American Heart Association.
life is why™

SCIENTIFIC SESSIONS 2016

SCIENTIFIC SESSIONS 2016
MARKETING OPPORTUNITIES

Sessions: November 12–16
Exhibits: November 13–15
New Orleans, Louisiana

exhibitatsessions.org

ONE CONFERENCE
THREE DAYS OF EXHIBITS

18,000 CARDIOVASCULAR EXPERTS

Your **best opportunity in 2016** to build awareness for your brand and drive sales leads for your team

MARKETING OPPORTUNITIES

DON'T JUST SHOW UP! **STAND OUT!**

Get extra visibility for your brand and your booth with sponsorship and advertising opportunities at Scientific Sessions. From traditional to unique, hotel to convention center and educational to pure branding, we've got something that will fit your message – and your budget!

Your sponsorship and advertising dollars now count toward your exhibiting priority points. Ask your account manager for details.

Booth efficiency increases by

104%

when promotional opportunities are included in the marketing plan.

Source: Center for Exhibition Industry Research

Sponsorships and advertising are limited, and available on a first-come, first-served basis. Opportunities, rates and deadlines are subject to change.

	OPPORTUNITY	PAGE	PRICE RANGE	SPACE DEADLINE
PRINT	Conference Bag Inserts	4	$40,000	Oct. 2016
	Convention Center Map	6	$24,680	Sept. 2016
	Daily Newspaper	3	$12,500-$40,000	Sept. 2016
	Final Program Book	4	$2,500-$60,000	Sept. 2016
	Poster Hall Map	19	$20,000	Sept. 2016
	Pre-Meeting Mailer	6	$5,720	Aug. 2016
	Preview	5	$520-$15,080	July 2016
	Quick Start Guide	7	$25,000	Sept. 2016
	Science & Technology Hall Attendee Booth Driver	20	$350	Aug. 2016
	Science & Technology Hall Planner	5	$520-$17,680	Sept. 2016
	Symposia Locator Map	7	$3,580-$8,215	Aug. 2016
DIGITAL	Article Index Page	9	$3,900-$5,000	July 2016
	ePreviews & ePost	9	$3,640-$5,980	July-Oct. 2016
	Mobile Meeting Guide App	8	$5,000–$75,000	Sept. 2016
	Registration Package	8	$75,000	May 2016
CONVENTION CENTER	Ad Banners	12	$30,000	Sept. 2016
	Cardiovascular Expert Theaters	11	$30,000-$65,000	Aug. 2016
	Charging Lounge/Stations	13	$80,000	Sept. 2016
	Column Wraps	15	$50,000 for 10	Sept. 2016
	Communication Centers	11	$50,000	Sept. 2016
	Digital Signage	12	$10,000-$20,000	Sept. 2016
	EP Central and Interventional Central	20	$10,000 each	Sept. 2016
	Escalator Decals	10	$50,000	Sept. 2016
	Exhibit Hall Breaks	10	$20,000	Oct. 2016
	Housing Confirmation	12	$55,000	May 2016
	Rotating Kiosks	13	$15,000	Sept. 2016
	Science & Technology Hall Aisle Signs	13	$100,000	Sept. 2016
	Science & Technology Hall Park Benches	14	$55,000	Sept. 2016
	Science & Technology Hall Restaurant Sponsorship	19	$15,000	Sept. 2016
	Sitting Cubes	14	$50,000 for 100	Sept. 2016
	Walking Challenge	10	$100,000	Aug. 2016
	Welcome Mats	15	$25,000 for 6	Sept. 2016
	Welcome Wine Reception	19	$3,500-$6,000	Sept. 2016
	Window Clings	11	$28,000	Sept. 2016
BOOTH DRIVERS	Abstracts on USB	15	$175,000	July 2016
	Posters MD	15	$75,000	Sept. 2016
HOTEL/CITY WIDE	Hotel Elevator Clings	16	$80,000	Sept. 2016
	Hotel Room Drop: Doctor's Bag	18	$7,490-$27,040	Sept. 2016
	Individual Hotel Room Drop	18	$28,050-39,270	Oct. 2016
	Hotel Key Cards	18	$50,000	Aug. 2016
	Moving Billboards	16	varies	Sept. 2016
	Shuttle Bus Banners/Headrests	17	$75,000-$100,000	Aug. 2016
	Taxi Tops	16	varies	Sept. 2016
	Wallscapes	17	varies	Sept. 2016

PRINT

►► DURING & AFTER MEETING

DAILY NEWSPAPER

DISTRIBUTION

Printed overnight and delivered to the convention center and key hotels each morning, the daily newspaper is a great vehicle for branding. Additional exposure is available with online and mobile versions. Five issues circulate to 12,000 cardiovascular professionals each day.

CONTENT

- Latest science and news from Scientific Sessions 2016
- Cardiovascular industry news and information
- Information about AHA, its products and services

DEADLINES

Space reservation due: September 29, 2016
Materials due: October 13, 2016

ADVERTISING RATES

Back cover (Saturday-Wednesday issues)	**$25,000 per issue**
Full Page ad	**$12,500**
Junior ad (runs in Saturday-Wednesday issues)	**$20,000**
Additional junior ad space for PI (in conjunction with junior ad purchase only, runs in Saturday-Wednesday issues)	**$10,000**
Banner ad on center spread with Science & Technology Hall map (runs in Sunday-Tuesday issues)	**$40,000**

All rates are net. Cancellations are nonrefundable.

PRINT

►► DURING MEETING

FINAL PROGRAM

DISTRIBUTION
Distributed to conference attendees at the convention center.

CONTENT
- The official source for attendees to find Scientific Sessions program schedule, facility maps and other important information
- Also accessible online, providing an additional 12 months of exposure
- Advertisers can enhance their ad online by integrating Flash-technology artwork, drawing more attention and appealing to online visitors
- Supporters may link ads to corporate or product websites

DEADLINES
Space reservation due:
September 2, 2016
Materials due:
September 16, 2016

ADVERTISING RATES

SOLD	~~Inside Front Cover~~	~~$25,000~~
SOLD	~~Back Cover~~	~~$45,000~~
	Website linking feature in online final program	$2,500
	Inside Back Cover	$15,000

►► DURING MEETING

CONFERENCE BAG INSERTS

DISTRIBUTION
Distributed to professional attendees at the convention center.

CONTENT
Your branding and marketing materials, designed to drive attendees to your booth or program, are inserted into bags.

DEADLINES
Space reservation due: October 21, 2016
Materials due: November 4, 2016

ADVERTISING RATES
$40,000 per insert *(LIMIT FIVE)*

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►► BEFORE MEETING

PREVIEW/PRELIMINARY PROGRAM

DISTRIBUTION

Mailed to more than 20,000 domestic pre-registered attendees and select specialists.

CONTENT

The Preliminary Program is now a part of the Preview! Contains programming information, late-breaking clinical trials, schedules, an exhibitor list, Unofficial Satellite Event listings, city attractions, hotel info and other must-see content for attendees.

DEADLINES

Space reservation due: July 28, 2016
Materials due: August 4, 2016

ADVERTISING RATES

All rates are four-color	Early bird rate by May 30	Rate after May 30
Full Page	$9,655	$10,620
Full Page PI	$3,925	$4,315
2/3 Page	$8,485	$9,335
1/2 Page Island	$8,115	$8,925
1/2 Page Horizontal	$7,740	$8,515
1/3 Page Vertical	$6,895	$7,590
1/4 Page	$6,265	$6,885
Bolded Listing with Logo	$530	$580
Back Cover	$15,380	$16,920
Inside Front Cover	$13,525	$14,880
Inside Back Cover	$12,065	$13,280

Enhanced Listing Special

Purchase a Bolded Listing with Logo in the Preview and receive a Highlighted Listing in the Planner at no extra charge.

►► DURING MEETING

SCIENCE & TECHNOLOGY HALL PLANNER

DISTRIBUTION

Distributed onsite to nearly 14,000 attendees. Handout distribution at the entrances to the Science & Technology Hall for several hours each day. Planners are also available in distribution bins throughout the convention center and inside the hall.

CONTENT

Session schedules, new product information, floor plans, exhibitor listings, Unofficial Satellite Event schedules and city attractions and dining info.

DEADLINES

Space reservation due:
September 20, 2016
Materials due:
September 27, 2016

ADVERTISING RATES

All rates are four-color	Early bird rate by May 30	Rate after May 30
Full Page*	$8,580	$9,440
Full Page PI	$3,850	$4,230
1/2 Page Horizontal	$6,710	$7,380
1/4 Page	$5,565	$6,120
Product Category Display Ad	$1,460	$1,600
Highlighted Listing with Logo	$520	$570
Back Cover	$13,730	$15,100
Inside Front Cover	$12,065	$13,270
Inside Back Cover	$10,660	$11,730
Exclusive Exhibit Floor Plan Advertising	$17,680	$19,450

**Request the first 32 pages for a full-page, four-color rate of $9,300 per page.*

Drive booth traffic!

Use your full page ad in the Planner as an insert in the Doctor's Bag for a packaged rate of $18,200!
See page 26 for Doctor's Bag information. *Rate after May 30 is $20,000.*

All rates are net. Cancellations are nonrefundable.

PRINT

►► BEFORE MEETING

PRE-MEETING MAILER

DISTRIBUTION
Mails in October to pre-registered domestic attendees and select specialists.

CONTENT
Your branding and marketing materials, designed to peak interest and encorage visits to your booth.

DEADLINES
Space reservation/prototype due: August 19, 2016
Materials due: August 26, 2016

ADVERTISING RATE

All rates are four-color	Early bird rate by May 30	Rate after May 30
9,400 quantity*	**$5,720 per insert**	**$6,290 per insert**

** Includes overage/spoilage*

Note: *Opportunity is limited to 15 advertisers. Insert size limit is 8-1/2" x 11", cannot exceed 1 oz. each and are subject to AHA approval. Participants provide 9,400 inserts. Name of the event on the insert must match the name of the event listing online.*

►► DURING MEETING

CONVENTION CENTER MAP

SOLD OUT

DISTRIBUTION
Distributed to attendees at shuttle bus drop-offs, information desks and key locations throughout the convention center.

CONTENT
Facility map with key meeting locations, shuttle schedule and routes list, AEDs and concession stands.

EXCLUSIVE OPPORTUNITY INCLUDES:*
- Front cover logo acknowledgment
- Back cover ad
- Display ad on side two

DEADLINES
Space reservation due: September 26, 2016
Materials due: October 3, 2016

ADVERTISING RATE
$24,680 single sponsorship

** Map size, specs and layout subject to change based on facility configuration.*

All rates are net. Cancellations are nonrefundable.

►► DURING MEETING

SYMPOSIA LOCATOR MAP

DISTRIBUTION

Distributed to attendees at registration PLUS inserted into the Nov. 11 Doctor's Bag.

CONTENT

Lists Unofficial Satellite Events and showcases USE locations on a map of New Orleans.

Half Panel

Full Panel

DEADLINES

Space reservation due:
August 16, 2016
Materials due: August 23, 2016

ADVERTISING RATES

All rates are four-color

	Early bird rate by May 30	Rate after May 30
Back Cover Panel	**$8,215**	**$9,040**
Full Panel	**$6,030**	**$6,635**
1/2 Panel	**$3,580**	**$3,950**

►► DURING MEETING

QUICK START GUIDE

SOLD OUT

DISTRIBUTION

Distributed to Scientific Sessions' attendees as they check in at their hotels.

