

The Top LBCTs of **ACC.22**

Virtual | Hong Kong
8th & 9th October 2022



Organized by



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Conference Partner & PCO



INDUSTRY PROSPECTUS





Welcome Message

Dear Colleagues,

It is with pleasure that we cordially invite you to attend the Top LBCTs of ACC.22, Hong Kong which will take place on 8th & 9th October 2022.

The current pandemic and restrictions will continue to impact how we meet and collaborate, but we have decided to make this educational activity a virtual experience to keep our community safe.

The Top LBCTs of ACC.22 program is designed to further disseminate ACC annual meeting education amongst the doctors and other cardiovascular team members who desire to get the highlights of the ACC Annual Meeting.

The scientific program will be delivered by the international Principal Investigator & research team member of the ACC Annual Meeting by providing education on topics relevant to you and your practice with deep-dive sessions to help cardiologists stay up-to-date on the newest clinical research. Top experts will debate and discuss the outcomes of leading-edge trials during the conference and explain how it all fits into current cardiology practice.

Learn from world-class experts, network with colleagues, visit the virtual exhibition, and access content online at your own pace.

During these challenging times, we are proud to offer you an exciting educational opportunity- all in one place, at your own pace, keeping you secure.

Your Sincerely,



Dr. CHAN Wai Kwong, Andy
President
Hong Kong College of Cardiology (HKCC)



Organizing Committee



Dr. CHAN Wai Kwong, Andy
President
Hong Kong College of Cardiology (HKCC)



Dr. TSUI Kin Lam
Chairman, Organizing Committee
&
Honorary Secretary -
Hong Kong College of Cardiology



Dr. Thomas Prabowo TUNGGAL
Co-Chairman, Organizing
Committee &
Council Member -
Hong Kong College of Cardiology



Overview of Top LBCTs of ACC.22

We, The American College of Cardiology (ACC) and the Hong Kong College of Cardiology are excited and overjoyed to announce our Top LBCTs of ACC.22 - Optimizing Heart Care Knowledge and Outcomes.

Top LBCTs of ACC.22 program is aimed to further disseminate education amongst the cardiologists and other cardiovascular team members to obtain the highlights of the ACC Annual Meeting and enable them to strengthen their clinical practice for better patient outcomes. Highlights will include sessions from top-rated Late-Breaking Clinical Trials. Cardiovascular professionals from around the globe came together to debate and discuss practice-changing science and innovations.

Expert faculties to place the Principal Investigator's findings into clinical context and discuss how the results may change the current standard of care.

To ensure the safety of our community, we have decided to host our Top LBCTs of ACC.22 as a 100% virtual model. We believe this decision will allow more people to participate from the convenience of their homes or office. We have a great lineup filled with a combination of advanced learning research, engaging sessions, expert panel discussions, and more.

Strive to be your best and join us in our vision of a world where innovation and knowledge optimize cardiovascular care and outcomes.





Program Highlights

We are proud to bring you a full virtual live education program that is developed with local educational goals in mind. Some of the key program highlights include:

- Two days of virtual education program
- Principal Investigators & research team members
- 4 hours of scientific deliberation

During the virtual conference, the delegates will experience the following:

- 1 Learn new trends, strategies and tactics:**
Up-to-date research along with current and emerging trends in cardiology research will be exclusively discussed in the conference. Do not let old and outdated information hold your back!
- 2 Gain global perspective:**
Discuss, share, and critique the latest in cardiovascular prevention and care with global experts and return to your practice ready to improve the care of your patients.
- 3 Q&A sessions / panel discussion:**
Every presenter will be provided with some time for Q & A /panel discussion after their presentation, wherein you may ask questions related to workflow challenges or seek advice on implementation of new techniques in your daily practice. Q & A sessions are always beneficial!
- 4 Share your thoughts:**
International learning is designed to empower you to transform your community through topics such as highlighted original research to change your practice.
- 5 Ignite conversation:**
Network with faculty from leading cardiovascular societies in an intimate setting and create connections with colleagues through shared discussion and bi-directional learning.

