Marketing Opportunities

4,500 stroke and cerebrovascular experts

Be part of the world’s largest and fastest-growing meeting dedicated to the science and treatment of cerebrovascular disease.
Boost your brand visibility and booth traffic!

ISC sponsorship and advertising opportunities are designed to fit your marketing needs and budget.

All sponsors and advertisers receive this corporate name recognition:
- Final Program
- Stroke Daily News
- Large official contributor sign located in high-traffic area of convention center

<table>
<thead>
<tr>
<th>Page</th>
<th>Price Range</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference Bag Inserts</td>
<td>4</td>
<td>$10,500</td>
</tr>
<tr>
<td>Daily Newspaper</td>
<td>3</td>
<td>$295-$10,270</td>
</tr>
<tr>
<td>Newsstand Premium</td>
<td>3</td>
<td>$9,200</td>
</tr>
<tr>
<td>Final Program Book</td>
<td>4</td>
<td>$25,500</td>
</tr>
<tr>
<td>Quick Start Guide</td>
<td>4</td>
<td>$11,500</td>
</tr>
<tr>
<td>DIGITAL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Abstracts on USB</td>
<td>6</td>
<td>$40,500</td>
</tr>
<tr>
<td>Article Index Page</td>
<td>7</td>
<td>$1,945-$2,485</td>
</tr>
<tr>
<td>Daily Newspaper ePreview 1</td>
<td>6</td>
<td>$1,305-$2,995</td>
</tr>
<tr>
<td>Daily Newspaper ePreview 2</td>
<td>6</td>
<td>$1,305-$2,995</td>
</tr>
<tr>
<td>Daily Newspaper ePost</td>
<td>6</td>
<td>$1,305-$2,995</td>
</tr>
<tr>
<td>Housing Confirmation Package</td>
<td>5</td>
<td>$9,500</td>
</tr>
<tr>
<td>Mobile App</td>
<td>5</td>
<td>$5,150-$20,500</td>
</tr>
<tr>
<td>Registration Package</td>
<td>5</td>
<td>$15,500</td>
</tr>
<tr>
<td>CONVENTION CENTER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Banners</td>
<td>8</td>
<td>$12,500</td>
</tr>
<tr>
<td>Charging Lounge/Station</td>
<td>9</td>
<td>$15,500</td>
</tr>
<tr>
<td>Communication Center</td>
<td>10</td>
<td>$15,500</td>
</tr>
<tr>
<td>Convention Center Map</td>
<td>4</td>
<td>$8,000</td>
</tr>
<tr>
<td>Escalator Decals</td>
<td>10</td>
<td>$13,000</td>
</tr>
<tr>
<td>Industry Theater</td>
<td>11</td>
<td>$25,000</td>
</tr>
<tr>
<td>Rotating Kiosks</td>
<td>10</td>
<td>$6,200-$15,500</td>
</tr>
<tr>
<td>Science and Technology Hall Park Benches</td>
<td>11</td>
<td>$25,000</td>
</tr>
<tr>
<td>Sitting Cubes</td>
<td>9</td>
<td>$15,000</td>
</tr>
<tr>
<td>Walking Challenge</td>
<td>8</td>
<td>$51,000</td>
</tr>
<tr>
<td>HOTEL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Doctor’s Bag</td>
<td>12</td>
<td>$3,200</td>
</tr>
<tr>
<td>Doctor’s Bag Premium</td>
<td>12</td>
<td>$11,670</td>
</tr>
<tr>
<td>Hotel Dark Channel</td>
<td>12</td>
<td>$1,500</td>
</tr>
<tr>
<td>Hotel Key Cards</td>
<td>12</td>
<td>$10,500</td>
</tr>
<tr>
<td>Individual Hotel Room Drop</td>
<td>12</td>
<td>$9,550-$18,100</td>
</tr>
<tr>
<td>ISC NURSING SYMPOSIUM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coffee Break</td>
<td>13</td>
<td>$5,000</td>
</tr>
<tr>
<td>Learning Journal</td>
<td>13</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

These products are in compliance with 2015 PhRMA standards and ACCME guidelines.

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.

