



AMERICAN
COLLEGE of
CARDIOLOGY®

Advancing Heart Care Worldwide

NEW YORK CARDIOVASCULAR SYMPOSIUM 2022 EXHIBITOR PROSPECTUS

FRIDAY, DECEMBER 9 –
SUNDAY, DECEMBER 11

New York Hilton Midtown

COURSE DIRECTOR

Valentin Fuster
MD, PhD, MACC

For more information, visit:
ACC.org/nycvsymposium

OUTFRONT
ON EDUCATION



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COURSE DIRECTOR

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

ATTENDEE PROFESSION & SPECIALTY DEMOGRAPHICS

PROFESSION	PRIMARY SPECIALTY
83% MD	67% Adult Cardio
14% PAs/NPs/RNs	13% IV Cardio
3% Other	20% Other

The American College of Cardiology is pleased to announce that the **New York Cardiovascular Symposium (NYCVS)**, will take place at the New York Hilton Midtown and virtually on Friday, Saturday and Sunday, December 9 - 11, 2022.

This ACC flagship annual meeting offers its attendees the opportunity to experience dynamic education led by Course Director, **Valentin Fuster, MD, PhD, MACC** and some of most prestigious names in cardiology.

2022 FEATURES INCLUDE:

- Extended Exhibit Hours
- Early Bird Pricing
- Lunch Symposia: Exhibitor Discount

Due to the shared location of the exhibits and meal services, attendee traffic is robust. **Up to 1,000 in-person attendees are anticipated.**

Please refer to the additional information below on how to exhibit, plus how to secure a lunchtime symposium!

Exhibit space is limited and will be contracted on a first come, first serve basis.

If you are interested in this opportunity, or any others, please contact **Christy Troiano, Director, Meeting Exposition Sales & Strategy** at ctroiano@acc.org or 202-375-6118.



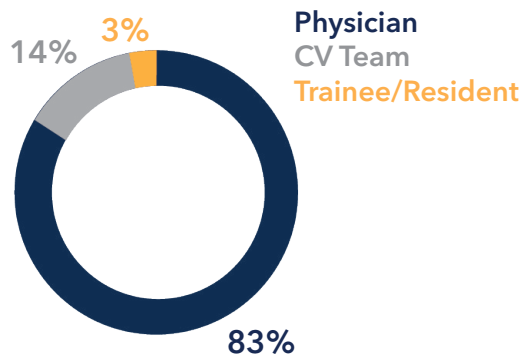
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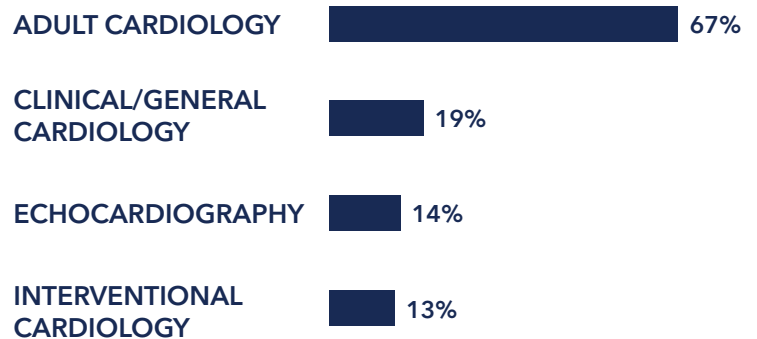
KEY ATTENDEE DEMOGRAPHICS

