



## Course Director

**Howard T. Walpole Jr., MD,  
MBA, FACC**  
Vice President  
Clinical Effectiveness  
Northeast Georgia Health  
System  
Gainesville, GA

## 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  
Disease  
Duke University School of  
Medicine  
Durham, NC

## Attendee Profession & Specialty Demographics

Profession	% of Total
Physicians	58%
Executives/ Administrators	21%
PAs/NPs/RNs	18%
Other	3%

The American College of Cardiology (ACC) is pleased to invite you to exhibit at the **Cardiovascular Summit: Contemporary Strategies for Quality Improvement, Operational Excellence, Finance and Leadership, February 22-24, 2018 at The Cosmopolitan Hotel, Las Vegas, Nevada**. This interprofessional course is intended for the entire team of all practices — private, integrated and academic; and presents a unique opportunity to reach a targeted group of over **400 cardiovascular professionals in an intimate setting**. This Exhibitor Prospectus provides further information and potential ways that you can participate.

Today's healthcare environment is changing rapidly and providers are faced with increasing challenges, which necessitate new strategies to respond to the fluid healthcare environment. The *Summit* is an opportunity for clinical leaders to discuss and share perspectives on approaches that are helping providers to successfully navigate the new normal. Through the *Summit*, industry has an opportunity to participate in these discussions and share their strategies and products, which are also helping providers achieve success today, and positioning cardiovascular care for success moving forward.

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

- **American Association for Physician Leadership**
- **Hancock, Daniel, Johnson & Nagle**
- **Suzette Jaskie, MBA**
- **Lindquist & Venum**
- **MedAxiom**
- **Navigant**
- **The Advisory Board Company**

Attendee traffic into the hall has historically been high due to the co-location of exhibits and the breakfast/break services within the hall. ACC considers exhibits to be 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. Your participation would further enhance attendees' knowledge and their overall experience! 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.

## How to Register

Register now! Exhibitor space is limited and available on a first come, first served basis.

1. [Click here](https://www.eiseverywhere.com/ereg/index.php?eventid=293745&) to start a registration  
(or copy and paste this URL into your browser: <https://www.eiseverywhere.com/ereg/index.php?eventid=293745&>)
2. Click on Registration
3. Choose an Exhibit Opportunity
4. Complete Contact Information
5. 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".



## Target Audience

This interprofessional 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
- Practice and Hospital Management Consultants
- Financial Analysts and Accounting Consultants
- Legal Consultants
- Database Development Service Providers
- Practice and Hospital Service Providers
- Pharmaceutical Companies



## Course Information

### EXHIBIT CONTACT

**Lindsey Kronforst**

Education Exhibits

MedAxiom

**Phone:** (904) 372-2991

**Email:**

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



### COURSE LOCATION

The Cosmopolitan of Las Vegas  
3708 Las Vegas Boulevard South  
Las Vegas, NV 89109

**Phone:** 702-698-7000

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 Las Vegas. 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. A continental breakfast is served in 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 in 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)
- Exhibit space during the event (2 attendees per company). Additional attendees charged at \$450 each
- Conference registration list
- 100 word company description in the conference course exhibitor handout
- One packet of attendee materials per exhibiting company
- Attendance at Exhibitor Reception on Thursday evening

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 and will update the prospectus document periodically to reflect those packages that are sold and those that remain available. Exhibit space is limited as indicated below.



## Exhibit Opportunities

### Educational Spotlights

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 spotlight session of their choice.

The Educational Spotlight 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 spotlight sessions allow you a 30-minute presentation and 10 minutes for Q&A.

#### **Platinum Package (Three (3) are available) \$8,000**

The Platinum Package provides your company a **Friday Luncheon Educational Spotlight**, 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.

#### **Diamond Package (Four (4) are available) \$5,500**

The Diamond Package provides your company with a **Friday or Saturday Breakfast Educational Spotlight**, 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.

#### **Both options above include 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 by 2 weeks prior to the event publicizing your event (content supplied by you). All Spotlight exhibitors will be featured in the same email. Content for the email must be received and approved by January 22, 2018.
- 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 22, 2018. 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 29, 2018. An estimated total needed will be provided to you from ACC by January 22, 2018.



## Exhibit Opportunities Continued

### Additional Exhibit Options

**Silver Package (Four (4) are available\*)** **\$4,500**

The Silver Package offers one event sponsorship including:

- Cocktail Reception
- Friday Morning Break
- Friday Afternoon Break
- Friday Breakfast

PLUS a traditional skirted 6-foot table and two chairs in the exhibit hall

**\*These sponsorship opportunities are on a first-come/first-served basis. Please select the event you are sponsoring.**

**Bronze Package (Eleven (11) are available)** **\$3,500**

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



## Exhibitor Registration

Exhibitor registration is being handled exclusively by MedAxiom. **Contact Lindsey Kronforst today at (904) 372-2991 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 outgoing shipment.

