

# 76<sup>th</sup> Annual Scientific Session & Expo ("ACC.27-WCC") Rules, Regulations, Terms & Conditions

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March 2026

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## **Defined Terms**

The term “**ACC**” as used herein shall mean the American College of Cardiology.

The term “**ACC Show Management**” as used herein shall mean authorized representatives of the ACC.

The term “**ACC.27-WCC**” as used herein shall mean ACC’s 76<sup>th</sup> Annual Scientific Session & Expo Together With World Heart Federation’s World Congress of Cardiology.

The term “**Contract**” as used herein shall mean one of the following agreements as entered into by and between the Exhibitor and ACC: Application and Contract for Exhibit Space, ExpoSuites, and Featured Exhibitor Listings; Nonprofit Application and Contract for Exhibit Space and Featured Exhibitor Listings; Application and Contract for ExpoSuites; Application and Contract for Promotional Opportunities; or Application and Contract for Featured Exhibitor Listings.

The term “**Convention Center**” as used herein shall mean George R. Brown Convention Center.

The term “**Exhibitor**” as used herein shall mean the individual or company, and each of its officers, directors, shareholders, employees, agents, contractors, and representatives, that is a party to the Application and Contract for Exhibit Space, ExpoSuites, and Featured Exhibitor Listings; Nonprofit Application and Contract for Exhibit Space and Featured Exhibitor Listings; Application and Contract for ExpoSuites; Application and Contract for Promotional Opportunities; or Application and Contract for Featured Exhibitor Listings.

The term “**Exhibit Hall**” or “**Expo**” as used herein shall mean the exhibit hall(s) at ACC.27-WCC.

The term “**Rules**” as used herein shall mean these ACC.27-WCC Rules, Regulations, Terms & Conditions, as may be amended from time to time, and all other policies, rules, and regulations in connection with ACC.27-WCC as adopted by ACC hereafter.

## **Applicability and Interpretation**

These Rules shall govern Exhibitor’s participation at ACC.27-WCC. ACC shall have full authority to interpret and enforce these Rules. All matters not covered by these Rules are subject to the decision of ACC, which shall be as binding on all parties as the original Rules. Exhibitor is responsible for familiarizing themselves and complying with the Rules. Any Exhibitor who fails to observe the terms of the Contract or these Rules may be ejected from ACC.27-WCC without refund.

## **Amendments**

These Rules may be amended at any time by ACC at its sole discretion, and all amendments so made shall be binding on Exhibitors equally along with the original Rules.

## **Official Exhibits**

All official exhibits will be located in the Exhibit Hall and will be assigned by ACC Show Management.

## **Eligibility to Exhibit**

Applicants that meet the following criteria are eligible to exhibit at ACC.27-WCC:

- The applicant’s products or services must be cardiovascular-related and professional in nature.
- The applicant must classify its product/service using at least one (1) of the product/service categories listed on the application. Write-in categories will not be considered.
- The applicant’s goods or services to be exhibited must be considered by ACC Show Management to be consistent with ACC’s scientific or public policies, positions, statements or guidelines. This also applies to the parent or subsidiary corporation of the applicant and goods and services

thereof.

- The applicant agrees to comply with all ACC policies, rules, regulations, terms and conditions governing ACC.27-WCC.
- Only products or services listed by the applicant on the original application and approved by ACC Show Management may be exhibited.
- The applicant agrees to the payment terms for exhibiting at ACC.27-WCC. ACC Show Management reserves the right to request data establishing the applicant's financial stability, even if the applicant has exhibited in the past. The pending or filing of bankruptcy or insolvency proceedings with respect to applicant at or after the submission of its application will result in automatic cancellation, with all applicable penalties, of the applicant's exhibit space, even though ACC Show Management may have accepted the applicant's application (see "Cancellation or Reduction of Exhibit Space or ExpoSuite Space").
- All products marketed and promoted in the Expo that are available in the U.S. and are regulated by the U.S. Food and Drug Administration ("FDA") must meet FDA guidelines or be FDA-approved. Companies without FDA product approval should clearly indicate on their booths that their product is for display and educational purposes only and is not approved and/or available for use in the U.S. In order to maintain the informational and educational objectives of ACC.27-WCC, ACC Show Management reserves the right to deny participation of any companies intending to exhibit vitamins and supplements that are not regulated by the FDA and/or to disallow such products from being displayed in the Expo. Nutraceutical products will be permitted only if the applicant can demonstrate peer-reviewed evidence of efficacy. It is the responsibility of the Exhibitor to ensure compliance with all 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 ACC.27-WCC.
- ExpoSuites can only be secured by Exhibitors.
- Only Exhibitors in good standing with ACC are permitted to submit an application for an ExpoSuite. Exhibitors must settle any outstanding balances in order for ExpoSuite or other additional applications to be considered.
- If the Exhibitor cancels or defaults on exhibit space, any contracted ExpoSuites will also be cancelled, and fees will apply, as outlined in these Rules.

ACC has sole discretion to determine whether applicants meet the eligibility criteria to exhibit at ACC.27-WCC.

### **Review of Exhibiting Companies**

All exhibits are subject to periodic review by ACC. Only those exhibits deemed eligible based on the criteria listed in the "Eligibility to Exhibit" section will be permitted to exhibit at ACC.27-WCC.

### **Qualifying Exhibit Categories**

ACC has approved the categories of products and services from which Exhibitor must choose when applying for exhibit space. In order to maintain the informational and educational objectives of ACC.27-WCC, first-time and inactive Exhibitors must choose from the list of categories on the Contract. Only the categories listed on the application will be considered. Write-in categories will not be accepted. Applications received without this information will be returned for completion prior to processing and assignment.

### **Exhibit Space Rates and Selection/Assignment**

#### **ACC.27-WCC EXHIBIT AND EXPOSUITE SPACE RATES**

Exhibitors will be charged the following exhibit space rates for ACC.27-WCC:

- Exhibit Space: \$50.00 per square foot.
- ExpoSuite Space: \$55.00 per square foot.

Prices are in USD. Two-story exhibits and vehicle exhibits may be subject to additional fees. See “Two Story Exhibits” and “Vehicle Exhibits” for additional information. The exhibit space rate includes rental of expo hall space; exhibit hall perimeter security; aisle carpet; nightly vacuuming of aisles; and booth number on the floor for space identification. In-line booths receive 8’ high back drape with 36” high side drape and an 11” x 14” booth identification sign. In addition, all Exhibitors receive access to the shuttle bus service for travel to and from ACC hotels and the Convention Center; unlimited Expo-only badges and allotted Exhibitor full-access badges (full-access registrants receive an official ACC.27-WCC bag with accompanying materials); and a complimentary Exhibitor listing<sup>1</sup> and product/service categories online and in the ACC.27-WCC mobile app.

### **Exhibit Space Selection Process**

#### Exhibit Space Selection at ACC.27-WCC

ACC will employ an exhibit space selection process for ACC.27-WCC exhibit space via on-site appointments at ACC.26. ACC.26 Exhibitors who submit applications and reserve exhibit space for ACC.27-WCC from March 27-30, 2026, will be assigned exhibit space according to priority point order. Each Exhibitor will be given a scheduled appointment time to select ACC.27-WCC exhibit space based on priority points accrued through ACC.26.

Appointment times will be sent via email. During the appointment, Exhibitors will make their booth space selection from the master floor plan and complete an application for exhibit space. A deposit, although recommended, will not be required at the time of the appointment. An invoice will be sent requiring a fifty percent (50%) deposit by May 29, 2026. Companies reserving exhibit space through this process will be able to cancel without penalty through May 28, 2026.

#### General Exhibit Space Selection

Exhibitors who submit applications at 2 p.m. ET on March 30, 2026 or later will be assigned on a first-come, first-served basis. Exhibitors submitting an online application will select their exhibit space in real-time. Exhibitors submitting PDF applications should indicate preferred exhibit space choices. ACC Show Management will attempt to contact the Exhibitor to review and select from available spaces. If the Exhibitor is unavailable to participate at the time they are contacted, ACC Show Management will refer to the exhibit space choices indicated on the Exhibitor’s application. If none of the choices listed is available, ACC Show Management will, at its discretion, assign the best possible location based on the space preference criteria provided by the Exhibitor on the application.

### **Exhibit Space Assignment**

Although ACC Show Management will attempt to accommodate Exhibitor requests for specific booths, no guarantees can be made that the Exhibitor will be assigned the specific booth(s) requested on the application. The Exhibitor acknowledges that it is not contracting for a specific booth(s), but rather for the right to participate as an Exhibitor at ACC.27-WCC, and space assignments are at ACC Show Management’s discretion.

All applications are given consideration for assignment according to the date the completed application and payment in accordance with the “Terms of Payment” section are received by the ACC Show Management. Applications without the appropriate payment will not be considered confirmed until

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<sup>1</sup> ACC shall adjust the Exhibitor listing as necessary to comply with the European Union General Data Protection Regulation and other similar regulatory requirements in the United States or international jurisdictions

payment is received.

**Terms of Payment**

<b>Deposit and Payment Schedule</b>	
On or before May 29, 2026	50% deposit due for applications submitted on or before May 29, 2026
May 29, 2026 – December 10, 2026	50% deposit due with applications
December 11, 2026 or later	100% of total balance due for all applicants and Exhibitors

- If full payment is not received by **December 11, 2026**, the Exhibitor will be notified that its assigned space has been forfeited and will be treated as a cancellation, subject to the applicable liquidated damages as outlined in the “Cancellation or Reduction of Exhibit Space or ExpoSuite Space” section.
- After **December 10, 2026**, full payment is required with all applications and is 100% non-refundable. Please note, Ancillary Event Request Forms will be available only to Exhibitors who have paid in full.
- Exhibitors may pay by check, wire transfer, or credit card.
  - i. Check. Make checks payable to American College of Cardiology—Exhibits. ACC Show Management will accept U.S. funds drawn on U.S. banks only. Checks drawn on non-U.S. banks will be returned to applicants, which will delay the approval process of the application. Applications with checks must be mailed to: SPARGO, Inc., 1881 Campus Commons Dr., Suite 350, Reston, VA 20191. Do not send applications with checks to the ACC office. Applications are given consideration for assignment according to the date they are received with appropriate payment.
  - ii. Wire Transfer. Contact SPARGO, Inc. at [accexhibits@sparqoinc.com](mailto:accexhibits@sparqoinc.com) for necessary information. Wire transfers must cover all applicable fees assessed by both the sending and receiving banks.
  - ii. Credit Card. ACC Show Management accepts Visa, MasterCard, Discover and American Express. Applications with credit card payments may be paid online.
  - iii. Mathematical errors in the Total Cost section of the application will not relieve Exhibitors of the obligation to pay the correct amount due based on the applicable rates and payment schedule.

**Cancellation or Reduction of Exhibit/ExpoSuite Space**

Any request to cancel or reduce exhibit or ExpoSuite space must be submitted to SPARGO, Inc. in writing via email to: [accexhibits@sparqoinc.com](mailto:accexhibits@sparqoinc.com).

It is the responsibility of the Exhibitor to ensure that its cancellation or reduction notification has been received by SPARGO, Inc. Exhibitors that cancel or reduce exhibit or ExpoSuite space will be subject to cancellation fees based on the date that SPARGO, Inc. receives notification, not the date on which notice was sent by Exhibitor, as follows:

<b>Date of Cancellation</b>	<b>Cancellation Fee</b>
On or before May 28, 2026	No cancellation fee
May 29, 2026 to December 10, 2026	50% of total contracted space fee for space being released
After December 10, 2026	100% of total contracted space fee for space being released

When ACC Show Management receives written notice that an Exhibitor is reducing exhibit or ExpoSuite space, Exhibitor forfeits all rights in and to the use of any contracted exhibit or ExpoSuite space and the number of Exhibitor Full-Access Badges will be reduced accordingly (see “Exhibitor Full-Access Badges,” for

more information).

