



DECEMBER 12 – 14, 2014

New York Hilton - Midtown



In Cooperation with
The New York Cardiological
Society of



New York
Cardiologist

Dear Colleague:

Course Director

Valentin Fuster, MD, PhD, MACC
Director, Zena and Michael A.
Wiener Cardiovascular Institute
The Mount Sinai Medical Center
and School of Medicine New
York

Attendee Profession & Specialty Demographics

Profession	90% MD	6% PA/NP/ RN	4% Other
Primary Specialty	86% Adult Cardio	5% IV Cardio	9% Other

Please click [here](#) to
view a copy of the
agenda.

Please click [here](#) for a
listing of invited
faculty.

The American College of Cardiology is pleased to invite you to exhibit at the **47th Annual New York Cardiovascular Symposium, December 12 – 14, 2014, at the New York Hilton – Midtown**. This course presents a unique opportunity to reach a targeted group of **2,000 cardiovascular professionals from around the world in an intimate setting**. Exceptional educational content designed by Valentin Fuster, MD, PhD, MACC, along with other top leaders in the field make this one of the most sought after courses in cardiology.

Attendee traffic into the hall has historically been high due to the co-location of exhibits and the breakfast/break services within the hall. A large portion of attendees are also served lunch in this area for greater exhibit exposure.

ACC considers exhibits to be an important part of this course, providing our registrants the opportunity to gather useful information about products and services related to their interests and responsibilities. Your participation would further enhance attendees' knowledge and their overall experience!

According to a recent membership survey, over 30 percent of ACC members are directly responsible for purchasing products and services for their institutions; and nearly 50 percent of our members participate in the decision-making process.

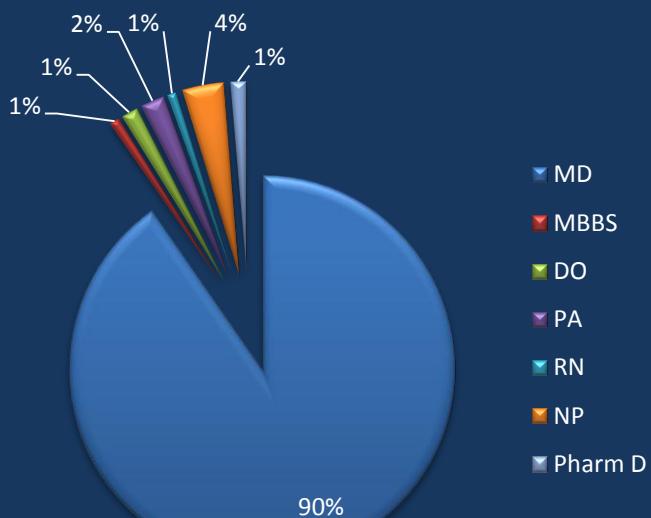
We anticipate approximately 2,000 attendees this year! We would be pleased to have you in attendance at this course and look forward to working with you. Please refer to the attached Exhibitor Prospectus for further information and potential ways that you can participate. Exhibit space will be contracted on a first come, first served basis. If you are interested in this opportunity, please contact me today at jmoran@acc.org.

