



# ACC.17™

66<sup>th</sup> Annual Scientific Session & Expo

## ANCILLARY EVENT GUIDELINES



WASHINGTON, DC

**FRI • SAT • SUN**

MARCH 17 – 19, 2017

# ANCILLARY EVENT GUIDELINES

Thank you for your interest in holding an Ancillary Event during ACC.17, the American College of Cardiology's (ACC's) 66th Annual Scientific Session & Expo. An "Ancillary Event" is defined as any non-certified (i.e., does not offer continuing medical education credit) activity or meeting that is independently organized and offered by a company or organization other than the ACC and held on the days before, during and after ACC.17.

These *Ancillary Event Guidelines* have been developed to ensure that companies and organizations do not schedule events that conflict with ACC.17 education and events.

Only ACC.17 exhibitors, universities, and non-profit organizations may request permission to hold industry events in Washington, DC from March 15 – 19, 2017. These groups may, upon ACC approval, schedule activities during ACC.17 according to type and time shown in the attached chart.

**PLEASE NOTE:** When ACC receives written notice that an exhibiting company is cancelling exhibit space, all industry event approvals, as well as housing reservations, badges, ExpoSuites, Learning Destination participation and representation in the Exhibitor Newsroom, held by said company will be cancelled immediately. No exceptions will be granted.

Regardless of whether your Ancillary Event is being held in a hotel that is within or outside the ACC block, or in any other venue, you must receive approval from ACC to hold the event, or your event will be considered to be in violation of these *Ancillary Event Guidelines*.

Companies/organizations that hold events that are not approved will have their events shut down, will lose all priority points that would have been earned for participation at ACC.17, and/or will not be permitted to hold events at future ACC Annual Scientific Session & Expo events. ACC will not be responsible for expenses or losses resulting from the cancellation or termination of said event(s).

It is the responsibility of each exhibitor to ensure adherence to Food and Drug Administration (FDA) regulations, policies, practices and guidelines, and all other applicable industry guidelines, concerning the demonstration, discussion, use and/or display of products, technologies, and/or services at the ACC Annual Scientific Session & Expo and during Ancillary Events.

**PLEASE NOTE:** Ancillary Events cannot offer continuing medical education (CME) credit, continuing nursing education (CNE) or continuing education (CE) credit.

If your non-profit organization or university is interested in developing and implementing a CME/CNE/CE certified educational opportunity without commercial support, please contact Robin Young, Annual Meetings & Programs, Education, at 800-253-4636, ext. 6428; 202-375-6428; or [ryoung@acc.org](mailto:ryoung@acc.org).

More information is available online at [accscientificsession.org/ics](http://accscientificsession.org/ics).



# ANCILLARY EVENT GUIDELINES

## REQUEST PROCESS

**Companies, universities, and non-profit organizations that wish to host an Ancillary Event must submit a request via the online Ancillary Event Request website found at [www.expo.acc.org](http://www.expo.acc.org).**

An online request must be submitted for each event you wish to hold. Additionally, if you plan to place a 24-hour hold on a room or event space, you must submit a form for each day.

Online requests will be accepted between Sept. 15, 2016, and March 19, 2017, from eligible companies only. On the ancillary event request website, you will submit the details of the proposed event, including date and times, title, description, and anticipated attendance. Agencies or third-party planners must identify the exhibitor, university, or non-profit organization for which they are submitting a request.

If your event is approved, your credit card will be charged immediately for the **non-refundable** hosting fee. When full payment is processed, you will receive an Ancillary Event Approval Letter via email.

Once you have received the Ancillary Event Approval Letter, you may contact any hotel, restaurant or entertainment venue to request meeting space (see "Meeting Space" on page 3 for more information). ACC does not control or assign meeting space for Ancillary Events.

**PLEASE NOTE:** Prior year approval for an event does not automatically guarantee approval for a similar application at ACC.17.



# ANCILLARY EVENT GUIDELINES

## MEETING SPACE

Once you have received approval from ACC for your Ancillary Event, you may contact any hotel, restaurant or entertainment venue to request meeting space.

Any venue that you select will require that you provide a copy of the Ancillary Event Approval Letter before reserving meeting space for your company/organization. All communication from that point on will be between you and the venue, as well as any vendors you secure for transportation, audio/visual, food and beverage, etc. All charges for these items and services are the sole responsibility of your company/organization.

For your convenience, ACC has compiled a list of the hotels in the ACC block, along with contact information for each. The list is available at [www.expo.acc.org](http://www.expo.acc.org). ACC does not control or assign meeting space for Ancillary Events.

## EXPO SUITES

ExpoSuites are the only option if you'd like meeting space within the Walter E. Washington Convention Center. ExpoSuites are located in the Expo hall, giving you the convenience of meeting space that's aisles away, not miles away.