NEW YORK CARDIOVASCULAR SYMPOSIUM ATTENDEE DEMOGRAPHICS

PROFESSION



CLINICAL FOCUS



51%

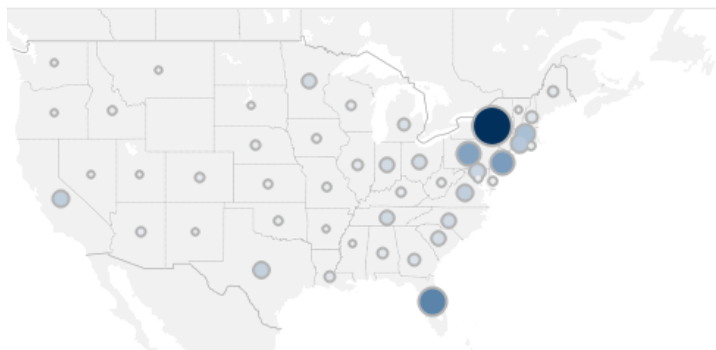
Domestic Attendees

49%

International Attendees

DOMESTIC ATTENDEES: TOP STATES

NY	FL	NJ	PA	MA	CT
23%	11%	8%	7%	5%	4%



INTERNATIONAL ATTENDEES: TOP COUNTRIES

Brazil	Dominican Republic	Mexico	Philippines	Netherlands	Canada	Argentina
15%	10%	9%	8%	8%	7%	5%



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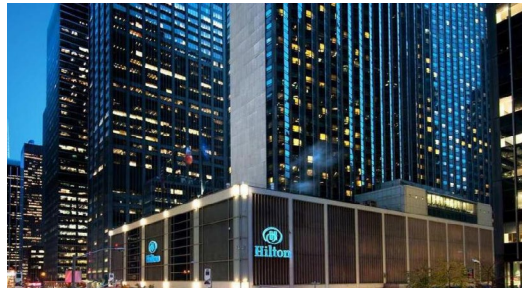
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EVENT INFORMATION

EXHIBITS CONTACT:

Christy Troiano

Director
Meeting Exposition Sales & Strategy
American College of Cardiology
Phone: 202-375-6118
Email: ctroiano@acc.org



EVENT LOCATION:

New York Hilton Midtown
1335 Avenue of the Americas
New York, NY 10019
Phone: 212-586-7000
Fax: 212-315-1374
Main Hotel Website:
[New York Hilton Midtown](#)

BENEFITS

Exhibit today and take full advantage of this fantastic opportunity to network with your target market in the heart of New York City! Exhibit space is limited, which increases your opportunity for personalization, interactivity, and face-to-face discussions. Exhibiting companies at the **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. Breakfast is served in the exhibit hall each morning, increasing your exposure!
- Breaks between morning and afternoon sessions allow time for members to visit your exhibit booth
- Coffee breaks are held in the exhibit area to help increase traffic flow
- Lunch is served in the exhibit area for increased opportunities to connect with attendees

EXHIBIT OPTIONS

STANDARD TABLETOP EXHIBIT

- 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 sessions and one copy of attendee materials

ADDITIONAL SPACE OPTIONS

- **10' x 10' Booth** (Includes all the tabletop features, plus one additional full course badge, bringing the total to two full course badges)
- **20' x 20' Booth** (Two additional full course badges, bringing the total to three!)
- These booths will be set in prime locations
- Contact Christy Troiano to customize your package further



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EXHIBIT FEES

STANDARD TABLETOP EXHIBIT

- Early bird (until Sept. 30) \$6,000
- Advance (Oct. 1 – Nov. 29) \$7,000
- Onsite (Nov. 30 – Dec. 7) \$9,000

10x10' Booth

- Early bird (until Sept. 30) \$7,500
- Advance (Oct. 1 – Nov. 29) \$9,000

20x20' Booth

- Early bird (until Sept. 30) \$9,000
- Advance (Oct. 1 – Nov. 29) \$14,000

LUNCHTIME SYMPOSIA

Exhibitor Discounted Rate: \$17,500

Non-Exhibitor Rate: \$20,000

Present your latest products and updates to a group of targeted Physicians during a Friday or Saturday Lunch symposium (two symposiums are available each day).

These include the following:

- One time use of ACC's advance registration mailing list
- Food & Beverage based on estimated room capacity
- Room rental (does not include A/V)
- One email sent by ACC on your behalf announcing your event (content supplied by you and sent shortly before your event)
- Placement of three directional signs, including one in the registration area (sign copy provided by you by Nov. 14)
- Flyers (provided by your company) may be left on cocktail round adjacent to directional sign
- Attendee tracking is available for an additional fee

Space is limited so reserve your spot early!

