

# New York Cardiovascular Symposium

**DECEMBER 8 – 10, 2017**  
New York Hilton — Midtown

**COURSE DIRECTOR**  
Valentin Fuster, MD, PhD, MACC

YOUR ACC  
**Live Course**



## Course Director

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

## Attendee Profession & Specialty Demographics

<u>Profession</u>	90% MD	7% PA/NP/ RN	3% Other
<u>Primary Specialty</u>	83% Adult Cardio	4% IV Cardio	13% Other

Click [here](#) to view a  
copy of the agenda  
and a listing of  
invited faculty

Dear Colleague:

The American College of Cardiology is pleased to invite you to exhibit at the ***New York Cardiovascular Symposium, December 8 – 10, 2017, at the New York Hilton Midtown.*** This course presents a unique opportunity to reach a targeted group of **2,000 cardiovascular professionals from around the world in an intimate setting.** Exceptional educational content designed by Valentin Fuster, MD, PhD, MACC, along with other top leaders in the field make this one of the most sought after courses in cardiology.

Attendee traffic is high within the exhibit hall due to the co-location of exhibits and the meal services.

ACC considers exhibits to be an important part of this course. The exhibits provide our attendees the opportunity to gather useful information about products and services related to their interests and responsibilities. Your participation would further enhance attendees' knowledge and their overall experience!

According to membership surveys, over 40 percent of ACC members are directly responsible for purchasing products and services for their institutions; and 50 percent of our members participate in the decision-making process.

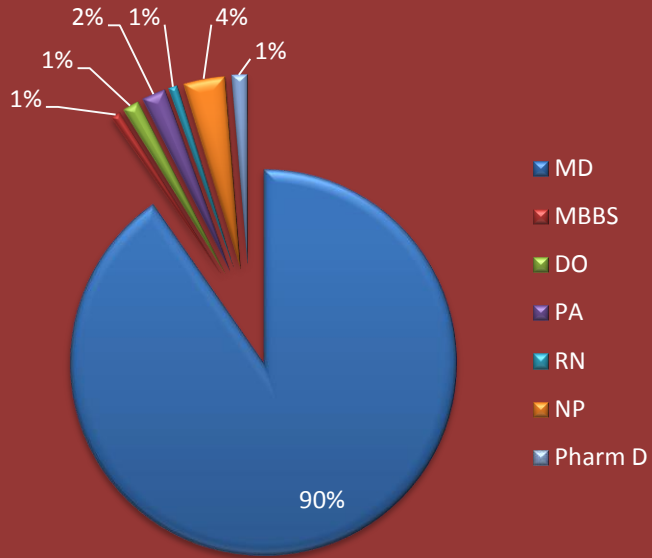
**We anticipate approximately 2,000 attendees this year!** We would be pleased to have you in attendance at this course and look forward to working with you. Please refer to the attached Exhibitor Prospectus for further information and potential ways that you can participate. Exhibit space will be contracted on a first come, first serve basis. If you are interested in this opportunity contact me today at [jmoran@acc.org](mailto:jmoran@acc.org). Or 202-375-6327.

Sincerely,

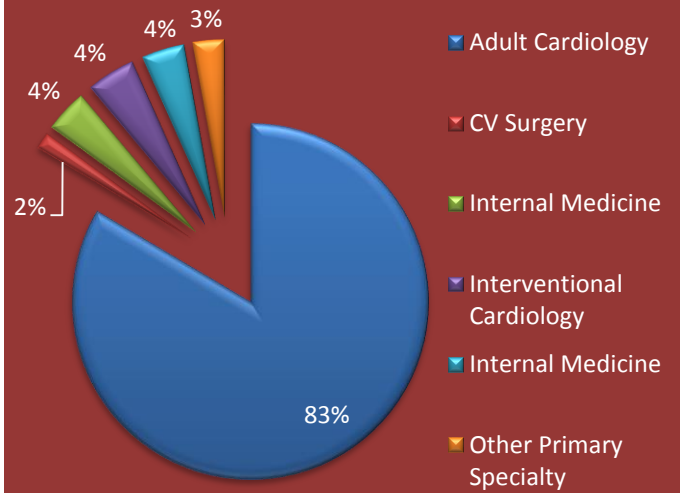
James Moran  
NYCVS Exhibits Manager  
American College of Cardiology