An ExpoSuite is a hardwall, furnished meeting room where you can hold your industry event. Please note: Non-Certified Educational Events (any activity that does not offer CME/CNE/CE credit, but includes formal presentations, speakers, equipment demonstrations or procedural instruction) will not be permitted in the ExpoSuites area.

ExpoSuites are available in various sizes, starting at 10' x 10'. The rate for ExpoSuite space is \$42.00 per square foot.

For more information on securing an ExpoSuite, please visit [www.expo.acc.org](http://www.expo.acc.org) and click on "Promotional Opportunities" and then "ExpoSuites," or contact Craig Baker at 703-679-3942, [craig.baker@spargoinc.com](mailto:craig.baker@spargoinc.com) or Connie Shaw at 703-679-3905 or [connie.shaw@spargoinc.com](mailto:connie.shaw@spargoinc.com).



# ANCILLARY EVENT GUIDELINES

## PROMOTING YOUR EVENT

### PROMOTIONAL MATERIALS

All promotional materials (including announcements, signage, invitations, emails, websites, advertisements, posters and flyers) must be approved by ACC prior to printing or use.

Final versions of materials should be submitted for approval by March 1, 2017. Submissions should be sent to [promotional@acc.org](mailto:promotional@acc.org). Please allow a minimum of five business days for approval.

Please review the *ACC.17 Logo and Language Usage Guidelines*, available at [www.expo.acc.org](http://www.expo.acc.org).

All materials promoting Ancillary Events must include the following statement: **This event is not part of ACC.17, as planned by its Program Committee, and does not qualify for continuing medical education (CME), continuing nursing education (CNE) or continuing education (CE) credit.**

All materials promoting Ancillary Events must clearly indicate the name(s) of the organizer(s) and/or the company(ies) providing financial support for the event. ACC does not co-sponsor programs.

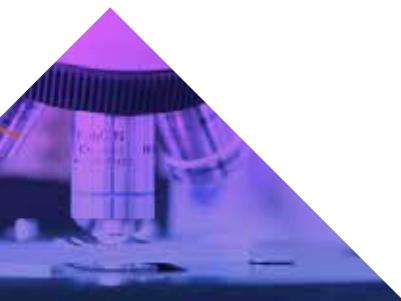
The ACC logos, names, insignia and other identifying marks may not be used on any exhibitor marketing, promotional or booth materials, either inside or outside the exhibit area (see "Logos, Names and Insignia" in the *ACC.17 Annual Scientific Session & Expo Rules*,

*Regulations, Terms & Conditions* for more information). The term "Scientific Session" may not be used in reference to an Ancillary Event. ACC will grant a limited, non-exclusive, non-transferable license to ACC.17 exhibitors and advertisers to use the ACC.17 name and logo in an appropriate manner in conjunction with their advertisements and other materials promoting that exhibitor's or advertiser's participation at ACC.17. The exhibitor shall utilize the ACC.17 logo and language consistent with usage guidelines provided by ACC.

### DISTRIBUTION OF PRINTED MATERIALS

Promotional materials (e.g., announcements, flyers, invitations) may be sent to the Ancillary Event holder's in-house mailing list, or a mailing list may be rented from ACC.

ACC offers a one-time rental of mailing lists, including the ACC.17 advance professional registrant mailing list (available February 2017). Only ACC.17 exhibitors and organizations that have received approval to hold an Ancillary Event may rent the advance professional registrant mailing list. For more information, please contact INFOCUS Marketing, the exclusive list manager for ACC, at 800-708-5478 or [sales@infocusmarketing.com](mailto:sales@infocusmarketing.com). More information is also available on the INFOCUS website at [www.infocusmarketing.com](http://www.infocusmarketing.com).



# ANCILLARY EVENT GUIDELINES

Distribution of printed materials (including promotional materials, publications, Ancillary Event invitations/announcements and books), audio recordings and/or videos by industry or its agents is limited to the area(s) rented by the exhibiting company in the ACC exhibit halls. Such materials are not permitted in the registration and poster session areas; in ACC publication bins; on counters, restaurant and/or lounge tables; in or near education rooms; in parking lots; or in any hotel, with the exception of signage the day of the event (see "Event Signage," below, for more information).

Noncompliance with this regulation will result in the prompt removal of the offending person and property from that area and the loss of ACC.17 priority points by the exhibiting company. In addition, the company/organization will not be permitted to hold events at future ACC Annual Scientific Session & Expo events.

## MARKETING OPPORTUNITIES

ACC offers many marketing opportunities in which you can promote your Ancillary event to attendees before and during ACC.17. For more information, please visit [www.expo.acc.org](http://www.expo.acc.org).

## EVENT SIGNAGE

Please note: It is the responsibility of the exhibiting company to ensure that all individuals involved with the planning, production, marketing and/or execution of an Ancillary Event are aware of and abide by ACC policies as well as its selected venue's policy regarding signage. Venue signage policy may be more restrictive than ACC signage policy, and venue policy will apply when it is more restrictive.