Sponsorship and advertising dollars now count toward exhibiting priority points. Ask your account manager for details.
DURING MEETING

ISC Stroke Daily News

Distribution
Distributed throughout the convention center via newstands and dedicated handout personnel to 4,500 cerebrovascular professionals

Content
- Live coverage of Late-Breaking Trials
- Highlights of the latest news from the conference
- Complete list of exhibitors and exhibit hall map

Deadlines
Space reservation due: Jan. 25, 2017
Materials due: Feb. 1, 2017

Advertising Rates

<table>
<thead>
<tr>
<th>Standard</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$6,550</td>
</tr>
<tr>
<td>P.I. Space</td>
<td>$5,235</td>
</tr>
<tr>
<td>Junior Page</td>
<td>$5,235</td>
</tr>
<tr>
<td>P.I. Space</td>
<td>$4,300</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$4,585</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$2,355</td>
</tr>
<tr>
<td>Product and Services Showcase*</td>
<td>$1,150</td>
</tr>
<tr>
<td>Enhanced Listing**</td>
<td>$295</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Premium</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$10,270</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$8,985</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$8,025</td>
</tr>
<tr>
<td>Map Premium***</td>
<td>$8,750</td>
</tr>
<tr>
<td>Belly Flap</td>
<td>$8,600</td>
</tr>
</tbody>
</table>

*Product and Services Showcase ad offers attendees a quick visual reference to the newest products at the conference. A cost-effective way to feature your message, this opportunity includes layout and design of your ad. Advertiser to supply a color photo or logo, 50-word description and contact information.

**Enhanced Listing includes a highlight of your company in the full list of exhibitors.

***Map Premium includes banner ad on page with exhibit half map, booth highlighted and full page adjacent to map.

These products are in compliance with 2015 PhRMA standards and ACCME guidelines.
MARKETING OPPORTUNITIES

print

DURING MEETING

Quick Start Guide

Distribution
Distributed to International Stroke Conference attendees as they check in at their hotels

Content
• Includes shuttle bus schedule, registration check-in information and other key details attendees need to get their experience off to a great start
• Advertiser receives back panel ad and front cover logo recognition

Deadlines
Space reservation due: Dec. 29, 2016
Materials due: Jan. 7, 2017

Advertising Rate
$11,500
Single-sponsor opportunity

YOUR EVENTS AND EXHIBITS 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

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

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

Conference Bag Inserts

Distribution
Distributed to 4,500 professional attendees at the convention center

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

Deadlines
Space reservation due: Jan. 13, 2016
Materials due: Jan. 27, 2017

Advertising Rate
$10,500 per insert (limit three)
Insert provided at supporter’s expense

Final Program

Distribution
Distributed to 4,500 healthcare professionals at the convention center

Content
• Official source for the detailed International Stroke Conference program schedule, awards, facility maps and other important information
• Final Program is also accessible online, providing an additional 12 months of exposure

Deadlines
Space reservation due: Nov. 21, 2016

Advertising Rate
$25,500 Inside Back Cover and Back Cover
Single-sponsor opportunity

Convention Center Map

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

Content
Facility map with key locations, shuttle schedule and routes list, AEDs and concession stands.
• Front cover logo acknowledgement
• Back cover ad
• Display ad on side two

Deadlines
Space reservation due: Dec. 15, 2016

Advertising Rate
$8,000
Single-sponsor opportunity

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

These products are in compliance with 2015 PhRMA standards and ACCME guidelines.
MARKETING OPPORTUNITIES

BEFORE AND DURING MEETING
Registration Package

Distribution/Content
• Online banner ad visible during five-month registration process
• Corporate logo recognition on 4,500 registration confirmation emails
• Corporate logo recognition on registration computer screen savers onsite

Deadlines
Space reservation due: Aug. 26, 2016

Advertising Rate
$15,500
Single-sponsor opportunity

DURING MEETING
Mobile Meeting Guide App

Distribution
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 mobile marketing pieces
• One complimentary alert each day
• Includes enhanced exhibitor listing within mobile app

Content
• Instant access to educational sessions, faculty, abstracts, event information, exhibitors, hotels, schedule planning and mapping functionality to help locate a room or exhibit booth
• Web-based and downloadable for all smartphone platforms and web-enabled devices

Deadlines
Space reservation due: Dec. 19, 2016
Materials due: Jan. 9, 2017

Advertising Rate
$20,500
Single-sponsorship opportunity

DURING MEETING
Housing Confirmation Package

Distribution/Content
• Put your message in front of conference attendees when they receive their housing confirmations
• Corporate ad on the housing confirmation page of the online housing reservation system
• Corporate ad on every confirmation communication email delivered