Sincerely,

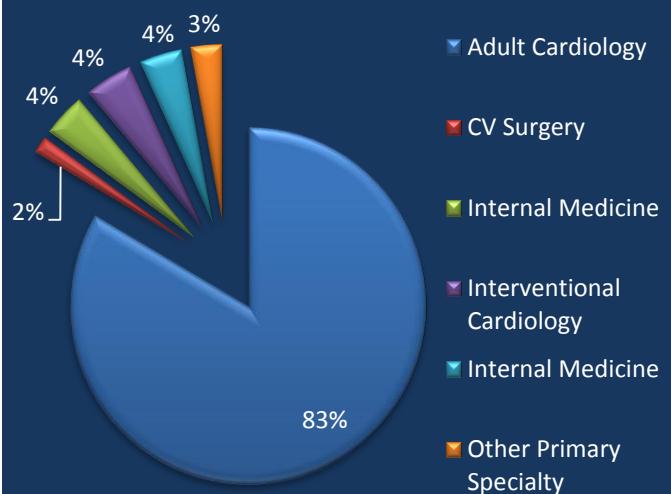
James Moran
Education Exhibits Manager

Key Attendee Demographics

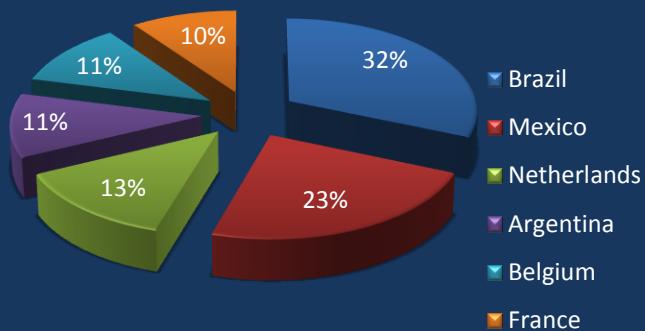
Profession



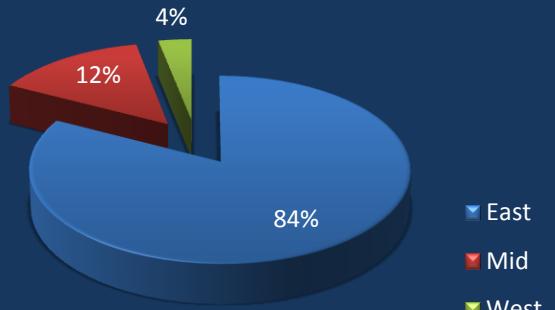
Primary Specialty



International Attendees - Top 6 Countries Represented



Domestic Attendance by Region



Course Information

EXHIBIT CONTACT

James Moran

Education Exhibits

American College of Cardiology

Phone: 202-375-6327

Email: jmoran@acc.org



COURSE LOCATION

1335 Avenue of the Americas

New York, NY 10019

Tel: 212-586-7000

Fax: 212-315-1374

Hotel Information:

[Click Here](#)

Benefits

The American College of Cardiology encourages you to take full advantage of this great opportunity to network with your target market in the heart of New York City. There will be only a limited number of exhibitors accepted for this course, which increases your opportunity for personalization, interactivity and face-to-face discussions. Exhibiting companies at the **47th Annual New York Cardiovascular Symposium** will be able to take advantage of the following benefits:

- Meet one-on-one with ACC members and course attendees to gain customer insights about your products and explore developing trends. A continental breakfast is served in the exhibit hall each morning, increasing your exposure.
- Ample breaks between morning and afternoon sessions allow plenty of time for members to visit your exhibit booth
- Coffee breaks are held in the exhibit area to help increase traffic flow
- Lunch for a large portion of attendees is served in the exhibit area for greater exposure

Exhibit Fees

STANDARD TABLE TOP EXHIBIT

\$5,500 *Fee includes:*

- ✓ One 6' x 30" table and two chairs
- ✓ General exhibit hall lighting and heating
- ✓ Daily cleaning
- ✓ One full course badge which allows access to the session and one copy of attendee materials

ADDITIONAL SPACE OPTIONS

- ✓ **10' x 10' Booth – \$7,000** (Includes all of the table top features plus 1 additional full course badge, bringing the total to 2 full course badges)
- ✓ **20' x 20' Booth – \$11,000** (2 Additional full course badges and 2 additional exhibit badges, bringing the total to 4 each)
- ✓ **These booths will be set in prime locations, therefore availability is limited**
- ✓ **Please contact James Moran to customize your package further**

LUNCHTIME AND DINNER SYMPOSIA

Present your latest products and updates to a group of targeted Physicians during Friday or Saturday Lunch/Dinner symposium.

Lunchtime Symposium:

\$12,000

Dinner Symposium:

\$15,000

Both options above include the following:

- One time use of ACC's advance registration mailing list
- One email sent by ACC on your behalf publicizing your event (content supplied by you)
- Your event listed online on the NYCVS course web page
- Placement of 5 directional signs, including one in the registration area (signs provided by you)
 - ❖ **Space is limited to four spots. Reserve your spot early to avoid disappointment.**

Wi-Fi Sponsorship- \$15,000 for the entire event

Wi-Fi sponsorship is an unrivalled opportunity to raise your company profile and offers optimum exposure to attendees.

