



ACC.21 Virtual Ancillary Event Guidelines

Thank you for your interest in holding a Virtual Ancillary Event during the American College of Cardiology's ("ACC") Virtual 70th Annual Scientific Session & Expo ("ACC.21"). These Virtual Ancillary Event Guidelines (the "Guidelines") have been developed to ensure that organizations do not schedule events that conflict with ACC.21 education sessions and events.

A Virtual Ancillary Event ("Ancillary Event") is defined as any activity or meeting that is held virtually in conjunction with ACC.21 that is independently organized and offered by an organization (commercial or non-profit) other than the ACC. Ancillary Events are held on the days immediately before and during ACC.21. Ancillary Events include, but are not limited to:

- Board meetings;
- Focus groups;
- Hospitality suites;
- Internal corporate business meetings;
- Investigator meetings;
- Press events; and
- Social/Networking events

Only ACC.21 exhibitors, universities and non-profit organizations are eligible to hold Ancillary Events virtually from May 15-17, 2021. These organizations may, upon ACC approval, schedule Ancillary Events during ACC.21 according to the types and times shown in the chart on the last page of these Guidelines.

Please note, when ACC receives written notice that an ACC.21 exhibitor is cancelling exhibit space, all Ancillary Event approvals, as well as registrations, and Learning Destination participation by such ACC.21 exhibitor will be cancelled immediately. No exceptions will be granted.

Your Ancillary Event must receive approval from ACC to hold an Ancillary Event or you will be in violation of these Guidelines.

Organizations that hold events that are not approved by ACC will have their events shut down, will lose all priority points that would have been earned for participation at ACC.21, and/or will not be permitted to hold any events at future ACC Annual Scientific Sessions & Expos. ACC will not be responsible for any expenses or losses incurred by organizations resulting from the cancellation or termination of said event(s).

It is the responsibility of each organization 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.21 and during Ancillary Events.



Request Process

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.

An online request must be submitted for each Ancillary Event you wish to hold. Additionally, if you plan on holding a multi-day event, you must submit a request for each day.

All eligible organizations may submit their request through May 17, 2021. On the Ancillary Event Request website, you will submit the details of the proposed event, including date, time, title, description, and anticipated number of attendees. Agencies and third-party planners must identify the organization for which they are submitting a request.

If your Ancillary Event is approved, your credit card will be charged immediately for the non-refundable hosting fee and you will receive an Ancillary Event Confirmation email. You will also receive an Official Approval Letter from the ACC.

Please note, approval for an Ancillary Event at prior ACC Annual Scientific Sessions & Expos does not automatically guarantee approval for an Ancillary Event at ACC.21.



Promoting Your Event

Promotional Materials

All promotional materials for Ancillary Events including, but not limited to, announcements, invitations, emails, websites, advertisements, posters and flyers, must be approved by ACC prior to printing or use and are subject to the “ACC.21 Logo and Language Usage Guidelines” available at www.expo.acc.org (“Logo Guidelines”).

Final versions of promotional materials must be submitted to ACC for approval by April 23, 2021. Submissions should be sent to promotional@acc.org. Please allow five business days for approval.

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 and must prominently include the following statement:

This event is not an official event of ACC.21 and is not sponsored or endorsed by the American College of Cardiology. This event does not qualify for continuing medical education (CME), continuing nursing education (CNE) or continuing education (CE) credit.

Promotional materials for Ancillary Events may not use the name or marks of the American College of Cardiology (“ACC”) or American College of Cardiology Foundation (“ACCF”), or otherwise state or imply that ACC or ACCF sponsor or endorse the event unless otherwise expressly permitted by ACC and in compliance with the Logo Guidelines.

Distribution of Printed Materials

Promotional materials for Ancillary Events may be sent to the in-house mailing list of the organization holding the Ancillary Event, or a mailing list may be rented from ACC as detailed below.