Deadlines
Space reservation due: Aug. 26, 2016

Advertising Rate
$9,500
Single-sponsor opportunity

ADDITIONAL OPPORTUNITIES

Alert Notifications
• Similar to a text message but through the app itself
• Real-time marketing promotion of booth activity or company
• App users receive new announcements during the conference (120 max characters in length including spaces)

$5,150 each (one per day)

Enhanced Exhibitor Listing
• Company or product name highlighted in the exhibitor listings in app
• Upload up to five PDF documents in exhibitor tab
• One push alert
$7,500 each

All rates are net. Cancellations are nonrefundable.
DURING AND AFTER MEETING

Abstracts on USB

**Distribution**
- Distributed to 2,500 attendees at the International Stroke Conference
- USBs may be distributed from contributor's booth, guaranteeing heavy traffic

**Content**
- Easy and enduring access to abstracts from the International Stroke Conference 2017
- 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

**Deadlines**
- Space reservation due: Nov. 11, 2016
- Materials due: Nov. 18, 2016

**Advertising Rate**
- $40,500
  - Single-sponsor opportunity

BEFORE AND AFTER MEETING

Target prospects with official emails sent from AHA/ASA

Delivered to opt-in email lists from the International Stroke Conference database, these eBlasts build your brand connections and extend your reach before and after the conference

**ePreview**

**Distribution**
- Two ePreviews will be launched in the two months prior to the conference to more than 120,000 stroke and cerebrovascular professionals

**Content**
- Registration information and key event-planning resources on ISC’s website

**ePost**

**Distribution**
- Launched after the conference to 120,000, including AHA/ASA members and ISC 2017 attendees

**Content**
- Highlights of the conference

<table>
<thead>
<tr>
<th>Blast dates</th>
<th>Space Reservation Due</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>ePreview #2: early February</td>
<td>Dec. 28, 2016</td>
<td>Jan. 11, 2017</td>
</tr>
<tr>
<td>ePost: mid-March</td>
<td>Feb. 15, 2017</td>
<td>March 1, 2017</td>
</tr>
</tbody>
</table>

**Advertising Rates**

- Leaderboard: $2,995 per blast
- Exclusive Tower Ad: $2,595 per blast
- Rectangle Ad 1: $1,305 per blast
- Rectangle Ad 2: $1,305 per blast

* Rates are per issue.

**2016 ePreview Metrics**

- **ePreview 1**
  - Delivered: 122,047
  - Open Rate: 14.4%

- **ePreview 2**
  - Delivered: 122,124
  - Open Rate: 14%

**2016 ePost Metrics**

- Delivered: 122,247
- Open Rate: 14.3%

* Rates are net. Cancellations are nonrefundable.

These products are in compliance with 2015 PhRMA standards and ACCME guidelines.
DURING AND AFTER MEETING

Article Index Page
Your branding is on the Web page where stroke and cerebrovascular professionals read the AHA/ASA ePreviews and ePost. Great visibility!

Distribution
• Two ePreviews are sent in January and February to more than 120,000 stroke professionals, with an ePost in mid-March following ISC 2017
• To read the full stories, readers must connect to the Article Index Page

Deadlines
Space reservation due: Dec. 5, 2016

Advertising Rates
Leaderboard $2,485
(Three available in rotation)
Tower Ad $1,945
(Three available in rotation)
**Walking Challenge**

- 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 pick up an activity tracker
- Contributor’s corporate recognition on the registration webpage, opening screen of app and in emails
- Attendees will be asked to register for the Walking Challenge online, download an app and pick up their activity tracker onsite at the convention center

**Deadlines**

- **Space reservation due:** Dec. 2, 2016
- **Materials due:** Dec. 16, 2016

**Advertising Rate**

- **$51,000**

---

**Ad Banners**

- Available in multiple high-visibility locations throughout the convention center
- Contributor may select location for corporate or product advertisement

**Deadlines**

- **Space reservation due:** Dec. 23, 2016
- **Materials due:** Jan. 11, 2017

**Advertising Rate**

- **$12,500 per banner**
**CHARGING LOUNGE AND CHARGING STATION**

- Universal charging stations for cell phones, iPads and laptops in high-visibility areas of the Science & Technology Hall
- Contributor may place four-color corporate or product ads on up to four panels incorporated into the phone charging station located in each lounge
- Contributor has the option of distributing AHA/ASA approved materials at advertiser’s expense

