

# CARE OF THE ATHLETIC HEART

FROM ELITE TO EXERCISE ENTHUSIASTS

JUNE 8 - 10, 2023 Washington, DC



## Course Directors

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David Geffen School of Medicine,  
UCLA

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Massachusetts General Hospital

Dear Colleague:

The American College of Cardiology is pleased to formally invite you to the **Care of the Athletic Heart: From Elite to Exercise Enthusiasts** course, convening June 8 -10, 2023 at Heart House in Washington, DC. [Click here to view the agenda.](#)

There are an estimated 5 million active athletes at the high school, collegiate, professional, and master's levels in the United States. Recently polled cardiologists indicated they see five patient athletes per week on average. As the athletic population continues to expand in all major demographic groups, a larger contingent of practice-ready clinicians who understand the contemporary care and practice management strategies for athletes is needed. To meet the growing demand for practice-ready clinicians to care for athletes, the American College of Cardiology (ACC) has assembled many of the top experts from around the world to develop this year's course: **Care of the Athletic Heart: From Elite to Exercise Enthusiasts**. Sports cardiology experts who care for diverse populations of athletes will provide provocative patient cases, research, and contemporary treatment strategies needed to tailor the cardiovascular care of athletes and exercising individuals.

**We expect over 100 attendees this year and many more will be joining virtually!** 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.

We are excited to invite you to this course and look forward to working with you. Please refer to the attached Exhibitor Prospectus for further information and participation options. Exhibit space will be contracted on a first come, first served basis.

## Course Information

### Exhibit Contact:

**Brenda Hindle**  
**Phone:** 240-446-9529  
**Email:** bhindle@acc.org



### Course Location:

Heart House  
 2400 N Street NW  
 Washington, DC 20037

### Hotel Information:

Coming Soon!

## Benefits

The American College of Cardiology encourages you to take full advantage of this great opportunity to network with your target market. Only a limited number of exhibitors will be accepted for this course, which increases your opportunity for personalization, interactivity, and face-to-face discussions. Exhibiting companies at the ***Care of the Athletic Heart: From Elite to Exercise Enthusiasts*** course 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/services and explore developing trends.
- Ample breaks between morning and afternoon sessions allow plenty of time for members to visit your exhibit booth.

## Exhibit Fees

### Standard Tabletop Exhibit - \$2,000

- ✓ A traditional skirted six-foot table and two chairs outside the main meeting room, suitable for your table-top display and collateral
- ✓ Signage with your company name and logo outside the meeting room
- ✓ One-hundred-word company description and logo included in course materials
- ✓ Course registration list
- ✓ Two exhibitor badges

❖ *If you need a larger space, please contact Brenda Hindle to discuss pricing and to customize your exhibit package.*

## Exhibit Hours

	Thursday, June 8	Friday, June 9	Saturday, June 10
<b>Set-up</b>	11:00 am – 8:30 pm	6:30 am – 7:00 am	--
<b>Tear Down</b>	--	--	After 10:10 am
<b>EXHIBIT HOURS</b>	<b>2:00 pm – 9:00 pm</b>	<b>7:00 am – 4:30 pm</b>	<b>7:00 am – 10:30 am</b>
<b>Breakfast</b>	--	7:00 am – 7:45 am	7:00 am – 7:20 am
<b>Morning Break</b>	--	9:40 am – 9:55 am	10:30 am – 10:40 am
<b>Lunch</b>	--	11:35 am – 12:25 pm	--
<b>Afternoon break</b>	--	3:00 pm – 3:10 pm	--
<b>Adjourn</b>	9:00 pm	5:00 pm	12:30 pm

## Additional Advertising and Promotional Opportunities

### Breakfast Sponsorship - \$2,500 per day

- ✓ Recognition at Breakfast entrance
- ✓ Recognition signs on buffet table (2)
- ✓ Capture the attention of attendees right at the beginning of the day on Friday and Saturday
- ✓ **Please provide logo by May 22<sup>nd</sup>**

### Refreshment Break Sponsorship - \$1,500 per break

- ✓ Recognition at entrance to break area
- ✓ Recognition signs on buffet table (2)
- ✓ Two breaks on Friday and one break on Saturday
- ✓ **Please provide logo by May 22<sup>nd</sup>**

### Lunch Break Sponsorship - \$3,500

- ✓ Recognition at entrance to break area
- ✓ Recognition signs on buffet table (2)
- ✓ 50-minute lunch break on Friday
- ✓ **Please provide logo by May 22<sup>nd</sup>**

## Virtual Advertising and Promotional Opportunities

### Virtual Exhibit Package - \$750

- A designated space on the Exhibits tab of the virtual course platform, including your company bio (128-256 characters), logo (350 px wide), and a button linking to the URL of your choice
- Recognition in a selected e-newsletter distributed to ACC members (over 40K subscribers)
- Inclusion in at least one course-related social media post (estimated reach of over 450K)
- Course registration list

### Virtual Exhibit & Digital Ad Package - \$1,500

- A designated space on the Exhibits tab of the virtual course platform, including your company bio (128-256 characters), logo (350 px wide), and a button linking to the URL of your choice
- A digital ad on the Homepage of the virtual course platform
- Recognition in a selected e-newsletter distributed to ACC members (over 40K subscribers)
- Inclusion in at least one course-related social media post (estimated reach of over 450K)
- Course registration list

# 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: \_\_\_\_\_

Standard Tabletop Exhibit Space – \$2,000

Custom Exhibit Space (Please enter agreed amount) \$ \_\_\_\_\_

Breakfast Sponsorship – \$2,500/day

Refreshment Break Sponsorship – \$1,500/break

Lunch Break Sponsorship – \$3,500

Virtual Exhibit Package – \$750

Virtual Exhibit & Digital Ad Package – \$1,500

- Total: \$** \_\_\_\_\_
- Pledged** (Payment must be received 1 week prior to activity start date)
- Payment Enclosed** *(Payable to the American College of Cardiology or via the credit card form on the next page)*

8. Invoice/Payment Contact Name *(If different from above)*: \_\_\_\_\_
9. Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_
10. Activity/Course Title: **2023 Care of the Athletic Heart: From Elite to Exercise Enthusiasts**
11. Location: Heart House, Washington DC
12. Exhibit Dates: June 8-10, 2023
13. Activity/Course Number: 2023-3264

## IF YOU WISH TO PAY BY CREDIT CARD, PLEASE COMPLETE THIS SECTION:

Cardholder Name \_\_\_\_\_ Card Number \_\_\_\_\_

Expiration date \_\_\_\_\_ Security code \_\_\_\_\_ Signature \_\_\_\_\_

## IF YOU WISH TO PAY BY CHECK, PLEASE SEND TO THE FOLLOWING ADDRESS:

American College of Cardiology Foundation

2400 N Street NW

Washington, DC 20037

## NEED HELP? HAVE QUESTIONS?

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

**ACC TAX ID # 13-5641985**

- 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: jmoran@acc.org
- **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, unless prior approval is obtained.
- **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: \_\_\_\_\_

***Please return the signed exhibitor agreement to via email.***

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ACC Signing Authority's Name: *(Please type or print clearly)* \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_