Benefits to Sponsors

- **Sponsored sessions:**

- o Symposiums

- **Branding opportunities:**

- o Website
- o Login page
- o Lobby
- o Halls
- o Customised branding opportunities

- **Personalized marketing opportunities:**

- o Emailer
- o Social media
- o E-flyers to registered database

- **Interactive exhibit booths:**

- o e-Brochure
- o Product portfolio demonstration
- o Live chat
- o Live video chat
- o Schedule a call
- o Business card exchange & lead retrieval

- **Reports and insights:**

- o Booth visitors data
- o Turnout numbers
- o Engagement data





Diamond Sponsor

USD 17,000 | HKD 133,450

(Only 1 Slot available)

- One 25 minutes scientific symposium during main conference.
- One premium virtual booth space with top placement to ensure maximum footfall along with booth functionalities.
- Complimentary registrations (Delegate & Faculty): 70
- Logo on the virtual conference login page.
- Acknowledgment as a Diamond sponsor during session transitions with branding slide (twice a day).
- 20 Seconds sponsors intro or video ads will be played before the program starts and during the breaks on both days.
- Hyperlinked logo on the conference website.
- Company logo to feature on all e-mail and social media marketing in the lead up and during the virtual conference.
- 3 e-mail invitations to delegates with company branding.
- Acknowledgment on the conference hall pathway.
- Acknowledgment on the exhibition pathway.
- Access to company representatives in the scientific sessions: 5

Platinum Sponsor

USD 14,000 | HKD 109,900

(Only 2 Slots available)

- One regular virtual exhibition booth space with functionalities.
- Complimentary registrations (Delegate & Faculty): 70
- Prominent Branding in the conference hall.
- Logo on the virtual conference login page.
- Acknowledgment in the virtual lobby as platinum sponsor.
- 15 Seconds sponsors intro or video ads will be played before the program starts and during the breaks on both days.
- Hyperlinked logo on the conference website.
- Company logo to feature on all e-mail and social media marketing in the lead up and during the virtual conference.
- 3 e-mail invitations to delegates with company branding.
- Acknowledgment on the conference hall pathway.
- Acknowledgment on the exhibition pathway.
- Access to company representatives in the scientific sessions: 10



Gold Sponsor

USD 8,250 | HKD 64,780

(Only 5 Slots available)

- One regular virtual exhibition booth space with functionalities.
- Complimentary registrations (Delegate & Faculty): 25
- Acknowledgment in the virtual lobby as gold sponsor.
- 10 Seconds sponsors intro or video ads will be played before the program starts and during the breaks on both days.
- Access to company representatives in the scientific sessions: 3
- Logo on the conference website.
- Acknowledgment on the exhibition pathway.
- Prominent Branding during the session.

Silver Sponsor

USD 5,500 | HKD 43,175

(Only 5 Slots available)

- One regular virtual exhibition booth space with functionalities.
- Complimentary registrations (Delegate & Faculty): 10
- Acknowledgment in the virtual lobby as silver sponsor.
- 05 Seconds sponsors intro or video ads will be played before the program starts and during the breaks on both days.
- Logo on the conference website.
- Access to company representatives in the scientific sessions: 2

Additional Features at Exhibition Booth

- Lead Retrieval & Data Analytics of Stall Visitors.
- Recorded Brand Video on the Stall (Video clip about the product/company).
- Company Profile and products demonstration.
- Live Chat between exhibitor & stall visitor.
- Connect delegates through Audio or video chat.
- Schedule a call or virtual meeting between exhibitor & stall visitor.
- Business Card Exchange.
- Various reports of exhibition booth activities.