**_DEADLINES_**

**Space reservation due:** Dec. 23, 2016  
**Materials due:** Jan. 11, 2017

**Advertising Rate**  
$15,500  
Single-sponsor opportunity

---

**SITTING CUBES**

- Located in high-traffic areas throughout the convention center, 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:**  
Dec. 23, 2016  
**Materials due:** Jan. 11, 2017

**Advertising Rate**  
$15,000 per 50 cubes  
Single-sponsor opportunity

---

All rates are net. Cancellations are nonrefundable.
**Communication Center**

- Attendees can leave and retrieve conference messages, access the Internet, view the Science & Technology Hall floor plan, search for other attendees, print airline boarding passes and claim CME credit.
- Contributor receives corporate or product logo on onsite computer screen savers and login screens at the communications center.
- Contributor may place a four-color corporate or product graphic on panels incorporated into the structure.

**Deadlines**

Space reservation due: Dec. 23, 2016  
Materials due: Jan. 11, 2017

**Advertising Rate**

$15,500  
Single-sponsor opportunity

---

**DURING MEETING**

**Rotating Kiosks**

- 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 in lobbies on the meeting room level and other 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: Dec. 23, 2016  
Materials due: Jan. 11, 2017

**Advertising Rates**

$15,500 per kiosk (includes all four panels)  
$6,200 per panel

---

**Escalator Decals**

Contributor receives corporate or product advertising on the median of selected escalator banks.

**Deadlines**

Space reservation due: Dec. 23, 2016  
Materials due: Jan. 11, 2017

**Advertising Rate**

$13,000 per location

---

These products are in compliance with 2015 PhRMA standards and ACCME guidelines.
DURING MEETING

Industry Theaters  4 slots available!

- Reach your target audience in a forum designed to showcase specific products and therapeutic treatments
- Product Theaters are located in the Science & Technology Hall
- Cost includes:
  - Complete audio/visual package
  - Classroom seating
  - Box lunch provided by AHA/ASA
  - Lead retrieval units (up to two)
  - Pre-meeting and onsite promotion by AHA/ASA

Deadlines
Space reservation due: Dec. 23, 2016
Materials due: Jan. 6, 2017

Advertising Rate
Theater (Seating for 100)
$25,000 per timeslot

DURING MEETING

Science & Technology Hall Park Benches

- Grab the attention of professional attendees as they walk through the ISC Science & Technology Hall
- Park benches are located in the main aisle and in high-traffic areas throughout the ISC Science & Technology Hall

Deadlines
Space reservation due: Dec. 23, 2016
Materials due: Jan. 11, 2017

Advertising Rates
$25,000 (Five park benches with single graphic panel on bench and floor graphic)
Single-sponsor opportunity

DURING MEETING

Science and Technology Hall Aisle Signs

- 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: Dec. 23, 2016
Materials due: Jan. 11, 2017

Advertising Rate
$30,500
Single-sponsor opportunity

YOUR EVENTS AND EXHIBITS 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

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

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

All rates are net. Cancellations are nonrefundable.
MARKETING OPPORTUNITIES

DURING MEETING

Doctor’s Bag
- Delivered to key conference hotels and placed on attendees’ doors the first morning of the meeting
- Conference information and planning resources

Deadlines
Space reservation due: Jan. 13, 2017
Materials due: Jan. 27, 2017

Advertising Rate
$$3,200 per insert
Quantity 2,200*
Image sizes Maximum size is 8-1/2” x 11”
Maximum weight is 2 oz.

* Doctor’s Bag circulation is based upon projected attendance and room blocks at the time the rate card is printed.

DURING MEETING

Hotel Dark Channel
Your message reaches ISC attendees on hotel dark channels throughout the conference

Deadlines
Space reservation due: Jan. 20, 2017
Materials due: Jan. 27, 2017

Advertising Rate
$1,500 per 30-second spot

DURING MEETING

Hotel Key Cards
- Reach attendees at headquarters hotels with your promotional ad on hotel key cards
- Sponsor responsible for logistics and all production and distribution costs with each hotel
- Must provide two key cards per room
- Sponsor receives corporate or brand logo recognition on the key cards and the folder cards are placed inside

Deadlines
Space reservation due: Dec. 5, 2016

Advertising Rate
$10,500 (rights only)
Single-sponsor opportunity

Individual Hotel Room Drop
Deliver your branded item outside or inside 1,800 attendee hotel rooms

Deadlines
Space reservation due: Jan. 20, 2017
Materials due: Jan. 27, 2017

Advertising Rates
$18,100 per day for inside hotel room delivery
$9,550 per day for outside hotel room delivery

To reserve this service, you must work through Ascend Integrated Media.

