



# Cardiovascular Summit

Navigating Hyper-Change & Healthcare Economics and Optimizing CV Care & the Clinician Experience

FEBRUARY 6 – 8, 2020

Marriott Marquis  
Washington, DC

COURSE DIRECTOR

Howard T. Walpole Jr., MD, MBA, FACC

COURSE CO-DIRECTORS

Cathleen Biga, RN, MSN, FACC  
Pamela S. Douglas, MD, MACC  
Geoffrey A. Rose, MD, FACC



ACC Education  
Always Learning

## Course Director

Howard T. Walpole Jr., MD,  
MBA, FACC

## Treasurer

American College of Cardiology  
Washington, DC

## Course Co-directors

Cathie Biga, RN, MSN  
President and Chief Executive  
Officer  
Cardiovascular Management of  
Illinois  
Woodridge, IL

Pamela S. Douglas, MD, MACC

Ursula Geller Professor of  
Research in Cardiovascular  
Diseases  
Department of Medicine  
Duke Clinical Research Institute  
Duke University School of  
Medicine  
Durham, NC

Geoffrey A. Rose, MD, FACC,  
FASE

Chief of Cardiology  
Sanger Heart and Vascular  
Institute  
Atrium Health  
Charlotte, NC

## Attendee Profession & Specialty Demographics

Profession	% of Total
Physicians	72%
Executives/ Administrators	21%
PAs/NPs/RNs	2%
Other	5%

The American College of Cardiology (ACC) invites you to exhibit at the **Cardiovascular Summit: Navigating Hyper-Change & Healthcare Economics and Optimizing CV Care & the Clinician Experience, February 6-8, 2020 at the Washington Marriott Marquis, Washington, DC.** This course presents a unique opportunity to reach a targeted group of over **400 leading cardiovascular professionals from all practice settings — private, integrated, and academic.**

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. Connect face-to-face with these key leaders in the CV community by exhibiting at the *Cardiovascular Summit*, where health care professionals benefit from comprehensive education sessions; interact with their colleagues; and explore the Expo looking for your latest advances and solutions.

This dynamic course has been designed by Director, Howard T. Walpole Jr., MD, MBA, FACC; and Co-directors Cathie Biga, RN, MSN; Pamela S. Douglas, MD, MACC; and Geoffrey A. Rose, MD, FACC, FASE along with the Planning Committee and members of the ACC Education Curriculum Advisory Council consisting of:

- **American Association for Physician Leadership**
- **Hancock, Daniel, Johnson & Nagle**
- **Maynard Cooper**
- **MedAxiom**
- **Navigant**
- **Optum**
- **Suzette Jaskie, MBA**

Exhibits and promotional activities are an integral part of this course, providing registrants with useful information about products and services related to their interests and responsibilities in the CV community, and have been designed to help maximize your return on investment. Attendee traffic into the exhibit hall has historically been high due to the co-location of exhibits and the breakfast/break services. Many of these opportunities are available in limited quantities. For more information on becoming an exhibitor and promotional activities, contact Lindsey Kronforst at 904-778-6334 or [lkronforst@medaxiom.com](mailto:lkronforst@medaxiom.com).



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## How to Register

Register now! Exhibitor space is limited and available on a first come, first served basis. Each exhibitor package includes two complimentary registrations.

[CLICK HERE](#) to register the two complimentary attendees.

(or copy and paste this URL into your browser:

<https://www.eiseverywhere.com/ereg/index.php?eventid=484644&>)

1. Click on **NEW** Registration
2. Choose an Exhibit Opportunity
3. Complete Contract Information
4. Add additional attendees

Review your Confirmation Email for further details for fulfilling your exhibitor selection. \*To make changes to a registration at any time, click the registration link above and then click “Modify Registration”.

Additional Exhibitor only registration can be purchased for \$600 each. Additional full access registrations can be purchased for \$1,125 each. To register additional attendees, please call Lindsey Kronforst at 904-778-6334.