CONTENT

Shuttle bus schedule, registration/check-in information and other key details attendees need to get their experience at Sessions off to a great start.

DEADLINES

Space reservation/prototype due:
September 21, 2016
Materials due: September 28, 2016

ADVERTISING RATE

$25,000 single sponsorship

Advertiser receives back panel ad and front cover banner logo recognition on tri-fold guide.

Logo here

Back Panel

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DIGITAL

►► BEFORE AND DURING MEETING

REGISTRATION PACKAGE

Six months of online exposure in emails and onsite

- Banner ad on the registration page during the six-month registration process
- Corporate logo recognition on registration confirmation emails to 14,000
- Corporate logo on voucher distributed with name badges to all professional attendees

DEADLINES
Space reservation due: May 5, 2016
Materials due: May 19, 2016 for full exposure during the registration process

ADVERTISING RATE
$75,000 single sponsor

►► BEFORE AND DURING MEETING

MOBILE MEETING GUIDE APP

Put your corporate or product message right into the hands of attendees

Available for download at **scientificsessions.org** before, during and after Scientific Sessions, the App supporter receives:

- Corporate logo recognition on opening app screen
- Corporate or product banner ad at top of main menu page
- Corporate recognition on all marketing pieces
- One complimentary alert sent each day
- Included enhanced exhibitor listing within the app

SOLD OUT
Alert Notifications and Enhanced Exhibitor Listings still available!

CONTENT

- Provides attendees with instant access to detailed educational sessions, faculty, abstracts, event information, exhibitors, hotels, schedule-planning and mapping functionality to help locate a room or exhibit booth
- App is web-based and downloadable for all smartphone platforms and web-enabled devices

DEADLINES
Space reservation due:
September 9, 2016
Materials due:
September 23, 2016

ADVERTISING RATE
$75,000 single sponsor

ADDITIONAL OPPORTUNITIES

ALERT NOTIFICATIONS
Similar to a text message but it goes through the app itself. Real-time marketing for promotion of your booth activity or company. App users will receive new announcements during the conference *(120 MAX CHARACTERS IN LENGTH INCLUDING SPACES)*.

$5,000 each

ENHANCED EXHIBITOR LISTING
With the Enhanced Exhibitor Listing exhibitors can have their company or product name highlighted in the exhibitor listings in the app, plus upload up to five PDF documents in the exhibitor tabs. In addition, this offering comes with one push alert.

$7,500 each

All rates are net. Cancellations are nonrefundable.

DIGITAL

►► BEFORE AND AFTER MEETING

ePREVIEWS & ePOST

ePREVIEWS

DISTRIBUTION

Sent via email from August to November 2016 to an opt-in list of 250,000 cardiology professionals.

CONTENT

Registration information and key event planning resources.

SYMPOSIA ePREVIEW

DISTRIBUTION

Deployed in late October to 250,000 cardiology professionals.

CONTENT

Generates interest in Unofficial Satellite Events and showcases USE value.

ePOST

DISTRIBUTION

Sent via email in December to an opt-in list of 250,000 cardiology professionals.

CONTENT

Highlights from Scientific Sessions.

Blast dates	Space Reservation Due	Materials Due
ePreview #1: mid-August	July 11, 2016	July 25, 2016
ePreview #2: late August	July 25, 2016	August 8, 2016
ePreview #3: mid-September	August 5, 2016	August 19, 2016
ePreview #4: late September	August 19, 2016	September 2, 2016
ePreview #5: mid-October	September 2, 2016	September 19, 2016
Symposia ePreview #6: late October	September 19, 2016	October 3, 2016
ePreview #7: early November	October 3, 2016	October 17, 2016
ePost: early December	October 28, 2016	November 14, 2016

ADVERTISING RATES	Early bird rate by May 30	Rate after May 30
Leaderboard	$5,980 per blast	$6,580 per blast
Tower Ad	$5,200 per blast	$5,720 per blast
Rectangle Ad 1	$3,640 per blast	$4,000 per blast
Rectangle Ad 2	$3,640 per blast	$4,000 per blast

NEW! **ePreview #7:** Science & Technology Hall not-to-be-missed interactive activities!

►► BEFORE AND AFTER MEETING

ARTICLE INDEX PAGE

Your branding is on the Web page where cardiology professionals read the seven AHA ePreviews and the ePost. Great visibility!

DISTRIBUTION

Seven ePreviews are sent from August to November to 250,000 cardiology professionals, with an ePost in early December following Scientific Sessions. To read the full stories, readers must connect to the Article Index Page.

DEADLINES

Space reservation due: July 11, 2016 to get maximum exposure on all seven ePreviews.

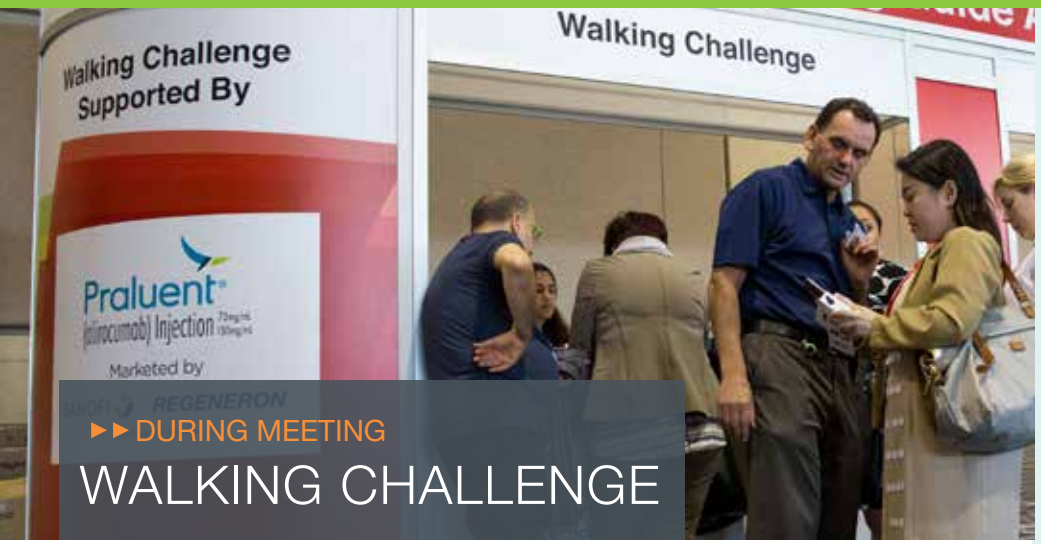
Materials due: July 25, 2016

ADVERTISING RATES

Leaderboard $5,000
(Three available in rotation)

Tower Ad $3,900
(Three available in rotation)

CONVENTION CENTER



►► DURING MEETING

WALKING CHALLENGE

Huge visibility for your corporate or product message at one of Sessions' most popular activities

- Prominent visibility on the Walking Challenge leaderboard, flat panel digital media screen
- 30-second corporate or product full-motion video or stationary ad on leaderboard and digital signage, positioned in high-traffic areas of the convention center
- Four-color corporate or product graphic incorporated into the Walking Challenge booth, where all participants will come to pick up an activity tracker
- Corporate recognition on the registration webpage, opening screen of mobile app, and in emails
- Attendees will be asked to register for the Walking Challenge online, download an app and then pick up their activity tracker onsite at the convention center

DEADLINES
Space reservation due: August 19, 2016
Materials due: September 2, 2016

ADVERTISING RATE
$100,000 single sponsor

►► DURING MEETING

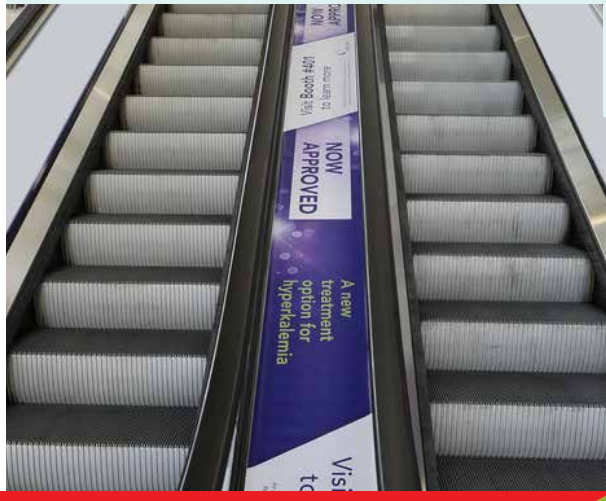
ESCALATOR DECALS

High visibility in high-traffic areas

Contributor receives corporate or product advertising on the median of selected escalator banks. (Escalator side panels are not available in New Orleans; large floor clings will be used for enhanced visibility. See example on Welcome Mats, page 23.)

DEADLINES
Space reservation due: September 1, 2016
Materials due: September 15, 2016

ADVERTISING RATE
$50,000 per location



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►► DURING MEETING

EXHIBIT HALL BREAKS

SOLD OUT

High visibility with multiple branding points

There will be a minimum of two refreshment break stations serving coffee, decaf, hot tea and water set up in high-traffic areas in the Exhibit Hall, where companies can get extra exposure to these thirsty prospects. Breaks will be refreshed two times on Sunday and three times on Monday and Tuesday.

Company Recognition/Marketing:
- Signage next to break stations
- ePreview emails (sent to 250,000+ cardiovascular professionals)
- Science and Technology Hall planner
- Daily Newspaper
- Final Program
- Mobile Meeting Guide App
- Opportunity to provide napkins, cup sleeves, or cups (no larger than 10 oz.) with company (corporate or product) logo. Sponsor is responsible for all shipping fees.

DEADLINES
Space reservation due:
October 7, 2016

ADVERTISING RATE
$20,000 per day, includes both stations

►► DURING MEETING

CARDIOVASCULAR EXPERT THEATERS

New Mid-Morning and Afternoon Theaters added!

Showcase your product or therapeutic treatment to a large audience

- Located in the Science & Technology Hall, the CV Expert Theater has been standing room only for six years
- Lunch time slots available on Sunday, Monday and Tuesday, and include a box lunch provided by AHA.
- Mid-morning time slots available Sunday, Monday and Tuesday, and include a continental breakfast provided by AHA.
- Afternoon time slots available Sunday, Monday and Tuesday, and include snacks and hors d'oeuvres provided by AHA.
- Cost includes: complete audio/visual package; classroom seating; lead retrieval units (up to two units); pre-meeting and onsite promotion by AHA

DEADLINES

Space reservation due:
August 12, 2016
Materials due:
August 26, 2016

ADVERTISING RATES

Details	Rate
Closed Lunch Theater (ideal for both International and Domestic sessions; seating for 200)	**$65,000 per time slot**
Open Air Lunch Theater (Seating for 200)	**$55,000 per time slot**
Morning or Afternoon Closed Theater (Seating for 200)	**$30,000 per time slot**

►► DURING MEETING

COMMUNICATION CENTERS

Communicate your message at our communication centers

- Scientific Sessions attendees can leave and retrieve conference messages, access the Internet, search for other attendees, print airline boarding passes and claim CME credit
- Corporate recognition on login screens
- Contributor may place a four-color corporate or product graphic on panels incorporated into the structures, and a corporate or product logo on screen savers on computer screens at the communication centers

DEADLINES

Space reservation due:
September 1, 2016
Materials due:
September 15, 2016

ADVERTISING RATE

$50,000 per Communication Center

For complete details on sponsorship opportunities, please visit www.plantour.com/show/aha-2016/home.

