



NCDR.17

EXHIBITOR PROSPECTUS

Washington, DC
MARCH 13 – 15
GAYLORD NATIONAL RESORT
AND CONVENTION CENTER

2017



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MARCH 13 – 15, 2017 • WASHINGTON, DC

GENERAL CONFERENCE INFORMATION

The American College of Cardiology's (ACC) National Cardiovascular Data Registry (NCDR) Annual Conference will be held, **March 13 – 15, 2017 at the Gaylord Resort and Convention Center, Washington DC.**

This conference allows your organization to take advantage of the NCDR's unparalleled ability to reach medical directors, cardiovascular administrators, physicians, registered nurses, catheterization and radiology lab technologists and quality improvement specialists. Your organization will be included in an elite group of companies that demonstrate continuous innovation in the development of products and services that interest our attendees most. We recognize the value you bring to our conference and therefore allot time specifically for our attendees to visit your exhibit during the conference.

We anticipate over 1,500 attendees this year!

CONFERENCE EXHIBITS CONTACT:

James Moran

NCDR Exhibits Manager

Email: jmoran@acc.org

Phone: 202-375-6327

Mobile: 703-975-8758 (For on-site assistance)

Close-By Airports:

Washington Regan National Airport (DCA)

DCA is approximately 8 miles or 20 minutes away from the Gaylord Resort

Washington Dulles Airport (IAD)

IAD is approximately 35 miles or 1 hour away from the Gaylord Resort



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WHO WE ARE

The ACC's NCDR is the most comprehensive, outcomes-based quality improvement program in the United States, encompassing both hospital-based registries and a practice-based program. As a trusted, patient-centered resource, the NCDR is uniquely positioned to help participating facilities and other medical professionals identify and close gaps in quality of care; reduce wasteful and inefficient care variations; and implement effective, continuous quality improvement processes.

Over the years, the NCDR and its suite of cardiovascular registries has emerged as the gold standard for benchmarking data, measuring quality, and improving patient outcomes.

NCDR Annual Conference Advantages:

- Access to nearly 1,600 participants from all NCDR registries
- Access to nationally recognized faculty from leading cardiac programs
- Scheduled breaks in agenda for exhibit time

Audience:

- Physicians and administrators who oversee operational processes of cardiovascular care
- Registry Site Managers and Data Coordinators from all NCDR registries
- Quality improvement professionals who lead organizational performance initiatives
- Technical personnel who are interested in integration, implementation, and lifecycle maintenance of the NCDR database registries

IMPORTANT DATES AND DEADLINES

Before the Meeting:

February 1, 2017

Exhibitor applications due. Applications will be accepted after this deadline, but will not be included in program. Please provide representative names and special dietary needs with your completed agreement.

February 1, 2017

Deadline for exhibitors to submit applications and promotional inserts to NCDR.

February 15, 2017

Deadline for all cancellations.

At the Meeting:

Exhibitor Registration & Move-In Schedule

Monday, March 13 12:00 p.m. – 5:00 p.m.
Tuesday, March 14 6:00 a.m. – 8:00 a.m.

Exhibit Hours

Monday, March 13 6:30 p.m. – 8:30 p.m.
Tuesday, March 14 6:30 a.m. – 6:30 p.m.
Wednesday, March 15 7:00 a.m. – 2:00 p.m.

Exhibitor Dismantle Schedule

Wednesday, March 15 2:45 p.m. – 5:30 p.m.



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PRELIMINARY SCHEDULE OF EXHIBITOR BREAK TIMES (*subject to change*):

MONDAY, MARCH 13

TIME	TOPIC
7:00am-5:00pm	Early Registration
8:00am- 12:00pm	SCPC Chest Pain Accreditation workshop
8:00am- 12:00pm	SCPC CathLab Accreditation workshop
1:00pm-5:00pm	Preconference: NCDR Orientation
1:00pm-5:00pm	Preconference: LAAO Registry
6:30pm-8:30pm	Soft Opening of Exhibits and Posters

TUESDAY, MARCH 14

TIME	TOPIC
6:30am-8:30am	Breakfast (Exhibits & Posters)
6:30am-6:30pm	Registration
9:30am-10:30am	Morning Break (Exhibits & Posters)
12:00pm-1:30pm	Lunch (Exhibits and Posters)
3:00pm-4:00pm	Afternoon Break (Exhibits & Posters)
5:30pm-6:30pm	Welcome Reception held in Exhibit hall on providing maximum exposure to your company and products

WEDNESDAY MARCH 15

TIME	TOPIC
7:00 a.m. – 8:00 a.m.	Breakfast (Exhibits & Posters)
9:30 a.m. – 10:30 a.m.	Morning Break (Exhibits & Posters)
12:00 p.m. – 1:00 p.m.	Lunch (Exhibits & Posters)
2:30 p.m. – 2:45 p.m.	Afternoon Break (Exhibits & Posters)
5:00pm	Adjourn



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EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

Exhibits will be located in **Potomac Ballroom 1 – 6 Foyer** of the Gaylord National Resort & Convention Center.

