



American
Heart
Association®
life is why™

SCIENTIFIC 20
SESSIONS 17

Sessions: Nov. 11-15, 2017 Exhibits: Nov. 12-14, 2017 Anaheim, California



SCIENTIFIC SESSIONS 2017 EXHIBIT PROSPECTUS

UNLOCK UNPRECEDENTED ACCESS TO **16,000 CARDIOVASCULAR PROFESSIONALS**

Showcase your brand with the right audience when
you become an exhibitor at Scientific Sessions 2017

EXHIBITING OPPORTUNITIES



WHY EXHIBIT?

Exhibitions deliver **unique value** not provided by other marketing channels:*

- Ability to see a **large number of prospects** and customers over a short period of time
- **Face-to-face meetings** with prospects and customers
- Opportunity to **demonstrate new and existing products** or services

Exhibitors assign **real marketing and sales value** to their presence on the exhibit floor:**

- **91%** believe exhibits target audience interaction with products
- **90%** believe exhibits build and expand brand awareness
- **87%** believe exhibits showcase new product promotions and launches
- **87%** believe exhibits offer relationship management and engagement with prospective customers
- **85%** believe exhibits generate new sales leads

*Source: Center for Exhibition Industry Research, 2016 Exhibitions Deliver Unique Value.

**Source: Center for Exhibition Industry Research, 2016 Exhibitions Highly Valued in Achieving Marketing Sales Objectives.

ATTENDEE SNAPSHOT



YOUR EXHIBITS TEAM

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

Julie Hainje
Advertising &
Exhibitor Sales
913-696-3669
jhainje@
ascendmedia.com

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

Bridget Blaney
Advertising &
Exhibitor Sales
773-259-2825
bblaney@
ascendmedia.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

TOP 20 SPECIALTIES IN ATTENDANCE IN 2016

General Cardiology
Interventional Cardiology
Heart Failure
Administration
Clinical EP
Internal Medicine
Pediatric Cardiology
Cardiology: Prevention
Cardio-Thoracic Surgery
Cardiology Imaging
Emergency Medicine
Epidemiology
Biological Sciences
Pharmacology
Echocardiography
Cell Biology
Vascular Medicine
Physiology
Molecular Biology
Pharmacy

WHO ATTENDS?

**2016 total
professional
attendance:
12,654**

9,259
physicians
and other
cardiology
professionals

2,351
research
scientists

1,044
non-healthcare
professionals





AMONG ALL EXHIBITORS, ON AVERAGE,
ONE OUT OF FIVE LEADS WILL CONVERT TO SALES.*



AMONG THOSE THAT QUALIFY LEADS, **TWO OUT OF FIVE**
LEADS WILL MEET AN EXHIBITOR'S QUALIFICATION CRITERIA.*

Source: Center for Exhibition Industry Research

HOW WE DRIVE ATTENDEES TO THE **SCIENCE & TECHNOLOGY HALL**

- **Dedicated hours** for visiting booths. Eight hours focused on exhibits, with limited simultaneous educational programming
- **Posters** integrated into the Science & Technology Hall.
- **Coffee breaks** in the hall.
- **Free lunches** for attendees in Cardiovascular Expert Theaters in the Science & Technology Hall.
- **Charging lounges** where attendees can power up and get online without leaving the hall.
- **EP and Interventional Central** bring official programming to the Science & Technology Hall, and attendees within steps of your booth.
- **Meet-the-Trialist** stage.
- **Cardiovascular Expert Theaters.** Attendees get the latest advances in cardiology products and therapeutic treatments.
- **Official AHA educational programming** co-located on the show floor with experts in specific cardiac procedures.
- **A Quick Start Guide** attendees receive at their hotels focused on the Science & Technology Hall.
- **Simulation Zone** features interactive displays with technologically advanced, immersive training for attendees.
- **An extensive marketing campaign** promoting the Science & Technology Hall before and during Sessions.
- **VIP customer** exhibit hall-only



YOUR EXHIBITS TEAM

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

Julie Hainje
Advertising &
Exhibitor Sales
913-696-3669
jhainje@
ascendmedia.com

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

Bridget Blaney
Advertising &
Exhibitor Sales
773-259-2825
bblaney@
ascendmedia.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

EXHIBITING PAYS OFF

EXHIBITORS RECEIVE:

- Complimentary online booth at **scientificsessions.org**.
- Complimentary booth listing in the **Preview, Science & Technology Hall Planner, Daily News** and the **Mobile App**.
- Complimentary marketing toolkit at **exhibitatsessions.org**.
- Complimentary Full Professional registrations based on square footage.
- Unlimited Exhibit-Only badges for booth staff.
- VIP Customer Invite Exhibit-Only badges.
- 2016 final Sessions complimentary registration list.
- Rental of pre- or post-2017 registration list.
- Advance approval and reduced price for hosting Unofficial Satellite Events.
- Discounted exhibitor housing rates.