**In the event of a cancellation, ACC Show Management retains the right to reassign or utilize such cancelled space at its sole discretion.** Cancellation of participation does not release the Exhibitor from its obligation to pay 100% of the total contracted space fee and/or all other fees and expenses incurred by the Exhibitor as a result of said cancellation.

### **No-Show Policy**

Any booth unoccupied by noon local time on Friday, April 9, 2027, will be deemed a “no-show.” ACC will retain, as liquidated damages, 100% of the total contracted exhibit space fee and Exhibitor will not be awarded any priority points for ACC.27-WCC. All freight will be removed from the Exhibitor’s booth and returned to the loading dock at the Exhibitor’s sole expense. ACC Show Management will be free to reassign the space or utilize the space at its discretion. Exhibitors that fail to occupy and furnish contracted exhibit space will be charged for the expenses incurred by ACC to cover the booth area and convert it to a lounge area

### **Effect of Cancellation or No-Show**

A cancellation or no-show shall not be construed as affecting the obligation of the Exhibitor to pay the full amount specified in its Contract.

If an Exhibitor cancels or defaults on exhibit or ExpoSuite space, all badges, hotel room reservations, badges, benefits associated with the exhibit or ExpoSuite space, and additional activities (including but not limited to ancillary events, promotional opportunities, Learning Destinations, etc.) held by Exhibitor will be immediately cancelled and the applicable cancellation fees will apply. No exceptions will be granted.

### **Attendance**

ACC undertakes reasonable marketing and promotional efforts to attract attendees and exhibitors to ACC.27-WCC but makes no representation, warranties, or guarantees with respect to demographic nature, quality and/or number of attendees and/or exhibitors. Exhibit booth traffic is a function of Exhibitor’s efforts (including pre-show and on-site promotional efforts) to attract attendees and is not the responsibility of ACC.

### **Enforcement of Rules and Regulations**

By applying for exhibit and/or ExpoSuite space, Exhibitor agrees:

- To comply with the Rules, which are an integral and binding part of the Contract; and
- To distribute information to ensure that all individuals responsible for the Exhibitor’s participation and all individuals staffing the booth are aware of the Rules governing ACC.27-WCC.

Each Exhibitor is only granted a terminable license to exhibit, subject to the Rules and approval by ACC. If ACC Show Management determines that an Exhibitor has failed to comply with any terms herein or any directive issued by ACC or ACC Show Management, ACC may terminate this license and close the exhibit without notice.

ACC reserves the right, even if a Contract has been approved, to refuse exhibits or promotional opportunities, curtail activities, or close or remove exhibits or promotional opportunities or parts thereof that do not, in ACC’s sole determination, comply with the Rules; are contrary to the ACC’s scientific or public policies, positions, statements or guidelines; or otherwise reflect unfavorably on the character of the meeting.

Exhibitors who, in the sole opinion of ACC or ACC Show Management, conduct themselves unethically, not

in accordance with the Rules, or otherwise in a manner that is contrary to the tax-exempt purposes and mission of ACC may be dismissed from ACC.27-WCC without refund and/or may be prohibited from attending and/or exhibiting at future ACC Annual Scientific Sessions & Expos.

Any violations of the Rules will subject the Exhibitor to the following disciplinary action at the sole discretion of ACC:

When possible, ACC Show Management will issue an immediate warning to the Exhibitor, so that the Exhibitor can correct the violation. If the issuance of such a warning is not practical or will not serve to immediately correct the violation, ACC Show Management will promptly inform the offending Exhibitor in writing of the complaint. ACC reserves the right to determine what, if any, penalty will be imposed on Exhibitor. Priority point violations may be issued and/or the exhibit may be closed based on the severity of the violation.

Any Exhibitor that has been given a warning or notice of violation and has failed to take corrective action will be subject to penalties, as follows:

- First violation will result in loss of priority points for the current Expo year (see “The Priority Point System” section for more information.)
- Second violation will result in loss of 50% of its accrued priority points.
- Third violation will result in loss of 100% of its accrued priority points.
- Fourth violation will result in loss of its eligibility to exhibit at future ACC Annual Scientific Session & Expos for up to three (3) years.

ACC Show Management reserves the right to expel from the Exhibit Hall any representative of Exhibitor, without warning, for the duration of the show, in instances of particularly objectionable or egregious behavior.

ACC will employ floor managers, whose authority to enforce these Rules and any other terms or directives adopted by ACC hereafter is the same as that held by ACC.

All interpretations of the Rules and all letters and questions not specifically covered are subject to the decision of ACC and ACC Show Management, through the Directors of Exposition, whose decision will be final.

### **Binding Agreement; Severability**

Once signed by the Exhibitor and ACC Show Management, the Contract is binding and enforceable, whether or not the fees have been paid, and the rights of ACC under the Contract shall not be deemed waived except as specifically stated in writing by an authorized representative of ACC. The Contract is binding on the Exhibitor’s and ACC’s successors. If any term, clause or provision hereof is held invalid or unenforceable by a court of competent jurisdiction, such invalidity shall not affect the validity or operation of any other term, clause or provision, and the invalid term, clause or provision shall be deemed to be severed from the Rules.

### **Applicable Law**

Any claim or cause of action arising out of these Rules shall be governed exclusively by the laws of the District of Columbia without regard to its conflict of laws principles. Any claim or cause of action arising under these Rules shall be adjudicated exclusively in the local or federal courts of the District of Columbia. The Exhibitor hereby submits to the personal jurisdiction of the courts located in the District of Columbia.

### **Indemnification**

Each Exhibitor agrees to protect, indemnify and hold harmless the following parties (including, but not

limited to): ACC, the George R. Brown Convention Center, The Freeman Company and its affiliates (“Freeman”), and SPARGO, Inc. (“SPARGO”), and each of their affiliates and their respective officers, directors, trustees, board members, agents, contractors, and employees, from any and all claims, liability, damages or expenses asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of or in any way connected with the acts or omissions or breach of the Contract or Rules by the Exhibitor or its agents, servants, or employees.

ACC, the George R. Brown Convention Center, Freeman, and SPARGO, Inc. shall each be responsible for any claims arising out of its own respective negligence or that of its employees, agents or contractors.

### **Liability and Insurance**

Exhibitor is solely responsible for any damages, claims, losses, liabilities, or expenses arising from any injury or damage to any person or property that arises out of or is in any manner connected with Exhibitor’s participation at ACC.27-WCC. ACC and ACC Show Management and their respective affiliates and each of their officers, directors, employees, contractors, and agents (collectively, “ACC Parties”) shall in no event be liable to any Exhibitor for any lost business opportunities or for any direct, indirect, consequential, special, or other type of damages alleged to be due to a breach of the Contract, Rules, or other terms arising hereunder or in connection with ACC.27-WCC. The ACC Parties shall bear no liability whatsoever for any damage, injury, or death whatsoever, whether suffered by Exhibitor or its employees, its contractors, agents, or invitees, and regardless of the cause, except to the extent such injury or damage results from, or is caused directly or exclusively by, the negligence or wrongful acts of the ACC Parties. It is understood and agreed that the sole liability of the ACC Parties to the Exhibitor for any breach of the Contract or Rules or for any other cause of action under any theory of liability arising under the Contract or Rules or in connection with ACC.27-WCC shall be limited to a refund of all amounts paid by the Exhibitor to ACC pursuant to the Contract, as the sole and exclusive remedy.

All property of the Exhibitor is understood to remain under Exhibitor’s custody and control while in transit to and from the Exhibit Hall.

Exhibitors are liable for any damage caused to facility walls, doors, supports, or to Freeman-supplied ExpoSuite structure or furnishings, or to other Exhibitors’ or facility property. Exhibitors are responsible for all personal and corporate property placed in the exhibit or ExpoSuite space.

Throughout ACC.27-WCC, including move-in and move-out days, Exhibitor shall, at its sole cost and expense, procure and maintain all insurance necessary to cover its obligations, protect Exhibitor’s materials, and to fully protect Exhibitor and ACC from and against all expenses, claims, actions, liabilities, and losses related to the following subjects covered by the following policies of insurance:

- Comprehensive general liability insurance, including but not limited to, premises/operations liability, contractual liability, personal and advertising injury liability, and products and completed operations liability, with limits of no less than \$2,000,000 per occurrence.
- Workers’ compensation and occupational disease coverage covering all costs, benefits, and liabilities under applicable federal and state Workers’ Compensation and similar laws which may accrue in favor of any person employed by Exhibitor.
- Insurance policy covering the transport of Exhibitor’s materials to the Convention Center, the entire duration of ACC.27-WCC, and the return transport from the Convention Center.

Upon request, Exhibitor shall furnish ACC Show Management with a certificate of insurance evidencing Exhibitor’s insurance coverage. Exhibitor’s insurance policies shall name ACC, the George R. Brown Convention Center, The Freeman Company and its affiliates, and SPARGO, Inc. as additional insureds.

### **Cancellation of ACC.27-WCC by ACC**

ACC may terminate the Exhibitor's Contract and/or ACC.27-WCC, or any part thereof, when ACC, in its sole discretion, believes that (a) the premises in which ACC.27-WCC is or is to be conducted has become unfit for occupancy, or (b) the holding of ACC.27-WCC or ACC's performance under the Contract or Rules is substantially or materially prevented or interfered with by a cause or causes not reasonably within ACC's control ("Force Majeure Event"). ACC is not responsible for delays, damage, loss, increased costs or other unfavorable conditions that arise as a result of such termination. Furthermore, in the event of such termination, ACC may retain such part of the Exhibitor's fees as shall be required to recompense ACC for expenses incurred up through the effective date of termination, with no liability for either party. The Exhibitor also waives all claims for damages or recovery of payments made, except for the return of the pro-rated amount paid for exhibit space less expenses incurred by ACC.

For purposes of these Rules, a "Force Majeure Event" includes, but is not limited to: fire, casualty, flood, epidemic, pandemic, or public health emergency, quarantine restrictions, 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, employer restrictions on non-essential travel, inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment or services, war, regulations, orders or restraints imposed by civil defense, military or other types of governmental authorities, or acts of God, or such circumstances beyond ACC's reasonable control making ACC's performance impossible, illegal, or commercially impracticable in its sole discretion.

### **The Priority Point System**

Priority for exhibit space assignments is given to Exhibitors that have previously exhibited at an ACC Annual Scientific Session & Expo.

**Previous Points** - Through ACC.13, a point system based on the amount of space utilized was employed. An Exhibitor accrued one point for each 100 square feet of exhibit, ExpoSuite and Interactive Learning Lab space occupied during each of the most recent five (5) years. In addition, an Exhibitor accrued one (1) point for each year of participation, without limit. Total points earned through ACC.13 were carried over to the current point system. Total points from the following criteria will be added to the previous point total each year. Please note that due to the cancellation of ACC.20/WCC, points were not earned for that year and will not be included in the previous point total.

**Exhibit Space Points** - Two (2) priority points are earned for each 100 square feet of exhibit, ExpoSuite and Interactive Learning Lab space purchased for ACC.26.

