



AMERICAN
COLLEGE *of*
CARDIOLOGY®

Cardiovascular Summit *Virtual*

Managing Rapid Change & Transforming CV Care

Enhancing the Academic Agenda & Optimizing
the Clinician Experience

Navigating Health Care Economics

FEBRUARY 12 – 13, 2021*

COURSE DIRECTORS

Cathleen Biga, MSN, FACC

Geoffrey A. Rose, MD, FACC

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



For more
information and
to register visit

**ACC.org/
CVSummit21**

ACC Education 
Always Learning.

*Plus three months of access to on-demand sessions
and poster presentations until April 30, 2021.

DIRECTOR

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

Treasurer

American College of Cardiology
Washington, DC

CO-DIRECTORS

Cathie Biga, MSN, FACC

President and Chief Executive Officer
Cardiovascular Management of Illinois
Woodridge, IL

Geoffrey A. Rose, MD, FACC

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

The American College of Cardiology invites you to exhibit at our first virtual **Cardiovascular Summit**.

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

This two-day virtual program will reach far more attendees than ever before. We expect to reach over and above the historical 600 attendees.

Exhibiting with us allows you and your company to take advantage of the ACC's unparalleled ability to reach **leading cardiovascular professionals from all practice settings — private, integrated, and academic.**

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

- MedAxiom, An ACC Company
- American Association for Physician Leadership
- ECG Management Consultants
- Guidehouse
- Hancock, Daniel & Johnson
- Maynard Cooper & Gale
- Optum
- Suzette Jaskie, MBA

Exhibits and promotional activities are an integral part of this program, providing attendees with useful information about products and services related to their interests and responsibilities in the cardiovascular community. We recognize the value you bring to the *Summit* and have designed the virtual exhibit hall and promotional activities to help maximize your return on investment. For more information on exhibits and promotional activities, contact Claudia Urbano, Exhibit Manager, at 904-903-6242 or curbano@medaxiom.com.

ATTENDEE PROFESSION DEMOGRAPHICS

PROFESSION	% OF TOTAL
Physicians	72%
Executives/ Administrators	21%
PAs/NPs/RNs	2%
Other	5%



ACC Cardiovascular Summit Advantages:

- Access to nationally recognized faculty, attendees, and administrators from leading cardiac programs
- The virtual exhibit hall will be open for attendees to visit for two weeks – February 11 – 25, 2021
- Non-certified educational symposia will be presented on February 12 and 13, featuring a live text chat box and audience response system for attendees to ask questions to symposia presenters. Symposia content will remain available on-demand for attendees to view at their convenience until April 30, 2021.

Target Audience:

This activity 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
- Database Development Service Providers
- Practice and Hospital Service Providers
- Innovation Companies
- Pharmaceutical Companies

EXHIBITS CONTACT:

Claudia Urbano

Exhibit Manager

MedAxiom

Phone: (904) 903-6242

Email: curbano@medaxiom.com



IMPORTANT DATES AND DEADLINES

Deadlines

January 7, 2021

Application deadline

January 25, 2021

Deadline to submit industry
symposia recordings and
email text

Deadline to submit exhibit
booth/promotional artwork
and content

January 27, 2021

Cancellation deadline

Exhibit Hours

February 11 – 25, 2021

Exhibit booths open for attendees

*Exhibit representatives can choose when to staff their virtual exhibit booths
during these dates*

Available Symposium Timeslots

February 12, 2021

1:15 p.m. - 2:00 p.m. ET (2 spots available)

February 13, 2021

1:30 p.m. - 2:15 p.m. ET (2 spots available)

*Symposia content will remain available on-demand for attendees to view at
their convenience until April 30, 2021*

DID YOU KNOW?

According to the Center for
Exhibition Industry Research,
the most popular objectives
for exhibiting are:



EXHIBIT PLATFORM

- To provide the best possible interactive experience for our exhibitors and attendees we have partnered with **XPO360**.
- This platform is as close as you can get to a traditional exhibit hall, without being there!
- Attendees can visit your booth, and interact with you via chat, request more info via email, and even join a live Zoom meeting that you are able to host.
- You may link to a video (or three depending on your booth option) and provide static clickable displays.
- To explore and experience the exhibit hall from the attendee view simply follow this link <https://xpo360.app/tour/cvsummit21>.
- Once you are signed up to exhibit you will be provided with a link to the exhibitor portal where you can upload your branding and customize/design your booth.
- We will be providing instructions on how to use the interactivity features.
- Booths will be assigned by ACC according to the booth type you selected.