## Target Audience

This course is intended for all practices — private, integrated and academic and the entire team, including:

- Academic and Practice-based Cardiologists, Surgeons, Vascular Specialists, and Pediatric and Adult Congenital Cardiologists
- Fellows in Training (FIT)
- Practice Administrators
- Executives and Physicians from newly integrated groups or practices on the verge of integration
- Hospital Executives, including CFOs and COOs, and Technical Directors of the cardiovascular service line and major laboratories
- Physician Executives
- Nurses and Physician Assistants
- Health Plans/Payers

## Who Should Exhibit

- Equipment and Device Manufacturers
- Imaging Companies
- EMR and Healthcare IT Service Providers
- Legal Consultants
- Practice and Hospital Management Consultants
- Financial Analysts and Accounting Consultants
- Pharmaceutical Companies
- Database Development Service Providers
- Practice and Hospital Service Providers
- Innovation Companies



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## Course Information

### EXHIBIT CONTACT

**Lindsey Kronforst**  
Meeting and Event Planner  
MedAxiom

**Phone:** (904) 778-6334

**Email:** [lkronforst@medaxiom.com](mailto:lkronforst@medaxiom.com)



### COURSE LOCATION

Marriott Marquis Washington, DC  
901 Massachusetts Ave. NW  
Washington, DC 20001

Phone: 202-824-2200

Main Hotel Website:

<https://www.marriott.com/hotels/travel/wasco-marriott-marquis-washington-dc/>

## Benefits

The American College of Cardiology encourages you to take full advantage of this great opportunity to network with your target market in Washington DC. 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 **Cardiovascular Summit** will be able to take advantage of the following benefits:

- Meet one-on-one with course attendees to gain customer insights about your products and explore developing trends. Breakfast is served near 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.
- Breaks are held near the exhibit area to help increase traffic flow.

### EXHIBITOR PACKAGES

*\*Limited opportunities available*

Each exhibit/spotlight opportunity allows for:

- Signage outside the Exhibit Hall and at the Registration Area during the event (company name and logo to be provided by exhibiting company by January 14, 2020).
- Company information will appear in the exhibitor list within the event app.
- Exhibit space during the event (2 attendees per company).
- Conference registration list.
- 100- word company description in the conference course exhibitor handout (must be received by January 14, 2020).
- One packet of attendee materials per exhibiting company.
- Attendance at the **Combined CV Summit and Leadership Forum Networking Reception** on Friday evening.



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All exhibit/spotlight opportunities are available on a first come – first served basis and must be paid for through MedAxiom. Please inquire regarding your preferred package and we will let you know of its availability. The Exhibitor Prospectus will be updated periodically to reflect those packages that are sold and those still available. Exhibit opportunities are outlined below.

## Exhibit Opportunities

### Additional Exhibit Options

**Exhibit Package (Limited Booth Spaces available) \$3,750**

A traditional skirted 6-foot table and two chairs in the exhibit hall, suitable for your table-top display and collateral.

## Customizable Sponsorship Opportunities

The Customizable Sponsorship Opportunities offers one event sponsorship from the list below. Pricing available on request.

- Lanyards (for attendee name badges)
- Hotel Room Keys
- Wifi Splash Page
- Conference I/O App (used for audience response polling)
- Poster Sessions
- Cocktail Reception with unique bar cart opportunity
- Friday Morning Break
- Friday Afternoon Break
- Friday Breakfast in the Exhibit Hall
- Saturday Breakfast in the Exhibit Hall
- Networking Reception/Dinner on Friday evening for a targeted list of attendees. Hosting company is responsible for site selection and all corresponding expenses. Invitation support provided by ACC/MedAxiom.

**\*These sponsorship opportunities are on a first-come/first-served basis. Pricing available upon request.**  
**For more information, please contact Lindsey Kronforst at 904-778-6334 or [lkronforst@medaxiom.com](mailto:lkronforst@medaxiom.com).**





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## Breakfast and Lunch Symposia Opportunities

### Educational Symposia

During the **Cardiovascular Summit** there will be an opportunity for a limited number of companies to deliver an educational presentation to attendees during either: Friday breakfast, Friday lunch or Saturday breakfast. Attendees will have the opportunity to get food from a common area buffet and then proceed into the session of their choice. The Educational Symposia package is an opportunity to provide valuable information and insight into a particular issue or trend, to provide a case study for a solution that your company supported. The sessions allow you a 30-minute presentation and 10 minutes for Q&A. Your company can also choose an Exclusive Exhibitor Breakfast in the Exhibit Hall with no presentation, where your booth is the only booth in the Exhibit Hall during the specified time.

#### Lunch Symposium (six packages available)

**\$8,500**

The Lunch Symposium package provides your company a **Thursday or Friday Lunch Symposium**, PLUS a traditional skirted 6-foot table and two chairs in the exhibit hall. This unique opportunity allows your company a speaking opportunity as described above.

#### Breakfast Symposium (four packages available)

**\$5,500**

The Breakfast Symposium package provides your company with a **Friday or Saturday Breakfast Educational Symposium**, PLUS a traditional skirted 6-foot table and two chairs in the exhibit hall. This unique opportunity allows your company a speaking opportunity as described above.

