

SPONSORSHIP
PROSPECTUS

ACC LATIN AMERICA 2021


Virtual

NOVEMBER 5 - 6
2021



AMERICAN
COLLEGE *of*
CARDIOLOGY

TRANSFORMING GLOBAL HEALTH TOGETHER



The American College of Cardiology is proud to host ACC Latin America 2021 Virtual on 5 and 6 November 2021. This is the first time the ACC Latin America Conference will be broadcast live to the entire region and will be offered in English, Spanish, and Portuguese.

**WE ANTICIPATE
MORE ATTENDEES
THAN EVER BEFORE!**

This two-day innovative virtual education initiative brings together the best science in cardiac care led by internationally renowned faculty from the United States, Spanish speaking Latin America, and Brazil to attract delegates from the region and beyond. Be it knowledge sharing, updating skills, or networking opportunities, this conference has something for everyone.

- ➔ **Special Journal of the American College of Cardiology (JACC) session featuring JACC editor-in-chief Valentin Fuster, MD, PhD, MACC.**
- ➔ **FIT Jeopardy game competition where regional fellows in training will test their clinical knowledge on a variety of topics**
- ➔ **Sessions highlighting the latest in cardiovascular prevention and care including Top Clinical Trials and sessions offering practical solutions to guideline driven care**
- ➔ **Scientific abstracts and challenging clinical cases with international awards**
- ➔ **Direct broadcast to facilities under the “Learning Together” institutional sponsorship package offering**

The ACC values the unceasing support from industry over the years and we hope to continue our partnership in 2021. Multiple opportunities exist to support the conference through sponsorship packages and exhibitor presence.

We consider supporters like you to be vital to the success of this exciting event. Your participation as a leading innovator in the field of cardiology will complement the unique format and allow you to make impactful connections and network with the current and future leaders of cardiology in the region. In addition, you will be able to provide our attendees the opportunity to gather useful information about your products and services.

We look forward to partnering with you and working together towards a successful conference for all!

CONFERENCE CHAIRS:



B. Hadley Wilson, MD, FACC
Charlotte, NC, USA



Cesar J. Herrera, MD, FACC
Santo Domingo, Dominican Republic

PLANNING COMMITTEE:

Juan Aranda, Jr., MD, FACC
Gainesville, FL, USA

Alison Bailey, MD, FACC
Chattanooga, TN, USA

Marcus Vinicius Bolivar Malachias, MD, PhD, FACC
Belo Horizonte, Brazil

Victor Dayan, MD, PhD, FACC
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Joseph E. Marine, MD, FACC
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Daniel Quesada Chaves, MD, FACC
Heredia, Costa Rica

Ana Maria Salvati, MD, FACC
Buenos Aires, Argentina

Molly Szerlip, MD, FACC
Plano, TX, USA

INSTITUTIONAL SPONSORSHIP

\$12,000 USD/site

Bring clinicians together to safely learn, share, and connect with global experts from the comfort of their home institutions. Broadcast the entire ACC Latin America 2021 conference at an institution of your choice to facilitate an intimate learning experience with cardiologists and CV team members in your target country. All attendees will be given certificates of participation with the sponsor and institution names included. There is no limit on number of participants at each institution. The conference opening remarks will also include special mention of each participating institution and sponsor as well as acknowledgement on the ACC virtual platform.



*Sponsor is responsible for securing an institution, A/V, and on-site logistics. Sponsor is also responsible for accurate record keeping of registrants to receive certificates of participation.

SPONSORSHIP PACKAGES

DIAMOND (2 AVAILABLE)

\$65,000 USD

- Forty-five minute non-competing sponsored symposium during the conference (this will also be made available on-demand through January 31, 2022)
- Virtual Exhibit Page with an extra large sized logo on Expo Hall Home Page
- Three hundred (300) complimentary registrations to ACC Latin America 2021
- Recognition on ACC Latin America 2021 Virtual Homepage
- Recognition on *ACC.org* event website page
- Recognition on Twitter from ACC In Touch
- Sponsored symposium marketed in conference morning highlights email
- Premium virtual advertisement

PLATINUM (4 AVAILABLE)

\$50,000 USD

- Forty-five minute sponsored symposium during the conference (this will also be made available on-demand through January 31, 2022)
- Virtual Exhibit Page with a large sized logo on Expo Hall Home Page
- Two hundred (200) complimentary registrations to ACC Latin America 2021
- Recognition on ACC Latin America 2021 Virtual Homepage
- Recognition on *ACC.org* event website page
- Recognition on Twitter from ACC In Touch
- Sponsored symposium marketed in conference morning highlights email
- Premium virtual advertisement

GOLD

\$25,000 USD

- Virtual Exhibit Page with a medium sized logo on Expo Hall Home Page
- One hundred (100) complimentary registrations to ACC Latin America 2021
- Recognition on ACC Latin America 2021 Virtual Homepage
- Recognition on *ACC.org* event website page
- Recognition on Twitter from ACC In Touch
- Premium virtual advertisement

SILVER

\$12,500 USD

- Virtual Exhibit Page with a small sized logo on Expo Hall Home Page
- Fifty (50) complimentary registrations to ACC Latin America 2021
- Recognition on ACC Latin America 2021 Virtual Homepage
- Recognition on *ACC.org* event website page
- Recognition on Twitter from ACC In Touch

