



ACC Latin America
Conference 2017

MEXICO CITY

JUNE 22 - 24, 2017

ACC.org/LatinAmerica2017

SPONSORSHIP GUIDE



ACC Latin America Conference 2017

*The American College of Cardiology is pleased to invite you to support the expansion of the ACC's regional conference initiative for 2017-- the **ACC Latin America Conference, June 22-24, 2017, Mexico City, Mexico**. This conference is the second ever regional ACC conference in partnership with ACC International Chapters and presents a unique opportunity to reach a targeted group of 500-1000 cardiovascular professionals from around the Latin American Countries in an intimate setting.*

*The two and one half day conference will feature locally relevant interactive education and clinical decision making skills practice designed to best meet the real world professional needs of Latin American cardiologists. Exceptional educational content designed by conference co-chairs **Erick Alexanderson, MD, FACC** and **Hector Michelena, MD, FACC**, along with other top leaders in the field makes this one of the most sought after conferences in cardiology.*

Multiple opportunities exist to support the ACC Latin America Conference 2017 through sponsorships and exhibitor presence. For sponsors, visibility and access to conference attendees will gain recognition of your company as a forward thinking organization interested in perfecting the cardiovascular practice. For exhibitors, attendee flow into the exhibit hall will be high due to dedicated exhibit times and co-location with a late breaking poster session in the exhibit hall.

ACC considers supporters like you to be an important part of this conference, providing our attendees the opportunity to gather useful information about your products and services. Your participation will further enhance attendees' knowledge and their overall conference 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. Please join us for this exceptional opportunity in the heart of Mexico City.

Sincerely,

A black and white photograph of the handwritten signature of Neal Kovach.

Neal Kovach
Director, International Affairs
American College of Cardiology

A black and white photograph of the handwritten signature of Janice Sibley.

Janice Sibley
Vice President, Education
American College of Cardiology



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Sponsorship Packages



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Gold \$40,000

- 3m x 6 m (10' x 20') exhibit space (premium placement on the exhibit floor)
- 75 full conference badges, which allows full access to the educational sessions and attendee materials
- Ten "pre-con cardiology assessment registrations, which reserves 10 seats for participants"
- Recognition in the Conference Program and walk-in slides as a Gold Sponsor
- A breakfast or lunch symposium
- On-site Registration Branding

Silver \$25,000

- 3m x 3m (10' x 10') exhibit space (premium placement on the exhibit floor)
- 40 full conference badges, which allows full access to the educational sessions and attendee materials
- Recognition in the Conference Program and walk-in slides as a Silver Sponsor
- Sponsorship of one daily coffee break

Bronze \$15,000

- 3m x 3m (10' x 10') exhibit space (premium placement on the exhibit floor)
- 20 full conference badges, which allows full access to the educational sessions and attendee materials
- Recognition in the Conference Program and walk-in slides as a Bronze Sponsor



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Exhibit Hall & Common Area Opportunities

Conference Exhibitor

Located in a special, reserved area of the conference, the exhibition will provide you with the opportunity to exchange with key decision makers information on key cardiovascular products and therapies. The exhibition will be a central hub for scientific discussion and exchange during the conference.

Space options:*

• 3m x 3m (10' x 10') exhibit space	\$5,000	14 booths available
• 3m x 6m (10' x 20') exhibit space	\$10,000	6 booths available

Other Benefits:

- Complimentary Listing in Program Guide
- 4 Conference Registration Badges
(per 3m x 3m booth)



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Prime Time Events

- Breakfast event (2 events available) Includes F&B \$15,000
- Lunch event (2 events available) Includes F&B \$15,000
- Networking Reception (1 event available) Includes F/B \$10,000
- Coffee Break \$5,000
- **No parallel sessions with prime time events**
- **ACC faculty and scientific support if desired**
- **Session can be recorded for distribution by sales team or posted on company website (additional \$5,000)**



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Conference Technology Opportunities

Conference Wifi Access – \$15,000

Your support allows attendees to enjoy free wireless Internet in meeting rooms and common areas at the conference. Your corporate name and logo will appear on onsite signage recognizing your support of this much valued service for the attendees of the ACC Latin America Conference 2017 plus acknowledgement on the education session room walk-in slides.

Charging Stations – \$6,000

Attendees need to recharge their multiple devices and these units, placed in high traffic areas within the conference venue, will capture their attention with digital and static advertisements while they are tapping into your power source. Price includes digital and print signage and electrical power. Your sponsorship includes acknowledgement on the education session room walk-in slides.

Audience Response Technology (ARS) – \$10,000

Everyone knows the most effective conference learning activities share a common element: a high level of audience participation. Be the visible sponsor of promoting interactive learning by adding interaction in a way that's proven to increase participant interest, encourage participation, improve comprehension, and increase retention. Sponsorship includes a keypad lanyard printed with your company name and logo plus acknowledgement on the education session room walk-in slides.



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Conference Signage

Attendees will take notice of your company logo on all signage holders, stands and displays as they navigate different areas of the conference. Sponsorship includes the production, installation and removal of all signs.