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PROMOTIONAL OPPORTUNITIES

***New this Year* DIGITAL SPONSORSHIP - \$15,000 FOR ALL 3 DAYS!**

- Primary Wi-Fi network available to ALL attendees in ALL meeting spaces
- Reach every attendee every time they connect to the Wi-Fi
- Recognition banner on **every** page of the digital syllabus
- Custom splash ad on web platform
- Custom SSID
- Custom Password
- Two recognition signs placed in the ballroom lobby by the general session entrance
- **Final approved artwork must be received by Nov. 9.**

EXHIBIT HOURS

The exhibits will be held in Americas Hall, adjacent to where the General Session will be held and in the same area as the meals and breaks. Storage space is limited to what can fit under your skirted tables. There is no on-site crate storage.

All boxes and materials must be removed from the floor immediately after set-up.

****Times below are tentative and subject to change****

EXHIBIT HOURS	Thursday, Dec. 8	Friday, Dec. 9	Saturday, Dec. 10
Set Up	8 a.m. – 8 p.m.	5:30 – 6 a.m.	N/A
Tear Down	N/A	N/A	4 – 7 p.m.
EXHIBIT HOURS	N/A	6 a.m. – 5:15 p.m.	6 a.m. – 4 p.m.
Registration & Breakfast	N/A	6:30 – 8:30 a.m.	6:30 – 8:30 a.m.
Morning Break	N/A	20 min break TBD	20 min break TBD
Lunch	N/A	12:30 – 2 p.m.	12:30 – 2 p.m.
Afternoon Break	N/A	20 min break TBD	20 min break TBD
Adjournment	N/A	5 p.m.	5 p.m.

- Friday Morning setup is for Tabletop displays only; all booths must be set up on Thursday.
- We encourage all setup to begin as early as possible on Thursday, Dec. 8th.
- All exhibit booths must be staffed during exhibit hours.
- Exhibitors should plan to depart after the afternoon break on Saturday, Dec. 10th. Teardown should not begin until after 4:00 p.m.



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EXHIBITOR INFORMATION & LOGISTICS

Accommodation

New York Hilton Midtown

1335 Avenue of the Americas

Rate: \$499 plus tax and additional guest charges

- All rates are per room and are subject to 14.75% tax + \$2.00 occupancy tax + \$1.50 territory tax.
- Special requests are not guaranteed; however, the hotel will do their best to honor all requests.
- The hotel will assign specific rooms upon check-in, based on availability.

Hotel Information and Policies

- Reservations require credit card guarantee or a check for one night's room + tax for each room reserved.
- Hotel check-in is 3 p.m.; checkout time is noon.
- The Hotel is 100% nonsmoking.
- [Click here](#) to make your reservation.

Deadlines

All rooms will be booked on a first come, first serve basis and are subject to availability. **Rooms at the group rate are available until Nov. 8, or earlier if the block sells out.**

Confirmations

The Hilton will send an email acknowledgment of your reservation. Please review all information for accuracy. If you do not receive an acknowledgment or have questions, please call the Hilton directly.

Hotel Cancellation Policy

Cancellations made within 72 hours of scheduled arrival date will forfeit one night's room and tax.

No shows

If you do not arrive at the hotel on the date indicated on your confirmation, you will forfeit your deposit and the hotel will cancel your room reservation.

Disclaimer

In the unlikely event that the event is cancelled, the American College of Cardiology is not responsible for any travel or hotel costs you may incur.



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Registration & Badges

All those staffing an exhibit must collect their badges at the self-service badge kiosk beginning Friday Dec. 9. Please alert Christy Troiano if you will be rotating your representatives prior to the start of the course. All representatives must be registered. Additional representatives will require paid registration.

Lead Retrieval

Lead retrieval will be available for the duration of the show. Additional details will be provided once your contract is received. Payment for this service will be made directly to our vendor, however there is a \$500 service fee payable to ACC.

Shipping Instructions (Tabletop Displays only)

Packages may be shipped directly to the hotel but may not arrive more than three (3) days prior to the meeting (Dec. 6).