**Promotional Opportunities** - One (1) priority point is earned for each one thousand five hundred US Dollars (USD\$1,500) spent in promotional opportunity support for ACC.26. Support must be confirmed by February 27, 2026.

**Advertising** - One (1) priority point is earned for each one thousand five hundred US Dollars (USD\$1,500) spent on advertising related to ACC.26. Support must be confirmed by February 27, 2026.

**Learning Destinations** - One (1) priority point is earned for each one thousand five hundred US Dollars (USD\$1,500) spent on Learning Destinations for ACC.26. Support must be confirmed by February 27, 2026.

**Prime Time Educational Events** - One (1) priority point is earned for each one thousand five hundred US Dollars (USD\$1,500) spent on Prime Time Educational Events for ACC.26. Support must be confirmed by February 27, 2026.

**Future Hub** - One (1) priority point is earned for each one thousand five hundred US Dollars (USD\$1,500) spent on Future Hub participation for ACC.26. Support must be confirmed by February 27, 2026.

**Exhibitor Room Block** - Four (4) priority points are earned for reserving hotel rooms in the Exhibitor Room Block through ACC’s official housing vendor.

**Ties** - Exhibitors with the same number of points will be ordered alphabetically starting with a random letter of the alphabet selected online at [www.randomlettergenerator.com](http://www.randomlettergenerator.com).

**Mergers** - At the Exhibitors’ written request, ACC Show Management will add together the merged Exhibitors’ points. Once points are merged, they cannot be separated. Requests to merge points should be submitted in writing to the [ACC Directors of Exposition](#).

**Multiple Divisions and Spin-Offs** - Multiple division and spin-off Exhibitors will be awarded the highest points of any of the previous exhibiting Exhibitors. This process will allow Exhibitors to contract separately while maintaining their own identities (exhibits, exhibitor listings, badges, etc.).

**Co-Marketing** - If two (2) or more Exhibitors are involved in the development of a product and wish to exhibit in one co-branded exhibit space, the co-marketed booth will earn points independently of their respective parent organizations. In the first year of the co-marketed booth, however, the highest previous points of any of the parent organizations will be used as the co-marketed booth’s points.

**How Points May Be Lost** - Total points are reduced by fifty percent (50%) after missing one (1) year of exhibiting and are completely forfeited after missing two (2) consecutive years of exhibiting. Priority points may also be lost if the Exhibitor violates the Rules, as determined by ACC Management in its sole discretion. Exhibitors may request a summary of their priority points by submitting a written request to [accexhibits@sparqoinc.com](mailto:accexhibits@sparqoinc.com).

### **Waiting List**

Any Exhibitor not pleased with the initial assignment may submit a written request to [accexhibits@sparqoinc.com](mailto:accexhibits@sparqoinc.com) to be placed on a waiting list for possible reassignment. The waiting list will receive consideration for reassignment on a first-come, first-served basis. No guarantees can be made that another choice will be available.

### **Relocation of Exhibits**

ACC Show Management reserves the right to alter or adjust the official floor plan, including but not limited to exhibit or ExpoSuite space and aisle space, without notice if deemed, in the sole discretion of ACC Show Management, to be advisable or in the best interests of ACC.27-WCC.

### **Expo Registration and Admission**

Admission to the Expo will be by official badge obtained upon registration, entitling the badge holder to attendance in accordance with ACC Show Management policy. The badge is not transferable. All attendees of meetings held in ExpoSuites must be badged as either an Exhibitor or other attendee category. ACC Show Management shall have sole authority over admission policies at all times.

### **Expo Hours of Operation**

<b>Date</b>	<b>Hours (Local Time)</b>
Saturday, April 10	9 a.m. – 5 p.m.
Sunday, April 11	9 a.m. – 5 p.m.
Monday, April 12	9 a.m. – 2 p.m.

ACC reserves the right to alter ACC.27-WCC Expo hours in any manner whatsoever if, in its sole discretion, such alteration is in the best interest of ACC.

### Using Your ExpoSuite Space

The Exhibitor agrees to utilize the ExpoSuite(s) for face-to-face client meetings, Exhibitor personnel meetings, or hospitality functions during ACC.27-WCC. Formal presentations or any other educational symposia, sessions, or activities are not allowed at any time within the Exhibitor’s assigned ExpoSuite. Any Exhibitor violating this rule will lose access to their assigned ExpoSuite and will incur a priority point violation.

Exhibitor may attach signage to the exterior of their ExpoSuite(s), provided Exhibitor uses low-adhesive tape that does not damage the wall panels or hardware. Signage must be hung flat against the surface of the exterior panels. Exhibitor-provided exterior signage must be approved in advance by ACC Show Management and may not intrude into surrounding aisle space. Exhibitors may also elect to have Freeman direct-print onto suite wall panels. All activities must be confined within the contracted ExpoSuite space. If a reception area is needed, Exhibitors may rent adjoining ExpoSuite spaces or use an area within their contracted exhibit *booth* space to check in guests.

The ExpoSuite occupation dates are April 9-12, 2027.

The Exhibitor is responsible for all ExpoSuite furnishings, which are available either through Freeman or Exhibitor’s preferred supplier.

### ExpoSuite Installation and Hours of Operation

**Installation:** Exhibitors will have access to their assigned ExpoSuite(s) on April 8, beginning at 3pm. Exhibitors are permitted to “prep” their assigned ExpoSuite(s) for the official opening during this time.

**ExpoSuite Hours of Operation:** Exhibitors may host meetings in their ExpoSuite(s) during the following times (local time) only:

Date	Hours (Local Time)
Friday, April 9 (For ExpoSuites only - Exhibitor staff permitted; no <i>attendee</i> badge access)	9 a.m. – 5 p.m.
Saturday, April 10	9 a.m. – 5 p.m.
Sunday, April 11	9 a.m. – 5 p.m.
Monday, April 12	9 a.m. – 2 p.m.

For ExpoSuites, all attendees of meetings held in ExpoSuites must be badged as either an Exhibitor or other attendee category. If for any reason a properly badged Exhibitor or representative desires to enter the ExpoSuite area in advance of the prescribed time, a request specifying the reason and giving the names of all persons who will enter the ExpoSuite area shall be presented to the contractor designated by ACC Show Management for approval. Exhibitors receiving approval will be required to have an official security representative escort the Exhibitor to their designated ExpoSuite. All costs associated with admission during non-official Expo hours, including but not limited to security, will be the sole responsibility of the Exhibitor.

### Children

Exhibitors may not employ anyone under 18 years of age in any capacity at ACC.27-WCC. Under no

circumstances will children be allowed in the Exhibit Hall during installation or dismantle. During Expo hours, children will be permitted in the Exhibit Hall only if accompanied by an adult at all times. Children between 12 and 18 years of age are required to register for admission to the Expo. For reasons of insurance liability and safety, strollers and infant carriers are not permitted in the Exhibit Hall at any time. Infants must be held at all times. Due to limited seating capacity and the professional nature of the education program, children are not invited to attend presentations.

### **Promotional Opportunities**

ACC and ACC Show Management reserve the right to modify, reject, or remove promotional opportunities, even if a Contract has already been approved, if deemed, in the sole discretion of ACC or ACC Show Management to be advisable or in the best interests of ACC.27-WCC, or if such promotional opportunities fail to comply with the Rules; are contrary to the ACC's scientific or public policies, positions, statements or guidelines; or otherwise reflect unfavorably on the character of the meeting.

### **Clinical Testing and Scanning**

Exhibitors are permitted to conduct clinical tests and scans, such as cholesterol screening and blood pressure monitoring, at their exhibit booth(s) (see "Hazardous Waste Disposal," for more information). Exhibitors that plan to conduct clinical testing and scans must register this activity by March 9, 2027, via the Additional Booth Activities form found online ([www.expo.acc.org](http://www.expo.acc.org)).

CT scans, X-ray, and magnetic resonance equipment may not be operated within any exhibit booth or ExpoSuite without ACC's prior written approval. If an Exhibitor requests ACC's approval to set up and operate a mobile imaging modality (a "Mobile Modality"), the Exhibitor assumes sole responsibility for complying with all applicable local, state, and federal laws governing the operation of such equipment. The Exhibitor must also adhere to all established safety and operational standards, including but not limited to radiation protection, site preparation, staff training, patient safety, privacy, regulatory compliance, and ongoing operational support.

### **Distribution, Display and Demonstrations of Products, Technologies and Services**

Distribution, display, and demonstrations of products, technologies, and services, and solicitation of orders thereof, are limited to the space occupied by the Exhibitor in the Exhibit Hall. Such activities are not permitted in the registration and poster session areas; in or near education rooms; in parking lots; or in any hotel, with the exception of ACC-approved ancillary events as outlined in the Ancillary Event Guidelines. **Any violation of this provision will result in the prompt removal of the offending person and property from that area and will result in the loss of ACC.27-WCC priority points by the Exhibitor.**

### **Distribution of Printed Materials**

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 space occupied by the Exhibitor in the Exhibit Hall. 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. **Any violation of this provision will result in the prompt removal of the offending person and property from that area and will result in the loss of ACC.27-WCC priority points by the Exhibitor.**

### **Drawings, Raffles, and Quizzes**

Drawings and raffles may be conducted by an Exhibitor provided the following conditions are met:

- The item(s) to be awarded is/are modest in value and educational in nature.
- All attendees must be eligible to enter.
- The drawing must take place after the conclusion of ACC.27-WCC.
- It is the responsibility of the Exhibitor to notify the winner and to make arrangements for the

transfer of the prize to the winner.

All drawings and raffles must be submitted to ACC Show Management for review and approval by March 9, 2027, via the Additional Booth Activities form found online ([www.expo.acc.org](http://www.expo.acc.org)).

All quizzes, tests, challenges, surveys, etc., must be directly related to cardiovascular diagnosis and/or the practice of cardiology, and must be submitted to ACC Show Management for review and approval by March 9, 2027, via the Additional Booth Activities form found online ([www.expo.acc.org](http://www.expo.acc.org)).

### **Embargo Policies**

The ACC.27-WCC Embargo Policies will be published at <http://www.acc.org/footer-pages/media-center/annual-scientific-session>. Exhibitors and their public relations representatives shall abide by the ACC embargo and confidentiality policies governing the disclosure of scientific research results contained in late-breaking clinical trial presentations and abstracts. Anyone determined by ACC, in its sole discretion, to be in violation of the embargo policies may be withdrawn from the program or subject to other sanctions. All questions and requests regarding ACC's embargo policies must be submitted in writing to Nicole Napoli, Media Relations, at [nnapoli@acc.org](mailto:nnapoli@acc.org).

### **Entertainment**

To maintain the professional nature of ACC.27-WCC, the use of balloons, live animals, magicians, puppet shows, fortune tellers, dancers, costumed characters, celebrity look-alikes, mimes, robots or other similar entertainment is prohibited. Live musical performances are also prohibited.

Exhibitors may utilize the services of a celebrity only if the individual is routinely employed as a spokesperson for the product, service, or technology on display at ACC.27-WCC. Exhibitors that wish to have such a celebrity in their exhibit booth must submit the proposed schedule and activity for the celebrity to ACC Show Management for review and approval by March 9, 2027, via the Additional Booth Activities form found online ([www.expo.acc.org](http://www.expo.acc.org)). Exhibitors utilizing less than 400 square feet of island space will not be considered for this type of activity due to crowd control concerns.

### **Exhibitor Conduct**

Exhibitors are expected to contribute to the overall professional environment of ACC.27-WCC. ACC and ACC Show Management reserve the right to make on-site judgments regarding conduct that detracts from the environment. Exhibitors and their vendors, contractors, and agents must conduct themselves and wear attire consistent with the professional decorum of ACC.27-WCC.