- ✓ Custom splash page and landing page with your logo/company product info
- ✓ Custom network name
- ✓ Two hour time out resulting in multiple daily views of your splash page
- ✓ Please provide logo/splash page info by November 23rd

Elevator Monitors – \$3,500 for the Entire Event!

Capture the attention of attendees and provide them with information regarding your product or services.

- ✓ 12 Elevator TVs
- ✓ Self-repeating
- ✓ DVD System
- ✓ Please provide video by November 23rd



Coat Check Sponsorship – \$2,500 for the Entire Event!

- ✓ Have your branding visible to everyone who checks their coat or bag!
- ✓ Directional signage including your logo and recognition of support
- ✓ Signage on coat check counter with advertisement and logo
- ✓ Please provide advertisement/logo by November 23rd



Breakfast Sponsorship – \$1,500 for 1 Day or \$2,800 for Both!

- ✓ Recognition at Breakfast entrance
- ✓ 2 Recognition signs on buffet table
- ✓ Capture the attention of attendees at the beginning of the day
- ✓ Please provide logo by November 23rd

Lunch Sponsorship – \$ 1,500 for 1 Day or \$2,800 for Both!

- ✓ Recognition at Luncheon entrance
- ✓ Directional signage including your logo and recognition of support
- ✓ Keep your company front of mind during the longest exhibit period
- ✓ Please provide logo by November 23rd

Exhibit Location and Hours

The exhibits will be held in America's Hall, adjacent to where the General Session will be held and in the same area as the breakfast and breaks. A large portion of attendees are also served lunch in this area. Storage space is limited to what can fit under your skirted tables. All boxes and materials must be removed from the floor immediately after set-up.

Please note, the times below are preliminary. These are subject to change closer to the event.

EXHIBIT HOURS	Friday, December 12	Saturday, December 13	Sunday, December 14
Set Up ***	5:30 a.m. – 6:00 a.m.	N/A	N/A
Tear Down	N/A	4:20 p.m. – 5:15 p.m.**	10:15 a.m. – 12:30 p.m.
EXHIBIT HOURS	6:00 a.m. – 5:15 p.m.*	6:15 a.m. – 5:15 p.m.*	6:30 a.m. – 11:30 a.m.*
Registration & Continental Breakfast	6:00 a.m. – 7:15 a.m.	6:15 a.m. – 7:00 a.m.	6:30 a.m. – 7:30 a.m.
Morning Break	9:20 a.m. – 9:40 am	9:40 a.m. – 10:00 a.m.	9:55 a.m. – 10:15 a.m.
Lunch	11:50 a.m. – 12:50 p.m.	12:15 p.m. – 1:15 p.m.	N/A
Afternoon Break	2:40 p.m. – 3:00 p.m.	4:00 p.m. – 4:20 .p.m.	N/A
Adjournment*	5:15 p.m.*	5:15 p.m.*	11:30 a.m.*

*** Exhibitors may stay until session adjourns each day but it is not required.**

**** Exhibitors may choose to depart after the afternoon break on Saturday if they wish.**

***** Set up may be available Thursday evening, but will be confirmed closer to the event.**

Exhibitor Information/Logistics

Accommodation

Rooms are available at the New York Hilton – Midtown and the Sheraton New York Hotel and Towers. Please contact Susie Brenner with Orchid Event Solutions at susie@orchideventsolutions.com or 801-505-4131 to reserve your room. **Please note room blocks will close, or sell out, by November.**

- **A TWO NIGHT MINIMUM STAY** is required
- Reservations will not be accepted without credit card guarantee or a **check for one night's room plus tax** for each room reserved
- We reserve the right to release a reservation for which payment (check or credit card) has been declined

Rates

New York Hilton – Midtown

1335 Avenue of the Americas

Rate: \$504 plus tax and additional guest charges

Sheraton New York Hotel and Towers

811 7th Avenue 53rd St.