►► DURING MEETING

WINDOW CLINGS

Leave a lasting impression

Make a lasting impact on conference attendees as they exit the convention center doors by promoting your company or product on door/window clings. Each package includes up to 18 full-color adhesive advertising clings applied to the inside of the doors at main entrances of the convention center.

DEADLINES

Space reservation due: September 1, 2016
Materials due: September 15, 2016

ADVERTISING RATES

$28,000 per package of up to 18 clings

CONVENTION CENTER

►► BEFORE AND DURING MEETING

HOUSING CONFIRMATION

Your message online and in emails to attendees

- Your ad will appear on the housing confirmation page of the annual meeting reservation website, and on every confirmation communication email delivered

DEADLINES
Space reservation due: May 5, 2016
Materials due: May 19, 2016

ADVERTISING RATE
$55,000 single sponsor

►► DURING MEETING

DIGITAL SIGNAGE

Grab attention and drive attendees to your booth

- Quickly grab attendees' attention with your company, product or industry event information by advertising on AHA's highly visible digital signage
- Includes both video and sound, each unit has multiple screens and will be strategically located throughout the convention center to maximize exposure and visibility

DEADLINES
Space reservation due: September 30, 2016
Materials due: October 14, 2016

ADVERTISING RATE
$10,000 for 15 second ad
$15,000 for 30 second ad
$20,000 for 60 second ad

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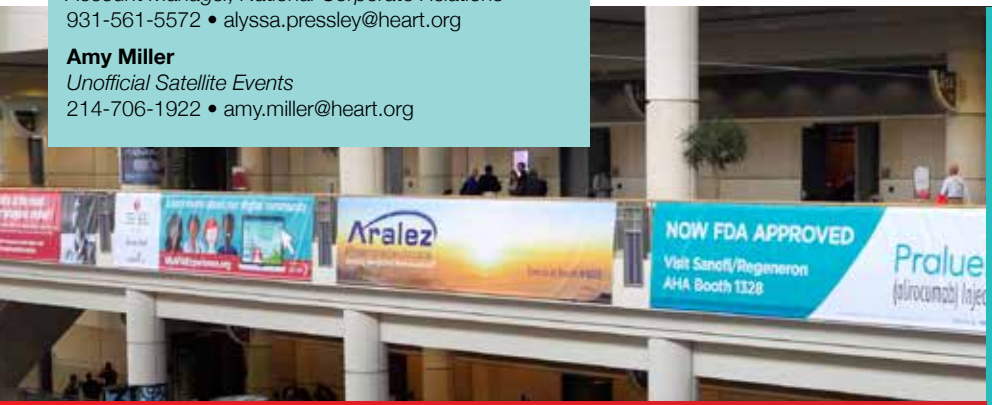


For complete details on sponsorship opportunities, please visit www.plantour.com/show/aha-2016/home.

►► DURING MEETING

AD BANNERS

Unmatched visibility for your brand

- Available in multiple high-visibility locations throughout the convention center
- Contributor may select location

DEADLINES
Space reservation due: September 1, 2016
Materials due: September 15, 2016

ADVERTISING RATE
$30,000

All rates are net. Cancellations are nonrefundable.

►► DURING MEETING

ROTATING KIOSKS

Visibility throughout the entire meeting — or by specialty

- Contributor receives four-color corporate or product advertisement on a graphic panel of a motorized kiosk that rotates for exceptional visibility
- Reach a specific audience as needed with kiosks located around each core and in high-traffic areas throughout the convention center
- Contributors can submit up to four different corporate or product-specific ads per kiosk

DEADLINES
Space reservation due:
September 1, 2016
Materials due: September 15, 2016

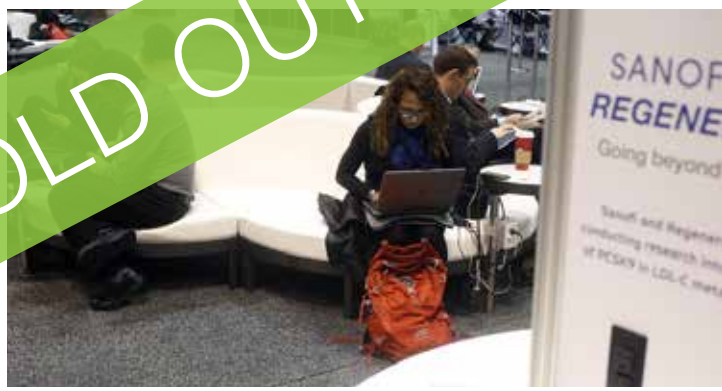
ADVERTISING RATE
$15,000 for a single graphic panel

►► DURING MEETING

CHARGING LOUNGE AND CHARGING STATIONS

Exposure for your message all around the exhibit hall

A charging lounge is available on the Science and Technology hall floor so attendees can sit comfortably to access the Internet and charge their smart devices. AHA will also place up to three additional charging stations throughout high-traffic areas of the convention center, providing users with easy access to electrical outlets and charging cables.



SOLD OUT

Contributor Benefits:

- Contributor may place 4-color corporate or product graphics on panels incorporated into the cell phone charging station located in the lounge, as well as on the three additional structures.

Company Recognition/Marketing:

- ePreview emails (sent to 250,000+ cardiovascular professionals)
- Science and Technology Hall Planner
- Daily Newspaper
- Final Program
- Mobile Meeting Guide App
- Contributor is welcome to provide corporate and/or product imprinted giveaways at contributor's expense.
  The American Heart Association must approve giveaway.

DEADLINES
Space reservation due:
September 1, 2016
Materials due:
September 15, 2016

ADVERTISING RATE
$80,000

►► DURING MEETING

SCIENCE & TECHNOLOGY HALL AISLE SIGNS

Put your brand where attendees are looking!

- Corporate or product logo on all directional aisle signage throughout the Science & Technology Hall
- Print area approximately 4 ft. x 2 ft.

DEADLINES
Space reservation due:
September 1, 2016
Materials due: September 15, 2016

ADVERTISING RATE
$[illegible] single sponsor

SOLD OUT

CONVENTION CENTER

►► DURING MEETING

SCIENCE & TECHNOLOGY HALL PARK BENCHES

Your message stands out in high traffic areas

- Grab the attention of professional attendees as they walk through the AHA Scientific Sessions Science & Technology Hall

DEADLINES
Space reservation due: September 1, 2016
Materials due: September 15, 2016

ADVERTISING RATE
$55,000 includes 10 park benches with single graphic panel on each bench and a floor graphic in front

SOLD OUT

►► DURING MEETING

SITTING CUBES

Dramatic opportunity to capture attention

- Located in high traffic areas throughout the convention center, these sitting cubes are sturdy, creative, stylish and eye-catching
- Customize these multi-purpose stools with your company's corporate or product branding.

DEADLINES
Space reservation due: September 1, 2016
Materials due: September 15, 2016

ADVERTISING RATE
$50,000 for 100 cubes

SOLD OUT

For complete details on sponsorship opportunities, please visit www.plantour.com/show/aha-2016/home.

CONVENTION CENTER

▶▶ DURING MEETING

COLUMN WRAPS

Wrap your message around attendees as they move through the convention center

- High visibility impact for your messaging
- Several opportunities located throughout the convention center lobby areas
- Columns are available on a first-come, first-served basis

DEADLINES

Space reservation due: September 1, 2016
Materials due: September 15, 2016

ADVERTISING RATE

$50,000 for a package of 10 columns

▶▶ DURING MEETING

WELCOME MATS

Welcome cardiology professionals to Sessions with your messaging

- Dramatic floor mats make an instant impression
- Available in the main doorways of the convention center
- Welcome mats are available on a first-come, first-served basis

DEADLINES

Space reservation due: September 1, 2016
Materials due: September 15, 2016

ADVERTISING RATE

$25,000 for a package of six mats

BOOTH DRIVERS

▶▶ DURING AND AFTER MEETING

ABSTRACTS ON USB

DISTRIBUTION

- Distributed to 5,500 attendees at Scientific Sessions
- 1,000 additional USB drives distributed by AHA at cardiovascular-relevant conferences throughout the year
- USBs may be distributed from supporter's booth, guaranteeing heavy traffic

CONTENT

- Easy and enduring access to abstracts from Scientific Sessions
- Users quickly access information in the abstracts through searches on key words, abstract titles or author names
- Contributor is recognized with corporate logo on packaging, USB and opening screen, as well as on all marketing pieces, including ads and onsite signage

DEADLINES

Space reservation due: July 8, 2016
Materials due: July 22, 2016

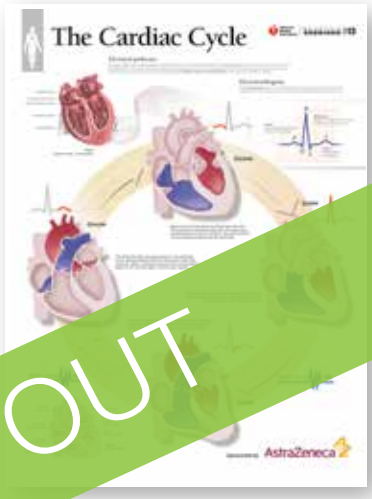
ADVERTISING RATE

$175,000 single sponsor

SOLD OUT

▶▶ DURING AND AFTER MEETING

POSTERS MD



DISTRIBUTION

- Posters distributed from supporter's booth, guaranteeing heavy traffic

CONTENT

- Personalized educational wall charts or posters for physicians to display in their offices
- Choose from more than 100 existing anatomical titles; custom solutions available
- Branded with the Scientific Sessions logo, posters print in contributor's booth in three to five minutes
- Corporate logo on posters and marketing pieces, including ads and onsite signage

DEADLINES

Space reservation due: September 1, 2016
Materials due: September 15, 2016

ADVERTISING RATE

$75,000 single sponsor

SOLD OUT

HOTELS/CITYWIDE

►► DURING MEETING

MOVING BILLBOARDS

Exposure that's repetitive and ongoing

- Grab the attention of healthcare professionals and thousands of New Orleans residents with double-sided 10-ft. x 22-ft. moving billboards
- Trucks will drive a predetermined and approved route around the convention center and official hotels eight hours per day for four days

DEADLINES
Space reservation due: September 9, 2016
Materials due: September 23, 2016

ADVERTISING RATE
Varies, contact sales team

►► DURING MEETING

HOTEL ELEVATOR CLINGS

Get your brand noticed in this high-traffic area

- Promote your product or Unofficial Satellite Event
- Four-color adhesive panels are available at the following headquarters hotels:
  - New Orleans Marriott: 11 elevators (inside elevator only, not placed on outside doors)
  - Sheraton New Orleans: 10 elevators

DEADLINES
Space reservation due: September 23, 2016
Materials due: October 7, 2016

ADVERTISING RATE
$80,000

►► DURING MEETING

TAXI TOPS

Major citywide exposure for a full month

- Be seen by conference attendees and thousands of New Orleans residents

DEADLINES
Space reservation due: September 9, 2016
Materials due: September 23, 2016

ADVERTISING RATE
Varies, contact sales team

All rates are net. Cancellations are nonrefundable.

