

INTERNATIONAL OUTREACH

The mission of ACC International is to enhance cardiovascular health through sustained collaboration and the exchange of knowledge and resources for cardiovascular care worldwide. ACC International is currently made up of over 4,000 members hailing from over 100 countries.

The ACC currently has chapters in the following countries:

- Brazil
- Caribbean
- China
- Egypt
- Germany
- Great Britain and Ireland
- Greece and Cyprus
- Israel
- Malaysia
- Mexico
- Pakistan
- Saudi Arabia
- Turkey
- Venezuela

For more information, please visit the online International Center at www.CardioSource.org/International. For more information about the following opportunities, please email international@acc.org.

International Associate Membership

ACC International membership is offered to those cardiovascular specialists who wish to access ACC's outstanding member benefits but who are not interested in applying for Fellowship or have not yet attained the level of training and experience required for Fellowship. International Associates have access to the following benefits:

- Online access to the *JACC* Journals via www.CardioSource.org
- Full access to www.CardioSource.org, the ACC's premier online source of cardiovascular knowledge
- Discounts on ACCF live events, meetings on demand and self-assessment products
- Special registration rates for the ACC Annual Scientific Session & Expo

Cost: Customizable per client based on request with discounts for bulk purchasing

Supporter Recognition:

- Sponsored ACC International Affiliates will receive a wallet-sized ACC membership card, featuring the supporter's corporate logo

Cardiovascular Leadership Institute

The ACC International Cardiovascular Leadership Institute launched in May of 2011, with a hugely successful pilot in Kuala Lumpur, Malaysia. Since then, cardiovascular societies throughout the world have expressed keen interest in hosting a program for emerging faculty in their own countries and regions. In helping to build the next generation of leaders in cardiology, your organization will undoubtedly increase its recognition among the key opinion leaders of tomorrow.



Cost: \$150,000

Expected Attendance: 40 young cardiologists, as well as several esteemed faculty from both the United States and the host country

Supporter Recognition:

- Recognition in Cardiovascular Leadership Institute collateral
- Corporate recognition on room signage at the event
- Enduring memento of supporter's choice, co-branded with ACC, for all attendees (must be approved by ACC)

International CardioSource Translations

Nearly 5,000 international ACC members enjoy www.CardioSource.org access and its many educational benefits. There is a need for expanded reach of CardioSource education in many geographic areas around the world. Specific markets available for translation funding are:

- China
- India
- Latin America
- Middle East



Cost: Customizable per client based on request

Supporter Recognition:

- One-time use of the ACC's International mailing list
- Inclusion of a corporate logo in corresponding website
- Corporate logo and name recognition, with link to corporate website, in *CardioSource International E-Newsletter*, a bi-monthly newsletter distributed to all International ACC members

CardioSource International E-Newsletter

The CardioSource International e-newsletter reaches more than 3,500 international members and subscribers bimonthly. With content tailored to meet the specific needs of the international cardiovascular professional, the e-newsletter features clinical trial updates, practice guidelines and quality initiatives, educational offerings, and the news about the ACC's global outreach. Advertising in the CardioSource International e-newsletter provides a unique opportunity to reach the worldwide cardiovascular community.



CardioSource

The ACC's acclaimed online resource for cardiovascular information holds a wealth of content and tools highly valued by cardiologists the world over. Support opportunities include:

- Providing access to a group of physicians in your region of interest through a customized portal
- Providing access to a group of physicians in your region of interest through annual subscriptions purchased at a discount
- Distributing segments of CardioSource content in digital format or print to a selected group, such as *JournalScan* (summaries of the latest articles from 20 cardiovascular journals), case studies, expert opinion interviews, and more
- Provide CardioSource Plus for Institutions in your country or region
- Distributing translated editions of CardioSource through a customized interface



CardioSmart International Initiative

Given the growing global burden of cardiovascular disease, especially in the developing world, there has been significant interest in translating ACC patient education websites and printed materials for distribution in international markets.

Specific markets available for translation funding are:

- Brazil
- China
- India
- Latin America
- Middle East



Supporters would have the opportunity to translate:

- *CardioSmart* magazine
- CardioSmart website
- Disease-specific programs
- Videos, wall charts and education materials for physician offices



Cost: Customizable per client based on request

Supporter Recognition:

- One-time use of the ACC's international mailing list
- Inclusion of a corporate logo in corresponding materials
 - Corporate logo and name recognition, with link to corporate website, in the *CardioSource International E-Newsletter*, a bi-monthly newsletter distributed to all international ACC members



International Registry Sponsorship

Support of one or more registries internationally provides unprecedented insight on the state of cardiovascular care in a particular country or region. International registry supporters receive the same benefits indicated in domestic registry sponsorship, but with the distinct opportunity to better understand trends and quality deficiencies in emerging medical markets worldwide.