MORE THAN 17 HOURS OF EXHIBIT TIME – EIGHT WITH LIMITED SIMULTANEOUS EDUCATIONAL PROGRAMMING TO INCREASE TRAFFIC IN THE SCIENCE & TECHNOLOGY HALL.



LOW-COST MAILING LISTS

Low-cost mailing lists are available to all exhibitors and certain Unofficial Satellite Event holders. Ordering information can be found at **exhibitatsessions.org**.

- AHA must approve all mailers prior to the mailing list being released.
- Exhibitors are strongly encouraged to not print such pieces prior to AHA approval.
- Mailing lists are available for one-time use before or after Scientific Sessions.



YOUR SPONSORSHIP AND ADVERTISING DOLLARS NOW COUNT TOWARD YOUR EXHIBITING PRIORITY POINTS. ASK YOUR ACCOUNT MANAGER FOR DETAILS.

EXHIBIT DATES & HOURS*

- **Sunday, Nov. 12, 2017**
11 a.m.-5 p.m.
- **Monday, Nov. 13, 2017**
10 a.m.-4:30 p.m.
- **Tuesday, Nov. 14, 2017**
10 a.m.-3 p.m.

BREAKS*

- **Sunday, Nov. 12, 2017**
11 a.m.-1 p.m. and 3:15-3:45 p.m.
- **Monday, Nov. 13, 2017**
10:15-10:45 a.m.,
Noon-2 p.m., 3:15-3:45 p.m.
- **Tuesday, Nov. 14, 2017**
10:15-10:45 a.m., Noon-2 p.m.

*Subject to change

EXHIBIT SPACE RATES*

Onsite rate	\$33 per sq. ft.
Through April 28, 2017	\$35 per sq. ft.
Beginning May 1, 2017	\$37 per sq. ft.

There is no additional charge for islands or corners.

Public service rate*	\$20 per sq. ft.
----------------------	------------------

*Public service rate is subject to availability. This discounted rate is only available in the nonprofit designated area on the floor. Nonprofit organizations that wish to take advantage of this rate must submit the exhibit space application/contract no later than May 1, 2017. Proof of non-profit status must be submitted to julie.davis@heart.org for all new organizations.

CANCELLATION SCHEDULE*

Through April 28, 2017
AHA retains 50% of contracted space
Beginning May 1, 2017
AHA retains 100% of contracted space

AHA requires a 50% deposit before exhibit space will be confirmed. Cancellation or space reduction will result in a 50% penalty. The cancellation policy can be found in the AHA Scientific Conferences Rules & Regulations and is a legally binding part of the exhibit space application/contract.

Exhibitor eligibility, space assignment process and priority point schedule are all part of the AHA Scientific Conferences Rules & Regulations. Visit exhibitatsessions.org for more information.

YOUR EXHIBITS TEAM

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

Julie Hainje
Advertising &
Exhibitor Sales
913-696-3669
jhainje@ascendmedia.com

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

Bridget Blaney
Advertising &
Exhibitor Sales
773-259-2825
bblaney@ascendmedia.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

EXHIBITING OPPORTUNITIES

UNOFFICIAL SATELLITE EVENTS

The term “Unofficial Satellite Event” (USE) refers to any activity that is independently organized and/or accredited by an organization other than the American Heart Association/American Stroke Association and held before, during or after an AHA/ASA Scientific Conference.

USE dates, times and opportunities will be available May 1, 2017. Non-exhibitor USE dates, times and opportunities will be available Aug. 14, 2017.

- You must be a current exhibitor at Scientific Sessions 2017, university or non-profit organization to hold a USE, with the exception of Symposia Event holders.
- USE start and end times are subject to change based upon completion of the final program.
- AHA is not responsible for attendance/ audience generation or guaranteed attendance levels at USEs.
- AHA reserves the right to change the USE process, date, times, procedures, number of slots and any other aspect of the process.
- All USE application fees are non-refundable.
- Please note exhibits, tabletops, poster sessions and/or breakout sessions are permitted at Symposia Events only.
- Non-profits that have received or anticipate receiving Industry funding to organize a Symposia, Media Event or Social Event must apply under the Industry rate.
- AHA reserves the right to collect the additional application fees if a non-profit receives industry funding after application approval has been granted.
- AHA does not monitor topics/titles. Please check website for the most up to date list of topics/titles.