►► DURING MEETING

WALLSCAPES

Your exposure can't get any bigger than this!

- Oversized ad banners are available in multiple, high-visibility locations on buildings throughout the city of New Orleans
- Located at key points surrounding the convention center to target all arrivals and departures

DEADLINES

Space reservation due: September 9, 2016
Materials due: September 23, 2016

ADVERTISING RATE

varies, contact sales team

►► DURING MEETING

SHUTTLE BUS BANNERS AND HEAD RESTS

In 2015, more than 60,000 attendees were transported on shuttle buses Saturday through Wednesday.

Captivate a captive audience with your message

- Your banner ads on passenger boarding side of 10-15 buses
- Head rest covers can display corporate or product ad
- Shuttle service operates daily throughout the city from about 6:30 a.m. to 7:30 p.m.

DEADLINES

Space reservation due: August 26, 2016
Materials due: September 9, 2016

ADVERTISING RATES

$100,000 (full package)
$75,000 (headrest or banner portion only)

ONE PACKAGE STILL AVAILABLE

YOUR EVENTS TEAM

Cathleen Gorby
Advertising & Exhibitor Sales
913-780-6923 • Fax: 913-780-4344
cgorby@ascendintegratedmedia.com

Maureen Mauer
Advertising & Exhibitor Sales
913-780-6633 • mmauer@ascendintegratedmedia.com

Bridget Blaney
Advertising & Exhibitor Sales
773-259-2825 • bblaney@ascendintegratedmedia.com

Scott Murphy
Manager, Corporate Relations
214-706-1660 • scott.murphy@heart.org

Alyssa Pressley
Account Manager, National Corporate Relations
931-561-5572 • alyssa.pressley@heart.org

Amy Miller
Unofficial Satellite Events
214-706-1922 • amy.miller@heart.org

For complete details on sponsorship opportunities, please visit www.plantour.com/show/aha-2016/home.

HOTELS/CITYWIDE

►► DURING MEETING

HOTEL ROOM DROP DOCTOR'S BAG

DISTRIBUTION
Placed on thousands of Scientific Sessions attendee hotel room doors each evening. Additional handout at entrances to the convention center during morning hours of Sessions.

CONTENT
Valuable Scientific Sessions information and planning resources

INSERT DEADLINES
Space reservation due:
September 23, 2016
Materials due:
September 30, 2016

INSERT INFORMATION

DISTRIBUTION	*Full distribution*	*Limited distribution*
DELIVERY DATES	Nov. 12 and 13, 2016	Nov. 11, 12 and 13, 2016
EARLY BIRD RATE BY May 30	**$14,350** per insert, per day	**$7,490** per insert, per day
RATE AFTER May 30	**$15,785** per insert, per day	**$8,240** per insert, per day
QUANTITY	8,800 per day	4,300 per day

Insert sizes: Maximum size is 8-1/2" x 11". Maximum weight is 2 oz.

Reach all attendees!
Repurpose your insert in the Doctor's Bag as a Full Page 4C ad in the Science and Technology Hall Planner for a packaged rate of $18,200!
See page 13 for Planner information.
Rate after May 30 is $20,000.

►► DURING MEETING

HOTEL KEY CARDS

Put your brand right into the hands of attendees

- Reach attendees at hotels with your promotional ad on hotel key cards
- 8,000 key cards will be distributed

DEADLINES
Space reservation due: August 12, 2016
Materials due:
August 26, 2016

ADVERTISING RATES
$50,000 single sponsor

►► DURING MEETING

GET PREMIUM EXPOSURE

Your printed insert is placed into a clear pocket on one side of the bag.

DEADLINES
Space reservation due: September 9
Materials due: September 23

Doctor's Bag Premium

ADVERTISING RATES	Early bird rate by May 30	Rate after May 30
Nov. 11, p.m. drop	**$15,600 per day**	**$17,160 per day**
Nov. 12 and 13, p.m. drop	**$27,040 per day**	**$29,740 per day**

►► DURING MEETING

INDIVIDUAL HOTEL ROOM DROP

DISTRIBUTION
Deliver your branded item outside or inside 4,000 attendee hotel rooms

Suggested items include: Water bottles, custom chocolates, heart-healthy evening snacks or newspapers such as *USA Today,* the *Wall Street Journal* or *The New York Times***

INSERT DEADLINES
Space reservation due: October 12, 2016
Materials due: October 19, 2016

ADVERTISING RATES
$39,270 per day of inside hotel room delivery
$28,050 per day of outside hotel room delivery

DELIVERY DATES
Nov. 11,12, 13, 14, 15, 2016

To reserve this service, you must work through Ascend Integrated Media.
***USA Today, Wall Street Journal and New York Times would deliver Nov. 12, 13, 14, or 15, 2016.*

All rates are net. Cancellations are nonrefundable.

ENGAGE WITH CARDIOLOGY PROFESSIONALS IN A WHOLE NEW WAY

►► DURING MEETING

WELCOME WINE RECEPTION

Welcome attendess to your booth with a glass of wine!

AHA is adding a Welcome Reception in the Science & Technology Hall on Sunday, November 13, from 4:00 p.m. to 6:00 p.m., and your booth can host one of the wine/champagne bars. (This reception will occur simultaneously with the Basic Science Welcome Reception, also in the Science & Technology Hall.)

This package includes 12 bottles of wine/champagne, glasses, a server and a roll-up bar. Sponsors may order additional bottles, as well. AHA will provide food stations throughout the Science & Technology Hall. Talk to your account manager for a list of wines and order form.

Sponsor will receive recognition on printed materials promoting the reception.

DEADLINES
Wine application forms must be submitted to AHA by Sept. 15, 2016

ADVERTISING RATES
Tier One: $6,000
with additional cases available for $1,000 each
Tier Two: $4,500
with additional cases available for $800 each
Tier Three: $3,500
with additional cases available for $600 each

►► DURING MEETING

POSTER HALL MAP

For the first time, AHA Scientific Sessions Posters will be located in multiple places throughout the Science & Technology Hall, and you can sponsor the map attendees will use to locate posters.

DISTRIBUTION
Distributed to attendees at shuttle bus drop-offs, information desks and at multiple locations throughout the Science & Technology Hall.

CONTENT
Listings and locations of posters, with schedules of presentations

EXCLUSIVE OPPORTUNITY INCLUDES:*
- Front cover logo recognition
- Back cover ad
- One full page display ad

DEADLINES
Space Reservation Due: Sept. 20, 2016
Materials Due: Sept. 27, 2016

ADVERTISING RATE
$20,000 single sponsor

*Map size, specs and layout subject to change based on facility and poster configuration.

►► DURING MEETING

SCIENCE & TECHNOLOGY HALL RESTAURANT SPONSORSHIP

Brand an entire restaurant and engage attendees with your message while they relax, take a break or enjoy a meal

- Meterboard at restaurant entrance for sponsor
- Sponsor may, at their own expense, brand the restaurant with napkins, centerpieces, and other materials

DEADLINES
Space Reservation due: Sept. 8, 2016
Materials Due: Sept. 15, 2016

ADVERTISING RATE
$15,000 single sponsor

EP CENTRAL AND INTERVENTIONAL CENTRAL

These areas seek to provide a home base for their community of clinicians and scientists to gather, network, exchange information and relax. These areas, in addition to the designated rooms where other EP and Interventional programming is occurring, provides attendees with a sense of their own "meeting within a meeting." Educational Programming within EP and Interventional Central includes: Global Game Show, EP/IV Jeopardy, Challenging Cases and career development topics.

►► DURING MEETING

EP CENTRAL

Engage with Electrophysiologists at AHA through the networking and learning hub devoted exclusively to the specialty. Located in the Science & Technology Hall, EP Central is a lounge, an education center, a networking station, and often, standing room only!

- Sponsor logos will be included on a meterboard at the entrance to EP Central
- A table will be available for sponsor collateral to share with Electrophysiologists
- Sponsor may run up to two 30-second spots on the monitors within EP Central. (Can be used for USE promotion.)
- Sponsor staff may be present in EP Central
- Participation as a sponsor will be recognized in the ePreviews, Science & Technology Hall Planner, Final Program, Daily Newspaper, Mobile Meeting Guide App

DEADLINES

Space Reservation Due: Sept. 8, 2016
Materials Due: Sept. 15, 2016

ADVERTISING RATE

$10,000
(Only 2 sponsorships available. First-come, first-served.)

►► DURING MEETING

INTERVENTIONAL CENTRAL

Interventionalists gather here for official programming, to network and learn at AHA's Scientific Sessions. Located in the Science & Technology Hall, Interventional Central is a lounge, an education center and networking station where you can engage with Interventionalists.

- Sponsor logos will be included on a meterboard at the entrance to Interventional Central
- A table will be available for sponsor collateral to share with Interventionalists
- Sponsor may run up to two 30-second spots on the monitors within Interventional Central. (Can be used for USE promotion.)
- Sponsor staff may be present in Interventional Central
- Participation as a sponsor will be recognized in the ePreviews, Science & Technology Hall Planner, Final Program, Daily Newspaper, Mobile Meeting Guide App

DEADLINES

Space Reservation due: Sept. 8, 2016
Materials Due: Sept. 15, 2016

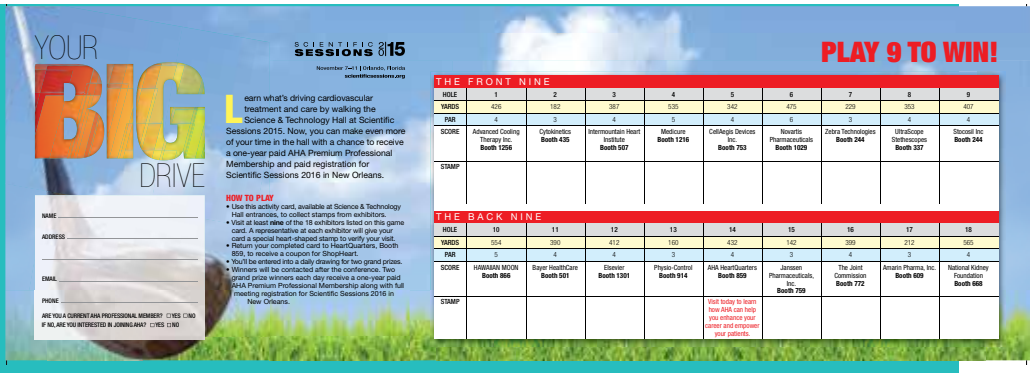
ADVERTISING RATE

$10,000
(Only 2 sponsorships available. First-come, first-served.)

►► DURING MEETING

SCIENCE AND TECHNOLOGY HALL ATTENDEE BOOTH DRIVER

Exhibitors in 100- and 200-square foot booths have an opportunity to drive traffic to their booths with this Science & Technology Hall activity. Attendees are handed a game card upon entering the hall. They visit the listed booths for a stamp, then turn in completed cards for an opportunity to win daily prizes.