All rates are net. Cancellations are nonrefundable.
Engage with more than 700 Stroke Nurse Practitioners, Stroke Program Managers and Care Coordinators attending this special Symposium within the International Stroke Conference.

Be a part of the program with this branded learning journal handed to each attendee at registration. Learning Journal contains agenda and notes pages:

- Sponsor has ad on back page of agenda within the Journal, and logo recognition on the front cover.

Deadlines
Space Reservation Due: Dec. 15, 2016
Materials Due: Dec. 22, 2016

Advertising Rate
$10,000
Single-sponsor opportunity

Provide the morning refreshments for attendees.

- Sponsor receives signage at the table with their booth number, and a literature table nearby.
- Sponsor may, at their own cost, provide branded cups, napkins or coffee sleeves to enhance this sponsorship.

Deadlines
Space Reservation Due: Dec. 13, 2016
Materials Due: Dec. 20, 2016

Advertising Rate
$5,000
Single-sponsor opportunity

New for 2017 at the request of Symposium Nurses!
INTERNATIONAL STROKE CONFERENCE 2017

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

**Advertiser:**

- Agency (if applicable):
- Contact Name:
- Billing Address:
- Phone:
- Fax:
- E-mail:

**ISC STROKE DAILY NEWS**

**STANDARD RATE**

<table>
<thead>
<tr>
<th>Listing</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$6,550</td>
</tr>
<tr>
<td>Full Page P.I. Space</td>
<td>$5,235</td>
</tr>
<tr>
<td>Junior Page</td>
<td>$5,235</td>
</tr>
<tr>
<td>Junior Page P.I. Space</td>
<td>$4,300</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$4,585</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$2,355</td>
</tr>
<tr>
<td>Products and Services Showcase Ad</td>
<td>$1,150</td>
</tr>
<tr>
<td>Enhanced Listing</td>
<td>$295</td>
</tr>
</tbody>
</table>

**PREMIUM**

<table>
<thead>
<tr>
<th>Listing</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$10,270</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$8,985</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$8,025</td>
</tr>
<tr>
<td>Map Premium</td>
<td>$8,750</td>
</tr>
<tr>
<td>Belly Flap</td>
<td>$8,600</td>
</tr>
</tbody>
</table>

**NEWSSTAND PREMIUM**

<table>
<thead>
<tr>
<th>Listing</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsstand</td>
<td>$9,200</td>
</tr>
</tbody>
</table>

**CONFERENCE BAG INSERTS**

<table>
<thead>
<tr>
<th>Listing</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insert</td>
<td>$10,500</td>
</tr>
</tbody>
</table>

**QUICK START GUIDE**

<table>
<thead>
<tr>
<th>Listing</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Sponsorship</td>
<td>$11,500</td>
</tr>
</tbody>
</table>

**FINAL PROGRAM**

<table>
<thead>
<tr>
<th>Listing</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Back Cover and Back Cover</td>
<td>$25,500</td>
</tr>
</tbody>
</table>

**TERMS**

- Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed, signed copy of this agreement is also 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.
- Advertiser agrees that the publisher’s liability (if any), due to omissions or errors in such advertising, in which the omission or error occurred; liability shall be discharged by abatement of 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.
- A minimum $500 late fee will be charged for materials received after the materials deadline.
- A faxed, signed copy of this agreement is also binding.

**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)

**MARKETING/PROMOTIONAL OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Listing</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstracts on USB</td>
<td>$40,500</td>
</tr>
<tr>
<td>Ad Banners</td>
<td>$12,500</td>
</tr>
<tr>
<td>Charging Lounge and Station</td>
<td>$15,500</td>
</tr>
<tr>
<td>Communication Center</td>
<td>$15,500</td>
</tr>
<tr>
<td>Escalator Decals</td>
<td>$13,000</td>
</tr>
<tr>
<td>Hotel Dark Channel</td>
<td>$1,500</td>
</tr>
<tr>
<td>Hotel Key Cards</td>
<td>$10,500</td>
</tr>
<tr>
<td>Housing Confirmation Package</td>
<td>$9,500</td>
</tr>
<tr>
<td>Industry Theater</td>
<td>$25,000</td>
</tr>
<tr>
<td>Mini Theater (Seating for 50+)</td>
<td>$15,500</td>
</tr>
<tr>
<td>Registration Package</td>
<td>$6,200</td>
</tr>
<tr>
<td>Rotating Kiosk (includes four panels) - Per Panel</td>
<td>$15,500</td>
</tr>
<tr>
<td>Science and Technology Aisle Signs</td>
<td>$30,500</td>
</tr>
<tr>
<td>Science and Technology Hall</td>
<td>$30,500</td>
</tr>
<tr>
<td>Park Benches (5 benches plus floor graphics)</td>
<td>$25,000</td>
</tr>
<tr>
<td>Sitting Cubes (100 cubes)</td>
<td>$15,000</td>
</tr>
<tr>
<td>Walking Challenge</td>
<td>$51,000</td>
</tr>
</tbody>
</table>