Rate: \$489 plus tax and additional guest charges

- All rates are per room and are subject to 14.75 percent tax (subject to change) as well as up to a \$3 charge per room per day
- Special requests cannot be guaranteed, however, hotels will do their best to honor all requests
- Hotels will assign specific rooms upon check-in, based on availability

Registration and Badges

All those staffing an exhibit must check-in at the Registration desk beginning Friday morning. Please alert your exhibit contact if you will be rotating your representatives prior to the start of the forum. All representatives must be registered. Additional representatives will require paid registration.

Shipping Instructions

Packages may be shipped directly to the hotel but **may not arrive more than three (3) days prior to the course (December 9, 2014)**.

Be sure to include a complete return address on your boxes.

- If you send multiple boxes, be sure to number them ("Box 1 of 3", "Box 2 of 3", etc.)
- The Hilton Package Room will not accept or store wooden crates or anything which requires use of a forklift
- The Hilton Package Room management reserves the right to NOT accept boxes which are damaged during shipping, or those deemed unsafe or too large
- Shipping from the Hotel: Arrangements must be made directly with the hotel business center

Payment

The Hilton Package Room's receiving charges will vary based on weight and delivery needs. Any package received by the hotel will incur a fee which must be paid prior to the item being delivered to your tabletop exhibit.

If the package recipient is not a guest at the Hilton, you MUST provide a credit card for charges assessed by the hotel to deliver your freight to the exhibit area.

Shipping Questions, Electrical Orders and Internet Access

Keeley Cullen
Assistant Director of Events
New York Hilton-Midtown
1335 Avenue of the Americas
New York, NY 10019
Tel. 212-261-5732
Keeley.Cullen@Hilton.com

ACC Contact

If you have any additional questions, or require further assistance, please do not hesitate to contact:

James Moran
Education Exhibits Manager
202-375-6327
jmoran@acc.org

EXHIBIT CONTRACT

Between the American College of Cardiology (ACC) and the Following Company

Please type or print clearly

1. **Exhibiting Company's Name:** _____
2. **Exhibit Contact Name:** _____
3. **Address:** _____
4. **Phone:** _____ **Fax:** _____ **Email:** _____
5. **Website URL:** _____
6. **On-site Contact Name (If different from above):** _____
7. **Phone:** _____ **Fax:** _____ **Email:** _____
8. **The above-named company will be provided with the following:**

- **General Registration – \$5,500**
- **Custom Registration – Please enter agreed rate** _____
- **Additional support option – Please specify, and enter amount** _____

Total: \$ _____

- Pledged** (Payment must be received 1 week prior to activity start date)
- Payment Enclosed** (Payable to the American College of Cardiology or via credit card form below)

9. **Invoice/Payment Contact Name (If different from above):** _____
10. **Phone:** _____ **Fax:** _____ **Email:** _____
11. **Activity/Course Title:** 47th Annual New York Cardiovascular Symposium
12. **Location:** The New York Hilton – Midtown
13. **Exhibit Date(s):** December 12 – 14, 2014
14. **Activity/Course Number:** 2014-1613

* Additional exhibitors require registration. Please contact imoran@acc.org for more information.

PLEASE READ THE FOLLOWING CONDITIONS AND GUIDELINES CAREFULLY AND PROVIDE A COPY TO YOUR COMPANY'S ONSITE EXHIBIT REPRESENTATIVES

- Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for the CME activity.
- Advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during or after the CME activity.
- Representatives of commercial supporters and exhibiting companies can attend the CME activity at ACC's discretion but cannot engage in sales or promotional activities while in the space or place of the CME activity and must remove their company name badges while in the meeting room. When space and materials are limited, company representatives need to defer to non-commercial registrants.
- Exhibit fees are not considered commercial support and will not be acknowledged as educational grants. Exhibit fees do not apply towards the ACC Industry Alliance Awards.
- **Exhibit Information** - Contact Education Exhibits about logistical information (hours, shipping, registrations, etc.): email: imoran@acc.org; telephone: 202-375-6327.
- **Exhibit Staffing** - All exhibit representatives are expected to contribute to the professional environment of the CME activity and must conduct themselves in a professional

manner. ACC reserves the right to make onsite judgments regarding any conduct that detracts from the professional environment of the CME activity and to take appropriate steps to curtail such conduct, if necessary.