## Exhibit Location and Hours

The exhibits will be held on the fourth floor of the Chelsea Tower portion of the hotel in the Belmont Ballroom, sections 2 & 6 adjacent to the General Session. 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	Thursday, February 22	Friday, February 23
Set Up	8:00 a.m. – 1:00 p.m.	N/A
Tear Down	N/A	4:35 p.m. – 7:00 p.m.
EXHIBIT HOURS	<b>3:50 p.m. - 7:20 p.m.</b>	<b>7:00 a.m. – 5:15 p.m.</b>
Registration	11:00 a.m. - 1:00 p.m.	7:00 a.m. - 8:00 a.m.
Continental Breakfast	N/A	7:00 a.m. - 8:00 a.m.
Morning Break	N/A	10:05 a.m. – 10:25 a.m.
Lunch	N/A	12:35 p.m. – 1:45 p.m.
Afternoon Break	3:50 p.m. – 4:10 p.m.	3:20 p.m. – 3:40 p.m.
Reception with Exhibitors	6:20 p.m. - 7:20 p.m.	N/A
Adjournment*	6:15 p.m.*	5:15 p.m.*

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





## Exhibitor Information/Logistics

### Hotel Accommodations

Overnight accommodations are available at the conference hotel, The Cosmopolitan Las Vegas. You may [reserve your room online with this link](#) or by calling (877)551-7778. Be sure to mention American College of Cardiology – *Cardiovascular Summit* or *Group Code SACCF8* to allow the reservations agents to quickly locate the group rate.

You may also book online by going to: <https://aws.passkey.com/go/SACCF8>

### Room Rates

The room rate at The Cosmopolitan Las Vegas \$229 plus 12% state and local taxes (subject to change) per night. The ACC room block is scheduled to be held until **January 22, 2018** 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.

### EXHIBITOR SERVICE KIT

An exhibitor service kit containing order forms and prices for onsite services including shipping, storage, electrical, Internet and other services will be sent to each exhibitor upon registration and payment for your exhibit space.

### Shipping and Receiving Instructions

All exhibitor packages being shipped to the hotel must follow the address label standards (illustrated below) to prevent package routing delays. Please schedule your shipment(s) to arrive 3–4 days prior to the event start date to avoid additional storage fees. Use the name of the recipient who will be on-site to receive and sign for the package(s).

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 702.207.2724. Package deliveries should only be scheduled after the recipient has checked into the hotel.

### PACKAGE LABELING STANDARDS AND FEDEX OFFICE CONTACT

**Hold For Guest: (Guest Name) (Guest Cell Number)**  
**c/o FedEx Office at The Cosmopolitan of Las Vegas**  
**3708 Las Vegas Blvd South**  
**Las Vegas, NV, 89109**  
**(Convention / Conference / Group / Event Name)**

Box \_\_\_\_\_ of \_\_\_\_\_

FedEx Office Business Center  
The Cosmopolitan of Las Vegas  
3708 Las Vegas Blvd South  
Las Vegas, NV 89109

#### **Phone:**

(702)207-2724

#### **Fax:**

(702)207-2718

Email: [usa5526@fedex.com](mailto:usa5526@fedex.com)

#### **Operating Hours**

Monday – Friday:

7:00 a.m. - 6:00 p.m.

Saturday: 8:00 a.m. - 4:00 p.m.

Sunday: 8:00 a.m. - 4:00 p.m.



### **SHIPPING AND RECEIVING INSTRUCTIONS**

Exhibitors are encouraged to reach out to FedEx Office in advance of shipping their items to The Cosmopolitan of Las Vegas 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 The Cosmopolitan of Las Vegas, 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 packages must have a completed carrier airbill affixed to each package. Packaging supplies (boxes, tapes, and 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 airbill 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 DAYS	PACKAGE WEIGHT	PACKAGE PICKUP OR DROP OFF BY	PACKAGE PICKUP OR DELIVERY BY FEDEX
0.0 – 10.0 lbs.	\$5.00	Flat Envelopes	No Charge	\$10.00
11.0 – 30.0 lbs.	\$10.00	0.0 – 1.0 lbs.	\$2.00**	\$10.00
31.0 – 60.0 lbs.	\$15.00	1.1 – 10.0 lbs.	\$10.00	\$15.00
Over 60.0 lbs.	\$25.00	10.1 – 20.0 lbs.	\$15.00	\$25.00
Pallets & Crates	\$50.00	20.1 – 30.0 lbs.	\$20.00	\$35.00
Over 6.5' in Size	\$25.00	Over 30 lbs.	\$25.00	\$55.00
		Pallets & Crates*	\$0.75 / lb. (\$250.00 Minimum)	\$0.75 / lb. (\$250.00 Minimum)

\* For inbound/outbound pallets or crates, the receiving and delivery charges are consolidated into a single fee of \$0.75 / lb. (\$250.00 minimum), which is applied to each pallet/crate handled. A labor fee of \$70.00 per hour will apply for breaking down pallets, building pallets, or excessive package handling/moving due to a customer's request. The labor fee can be charged in 15 minute increments.

\*\* No handling fees will be charged for outbound packages weighing 0-1 pound that are brought to the FedEx Office Business center by a guest.





### **QUESTIONS ON SHIPPING**

For any additional shipping questions, you may contact:

Helene Pincus, Assistant Manager  
Fedex Office Business Center  
Cosmopolitan Hotel Las Vegas  
702.207.2724

### **ELECTRICAL, INTERNET, AUDIO AND RIGGING SERVICES**

Please contact Lindsay Johnson at The Cosmopolitan Las Vegas for all electrical, internet, audio visual and rigging needs. She may be reached via email at [ljohnson@psav.com](mailto:ljohnson@psav.com) or 702.698.1322.

## **How to Register**

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(or copy and paste this URL into your browser: <https://www.eiseverywhere.com/ereg/index.php?eventid=293745&>)
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