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

DON’T JUST SHOW UP! STAND OUT!

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

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

Booth efficiency increases by 104% when promotional opportunities are included in the marketing plan.

Source: Center for Exhibition Industry Research

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

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

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

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

ADVERTISING RATES

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover (Saturday-Wednesday issues)</td>
<td>$25,000 per issue</td>
</tr>
<tr>
<td>Full Page ad</td>
<td>$12,500</td>
</tr>
<tr>
<td>Junior ad (runs in Saturday-Wednesday issues)</td>
<td>$20,000</td>
</tr>
<tr>
<td>Additional junior ad space for PI (in conjunction with junior ad purchase only, runs in Saturday-Wednesday issues)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Banner ad on center spread with Science &amp; Technology Hall map (runs in Sunday-Tuesday issues)</td>
<td>$40,000</td>
</tr>
</tbody>
</table>

All rates are net. Cancellations are nonrefundable.
DURING MEETING

FINAL PROGRAM

DISTRIBUTION
Distributed to conference attendees at the convention center.

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

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

ADVERTISING RATES
- Inside Front Cover: $25,000
- Back Cover: $45,000
- Website linking feature in online final program: $2,500
- Inside Back Cover: $15,000

DURING MEETING

CONFERENCE BAG INSERTS

DISTRIBUTION
Distributed to professional attendees at the convention center.

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

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

ADVERTISING RATES
- Inside Front Cover: $25,000
- Back Cover: $45,000
- Website linking feature in online final program: $2,500
- Inside Back Cover: $15,000

YOUR EVENTS TEAM

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**BEFORE MEETING**

**PREVIEW/PRELIMINARY PROGRAM**

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

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

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

**ADVERTISING RATES**
All rates are four-color

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

**DURING MEETING**

**SCIENCE & TECHNOLOGY HALL PLANNER**

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

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

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

**ADVERTISING RATES**
All rates are four-color

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

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

All rates are net. Cancellations are nonrefundable.
BECOME A SPONSOR

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

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

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

ADVERTISING RATE

Early bird rate by May 30
Rate after May 30
9,400 quantity* $5,720 per insert $6,290 per insert

* Includes overage/spoilage

DURING MEETING

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 meeting locations, shuttle schedule and routes list, AEDs and concession stands.

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

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

ADVERTISING RATE
$24,680 single sponsorship

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

SYMPOSIA LOCATOR MAP

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

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

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

ADVERTISING RATES
All rates are four-color
Early bird rate by May 30
Rate after May 30
Back Cover Panel $8,215 $9,040
Full Panel $6,030 $6,635
1/2 Panel $3,580 $3,950

DURING MEETING

QUICK START GUIDE

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

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

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

ADVERTISING RATE
$25,000 single sponsorship

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

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DIgITAl

BEFORE AND DURING MEETING

REGISTRATION PACKAGE

Six months of online exposure in emails and onsite
► Banner ad on the registration page during the six-month registration process
► Corporate logo recognition on registration confirmation emails to 14,000
► Corporate logo on voucher distributed with name badges to all professional attendees

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

ADVERTISING RATE
$75,000 single sponsor

MOBILE MEETING GUIDE APP

Put your corporate or product message right into the hands of attendees
Available for download at scientificsessions.org before, during and after Scientific Sessions, the App supporter receives:
► Corporate logo recognition on opening app screen
► Corporate or product banner ad on main menu page
► Corporate logo recognition on marketing pieces
► One complimentary alert sent each day included with Enhanced Exhibitor listing within the app

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

13,266
DOWNLOADS IN 2015

SOLD OUT
Alert Notifications and Enhanced Exhibitor Listings still available!