Cost: Customizable per client based on request

Supporter Recognition:

- National and international recognition as a preeminent registry supporter
- Quarterly market research reports
- Access to ad hoc data analyses to help you further understand care patterns
- Regular access to internationally renowned registry physician leaders

International Mentoring Program

The ACC International Section has developed a mentoring program for early career international cardiologists. ACC will partner early career cardiologists with U.S. members, based on the area of cardiovascular specialty. Support dollars for this effort subsidize the cost of promoting the application and provide funding for mentor/mentee meetings in the form of travel and hospitality grants.

Cost: \$50,000

Expected Attendance: Early Career International Members of the ACC

Supporter Recognition:

- One-time use of ACC's International mailing list
- Inclusion of a corporate logo on mentorship website and all promotional materials
- Corporate logo, with link to corporate website, in *CardioSource International E-Newsletter*, a bi-monthly newsletter distributed to all international ACC members

International FIT Travel Awards to ACC.12

Twenty applicants will be awarded travel expenses to ACC.12. These awards are exclusively available to ACC International FIT members, who will have the opportunity to learn beside their U.S. peers and participate in a wide array of international activities. Current countries with FIT programs are Brazil, Canada, Israel, Malaysia and the United Kingdom.

Cost: Customizable per client based on request

Expected Audience: 20 International FITs

Supporter Recognition:

- One-time use of ACC's International FIT mailing list
- Inclusion of a corporate logo on room signage at International Chapter Reception
- Corporate logo, with link to corporate website, in *CardioSource International E-Newsletter*, a bi-monthly newsletter distributed to all international ACC members

International Chapter Travel Awards to ACC.12

The ACC currently has chapters in the following countries:

- Brazil
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- Germany
- Great Britain and Ireland
- Greece and Cyprus
- Israel
- Malaysia
- Mexico
- Pakistan
- Saudi Arabia
- Turkey
- Venezuela

Interested companies can contribute to travel awards to ACC.12 for any of these countries. ACC will in turn provide travel, accommodations and complimentary registrations to physicians from these countries.

Cost: Customizable per client based on request

Supporter Recognition:

- One-time use of the ACC's International mailing list
- Inclusion of a corporate logo on room signage at the ACC.12 All-Chapter Reception
- Corporate logo with link to Corporate website, in *CardioSource International E-Newsletter*, a bi-monthly newsletter distributed to all international ACC members

The 4th Annual International Cardiovascular Conference: Focus on the Middle East Reception

ACC.12 will host the 4th Annual International Cardiovascular Conference: Focus on the Middle East, an unprecedented, full-day educational program. This event is designed to bring together participants from around the globe to explore advances made in the diagnosis, treatment and management of cardiovascular disease with a focus on how these are applied in the context of physician practice in the Middle East. This consistently sold-out event has an associated reception in the evening that is open to all speakers, attendees and key opinion leaders from the Middle East region at ACC.12.



Cost: \$7,000

Expected Attendance: 200+ attendees and cardiovascular leaders from the ACC and across the Middle East

Supporter Recognition:

- One-time use of the ACC's International mailing list
- Corporate recognition on room signage at the event
- Display table for supporter's promotional materials
- Corporate logo, with link to corporate website, on ACC International Center website at www.CardioSource.org/international

Global Women's Breakfast at ACC.12

The Global Women's Breakfast at ACC.12 provides female cardiologists from around the world with a venue for discussing global partnership strategies. The breakfast is a combined effort between the International Section and Women In Cardiology Section of the ACC.

Cost: \$7,000

Expected Attendance: 50

Supporter Recognition:

- Corporate logo on room signage at the event
- Table top display at reception and an invitation for two representatives to attend the reception
- Recognition as supporter in ACC.12 international marketing materials

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International Lounge at ACC.12

For the fifth year, the ACC will host the International Member Lounge in the ACC.12 Expo Hall. The lounge is an exclusive benefit to our 5,000+ international members, and provides members with a place to convene, relax, use the internet and catch up with colleagues. As a sponsor of the International Lounge, you will receive corporate logo recognition in ACC.12 international marketing materials, as well as prominent display in the Lounge. Sponsorship of the International Lounge is an effortless way to increase your organization's international visibility.