DEADLINES

Space Reservation Due: Aug, 23, 2016
Materials Due: N/A

ADVERTISING RATES

$350
(Limited to 40 participants. First come, first-served.)

All rates are net. Cancellations are nonrefundable.

ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media LLC
All advertising subject to AHA approval.

American Heart Association. life is why™ | SCIENTIFIC SESSIONS 2016

Sessions: November 12–16
New Orleans, Louisiana
scientificsessions.org

SCIENTIFIC SESSIONS 2016

Please fill out this form to place an order and TO BE INVOICED according to the Terms below:

Advertiser: _____ Agency (if applicable): _____

Billing Information: ❑ Agency ❑ Advertiser Contact Name: _____

Billing Address: _____ City, State, Zip: _____

Phone: _____ Fax: _____ E-mail: _____

These rates apply for reservations confirmed after May 30.

Daily Newspaper

Back Cover	_____	$25,000 per issue
Full Page	_____	$12,500 per issue
Junior Ad	_____	$20,000
Additional junior ad space for PI	_____	$10,000
Banner Ad	_____	$40,000

Final Program Book

Inside Front	_____	$25,000
Back Cover or Inside Back Cover	_____	$60,000
Website linking feature	_____	$2,500

Conference Bag Insert

Per insert	_____	$40,000

AHA *Preview/Preliminary Program*

Full Page	_____	$10,620
Full Page PI	_____	$4,315
2/3 Page	_____	$9,335
1/2 Page Island	_____	$8,925
1/2 Page Horizontal	_____	$8,515
1/3 Page Vertical	_____	$7,590
1/4 Page	_____	$6,885
Bolded Listing with Logo	_____	$580
Back Cover	_____	$16,920
Inside Front Cover	_____	$14,880
Inside Back Cover	_____	$13,280

AHA Science & Technology Hall Planner

Full Page	_____	$9,440
Full Page PI	_____	$4,230
1/2 Page Horizontal	_____	$7,380
1/4 Page	_____	$6,120
Product Category Display Ad	_____	$1,600
Highlighted Listing with Logo	_____	$570
Back Cover	_____	$15,100
Inside Front Cover	_____	$13,270
Inside Back Cover	_____	$11,730
Exclusive Floor Plan Advertising	_____	$19,450

AHA Pre-Meeting Mailer

Insert	_____	$6,290

AHA Convention Center Map

Exclusive Opportunity	_____	$24,680

Symposia Locator Map

Back Cover Panel	_____	$9,040
Full Panel	_____	$6,635
1/2 Panel	_____	$3,950

Quick Start Guide

Single Sponsorship	_____	$25,000

Poster Hall Map

Poster Hall Map	_____	$20,000

Attendee Booth Driver

Attendee Booth Driver	_____	$350

Digital Opportunities

Mobile Meeting Guide App	_____	$75,000
Alert Notifications	_____	$5,000 each
Enhanced Exhibitor Listing	_____	$7,500 each
Registration Package	_____	$75,000

AHA ePreviews & ePosts

Mid-August ePreview #1

Leaderboard	_____	$6,580
Tower Ad	_____	$5,720
Rectangle Ad 1	_____	$4,000
Rectangle Ad 2	_____	$4,000

Late August ePreview #2

Leaderboard	_____	$6,580
Tower Ad	_____	$5,720
Rectangle Ad 1	_____	$4,000
Rectangle Ad 2	_____	$4,000

Mid-September ePreview #3

Leaderboard	_____	$6,580
Tower Ad	_____	$5,720
Rectangle Ad 1	_____	$4,000
Rectangle Ad 2	_____	$4,000

Late September ePreview #4

Leaderboard	_____	$6,580
Tower Ad	_____	$5,720
Rectangle Ad 1	_____	$4,000
Rectangle Ad 2	_____	$4,000

Mid-October ePreview #5

Leaderboard	_____	$6,580
Tower Ad	_____	$5,720
Rectangle Ad 1	_____	$4,000
Rectangle Ad 2	_____	$4,000

Late October ePreview #6

Leaderboard	_____	$6,580
Tower Ad	_____	$5,720
Rectangle Ad 1	_____	$4,000
Rectangle Ad 2	_____	$4,000

Early November ePreview #7

Leaderboard	_____	$6,580
Tower Ad	_____	$5,720
Rectangle Ad 1	_____	$4,000
Rectangle Ad 2	_____	$4,000

Early December ePost

Leaderboard	_____	$6,580
Tower Ad	_____	$5,720
Rectangle Ad 1	_____	$4,000
Rectangle Ad 2	_____	$4,000

Promotional Opportunities

Abstracts on USB	_____	$175,000
Ad Banners	_____	$30,000
Cardiovascular Expert Theaters		
Closed Lunch Theater	_____	$65,000
Open Air Lunch Theater	_____	$55,000
A.M. Closed Theater	_____	$30,000
P.M. Closed Theater	_____	$30,000
Charging Lounge and Charging Stations	_____	$80,000
Column Wraps (10)	_____	$50,000
Communication Centers	_____	$50,000
Digital Signage		
15 second ad	_____	$10,000
30 second ad	_____	$15,000
60 second ad	_____	$20,000
EP Central	_____	$10,000
Escalator Decals	_____	$50,000
Exhibit Hall Breaks	_____	$20,000
Housing Confirmation	_____	$55,000
Hotel Elevator Clings	_____	$80,000
Hotel Key Cards	_____	$50,000
Interventional Central	_____	$10,000
Moving Billboards	_____	varies
Posters MD	_____	$75,000
Rotating Kiosks	_____	$15,000
Science & Technology Hall Aisle Signs	_____	$100,000
Science & Technology Hall Park Benches	_____	$55,000
Science & Technology Hall Restaurant Sponsorship	_____	$15,000
Shuttle Bus		
Portion	_____	$75,000
Package	_____	$100,000
Sitting Cubes		
100 cubes	_____	$50,000
Taxi Tops	_____	varies
Walking Challenge	_____	$100,000
Wallscapes	_____	varies
Window Clings	_____	$28,000
Welcome Mats (6)	_____	$25,000
Welcome Wine Reception		
Tier 1	_____	$6,000
Tier 2	_____	$4,500
Tier 3	_____	$3,500

AHA Hotel Room Drop: Doctor's Bag

Nov. 12, 13 Doctor's Bag Insert (Full)	_____	$15,785 per item
Nov. 11, 12, 13 Doctor's Bag Insert (Limited)	_____	$8,240 per item
Nov. 11 Premium Pocket Insert (p.m.)	_____	$17,160 per day
Nov. 12 & 13 Premium Pocket Insert (p.m.)	_____	$29,740 per day

AHA Individual In-Room - Hotel Room Drop

Nov. 11, 12, 13, 14, 15	_____	$39,270 per day

AHA Individual Outside - Hotel Room Drop

Nov. 11, 12, 13, 14, 15	_____	$28,050 per day

Terms

- Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A signed copy of this agreement is binding.
- Advertising agency and/or client are liable should one or the other default. Cancellations are nonrefundable.
- All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum $500 late fee will be charged for materials received after the materials deadline.
- Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

Please write your initials next to selected ad. **Total Amount $**_____

TO PAY BY CREDIT CARD, please contact your sales representative by phone or e-mail. Credit card payment is quick, easy and secure.

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title _____ PO# (if necessary) _____

Ascend Integrated Media LLC • 6710 W 121st St., Ste 100 • Overland Park, KS 66209

Please send insertion orders to:
Cathleen Gorby
913-780-6923 • Fax: 913-780-4344
cgorby@ascendintegratedmedia.com

Ascend Integrated Media
6710 W 121st St., Ste 100, Overland Park, KS 66209
Fax 913-780-4344 • *www.ascendintegratedmedia.com*

Please remit payments to:
Ascend Integrated Media
P.O. Box 870939
Kansas City, MO 64187-0939

ASCEND INTEGRATED MEDIA

All rates are net. Cancellations are nonrefundable. *These products are in compliance with 2016 PhRMA standards and ACCME guidelines.*

AHA 2016 ADVERTISING POLICIES AND MATERIALS SUBMISSION PROCEDURES

American Heart Association. life is why™

SCIENTIFIC SESSIONS 2016

All ads, inserts and promotional items require approval by the association. Please allow five business days for approval. We highly recommend that advertisers do not print materials, or go live with websites, before association approval is received. The Association is not liable for any expenses that may be incurred if changes must be made to pieces that have already been produced prior to receiving approval.

Submit a copy of your ad/insert/promotional item via email for approval. Please **indicate the name of the exhibiting company and provide the name of the meeting in the Subject line of the email.** Email to Kate Hegarty: **khegarty@ascendintegratedmedia.com.**

Item	Prototype Due	Ad materials/Printed Materials Due	Maximum Weight	Maximum Dimensions
Article Index Page	n/a	Varies by purchase date	n/a	n/a
Convention Center Map	September 26, 2016	October 3, 2016	n/a	n/a
Doctor's Bag	September 23, 2016	September 30, 2016	2 oz.	8.5" x 11"
Doctor's Bag Premium	September 9, 2016	September 23, 2016	n/a	n/a
ePost	n/a	November 14, 2016	n/a	n/a
ePreviews	n/a	varies by purchased date	n/a	n/a
Individual Door Drops	October 12, 2016	October 19, 2016	2 oz.	8.5" x 11"
Poster Hall Map	September 20, 2016	September 27, 2016	n/a	n/a
Pre-Meeting Mailer	August 19, 2016	August 26, 2016	1 oz.	8.5" x 11"
Preview	July 28, 2016	August 4, 2016	n/a	n/a
Science and Technology Hall Planner	September 20, 2016	September 27, 2016	n/a	n/a
Symposia Locator Map	August 16, 2016	August 23, 2016	n/a	n/a
Quick Start Guide	September 21, 2016	September 28, 2016	n/a	n/a

A $500 late fee will be charged for materials received after the deadline.

The maximum insert size and weight are noted above. Inserts not meeting that criteria are considered "bulk" items, and are subject to additional fees. This includes, but is not limited to, items such as product samples (bottles, bars or packets); non-perishable food items; branded materials; other giveaway items; printed materials that are packaged or of odd shapes and/or size; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces.

For a non-paper insert, please send two samples of the item for approval. The item submitted for approval must be identical to the item will be distributed. The AHA will review bulk items on a case-by-case basis. Non-paper items should be sent to:

Attn: Kate Hegarty c/o Ascend Integrated Media | 6710 West 121st Street, Suite 100 | Overland Park, KS 66209

After inserts are approved, Ascend Integrated Media will supply a shipping label with complete shipping information. The advertiser is asked to include a shipping label on the outside of each box shipped. Please do not ship to Ascend Integrated Media or additional costs will apply. The advertiser is responsible for sending the correct number of inserts. Ascend Integrated Media will not be responsible for shortages. For Doctor's/Educator's Bags and Individual Door/Room Drop opportunities, please submit an additional 3% to 5% overage to allow for potential increases in room blocks.

