

ACC QUALITY SUMMIT

SEPT. 29 – OCT. 1, 2021

VIRTUAL



EXHIBITOR PROSPECTUS

TOGETHER NCDR AND
ACCREDITATION **DESIGN,**
LEAD & ACHIEVE QUALITY



AMERICAN
COLLEGE *of*
CARDIOLOGY[®]

Advancing Heart Care Worldwide



**WE ANTICIPATE
MORE ATTENDEES
THAN EVER BEFORE!**

The American College of Cardiology is excited to build on the success of last year's ACC Quality Summit Virtual. We would like to invite you to exhibit with us, and participate in our newly re-imagined Summit Showcase.

This three day virtual program will reach far more attendees globally than ever before. We expect to reach over 2,500 attendees again this year.

Exhibiting with us allows you and your organization to take advantage of the NCDR and ACC Accreditation's unparalleled ability to reach medical directors, cardiovascular service line administrators, physicians, registered nurses, catheterization and radiology lab technologists, and quality improvement specialists.

The Summit Showcase will include Exhibits, Posters, and Networking Lounges. This will maximize traffic throughout the day, and will maximize your time with attendees.

The Summit Showcase will remain open through October 31.

#ACCQuality21

EXHIBITS CONTACT:

James Moran

ACC Quality Summit
Exhibits Manager

Email: jmoran@acc.org

Phone: 202-375-6327



**AMERICAN
COLLEGE of
CARDIOLOGY**

Advancing Heart Care Worldwide



WHO WE ARE

ACC Quality Summit Advantages:

- Access to nearly unlimited participants from all NCDR registries and Accreditation Services programs
- Access to nationally recognized faculty from leading cardiac programs
- Scheduled breaks in agenda for exhibit time
- Virtual exhibit hall remains open for attendees to visit for 30 days after the event

Audience:

- Physicians and administrators who oversee operational processes of cardiovascular care
- 2,500 U.S. and International NCDR and Accreditation hospital and outpatient programs
- Quality improvement professionals who lead organizational performance initiatives
- Technical personnel who are interested in integration, implementation, and lifecycle maintenance of the NCDR and Accreditation hospital and outpatient programs

IMPORTANT DATES AND DEADLINES

Before the Meeting:

September 15, 2021

- Deadline for all applications
- Deadline to complete your virtual booth build

September 15, 2021

- Deadline for all cancellations

During the Meeting:

Exhibit Hours *(all times are Eastern Standard Time):*

Wednesday, Sept. 29

9:00 a.m. – 4:00 p.m.

Thursday, Sept. 30

9:00 a.m. – 5:00 p.m.

Friday, Oct. 1

9:00 a.m. – 5:00 p.m.

DID YOU KNOW?

According to the Center for Exhibition Industry Research, the most popular objectives for exhibiting are:





SUMMIT SHOWCASE HOURS

The Summit Showcase will be available for attendees to visit Sept. 29 – Oct. 31.

Core hours that booths should be staffed are as follows:

WEDNESDAY, SEPT. 29

TIME	TOPIC
9:00 a.m. – 4:00 p.m.	Exhibits

THURSDAY, SEPT. 30

TIME	TOPIC
9:00 a.m. – 5:00 p.m.	Exhibits

FRIDAY, OCT. 1

TIME	TOPIC
9:00 a.m. – 5:00 p.m.	Exhibits

EXHIBIT PLATFORM

- To provide the best possible interactive experience for our exhibitors and attendees we have partnered with **XPO360**.
- This platform is as close as you can get to a traditional exhibit hall, without being there!
- Interact with visitors live with Booth Chat, Direct Messaging and in platform Video Calls (new this year)!
- Share links, videos, and files and see downloadable real-time analytics.
- To explore and experience the Summit Showcase from the attendee view simply follow this link <https://hall.xpo360.app/accqs21>
- Once you are signed up to exhibit you will be provided with a link to the exhibitor portal where you can upload your branding and customize/design your booth.
- No time? Upgrade to the **XPO VIP Package** for turn-key assistance. For additional information see below.
- We will provide instructions on how to use the platform features.
- Booths will be assigned by ACC according to the booth type you selected. We will complete this process approximately 3 weeks prior to the meeting.