Cost: \$5,000

Supporter Recognition:

- Corporate logo on signage at Lounge
- Recognition in ACC.12 international marketing materials

International Reception at ACC.12

The annual International Reception at ACC provides our international attendees a chance to socialize and network with their colleagues, while offering your organization the unique opportunity to increase brand awareness among the international cardiovascular community.

Cost: \$7,000

Expected Attendance: 250

Supporter Recognition:

- Corporate logo on room signage at the event
- Table top display at reception and an invitation for two representatives to attend the reception
- Recognition in ACC.12 international marketing materials



ACC.12 Highlights Programs

Assist with the dissemination of ACC.12 science and education around the world! Each of the options for regional and local support can be customized to fit local needs:

- 1 – 2 day program attended by local cardiologists and other physicians on the front lines of cardiovascular care, chaired by U.S. and local faculty
- Live transmission of selected sessions, as time zone differences permit
- Webcasts of selected presentations, available through a customized portal and login following the conference
- Highlights session for a live audience with ACC faculty participating by videoconference



Self-Assessment Programs

Sponsor the distribution of ACCF's renowned Self-Assessment Programs (SAPs) internationally. For many years, ACCF's SAP products have been used by cardiovascular specialists around the world to keep up with the latest information. The SAPs are updated on a regular basis (every two to three years).

- The latest version of ACCSAP, ACC's core curriculum program in clinical cardiology, will be available in March 2012.
- Other products include ECGSAP, CathSAP for interventional cardiology, EchoSAP and DiabetesSAP. For a full listing go to www.CardioSource.org/Products.

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Clinical Content

Customize ACC's vast clinical content to the needs of the cardiovascular professional community in your country or locality. The broad sweep of information and educational tools may be topic focused and targeted to fit the specific knowledge priorities identified by your local key opinion leaders. ACC is collaborating with GlobalPort, an international distributor of content, to develop products and programs made to local specifications. Content may come from any ACC product, program or from the *JACC* Journals.

Live Programs

The ACCF conducts live education programs around the world. The programs are conducted in accordance with ACCF's highly respected principles and policies, with world-renowned faculty. Programs may provide a general update of the latest practices and treatments, or focus on a specific disease topic.

- Support a 1 or 1-½ day meeting in your area for cardiologists or for primary care physicians.
- Provide support for the attendance of ACC faculty to participate in a conference organized by a local cardiovascular society.

JACC Cardiovascular Investigator Training Workshops

The prestigious *JACC* Journals are held in the highest esteem throughout the world. Workshops by the editors of the *JACC* Journals can be conducted as standalone sessions or as satellites to major cardiovascular meetings. Support a workshop for the rising young investigators in your community.

Targeted to emerging faculty and investigators, these workshops cover:

- How to Design the Perfect Research Study
- How to Write Publishable Papers
- How to Evaluate a Research Paper: What Constitutes a Good Review.

For more information about this opportunity, please contact Elizabeth Wilson, Senior Director, Publishing, at 202-375-6632 or ewilson@acc.org.

JACC Journals

Local editions of the *Journal of the American College of Cardiology (JACC)* are now available in more than 15 countries. Sponsored print and/or electronic distribution of *JACC*, *JACC: Imaging* and *JACC: Interventions* provides another opportunity to assist the international cardiovascular community in receiving these prestigious journals. Print and electronic reprints of individual articles and topic focused collections of articles are also available

For more information about this opportunity, please contact Kathleen Harrison at 212-904-0372 or kharrison@pminy.com.



Heart Songs Workshops

Heart Songs, ACC's auscultation education program, is a sophisticated tool designed to improve the cardiac auscultation skills of cardiologists and primary care providers.



We provide what you need to support Heart Songs Workshops at national or local meetings, or in the hospital setting. Heart Songs provides basic, intermediate and complex heart murmurs so that the workshop can be tailored to the target audience. Suggested talking points are provided to assist local workshop facilitators conducting the workshop. Heart Songs is available in English and Spanish.

For more information about this opportunity, please email international@acc.org.

ACC Guidelines

Pocket versions of ACC Guidelines and reprints of all ACC's clinical documents are available for bulk purchase and translation.

For more information about this opportunity, please contact Elizabeth Wilson, Senior Director, Publishing, at 202-375-6632 or ewilson@acc.org.