



Mailing List Rental Guidelines

ACC.10 & i2 Summit 2010 and ACC.11 & i2 Summit 2011 Professional Registrants



60th Annual Scientific Session & Expo



innovation in intervention
ACC in partnership with CIP

April 2 – 5, 2011 • NEW ORLEANS
Exhibits: April 3 – 5

The **American College of Cardiology (ACC)** is the leading medical society and teaching institution for U.S. cardiovascular health care professionals. Our mission is to foster optimal cardiovascular care and disease prevention by providing professional education, leading the development of practice guidelines, contributing to the health care policy debate, and promoting medical research. This document provides information on the availability of ACC professional registrant mailing lists for rental.

All orders must be pre-paid by check or credit card

Available Format

- Electronic file via e-mail in Excel format

Pricing

The minimum order is \$695 each for all ACC Registrant lists. Pricing is as follows:

- \$210 per thousand
- Additional: \$50 per thousand charge per selection. The ACC does not offer broker discounts.

Delivery

Allow 5 – 7 business days for delivery from the time of the approval of the mailing piece. An additional 25% charge will be added for rush orders. Rush orders will be shipped within 3 days of the approval of the mail piece.

Available Lists

Detailed data on ACC Professional Registrant lists are provided in the attached data tables. Available selections are indicated for each respective list (collection dates for selection variables are indicated for each list table).

1. ACC.10 and i2 Summit 2010 Professional Registrants:

Professional registrants for ACC.10 and i2 Summit in Atlanta, March 2010.

2. ACC.11 & i2 Summit 2011 Professional Registrants:

Professional registrants for ACC.11 and i2 Summit in New Orleans, April 2011.

Selections and List Coding

Selections are only available for variables provided in the attached list tables.

There is a maximum of 3 selection variables for any list at an additional cost of \$50 per thousand per selection variable. "Nth" selects are available at an additional charge of \$100 per selection.

Key coding is available at an additional cost of \$10 per thousand and must be limited to 12 characters (only one keycode per order). Key codes should not contain the letters "ACC."

All selections from a single list are merged so that duplicate names are not provided. ACC professional registrant mailing lists include name and address only.

Orders for split lists will be treated as two orders incurring the minimum \$695 charge for each list. This applies particularly to orders requesting more than one keycode.

Sorts by zip code and alpha (last name) are available.

ACC Registration List Uses & Restrictions

1. The ACC.11 Professional Registrant Advance Registration List will be available to ACC.11 exhibitors and ACC.11 Educational Satellite Symposia (ESS) providers *only* on Feb. 24, 2011. Companies that cancel their exhibit

space at ACC.11 or cancel their ESS are not permitted to use the Advance Registration List, even if prior approval has been given for a mailing piece and/or the Advance Registration List has been sent to the company. No refunds will be granted.

2. The ACC.11 Professional Registrant Final Registration List will be available to ACC.11 exhibiting companies on April 26, 2011; to non-exhibiting companies on June 26, 2011.
3. Lists are constituted of business addresses or addresses used for business communication. **Telephone numbers, fax numbers and e-mail addresses are not provided.**
4. The names and addresses provided by the American College of Cardiology are the property of the ACC and are supplied for one-time use, use only by the requestor for the specific mailing ordered and for no other purpose.
5. The list(s) cannot be permanently stored, reproduced or reused in any form. List(s) must be utilized within six months of delivery date. Downloading and maintaining a database of this information is strictly prohibited.
6. The list(s) cannot be used by or resold to another user.
7. ACC seeds lists for production control and verification.
8. The requestor is liable for any unauthorized use of the list(s). Penalties for misuse may include, but are not limited to: as liquefied damages, double the cost of the entire list if any portion of the list is misused; denial of any additional list use; and any legal remedies available to the College.
9. The ACC and ACCF logos, names, insignia and other identifying marks may not be used on any mailing piece. No endorsement by ACC of the company or its products or services, expressed or implied, is permitted or intended. The name of the association may not be included in any advertising

for meetings sponsored by another organization or group without written permission from ACC. Furthermore, the fact that an exhibitor or its goods or services were exhibited at an ACC Annual Scientific Session & Expo cannot be used in advertisements or promotional activities by the exhibitor.

10. ACC shall not be liable for any loss/damages incurred through the use of its lists and does not guarantee results from the use of any of its lists.
11. The College reserves the right to refuse any list rental order. Examples of cases where orders will be declined include, but are not limited to: a) for use with any program that is in direct conflict with an ACC program - defined as any program on the same subject as an ACC program, in the same geographic region, which takes place within thirty (30) days, before or after, the ACC program; b) for any use that the College deems to be incompatible with the purposes and activities of the College; or c) for any political or political campaign purpose.

Ordering Requirements

1. All orders must be submitted in writing using the attached form, and all sections must be completed.
2. The order form must be accompanied by a copy of the proposed mailing piece 10 - 12 business days prior to the anticipated delivery of the list(s) from ACC to the requestor.
3. Requestor will be billed prior to shipment of the order. Payment is due in advance of delivery of the list from ACC to the requestor. Failure to make immediate payment will preclude future use of ACC mailing lists, and all other remedies available to the ACC.
4. A \$150 fee will be added for change requests to already processed orders.
5. All cancellation requests must be received in writing. A \$150 fee will be charged for cancellations of all processed orders.