ADDITIONAL OPPORTUNITIES

ALERT NOTIFICATIONS
Similar to a text message but it goes through the app itself. Real-time marketing for promotion of your booth activity or company. App users will receive new announcements during the conference (120 max characters in length including spaces).
$5,000 each

ENHANCED EXHIBITOR LISTING
With the Enhanced Exhibitor Listing exhibitors can have their company or product name highlighted in the exhibitor listings in the app, plus upload up to five PDF documents in the exhibitor tabs. In addition, this offering comes with one push alert.
$7,500 each

All rates are net. Cancellations are nonrefundable.
**BEFORE AND AFTER MEETING**

**ePREVIEWS & ePOST**

**ePREVIEWS**

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

**CONTENT**
Registration information and key event planning resources.

**SYMPOSIUM ePREVIEW**

**DISTRIBUTION**
Deployed in late October to 250,000 cardiology professionals.

**CONTENT**
Generates interest in Unofficial Satellite Events and showcases USE value.

**ePOST**

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

**CONTENT**
Highlights from Scientific Sessions.

<table>
<thead>
<tr>
<th>Blast dates</th>
<th>Space Reservation Due</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>ePreview #1: mid-August</td>
<td>July 11, 2016</td>
<td>July 25, 2016</td>
</tr>
<tr>
<td>ePreview #2: late August</td>
<td>July 25, 2016</td>
<td>August 8, 2016</td>
</tr>
<tr>
<td>ePreview #3: mid-September</td>
<td>August 5, 2016</td>
<td>August 19, 2016</td>
</tr>
<tr>
<td>ePreview #4: late September</td>
<td>August 19, 2016</td>
<td>September 2, 2016</td>
</tr>
<tr>
<td>ePreview #5: mid-October</td>
<td>September 2, 2016</td>
<td>September 19, 2016</td>
</tr>
<tr>
<td>Symposium ePreview #6: late October</td>
<td>September 19, 2016</td>
<td>September 19, 2016</td>
</tr>
<tr>
<td>ePreview #7: early November</td>
<td>October 3, 2016</td>
<td>October 17, 2016</td>
</tr>
<tr>
<td>ePost: early December</td>
<td>October 28, 2016</td>
<td>November 14, 2016</td>
</tr>
</tbody>
</table>

**ADVERTISING RATES**

<table>
<thead>
<tr>
<th></th>
<th>Early bird rate by May 30</th>
<th>Rate after May 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$5,980 per blast</td>
<td>$6,580 per blast</td>
</tr>
<tr>
<td>Tower Ad</td>
<td>$5,200 per blast</td>
<td>$5,720 per blast</td>
</tr>
<tr>
<td>Rectangle Ad 1</td>
<td>$3,640 per blast</td>
<td>$4,000 per blast</td>
</tr>
<tr>
<td>Rectangle Ad 2</td>
<td>$3,640 per blast</td>
<td>$4,000 per blast</td>
</tr>
</tbody>
</table>

**NEW!**

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

**BEFORE AND AFTER MEETING**

**ARTICLE INDEX PAGE**

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

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

**DEADLINES**

| Space reservation due: July 11, 2016 to get maximum exposure on all seven ePreviews. | Materials due: July 25, 2016 |

**ADVERTISING RATES**

**Leaderboard** $5,000 (Three available in rotation)

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

MARKETING OPPORTUNITIES

DURING MEETING

HIGH VISIBILITY FOR YOUR CORPORATE OR PRODUCT MESSAGE AT ONE OF SESSIONS’ MOST POPULAR ACTIVITIES

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

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

ADVERTISING RATE
$50,000 per location

DESKTOP DECALS

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

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

ADVERTISING RATE
$100,000 single sponsor

DESKTOP DECALS

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

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

DEADLINES
Space reservation due: October 7, 2016

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

ALL RATES ARE NET. CANCELLATIONS ARE NONREFUNDABLE.

EXHIBIT HALL BREAKS

SOLD OUT
**MARKETING OPPORTUNITIES**

**CONVENTION CENTER**

**DURING MEETING**

**CARDIOVASCULAR EXPERT THEATERS**

Showcase your product or therapeutic treatment to a large audience

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

**ADVERTISING RATES**

**CARDIOVASCULAR EXPERT THEATERS**

**DURING MEETING**

**ESCALATOR DECALS**

Scientific Sessions attendees can leave and retrieve conference messages, access the Internet, search for other attendees, print airline boarding passes and claim CME credit

Corporate recognition on login screens

Contributor may place a four-color corporate or product graphic on panels incorporated into the structures, and a corporate or product logo on screen savers on computer screens at the communication centers