Please refer to the USE Scientific Conference Rules and Regulations at exhibitatsessions.org for further governing restrictions. All event applications are subject to the approval of AHA/ASA show management based on the event definitions outlined herein.

UNOFFICIAL SATELLITE EVENTS open May 1, 2017

Event type	Fee	Sponsor type	
Committee Meeting	\$500	University/non-profit	
	\$1,000	Exhibitor	
Focus Group	\$500	University/non-profit	
	\$1,000	Exhibitor	
Hospitality Room or Staff Meeting	\$500	University/non-profit	
	\$1,000	Exhibitor	
Investigator Meeting	\$500	University/non-profit	
	\$5,000	Exhibitor	
Media Event	\$500	University/non-profit	
	\$15,000	Exhibitor	
Symposia or Social Event	\$3,500	University/non-profit (non-industry-supported)	
	\$30,000 a.m. slots	Exhibitor or university/non-profit (industry-supported)	
	\$50,000 p.m. slots		

NON-EXHIBITOR UNOFFICIAL SATELLITE EVENTS

Open August 14, 2017

Event type	Fee	Sponsor type	
Symposia or Social Event	\$75,000	Non-exhibitors (industry-supported)	

EXHIBITING OPPORTUNITIES

Apply online at **EXHIBITATSESSIONS.ORG**

	Thursday, Nov. 9	Friday, Nov. 10	Saturday, Nov. 11	Sunday, Nov. 12	Monday, Nov. 13	Tuesday, Nov. 14	Wednesday, Nov. 15
	No restrictions	No restrictions	No restrictions	6-8 a.m. or 7 p.m.-midnight	6-9 a.m. or 7 p.m.-midnight	6-9 a.m. or 7 p.m.-midnight	6-9 a.m. or 12 p.m.-midnight
	No restrictions	No restrictions	No restrictions	6-8 a.m. or 7 p.m.-midnight	6-9 a.m. or 7 p.m.-midnight	6-9 a.m. or 7 p.m.-midnight	6-9 a.m. or 12 p.m.-midnight
	No restrictions	No restrictions	No restrictions	No restrictions	No restrictions	No restrictions	No restrictions
	No restrictions	No restrictions	No restrictions	6-8 a.m. or 7 p.m.-midnight	6-9 a.m. or 7 p.m.-midnight	6-9 a.m. or 7 p.m.-midnight	6-9 a.m. or 12 p.m.-midnight
	No restrictions	No restrictions	No restrictions	6-8 a.m. or 7 p.m.-midnight	6-9 a.m. or 7 p.m.-midnight	6-9 a.m. or 7 p.m.-midnight	6-9 a.m. or 12 p.m.-midnight
	6 a.m.-5 p.m. Limited to 5 slots or 7 p.m.-midnight Limited to 5 slots	6 a.m.-5 p.m. Limited to 5 slots or 7 p.m.-midnight Limited to 5 slots	6 a.m.-5 p.m. Limited to 5 slots or 7 p.m.-midnight Limited to 5 slots	6-8 a.m. or 7 p.m.-midnight Limited to 5 slots	6-9 a.m. or 7 p.m.-midnight Limited to 5 slots	6-9 a.m. or 7 p.m.-midnight Limited to 5 slots	6-9 a.m. or 12 p.m.-midnight Limited to 5 slots

	Thursday, Nov. 9	Friday, Nov. 10	Saturday, Nov. 11	Sunday, Nov. 12	Monday, Nov. 13	Tuesday, Nov. 14	Wednesday, Nov. 15
	7 p.m.-midnight Limited to 2 slots	7 p.m.-midnight Limited to 2 slots	7 p.m.-midnight Limited to 2 slots	7 p.m.-midnight Limited to 2 slots	7 p.m.-midnight Limited to 2 slots	7 p.m.-midnight Limited to 2 slots	12 p.m.-midnight Limited to 2 slots

YOUR EXHIBITS TEAM

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

Julie Hainje
Advertising &
Exhibitor Sales
913-696-3669
jhainje@
ascendmedia.com

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

Bridget Blaney
Advertising &
Exhibitor Sales
773-259-2825
bblaney@
ascendmedia.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