



New York Cardiovascular Symposium

FRIDAY, DECEMBER 7 –
SUNDAY, DECEMBER 9, 2018
New York Hilton — Midtown

ACC Education COURSE DIRECTOR
Valentin Fuster, MD, PhD, MACC



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 announce that the **New York Cardiovascular Symposium (NYCFS)**, will take place at the **New York Hilton Midtown** on Friday, Saturday and Sunday December 7-9, 2018. This ACC flagship annual meeting offers its attendees the opportunity to experience dynamic education led by Course Director, Valentin Fuster, MD, PhD, MACC together with a team of internationally renowned luminaries talking through the year's ground-breaking scientific advances and clinical practice applications, and how the future of cardiovascular medicine will improve their patient's care.

In tandem with the program is an exhibit hall offering companies the opportunity to exhibit and have meaningful interaction with attendees. Attendees in turn can make full use of their time during breaks to visit booths and to gather information about products and services related to their interests and responsibilities. Attendee traffic is high within the exhibit hall due to the co-location of exhibits and the meal services. **An audience of up to 1,600 attendees is expected this year!**

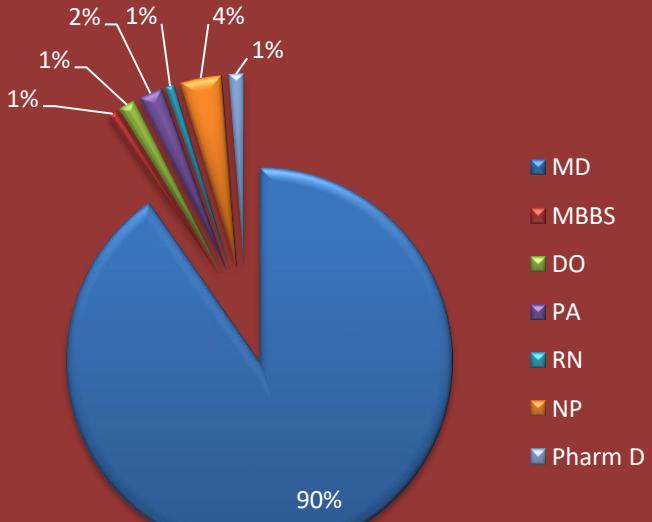
Please refer to the attached Exhibitor Prospectus for further information on how to exhibit, how to secure a lunchtime symposium, and how to secure a unique sponsorship opportunity (many new opportunities this year!).

Exhibit space is limited and will be contracted on a first come, first serve basis. If you are interested in this opportunity, or any others, please contact **James Moran, NYCFS Exhibits Manager at jmoran@acc.org. Or 202-375-6327.**

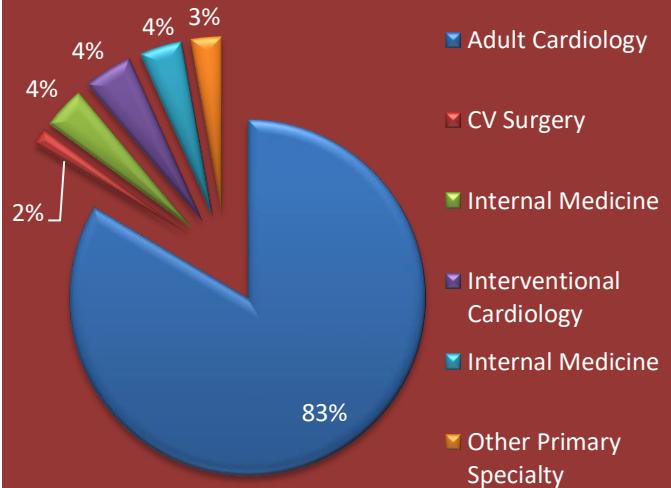
Endorsed by:
The New York
Cardiovascular Society of
New York State
Chairs

Key Attendee Demographics

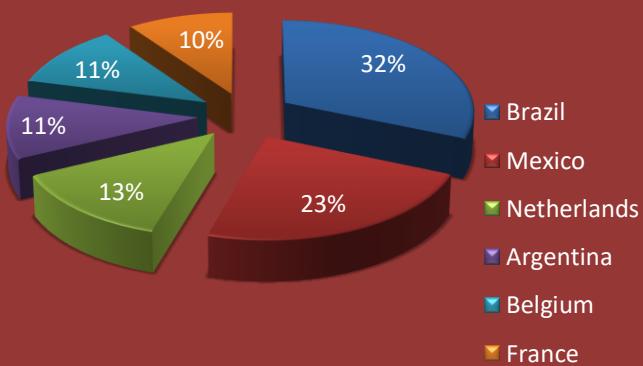
Profession



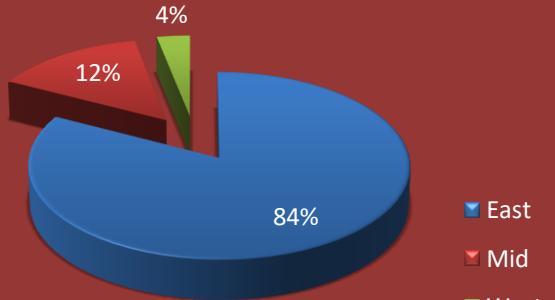
Primary Specialty



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



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 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, bringing the total to 3)
- These booths will be set in prime locations
- Contact James Moran to customize your package further