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.

Large booth (10x10 & 20x20) Shipping Instructions

The New York Hilton Midtown is a Union property with strict labor regulations. For your convenience we have made arrangements with Freeman to be the General Show contractor. We require that anything larger than a tube for a Pop-up display be handled by them. Upon receipt of a completed exhibit contract the Exhibit Service Kit will be sent. You will be responsible for shipping fees and labor.

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.



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Electrical/AV Orders and Internet Access

To order any of the following services

- Internet/Phones
- Audio-Visual Equipment
- Electrical Hook Ups

Please follow this [link](#)

Tear down

Tear down should **not** begin until after the afternoon break on Saturday. Arrangements should be made with the hotel to dispose of any materials that you do not intend to take with you and/or any items that need to be shipped. Large crate shipping should be coordinated through Freeman as indicated above.

Security

Exhibitors must make provisions for safeguarding their goods, materials, equipment, and display. Neither the American College of Cardiology, nor the Hilton New York Midtown will be responsible for the safety of exhibitors' property from theft, damage, accident or vandalism.

ACC CONTACT

If you have any additional questions or for further assistance, contact:

Christy Troiano

Director

Meeting Exposition Sales & Strategy

American College of Cardiology

Email: ctroiano@acc.org

Tel: 202-375-6118.



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EXHIBIT CONTRACT

By and between the American College of Cardiology Foundation (ACCF) and the following Exhibiting Company

1. Exhibiting Company's Name: _____
2. Exhibit Contact Name: _____
3. Address: _____
4. Phone: _____ Email: _____
5. Website: _____
6. On-site Contact Name (If different from above): _____
7. Phone: _____ Fax: _____ Email: _____
8. Please list ALL products and product types that you will be selling (if any):

9. The Exhibitor will be provided with the following:

- | | | |
|---|--|--|
| <input type="checkbox"/> Tabletop Registration | <input type="checkbox"/> 10x10 Registration | <input type="checkbox"/> 20x20 Registration |
| • Early Bird: \$6,000 | • Early Bird: \$7,500 | • Early Bird: \$9,000 |
| • Advance: \$7,000 | • Advance: \$9,000 | • Advance: \$14,000 |
| • Onsite: \$9,000 | | |

☐ **Promotional Opportunities – Specify, and enter amount:** _____

☐ **Lead Retrieval Service Fee:** \$500

☐ **Total: \$** _____

☐ Pledged (Payment must be received 10 business days prior to program start date)

☐ Payment Enclosed (Payable to the American College of Cardiology Foundation or via credit card.)

**To pay by credit card: Please call ACC Member Care at (202) 375-6000, ext. 5603, M-F, 9 a.m. – 5 p.m. ET.

10. Invoice/Payment Contact Name (If different from above): _____

11. Phone: _____ Email: _____

12. Program Title: *New York Cardiovascular Symposium*

13. Location: The New York Hilton Midtown

14. Exhibit Date (s): December 9 – 11, 2022

15. Activity/Course Number: 2022-1613

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



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EXHIBIT TERMS AND CONDITIONS

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

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 event.

Advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during or after the event.

Representatives of commercial supporters and exhibiting companies can attend the event at ACC's discretion but cannot engage in sales or promotional activities while in the space or place of the continuing medical education ("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 and not attend the event.

Exhibit fees are not considered commercial support and will not be acknowledged as educational grants.

Exhibit Information - Christy Troiano about logistical information (hours, shipping, registrations, etc.): email: ctroiano@acc.org; Tel: 202-375-6118.

Exhibit Staffing - All exhibit representatives are expected to contribute to the professional environment of the event and must conduct themselves in a professional manner. ACC reserves the right to make onsite judgments regarding anything conduct that detracts from the professional environment of the CME activity and to take appropriate steps to curtail such conduct, if necessary.

Product Sales - A listing of ALL products and product types that may be offered for sale at your booth must be provided above. Any additions or changes to this list must be provided to the ACC exhibit manager prior to the show.