## Key Attendee Demographics

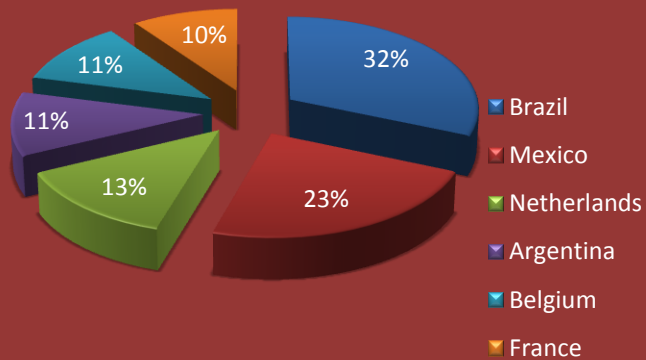
### Profession



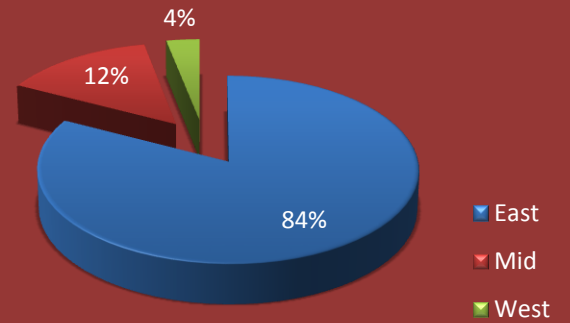
### Primary Specialty



### International Attendees Top 6 Countries Represented



### Domestic Attendance by Region



## Event Information

### EXHIBIT CONTACT

**James Moran**  
NYCVS Exhibits Manager  
American College of Cardiology  
Tel: 202-375-6327  
Email: [jmoran@acc.org](mailto:jmoran@acc.org)



### EVENT LOCATION

New York Hilton Midtown  
1335 Avenue of the Americas  
New York, NY 10019  
Tel: 212-586-7000  
Fax: 212-315-1374  
Hotel Information:  
[Click Here](#)

## Benefits

The American College of Cardiology encourages you to take full advantage of this great opportunity to network with your target market in the heart of New York City. Exhibit space is limited for this course, 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 greater exposure

## Exhibit Fees

### STANDARD TABLE TOP EXHIBIT- \$6,000

- 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 session and one copy of attendee materials

### ADDITIONAL SPACE OPTIONS

- **10' x 10' Booth – \$7,500** (Includes all of the table top features plus 1 additional full course badge, bringing the total to 2 full course badges)
- **20' x 20' Booth – \$12,000** (2 Additional full course badges and 2 additional exhibit badges, bringing the total to 4 each)
- **These booths will be set in prime locations**
- **Contact James Moran to customize your package further**

## LUNCHTIME SYMPOSIA- \$17,500

Present your latest products and updates to a group of targeted Physicians during Friday or Saturday Lunch symposium.

These include the following:

- One time use of ACC's advance registration mailing list
- F&B Based on estimated room capacity
- Room Rental (Does not Include A/V)
- One email sent by ACC on your behalf publicizing your event (content supplied by you and sent shortly before your event)
- Placement of 3 directional signs, including one in the registration area (sign copy provided by you by November 14, 2017)
- Flyers (provided by you) 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!**

## LOBBY DOOR CLINGS- \$11,500 per door

Make a first impression with every guest as they enter the hotel!

- Your logo or product information applied to each glass section of the revolving door
- Remains in place for the duration of the event
- Unmatched visibility in the hotel
- **2 lobby doors available for customization**

## ROOM DROP/DOOR HANGERS- \$3,500

Place your customized table tent or similar reminder inside the hotel rooms of every attendee staying within our block! This is a highly visible opportunity to promote your product or drive traffic to your booth.

- Have your information in the hands of over 600 attendees staying at the Hilton
- Tents/hangers will be delivered on the morning of December 9
- Materials must be shipped or provided to the bellman on December 8

## HOTEL KEYCARD SPONSORSHIP- \$7,000

Make a continued impression as attendees access their Hotel Room over multiple days. Customized keycards with your personal design or logo will be distributed to attendees upon check in.

- Your logo or branding on both sides of the keycard
- Custom keycard sleeves also available for an additional \$3,000
- Artwork must be received by October 29<sup>th</sup>

## COAT CHECK SPONSORSHIP – \$4,000

- Have your branding visible to attendees who check their coat or bag!
- Directional signage including your logo and recognition of support
- Signage on coat check counter with advertisement and logo
- Flyers/handouts may be left on counter
- Custom coat check tickets (provided by you) may be used
- Please provide advertisement/logo by November 14<sup>th</sup>