Banner
Sponsorship
Opportunity

Video
Display

Static
Display

Clickable
Display



Easy to navigate exhibit hall with the option to search and jump to your booth!

To view an example of the different booth options and designs please follow this link <https://www.xpo360.com/file-share>

HOW TO REGISTER

Register now! Virtual exhibit hall space and promotional opportunities are limited and available on a first come, first served basis.

CLICK HERE to register your complimentary attendees.

(or copy and paste this URL into your browser: <https://na.eventscloud.com/ereg/index.php?eventid=553291&>)

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

Review your Confirmation Email for further details for fulfilling your selection.

*To make changes to a registration at any time, click the registration link above and then click "Modify Registration".

Additional full access registrations can be purchased for \$549 each. To register additional attendees, please call Claudia Urbano at 904-903-6242.

Exhibitor registration is being handled exclusively by MedAxiom. **Contact Claudia Urbano today at 904-903-6242 or curbano@medaxiom.com to register your company and select your package option.**

Exhibit packages must be purchased ahead of time. Please register all of your exhibitor staff and submit payment prior to the event start time.



EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

All exhibit and promotional 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 that are still available.

EXHIBIT HALL BALCONY BANNER	\$1,000	VIRTUAL BOOTH	\$1,500
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Only 5 opportunities available!

- Have your brand or product prominently displayed on the virtual exhibit hall balcony (see page 4)
- Increase your presence in the exhibit hall

Booth Features

- 1 video monitor
- 2 static displays/video links
- Customizable branding on all 3 sides of your booth
- Listing of your company's bio
- Booth attendant chat capability
- "Request more info" button (similar to lead retrieval)
- Capability to link to a Zoom meeting/webinar
- Included in Exhibitor Directory so attendees can go directly to your booth
- Gamification to incentivize visits to your booths
- Quickly qualify leads with real-time booth analytics – track what booth content an attendee clicks in real-time

Additional Benefits

- Two complimentary virtual course registrations
- Pre-meeting registration list (including name, city, and state)
- Post-meeting registration list (including name, city, and state)
- Promotion of your company in at least 3 emails to course registrants
- Company name listed in rolling slides displayed before, between, and after sessions
- Recognition in a Spring 2021 issue of the *Journal of the American College of Cardiology* (over 30K subscribers; market value=\$11K)



EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

INDUSTRY SYMPOSIUM & PREMIUM VIRTUAL BOOTH

\$5,000

Only 4 opportunities available!

Symposium Features

- Up to a 45-minute non-certified educational presentation (pre-recorded by your company) on valuable information, insight into a particular issue or trend, or a case study for a solution that your company supported
- Chat box and audience response system for attendees to type questions in real-time to symposium presenters
- Presented on February 12 or 13 and available on-demand until April 30, 2021
- Listing of your symposium in the agenda on the course webpage (title, company name, and speakers)
- Clickable display advertising your symposium in the virtual exhibit hall (see page 4)
- An email describing your symposium (title, company name, speakers, and a 100-word description) sent by the ACC to all registrants 2 weeks prior to the course (all symposia will be featured in the same email)
- On-going email promotion of your on-demand symposium at least every 2 weeks until April 30, 2021 (all symposia will be featured in the same email)

Booth Features

- 3 video monitors
- 2 static displays/video links
- Customizable branding on all 3 sides of your booth
- Highly visible and easy to find
- Larger space for your branding
- Listing of your company's bio
- Booth attendant chat capability
- "Request more info" button (similar to lead retrieval)
- Capability to link to a Zoom meeting/webinar
- Included in Exhibitor Directory so attendees can go directly to your booth
- Gamification to incentivize visits to your booths
- Quickly qualify leads with real-time booth analytics – track what booth content an attendee clicks in real-time

Additional Benefits

- Up to four complimentary virtual course registrations
- Pre-meeting registration list (including name, city, and state)
- Post-meeting registration list (including name, city, and state)
- Promotion of your company in at least 3 emails to course registrants
- Company name listed in rolling slides displayed before, between, and after sessions
- Recognition in a Spring 2021 issue of the *Journal of the American College of Cardiology* (over 30K subscribers; market value=\$11K)
- 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)



EXHIBITOR GUIDELINES

Cancellations/Refunds:

Cancellation of contracted exhibit space or promotional activity must be submitted via email to **Claudia Urbano, Exhibit Manager**, at curbano@medaxiom.com and received no later than 5:00 pm ET on January 27, 2021 to receive a refund, minus a \$250 administrative fee. No refunds will be issued after January 27, 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 exhibitor's booth if deemed inappropriate, disruptive, or in direct competition with ACC.