Signs must be professionally printed, and no larger than 36" x 96". All signs must be approved by ACC prior to printing or use (see "Promotional Materials," above, for more information).

Signage may be placed in the venue on the day of the event only. All signs must be removed within one hour of the conclusion of the event.

Signs may not be placed in other venues, parking lots, the Walter E. Washington Convention Center (with the exception of the area(s) rented by the exhibiting company in the ACC Expo), buses, and taxicabs or outside the hotel in which the event is taking place.

Noncompliance with this regulation will result in the prompt removal of the signs from that area and will result in the loss of ACC.17 priority points by the exhibiting company.

## MORE INFORMATION

For more information, or if you have any questions, please contact Kayce Henderson, Meetings Manager, at 703-679-3941 or [kayce.henderson@spargoinc.com](mailto:kayce.henderson@spargoinc.com).



# ANCILLARY EVENT GUIDELINES

## FAQs

**My meeting is only going to have a few people in attendance. Do I still need to complete the form on the Ancillary Event Request website?**

**Yes.** All events, regardless of the number of people in attendance, must be registered with and approved by ACC.

**My meeting is going to be held in a restaurant or hotel that is not part of the ACC hotel block. Do I still need to complete the Ancillary Event Request?**

**Yes.** If you are holding a meeting immediately before, during or after ACC.17, it must be registered with and approved by ACC, regardless of the location.

**Only one person who is in the meeting is an ACC.17 attendee. Is it still considered an "attendee meeting"?**

**Yes.** If any person that is participating in the meeting is a registered ACC.17 attendee, faculty or a prospective attendee, your meeting is considered to be an "attendee meeting".

**Is it possible to have an Ancillary Event which includes ACC.17 attendees end later than 7:45 a.m.?**

**No.** The times during which meetings are permitted were established to allow ACC.17 attendees to be present at ACC.17 educational sessions from beginning to end. By ending your meeting by 7:45 a.m., attendees will have sufficient time to travel from your event to the Walter E. Washington Convention Center.

**Is it possible to have an Ancillary Event which includes ACC.17 attendees start before 6:30 p.m.?**

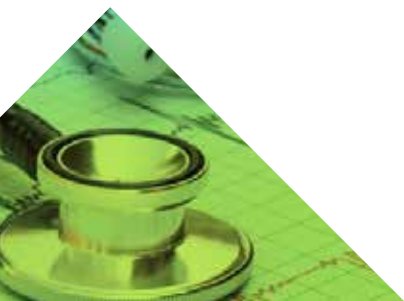
**No.** The times during which meetings are permitted were established to allow ACC.17 attendees to be present at ACC.17 educational sessions from beginning to end. By starting your meeting at 6:30 p.m., attendees will have sufficient time to travel from the Walter E. Washington Convention Center to your event.

**Is it possible to have my meeting in the Walter E. Washington Convention Center?**

**Maybe.** You may secure an ExpoSuite in the Expo (for more information, visit [www.expo.acc.org](http://www.expo.acc.org) and click on "Promotional and Marketing Opportunities" and then "ExpoSuites"). No other meeting space is available in the Walter E. Washington Convention Center, as all rooms are reserved exclusively for ACC.17.

**The only time our investigators can meet is during lunchtime on Saturday. Can we hold our investigator meeting then?**

**Maybe.** If your meeting is being held within an ExpoSuite, your meeting will be approved, and the hosting fee will be waived. Please note that all attendees of your meeting would need to register for ACC.17 to gain access to the Expo and the ExpoSuites. If your meeting is being held anywhere other than an ExpoSuite, your meeting will not be approved. Attendee meeting times were instituted in response to feedback we've received from our attendees, who often feel torn between attending ACC.17 programming and their obligations to other organizations.



# ANCILLARY EVENT GUIDELINES

## **I am an ACC member. Do I have to complete the Ancillary Event Request?**

**Yes.** If you are holding a meeting immediately before, during or after ACC.17, it must be registered with and approved by ACC.

## **Our board meeting is already scheduled for a specific date/time and has been communicated to our members. Will you approve the meeting?**

**Maybe.** If your board meeting is scheduled according to the dates and times listed in the Ancillary Event Guidelines, and everyone in attendance is either an employee of your company/organization or sits on the board of your company/organization, it will be approved.

## **Our company is not exhibiting at ACC.17, but we would like to schedule a meeting during ACC.17. Is this possible?**

**No.** Only ACC.17 exhibiting companies, universities and non-profit organizations may request permission to hold Ancillary events in Washington, DC from March 15 – 19, 2017. This is a benefit of exhibiting at ACC.17. It is our

obligation to our exhibitors to make sure that they are able to meet with clients and prospects, and that other companies' meetings aren't interfering with our exhibitors' efforts, or with official ACC.17 educational programming or Expo hours.