List Data Tables

List #1

ACC.10 & i2 Summit 2010 Professional Registrants Final Registration List (SESS)

Available Selections:

- By U.S. State
 By Country
 By Primary Activity
 By Medical Specialty
 By Primary Clinical Focus

Country

<input type="checkbox"/> United States	6,929
<input type="checkbox"/> International	4,506

Total: 11,435

(Specific states or countries available by request)

Primary Activity

<input type="checkbox"/> Administration	1,090
<input type="checkbox"/> Direct Patient Care	5,410
<input type="checkbox"/> Medical Research	2,806
<input type="checkbox"/> Medical Teaching	1,904
<input type="checkbox"/> Other	612

Medical Specialty

<input type="checkbox"/> Adult Cardiology	4,559
<input type="checkbox"/> Electrophysiology	289
<input type="checkbox"/> Family/General Practice	115
<input type="checkbox"/> Internal Medicine	314
<input type="checkbox"/> Interventional	1,348
<input type="checkbox"/> Nuclear Medicine	45
<input type="checkbox"/> Pediatric Cardiology	248
<input type="checkbox"/> Pharmacology	164
<input type="checkbox"/> Radiology	37
<input type="checkbox"/> Thoracic Surgery	72
<input type="checkbox"/> Other	592

Primary Clinical Focus

<input type="checkbox"/> Adult Congenital	413
<input type="checkbox"/> Ambulatory/General	1,139
<input type="checkbox"/> Critical Care	244
<input type="checkbox"/> Electrophysiology	405
<input type="checkbox"/> Heart Failure/Transplant	575
<input type="checkbox"/> Interventional	2,061
<input type="checkbox"/> Non-Invasive Imaging	926
<input type="checkbox"/> Pediatric/Congenital	202
<input type="checkbox"/> Preventive	672
<input type="checkbox"/> Surgery	137
<input type="checkbox"/> Vascular	266
<input type="checkbox"/> Other	649

List #2

ACC.11 & i2 Summit 2011 Professional Registrants Advance Registration List (SSAR)

(Estimated numbers based on previous year's data as of advance registration deadline and may be subject to change.)

Available Selections:

- By U.S. State
 By Country
 By Primary Activity
 By Medical Specialty
 By Primary Clinical Focus

Country

<input type="checkbox"/> United States	3,500
<input type="checkbox"/> International	2,100

Total: 5,600

(Specific states or countries available by request)

Primary Activity

<input type="checkbox"/> Administration	545
<input type="checkbox"/> Direct Patient Care	2,205
<input type="checkbox"/> Medical Research	1,400
<input type="checkbox"/> Medical Teaching	950
<input type="checkbox"/> Other	300

Medical Specialty

<input type="checkbox"/> Adult Cardiology	3,500
<input type="checkbox"/> Electrophysiology	250
<input type="checkbox"/> Family/General Practice	65
<input type="checkbox"/> Internal Medicine	250
<input type="checkbox"/> Interventional	1,050
<input type="checkbox"/> Nuclear Medicine	35
<input type="checkbox"/> Pediatric Cardiology	250
<input type="checkbox"/> Pharmacology	100
<input type="checkbox"/> Radiology	25
<input type="checkbox"/> Thoracic Surgery	70
<input type="checkbox"/> Other	350

Primary Clinical Focus

<input type="checkbox"/> Adult Congenital	300
<input type="checkbox"/> Ambulatory/General	850
<input type="checkbox"/> Critical Care	200
<input type="checkbox"/> Electrophysiology	350
<input type="checkbox"/> Heart Failure/Transplant	160
<input type="checkbox"/> Interventional	1,600
<input type="checkbox"/> Non-Invasive Imaging	900
<input type="checkbox"/> Pediatric/Congenital	170
<input type="checkbox"/> Preventive	500
<input type="checkbox"/> Surgery	105
<input type="checkbox"/> Vascular	200
<input type="checkbox"/> Other	400

MAILING PIECE SUBMISSIONS

All promotional materials (including announcements, signage, invitations, e-mails, Web sites, advertisements, posters and flyers) must be approved by ACC *prior to printing or use*. Final versions of materials should be submitted for approval between Dec. 6, 2010, and March 25, 2011. Please allow a minimum of five business days for approval.

ACC.11 ANNUAL SCIENTIFIC SESSION & EXPO AND i2 SUMMIT PROMOTIONAL MATERIALS

Submissions should be sent via e-mail to promotional@acc.org or via fax to (202) 375-6838.

Questions? Contact Marylou Forgione at (866) 353-0508, (202) 375-6253 or mforgion@acc.org.

ACC.11 NON-CME/CE SATELLITE EVENT PROMOTIONAL MATERIALS

Additional rules and regulations apply. Please see the "ACC.11 Non-CME/CE Satellite Event Guidelines," available at www.expo.acc.org, for more information. Submissions should be sent via e-mail to promotional@acc.org or via fax to (202) 375-6838.