**Exhibitor personnel may not enter another Exhibitor's booth space without obtaining permission, nor should personnel block access to another exhibit booth. Violation of this provision will result in the expulsion of the offending Exhibitor from the Exhibit Hall for the duration of the show, and the loss of ACC.27-WCC priority points by the Exhibitor.**

As a courtesy to those attending ACC.27-WCC and to fellow Exhibitors, booths must be open and appropriately staffed during all Expo dates and hours of operation. Failure to do so will result in the loss of the Exhibitor's priority points for ACC.27-WCC and/or affect the Exhibitor's ability to exhibit at a future ACC Annual Scientific Session & Expo. **Packing of equipment, literature, or other materials, or dismantling of exhibits, is not permitted until 2 p.m. on April 12, 2027.** Exhibitors that begin dismantling before this date and time will receive a priority point violation.

### **Food and Beverage**

Exhibitors at ACC.27-WCC will be permitted to serve food and non-alcoholic beverages in their exhibit booths or ExpoSuite spaces during all exhibit hours.

The in-house official caterer of the Convention Center has exclusive rights to provide food and beverage (including bottled water) services within the Convention Center. Therefore, all food and beverage items must be supplied and prepared by unless arrangements have been made and appropriate corkage fees determined. No food, beverage, or alcohol may be brought into or removed from the Convention Center without written approval. Requests for exceptions must be received by the official caterer no less than four (4) weeks before the first day of ACC.27-WCC. The official caterer reserves the right to assess a charge for such exceptions to exclusivity.

Exhibitors whose product includes food or beverage should work with the caterer to determine permissible portion size and/or applicable charges for sampling.

Any Exhibitor whose food distribution creates excessive trash will be responsible for ensuring trash removal during show hours, at the Exhibitor's sole expense.

The *sale* of food and/or beverages by Exhibitors is strictly prohibited in the Exhibit Hall.

### **Alcoholic Beverages**

The sale, consumption, distribution, or storage of alcoholic beverages in exhibit booths is prohibited at all times.

Exhibitors are only permitted to serve alcoholic beverages within the confines of their contracted ExpoSuite spaces, provided, however, that all alcoholic beverages must be purchased by Exhibitor from and served by the official caterer of the Convention Center.

### **Giveaways**

ACC is a signatory to the Code for Interactions with Companies ("Code"), developed by ACC and other members of the Council of Medical Specialty Societies ("CMSS"). The Code provides detailed guidance to medical specialty societies on appropriate interactions with for-profit Exhibitors in the health care sector. The Code is voluntary and is designed to ensure that societies' interactions with Exhibitors are independent and transparent, and advance medical care for the benefit of patients and populations. The Code is available at [www.cmss.org](http://www.cmss.org) under "CMSS Policies & Positions" and "Code for Interactions".

As stated in the Code, ACC and ACC Show Management will only permit for-profit Exhibitors to distribute giveaways that are educational for physicians and/or patients and modest in value. A for-profit Exhibitor is defined as a for-profit entity that develops, produces, markets or distributes drugs, devices, services or therapies used to diagnose, treat, monitor, manage and alleviate health conditions.

Non-profit Exhibitors may give away items that are associated with their products or services and/or are related to the work of physicians. These giveaways must also be modest in value.

In addition, Exhibitors are encouraged to review and adhere to other applicable guidelines and codes of ethics (see "Industry Guidelines" for more information). ACC and ACC Show Management also encourage all Exhibitors to check with their companies' own medical affairs/compliance staff for guidelines adhered to by their own companies.

All giveaways must be registered by March 9, 2027, via the Additional Booth Activities form found online ([www.expo.acc.org](http://www.expo.acc.org)).

### **Hazardous Waste Disposal**

The disposal of, treatment, and transportation of medical/hazardous waste must be pre-arranged with a

qualified medical/hazardous waste disposal company.

Exhibitors that plan to produce hazardous waste during the course of their exhibit must notify ACC Management by March 9, 2027, via the Additional Booth Activities form found online ([www.expo.acc.org](http://www.expo.acc.org)).

### **Hazards and Firearms**

Equipment with sharp or protruding edges at any level that may pose a potential danger to attendees and/or exhibit personnel must have protective covering and/or be flagged. No firearms of any nature may be brought into the Convention Center during ACC.27-WCC whatsoever.

### **Investigational Products**

Exhibitors must comply with the FDA restrictions on the promotion of investigational and pre-approved drugs, devices and procedures. Information regarding FDA regulations should be obtained directly from the FDA. For more information, visit

[www.fda.gov/RegulatoryInformation/Guidances/default.htm](http://www.fda.gov/RegulatoryInformation/Guidances/default.htm).

### **Laser Equipment**

Exhibitors demonstrating or displaying lasers must comply with all provisions of the American National Standards Institute's ("ANSI") American National Standard for Safe Use of Lasers (ANSI Z136.1).

Any potentially dangerous laser beams must be enclosed or otherwise made inaccessible to spectators. All laser beams must terminate in a beam lock sufficient for the wavelength and energy of the beam.

Precautions must be taken to eliminate exposure to stray beams or spurious reflections.

Exhibits requiring the use of laser equipment for demonstration purposes must submit a written request by March 9, 2027, to ACC Management via the Additional Booth Activities form found online

([www.expo.acc.org](http://www.expo.acc.org)). The request must be accompanied by written assurance that protective shields will be in place and that all safety requirements will be met. All such requests will be considered by the Convention Center and ACC Show Management, whose decision will be final.

### **Industry Guidelines**

It is the responsibility of Exhibitors to ensure adherence to FDA regulations, policies, practices and guidelines, and all other applicable industry guidelines (including, but not limited to, those listed below), concerning the demonstration, discussion, use and/or display of products, technologies and/or services at ACC.27-WCC. In addition, ACC encourages all Exhibitors to check with their companies' own medical affairs/compliance staff for additional guidelines that may apply.

Additional information about industry guidelines should be obtained from the organizations directly.

- Accreditation Council for Continuing Medical Education (ACCME)—Policies on Commercial Support and Disclosure
- Advanced Medical Technology Association (AdvaMed)—Code of Ethics on Interactions with Health Care Professionals
- American Medical Association (AMA)—Opinion 8.061 Gifts to Physicians from Industry
- Centers for Medicare & Medicaid Services (CMS) – Physician Payment Sunshine Act
- Council of Medical Specialty Societies (CMSS)—Code for Interactions with Companies
- Department of Health and Human Services—Office of Inspector General (OIG)— Compliance Program Guidance for Pharmaceutical Manufacturers
- Food and Drug Administration (FDA)—Guidance Documents for FDA-Regulated Products
- Patient Protection and Affordable Care Act (PPACA)—Reporting Transfers of Value to Healthcare Providers
- Pharmaceutical Research and Manufacturers of America (PhRMA)—Code on Interactions with

### **Leadership Participation in the Exhibit Hall**

For the purpose of ACC.27-WCC, “ACC Leadership” is defined as members of the ACC Presidential Team - the Vice President, the President, and the Immediate Past President); the chief executive officer of ACC; the editor(s)-in-chief of any ACC Journal; and the chair, vice chair, and CV Team Lead of the Annual Scientific Session Program Committee. More information about the ACC Leadership is available at <http://www.acc.org/about-acc/leadership>.

ACC Leadership may not participate as leaders or presenters in Exhibitor promotional/marketing events held in the Exhibit Hall. In addition, Exhibitors are prohibited from using any image, video, or likeness of the ACC Leadership in their exhibit booths or ExpoSuites. Exhibitors determined by ACC Show Management to have violated this policy will be required to cease the presentation and/or remove the image, video, or likeness, and may be subject to a priority point violation.

### **Lighting**

The use of flashing, strobe, unduly garish, or otherwise objectionable lighting (as determined by ACC Show Management) is prohibited.

### **Opt-out Language**

Through the application process, ACC obtains names and addresses of individuals and business entities that are exhibitors and contractors. Should an exhibitor or contractor choose not to permit ACC to share their demographic information with third parties outside of the ACC Annual Scientific Session & Expos, the exhibitor or contractor must notify the ACC in writing at [accexhibits@spargoinc.com](mailto:accexhibits@spargoinc.com). If the ACC does not receive written notice, it will be deemed that sharing such information with third parties is permitted. Exhibitors are responsible for communicating this opportunity to their contractors.

### **Logos, Names and Marks**

The logos, names, and marks of ACC and the American College of Cardiology Foundation (“ACCF”) may not be used on any Exhibitor marketing, promotional, or booth materials, either inside or outside the exhibit area, or in any manner that implies that ACC or ACCF endorse or guarantee Exhibitor’s products or services. The ACC and ACCF names may not be included in any advertising for meetings sponsored by another organization or group without written permission from ACC or ACCF.

Furthermore, Exhibitor shall not promote, market, or otherwise advertise that its goods or services were exhibited at any previous ACC Annual Scientific Session & Expo.

ACC hereby grants a limited, non-exclusive, non-transferable, revocable license to ACC.27-WCC Exhibitors and advertisers to use the ACC.27-WCC name and logo in conjunction with their advertisements and other materials promoting that Exhibitor’s or advertiser’s participation at ACC.27-WCC. All such uses by Exhibitors and advertisers shall be in accordance with the ACC.27-WCC Logo and Language Usage Guidelines available at [www.expo.acc.org](http://www.expo.acc.org).

**All promotional materials featuring the ACC.27-WCC name or logo (including announcements, signage, invitations, emails, websites, advertisements, and flyers) must be approved by ACC Show Management in writing prior to printing, use and/or distribution. Final versions of materials must be submitted for approval to [promotional@acc.org](mailto:promotional@acc.org) by March 19, 2027.** Please allow up to three (3) business days for approval.

### **Medication Samples**

Distribution of prescription medication samples is not permitted.

## Models

Personnel contracted as models or demonstrators are required to wear attire consistent with the professional decorum of the meeting or, when appropriate, sports attire, including sweat suits, shorts and T-shirts. Tight-fitting or other inappropriate garments will not be permitted in the Exhibit Hall. The use of minors, celebrity look-alikes, or live animals as models is prohibited.

Exhibitors are responsible for ensuring that personnel contracted as models or demonstrators adhere to the Rules, including, but not limited to the following sections: Distribution, Display and Demonstration of Products, Distribution of Materials, and Obstructing Aisle Space.

## Obstructing Aisle Space

Demonstrations, lighting, booth models, literature distribution, and sound levels must not interfere with the flow of aisle traffic. Adequate space/seating for presentations, clinical testing, retail sales and demonstrations must be provided within the Exhibitor's booth space. ACC Show Management reserves the right to have the Exhibitor discontinue any activity or dismantle any display/demonstration feature that interferes with the normal traffic flow in the aisles or that overflows into neighboring exhibits. Violation of this provision will result in the loss of ACC.27-WCC priority points by the Exhibitor.

## Photography and Videography

Recording video and taking photographs (with film or digital devices, including camera phones), other than by the ACC official photographer or videographer, is prohibited in the Expo, including the Learning Destinations (e.g., the Future Hub, Industry-Expert Theaters, Interactive Learning Labs, Innovation Stage). Unapproved photos and/or videos will be confiscated.

