



Course Director

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Course Co-directors

Cathie Biga, RN, MSN
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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 & Vennum
- 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.

Respond now to participate in this year's Summit to both share your solutions while learning about opportunities to align your products with the rapidly evolving challenges and opportunities your customers are facing. **Exhibitor space is limited and available on a first come, first served basis, so act now** by contacting Contact Lindsey Kronforst at (904)372-2991 or lkronforst@medaxiom.com!



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



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@medaxiom.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	3:50 p.m. - 7:20 p.m.	7:00 a.m. – 5:15 p.m.
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

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 or 702.698.1322.



EXHIBIT CONTRACT

Between MedAxiom and the ACC and the Following Company

Please type or print clearly

1. **Exhibiting Company's Name:** _____
2. **Exhibit Contact Name:** _____
3. **Address:** _____
4. **Phone:** _____ **Fax:** _____ **Email:** _____
5. **Website URL:** _____
6. **On-site Contact Name (If different from above):** _____
7. **Phone:** _____ **Fax:** _____ **Email:** _____
8. **The above-named company will be provided with the following:**

Total: \$ _____

- ☐ **Pledged** (Payment must be received 1 week prior to activity start date)
- ☐ **Payment Enclosed** (Payable to *MedAxiom* or via credit card form below)

9. **Invoice/Payment Contact Name (If different from above):** _____
10. **Phone:** _____ **Fax:** _____ **Email:** _____
11. **Activity/Course Title:** Cardiovascular Summit
12. **Location:** The Cosmopolitan Hotel, Las Vegas, Nevada
13. **Exhibit Date(s):** February 22-24, 2018
14. **Activity/Course Number:** 2018-1713

* Additional exhibitors require registration. Please contact lkronforst@medaxiom.com for more information.

PLEASE READ THE FOLLOWING CONDITIONS AND GUIDELINES CAREFULLY AND PROVIDE A COPY TO YOUR COMPANY'S ON SITE EXHIBIT REPRESENTATIVES

- 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/MedAxiom'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** - Contact Education Exhibits about logistical information (hours, shipping, registrations, etc.): email: lkronforst@medaxiom.com; telephone (904) 372-2991.
- **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/MedAxiom reserve the right to make on site 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 Display** - Exhibits are limited to tabletop displays.
- **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/MedAxiom.
- **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/MedAxiom, 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/MedAxiom.
- **Insurance** - Exhibiting companies must carry comprehensive general liability insurance, with combined single limits of not less than



Cardiovascular Summit

FEBRUARY 22 - 24, 2018

The Cosmopolitan Hotel, Las Vegas

Contemporary Strategies for
Quality Improvement, Operational
Excellence, Finance and Leadership



\$2 million. It is mutually agreed that ACC/MedAxiom 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 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 MedAxiom. 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/MedAxiom** - ACC/MedAxiom reserve 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/MedAxiom 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.

PLEASE 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: (Please type or print clearly) _____

Title: _____

Signature: _____ Date: _____

MedAxiom Signing Authority: (Please type or print clearly) _____

Title: _____

Signature: _____ Date: _____

Please return the fully executed exhibitor agreement to Lindsey Kronforst at (904) 372-2991 or lkronforst@medaxiom.com.

IF YOU WISH TO PAY BY CREDIT CARD, PLEASE COMPLETE THE FORM BELOW

Cardholder Name _____ Card Number _____

Expiration date _____ Security code _____ Signature _____

NEED HELP? HAVE QUESTIONS? For additional logistics and payment information or assistance, please contact:

Lindsey Kronforst

MedAxiom

2050 Kings Circle South

Neptune Beach, FL 32266

Tel: (904) 372-2991

lkronforst@medaxiom.com

To pay by check: Please make checks payable to "MedAxiom" and note on the check or envelope "ACC Summit 2018".

Send checks to MedAxiom, Attn: Erin Poirer, 2050 Kings Circle South, Neptune Beach, FL 32266