ACC offers a one-time rental of its mailing lists, including the ACC.21 advance professional registrant mailing list (available March 2021). Only 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. More information is also available on the INFOCUS website at www.infocusmarketing.com.

Marketing Opportunities

ACC offers many marketing opportunities through which you can promote your Ancillary Event to attendees before and during ACC.21. For more information, please visit www.expo.acc.org.

**More Information**

For more information, or if you have any questions, please contact McKenna Weipert, Meetings Specialist, at 703-995-3843 or acceventrequest@spargoinc.com.

Cancellation of ACC.21 by ACC

ACC may cancel ACC.21, or any part thereof, without liability if ACC determines in its sole discretion that it cannot conduct ACC.21 due to a Force Majeure Event. A “Force Majeure Event” includes, but is not limited to, fire, casualty, flood, epidemic or pandemic, earthquake, explosion, accident, blockage, embargo, inclement weather, act or threat of terrorism, riot or civil disturbance; strike, lockout, boycott or other labor disturbance, inability to secure necessary labor, technical or personnel failure, lack of or impaired transportation facilities, inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment or services, orders or restraints imposed by civil defense, military or other types of governmental authorities, or acts of God, or such circumstances making it impossible, illegal, or commercially impracticable for ACC to hold ACC.21, or any part thereof, in its sole discretion. In the event ACC.21 is canceled, ACC may retain such part of the organization’s Ancillary Event fees as may be required to recompense ACC for expenses incurred up to the time of cancellation. The organization waives all claims for damages or recovery of payments made, except for the return of the pro-rated amount paid for the Ancillary Event fees less expenses incurred by ACC.

The organization agrees that ACC shall not be liable or responsible for any cancellation fees, penalties, or other damages imposed on the organization by any venue or vendors (e.g., audio/visual, food and beverage, decorators, security, etc.) with which the organization contracts directly for products or services to be provided at or for the organization’s Ancillary Event.



FAQs

My virtual 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 Virtual Ancillary Events, regardless of the number of people in attendance, must be registered with and approved by ACC.

My meeting is going to be hosted on my own company's web platform. Do I still need to complete the Ancillary Event Request?

Yes. If you are holding an Ancillary Event immediately before or during ACC.21, it must be registered with and approved by ACC, regardless of the platform.

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

Yes. If you are holding an Ancillary Event immediately before or during ACC.21, it must be registered with and approved by ACC.

Only one person who is in the meeting is an ACC.21 attendee. Is it still considered an Ancillary Event?

Yes. If any person that is participating in the meeting is a registered ACC.21 attendee, faculty or a prospective attendee, your meeting is an Ancillary Event that must be registered with and approved by ACC.

Is it possible to have an Ancillary Event which includes ACC.21 attendees end later than 7:45 a.m.?

No, not during official ACC.21 program days (May 15 - 17, 2021). The times during which Ancillary Events are permitted were established to allow ACC.21 attendees to be present at ACC.21 educational sessions from beginning to end. By ending your meeting no later than 7:45 a.m., ACC.21 attendees will have sufficient time to access the ACC.21 virtual platform. Prior to the official ACC.21 program days, you can host your Ancillary Event at any time.

Is it possible to have an Ancillary Event which includes ACC.21 attendees start before 6:30 p.m.?

No, not during ACC.21 program days (May 15 - 17, 2021). The times during which Ancillary Events are permitted were established to allow ACC.21 attendees to be present at ACC.21 educational sessions from beginning to end. Prior to the official ACC.21 program days, you can host your Ancillary Event any time.

Is it possible to have my meeting hosted on the ACC.21 Virtual platform?

Maybe. You may secure a Prime Time Event which can be hosted within the Industry Sessions Channel on the virtual platform. All other Virtual Ancillary Events must be held on the hosting company's platform. Please [click here](#) to learn more about Prime Time Events.

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 organization or sits on the board of your organization, it will be approved.



Our company is not exhibiting at ACC.21, but we would like to schedule a meeting during ACC.21. Is this possible?