**DEADLINES**

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

**COMMUNICATION CENTERS**

Communicate your message at our communication centers

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

**DEADLINES**

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

**ADVERTISING RATE**

$50,000 per Communication Center

**WINDOW CLINGS**

Leave a lasting impression

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

**DEADLINES**

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

**ADVERTISING RATES**

$28,000 per package of up to 18 clings

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

BEFORE AND DURING MEETING

HOUSING CONFIRMATION

Your message online and in emails to attendees
► Your ad will appear on the housing confirmation page of the annual meeting reservation website, and on every confirmation communication email delivered

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

ADVERTISING RATE
$55,000 single sponsor

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MARKETING OPPORTUNITIES

CONVENTION CENTER

BEFORE AND DURING MEETING

HOUSING CONFIRMATION

Your message online and in emails to attendees
► Your ad will appear on the housing confirmation page of the annual meeting reservation website, and on every confirmation communication email delivered

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

ADVERTISING RATE
$55,000 single sponsor

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**MARKETING OPPORTUNITIES**

**CONVENTION CENTER**

►► DURING MEETING

**CHARGING LOUNGE AND CHARGING STATIONS**

Exposure for your message all around the exhibit hall

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

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

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

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

**ADVERTISING RATE**
- $80,000

►► DURING MEETING

**SCIENCE & TECHNOLOGY HALL AISLE SIGNS**

**Put your brand where attendees are looking!**

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

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

**ADVERTISING RATE**
- $100,000 single sponsor

►► DURING MEETING

**ROTATING KIOSKS**

Visibility throughout the entire meeting — or by specialty

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

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

**ADVERTISING RATE**
- $15,000 for a single graphic panel

►► DURING MEETING

**AD BANNERS**

Visibility throughout the entire meeting — or by specialty

Contributor receives four-color corporate or product advertisement on a graphic panel of a motorized kiosk that rotates for exceptional visibility

Reach a specific audience as needed with kiosks located around each core and in high-traffic areas throughout the convention center

Contributors can submit up to four different corporate or product-specific ads per kiosk

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

**ADVERTISING RATE**
- $15,000 for a single graphic panel

SOLD OUT
CONVENTION CENTER

DURING MEETING

SCIENCE & TECHNOLOGY
HALL PARK BENCHES

Your message stands out in high traffic areas

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

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

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

SITTING CUBES

Dramatic opportunity to capture attention

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

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

ADVERTISING RATE
$50,000 for 100 cubes

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

DURING MEETING
COLUMN WRAPS
Wrap your message around attendees as they move through the convention center
- High visibility impact for your messaging
- Several opportunities located throughout the convention center
- Columns are available on a first-come, first-served basis

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

ADVERTISING RATE
$50,000 for a package of 10 columns

DURING MEETING
WELCOME MATS
Welcome cardiology professionals to Sessions with your messaging
- Dramatic floor mats make an instant impression
- Available in the main doorways of the convention center
- Welcome mats are available on a first-come, first-served basis

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

ADVERTISING RATE
$25,000 for a package of six mats

DURING AND AFTER MEETING
ABSTRACTS ON USB
DISTRIBUTION
- Distributed to 5,500 attendees at Scientific Sessions
- 1,000 additional USB drives distributed by AHA at cardiovascular-relevant conferences throughout the year
- USBs may be distributed from supporter’s booth, guaranteeing heavy traffic

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

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

ADVERTISING RATE
$175,000 single sponsor

DURING AND AFTER MEETING
POSTERS MD
DISTRIBUTION
- Posters distributed from supporter’s booth, guaranteeing heavy traffic

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

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

ADVERTISING RATE
$75,000 single sponsor
**HOTELS/CITYWIDE**

►► DURING MEETING

**MOVING BILLBOARDS**

Exposure that’s repetitive and ongoing

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

**DEADLINES**

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

**ADVERTISING RATE**

Varies, contact sales team

►► DURING MEETING

**HOTEL ELEVATOR CLINGS**

Get your brand noticed in this high-traffic area

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

**DEADLINES**

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

**ADVERTISING RATE**

$80,000

►► DURING MEETING

**TAXI TOPS**

Major citywide exposure for a full month

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

**DEADLINES**

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

**ADVERTISING RATE**

Varies, contact sales team

*All rates are net. Cancellations are nonrefundable.*
MARKETING OPPORTUNITIES

HOTELS/CITYWIDE

DURING MEETING
WALLSCAPES

Your exposure can’t get any bigger than this!