#### **Each option above includes the following:**

- One email describing your session (limited to title, speakers and a 100-word session description, featuring your company name) will be sent by ACC to all registered course attendees 2 weeks prior to the event publicizing your event (content supplied by you). All Symposia exhibitors will be featured in the same email. Content for the email must be received and approved by January 14, 2020.
- Your event listed online in the agenda on the **Summit** course web page. Limited to company name, session title and speaker names.
- Printed agenda included in the on-site course syllabus will feature the same information as listed above.
- Placement of 2 directional signs featuring company name and session name.
- One 8x10 colored advertisement of your session to be included with attendee on-site registration materials. Your final copy must be sent to ACC for approval by January 14, 2020. Once ACC has provided approval, exhibiting company must provide all copies to American College of Cardiology, ATTN: Kimarie Chang, 2400 N St. NW, Washington DC 20037 no later than January 21, 2020. An estimated total needed will be provided to you from ACC by January 14, 2020.



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## Exhibitor Registration

Exhibitor registration is being handled exclusively by MedAxiom. **Contact Lindsey Kronforst today at 904-778-6334 or [lkronforst@medxaxiom.com](mailto:lkronforst@medxaxiom.com) to register your company and select your package option.**

Exhibit packages must be purchased ahead of time and will not be available for sale on site. Please register all of your exhibitor staff and submit payment prior to the event start time. The official exhibitor badge is required in the meeting rooms.

Displays may not be set-up during exhibit times and may not be broken down early. You are solely responsible for the set-up and break down of your exhibit display, including your electrical and audio-visual requirements and your shipments, incoming and outgoing.

## Exhibit Hours

The exhibits will be held adjacent to the General Sessions. 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	Wednesday, February 5	Thursday, February 6	Friday, February 7
Registration	4:00 p.m.-7:00 p.m.	6:00 a.m.-11:00 a.m.	N/A
Set Up	4:00 p.m.-7:00 p.m.	6:00 a.m. – 11:00 a.m.	N/A
Tear Down		N/A	After 7:15 p.m.
EXHIBIT HOURS*		<b>11:45 a.m. – 6:00 p.m.</b>	<b>7:00 a.m. – 7:15 p.m.</b>
Continental Breakfast		6:00 a.m. - 7:30 a.m.	7:00 a.m. – 8:00 a.m.
Morning Break		N/A	10:00 a.m. – 10:25 a.m.
Lunch		11:40 a.m. – 12:35 p.m.	12:00 p.m. – 12:55 p.m.
Afternoon Break		2:55 p.m. – 3:25 p.m.	3:30 p.m. – 3:55 p.m.
Reception with Exhibitors		TBD	6:15 p.m. - 7:15 p.m.
Adjournment*		6:00 p.m.	7:15 p.m.

\* Exhibitors are asked to remain at their booth until the conclusion of daily exhibit hours.



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## Exhibitor Information/Logistics

### Hotel Accommodations

Overnight accommodations may be booked online at <https://book.passkey.com/go/CVSummitFeb20> or by calling **855-821-4281**. When calling to reserve a hotel room be sure to ask for the ACC CV Summit room block to allow the reservations agent to quickly locate the discounted group rate.

### Room Rates

The room rate at Marriott Marquis is \$249 plus tax (subject to change) per night. The ACC room block is scheduled to be held until **January 15, 2020** but may sell out prior to this date. We advise you to register for the course and reserve your lodging as soon as possible. When you make your reservation, please be sure to ask about early departure fees or cancellation penalties.

In the unlikely event that the course is canceled, the American College of Cardiology and MedAxiom are not responsible for any travel or hotel costs you may incur.

### Shipping and Receiving Instructions

All exhibitor shipments will be managed by the hotel's onsite Fedex business center (contact information below) and must be properly addressed in the label format also shown below. Please schedule your shipment(s) to arrive 3–4 days prior to the event start date to avoid additional storage fees. Address packages to the recipient that will be on-site to call for, receive and sign for the shipment.

Shipments are held for a limited number of days. If a package has not been picked up and no contact information is provided, the package will be returned to the sender, who will be responsible for all additional shipping fees. For more information on package retention, the Return to Sender process, or to schedule package deliveries, please contact the FedEx Office Business Center at 202-783-8412. Package deliveries should only be scheduled after the recipient has checked into the hotel.