The following exceptions shall apply, provided appropriate permission has been obtained from ACC Show Management:

- Exhibitor's own booth/ExpoSuite
- Exhibitors and their display houses may photograph and/or record video of their own booth(s), ExpoSuite(s) and/or Learning Destinations for marketing or archival purposes. Learning Destination photography/videography is limited to the time during which the participant's presentation is taking place.

If an Exhibitor wishes to use a professional photographer or videographer other than the ACC's official photographer/videographer for ACC.27-WCC, the Exhibitor will be required to submit an EAC Request for the vendor, and ACC Show Management will require an EAC application and certificate of insurance as with other nonofficial ACC.27-WCC vendors. ACC Show Management may require that the requesting Exhibitor hire a security officer or obtain the services of an ACC Floor Manager to accompany the photographer or film crew.

A representative of one Exhibitor may not photograph or record video of another Exhibitor's booth at any time. **Violation of this provision will result in the expulsion of the offending Exhibitor from the Exhibit Hall for the duration of the show; confiscation/deletion of the photo(s) and/or video; and the loss of ACC.27-WCC priority points by the Exhibitor.**

## Media

Members of the media attending ACC.27-WCC who have been appropriately vetted by ACC and issued a badge will be permitted to photograph and/or record video of the Exhibit Halls. Media personnel must obtain prior permission from specific Exhibitors before taking photos or video of (or within) individual booths. In addition, media personnel must obtain prior permission from ACC Show Management and applicable Learning Destination participants before taking photos or video of (or within) Learning

Destinations. Media who take photos or record video of (or within) specific booths or the Learning Destinations without receiving permission, or after permission has been denied by the Exhibitor or ACC Show Management, may be expelled from the Exhibit Hall for the remainder of the Expo and will have any unauthorized photos/videos confiscated or deleted.

By attending ACC.27-WCC, attendees, vendors, guests and Exhibitors may be photographed by the official ACC photographer or recorded by official ACC videographers and agree that their photo, likeness, recording, or image may be used in promotional ACC publications or materials without any compensation.

### **Promotional Materials**

All promotional materials referencing an Exhibitor's presence at ACC.27-WCC (including announcements, sponsored presentation signage, invitations, emails, meeting-specific websites, advertisements, and flyers) must be approved by ACC Show Management in writing prior to printing, use and/or distribution.

Promotional materials must not in any way express or imply that either ACC or ACCF endorse or guarantee the Exhibitor's products or services. Final versions of materials must be submitted to [promotional@acc.org](mailto:promotional@acc.org) for approval by March 19, 2027. Please allow up to three (3) business days for approval. See "ACC.27-WCC Logo and Language Usage Guidelines," available at [www.expo.acc.org](http://www.expo.acc.org), for more information.

**All promotional materials for industry-sponsored presentations must include the following statement:**

*This event is not part of ACC.27-WCC, as planned by its Program Committee, and does not qualify for continuing medical education (CME), continuing nursing education (CNE), or continuing education (CE) credit.*

ACC.27-WCC Exhibitors have access to several promotional opportunities. For details, please visit [www.expo.acc.org](http://www.expo.acc.org).

Distribution of approved materials from the Exhibitor's exhibit or ExpoSuite space is permitted. Promotional materials may not be distributed in the aisles, in lobbies or public areas, or anywhere else in or on Convention Center property. Promotional materials, even if approved, may not be handed out anywhere, including in hotel lobbies, restaurants, in front of the event hotels or in other venues/locations which will be populated by ACC.27-WCC attendees. Except as permitted under the "Out-of-Home' Advertising" section of these Rules, the display of banners or other advertisements targeting attendees of ACC.27-WCC is prohibited on the exterior and within five miles of the grounds of the Convention Center, the interiors/exterior/grounds of all ACC.27-WCC official contracted hotels, and airports, transportation facilities, and transportation (e.g., buses, rideshares, taxis, trains) servicing ACC.27-WCC, during the period beginning three days before and continuing until three days after the conclusion of ACC.27-WCC (official ACC.27-WCC dates are April 10-12, 2027.) **Violation of this provision will result in the prompt removal of the offending person and property from that area and will result in loss of ACC.27-WCC priority points by the Exhibitor.**

Promotional materials may be sent to the Exhibitor's in-house mailing lists or a mailing list provided by ACC Show Management. Mailing List Rental Guidelines and order forms will be provided online at [www.expo.acc.org](http://www.expo.acc.org). Please note the turn-around time for requested lists is seven to ten business days.

### **Promotional Presentations**

Promotional presentations include, but are not limited to, case studies and physician presentations related to an Exhibitor's products or services. In order to ensure that the educational nature of ACC.27-WCC is maintained, Exhibitors planning video and/or live presentations must submit a description of their presentation in writing to ACC Show Management for review and approval by March 9, 2027, via the Additional Booth Activities form found online ([www.expo.acc.org](http://www.expo.acc.org)). Presentation concepts should be

educational in nature; those with a “game” or “entertainment” aspect may be rejected by ACC Show Management. See “Drawings, Raffles and Quizzes,” for more information.

Once on-site, if, in the opinion of ACC in its sole discretion, the presentation (including audio/visual) is deemed objectionable to attendees or other Exhibitors, the presentation may be shut down and/or audio/visual equipment removed. Please note that ACC Leadership may not participate as leaders or presenters in Exhibitor promotional/marketing events held in the Exhibit Hall (see “Leadership Participation in the Exhibit Hall,” for more information). CME activities are not permitted in the Exhibit Hall.

### **“Out-of-Home” Advertising**

ACC makes available several out-of-home advertising opportunities around ACC.27-WCC. These opportunities may only be purchased through ACC Show Management. Exhibitor agrees not to engage in, conduct, or facilitate any form of out-of-home advertising related to or in connection with ACC.27-WCC without obtaining prior written approval from ACC. Out-of-home advertising includes, but is not limited to, billboards, transit advertising, street furniture, digital screens, and any other public display advertisements outside of traditional media and online platforms.

Exhibitor must submit a detailed proposal of the intended out-of-home advertising campaign, including the content, medium, location, and duration, to ACC for review and approval, by March 9, 2027. ACC reserves the right to approve, reject, or request modifications to the proposed out-of-home advertising at its sole discretion. Exhibitors wishing to pursue other out-of-home advertising opportunities for ACC.27-WCC beyond the ones available through ACC Show Management must contact ACC and may be subject to promotional opportunity fees for such activations.

Any out-of-home advertising conducted without the express written approval of ACC shall be considered a material breach of these Rules, and the Exhibitor shall be liable for any resulting damages, including but not limited to removal costs and potential harm to the ACC's reputation. Exhibitor agrees to indemnify and hold harmless ACC from any claims, losses, or damages arising from or in connection with any out-of-home advertising activities by Exhibitor. **Violation of this provision will result in loss of ACC.27-WCC priority points by the Exhibitor.**

### **Retail Sales**

Products offered for sale in the Exhibit Hall must be directly related to the cardiovascular or medical field. Exhibitors electing to take orders or conduct sales transactions must do so in a manner consistent with the professional nature of the exhibit. Exhibitors must notify ACC Show Management of their intent to conduct sales transactions via the Additional Booth Activities form found online ([www.expo.acc.org](http://www.expo.acc.org)). Exhibitors are responsible for contacting the [Texas Comptroller's office](#) to obtain the appropriate permit.

### **Security**

ACC provides perimeter access control only. ACC and ACC Show Management and the Convention Center are not responsible for loss or damage to Exhibitor property. The protection of special valuable items, such as computers, equipment, etc., may require additional security at the Exhibitor's own expense. Forms for ordering booth security personnel will be available in the Exhibitor Service Kit.

### **Smoking**

The Convention Center is a smoke-free facility. Smoking is not permitted anywhere within the Convention Center, including back-of-house areas and loading docks. In addition, it is the policy of ACC that smoking is strictly prohibited in all areas of the Convention Center (including during installation and dismantling of exhibits) and all hotel meeting rooms hosting ACC events. Booth personnel or EAC staff found in violation of this provision will be removed from the facility. Exhibitors risk the loss of priority points.

### **Solicitation**

The aisles and other spaces in the Convention Center not leased to Exhibitors shall be under the control of ACC and ACC Show Management. All interviews, meetings, distribution of literature, and the transactions of business of any nature shall be made WITHIN the Exhibitor's contracted space. Exhibitor representatives, including temporary staff or other third-party personnel, shall be subject to these Rules.

**Exhibitors may not solicit other exhibitors without their express permission and consent.** Soliciting exhibitors will jeopardize an Exhibitor's future exhibiting status. ACC Show Management reserves the sole right to determine if a violation has occurred and remove the solicitors and/or their Exhibitor from the Exhibit Hall. Solicitation in aisles or in front of other Exhibitors' booths/ExpoSuites or the intercepting of attendees for advertising purposes is strictly prohibited. Persons connected with non-exhibiting concerns are prohibited from any dealing, exhibiting, or soliciting on the Convention Center property, unless they are invited to an Exhibitor's booth or ExpoSuite for such activities. Exhibitors are urged to immediately report violations of this rule to a Floor Manager or a staff member of ACC or ACC Show Management.

### **Sound**

Video and films may be shown, provided that screens and speakers are placed in the Exhibitor's booth and face into the booth to allow people to view and hear the video presentation in the booth, not the aisles. Adequate space/seating must be provided within the Exhibitor's booth space. The use of open audio systems is strongly discouraged, but not prohibited.

Sound levels emanating from an exhibit space may not exceed 80dB when measured by ACC Show Management from the center of any adjacent aisle. The Exhibitor must discontinue such use if the sound level exceeds the stated acceptable decibel level, or if, in the opinion of ACC or ACC Show Management, it is deemed to be objectionable to attendees or adjacent Exhibitors.

Licensing requirements for playing music and/or showing prerecorded video and audio presentations are the sole responsibility of the Exhibitor.

### **Copyrighted Material**

No Exhibitor will be permitted to play, broadcast or perform any music or use any other copyrighted material, such as photographs or other artistic works, without express written permission or obtaining the appropriate license to use such music or copyrighted material. ACC Show Management reserves the right to remove from the facility all or any part of any display which incorporates music, photographs or other copyrighted material for which the Exhibitor fails to produce proof of all required licenses. The Exhibitor shall remain liable for, and shall indemnify and hold ACC and ACC Show Management, and their respective agents, contractors, and employees, harmless from all loss, cost, claims, causes of action, suits, damages, liability, expenses and costs, including reasonable attorney's fees arising from or out of any claimed or actual violation or infringement (or claims thereof) by Exhibitor or Exhibitor's representatives of any patent, copyright, trademark, trade secret or any other intellectual property rights of a third party.

### **Subletting, Sharing and Exchanging**

No Exhibitor may assign, sublet, share, apportion, or exchange all or any part of its exhibit and/or ExpoSuite space with or to another organization or business unless prior written consent has been obtained from ACC Show Management, whose consent may be conditioned on the payment of such fees as ACC Show Management determines. If the Exhibitor submits a written request prior to ACC.27-WCC, ACC Show Management, at its sole discretion, may grant exceptions to the following: a corporate parent or subsidiary of the Exhibitor; another subsidiary of the parent corporation; or a partner of the Exhibitor in an ongoing partnership with a written partner agreement. Exhibitors must provide ACC Show Management appropriate written documentation of the relationship. ACC Show Management retains the right to

remove from the Exhibit Hall any Exhibitor or organization without a signed Contract. Only those Exhibitors and organizations that are the authorized occupants of each exhibit space will be entitled to Exhibitor badges.