Easy to navigate exhibit hall with the option to search and jump to your booth!

To View "Examples" of the different booth options and designs, follow this link <https://www.xpo360.com/file-share>

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

10 X 10 VIRTUAL BOOTH **\$1,700**

- 2 X Interactive Pop-Ups (Images or Video Links)
- Live Booth Text Chat
- Direct Messaging
- In-Platform Video Calls
- Add unlimited Links or Downloads
- Customizable Template-Based Booth Style Options
- Real-Time Booth Analytics & Lead Capture
- Request More Info Button
- Inclusion in Interactive Showcase Directory
- Pre-Meeting Registrant List (Including Emails)
- Post-Meeting Registrant List (Including Emails)

10 X 20 VIRTUAL BOOTH **\$2,200**

- 3 X Interactive Pop-Ups (Images or Video Links)
- Increased Visual Real Estate
- Live Booth Text Chat
- Direct Messaging
- In-Platform Video Calls
- Add unlimited Links or Downloads
- Customizable Template-Based Booth Style Options
- Real-Time Booth Analytics & Lead Capture
- Request More Info Button
- Inclusion in Interactive Showcase Directory
- Pre-Meeting Registrant List (Including Emails)
- Post-Meeting Registrant List (Including Emails)

PREMIUM VIRTUAL BOOTH **\$3,200**

- 5 X Interactive Pop-Ups (Images or Video Links)
- Most Visible Locations
- Live Booth Text Chat
- Direct Messaging
- In-Platform Video Calls
- Add unlimited Links or Downloads
- Customizable Template-Based Booth Style Options
- Real-Time Booth Analytics & Lead Capture
- Request More Info Button
- Inclusion in Interactive Showcase Directory
- Pre-Meeting Registrant List (Including Emails)
- Post-Meeting Registrant List (Including Emails)

XPO VIP PACKAGE **\$500**

- Do you need assistance with your event experience? Then the XPO VIP Package is for you! Upgrade your booth package to XPO VIP status to receive:
 - 30 Minute 1-on-1 On-Boarding Consultation**
 - Spend a half hour with a Co-Founder of XPO360 on Zoom, while they walk you through the platform personally and answer any questions you may have while you venture into the virtual & hybrid event space.
 - Design & Strategy Recommendations**
 - During your on-boarding call, hear what works best for virtual exhibit design and what you might want to avoid.
 - Assistance Assembling Booth Assets**
 - Let XPO360 work with your brand assets to create a custom booth background and assist in loading up your booth with content. (Note: This does not include video editing or graphic content creation beyond the booth background).
 - Direct Support Email during Live Show Days**
 - Have a question during the live show days? Use your direct VIP email access for quick responses and assistance.

EXHIBIT HALL BALCONY BANNER **\$800**

- Have your brand or product prominently displayed on the balcony
- Increase your presence in the exhibit hall
- Clickable to link to your webpage



EXHIBITOR GUIDELINES

Cancellations/Refunds

Cancellation of contracted space must be submitted via email to James Moran, Quality Summit Exhibits Manager at jmoran@acc.org, and received **no later than 5:00 p.m. ET on Sept. 15, 2021** to receive a refund, minus a \$250 administration fee. No refunds will be issued after Sept. 15, 2021.

All matters and details not covered in this prospectus are subject to the discretion of ACC. The regulations may be amended by ACC and all amendments will be binding. ACC reserves the right to limit or remove exhibitors' booth if deemed inappropriate, disruptive, or in direct competition with ACC.

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

Please type (fillable form) 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:

Booth Size & Price – Specify and enter amount: \$ _____

Sponsorship opportunities – Specify, and enter amount: \$ _____

Total: \$ _____

Pledged (Payment must be received 10 business days prior to meeting 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: ACC Quality Summit Virtual

Exhibit Date(s): Sept. 29 – Oct. 1, 2021

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