purpose. Just as with our in-person live expo, ACC is not separating medical and commercial exhibit halls, virtually. All exhibitors will be listed on one page, with logo tiles.

Is there any flexibility to the booth design within the Ovation platform?

Due to the large number of virtual exhibitors for ACC.21, the platform provider is limited in flexibility of booth configurations. Each company will be able to customize its listing via a selection of font and separation-bar colors, uploading a background image, and other options.

How long will the booth content be available on the platform post-congress?

Virtual booths will be viewable for 60 days after the official meeting concludes on May 17, 2021; there is no additional cost for this. The chat feature associated with your booth will be available for 30 days beginning on May 15 and can be extended for \$50/month if requested.

What metrics will ACC provide post-event for virtual booths?

ACC will provide the number of participants that clicked on your booth, average viewing time, clicks, downloads, countries represented, leads generated, and the percentage of health care providers.



How many booth representatives can we have?

Each booth can have up to three (3) representatives managing the “chat” feature. You will receive logins for your chat account.

Exhibitors will be allocated “Silver” level *attendee* registrations to ACC.21 Virtual based on the package tier purchased. Details on ACC.21 Virtual registrations including access for Silver level badges, as well as additional registration costs, are available here: <https://accscientificsession.acc.org/en/Registration-and-Hotels/Registration-Rates-and-Dates> (Note: the \$99 “bronze” attendee registration allows full access during the meeting and for three weeks post-meeting.)

Information on registering your company’s virtual attendees will be sent by ACC’s registration vendor, Maritz, beginning in March.

CME/CE eligibility for your company’s virtual attendees will be based on the demographic information submitted for each individual registered.

What functionality will the ACC.21 virtual platform have?

The functionality within your virtual booth depends on the virtual exhibit tier that you select. All tiers have social media integration, space for OnDemand videos and downloadable assets. Diamond and Platinum tiers include a chat feature which allows you to live chat with attendees in your booth. Gold and Silver tiers can add this feature on for a fee.

Are there add-ons available for Gold and Silver tier booths?

Gold and Silver tier virtual booths may add the chat and or calendar feature for an additional fee of \$1,500 for either option, or \$2,500 for both. Contact your SPARGO sales representative for additional information.

How will you encourage attendees to visit the virtual exhibits?

ACC will be referencing the expo portion of our virtual meeting via ACC-sponsored emails and social media, mentions within the keynotes, etc. A social media toolkit will be sent to exhibitors in March which will assist with self-promotion.

How will exhibitors receive attendee contact information?

ACC will provide the number of participants that clicked on your booth, average viewing time, clicks, downloads, countries represented, leads generated, and the percentage of health care providers. Attendees that visit the exhibitors in the Diamond and Platinum tiers have the option to live chat or schedule an appointment with exhibitors. The chat feature can be added on to the Silver and Gold tiers for a fee.

How will attendees access the virtual Expo Hall?

The virtual Expo Hall is integrated into the overall ACC.21 virtual conference. There is a link to the Expo Hall on the main navigation header of the website.

Will we receive training on the platform? If so, when?

ACC will hold a demo on the virtual platform in March. This will be recorded and then posted to our website.



What is the cancellation policy for virtual exhibitors?

100% of total contracted virtual exhibit space fee if cancellation occurs following application submission.

For those who visit virtual booths, in terms of metrics/lead capture, will it be limited to only those who 'opt in' to be contacted?

Those who opt out will be counted, but their info will not be shared

Will we be provided with a pre- and/or post-attendee list?

ACC will provide exhibitors with an advance registration list, in early April. This list will not include full contact information however we will provide basic geographic info as in normal in-person years. Soon after the event concludes, ACC will provide exhibitors with a post-event list.

Exhibitors wishing to mail directly to registrants will need to rent a mailing list from our list vendor (InFocus Marketing.) Details will be available at www.expo.acc.org before March 15.

Additional Registration Questions

Will we receive CME credits as part of this registration?

CME/CE eligibility for your company's virtual attendees will be based on the demographic information submitted for each individual registered and the sessions that the individual attends.

What kind of registrations come with the virtual booth, and how do I order additional registrations?

Exhibitors will be allocated "Silver" level *attendee* registrations to ACC.21 Virtual based on the package tier purchased. These registrations include access to on-demand content through the end of 2021.

Exhibitors can register additional attendees through the conference dates on the accscientificsession.acc.org website. (Note: the \$99 "bronze" attendee registration allows full access during the meeting and for three weeks post-meeting.)

Are name changes permitted following registration? Is there a charge for this?

Name changes are not permitted for ACC.21 virtual.

Is there an app for ACC.21?

Virtual attendees will use the ACC.21 virtual platform which will work on mobile devices, tablets and computer

Is it possible to pay for registrations via bank transfer?

Yes, you can pay for registrations via bank transfer. Wire and ACH information is found on the [Contract for Exhibit Space](#).

If we pay for the registrations via credit card are any additional fees applied?

ACC does not charge credit card fees for registrations.