FIT Fiesta (Exclusive)

\$40,000 USD

- FIT Jeopardy
- FIT Social Networking Event
- One hundred (100) complimentary registrations to ACC Latin America 2021
- Recognition on ACC Latin America 2021 Virtual Homepage
- Recognition on *ACC.org* event website page
- Recognition on Twitter from ACC In Touch
- FIT Jeopardy and Social Networking events advertised in conference morning highlights email

Translation Sponsorship (Exclusive)

\$25,000 USD

- Provide sponsorship for conference translation in English, Spanish, and Portuguese
- Special recognition on ACC Latin America 2021 Virtual Homepage
- Special recognition on *ACC.org* event website page
- Recognition on Twitter from ACC In Touch
- Translation sponsorship advertised in pre-meeting marketing email sent to ACC's wide-reaching Latin America listserv

Virtual Registration Confirmations (Exclusive)

\$15,000 USD

Your ad will appear in the registration confirmation email sent to virtual registrants.

Virtual Pre-Meeting Email Digital Ads (Exclusive per email)

\$6,500 USD

Place your clickable ad in one of three pre-meeting marketing emails sent to ACC's wide-reaching Latin America listserv. Emails will contain key information and meeting highlights.

Inclusions	Diamond	Platinum	Gold	Silver
Virtual Expo Page Templated virtual expo booth with brand-specific text, imagery, product features, and the ability to link to an external website.	X (X-Large)	X (Large)	X (Medium)	X (Small)
Company Name, URL, Contact Name, Contact Title, Phone, Email, and Company Address	X	X	X	X
Company Description Overview of business, services, and products offered	1,500 characters	1,250 characters	800 characters	600 characters
Company Logo	X	X	X	X
Corporate, Product, or Service Categories Category tags allowed, searchable terms to identify your services, products and brand	Unlimited	6	4	4
Corporate, Product, or Service Categories with Description Images with 300-character description	Up to 9	Up to 7	Up to 4	Up to 2
Downloadable Assets Direct downloads to attendees of various brand assets (PDF, PPT, zip files, etc.)	8	6	4	2
Videos OnDemand videos with a 300-character description, hosted by Ovation or a 3rd party service like YouTube, Vimeo, etc. 7 minute maximum per video	5	3	1	0
Social Media Integration Link to your brand's LinkedIn, Facebook, Instagram, YouTube, etc.	X	X	X	X
CALENDLY.COM Scheduling (3rd Party Integration) Automated scheduling software able to sync up to 6 calendars for easy and painless meeting scheduling	X	X		
Reve Chat (3rd Party Integration) Connect with attendees using live chat, co-browsing, video, and bots. Limited to 3 exhibitor personnel	X	X		

IMPORTANT DATES AND DEADLINES

Deadlines

Friday, October 8, 2021

Deadline for all applications

Friday, October 15, 2021

Deadline to submit all exhibit booth collateral, advertisements, and artwork to Ovation

Friday, October 15, 2021

Deadline for all cancellations

Available Symposium Timeslots

Friday, November 5, 2021

3:00 p.m. – 3:45 p.m. ET (2 slots available)

5:45 p.m. – 6:30 p.m. ET (exclusive slot available)

Saturday, November 6, 2021

9:00 a.m. – 9:45 a.m. ET (2 slots available)

11:25 a.m. – 12:10 p.m. ET (exclusive slot available)

Symposia content will remain available on-demand for attendees to view at their convenience until January 31, 2022

Exhibit Hours

Friday, November 5, 2021

1:45 p.m. – 8:20 p.m. ET

Saturday, November 6, 2021

9:00 a.m. – 2:00 p.m. ET

HOW TO REGISTER

Sponsor representatives and their attendees will register themselves for ACC Latin America 2021 Virtual at <https://web.cvent.com/event/007723df-e2de-4826-962f-a21246e88ae7/summary> using a free registration promocode. In order to access the virtual conference, all attendees will need an ACC.org account and therefore need to register themselves using their current ACC.org account or creating one for free after clicking Register Here on the registration page. After they have logged into their ACC.org account, registrants will enter their personal information and select their registration type before being taken to the final payment page, where they will be able to enter in their discount code for free registration.

If sponsors would like ACC to contact selected attendees on their behalf, sponsors can complete a registrant template provided by ACC with the registrant names and contact information. ACC would then provide them with the discount code and registration instructions, as well as assist them with any questions or issues while registering.

If sponsors would like ACC to register attendees and create user accounts for them, sponsors will need to complete a full personal information registration template provided by ACC and sent to ACC by no later **than September 30, 2021**. No extensions to this deadline will be provided due to the time it takes to manually create new user accounts.

CANCELLATIONS/REFUNDS

Cancellation must be submitted via email to Hector Emmanuelli, Global Business Development at hemmanuelli@acc.org, and received no later than 5:00 p.m. ET on October 15, 2021, to receive a fifty percent (50%) refund. No refunds will be issued after October 15, 2021.

All matters and issues not covered in this prospectus are subject to the discretion of ACC. The regulations may be amended by ACC and all amendments will be binding. ACC reserves the right to limit or remove exhibitors' booths if deemed inappropriate, disruptive, or in direct competition with ACC.