Sponsorship and Exhibition Booth Options

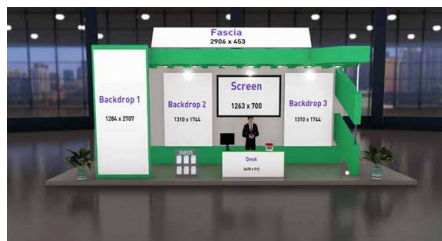
Diamond Sponsor Exhibition Booth



Platinum Sponsor Exhibition Booth



Gold Sponsor Exhibition Booth



Silver Sponsor Exhibition Booth

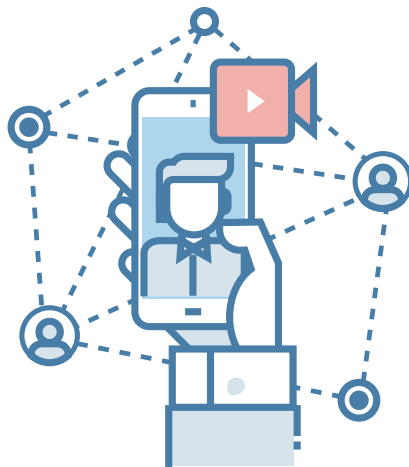






Virtual Platform Features

- 3D Experience with Immersive Environment
- Virtual Lobby with Interactive Touchpoints
- Information Desk
- Live Streaming & Session Archives
- Live Q&A
- Live Polling
- Chat in real time with attendees (Text Chat box, Audio/Video Calling)
- Attendee Dashboard



- Photobooth
- Notifications
- Virtual Briefcase
- Attendee Video Guide
- Engagement & Entertainment options (Optional)
- Reports & Data Analytics
- Feedback Desk



Branding Opportunities

Login Page



Note: Partners logos have been used for the depiction purpose & are not the actually confirmed conference sponsors.

Virtual Lobby



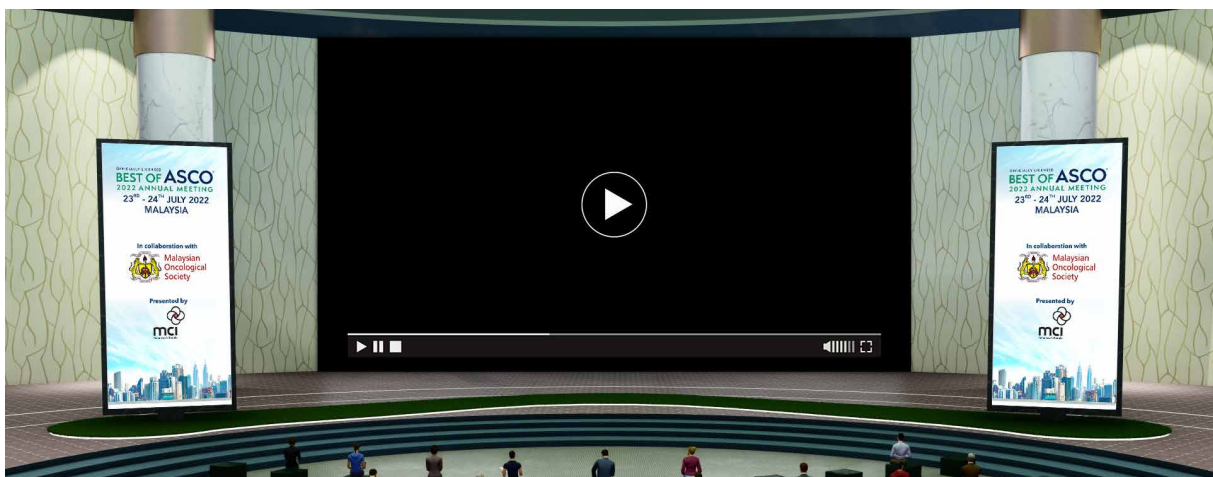
Information Desk



Hall's Lobby



Conference Hall





Exhibition Area



Top 5 reasons for attendees visit the exhibition hall

- To gain leaderboard points to win prizes for Virtual Meeting.
- Interaction with Sales Staff of various companies.
- Book an appointment for Business
- New Product Launches & Details.
- To Download Product e-Catalogues & Video's.

Virtual Booth



Booth features:

- Medical Representatives to Interact Live with Doctors.
- Branding on Booths.
- Video on Screen.
- Brochure / Content Downloads.
- Chat with Staff.
- Book an Appointment.
- Product Video's.
- Sales Person Info.
- Social Media.