### **Surveys**

Exhibitors, including those whose primary business is survey research, are not permitted to conduct attendee intercept surveys unless they are for, or commissioned by, an Exhibitor with the sole purpose of gathering data relative to that particular Exhibitor's marketing message, exhibit effectiveness or other Exhibitor-specific research.

**Under no circumstances are Exhibitors permitted to conduct surveys in any location (i.e., in aisles, in Convention Center lobbies, sidewalks, or other public spaces, outside meeting rooms, etc.) other than within the confines of the Exhibitor's booth or ExpoSuite.**

Violation of this provision will result in the loss of all priority points by the Exhibitor and, if applicable, by the Exhibitor conducting the survey/research.

### **Exhibit Hall & Booth Specifications**

FACILITY SPECIFICATIONS – Halls B-E

#### Carpeting

Aisle Carpet: Dark Blue

Exhibitors are responsible for their own booth floor covering, which is mandatory

#### Drape

Gray and white

#### Floor Utilities

Available from floor boxes on a 30' grid; includes electrical power, telecom and plumbing

#### Floor Load

Exhibit hall floor load is 1,000 pounds per square foot

#### ACC Height Restrictions

Island booths: 20' where applicable, including two-story or vehicle exhibits

In-line booths: 8' in rear of booth

Truss for island exhibits permitted to a maximum height of 23' (No visible graphics permitted)

Each Exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit. Exhibitors with larger space—30 linear feet or more—should also be able to effectively use as much of the total floor space as possible, as long as they do not interfere with the rights of others.

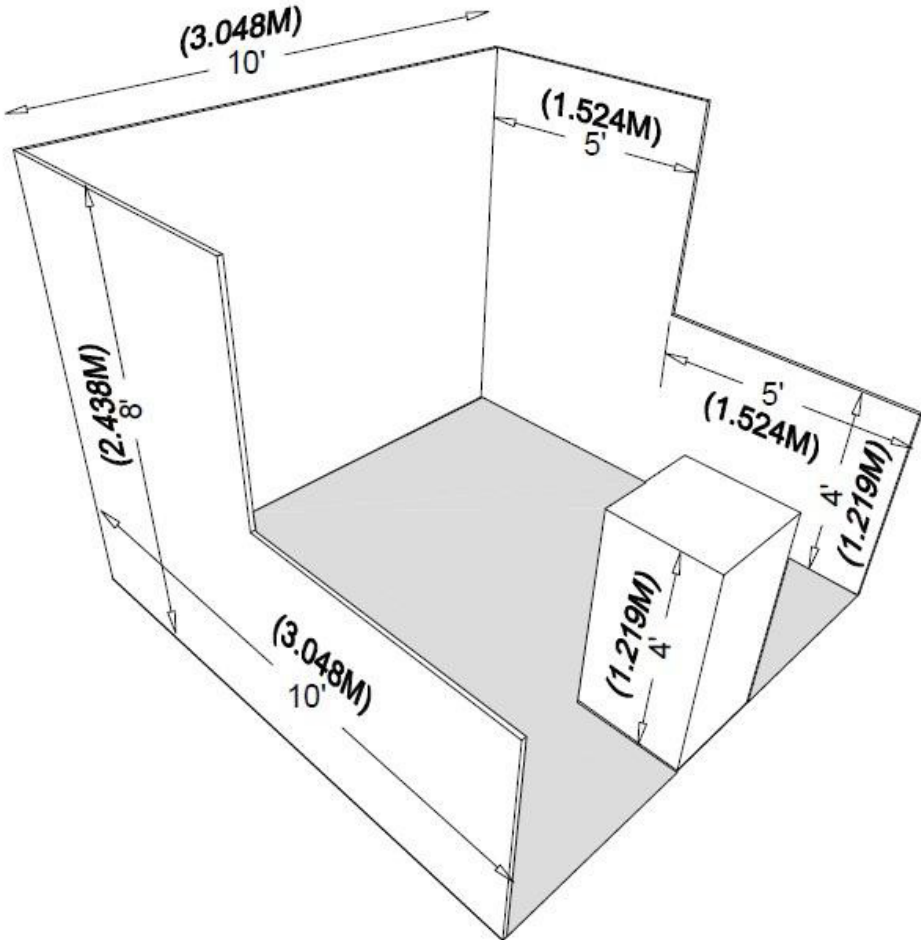
### **Booth Construction**

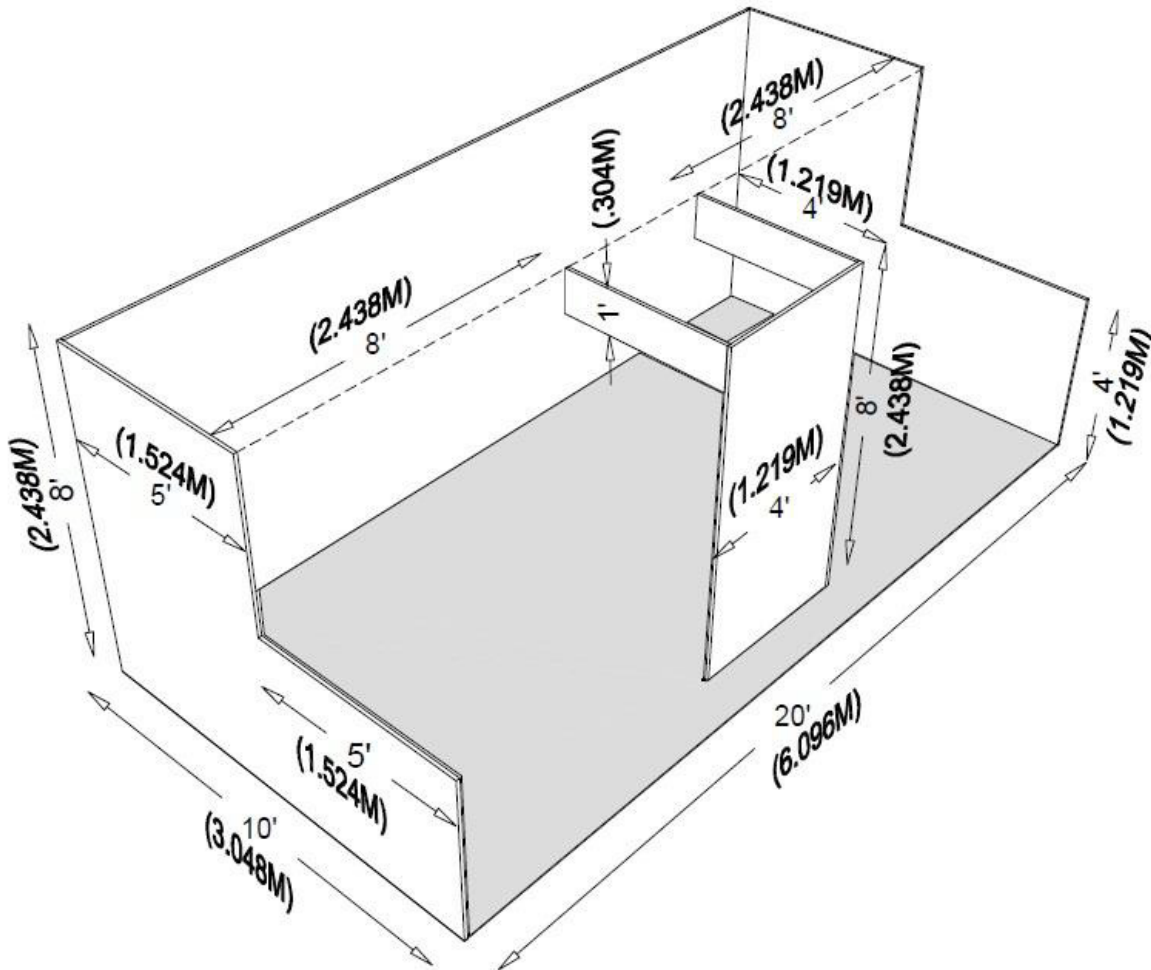
#### **In-Line Booths**

Each in-line booth receives an 8'-high back drape with 36"-high side dividers. A booth identification sign measuring 11" x 14" with the Exhibitor name and booth number will be supplied for in-line booths. In-line booth displays, including signage, may not exceed the 8' back drape height. Display materials will not be permitted to exceed 4' in height in the front 5' of the booth. For example, in standard 10' x 10' structures, above 4' must begin at least 5' back from the aisle line (see diagram).

In-Line booths 20' or wider are permitted to have headers/signage extend forward of the mid- point of

their booth's depth, provided sightlines to neighboring booths are not restricted. (See diagrams.)





### Island Booths

Island booth displays will be permitted to a maximum height of 20'. Lighting truss is permitted to a maximum height of 23'. A 40% see-through effect on the portion of the booth from floor to 8' minimum height is required to prevent blocking views of adjacent exhibits. Consideration will be given to separated medical education areas which include outward-facing staff, location of booth space within the Exhibit Hall, proximity to building columns, etc.

Exhibit booths utilizing meeting rooms with walls must be considerate of sightlines to neighboring exhibits. For this reason, only Exhibitors in island booths that are 400 square feet or larger may utilize walled meeting rooms within their booths. Walled areas may only encompass up to 40% of any given dimension of a booth. All island booth layouts (with or without walled areas) must be reviewed and approved by ACC Show Management prior to production. ACC Show Management may, at its discretion, advise Exhibitors to relocate walled areas or other structures within displays to allow sightlines to neighboring exhibits.

**Exhibitors must submit diagrams of island booths that are 400 square feet or larger to ACC Show Management for approval by March 9, 2027.** [Email](#) diagrams to ACC. Diagrams should indicate height and width dimensions of all booth walls and major structures, including hanging signs. These should be submitted in PDF form, and may be line drawings, schematics, 3-D renderings, photographs, etc., provided dimensions are shown.

### **Peninsula Booths**

Peninsula booths/end-caps will not be assigned; thus, standard peninsula booth regulations do not apply.

### **Two-Story Exhibit**

A two-story exhibit is a space in which there is a roof or ceiling on any part of the booth that allows access to individuals from other/lower areas of the booth, regardless of whether people will occupy the space or not. Exhibitors interested in a two-story exhibit must contact [accexhibits@sparqoinc.com](mailto:accexhibits@sparqoinc.com) prior to completing the space application and contract. Two-story exhibits will be assessed a surcharge in the amount of \$13.00 per square foot of the entire exhibit space.

### **Covered Exhibit**

A covered exhibit is an exhibit that has any type of material (e.g., roof, ceiling, tenting, lattice, fabric, plastic) placed over or upon the exhibit or portion of the exhibit to cover the ground level and/or support decorative structures. Convention Center requirements may include fire extinguishers, smoke alarms, or other considerations. Please contact [accexhibits@sparqoinc.com](mailto:accexhibits@sparqoinc.com) with your proposed plans and descriptions if you plan to have coverings within your exhibit space no later than March 9, 2027.

### **Vehicle Exhibit**

A vehicle exhibit is a booth that uses a truck, bus, or any type of vehicle as its exhibit. Exhibitors interested in these types of exhibits should contact [accexhibits@sparqoinc.com](mailto:accexhibits@sparqoinc.com) prior to completing the space application and contract. Vehicle exhibits may be assessed a surcharge at the reasonable discretion of ACC and ACC Show Management.

### **Americans with Disabilities Act**

Each Exhibitor shall be responsible for compliance with the Americans with Disabilities Act (“ADA”) with regard to their booth space, including, but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless, and defend ACC and ACC Show Management, and their respective officers, directors, agents, members, contractors, and employees from and against any claims, liabilities, losses, damages and expenses, including attorneys’ fees and expenses, resulting from or arising out of the Exhibitor’s actual or alleged failure to comply with the ADA.