**INDIVIDUAL HOTEL ROOM DROP**

<table>
<thead>
<tr>
<th>Listing</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Hotel Room Delivery (per day)</td>
<td>$18,100</td>
</tr>
<tr>
<td>Outside Hotel Room Delivery (per day)</td>
<td>$9,550</td>
</tr>
</tbody>
</table>

**DOCTOR’S BAG**

<table>
<thead>
<tr>
<th>Listing</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor’s Bag Insert</td>
<td>$3,200</td>
</tr>
<tr>
<td>Doctor’s Bag Premium</td>
<td>$11,670</td>
</tr>
</tbody>
</table>

**ISC NURSING SYMPOSIUM**

<table>
<thead>
<tr>
<th>Listing</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee Break</td>
<td>$5,000</td>
</tr>
<tr>
<td>Learning Journal</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

**ARTICLE INDEX PAGE**

<table>
<thead>
<tr>
<th>Listing</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Ad</td>
<td>$2,995</td>
</tr>
<tr>
<td>Exclusive Tower Ad</td>
<td>$2,595</td>
</tr>
<tr>
<td>Rectangle Ad 1</td>
<td>$1,305</td>
</tr>
<tr>
<td>Rectangle Ad 2</td>
<td>$1,305</td>
</tr>
</tbody>
</table>

**ePOST - mid-March**

<table>
<thead>
<tr>
<th>Listing</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Ad</td>
<td>$2,995</td>
</tr>
<tr>
<td>Exclusive Tower Ad</td>
<td>$2,595</td>
</tr>
<tr>
<td>Rectangle Ad 1</td>
<td>$1,305</td>
</tr>
<tr>
<td>Rectangle Ad 2</td>
<td>$1,305</td>
</tr>
</tbody>
</table>

**MOBILE MEETING GUIDE APP**

<table>
<thead>
<tr>
<th>Listing</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting Guide App</td>
<td>$20,500</td>
</tr>
<tr>
<td>Additional Opportunities</td>
<td>$5,150</td>
</tr>
<tr>
<td>Enhanced Exhibitor Listing</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

**CONVENTION CENTER MAP**

<table>
<thead>
<tr>
<th>Listing</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Sponsorship</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

**ePREVIEW #1 - early January**

<table>
<thead>
<tr>
<th>Listing</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Ad</td>
<td>$2,995</td>
</tr>
<tr>
<td>Exclusive Tower Ad</td>
<td>$2,595</td>
</tr>
<tr>
<td>Rectangle Ad 1</td>
<td>$1,305</td>
</tr>
<tr>
<td>Rectangle Ad 2</td>
<td>$1,305</td>
</tr>
</tbody>
</table>

**ePREVIEW #2 - early February**

<table>
<thead>
<tr>
<th>Listing</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Ad</td>
<td>$2,995</td>
</tr>
<tr>
<td>Exclusive Tower Ad</td>
<td>$2,595</td>
</tr>
<tr>
<td>Rectangle Ad 1</td>
<td>$1,305</td>
</tr>
<tr>
<td>Rectangle Ad 2</td>
<td>$1,305</td>
</tr>
</tbody>
</table>

Sign and return to:

Ascend Integrated Media LLC
Attn: Cathleen Gorby
cgorby@ascendintegratedmedia.com
913-780-6923 • Fax: 913-780-4344
www.ascendintegratedmedia.com

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

Ascend Integrated Media
6710 W. 121st St., Suite 100
Overland Park, KS 66209
Fax 913-945-1942
www.ascendintegratedmedia.com

**YOUR EVENTS AND EXHIBITS TEAM**

Cathleen Gorby
Manager, Corporate Relations
214-706-1314 • cgorby@heart.org

Maureen Mauer
Manager, Corporate Relations
214-706-2560 • mmauer@ascendintegratedmedia.com

Bridget Blaney
Manager, Corporate Relations
773-259-2825 • bblaney@ascendintegratedmedia.com

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

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

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

**Your Events and Exhibits Team**

Please consider the following:

- All rates are net. Cancellations are nonrefundable. These products are in compliance with 2015 PhRMA standards and ACCME guidelines.
INTERNATIONAL STROKE CONFERENCE 2017

Mechanical specifications

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/acrfpdfx.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 a single-page file.)