### Package Labeling Standards and FedEx Office Contact

(Guest Name) (Arriving Guest Arrival Date)  
c/o FedEx Office at Marriott Marquis Washington DC  
901 Massachusetts Ave. NW  
Washington, DC, 20001  
(ACC CV Summit Exhibitor)(Exhibitor Cell Number)  
Box \_\_\_\_\_ of \_\_\_\_\_

FedEx Office Business Center  
Marriott Marquis Washington  
DC  
901 Massachusetts Ave. NW  
Washington, DC 20001  
Phone: 202.783.8412  
Fax: 202.783.8415  
Email: usa5656@fedex.com

#### **Operating Hours**

Monday - Friday: 7:00 a.m. - 7:00 p.m.  
Saturday: 8:00 a.m. - 5:00 p.m.  
Sunday: 8:00 a.m. - 5:00 p.m.



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## Shipping and Receiving Instructions

Exhibitors are encouraged to reach out to FedEx Office in advance of shipping their items to Marriott Marquis Washington, DC with any specific questions.

## Package Delivery Within the Hotel

In most cases, FedEx Office will complete delivery or pickup of packages within the conference and meeting rooms, lobby area and guest suites of Marriott Marquis Washington, DC, but please check with the business center for specific delivery limitations that may exist. Please note that FedEx Office team members cannot lend out any moving equipment to a guest, which includes pallet jacks, dollies and flatbed carts.

## Upon Your Arrival

Packages will be available for pickup inside the FedEx Office business center (receiving fee will apply). Pallets, crates, display cases and other heavier items may be scheduled for delivery by contacting our staff at the number located on the previous page (delivery fee will apply). In order to maintain the proper chain of custody, FedEx Office requires the package recipient's signature before a package can be released from FedEx Office. Release signatures are captured at the time of package pickup or package delivery to the recipient.

## Upon Your Departure

All outbound shipments must have a completed carrier air bill affixed to each package. Packaging supplies (boxes, tape, etc.) are available for purchase within the FedEx Office business center. FedEx Office offers pack and ship services in the business center; while packaging supplies are also available for purchase. FedEx Express® shipping boxes and air bill forms are available and complimentary. Outbound packages to be picked up by a third-party courier should be coordinated in advance with a FedEx Office team member. Outbound handling fees will be applied to all packages, regardless of carrier, in addition to shipping/transportation fees.

## Package Handling and Storage Fees

PACKAGE WEIGHT	STORAGE FEE AFTER 5
0.0 – 10.0 lbs.	\$5.00
11.0 – 30.0 lbs.	\$10.00
31.0 – 60.0 lbs.	\$15.00
Over 60.0 lbs.	\$25.00
Pallets & Crates	\$50.00
Over 6.5' in Size	\$25.00

PACKAGE WEIGHT	PACKAGE PICKUP OR DROP OFF BY GUEST	PACKAGE PICKUP OR DELIVERY BY FEDEX OFFICE
Flat Envelopes up to 1.0 lb.	\$2.00	\$5.00
0.0 – 1.0 lbs.	\$2.00	\$5.00
1.1 – 10.0 lbs.	\$10.00	\$15.00
10.1 – 20.0 lbs.	\$15.00	\$20.00
20.1 – 30.0 lbs.	\$20.00	\$30.00
30.1 – 40.0 lbs.	\$25.00	\$40.00
40.1 – 50.0 lbs.	\$25.00	\$50.00
50.1 – 60.0 lbs.	\$35.00	\$50.00
Over 60 lbs.	\$35.00	\$70.00
Pallets and Crates *	\$150.00 or \$0.75/lb.>200 lbs.	\$150.00 or \$0.75/lb.>200 lbs.





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A one-time package storage fee will apply to each package received and stored for more than five (5) calendar days. Items measuring over 6.5 feet in size are considered oversize and will be assessed an additional oversize fee if stored more than five (5) calendar days. Package weights will be rounded up to the nearest pound.

\* For inbound/outbound pallets or crates, the receiving and delivery charges are consolidated into a single fee of \$150.00 or \$0.75/lb.>200 lbs, which is applied to each pallet/crate handled.

## QUESTIONS ON SHIPPING

For any additional shipping questions, you may contact:

Grace Jarrett  
Marriott Marquis Washington DC  
901 Massachusetts Avenue NW  
Washington District Of Columbia 20001  
202-783-8412

[grace.jarrett@fedex.com](mailto:grace.jarrett@fedex.com)

## ELECTRICAL, INTERNET, AUDIO AND RIGGING SERVICES

Diane Okeze  
Exhibits Manager - PSAV®  
Marriott Marquis Washington, DC  
901 Massachusetts Ave. NW, Washington, DC 20001  
office: 202-824-1908  
email: 3355exhibits@psav.com  
onsite contact email: 3355exhibits@psav.com