### **Care of the Convention Center**

No part of an exhibit, signs, or other materials may be posted, nailed, taped, or otherwise affixed to walls, doors or floor surfaces of the Convention Center in a way that will mar or deface the premises. Exhibitors may not apply paint, lacquer, adhesive, or any other coating to the Convention Center columns and floors.

### **Fire and Safety Guidelines; Fire Retardancy**

All backdrops and drapes used in an exhibit must meet the standards of the local fire department. Exhibitors, service contractors, and event promoters must comply with all federal, state, and local fire and building codes that apply to the Convention Center and places of public assembly (see Chapters 5, 8 and 31 of the prevailing National Fire Prevention Association (“NFPA”) Life Safety Code 101). All curtains, bunting, draping and related materials must be made of flame-retardant materials.

Booth construction and decoration materials must be fire retardant. It is suggested that a certificate of retardancy be available at the show to prevent the need for possible on-site testing of questionable materials. Fabrics must pass the NFPA-701 Code, and all other construction and decoration materials must pass the NFPA-703, Chapter 2 Code, as well as the UL-1975 test. General guidelines for material fire retardancy include the following:

- Backdrops, dust and table covers, drapes and similar fabrics: These fabrics can often be made fire retardant by a dry cleaner that can issue a certificate of fire retardancy. Suppliers and/or display

manufacturers can also provide a certificate included with the materials.

- Corrugated cardboard/display boxes: These materials can best be made fire retardant at a factory.
- Wood and wood by-products: If wood materials are not sufficiently fire retardant, a certified fire-retardant specialist using pressure impregnation or similar impregnation method must treat them.

Details regarding fire and safety guidelines will be available in the Exhibitor Service Kit.

### **Floor Covering**

Floor covering is mandatory for all exhibit booths, and it must cover the entire net square footage of contracted exhibit space. Exhibitors may use their own floor covering (carpet or other professional substrate such as wood or interlocking non-adhesive tiles) or order it from Freeman. Order forms will be included in the Exhibitor Service Kit.

### **Freight-Free Aisles**

Designated “freight-free” aisles must be clear of crates and exhibit materials at all times during move-in and move-out. No exceptions will be granted.

### **Hanging Signs, Banners and Lights**

ACC Show Management permits Exhibitors to hang individual lights from the Exhibit Hall ceilings. Hanging lights must be positioned directly over the exhibit space and may not be focused into the aisle or into an adjacent booth.

All island booth spaces (20' x 20' or larger) are allowed to include hanging signs, banners, and lighting truss. These must be fixed and within the confines of the booth. Maximum height permitted for hanging signs and banners is 20' at the top. Maximum height for truss is 23'. The use of hanging signs, banners, and lighting or any type of truss must be submitted to ACC Show Management via the Additional Booth Activities form found online ([www.expo.acc.org](http://www.expo.acc.org)) prior to March 9, 2027, and a schematic drawing, line drawing, 3-D rendering, photograph, etc., showing dimensions must be submitted to [ACC Show Management](#) for approval.

### **Supplemental Overhead Lighting**

Supplemental lighting is permitted by ACC Show Management, provided it is within the 23' height restriction for lighting truss.

### **Unfinished Exhibits**

Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected during setup, and the general contractor, at the direction of ACC Show Management, will provide draping with official colors deemed necessary and submit the charges to the Exhibitor.

### **Official General Contractor and Services**

General Services Contractor

Freeman

(888) 508-5054 / [www.freeman.com](http://www.freeman.com)

Services Provided by Freeman:

- Material handling services (exclusive)
- Overhead rigging
- Installation and dismantle labor
- Furniture and carpet rental

- Custom booth design and rental
- Custom graphics
- Display rental
- Shipping/logistics services

### **Cleaning**

Exclusive cleaning service will be provided by the convention center. The arrangements are the responsibility of and at the expense of the Exhibitor. Display houses or full-time employees of an Exhibitor-Appointed Contractor may not clean exhibit booths. Cleaning forms will be provided in the Exhibitor Service Kit.

### **Furniture Rental**

A complete list of furniture rental pricing will be provided in the Exhibitor Service Kit.

### **Ordering Services from Freeman**

Order forms for Freeman services will be included in the Exhibitor Service Kit, which will be available online at [www.expo.acc.org](http://www.expo.acc.org) in December 2026.

### **Exhibitor Service Center**

Freeman will staff an Exhibitor Service Center in the Exhibit Hall, open daily from the first Tuesday of move-in through the following Tuesday of move-out. Services requiring same-day delivery should be ordered by 2 p.m.

### **Shipping**

Freight shipments must be sent prepaid. Shipping labels will be provided in the Exhibitor Service Kit. Shipments must be addressed carefully, showing the exact number of packages and weight. A copy of the Material Handling Agreement should be forwarded to Freeman. This will be used to help trace missing or delayed shipments.

Exhibitors' trucks must be unloaded at the appropriate Convention Center freight dock according to the targeted move-in schedule, which will be included in the Exhibitor Service Kit. Exhibitors in 10' linear booths should plan to have freight shipments arrive on Wednesday, April 7 and Thursday, April 8, 2027. All trucks, including privately operated vehicles, must check in at the designated marshaling yard before proceeding to the Convention Center loading docks. Freeman, as the exclusive material handling contractor, will move all freight from the docks to Exhibitors' booths. A marshaling yard map and color-coded floor plan detailing the target schedule for show-site freight will be in the Exhibitor Service Kit available via [www.expo.acc.org](http://www.expo.acc.org). Please note that targeted move-in times do not represent the start time for your installation crew. *Your targeted move-in time is when your freight will be moved into the Exhibit Hall if you ship directly to the Convention Center.*

Exhibitors are urged to verify the delivery of their freight before arriving for set-up. USPS, UPS, FedEx, et al, packages must be consigned to Freeman and will then be delivered to the Exhibitor's booth. Due to the volume of such packages, Freeman cannot guarantee that priority shipments can be delivered on the morning they are received.

Exhibitors are also permitted to ship in advance to the Freeman warehouse in the local area.

### **Liability**

Freeman, ACC, and ACC Show Management will not be responsible for damage to uncrated materials, improperly packed materials, concealed damage, or loss or theft of Exhibitor materials after delivery to the booth or before Exhibitors have picked up materials prior to loading.

### Hanging Truss

Exhibitors with hanging truss should contact ACC Show Management to arrange for an appointment with Freeman for delivery of overhead freight on March 23 or March 24. All appointments will require written approval from Freeman prior to move-in.

### Exhibit Installation

Monday, April 5	1 p.m. – 5 p.m. +
Tuesday, April 6	8 a.m. – 5 p.m. ++
Wednesday, April 7	8 a.m. – 5 p.m. ++
Thursday, April 8	8 a.m. – 5 p.m. ++
Friday, April 9**	8 a.m. – 7 p.m. ++

During move-in days, labor calls, including EAC labor, should not be scheduled prior to 8 a.m. Buttons or wristbands will be issued at the EAC check-in desk and/or main entry to the Exhibit Hall. Individuals requesting badges on-site who have not registered in advance or who do not have proper authorization (i.e., photo ID, and a business card or letter of authorization from an Exhibitor) will not be issued a badge.

*+ Approved hanging truss/signs targets only.*

*++ Please refer to the Exhibitor Service Kit for official targeted move-in schedule. Exhibitors in 10' linear booths should plan on setting up Thursday-Friday.*

*\*\* All crates and materials must be removed by 3 p.m., April 9; work may continue within booths until 7 p.m. On April 9, only Exhibitors with 10' linear booths in small cases (not wooden crates) may plan on beginning their exhibit set up; Exhibitors in larger booths may continue set-up work and/or hold staff orientation meetings within the confines of their booth spaces and/or ExpoSuites ONLY.*

Installation may not interfere with the movement of general freight.

Exhibitors *without crates* may set up in-line booths on Friday, April 9, from 8 a.m. until 5 p.m., if carpet, furniture, and other materials have been preordered and delivered to the booths by that morning.

Any exhibit space not *occupied* by booth personnel (i.e., installation started) by noon on Friday, April 9, 2027, may be considered a “no-show” and will be forfeited; crates and boxes will be removed from the Exhibit Hall at the Exhibitor’s expense (see “No-Show Policy” for more information). No exhibit may be installed after the Expo opens. **Exhibit booths must be fully staffed and show-ready by 8 a.m. on April 10.**

### Exhibit Dismantle

Monday, April 12 <sup>+</sup>	2 <sup>**</sup> – 7 p.m.
Tuesday, April 13	8 a.m. – 7 p.m.
Wednesday, April 14	8 a.m. – noon

*<sup>+</sup> Only linear booths or booths that do not require return of empty packaging should plan to complete move-out on Monday, April 12. Empty packaging return will commence at 3 p.m. on Monday and continue for several hours.*

*<sup>\*\*</sup> EAC labor crews may not be permitted to enter the Exhibit Hall with equipment until after aisle carpet has been removed, no earlier than 3 p.m.*

**Packing of equipment, literature or other materials, or dismantling of exhibits, is not permitted until 2 p.m. on the last day of the Expo, Monday, April 12, 2027.** Exhibitors that begin dismantling before 2 p.m. will receive a priority point violation.

All exhibit material must be packed and ready for removal from the Exhibit Hall by noon on April 14, 2027.

### **Security During Dismantle and Unmoved Items**

Exhibitor personnel must remain with their outbound freight until their materials are secured. All items being shipped from the Convention Center should be securely packed before leaving the booth. ACC, ACC Show Management, the facility, and all official contractors assume no responsibility for material left unattended in the booth during the dismantle period. Exhibitors shall not allow materials to remain in booths after noon on April 14 (for ExpoSuites, after 2:00 p.m., April 12.) If materials remain after this time, Freeman may remove them, and the Exhibitor shall be liable for and agrees to pay all costs for dismantling, storage, and/or shipment. ACC Show Management shall not be liable for any damage to any materials due to removal or storage.

### **Storage and Handling**

Freeman has jurisdiction over the operation of all material handling equipment, all unloading and reloading, booth cleaning, and handling of empty containers (which will be stored away from the exhibit floor). An Exhibitor may move material that can be hand carried by one person in one trip, without the use of dollies, hotel bell-carts, or other mechanical equipment.

Crated, boxed, or skidded materials will be accepted at the Freeman advance-receiving warehouse up to thirty (30) days in advance and delivered to respective booths at the Expo. Empty containers will be moved from the booth, placed in off-site storage, and returned to the booth at the close of the Expo. Materials will be moved from the booth to the dock and reloaded on designated vehicles at the close of the Expo.

Trucks should check in two hours prior to target time to ensure on-time delivery of materials. Shipments will be charged an off-target penalty if trucks check in after their published target times. Mixed loads are also subject to off-target penalties. All outbound exhibit material must be packed and ready for removal from the Exhibit Hall by noon on April 14.

### **Union Regulations**

Work performed in the Convention Center is governed by a number of union contracts. Freeman or your EAC, as well as the official utility providers, will provide appropriate union labor personnel for various aspects of your display setup.

Full-time personnel of the Exhibitor may perform the following tasks:

- Hand-carry small items or pop-up display cases into the exhibit hall, provided it can be done by one person in one trip without the use of dollies, hotel bell-carts, etc.
- Install and dismantle exhibit booths and booth graphics using full-time Exhibitor personnel.
- Perform electrical requirements, such as changing light bulbs or plugging in equipment to power ordered through the official electrical supplier.
- Make technical connections and interconnect computers and peripherals.
- Set up their own product in most cases, without the use of tools or mechanical equipment.