Questions? Contact Marylou Forgione, at (866) 353-0508, (202) 375-6253 or mforgion@acc.org.

ACC.11 CME/CE-CERTIFIED EDUCATIONAL SATELLITE SYMPOSIA (ESS) PROMOTIONAL MATERIALS

Additional rules and regulations apply. Please see the "CME/CE-Certified Educational Satellite Symposium (ESS) 2011 Guidelines and Promotional Opportunities," available at www.accscientificsession.org/ESS, for more information. Submissions should be sent via e-mail to ess@acc.org.

Questions? Contact Obsie Debela at (800) 253-4636, ext. 6247; (202) 375-6247; or odebela@acc.org.

To purchase ACC Member lists or the U.S. Cardiovascular Training Directors list, please contact Avery Kinney at (800) 253-4636 ext. 6707 or lstrentals@acc.org.

Order Form

All orders must be pre-paid by check or credit card

TO ORDER THE ACC.10 AND I2 SUMMIT 2010 FINAL REGISTRATION LIST OR THE ACC.11 AND I2 SUMMIT 2011 ADVANCE REGISTRATION LIST:

If you have questions about the mailing list data and/or mailing list pricing, please check off the **QUOTE** box in the "Billing Information" section of the order form and submit the order form *only* via fax to Attn: Avery Kinney (202) 375-6842 or lstrentals@acc.org.

Questions about your quote, call Avery Kinney at (202) 375-6707.

STEP 1.

Submit your mailing piece for approval and your completed order form to the appropriate person:

For ACC.11 Annual Scientific Session & Expo and i2 Summit Promotional Materials & ACC.11 Non-CME/CE Satellite Event Promotional Materials:

E-MAIL: promotional@acc.org
FAX: (202) 375-6838
QUESTIONS: Contact Marylou

Forgione at (866) 353-0508, (202) 375-6253 or mforgion@acc.org.

For ACC.11 CME/CE Certified Educational Satellite Symposia (ESS) Promotional Materials:

E-MAIL: ess@acc.org
QUESTIONS: Contact Obsie Debela at (800) 253-4636 ext. 6247, (202) 375-6247 or odebela@acc.org

STEP 2.

Please allow **five business days** for approval of your mailing piece. To expedite approval of your mailing piece, please review the "ACC.11 Non-CME/CE Satellite Event Guidelines" and/or the "CME/CE-Certified Educational Satellite Symposium (ESS) 2011 Guidelines and Promotional Opportunities." Once approved, your mailing piece may not be changed without prior ACC approval.

STEP 3.

Once you have received approval for your mailing piece, please allow **five to seven business days** for delivery of the requested list(s). Rush delivery may be available, for an additional fee (select "Rush Delivery," below).

Shipping Information *(Please print clearly.)*

CONTACT NAME

ORGANIZATION

E-MAIL ADDRESS

CUSTOMER PHONE

FAX

DATE NEEDED

Billing Information *(Please print clearly.)* **QUOTE**

CONTACT NAME

ORGANIZATION

ADDRESS

CITY

STATE

ZIP

E-MAIL ADDRESS

Payment Must Accompany Order

Check payable to the American College of Cardiology Foundation in U.S. dollars drawn on a U.S. bank.

Charge my: MasterCard VISA American Express Discover

CARDHOLDER'S NAME

CSC#

CARD NUMBER

EXPIRATION DATE

CARDHOLDER'S SIGNATURE

List(s) Requested *(\$210 per thousand plus \$50 per thousand per selection — \$695 minimum for all orders)*

#1 ACC.10 & i2 Summit 2010 Professional Registrants Final Registration List (SESS)

#2 ACC.11 & i2 Summit 2011 Professional Registrants Advance Registration List (SSAR)

Selection(s) for Each List *(see attached data tables)*

List Name

Selection

SESS

only domestic, only adult cardiologists (example)

Sequence: Zip code Alpha (last name)

Delivery: Standard Delivery. Allow 5 – 7 business days for delivery from the time of approval of the mailing piece.

Rush Delivery. Additional 25% charge will be added for rush orders. Rush orders will be shipped within 3 days from the time of approval of the mailing piece. This service is not available for all orders. ACC will try its best to meet your needs; however, if rush service is not available, ACC will contact you and no rush fee will be applied.

Agreement: The names and addresses provided by the American College of Cardiology (ACC) are the property of ACC and are supplied for the specific mailing ordered and for no other purpose. After completion of such mailing, any unused labels, lists, or electronic files from such will be destroyed or erased and will not be used for any other purpose. This list is solely provided for a one-time use only. ACC does not offer a broker discount. Payment is due at time of service. I have read the rules and restrictions for use of the ACC Mailing List, am aware of penalties for any misuse, and agree to abide by these terms.

SIGNATURE OF ACCEPTANCE OF RENTAL TERMS

Optional: Keycode

Specify up to 12 characters (add \$10 per thousand); one per order. Do not use "ACC".

DATE