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

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

ADVERTISING RATE
varies, contact sales team

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

DURING MEETING
SHUTTLE BUS BANNERS AND HEAD RESTS

Captivate a captive audience with your message

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

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

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

ONE PACKAGE STILL AVAILABLE

ADVERTISING RATE
varies, contact sales team

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

#### DURING MEETING

**HOTEL ROOM DROP DOCTOR’S BAG**

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

**CONTENT**
Valuable Scientific Sessions information and planning resources

#### INSERT INFORMATION

<table>
<thead>
<tr>
<th>DISTRIBUTION</th>
<th>Full distribution</th>
<th>Limited distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>DELIVERY DATES</td>
<td>Nov. 12 and 13, 2016</td>
<td>Nov. 11, 12 and 13, 2016</td>
</tr>
<tr>
<td>EARLY BIRD RATE BY May 30</td>
<td>$14,350 per insert, per day</td>
<td>$7,490 per insert, per day</td>
</tr>
<tr>
<td>RATE AFTER May 30</td>
<td>$15,785 per insert, per day</td>
<td>$8,240 per insert, per day</td>
</tr>
<tr>
<td>QUANTITY</td>
<td>8,800 per day</td>
<td>4,300 per day</td>
</tr>
</tbody>
</table>

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

**INSERT DEADLINES**

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

**Reach all attendees!**
Repurpose your insert in the Doctor’s Bag as a Full Page 4C ad in the Science and Technology Hall Planner for a packaged rate of $18,200!

*See page 13 for Planner information. Rate after May 30 is $20,000.*

#### DURING MEETING

**GET PREMIUM EXPOSURE**

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

**DEADLINES**

Space reservation due: September 9
Materials due: September 23

**ADVERTISING RATES**

<table>
<thead>
<tr>
<th></th>
<th>Early bird rate by May 30</th>
<th>Rate after May 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 11, p.m. drop</td>
<td>$15,600 per day</td>
<td>$17,160 per day</td>
</tr>
<tr>
<td>Nov. 12 and 13, p.m. drop</td>
<td>$27,040 per day</td>
<td>$29,740 per day</td>
</tr>
</tbody>
</table>

#### DURING MEETING

**HOTEL KEY CARDS**

Put your brand right into the hands of attendees

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

**DEADLINES**

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

**ADVERTISING RATES**

$50,000 single sponsor

#### DURING MEETING

**INDIVIDUAL HOTEL ROOM DROP**

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

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

**INSERT DEADLINES**

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

**ADVERTISING RATES**

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

**DELIVERY DATES**

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

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

All rates are net. Cancellations are nonrefundable.
ENGAGE WITH CARDIOLOGY PROFESSIONALS IN A WHOLE NEW WAY

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

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

Sponsor will receive recognition on printed materials promoting the reception.

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

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

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

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

CONTENT
Listings and locations of posters, with schedules of presentations

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

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

ADVERTISING RATE
$20,000 single sponsor

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

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

DURING MEETING

EP CENTRAL

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

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

DEADLINES

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

ADVERTISING RATE

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

DURING MEETING

INTERVENTIONAL CENTRAL

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

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

DEADLINES

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

ADVERTISING RATE

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

DURING MEETING

SCIENCE AND TECHNOLOGY HALL ATTENDEE BOOTH DRIVER

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

DEADLINES

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

ADVERTISING RATES

$350
(Limited to 40 participants. First come, first-served.)
Please fill out this form to place an order and TO BE INVOICED according to the Terms below:

Adviser: __________________________________________________________

Billing Information: [ ] Agency [ ] Advertiser

Billing Address: __________________________________________________

Phone: _________________________________________________________

Fax: ___________________________________________________________

E-mail: _________________________________________________________

These rates apply for reservations confirmed after May 30.