### Exhibit Location & 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.

EXHIBIT HOURS	Thursday, December 7	Friday, December 8	Saturday, December 9	Sunday, December 10
Set Up	8:00am-8:00pm	5:30 AM – 6:00 AM	N/A	N/A
Tear Down	N/A	N/A	3:35 PM – 5:30 PM	7:30 AM – 2:00 PM
<b>EXHIBIT HOURS</b>	<b>N/A</b>	<b>6:00 AM – 5:30 PM</b>	<b>6:15 AM – 5:30 PM</b>	<b>6:45 AM – 7:30 AM</b>
Registration & Breakfast	N/A	6:00 AM – 7:15 AM	6:15 AM – 7:00 AM	6:45 AM – 7:30 AM
Morning Break	N/A	9:20 AM – 9:40 AM	9:40 AM – 10:00 AM	N/A
Lunch	N/A	12:00 PM – 1:00 PM	12:30 PM – 1:30 PM	N/A
Afternoon Break	N/A	2:55 PM – 3:15 PM	3:15 PM – 3:35 PM	N/A
Adjournment*	N/A	5:30 PM	5:30 PM	11:45 AM

Friday Morning setup is for Tabletop displays only.

We encourage all setup to begin as early as possible on Thursday December 7<sup>th</sup>.

Exhibitors may stay until sessions adjourn each day, but it is not required.

Exhibitors should plan to depart after breakfast on Sunday.

## Exhibitor Information & Logistics

### Accommodation

#### **New York Hilton Midtown**

1335 Avenue of the Americas

**Rate: \$504** 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 cannot be 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

A **TWO NIGHT MINIMUM STAY** is required

- Reservations will not be accepted without credit card guarantee or a check for **one night's room + tax** for each room reserved.
- Check-in is 3:00 PM; checkout time is 12:00 PM.
- The Hotel is 100% nonsmoking.

To make your reservation:

- Online: [Welcome to the 2017 New York Cardiovascular Symposium](#)
- By phone: 800-HILTONS (800-445-8667); Outside the US: 212-586-7000 be sure to mention you are attending the American College of Cardiology New York Cardiovascular Symposium. **The Group code is "ACC".**

### 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 November 8, 2017, or earlier if the block sells out.**

### Confirmations

The Hilton will send you 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 prior to 48 hours of arrival 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 canceled, the American College of Cardiology is not responsible for any travel or hotel costs you may incur.

### Registration & Badges

All those staffing an exhibit must collect their badges at the self-service badge kiosk beginning Friday December 8.

Please alert James Moran 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. Downloadable software will be available for you to use on your own device. Pricing is \$399 for up to 2 licenses, and \$129 per each additional license (plus a \$500 service fee payable to ACC).

### **Shipping Instructions (Table Top Displays only)**

Packages may be shipped directly to the hotel but **may not arrive more than three (3) days prior to the course (December 5, 2017).**

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.

**Please find shipping forms and further information attached below**

### **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.

### **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**

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:**

**James Moran**

**NYCVS Exhibits Manager**

**American College of Cardiology**

**202-375-6327**

**[jmoran@acc.org](mailto:jmoran@acc.org)**



## EXHIBIT CONTRACT

*Between the American College of Cardiology Foundation (ACCF) and the Following Company*

*Please type or print clearly*

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. The above named company will be provided with the following:
  - ☐ Standard Registration – \$6,000
  - ☐ Lead Retrieval Service Fee- \$500
  - ☐ Custom Registration – Enter agreed rate: \_\_\_\_\_
  - ☐ Promotional opportunities – Specify, and enter amount: \_\_\_\_\_

Total: \$ \_\_\_\_\_

- ☐ Pledged (Payment must be received 10 business days prior to course start date)
- ☐ Payment Enclosed *(Payable to the American College of Cardiology or via credit card form below)*

9. Invoice/Payment Contact Name *(If different from above):* \_\_\_\_\_
10. Phone: \_\_\_\_\_ Email: \_\_\_\_\_
11. Program Title: *New York Cardiovascular Symposium*
12. Location: *The New York Hilton Midtown*
13. Exhibit Date(s): *December 8 – 10, 2017*
14. Activity/Course Number: *2017-1613*

*\* Additional exhibitors require registration. Please contact [jmoran@acc.org](mailto:jmoran@acc.org) for more information.*

### PLEASE READ THE FOLLOWING CONDITIONS AND GUIDELINES 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 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** – James Moran about logistical information (hours, shipping, registrations, etc.): email: [jmoran@acc.org](mailto:jmoran@acc.org); Tel: 202-375-6327.

**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 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 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 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.

