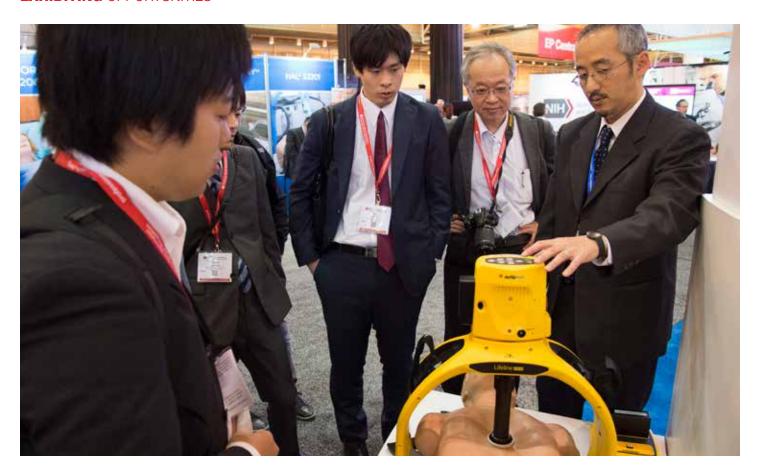


SCIENTIFIC SESSIONS 2017 EXHIBIT PROSPECTUS

UNLOCK UNPRECEDENTED ACCESS TO 16,000 CARDIOVASCULAR PROFESSIONALS

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





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

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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?

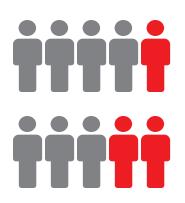
2016 total professional attendance: 12,654

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



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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.

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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 exhibitatessions.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

SHOTTIONE ONTELETTE EVENTO OPERTMAY 1, 2017					
Fee	Sponsor type				
\$500	University/non-profit				
\$1,000	Exhibitor				
\$500	University/non-profit				
\$1,000	Exhibitor				
\$500	University/non-profit				
\$1,000	Exhibitor				
\$500	University/non-profit				
\$5,000	Exhibitor				
\$500	University/non-profit				
\$15,000	Exhibitor				
\$3,500	University/non-profit (non-industry-supported)				
\$30,000 a.m. slots \$50,000 p.m. slots	Exhibitor or university/ non-profit (industry-supported)				
	\$500 \$1,000 \$500 \$1,000 \$500 \$1,000 \$500 \$5,000 \$5,000 \$15,000 \$3,500 \$30,000 a.m. slots \$50,000				

NON-EXHIBITOR UNOFFICIAL SATELLITE EVENTS

Open August 14, 2017

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



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.mmidnight	6-9 a.m. or 7 p.mmidnight	6-9 a.m. or 7 p.mmidnight	6-9 a.m. or 12 p.mmidnight
No restrictions	No restrictions	No restrictions	6-8 a.m. or 7 p.mmidnight	6-9 a.m. or 7 p.mmidnight	6-9 a.m. or 7 p.mmidnight	6-9 a.m. or 12 p.mmidnight
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.mmidnight	6-9 a.m. or 7 p.mmidnight	6-9 a.m. or 7 p.mmidnight	6-9 a.m. or 12 p.mmidnight
No restrictions	No restrictions	No restrictions	6-8 a.m. or 7 p.mmidnight	6-9 a.m. or 7 p.mmidnight	6-9 a.m. or 7 p.mmidnight	6-9 a.m. or 12 p.mmidnight
6 a.m5 p.m. Limited to 5 slots or 7 p.m midnight Limited to 5 slots	6 a.m5 p.m. Limited to 5 slots or 7 p.m midnight Limited to 5 slots	6 a.m5 p.m. Limited to 5 slots or 7 p.m midnight Limited to 5 slots	6-8 a.m. Limited to 5 slots or 7 p.mmidnight Limited to 5 slots	6-9 a.m. Limited to 5 slots or 7 p.mmidnight Limited to 5 slots	6-9 a.m. Limited to 5 slots or 7 p.mmidnight Limited to 5 slots	6-9 a.m. Limited to 5 slots or 12 p.mmidnight Limited to 5 slots

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

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