<table>
<thead>
<tr>
<th>Daily Newspaper</th>
<th>Attendee Booth Driver</th>
<th>Digital Opportunities</th>
<th>Promotion Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$25,000 per issue</td>
<td>Mobile Meeting Guide</td>
<td>$75,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>$12,500 per issue</td>
<td>Alert Notifications</td>
<td>$5,000 each</td>
</tr>
<tr>
<td>Junior Ad</td>
<td>$20,000</td>
<td>Enhanced Exhibitor</td>
<td>$2,500 each</td>
</tr>
<tr>
<td>Additional junior ad space for Pls</td>
<td>$10,000</td>
<td>Registration Package</td>
<td>$75,000</td>
</tr>
<tr>
<td>Banner Ad</td>
<td>$40,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Final Program Book</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front</td>
<td>$25,000</td>
<td>Mid-August ePreview</td>
<td>$6,580</td>
</tr>
<tr>
<td>Back Cover or Inside Back Cover</td>
<td>$60,000</td>
<td>Tower Ad</td>
<td>$5,720</td>
</tr>
<tr>
<td>Website linking feature</td>
<td>$2,500</td>
<td>Rectangle Ad 1</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Conference Bag Insert</th>
<th>Attendee Booth Driver</th>
<th>Digital Opportunities</th>
<th>Promotion Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per insert</td>
<td>$40,000</td>
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<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>AHA Preview/Preliminary Program</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$10,620</td>
<td>Tower Ad</td>
<td>$5,720</td>
</tr>
<tr>
<td>Full Page Pt</td>
<td>$4,315</td>
<td>Rectangle Ad 1</td>
<td>$4,000</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$9,335</td>
<td>Rectangle Ad 2</td>
<td>$4,000</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$8,925</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$8,515</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>$7,590</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$6,885</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bordered Listing with Logo</td>
<td>$580</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>$16,920</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$14,880</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$13,280</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AHA Science &amp; Technology Hall Planner</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$9,440</td>
<td>Tower Ad</td>
<td>$5,720</td>
</tr>
<tr>
<td>Full Page Pt</td>
<td>$4,230</td>
<td>Rectangle Ad 1</td>
<td>$4,000</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$7,380</td>
<td>Rectangle Ad 2</td>
<td>$4,000</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$6,720</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$6,720</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product Category Display Ad</td>
<td>$1,600</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Highlighted Listing with Logo</td>
<td>$570</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>$15,100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$11,370</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$11,370</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exclusive Floor Plan</td>
<td>$13,270</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising</td>
<td>$19,450</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| AHA Pre-Meeting Mailing Insert       | $6,290          |                     |                         |

| AHA Convention Center Map            | $24,680         |                     |                         |

| Symposia Locator Map                | $9,040          |                     |                         |
| Back Cover Panel                    | $9,040          |                     |                         |
| Full Panel                          | $6,635          |                     |                         |
| 1/2 Panel                           | $3,950          |                     |                         |

| Quick Start Guide                   | $25,000         |                     |                         |

| Poster Hall Map                     | $20,000         |                     |                         |

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

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

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

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

Please send insertion orders to: Cathleen Gorby 913-780-6823 • Fax: 913-780-4344 cgorby@ascendintegratedmedia.com

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

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

All rates are net. Cancellations are nonrefundable. These products are in compliance with 2016 PHRMA standards and ACCME guidelines.
All ads, inserts and promotional items require approval by the association. Please allow five business days for approval. We highly recommend that advertisers do not print materials, or go live with websites, before association approval is received. The Association is not liable for any expenses that may be incurred if changes must be made to pieces that have already been produced prior to receiving approval.

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

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

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

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

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

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

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

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

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

EXHIBITING RULES & REGULATIONS

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, 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 agrees to comply with the AHA Rules and Regulations governing AHA scientific conferences.
- The application and required documents must be completed 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

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received prior to the established deadlines.

• All products marketed and promoted at AHA scientific conferences that are regulated by the Food and Drug Administration (FDA) must meet FDA guidelines or be FDA-approved. AHA reserves the right to deny exhibit participation of any company requesting to exhibit vitamins and supplements that are not regulated by the FDA. Exhibitors are responsible for ensuring that they are in compliance with all FDA regulations, policies, practices and guidelines, as well as any other industry guidelines pertaining to your participation at any AHA scientific conference. The AHA reserves the right to close exhibits or parts of exhibits should an exhibitor not be in compliance with any of these guidelines.

• The applicant must agree to the payment terms including the cancellation or reduction of exhibit space as defined for each AHA scientific conference.

• Applications may be refused or booth space restricted due to space limitations or other reasons determined by the AHA.

• Upon submitting an application for exhibit space, the exhibitor agrees that the information contained in this prospectus and the AHA Rules and Regulations are an integral and binding part of the exhibit space contract and that it is the responsibility of the exhibiting company to distribute information to ensure that all individuals staffing the booth are aware of the Rules and Regulations governing AHA scientific conferences.