Promotional Opportunities

LUNCHTIME SYMPOSIA- \$17,500

Present your latest products and updates to a group of targeted Physicians during a 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, 2018)
- 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**
- Final approved artwork must be received by Nov. 9, 2018.

New this Year ELEVATOR DOOR CLINGS- \$4,500 per elevator

All attendees will see your branding on their way to sleeping rooms and meeting rooms.

- Your logo or product information applied to the outside section of the elevator door
- Remains in place for the duration of the event
- Highly visible to all meeting attendees while waiting for the elevator
- 6 Elevators available for customization
- **Final approved artwork must be received by Nov. 9, 2018.**

***New This Year* PROMENADE BALCONY CLINGS- \$3,500 per balcony**

Highly visible opportunity to place your branding or product info in the promenade immediately outside the General Session.

- Your branding or product information applied to each glass section (double sided)
- Visible to all attendees each time they enter or exit the general session
- **2 balconies available for customization**
- **Final Approved artwork must be received by Nov. 9, 2018.**

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
- **Final approved artwork must be received by October 29th, 2018**

***New this Year* WI-FI SPONSORSHIP – \$15,000 FOR ALL 3 DAYS!**

- Primary Wi-Fi network available to all attendees in all meeting spaces
- Reach every attendee every time they connect to the Wi-Fi
- Custom splash page
- Custom SSID
- Custom Password
- 2 recognition signs placed in the ballroom lobby by the general session entrance
- **Final approved artwork must be received by Nov. 9, 2018.**

***New this Year* NY CARDIOVASCULAR 2018 SLIDE BOOK BACK COVER AD – \$15,000**

An enduring educational book provided complimentary to all registered professional attendees!

- Showcase your company with a 10.5" x 8" color company ad on the back cover
- Program book contains complete agenda, space for notetaking and up to 18 slides from each presentation
- A valuable resource for attendees for years to come
- High visibility! High profile!
- **Final approved artwork must be received by Nov. 9, 2018.**

HURRY – ACT NOW on this EXCLUSIVE opportunity!

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.

Times below are tentative and subject to change

EXHIBIT HOURS	Thursday, December 6	Friday, December 7	Saturday, December 8	Sunday, December 9
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
EXHIBIT HOURS	N/A	6:00 AM– 5:30 PM	6:15 AM – 5:30 PM	6:45 AM– 7:30 AM
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 6th.

All exhibit booths must be staffed during exhibit hours.

Exhibitors should plan to depart after breakfast on Sunday. Teardown should not begin until after 7:30am.

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.
- [Click here](#) to make your reservation.

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, 2018, 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 9.

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. Additional details will be provided once your contract is received. Payment for this service will be made directly to our vendor, however there is 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 meeting (December 4, 2018).**

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

Tear down should not begin until after Breakfast is over on Sunday. 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

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. Please list ALL products and product types that you will be selling (if any): _____

9. 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)

10. **Invoice/Payment Contact Name (*If different from above*):** _____

11. Phone: _____ Email: _____

12. **Program Title:** New York Cardiovascular Symposium

13. **Location:** The New York Hilton Midtown

14. **Exhibit Date(s):** December 7 – 9, 2018

15. **Activity/Course Number:** 2018-1613

* Additional exhibitors require registration. Please contact imoran@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 event.

Advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during or after the event.

Representatives of commercial supporters and exhibiting companies can attend the event 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 Information – James Moran about logistical information (hours, shipping, registrations, etc.): email: imoran@acc.org; Tel: 202-375-6327.

Exhibit Staffing - All exhibit representatives are expected to contribute to the professional environment of the event and must conduct themselves in a professional manner. ACC reserves the right to make onsite judgments regarding anything conduct that detracts from the professional environment of the CME activity and to take appropriate steps to curtail such conduct, if necessary.

Product Sales – A listing of ALL products and product types that may be offered for sale at your booth must be provided above. Any additions or changes to this list must be provided to the exhibit manager prior to the show.

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 event 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

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

ACC TAX ID # 13-5641985