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 event 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 two million dollars (\$2,000,000.00). 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.

Indemnification - Each exhibiting company agrees to protect, indemnify, and hold harmless the ACC and its affiliates, and each of their respective directors, officers, agents, employees, and contractors, from any and all claims, liability, damages, or expense asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of or in any way connected with the acts or omissions or breach of the Exhibit Contract or rules by the exhibiting company or its directors, officers, agents, employees, or contractors.

Safety - All exhibited material must comply with all applicable fire laws, Insurance Underwriter and Hotel Safety Rules and 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 requirement shall be payable by the responsible exhibiting company. Exhibitors are responsible for disposing of their own packing material waste, including empty boxes.

Services - All electrical, telecommunications and internet services must be provided exclusively by the hotel.

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 forty five (45) or more days before the activity start date, 50 percent (50%) of the contracted exhibit fee will be refunded. If the cancellation is received less than forty five (45) days before the activity start



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date, 100 percent (100%) of the contracted exhibit fee will be retained by ACC. Exhibiting companies who fail to show up at the event will be considered a "no-show," will be deemed to have cancelled the Exhibit Contract, and forfeit one hundred percent (100%) of the contracted exhibit fee. ACC shall have the right to reassign such canceled space to another exhibiting company in its sole discretion without mitigation of any amounts forfeited by exhibiting company.

Cancellation by ACC - ACC reserves the right to refuse exhibit space or close an exhibit for any reason, including but not limited to failure by exhibiting company to make payments when due or to comply with the terms and conditions set forth herein.

Force Majeure - ACC shall not be liable for any performance delay or failure, loss, or damage due to any event or series of events outside its reasonable control, including but not limited to, act of God, fire, casualty, flood, epidemic or pandemic, earthquake, explosion, accident, blockage, embargo, inclement weather, act or threat of terrorism, riot or civil disturbance, strike, lockout, boycott or other labor disturbance, failure of a utility service, inability to secure necessary labor, technical or personnel failure, lack of or impaired transportation facilities, employer restrictions on

non-essential travel, inability to obtain necessary supplies, equipment, or services, war, acts of civil or military authority, acts of regulatory or governmental authorities, or other similar circumstances making ACC's performance impossible, illegal, or commercially impracticable in its sole discretion (each, a "Force Majeure Event"). If ACC cancels the program, or any part thereof, due to a Force Majeure Event, as determined in its sole discretion, then ACC may retain such part of the exhibiting company's fees as shall be required to recompense ACC for expenses incurred up to the time of such cancellation, with no liability for either party to the contract. Exhibiting company waives all claims for damages or recovery of payments made, except for the return of the pro-rated amount paid for exhibit space less expenses incurred by ACC.

Adherence to Exhibitor Terms and Conditions - It is the responsibility of exhibiting companies to distribute these Exhibit Terms and Conditions to all representatives attending the CME activity and/or working the exhibit space. Any exhibiting company's representatives who conduct themselves unethically as determined by ACC in its sole discretion or fails to comply with the Exhibit Terms and Conditions will be asked to remove their company's exhibit. No refund of the exhibit fee is made as a result of such action.



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COMPLETE THE BOX BELOW:

I, the undersigned, am an authorized representative of the exhibiting company ("Exhibitor") with the full power and authority to sign and deliver the Exhibit Contract and the Exhibit Terms and Conditions ("Terms"). Upon Exhibitor's signature of the Exhibit Contract and these Terms, Exhibitor agrees: (1) the Exhibit Contract and Terms becomes a binding contract between ACC and Exhibitor; and (2) to comply with the Terms and all other terms and policies hereafter adopted by ACC.

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

Title _____

Signature _____ Date _____

ACC Signing Authority (type or print clearly) _____

Title _____

Signature _____ Date _____

NEED HELP? HAVE QUESTIONS? CONTACT:

For additional logistics and payment information or assistance, contact:

Christy Troiano

Director, Meeting Exposition Sales & Strategy

American College of Cardiology

2400 N Street, NW

Washington, DC 20037

Tel: 202-375-6118

ctroiano@acc.org