AHA rules and regulations for inserts and hotel delivery items:

- Exhibitors may simply and factually refer to their presence at the AHA meeting, using AHA name in non-stylized font only
- AHA's name, insignia, heart and torch logo, logotype or other identifying marks may not be used
- For booth promo pieces, booth numbers must be printed on the piece.
- Coupons are not permitted.
- For CME/symposia/education related ads or inserts:
  - AHA disclaimer must be included: "This event is not part of the official Scientific Sessions 2016 as planned by the AHA committee on Scientific Sessions Program." And text must be a minimum of 10 point Helvetica (or similar font type).
  - Time and date appearing on the ad/insert must match the title, time and date listed on the AHA approved USE list. If information needs to be changed on the USE approved list the advertiser must contact the AHA at exhibits@heart.org.
  - Exhibitors or USE event holders may not advertise on joint pieces promoting separate events.

*** Please refer to the AHA Scientific Sessions website for advertising guidelines and restrictions (www.scientificsessions.org)*
***AHA at any point may not approve marketing pieces at their own discretion.*

AHA Scientific Conferences
EXHIBITING RULES & REGULATIONS

American Heart Association | American Stroke Association®

The American Heart Association shall have full authority to interpret or amend these rules, and its decision is final. Exhibitors agree to abide by rules or regulations that may hereafter be adopted, which shall be as much a part as though originally incorporated. All issues not addressed herein are subject to the decision of the AHA. These rules and regulations have been formulated in the best interest of all exhibitors.

The exhibitor understands and agrees that the information contained in the Exhibit Prospectus, exhibitor service kit and the AHA Rules and Regulations are an integral and binding part of the Exhibit Space Application/Contract, and that signing the Exhibit Space Application/Contract indicates understanding and agreement to comply with all policies, rules, regulations, terms and conditions in the prospectus, and any others issued by the AHA regarding AHA scientific conferences; willingness to abide by the payment policy; acknowledgment of reading AHA Rules and Regulations; and agreement to distribute them for proper execution to those individuals involved with exhibiting.

Animals

The use of live animals in an exhibit for any purpose is not allowed.

Celebrity endorsements

Exhibitors may employ the use of a celebrity spokesperson if they are an active spokesperson for the company, product or service of the exhibiting company. The exhibitor must have sufficient space within their booth to accommodate crowds and must have the activity approved by the AHA.

Children

The AHA does not allow children over 6 months and under the age of 18 years in the Science & Technology Hall at any time. Infants under 6 months will be allowed in the Science & Technology Hall during exhibit hours only. For reasons of insurance, liability and safety, infants must be held at all times; strollers and infant carriers will not be allowed. Parents are required to sign a liability waiver before taking an infant into the Science & Technology Hall, and badges must reflect that a waiver has been signed. Waivers will be available at the Registration Counter. Because of the professional nature of the programs and limited seating, children are not allowed into the scientific presentations.

Clinical testing

Exhibitors are permitted to conduct clinical tests (blood pressure monitoring, cholesterol screenings, etc.) but must notify AHA and be compliant with the proper procedures for disposal of hazardous waste.

Co-marketing

The AHA defines co-marketing as two or more companies developing, manufacturing, producing or distributing the same product. Only pre-approved products may be displayed in the co-marketing exhibit space. Each co-marketing company is responsible for submitting the following to the AHA:

An Exhibit Space Application indicating that the booth space is for a co-marketed product.

A request on company letterhead that explains the nature of the product and indicates a copy has been forwarded to the representative of each co-marketing company listed on the application.

Allocation of co-marketing booth space is based upon averaging the priority points of each exhibiting company.

Drawings, contests, games

Exhibitors shall not conduct any games, contests, lotteries, raffles, or other games of chance; however, an exhibitor may conduct drawings that do not involve the requirement of payment or consideration for the chance to play with the AHA's prior written approval, with such request made no later than 60 days prior to the conference. If approval is given, the exhibitor must comply with all AHA rules, all federal, state and local laws, and convention center rules and regulations.

AHA requires that any prize or award must be considered modest in value and that the opportunity be open to all attendees. The drawing and notification of winner is the responsibility of the exhibitor and must be drawn after the conclusion of the AHA scientific conference.

Eligibility to exhibit

The AHA reserves the exclusive and total right to control all aspects of the conduct of AHA scientific conferences and specifically reserves the right to determine the acceptability of applications for exhibit space. All applications must meet these criteria:

- The products or services to be exhibited are of professional or educational interest or benefit to the registrants and are, in the opinion of the AHA, related to the fields of cardiovascular disease and stroke, research or the physician's practice.
- The applicant's goods or services to be exhibited must be in line with the AHA's scientific or public policies, positions, and statements or guidelines. This also includes the parent or subsidiary-corporation of the applicant or goods and services thereof, which must also be deemed by the AHA to be consistent with the AHA's scientific or public policies, positions, statements or guidelines.
- The applicant is reasonably determined by the AHA to be highly ethical and reputable, and the goods and services to be exhibited are reasonably believed by the AHA not to be harmful, illegal, ineffective, fraudulent or based on non-proven science.
- The applicant agrees to comply with the AHA Rules and Regulations governing AHA scientific conferences.
- The application and required documents must be completely and accurately filled out. Incomplete applications will not be processed. All products and/or services to be exhibited must be listed on the application for exhibit space.
- Only products or services disclosed to the AHA may be exhibited.
- The application and required documents must be

received prior to the established deadlines.

- All products marketed and promoted at AHA scientific conferences that are regulated by the Food and Drug Administration (FDA) must meet FDA guidelines or be FDA-approved. AHA reserves the right to deny exhibit participation of any company requesting to exhibit vitamins and supplements that are not regulated by the FDA. Exhibitors are responsible for ensuring that they are in compliance with all FDA regulations, policies, practices and guidelines, as well as any other industry guidelines pertaining to your participation at any AHA scientific conference. The AHA reserves the right to close exhibits or parts of exhibits should an exhibitor not be in compliance with any of these guidelines.
- The applicant must agree to the payment terms including the cancellation or reduction of exhibit space as defined for each AHA scientific conference.
- Applications may be refused or booth space restricted due to space limitations or other reasons determined by the AHA.
- Upon submitting an application for exhibit space, the exhibitor agrees that the information contained in this prospectus and the AHA Rules and Regulations are an integral and binding part of the exhibit space contract and that it is the responsibility of the exhibiting company to distribute information to ensure that all individuals staffing the booth are aware of the Rules and Regulations governing AHA scientific conferences.

Embargo policy

All exhibitors are required to abide by the AHA/ASA embargo policy. For late-breaking clinical trial studies being presented at an AHA/ASA scientific meeting, the embargo is the start time of each plenary session. Exhibitors should familiarize themselves with the embargo policy in its entirety, which can be found at http://newsroom.heart.org/newsmedia/embargo-policy.

Enforcement of rules and regulations

By applying for exhibit space, an exhibitor agrees to adhere to all conditions and regulations outlined in the Exhibit Prospectus, Exhibitor Service Kit and the AHA Rules and Regulations. Any violations shall subject the exhibiting company to these penalties:

First Violation — Loss of current conference priority points plus loss of 10 percent of the accrued points rounded to the nearest whole number.

Second Violation — Loss of current conference priority points plus loss of 50 percent of the remaining accrued points rounded to the nearest whole number.

Third Violation — Loss of all exhibiting privileges, i.e., company will not be invited to exhibit at future AHA scientific conferences.

Whenever practical or appropriate in the AHA's view, disciplinary action will be progressive according to the above sequence, but a more severe penalty, including refusal of or termination of the exhibit, may be levied at the discretion of the AHA without the requirement of progressing through each of the above successive steps.

Infractions of the spirit of the rules by potential exhibitors at any time may be considered in determining whether to accept an application to exhibit at any AHA meeting.

Each exhibitor is granted nothing more than a terminable license to exhibit, subject to all the rules herein and the approval of the AHA. If the AHA determines that any exhibitor has failed to comply with any rule herein or any directive issued to the exhibitor, the association may terminate the license and close that exhibiting company's exhibit without notice. In all interpretations of the AHA Rules and Regulations, the AHA's decision is final.

In some cases, the AHA will employ floor managers which have the authority to enforce AHA Rules and Regulations as contained in the Exhibit Prospectus and Exhibitor Service Kit.

No-show policy

Any exhibiting organization that fails to notify the AHA in writing, 24 hours prior to the opening day of exhibits, of its intent to cancel its exhibit space, is deemed a no-show. A no-show will result in AHA retaining the total contracted space fee as well as a loss of priority points for the current year. All freight will be returned to the loading dock at the exhibitor's expense, and AHA will utilize the space at its discretion.

Exhibit booth traffic and attendance

The AHA works to make the Science & Technology Hall an inviting environment for attendees. Appropriate marketing and promotion of the Science & Technology Hall will be provided by the AHA. However, AHA makes no guarantees of traffic flow, demographic nature, quantity or presumed quality of leads. AHA strongly encourages exhibitors to market their presence at AHA scientific conferences which has been shown to increase traffic and ROI.

Food and beverages for hospitality

Distributing food and beverages from the exhibitor's booth for hospitality is permitted. Food items must be "heart-healthy" as defined by the AHA. Beverages are to be dispensed in disposable containers that hold 8 ounces or less. Pre-bottled beverages cannot exceed 12 ounces. Alcoholic beverages are permitted with prior approval from AHA show management. All food, beverages and supplies must be coordinated through the official food-service contractor of the meeting facility.

Food sampling

The request to dispense food samples must be submitted with the application for exhibit space. Please include a complete list of products and nutritional labels for sampling. Only those products listed on the application and approved prior to the meeting will be allowed.

The AHA will consider food products that contribute to a healthy diet and are manufactured by the exhibiting company. The nutritional requirements are identified below.

All food dispensed for sampling must be served in disposable containers, and in 4-ounce or smaller portions. The exhibit space must be kept clean and free of debris. Sampling or demonstration tables must be placed a minimum of 2 feet from the aisle. All food sampling is to be supervised by exhibitor personnel.

Individual single-item foods must contain per labeled serving (RACC — Reference Amount Customarily Consumed):

< 360 mg sodium;

< 20 mg cholesterol;

< 1 g saturated fat;

< 0 g trans fat*;

< 3 g total fat*; and at least 10 percent of one or more of vitamins A or C, iron, calcium, protein or fiber. (Exempt are certain raw, canned and frozen fruits and vegetables and certain cereal-grain products.)

*excluding nuts, oils and spreads

For meat and seafood, per 100 grams:

< 360 mg sodium per serving;

< 95 mg cholesterol;

< 2 g saturated fat;

< 0 g trans fat;

< 5 g total fat; and at least 10 percent of one or more of vitamins A or C, iron, calcium, protein or fiber.

Giveaways

Exhibiting companies are permitted to distribute giveaways in accordance with the AMA Ethical Guidelines, which state:

"Some gifts that reflect customary practices of industry may not be consistent with the principles of medical ethics. To avoid the acceptance or distribution of inappropriate gifts, physicians should observe the following guidelines: Any gifts accepted by physicians individually should primarily entail a benefit to the patients and should not be of substantial value. Accordingly, textbooks and other gifts are appropriate if they serve a genuine educational function. Cash payments should not be accepted. Individual gifts of minimal value are permissible as long as the gifts are related to the physician's work (e.g., pens and note pads). No gifts should be offered or accepted that create an obligation to the physician or registrant. For example, physicians should not accept gifts if they are given in relation to the physician's prescribing practices."

