



AMERICAN
COLLEGE of
CARDIOLOGY®

CARE OF THE ATHLETIC HEART

EXHIBITOR PROSPECTUS

JUNE 6 - 8, 2024

Washington, DC

COURSE CHAIR

Meagan Wasfy, MD, MPH, FACC

COURSE VICE CHAIR

Jeffrey Hsu, MD, PhD, FACC

[ACC.org/athleticheart2024](https://acc.org/athleticheart2024)



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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 6 - 8, 2024 at Heart House in Washington, DC.

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 exhibits are 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.

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COURSE INFORMATION

EXHIBITS CONTACT:

Brenda Hindle

Phone: 202-375-6636

Email: bhindle@acc.org



COURSE LOCATION:

Heart House

2400 N Street NW

Washington, DC 20035

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 booth.

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

Additional exhibit only registrations can be purchased for \$475 each. Full access registrations can be purchased at the regular registration rate.

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

EXHIBIT HOURS

EXHIBIT HOURS	Thursday, June 6	Friday, June 7	Saturday, June 8
Set Up	11 a.m. - 6 p.m.	6:30 - 7 a.m.	--
EXHIBIT HOURS	--	7 a.m. - 4:30 p.m.	7 - 11 a.m.
Breakfast	--	7 a.m. - 7:45 a.m.	7 - 7:30 a.m.
Morning Break	--	9:45 - 10 a.m.	10:30 - 10:45 a.m.
Lunch	--	11:30 a.m. - 12:30 p.m.	--
Afternoon Break	--	3 - 3:15 p.m.	--
Adjourn	--	5 p.m.	12:30 p.m.

*Registration list includes individuals that have opted-in to share their information and may not include all attendees.

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ADDITIONAL ADVERTISING AND PROMOTIONAL OPPORTUNITIES

BREAKFAST SPONSORSHIP - \$2,500 PER DAY OR \$4,500 FOR BOTH DAYS!

- 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

REFRESHMENT BREAK SPONSORSHIP - \$1,500 PER BREAK OR \$4,000 FOR BOTH DAYS!

- Recognition at entrance to break area
- Recognition signs on buffet table (2)
- Two breaks on Friday and one break on Saturday

LUNCH BREAK SPONSORSHIP - \$3,500

- Recognition at entrance to break area
- Recognition signs on buffet table (2)
- 50-minute lunch break on Friday

RECEPTION SPONSORSHIP - \$2,500

- Recognition at entrance to Reception
- Recognition on the **Care of the Athletic Heart** course page on [ACC.org](https://www.acc.org)
- Recognition on napkins placed at the Reception

ABSTRACT SPONSORSHIP - \$1,000

- Recognition at abstract area
- Recognition on the **Care of the Athletic Heart** course page on [ACC.org](https://www.acc.org)

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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)
- Two complimentary virtual course registrations
- 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 45K)
- Two complimentary virtual course registrations
- Course registration list*

* Registration list includes individuals that have opted-in to share their information and may not include all attendees.

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EXHIBIT CONTRACT

By and between the American College of Cardiology Foundation ("ACCF") and the following Exhibiting Company ("Exhibitor" or "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:
Exhibit Package

Promotional Opportunities – Specify, and enter amount: _____

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 form below)

To pay by Credit Card, complete the form below:

Cardholder Name Card Number

Expiration Date

Security Code

Signature

Send checks to American College of Cardiology Foundation, PO Box 37561, Baltimore, MD 21297-0231

10. Invoice/Payment Contact Name (If different from above): _____
11. Phone: _____ Email: _____
12. Program Title: Care of the Athletic Heart 2024
13. Location: Heart House, Washington, DC
14. Exhibit Dates: June 6 - 8, 2024

* Additional exhibitors require registration. Please contact bhindle@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

1. General Restrictions on Exhibits.

- a. 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.
- b. Advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after the event.
- c. Representatives of Exhibitor and other commercial supporters can attend the event at ACCF'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.