The above images are for virtual representation only



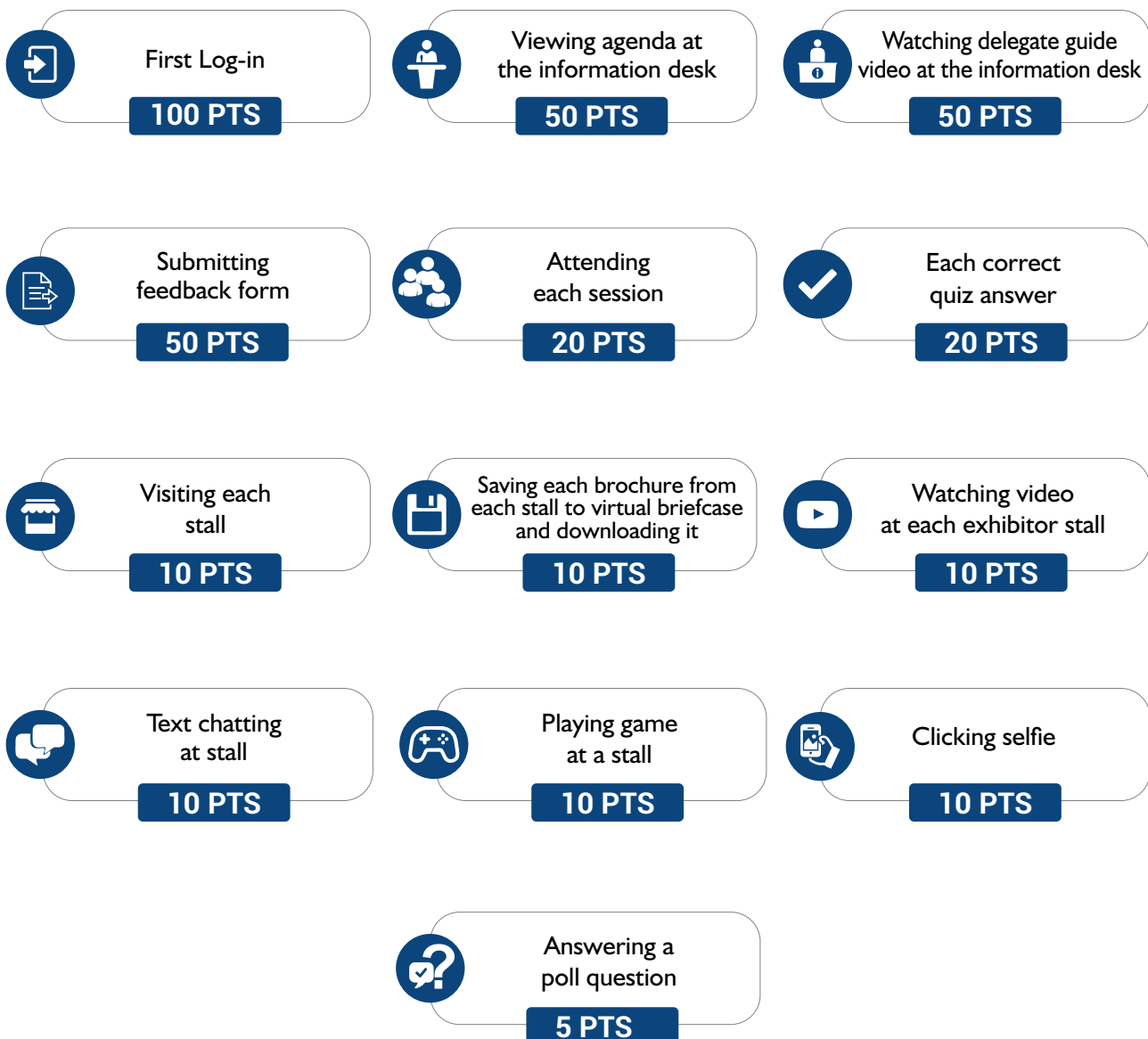
Leaderboard Functionality

To ensure maximum engagement & footfalls, the leaderboard is devised to draw the delegates to the exhibition hall.

During the live conference, attendees can earn points and titles just by getting the most out of the meeting. The more active they are, the more points they get. Each day their points (along with their name) will be displayed on the **Top LBCTs of ACC.22 leaderboard**. During the valedictory session the top point winners will receive awards.



— WAYS TO EARN POINTS —



The attendees who obtain the 2 highest point totals will receive a prize or, if there is no clear winner, a drawing will be conducted from the group tied for most points. The odds of winning a prize depend upon the number of individuals who participate in the contest and the activity of each participant.

*The point system is for reference purposes only



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