Exhibiting companies must secure the AHA's approval for giveaways. Any item an exhibiting company intends to distribute must be submitted to the AHA for approval through the exhibitor service kit.

Giveaways should be associated with products or services of the exhibiting company.

Group and exhibitor housing and registration policy

Group and exhibitor housing — Exhibitors may request sleeping rooms solely for employees or agents of the exhibiting company. Exhibitors are prohibited from providing sleeping rooms to customers or other individuals eligible for professional registration.

All rates are net. Cancellations are nonrefundable.

All exhibitor and group housing (sleeping rooms and sleeping suites) must be requested through AHA via the housing website or the AHA Block Housing Request Form. Neither AHA nor the hotels in the AHA block will accept reservations directly by phone or letter. Rooms reserved by any method other than the official AHA housing agency (Travel Planners, Inc.) will be considered a violation of AHA Rules and Regulations.

Such violations will be considered as a breach of the AHA Rules and Regulations and will be enforced as such. This regulation applies to primary, subsidiary and affiliate companies (domestic and international) of the exhibiting company.

Cancellation of exhibit space forfeits a company's ability to use the AHA exhibitor housing and registration system. The company will be responsible for all applicable cancellation fees.

Function space verses sleeping rooms or suites
All requests for suites for function space must go through the AHA Unofficial Satellite Event (USE) Process. This includes space for staff meetings, hospitality meeting rooms, committee meetings, focus groups, social events, media events and/or symposia. Violations will result in the appropriate fee assessed to the exhibiting company and failure to hold such event at any AHA scientific conference moving forward.

Registration — Three types of badges are issued to exhibiting companies; Exhibit-Only, Guest of Exhibitor and Full Professional Registration. Badges are issued only to designated exhibiting company representatives and in the name of the company shown on the Exhibit Space Application/Contract.

- Exhibit-Only Badges — Exhibit-Only badges are provided on an unlimited complimentary basis to all exhibiting companies and will be issued to only employees of the exhibiting companies. Exhibit-Only badges are intended to be provided to exhibiting company staff working inside the Science and Technology Hall on behalf of such exhibiting company. Exhibit-Only badges do not permit access to education sessions.
- Guest of Exhibitor Badges — Guest of Exhibitor badges are provided on an unlimited complimentary basis to all exhibiting companies to invite target clients to visit their exhibit in the Science and Technology Hall. Guest of Exhibitor badges are only permitted in the Science and Technology Hall during open hours.
- Full Professional Registration Badges — Full Professional Registration badges are considered a full conference badge and are provided to you on a complimentary basis, based on square footage allotments listed below:

Square feet of exhibit space	Full professional registrations allotted
100-399	2
400-899	4
900-1,499	6
1,500-2,499	8
2,500	10

All exhibiting company personnel are required to wear their badges while in the Science and Technology Hall. This includes during move-in and move-out. Supplementing this identification with business cards, ribbons or company badges is not permitted.

Hazardous waste disposal

Hazardous waste is any material being stored, recycled or thrown away that could cause injury or death or pollute air, land or water. Exhibitors who generate material fitting any of these criteria, during their exhibiting activity, must follow these guidelines:

- Be aware of the full scope of the hazards associated with waste created with the exhibit.
- Conform to the requirements of all regulatory agencies having jurisdiction over the creation of hazardous waste in that location

Exhibiting companies must notify the AHA if hazardous waste will be disposed in their booth through the exhibitor service kit.

Human subjects as models for demonstration of ultrasound equipment

The use of human subjects as models for demonstrating ultrasound scanning devices is discouraged by the American Heart Association. Although there is no scientific evidence that long-term exposure to ultrasound at these frequencies is harmful, the long-term effects are not known. Therefore, no risk/benefit estimate is possible, nor is it possible to make a tentative estimate of risk.

Insurance and liability

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 an AHA scientific conference, including its indemnity obligations herein. Exhibitor shall maintain general public liability insurance in an amount sufficient to cover such obligations, including show cancellation insurance. Exhibitor acknowledges and agrees that it will obtain, at its own expense, any and all required licenses or permits and shall comply with all local, state and federal laws, ordinances, rules and regulations for any of its activities in connection with exhibiting at an American Heart Association Scientific Conference.

Execution by exhibitor of the Exhibit Space Application is the agreement of exhibitor to protect, indemnify, defend and hold harmless the AHA from and against any and all liabilities, losses, damages, suits, claims, demands, costs and expenses, including, but not limited, to reasonable attorney's fees and expenses in connection therewith, which may arise or result in any way from the breach of this Agreement and the acts or omissions of the exhibitor, its agents, contractors and employees. In no event shall the AHA be liable to exhibitor for any loss of business, business opportunities, or for any other type of direct or consequential damages alleged to be due under any claim. It is agreed and understood by exhibitor that the sole liability of the AHA for any claims of exhibitor shall be limited to the amounts paid by exhibitor under this agreement as an exclusive remedy. For purposes of this paragraph, the parties indemnified and insured shall include the AHA, its officers, directors, members, agents and employees.

Loss of badge credentials

The AHA reserves the right to revoke or deny attendance of any registered participant, speaker, exhibitor, news media reporter or photographer of presentations or activities at AHA scientific conferences and meetings.

Models

Personnel contracted to assist with demonstrations in an exhibitor's booth are required to wear appropriate attire. Tight-fitting or other inappropriate garments, which include leotards, T-backs, thongs and short shorts, will not be permitted in the Science & Technology Hall. Models must wear an exhibitor badge at all times in the Science & Technology Hall.

No-smoking policy

AHA policy strictly prohibits the use of tobacco products in all areas of the convention center (including during installation and dismantling) and all hotel meeting rooms hosting AHA events. No e-cigarettes allowed. Exhibitors are responsible for ensuring that all individuals associated with the exhibiting company comply with this policy. Lack of compliance will result in a $1,000 fine and loss of priority points for the exhibiting company.

Opt-out language

Through the application process, the AHA obtains names and addresses of individual and business entities that are exhibitors and contractors. Should an exhibitor or contractor choose that this demographic information not be shared with third parties outside of AHA scientific conferences, the exhibitor or contractor must notify the AHA in writing. If the AHA does not receive written notice, it will be deemed that sharing of the information with a third party is granted. Exhibitors are responsible for communicating this opportunity with its contractors.

Please contact the AHA in writing at American Heart Association, ATTN: AHA Exhibits, 7272 Greenville Ave., Dallas, TX 75231-4596

Photography and videotaping

Photography or videotaping of the Science & Technology Hall in its entirety, or of another exhibitor's booth, is strictly prohibited. This includes the use of cell phone cameras. Exhibitor representatives who violate this rule will be expelled from the Science & Technology Hall and the exhibiting company will lose priority points.

Exhibitors may request permission from the AHA to photograph their own booth for internal marketing purposes only. Requests must be submitted in writing on the Booth Activities Form, in the Exhibitor Service Kit. Please be aware that during AHA Scientific Conferences, attendees, vendors, guests and exhibitors may be photographed and videotaped by AHA vendors. Some of these photographs or videos may be displayed by the AHA in future publications or materials connected with the event. If you do not wish for your image to be displayed by the AHA, please contact the AHA in writing at American Heart Association, ATTN: AHA Exhibits, 7272 Greenville Ave., Dallas, TX 75231-4596

Prohibited practices

These practices are prohibited in the Science & Technology Hall:

- Placing business cards or any other object over the official AHA badge or in any way altering an official AHA badge.
- Tests, quizzes or evaluations that do not directly involve cardiovascular diagnosis.
- Broadcasting of audio or video news programs
- Using magicians, celebrity look-alikes, fortune-tellers, costumed characters, dancers, mimes, puppet shows, robots, vocal or moving forms or other entertainment of this nature.
- Obstruction of aisle space due to any activity in an exhibitor's booth.
- Sub-leasing or sharing exhibit space.
- Audio and/or visual systems that disturb neighboring exhibits. Using an open audio system or visual strobe effect is strongly discouraged. The exhibitor must stop using a system if, in the AHA's opinion, the sound level is objectionable to the registrants or adjacent exhibitors. Further, the exhibitor is responsible for any and all fees that may be due for the use of copyrighted music used in audio presentations.

Priority point system effective April 1, 2010

Priority points are based upon the number of years a company has exhibited at an AHA scientific conference. One point is earned for each event in a calendar year at which a company exhibits. Beginning January 1, 2016, companies may also earn one point for each event in which they sponsor a project. There are no other means of earning priority points.

AHA conferences currently eligible for priority points are:

AHA Scientific Sessions (November)
Arteriosclerosis, Thrombosis and Vascular Biology/ Peripheral Vascular Disease (May)
Basic Cardiovascular Sciences (July)
Epidemiology and Prevention/Lifestyle and Cardiometabolic Health (March)
Council on Hypertension (September)
International Stroke Conference (February)
Quality of Care and Outcomes Research in Cardiovascular Disease and Stroke (March)

In the event an exhibiting company merges with, buys or is bought by another company, the highest number of points accumulated by either company will be recorded as the priority-point total. Points are not combined to determine the newly organized company's point status.

AHA's priority point system is in compliance with HCEA Guidelines. All inquiries of current priority point standing should be sent to exhibits@heart.org

Security

Each exhibitor is responsible for safeguarding its goods, materials, equipment and exhibit at all times during AHA scientific conferences. The AHA provides 24-hour security-guard service for the perimeter of the Science & Technology Hall, but neither the guard service nor the AHA will be responsible for loss of or damage to any property.

Delivery or removal of equipment is only permitted during move-in and move-out. Once the show opens, a pass must be obtained from the security manager to remove any material or equipment.

All security services must be ordered through AHA's official security service contractor.

Selling products or services

The American Heart Association's exhibit program educates attendees by providing information, services and products, and presenting industry trends pertinent to the physician's professional interest. Therefore, taking orders and selling exhibited products will be permitted.

The sale of non-cardiovascular-related products is strictly prohibited outside of the Market Place.

Exhibiting companies that sell taxable goods or services on-site are responsible for registering as a dealer with the respective state's department of revenue.

Show cancellation policy

In the event that an AHA scientific conference

is abbreviated or canceled because of circumstances beyond the AHA's control, including, but not limited to, civil disturbance, earthquake, electrical outage, explosion, fire, freight embargo, strike or labor unrest, flood, hurricane, tornado, or other acts of God, declaration or act of war, terrorism, government regulation or order, civil disobedience, disaster, public health advisory or order, the AHA reserves the right, in the AHA's sole discretion, to unilaterally terminate the agreement between the AHA and the exhibitor that is entered into, and/ or the license that is granted, by virtue of the submission of this Exhibitor Prospectus and its acceptance by the AHA. In these circumstances, the exhibitor expressly agrees to waive any claim the exhibitor may have against the AHA, including, but not limited to, those for fees paid by or on behalf of the exhibitor for exhibit space, registration, support opportunities, food and beverage, audiovisual services, signage, housing and travel.

Solicitation of other exhibitors

Solicitation of exhibitors is strictly prohibited. Should an exhibitor be in violation, AHA reserves the right to remove the solicitors and could jeopardize future exhibiting opportunities at AHA scientific conferences.