2. Exhibit Staffing – All representatives of Exhibitor are expected to contribute to the professional environment of the event and must conduct themselves in a professional manner. ACCF 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.

3. Product Sales – A listing of ALL products and product types that may be offered for sale at Exhibitor's booth must be provided on the form included above. Any additions or changes to this list must be provided to the ACCF Exhibit Manager prior to the show.

4. Hospitality Events – Exhibits are allowed during hospitality events only if more than one company is exhibiting upon approval of ACCF.

5. 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 ACCF, even if the events are off-site and do not compete with the CME activity. All funds for social events must be administered by ACCF.

6. Insurance – Exhibiting Company 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 ACCF and the event site shall not be liable to Exhibiting Company for any damage to or for the loss or destruction of exhibits or the property of Exhibiting Company or injuries resulting from any cause. Exhibitor expressly waives all claims for any such damage, loss, or injury.

7. Indemnification – Exhibitor agrees to protect, indemnify, and hold harmless the ACCF 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 Exhibitor or its directors, officers, agents, employees, or contractors.

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- 8. Safety** – All exhibited material must comply with all applicable fire laws, insurance underwriter, and event site 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. Exhibitor is restricted to materials that pass inspection. Exhibits cannot block aisles or fire exits.
- 9. Care of Building and Equipment** – Exhibitor and its representatives must not injure or deface the building's walls or floors with 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 Exhibitor. Exhibitor is responsible for disposing of its own packing material waste, including empty boxes.
- 10. Services** – All electrical, telecommunications, and internet services must be provided exclusively by the event venue.
- 11. Cancellation by Exhibiting Company** – Exhibiting Company must send written notice of cancellation to ACCF. 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 event start date, fifty percent (50%) of the contracted exhibit fee will be refunded and the remaining fifty percent (50%) will be retained by ACCF as a cancellation fee. If the cancellation is received less than forty-five (45) days before the event start date, one hundred percent (100%) of the contracted exhibit fee will be retained by ACCF as a cancellation fee. If Exhibitor fails to show up at the event, Exhibitor 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 as a cancellation fee. ACCF shall have the right to reassign such canceled space to another exhibiting company in its sole discretion without mitigation of any amounts forfeited by Exhibitor.
- 12. Cancellation by ACCF** – ACCF reserves the right to refuse exhibit space or close an exhibit for any reason, including but not limited to failure by Exhibitor to make payments when due or to comply with the terms and conditions set forth herein.
- 13. Force Majeure** – ACCF 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, acts 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 ACCF's performance impossible, illegal, or commercially impracticable in its sole discretion (each, a "Force Majeure Event"). If ACCF cancels the event, or any part thereof, due to a Force Majeure Event, as determined in its sole discretion, then ACCF may retain such part of the Exhibitor's fees as shall be required to recompense ACCF for expenses incurred up to the time of such cancellation, with no liability for either party to the contract. Exhibitor waives all claims for damages or recovery of payments made, except for the return of the amount paid for exhibit space less expenses incurred by ACCF.
- 14. Adherence to Exhibitor Terms and Conditions** – It is the responsibility of Exhibitor to distribute these Exhibit Terms and Conditions to all Exhibitor representatives attending the CME activity and/or working the exhibit space. Any representatives of Exhibitor who conduct themselves unethically or unprofessionally as determined by ACCF in its sole discretion or fails to comply with the Exhibit Terms and Conditions will be asked to remove Exhibitor's exhibit. No refund of the exhibit fee is made as a result of such action.

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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 ACCF and Exhibitor; and (2) to comply with the Exhibits Contract and Terms and all other terms and policies hereafter adopted by ACCF.

Authorized Representative's Name: *(Type or print clearly)* _____

Title: _____

Signature: _____ **Date:** _____

Please return the executed exhibitor agreement to Brenda Hindle at bhindle@acc.org.

ACCF Signing Authority: *(Type or print clearly)* _____

Title: _____

Signature: _____ **Date:** _____