Maybe. Only ACC.21 exhibiting companies, universities and non-profit organizations may request permission to hold Virtual Ancillary Events, May 15-17, 2021.

Our company is a start-up, and we aren't ready to become exhibitors just yet. Can we hold a meeting during ACC.21?

Maybe. If your company is not yet eligible to exhibit at ACC, please contact McKenna Weipert, Meetings Specialist, at 703-995-3843 or acceventrequest@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.21?

Maybe. If your company is a for-profit entity, please consider supporting ACC.21 Clinical Focus Sessions with an unrestricted educational grant.

- Clinical Focus Sessions: Jessica Salas, Associate Director, Education Grants, 202-375-6422, jsalas@acc.org



Type of Event and Permitted Time Blocks

STAFF/COMPANY/BOARD MEETING; B2B MEETING

(Includes meetings between exhibitors/investors)

Only company personnel will be present; cannot include ACC.21 attendees unless individual is an employee of the company or sits on the board. **May not** offer CME, CE or CNE.

Unrestricted Times:

Thursday, May 13th - Monday, May 17th: 5:30 a.m. – Midnight

EXHIBITOR: \$250 per event per day

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

For more information contact McKenna Weipert at 703-995-3843 or acceventrequest@spargoinc.com.

COMMITTEE MEETINGS, FOCUS GROUPS, MARKET RESEARCH; HOSPITALITY/SOCIAL FUNCTIONS; INVESTIGATOR MEETINGS & KOL EVENTS; MEDIA EVENTS

ACC.21 attendees, prospective attendees, and/or company personnel will be present. Events may not include formal presentation, speakers, equipment demos or procedural instructions. May not offer CME, CE or CNE.

Unrestricted Times:

Thursday, May 13th: 5:30 a.m. - Midnight

Friday, May 14th: 5:30 a.m. - Midnight

Saturday, May 15th: 5:30 a.m. - 7:45 a.m.

6:30 p.m. - Midnight

Sunday, May 16th: 5:30 a.m. - 7:45 a.m.

6:30 p.m. - Midnight

Monday, May 17th: 5:30 a.m. - 7:45 a.m.

5:45 p.m. - Midnight

EXHIBITOR: \$1,000 per event per day

University / Non-profit: \$250 per event per day

For more information contact McKenna Weipert at 703-995-3843 or acceventrequest@spargoinc.com.



NON-PRIME TIME EVENT

(Any non-CME event that includes formal presentation, speakers, equipment demos or procedural instructions.)

ACC.21 attendees, prospective attendees, and/or company personnel will be present. May not offer CME, CE or CNE.

Unrestricted Times:

Thursday, May 13th: 5:30 a.m. - Midnight

Friday, May 14th: 5:30 a.m. - 6:00 p.m.

EXHIBITOR: \$1,000 per event per day

University / Non-profit: \$250 per event per day

For more information contact McKenna Weipert at 703-995-3843 or acceventrequest@spargoinc.com.

PRIME TIME EVENT

(Any non-CME event that includes formal presentation, speakers, equipment demos or procedural instructions.)

ACC.21 attendees, prospective attendees, and/or company personnel will be present. Max of 3 events per time slot. May not offer CME, CE or CNE.

Friday, May 14th: 6:00 p.m. - Midnight

Saturday, May 15th: 5:30 a.m. - 7:45 a.m.

6:30 p.m. - Midnight

Sunday, May 16th: 5:30 a.m. - 7:45 a.m.

6:30 p.m. - Midnight

Monday, May 17th: 5:30 a.m. - 7:45 a.m.

EXHIBITOR / NON-PROFIT:

Friday Evening: \$47,000 per slot

Saturday & Sunday Morning: \$20,000 per slot

Saturday & Sunday Evening: \$57,000 per slot

Monday Morning: \$15,000 per slot

For more information/to book, contact Christy Troiano at (202) 375-6118 or ctroiano@acc.org.