Use of the Association's symbol or logotype

The American Heart Association's insignia, heart and torch logo, logotype, or other identifying marks may not be used by exhibitor in its signs, advertising or promotions in any media, or on descriptive product literature, either inside or outside the exhibit area, without the AHA's prior express written permission. **Exhibitors may simply and factually refer to their presence at the AHA meeting, using AHA name in non-stylized font only.** No endorsement by the AHA of the exhibitor or its goods 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. Furthermore, the fact that an exhibitor or its goods or services are or were exhibited at the AHA Scientific Sessions cannot be used in advertisements or promotional activities by the exhibitor.

Use of exhibits

One of the purposes of the Scientific Sessions is to provide exhibitors with an opportunity to interact with other exhibitors, attendees, AHA staff and volunteers. Those contacts must be conducted in a cordial, professional manner.

Inappropriate behavior or undesirable conduct including, but not limited to, verbal or physical abuse, whether threatened or performed, will not be permitted or tolerated.

The AHA retains the right, under this agreement, to remove any exhibitor from the premises who, at the AHA's sole discretion, engages in inappropriate, undesirable or abusive behavior.

Removal may also include the termination of the exhibitor's license to exhibit, granted herein, and the closing and removal of the exhibit. Exhibitor hereby waives any and all claims for damages against the AHA by reason of such removal.

Removal under these circumstances may result in an exhibitor being barred from future AHA scientific conferences.

Exhibits are subject to the approval of the AHA. The AHA reserves the right, even after an application has been approved, to refuse exhibits, curtail activities or close exhibits or parts of exhibits that do not, in the AHA's determination, comply with the AHA Rules and Regulations governing AHA scientific conferences; are contrary to the AHA's scientific or public policies, positions, statements or guidelines; or otherwise reflect unfavorably on the character of the meeting.

As a courtesy to attending physicians and fellow exhibitors, all exhibits must be open on time each morning and remain staffed at all times during exhibit hours. Failure to have personnel in the exhibit booth at all times will result in the loss of priority points. Exhibitors or exhibitor representatives (including public relations, advertising or design firms) must conduct all marketing and promotional activity within the contracted exhibit space. Placement of signs, promotional materials or canvassing in any part of the convention center outside of the exhibitor's booth is prohibited.

An electronic version of AHA Scientific Conferences Rules & Regulations can be found online at *exhibitatsessions.org* and *exhibitatstroke.org*. For any questions regarding exhibits at AHA Scientific Conferences, please contact at AHA Exhibits at 214-706-1425 or exhibits@heart.org

All rates are net. Cancellations are nonrefundable.

Materials required for print products
- PDF/X-1a files are required for all ads. View specifications at *www.swop.org* or *www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html.*
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (18-point offset).
- Only one ad per PDF document. (Submit full-page spreads as single-page files.)

Document setup
- Use QuarkXPress or Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit *www.adobe.com.*
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be OpenType (Multiple Master Fonts and Type 1 are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Reversed text must be a minimum of 10 points.

Unacceptable file types
- Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Integrated Media sales representative.

Submitting digital files
- You will receive an email address for file submission approximately six weeks prior to the materials deadline. If you have questions before this time please contact your Ascend Integrated Media representative.

Proofs
- Contract proofs are recommended for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP-approved. View specifications online at *www.swop.org.* Without an accurate SWOP-provided proof, Ascend Integrated Media cannot be held responsible for the outcome of color on press.

Submitting recommended proofs
- Mail proofs to: Ascend Integrated Media LLC
  Attn: AHA 2016
  6710 W 121st St., Ste 100
  Overland Park, KS 66209
  913-469-1110

Product logos
- Logos for Highlighted Listings should be submitted at 300 dpi at a minimum size of 2-1/4" x 1" in TIF, JPG or EPS format (vector EPS preferred).

Inserts for Preview
- Insert will be bound in and should not exceed 8-3/8" x 10-7/8", minimum size is 4" x 6".
- Prototype required.
- Bindery charges may apply.

Inserts for Planner
- Size restrictions may apply.
- Prototype required.
- Bindery charges may apply.

How to participate in the Doctor's Bag and Individual Room Drop
1. Reserve space in the Doctor's Bag on or before the space deadline.
2. Supply a prototype of your insert for approval by AHA. Inserts may not weigh more than 2 oz. A copy of the insert must be pre-approved by AHA regardless of prior approval for other promotional opportunities at the meeting. Early submission is to your benefit. Submit a PDF of your prototype via email to your Ascend Integrated Media account manager or submit two copies by overnight service to Ascend Integrated Media LLC, 7015 College Blvd., Suite 600, Overland Park, KS 66209.
3. If changes are necessary, a copy of the revised insert must be resubmitted. Ascend Integrated Media will notify you of final approval.
4. Ship inserts to be received by the materials deadline. Ascend Integrated Media will supply a shipping label with complete shipping information. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box that is shipped. Please do not ship the full quantity to Ascend Integrated Media office, or you may incur additional costs.

The advertiser is responsible for sending the correct number of inserts. If materials are received by the printed deadline, Ascend Integrated Media will attempt to verify quantities received and notify advertisers of shortages. Ascend Integrated Media will not be responsible for shortages due to an incorrect number of inserts received. Please submit an additional 3% to 5% overage to allow for potential increase in room blocks.

Doctor's Bag — important notes
- All advertising is subject to the approval of AHA.
- A minimum $500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. Cancellations are nonrefundable.
- No agency commission or cash discounts accepted.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for Doctor's Bag inserts.
- The Doctor's Bag price is based on an average-sized paper insert. Contact an Ascend Integrated Media account manager for other options and pricing.
- An insert is considered one 8-1/2" x 11" printed piece, maximum weight of 2 oz. Insert should be flat with no protruding items attached. Any insert that does not fit these specifications will be considered a "bulk item" and is subject to an additional fee. A bulk item may be described as any item that does not fit the aforementioned specifications but cannot exceed 4 oz. This includes, but is not limited to, items such as: all types of product samples (bottles, bars or packets); pens; notepads; non-perishable food items; branded materials such as lanyards, water bottles, clips, pins or other giveaway items; printed materials that are packaged or of odd shapes and sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces. "Bulk item" is defined at the discretion of the publisher.
- Restrictions: Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the bag. Prices are based on an average-sized paper insert. Bulk items will be assessed an additional fee based on weight and dimensions; please contact your sales representative for more information. A minimum of four inserts from any combination of advertisers must be reserved for the Doctor's Bag to be delivered on a particular day. Ad materials subject to AHA approval. See mechanical specifications for more information. **Doctor's Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.*
- A minimum of four inserts from any combination of advertisers must be reserved for a Doctor's Bag to be delivered on a particular day.
- Doctor's Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.

Specifications for ePreviews
- Tower and rectangle ads must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted).
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of AHA.
- The maximum ad file size is 100kb–125kb.
- All third-party vendor supplied tags are subject to approval and must be accompanied by actual GIF or JPG image(s) and destination URL. In addition, tags need to be distinct for email or site usage.

Important notes
- Only exhibitors may advertise
- All advertising is subject to AHA approval.
- A minimum $500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. Cancellations are nonrefundable.
- No agency commission or cash discounts accepted.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.

Please remit payments to:
Ascend Integrated Media LLC
P.O. Box 870939
Kansas City, MO 64187-0939

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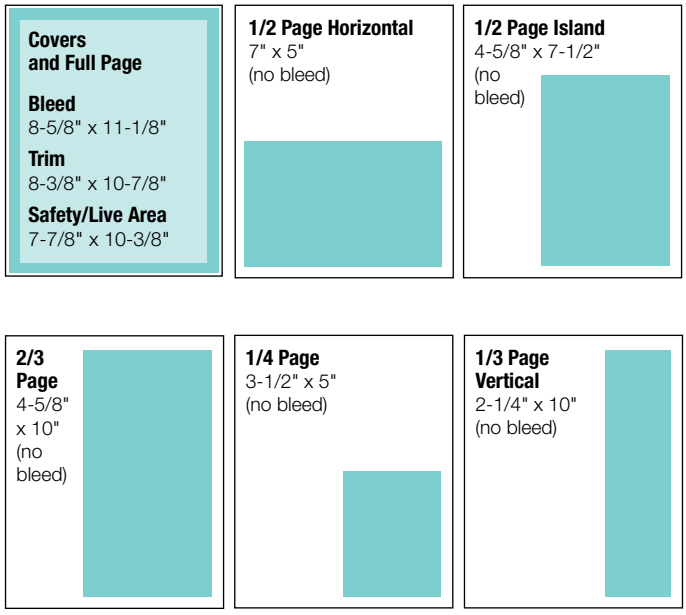
PREVIEW

Publication size: 8-3/8" x 10-7/8" (trim)
Trim: Final page dimensions.
Bleed: Size required for an ad to bleed off the edges of a page. (1/8" past trim)
Safety/Live Area: All text and graphics not intended to bleed. (1/4" from trim)



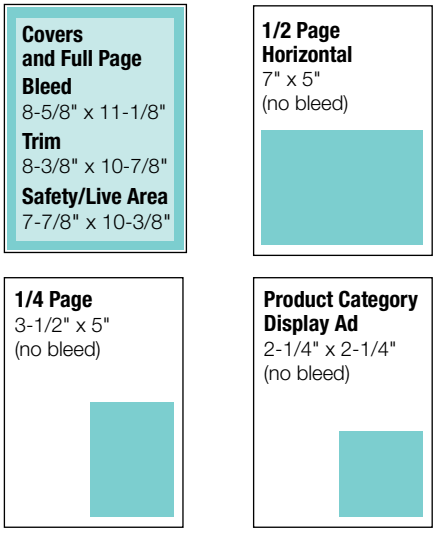
SCIENCE AND TECHNOLOGY HALL PLANNER

Publication size: 8-3/8" x 10-7/8" (trim)

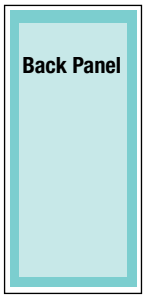
Trim: Final page dimensions.

Bleed: Size required for an ad to bleed off the edges of a page. (1/8" past trim)

Safety/Live Area: All text and graphics not intended to bleed. (1/4" from trim)

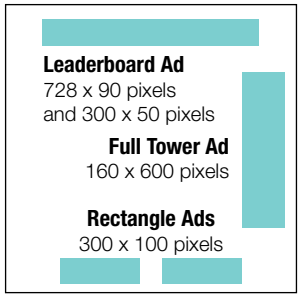


QUICK START GUIDE

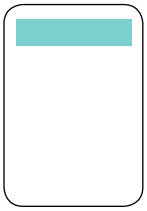


Bleed
3-11/16" x 8-3/4"
Trim
3-11/16" x 8-1/2"
Safety/Live Area
3-7/16" x 8"

ePREVIEWS & ePOST



Mobile Dimensions



Leaderboard Ad
300 x 50 pixels

CONVENTION CENTER MAP

Back Cover Ad
4-3/4" x 4-3/4"

SYMPOSIA LOCATOR MAP

Bleed
4-3/4" x 9-3/8"
Trim
4-1/2" x 9-1/8"
Safety/Live Area
4" x 8-5/8"
Non-bleed Ad
4" x 8-5/8"

3-1/2" x 4"

All rates are net. Cancellations are nonrefundable.