### **Tipping**

Freeman and facility work rules prohibit the solicitation and/or acceptance of tips by any employee.

### **Other Contractors & Services**

#### **Electrical Service**

The Convention Center is the exclusive provider of electrical labor and services for ACC.27-WCC. Complete information will be provided in the Exhibitor Service Kit.

### **ACC-Appointed Official Contractor Services**

ACC Show Management will designate official contractors for the services listed below and provide contact information and order forms for them in the Exhibitor Service Kit. ACC-designated official contractors will include the following:

- Audiovisual & computer rental
- Floral
- Lead retrieval
- Models/booth talent
- Photography/videography
- Security
- Shuttle

Exhibitors wishing to utilize the services of any contractors who need access to the Expo and are not on ACC's list of official contractors must follow the procedures set forth in the "Exhibitor-Appointed Contractors ("EACs")" section below.

### **Exhibitor-Appointed Contractors ("EACs")**

Any contractor other than those identified as "official ACC contractors" must be approved by ACC Show Management. These EACs may provide services in the venue only if they are not designated by the Convention Center as an exclusive service provided by the facility or by ACC Show Management as an exclusive service provided by the official Freeman or another third party.

Exhibitors using contractors other than the official ACC contractors for labor, supervision, or any other services must complete an EAC Request Form and provide the contractor's Certificate of Insurance ("COI"). The EAC Request Form will be available online beginning in December 2025 and must be completed no later than March 9, 2027.

Contractors' Certificates of Insurance must also be submitted to ACC Show Management no later than March 9, 2027. EAC Request Forms and/or COIs received after the deadline may not be accepted. The Exhibitor Appointed Contractor Form (which will be available online via [www.expo.acc.org](http://www.expo.acc.org) in December 2026) will provide details on required coverage amounts, how to request non-official contractors, and how contractors should submit their COIs. Exhibitors are required to submit one form per EAC company requested.

EAC Rules are outlined on the EAC Request form. Exhibitors are responsible for providing their EACs, and ensuring their compliance, with ACC.27-WCC display guidelines, these Rules, and all other ACC policies, rules, and regulations in connection with ACC.27-WCC that may be adopted by ACC.

ACC Show Management reserves the right to remove EACs whose actions or omissions jeopardize the on-time opening of the Expo. Lack of compliance will result in the loss of priority points by the Exhibitor and the EAC not being permitted to perform work in the Expo at future ACC events.

### **Convention Center Services**

The following services are provided on an exclusive basis by the Convention Center and its in-house subcontractors:

- Catering
- Cleaning
- Electrical
- Internet & Telecommunications

Order forms for these services will be available in December 2026, in the online Exhibitor Service Kit via [www.expo.acc.org](http://www.expo.acc.org).

### **Other Services**

#### **Business Center**

There are business centers in both the Hilton and Marriott, across the street from the Convention Center, which offer small package services, photocopying, printing, computer workstations, exhibit and office supplies, and more.

#### **Coat and Baggage Check**

Coat and baggage check facilities will be available at the Convention Center. Rates will be posted on-site.

#### **Exhibitor Lounge**

The Exhibitor Lounge is a great place to relax, check your email, and enjoy a beverage in a comfortable setting away from the bustle of the Exhibit Hall. Please note that the Exhibitor Lounge is for badged Exhibitor personnel *only*.

#### **Food Outlets/Concessions**

Food outlets/concessions will be open in the Exhibit Hall on show days. Limited service will be available during installation and dismantle.0020

#### **Lead Retrieval System**

A lead retrieval system will be available for rent from the official registration services provider. Details and order forms will be included in the Exhibitor Service Kit.

#### **NPI Numbers**

A provision within the 2010 federal Patient Protection and Affordable Care Act (“PPACA”) requires healthcare companies to disclose any transfer of value to a healthcare provider to the Department of Health & Human Services. To support Exhibitors who must meet this mandate, ACC Show Management has added an optional field to the attendee registration form, requesting that its U.S. healthcare provider attendees supply their 10-digit National Provider Identifier (“NPI”) number. NPI numbers will be included within the attendee’s badge data, which can be scanned on-site by those Exhibitors with lead retrieval units.

#### **Parking**

Convention Center parking information can be found [here](#).

#### **Shuttle Service**

ACC Show Management will provide shuttle service for Exhibitors who book housing within the official ACC.27-WCC housing block only. Service will be available between the Convention Center and official ACC hotels. Please refer to important information from the shuttle service vendor in the Exhibitor Service Kit if you intend to arrange shuttle service in addition to the shuttle service provided by ACC.

#### **Housing**

A preferential housing period will be granted to Exhibitors with priority points through August 3, 2026. Exhibitors who submit their application for exhibit space with appropriate payment by this date, will be able to request their room blocks according to priority point order, which will improve their chances of reserving rooms in their preferred hotels.

**NOTE: When ACC receives written notice that an Exhibitor is cancelling exhibit or ExpoSuite space, all housing reservations held by such Exhibitor will be cancelled immediately. No exceptions will be**

**granted. Exhibitors who cancel exhibit or ExpoSuite space after February 17, 2027, will forfeit any room deposits paid.**

**Maritz: The Only Authorized Housing Vendor for ACC.27-WCC**

If you are contacted by any company, by phone or email, other than Maritz offering housing for ACC.27-WCC, please note that these companies are not authorized or approved by ACC to manage housing for ACC.27-WCC nor do they have access to officially contracted ACC.27-WCC room blocks or rates.

Please beware! These unauthorized companies often do not deliver on promises to customers. When customers arrive, reservations are non-existent, or the hotels are not conveniently located. Sometimes the rooms have been cancelled, and hefty cancellation fees have been placed on the customer’s credit card. In addition, these companies’ practices make it more difficult for ACC to meet its room block commitments and expose ACC to penalties and increased room rates for participants for future ACC events.

If you are contacted by any company other than Maritz offering housing in New Orleans, or if you have any questions, please [contact ACC](#).

**Booking Housing Outside of the ACC Housing Block**

To ensure quality accommodations, ACC has contracted housing blocks for use by its Exhibitors.

Exhibitors are expected to make housing arrangements through ACC’s official housing process with Maritz as part of their commitment to and support of ACC. International Exhibitors and those with international offices are reminded that they must also adhere to this housing policy.

Bypassing the official housing process—making reservations directly with hotels that are part of the official ACC housing block or making reservations at hotels outside of the ACC housing block—is considered a violation of the Rules and will result in the loss of all priority points that would have been accrued by the Exhibitor for ACC.27-WCC.

**Four (4) priority points are earned for reserving hotel rooms in the Exhibitor Room Block through ACC’s official housing vendor.**

**Cancellation Fees for Late Cancellation of Hotel Rooms**

Current hotel industry practice dictates that some hotels in the ACC-contracted room block may have the right, by contract, to charge ACC for blocks of rooms that are cancelled or released at the last minute.

**Exhibitor Registration - Advance Registration**

To save time while on-site, ACC strongly recommends advance registration for booth staff. All Exhibitor registrations will be processed online through a link from [www.expo.acc.org](http://www.expo.acc.org) to the Maritz official registration website. *Note: Badges are not mailed in advance.*

Exhibitors must provide names for Exhibitor Full-Access badges in advance (see “Exhibitor Full-Access Badges,” for more information).

**On-Site Registration**

On-site Exhibitor registration will open March 26, 2026. Exhibitors registering on-site or picking up Exhibitor badges on-site will be required to show photo ID and proof of affiliation with the Exhibitor (e.g., business card).

**Exhibitor Registration Hours**

Thursday, April 8                      8 a.m. – 5 p.m.

Friday, April 9	8 a.m. – 6 p.m.
Saturday, April 10	7 a.m. – 5 p.m.
Sunday, April 11	8 a.m. – 5 p.m.
Monday, April 12	8 a.m. – 2 p.m.

*Temporary buttons/wristbands for Exhibitor personnel will be issued for Exhibitors who arrive prior to Exhibitor Registration opening on Thursday. Individuals requesting badges on-site who have not registered in advance or who do not have proper authorization (i.e., photo ID, and a business card or letter of authorization from an Exhibitor) will not be issued a badge.*

### **Exhibitor Badging**

#### **Admission to the ACC.27-WCC Expo**

Exhibitors and their vendors, contractors, and agents must wear their ACC-issued badges at all times in the Exhibit Hall, including during installation and dismantle. Supplementing the official ACC badge with business cards, ribbons or company badges is considered a violation of the regulations and can result in the loss of priority points by the Exhibitor.

Name badges are non-transferable and are intended for the sole use of the registered individual. Loaning a badge to another individual or swapping a badge with another registered attendee is a violation of these Rules and can result in the loss of priority points by the Exhibitor. In addition, the Exhibitor may be assessed the applicable on-site registration fee for the additional individual.

#### **Exhibit Hall Access (Show Days)**

The Exhibit Hall is open to Exhibitors wearing badges from 7:30 a.m. to 5 p.m. on April 10-11, and from 7:30 a.m. to 7 p.m. on April 12. If your booth staff needs earlier access on any day, please contact ACC Show Management the day prior.

#### **Exhibitor Staff Badges**

Exhibitor staff badges will be provided on a complimentary basis to all Exhibitors. Although ACC does not limit the number of Exhibitor staff badges, these should be used ONLY for employees of Exhibitors who are working in the Exhibitor’s booth(s). ACC.27-WCC attendees, Exhibitor personnel not working in the Exhibitor’s booth(s), employees of EACs, and other third-party vendors must be registered under the appropriate badge category and may not be designated as Exhibitor staff.

**Note:** Exhibitor staff badges provide exhibit personnel with access to the exhibit floor only; they will not permit access to the education sessions.

#### **Exhibitor Full-Access Badges**

For access to ACC.27-WCC, including poster and education sessions, Exhibitors may request a limited number of Exhibitor Full-Access badges.

Each Exhibitor will receive two (2) Exhibitor Full-Access badges per one hundred (100) square feet of space, up to a maximum of ten (10) Exhibitor Full-Access badges. Exhibitors with two thousand five hundred (2,500) square feet or more of contracted exhibit space can receive up to a maximum of fourteen (14).

Exhibitors must provide names for these badges in advance. Appropriately badged exhibit personnel will be allowed to attend education sessions on a first-come, first-served, space-available basis only. ACC Show Management reserves the right to decline admission to any session in the interests of both comfort and safety, and particularly in the event of overcrowding. **Please note: Records of CME activity are maintained and verified for professional registrants only. CME credit cannot be earned with an Exhibitor Full-Access**

**badge.**

Exhibitors who would like to register more staff for session attendance than their Full-Access badge allotment allows, or who have staff members who need to receive CME credit, may register these individuals via a link from the exhibitor registration portal. Applicable registration fees will apply. ACC will provide a supplemental Exhibitor ribbon for attachment to these Attendee badges to individuals who have proper authorization (i.e., photo ID, and a business card or letter of authorization from an Exhibitor).

**Exhibits-Only Badges**

Individuals who are not working exhibit booths but are interested in attending the Expo may purchase an Exhibits-Only badge in advance by visiting <https://accscientificsession.acc.org/> beginning in October 2026 or on-site at the Registration area. The Exhibits-Only badge will allow the bearer access to the Exhibit Hall for the duration of the Expo show days. The Exhibits-Only badge cannot be used to earn CME credits and will not allow access to education session rooms.