DOCUMENT SETUP
- Use 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, TIFF or EPS format, binary encoding (no JPEG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be OpenType (Type 1 and Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density must not 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, Freehand or QuarkXPress files will not be accepted. If you need assistance with your ad creation, contact your Ascend Integrated Media sales 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 COLOR PROOFS
- Mail proofs to: Ascend Integrated Media LLC Attn: STROKE 2017 6710 W. 121st St., Suite 100 Overland Park 66209 913-469-1110

INSERTS
- Insert are blown-in and should not exceed 8-3/8” x 10-7/8”, minimum size is 4” x 6”.
- Prototype required.

HOW TO PARTICIPATE IN THE DOCTOR’S BAG
- All advertising is subject to the approval of AHA/ASA.
- 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 laminated cards, 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.
- 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 AND EPOST
- 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 the association.
- 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.
- Animated GIF files are accepted, but not all email platforms support animation. If you wish to submit an animated ad, please include all critical information on the first slide. Only 1 URL is accepted peranimated GIF—we do not allow separate URLs embedded in individual frames.

IMPORTANT NOTES
- All advertising is subject to AHA/ASA 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.
- A $150 per change-out fee applies to insertion of different ads per issue in dailies.

STROKE DAILY NEWS
Ad sizes and dimensions (width x height)
Publication size: 10-7/8” x 15” (finished size)
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)

Covers and Full Page
Bleed: 11-1/8” x 15-1/4” Trim: 10-7/8” x 15” Safety/Live Area: 10-3/16” x 14-1/2”

1/2 Page Horizontal 10-3/8” x 7”
1/2 Page Vertical 5” x 14”

Junior Page 7-1/2” x 10”
1/4 Page 5” x 7”
Products & Services Showcase Ad 2-3/8” x 3-1/8”

QUICK START GUIDE
Back Panel
Bleed 5-1/16” x 8-3/4” Trim 3-1/16” x 8-1/2” Safety/Live Area 3-7/16” x 8”

NEWSSTAND PREMIUM
Ad sizes and dimensions (width x height)
Available ad space (for advertisers):
Side panels: 14.15” wide x 45.332” high
NOTE: Please include 1/8” bleed around all artwork.

ePREVIEWS and EPOST
Ad sizes and dimensions (width x height)

MOBILE DIMENSIONS
Leaderboard Ad* 300 x 50 pixels

Exclusive Tower Ad 160 x 600 pixels

Rectangle Ads 300 x 100 pixels

*Leaderboard ad must be submitted in two sizes: one for desktop viewing and one for responsive design for mobile viewing

PLEASE REMIT PAYMENTS TO:
Ascend Integrated Media LLC • P.O. Box 870939 • Kansas City, MO 64127-939
Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, the publisher is not responsible for lost or damaged advertising materials after publication.

YOUR EVENTS AND EXHIBITS 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

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

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

exhibitatsroke.org | ISC 2017 Rate Card and Prospectus
15
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](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:

<table>
<thead>
<tr>
<th>First Violation</th>
<th>— Loss of current conference priority points plus loss of 10 percent of the accrued points rounded to the nearest whole number.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second Violation</td>
<td>— Loss of current conference priority points plus loss of 50 percent of the remaining accrued points rounded to the nearest whole number.</td>
</tr>
<tr>
<td>Third Violation</td>
<td>— Loss of all exhibiting privileges, i.e., company will not be invited to exhibit at future AHA scientific conferences.</td>
</tr>
</tbody>
</table>

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 and exhibit staff to ensure all rules and regulations are followed. The AHA has the authority to terminate an exhibitor’s license to exhibit at any time at its discretion.

All exhibitors are required to abide by the AHA/ASA embargo policy. 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](http://newsroom.heart.org/newsmedia/embargo-policy).