## **Our company is a start-up, and we aren't ready to become exhibitors just yet. Can we hold a meeting during ACC.17?**

**Maybe.** If your product or company is not yet eligible to exhibit at ACC, please contact Kayce Henderson, Meetings Manager, at 703-679-3941 or [kayce.henderson@spargoinc.com](mailto:kayce.henderson@spargoinc.com) to see if you meet the strict criteria for a special one-time exemption.

## **Can our company/organization hold a CME/CNE/CE-certified educational event at ACC.17?**

**Maybe.** If your organization is a non-profit entity or a university, and is able to fund the event without commercial support, you are eligible to hold an Independent Certified Session. If your company is a for-profit entity, please consider supporting ACC.17 Clinical Focus Sessions with an unrestricted educational grant.

- Independent Certified Sessions: Robin Young, Annual Meetings & Programs, Education, 202-375-6428, [ryoung@acc.org](mailto:ryoung@acc.org)
- Clinical Focus Sessions: Jessica Salas, Associate Director, Education Grants, 202-375-6422, [jsalas@acc.org](mailto:jsalas@acc.org)





# ANCILLARY EVENT GUIDELINES

**ACC requires all activities held in conjunction with ACC.17 to be reviewed and approved by our offices. This allows ACC to be aware of every activity taking place at the time of its Annual Scientific Session.**

- If your event does not fit into one of these group types, please contact Kayce Henderson, 703-679-3941, [kayce.henderson@spargoinc.com](mailto:kayce.henderson@spargoinc.com)
- You must be an ACC.17 exhibitor, a university, or a non-profit organization in order to hold an Ancillary Event
- All Application Fees are non-refundable once your event is approved.

## EXHIBITOR/NON-PROFIT ORGANIZATION/UNIVERSITY

## NON-PROFIT ORGANIZATION/UNIVERSITY

**STAFF/COMPANY/BOARD MEETING; B2B MEETING (includes meeting between exhibitors/investors)**

Only company personnel will be present; cannot include ACC.17 attendees unless individual is an employee of the company or sits on the board.  
**May not offer CME, CE or CNE.**

Unrestricted Times  
**WEDNESDAY – SUNDAY**  
5:30 am – Midnight

**EXHIBITOR:**  
\$250 per event per day  
**UNIVERSITY/NON-PROFIT:**  
\$150 per event per day

If you are requesting a room on 24-hour hold you must submit a request for each day.

**For more information/to book,** contact **Kayce Henderson** at 703-679-3941 or [kayce.henderson@spargoinc.com](mailto:kayce.henderson@spargoinc.com)

**NON-PRIME TIME EVENT**  
Any non-CME event that includes formal presentation, speakers, equipment demos or procedural instruction

ACC.17 attendees, prospective attendees and/or company personnel will be present.  
**May not offer CME, CE or CNE.**

**WED:** 5:30 am – Midnight  
**THU:** 5:30 am – 6:00 pm

**EXHIBITOR:**  
\$1,000 per event per day  
**UNIVERSITY/NON-PROFIT:**  
\$250 per event per day

**PRIME TIME EVENT**  
Any non-CME event that includes formal presentation, speakers, equipment demos or procedural instruction

ACC.17 attendees, prospective attendees and/or company personnel will be present.  
Max of 3 events per time slot.  
**May not offer CME, CE or CNE.**

**THU:** 6:00 pm – Midnight  
**FRI:** 5:30 am – 7:45 am  
6:30 pm – Midnight  
**SAT:** 5:30 am – 7:45 am  
6:30 pm – Midnight  
**SUN:** 5:30 am – 7:45 am

**EXHIBITOR/NON-PROFIT:**  
THU EVENING:  
\$47,000 per slot  
FRI & SAT MORNING:  
\$20,000 per slot  
FRI & SAT EVENING:  
\$57,000 per slot  
SUN MORNING:  
\$15,000 per slot

**For more information /to book,** contact **Amy Peters** at 202-375-6282 or [apeters@acc.org](mailto:apeters@acc.org)

**INDEPENDENT CERTIFIED SESSION**  
An event that offers CME, CE or CNE; may not have any commercial support.

ACC.17 attendees or prospective attendees will be present.  
Only non-profits or educational institutions may organize.  
**Must offer CME, CE or CNE.**

**THU:** 5:30 am – Midnight  
**FRI:** 5:30 am – 7:45 am  
**SAT:** 5:30 am – 7:45 am  
**SUN:** 5:15 pm – Midnight

**UNIVERSITY/NON-PROFIT:**  
\$1,000 per event

**For more information/to book,** contact **Robin Young** at 202-375-6428 or [ryoung@acc.org](mailto:ryoung@acc.org)