Exhibit Registration- \$3,750

- Two exhibitor registrations with meals
- Pre-meeting registrant mailing list
- Post-meeting attendee mailing list
- Color, 1/2-page ad in program materials (Ad Size: 6" w x 4.5" h. Specifications for advertisements will be provided when the exhibitor application is returned. Ads are due to the NCDR on or before February 1st, 2017)

Additional Exhibitor Registration- \$1,000

- One additional exhibitor registration with meals

Full Page Ad Upgrade- \$850

- Upgrade your 1/2 page ad to a color, full-page ad in program materials. Specifications for advertisements will be provided when the exhibitor application is returned. (Ads are due to the NCDR on or before February 1, 2017)

Stand-Alone Full Page Ad- \$1,500

- Even if you are unable to exhibit, you can purchase a prominent color, full page ad in program materials. Please contact James Moran directly if you are interested in this opportunity.

Note: Exhibit space will be assigned based on order in which we receive exhibit applications. Each exhibitor will be provided with a skirted, 6' display table with two chairs, wastebasket and one quad electrical outlet.

Wireless internet is available for basic use free of charge. Streaming videos will be restricted. If streaming is needed you should order separately using the form linked below. Wi-Fi must be ordered separately and ahead of time. The order form is linked below.

In Room Table tents- \$3,500 (Up to 8.5x11")

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 850 attendees
- Table tents will be delivered on the morning of March 13th
- Table tents must be arrive or be provided to the bellman on March 11th

Hotel Keycard Sponsorship- \$6,500

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 one side of the keycard
- Custom keycard sleeves also available for an additional \$3,000
- Artwork must be received by February 1st

Break Sponsorship- \$6,000 (Per Break)

Ensure your company and brand is at the forefront of attendee's minds as they get their coffee each day! There are a total of four breaks available.

- Recognition on directional signs
- Signs placed by coffee stations displaying your support (Copy provided by you)

Lunch Sponsorship- \$10,000 (per day)

Lunch will be served in the Exhibit hall each day and this is a great opportunity to ensure your messaging, brand, and even booth number are displayed to further enhance your booth traffic.

- Recognition on directional signs
- Signs placed on each buffet displaying your support (Copy provided by you)



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EXHIBITOR GUIDELINES

Shipping/Wi-Fi Request forms

Please follow this [link](#) for shipping and Wi-Fi forms and information

Cancellations/Refunds:

Cancellation of contracted space must be submitted via email to James Moran, NCDR Exhibits manager at jmoran@acc.org), and received no later than 5:00 p.m. ET on February 1, 2017 to receive a refund, minus a \$250 administration fee. No refunds will be issued after February 1, 2017.

Liability & Security:

Exhibitors must make provisions for safeguarding their goods, materials, equipment, and display. Neither the NCDR, nor the Gaylord National Resort & Convention Center will be responsible for the safety of exhibitors' property from theft, damage, accident, or vandalism.

NCDR recommends that each exhibiting company secure a rider policy to insure all booths and display items during transportation to and from NCDR.17, as well as during installation, exhibit days, and dismantling.

Photography & Audiotaping:

ACC reserves the exclusive rights to record and/or photograph all conference proceedings for use in marketing materials, presentations, and course content sales.

Rules Governing Exhibitors:

1. The exhibit area is tabletop-based and does not include pipe and drape. Hard-wall displays are not permitted. All displays, furnishings, equipment and marketing materials will be provided by the exhibitor at its own expense and responsibility.
2. All demonstrations of services or equipment or other exhibitor activities must be conducted so as to not infringe on the rights of other exhibitors or the visitors to their exhibits.
3. Exhibitors agree to comply with all state and local fire codes and safety regulations.
4. Exhibitor is liable for any damage caused by him, his representatives, and his subcontractors to the building, walls, columns, or to the property of other exhibitors.
5. Attaching signs or decorations to any hotel surface is not permitted.
6. Exhibitors must wear a NCDR.17 badge at ALL times.

All matters and issues not covered in this prospectus are subject to the discretion of NCDR. The regulations may be amended by NCDR and all amendments will be binding. NCDR reserves the right to limit or remove exhibitors' booth decorations, displays, activities, or materials that are deemed unsafe, inappropriate, or disruptive to other exhibitors.



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EXHIBIT APPLICATION
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BETWEEN THE AMERICAN COLLEGE OF CARDIOLOGY FOUNDATION (ACCF) AND THE FOLLOWING COMPANY

Please type or print clearly

Exhibiting Company's Name

Exhibit Contact Name

Address

Phone

Email

Website

On-site Contact Name *(If different from above)*

Phone

Fax

Email

The above named company will be provided with the following:

- ☐ **Standard Registration** \$3,750
- ☐ **Additional Registration** \$1,000
- ☐ **Sponsorship 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)

Invoice/Payment Contact Name *(If different from above)*

Phone

Email

Activity/Course Title: NCDR.17

Location: Gaylord Resort & Convention Center

Exhibit Date(s): March 13 - 15, 2017

AUTHORIZED REPRESENTATIVE'S NAME: *(Type or print clearly)*

Title

Signature

Date

To pay by Credit Card, complete the form below:

Cardholder Name

Card Number

Expiration Date

Security Code

Signature