Signage options – \$5,000

- Poster abstract area (1) 1-meter board panel
- Attendee registration area (1) 1-meter board panel
- Conference entrance area (2) 1-meter board panel
- Directional signage to education rooms (4)

Conference Program Advertising

• Back Cover	\$7,000
• Inside Back Cover page	\$3,500
• Inside Front Cover page	\$3,500



Exhibit Hall hours:

Friday, 6:30 a.m. to 4:30 p.m.
Saturday, 7:00 a.m. to 4:30 p.m.

Registration Hours:

Thursday, 1:00 to 5:00 p.m.
Friday, 6:30 a.m. to 6:00 p.m.
Saturday, 7:00 a.m. to 7:00 p.m.

Wi-Fi Information:

ACC2016LatinAmerica
(no password needed)



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Attendee badges – \$10,000

- Sponsored Lanyard
- One of five promotional advertisements in the attendee badge



Conference Attendee Bag – \$12,000

- Bag with logo
- Pen with sponsor logo
- One of five promotional advertisements in the attendee badge



Hotel Support Opportunities

- Key Cards – \$5,000
- "No Molestar" Signs – \$5,000
- Hotel Room Table Tent Cards – \$5,000



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Sponsored Groups

Sponsors receive a free registration for every \$1,000 of sponsorship.

In addition, sponsoring companies can receive the following discounts to sponsor additional attendees:

- **10%** discount for 5-15
- **15%** discount for 15-25
- **20%** discount for 25-35
- **25%** discount for 35 or more

Sponsor by March 15th

- 10% discount on all sponsorships
- Sponsor rates fixed in pesos
- Additional 10 free registrants



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Fellow In Training Opportunities

In Training Examination - \$5,000

- Unique opportunity to support the technology for offering a detailed knowledge assessment across all major aspects of general cardiology. Of tremendous value to trainees, this 200-question assessment helps attendees to understand which areas of cardiology they most need to focus their studies.
- Your sponsorship will raise the level of awareness of knowledge gaps for cardiologists cross the Latin American region. Data from the ACC Cardiology Assessment can be released to sponsoring companies in an aggregated, de-identified format.
- Sponsors will receive 15 In Training Exam registrations along with free registration to the conference for those trainees.



Slide 10

AM7 Can you use the front picture of the learning journal from last year?

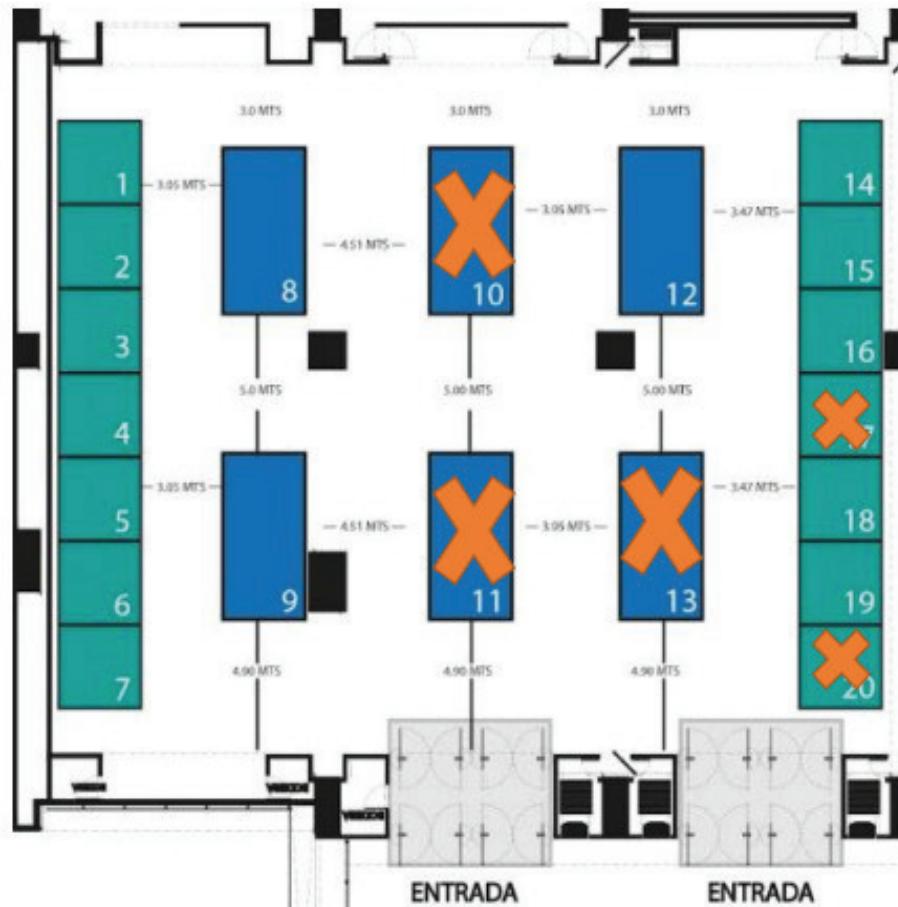
Alyssa McCormick, 1/9/2017

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Exhibit Area



X = Reserved space



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SALÓN DON DIEGO 1, 2

14 STAND
3.00 MTS POR 3.00 MTS

6 STAND
6.00 MTS POR 3.00 MTS



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OFFICIAL AGENCY CONTACT

FOR SPONSORSHIP
OPPORTUNITIES PLEASE CONTACT

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