### 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: (Type or print clearly) \_\_\_\_\_

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

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

ACC Signing Authority: (Type or print clearly) \_\_\_\_\_

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

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

Please return the fully executed exhibitor agreement to James Moran NYCVS Exhibits Manager at [jmoran@acc.org](mailto:jmoran@acc.org)

### TO PAY BY CREDIT CARD, COMPLETE THE FORM BELOW

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

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

### NEED HELP? HAVE QUESTIONS? CONTACT:

For additional logistics and payment information or assistance, contact:

**James Moran**

NYCVS Exhibits Manager

American College of Cardiology

2400 N Street, NW

Washington, DC 20037

Tel: 202-375-6327

[jmoran@acc.org](mailto:jmoran@acc.org)

ACC TAX ID # 13-5641985



## CREDIT CARD CHARGE AUTHORIZATION

**If you wish to charge the estimated amount of your Shipping/Receiving Charges to your credit card:**

### AUTHORIZATION OF FINAL PAYMENT FOR SHIPPING/RECEIVING CHARGES

\_\_\_\_ MasterCard/Visa                      \_\_\_\_ American Express                      \_\_\_\_ JCS  
\_\_\_\_ Diner's Club                      \_\_\_\_ Discover Card                      \_\_\_\_ En Route

Account # \_\_\_\_\_

Expiration Date: \_\_\_\_ \_\_\_\_ \_\_\_\_

Cardholder's Name: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Company Card Name: \_\_\_\_\_

Billing Address for CC: \_\_\_\_\_

\_\_\_\_\_

Name of Function: \_\_\_\_\_

Date of Function: \_\_\_\_\_

Hotel Contact: Keeley Cullen, 917-471-4503

### **PACKAGE ROOM SHIPPING & RECEIVING PROCESSING FEES**

BOXES UP TO 15 lbs. \$4  
BOXES 16 TO 30 lbs. \$6  
BOXES 31 TO 50 lbs. \$12  
BOXES 51 TO 75 lbs. \$18  
BOXES 76 TO 99 lbs. \$25  
BOXES 100 lbs. + \$25 (plus \$0.20 per pound over 100 lbs.)  
DISPLAY CASES \$35  
ALL PALLETS additional \$60 (per pallet)

## **EXHIBITORS:**

- ❖ Exhibitors should ship wooden crates to the designated Drayage Company who will deliver them to the booth.
- ❖ Please be advised the Hotel package Room will not accept or store crates.
- ❖ The Package Room Management reserves the right to NOT accept boxes which are damaged during shipping, unsafe, or too large.

### **PACKAGE ROOM SHIPPING & RECEIVING PROCESSING FEES**

**BOXES UP TO 15 lbs.      \$4**

**BOXES 16 TO 30 lbs.      \$6**

**BOXES 31 TO 50 lbs.      \$12**

**BOXES 51 TO 75 lbs.      \$18**

**BOXES 76 TO 99 lbs.      \$25**

**BOXES 100 lbs. PLUS      \$25**  
**(plus \$0.20 per pound over 100 lbs.)**

**DISPLAY CASES              \$35**

**ALL PALLETS      additional \$60**  
**(per pallet)**

**STORAGE FEES BASED ON  
QUANTITY AND SIZE OF PARCEL**



## **PACKAGE ROOM**

**1335 Avenue of The Americas  
New York, New York 10019  
(212) 586-7000 Ext. 5284**

**LOCATED ON THE 2<sup>ND</sup> FLOOR**



Allow us to provide shipping and receiving for Domestic and International destinations.

## PACKAGE ROOM

### GENERAL INFORMATION

Please contact the Hotel Package Room for information on shipping items via UPS, FedEx, Etc. We provide pick-up and transfer of materials to any internal areas of the hotel.

In addition, the Business Center services include: Packaging, Boxing, Taping, and securing your items for shipment.

Our pricing is listed within this brochure. You may direct your charges to your Master Bill, Guest Bill, Major Credit Card, or Cash.

The Package Room is located on the 2<sup>nd</sup> Floor inside the Business Center.

## HOURS OF OPERATION

Monday to Saturday      7AM – 8PM

Sunday                      8AM – 6PM

Hours may vary depending on Hotel Convention Business.



## SHIPPING

Have boxes from all sources uniformly addressed. Suggested format:

Name (of person who will be on-site)  
Company Name  
C/O Hilton New York  
1335 Avenue of the Americas  
New York, New York 10019  
ATTN: Package Room  
Hold for guest arrival  
Delivery destination & date

## SHIPPING TIPS

- ❖ **Exhibitors** –See exhibitor section.
- ❖ Parcels are accepted 3 days prior to arrival.
- ❖ Number each box and know it's contents. This helps when a specific box needs to be located immediately. (i.e. 1 of 2; 2 of 2)
- ❖ If there is more than one on-site location, label the boxes with their specific delivery location and time.
- ❖ Provide written advance notice to the Meetings & Conventions or Catering Manager. Be specific with regard to:
  - The # of boxes shipped.
  - Where they were shipped from.
  - When they will arrive.
  - Where the boxes should be delivered upon arrival.
  - The size, weight, and relative condition of the boxes.
  - Any other information that will assist the Package Room to facilitate delivery in-house.