- **Exhibit Display** - Exhibits are limited to tabletop displays.
- **Exhibit Contests** - Drawings, lotteries, raffles or other games of chance are not permitted. Booth signage referring to post-course contests is not allowed.
- **Hospitality Events** - Exhibits are allowed during hospitality events only if more than one company is exhibiting upon approval of ACC.
- **Social Events** - Social events or meals at the CME activity cannot compete with or take precedence over the CME activity. Industry-sponsored social events must be approved by ACC, even if the events are off-site and do not compete with the CME activity. All funds for social events must be administered by ACC.
- **Insurance** - Exhibiting companies must carry comprehensive general liability insurance, with combined single limits of not less than \$2 million. It is mutually agreed that ACC and the meeting site shall not be liable to exhibiting companies for any damage to or for the loss or destruction of exhibits or the

property of exhibiting companies or injuries resulting from any cause. The above-named exhibiting company expressly waives all claims for any such damage, loss or injury.

➤ **Safety** - All exhibited material must comply with all applicable fire laws, Insurance Underwriter and Hotel Safety Regulations, and must be flameproof. All packing containers, excelsior and similar materials are to be removed from the exhibit space upon completion of set-up. Exhibiting companies are restricted to materials that pass inspection. Exhibits cannot block aisles and fire exits.

➤ **Care of Building and Equipment** - Exhibiting companies or their representatives must not injure or deface the building's walls or floors or the exhibits' displays or equipment. Any and all damages, losses, expenses and/or costs resulting from failure to observe this notice shall be payable by responsible exhibiting company. Exhibitors are responsible for disposing of their own packing material waste, including empty boxes.

➤ **Services** - All electrical, telecommunications and internet services are to be provided exclusively by the hotel.

➤ **Negligence** - Exhibiting companies severally agree to pay any and all claims arising out of their own negligence or that of their representatives.

➤ **Cancellation by Exhibiting Companies** - Exhibiting companies must send **written** notice of cancellation to ACC. The date on which the notice is received is the official cancellation date. Cancellations sent via fax or emails are accepted. If the cancellation is received 45 or more days before the activity start date, 50% of the contracted exhibit fee will be refunded. If the cancellation is received less than 45 days before the activity start date, 100% of the contracted exhibit fee will be retained.

➤ **Cancellation by ACC** - ACC reserves the right to refuse exhibit space or close an exhibit for any reason. In addition, any representatives who conduct themselves unethically or outside the guidelines provided by ACC may be asked to remove their company's exhibit. No refund is made as a result of such action.

➤ **Adherence to Exhibitor Guidelines** - It is the responsibility of exhibiting companies to distribute these conditions and guidelines to all representatives attending the CME activity and/or working the exhibit space.

PLEASE COMPLETE THE BOX BELOW:

I have read the above conditions and guidelines and agree to abide by these conditions and guidelines for this contract.

Authorized Representative's Name: (Please type or print clearly) _____

Title: _____

Signature: _____ Date: _____

ACC Signing Authority: (Please type or print clearly) _____

Title: _____

Signature: _____ Date: _____

Please return the fully executed exhibitor agreement to James Moran, Education Exhibits at imoran@acc.org via email or by fax at 202-375-6843.

IF YOU WISH TO PAY BY CREDIT CARD, PLEASE COMPLETE THE FORM BELOW

Cardholder Name _____ Card Number _____

Expiration date _____ Security code _____ Signature _____

NEED HELP? HAVE QUESTIONS? CONTACT:

For additional logistics and payment information or assistance, please contact:

James Moran

Education Exhibits Manager

American College of Cardiology

2400 N Street, NW

Washington, DC 20037

Tel: 202-375-6327

imoran@acc.org

To pay by check: Please send checks to Attn: James Moran, American College of Cardiology Foundation, 2400 N Street NW, Washington, DC 20037.

ACC TAX ID # 13-5641985.