**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 dispensing 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 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:

<table>
<thead>
<tr>
<th>Square feet of exhibit space</th>
<th>Full professional registrations allotted</th>
</tr>
</thead>
<tbody>
<tr>
<td>100-399</td>
<td>2</td>
</tr>
<tr>
<td>400-899</td>
<td>4</td>
</tr>
<tr>
<td>900-1,499</td>
<td>6</td>
</tr>
<tr>
<td>1,500-2,499</td>
<td>8</td>
</tr>
<tr>
<td>2,500</td>
<td>10</td>
</tr>
</tbody>
</table>

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. Supplemeting 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 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 representative 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 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 names, the Association’s name, the market place in which the AHA scientific conferences are held, 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.

AHA retains the right, under this agreement, to unilaterally terminate 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 exhibitastroke.org. For any questions regarding exhibits at AHA Scientific Conferences, please contact at AHA Exhibits at 214-706-1425 or exhibits@heart.org

exhibitatsessions.org | ISC 2017 Rate Card and Prospectus
MARKETING OPPORTUNITIES

INTERNATIONAL STROKE CONFERENCE 2017
Advertising Policies
and Materials Submission Procedures

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 Web sites, 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.

<table>
<thead>
<tr>
<th>Item</th>
<th>Prototype Due</th>
<th>Ad materials/ Promotional or Insert Materials Due</th>
<th>Maximum Weight</th>
<th>Maximum Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Article Index Page</td>
<td>Dec. 5, 2016</td>
<td>Dec. 12, 2016</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Daily Newspaper</td>
<td>N/A</td>
<td>Feb. 1, 2017</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Daily Newsstand</td>
<td>Jan. 4, 2017</td>
<td>Jan. 11, 2017</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Doctor's Bag</td>
<td>Jan. 13, 2017</td>
<td>Jan. 20, 2017</td>
<td>2 oz.</td>
<td>8.5” x 11”</td>
</tr>
<tr>
<td>Doctor's Bag Premium</td>
<td>Jan. 20, 2017</td>
<td>Jan. 27, 2017</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>ePost</td>
<td>N/A</td>
<td>Mar. 1, 2017</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>ePreview #1</td>
<td>N/A</td>
<td>Dec. 29, 2016</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>ePreview #2</td>
<td>N/A</td>
<td>Jan. 11, 2017</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Hotel Dark Channel</td>
<td>N/A</td>
<td>Jan. 25, 2017</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Individual Door Drops</td>
<td>Jan. 20, 2017</td>
<td>Jan. 27, 2017</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Nursing Symposia Learning Journal</td>
<td>Dec. 15, 2016</td>
<td>Dec. 22, 2016</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Quick Start Guide</td>
<td>N/A</td>
<td>Jan. 7, 2017</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Inserts are considered to be one 8-1/2” x 11” printed piece, with a maximum weight of 2 oz. 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 sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces.

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

After your inserts are approved, ship them to be received by the materials deadline(s) above. 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 shipped. Please do not ship the full quantity to Ascend Integrated Media, 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. For Doctor’s/Educator’s Bags and Individual Door/Room Drop opportunities, please submit an additional 3% to 5% overage to allow for potential increase in room blocks.

Please note the following criteria for approval:

1. The AHA/ASA and/or event logo may not be used on ads or inserts.
2. All non-symposia advertising must contain the advertiser’s booth number.
3. For CME/symposia/education related ads or inserts, the AHA/ASA disclaimer text must be a minimum of 10 point Helvetica (or similar font type).
4. The AHA/ASA disclaimer text must say, “This event is not part of the official International Stroke Conference 2017 as planned by the International Stroke Conference Program Committee.” The disclaimer must be printed on the front of the piece.
5. For CME/symposia/education related event titles, the time and date appearing on the ad/insert must match the title, time and date listed on the USE-approved list provided to Ascend by AHA/ASA. If the event title, time and/or date do not match, Ascend will consult with the advertiser who lists the information correctly and make the appropriate changes. If information needs to be changed on the USE-approved list, the advertiser must contact AHA/ASA at exhibits@heart.org.
6. AHA/ASA’s name, insignia, heart and torch logo, logotype or other identifying marks may not be used.
7. Exhibitors that are also USE event-holders may not advertise both their booth and their event in the same advertisement.
8. Coupons may not be included on inserts.
9. Please refer to the AHA/ASA International Stroke Conference website for advertising guidelines and restrictions: exhibitatsessions.org
10. AHA/ASA at any point may not approve such marketing pieces at their own discretion.