Embargo policy

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

Enforcement of rules and regulations

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

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

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

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

Food and beverages for hospitality

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

Food sampling

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

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

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

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

• < 360 mg sodium;
• < 20 mg cholesterol;
• < 1 g saturated fat;
• < 0 g trans fat*;
• < 3 g total fat*; and at least 10 percent of one or more of vitamins A or C, iron, calcium, protein or fiber. (Exempt are certain raw, canned and frozen fruits and vegetables and certain cereal-grain products.)

*excluding nuts, oils and spreads

For meat and seafood, per 100 grams:

• < 360 mg sodium per serving;
• < 95 mg cholesterol;
• < 2 g saturated fat;
• < 0 g trans fat;
• < 5 g total fat; and at least 10 percent of one or more of vitamins A or C, iron, calcium, protein or fiber.

Giveaways

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

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

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

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

Group and exhibitor housing and registration policy

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

All rates are net. Cancellations are nonrefundable.
All exhibiting rules and regulations

• Full Professional Registration Badges — Full Professional Registration. Badges are issued on an unlimited complimentary basis, based on square footage of exhibit space. Each exhibiting company is allotted a number of full professional registration badges based on the square footage of their exhibit space. These badges are to be utilized by the company staff working inside 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 is in any manner connected with exhibitor’s participation at an AHA scientific conference, including its indemnity obligations herein. Exhibitor shall maintain general public liability insurance in an amount sufficient to cover such obligations, including show cancellation insurance. Exhibitor acknowledges and agrees that it will obtain, at its own expense, any and all required licenses or permits and shall comply with all local, state and federal laws, ordinances, rules and regulations for any of its activities in connection with exhibiting at an American Heart Association Scientific Conference. 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.

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

Models
Personal 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 and Technology Hall. Models must wear an exhibitor badge at all times in the Science and 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. AHA policy strictly prohibits the use of cell phone cameras. Exhibitor representatives who violate this rule will be expelled from the Science & Technology Hall and the exhibiting company will lose priority points. Exhibitors may request permission from the AHA to photograph their own booth for internal marketing purposes only. Requests must be submitted in writing on the Booth Activities Form, in the Exhibitor Service Kit. Please be aware that during AHA Scientific Conferences, attendees, vendors, guests and exhibitors may be photographed and videotaped by AHA vendors. Some of these photographs or videos may be displayed by the AHA in future publications or materials connected with the event. If you do not wish for your image to be displayed by the AHA, please contact the AHA in writing at American Heart Association, ATTN: AHA Exhibits, 7272 Greenville Ave., Dallas, TX 75231-4596

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

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exhibitatsessions.org
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, mimics, 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

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

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

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

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

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

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

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

Use of the Association’s symbol or logotype
The American Heart Association’s insignia, heart and torch logo, logotype, or other identifying marks may not be used by exhibitor in its signs, advertising or promotions in any media, or on descriptive product literature, either inside or outside the exhibit area, without the AHA’s prior express written permission. Exhibitors may simply and factually refer to their presence at the AHA meeting, using AHA name in non-stylized font only. No endorsement by the AHA of the exhibitor or its goods or services, expressed or implied, is permitted or intended.

The name of the association may not be included in any advertising for meetings sponsored by another organization or group. Furthermore, the fact that an exhibitor or its goods or services are or were exhibited at the AHA Scientific Sessions cannot be used in advertisements or promotional activities by the exhibitor.

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

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

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

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

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

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

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

An electronic version of AHA Scientific Conferences Rules & Regulations can be found online at exhibitatsessions.org and exhibitastroke.org. For any questions regarding exhibits at AHA Scientific Conferences, please contact at AHA Exhibits at 214-706-1425 or exhibits@heart.org
Materials required for print products
• PDF/X-1a files are required for all ads. View specifications at www.swap.org or www.adobe.com/designcenter/acrobat/articles/acrpdfx.html.
• Fonts must be outlined or embedded.
• All colors should be converted to CMYK (except black text).
• Crop marks and color bars should be outside printable area (18-point offset).
• Only one ad per PDF document. (Submit full-page spreads as single-page files.)

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

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

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

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

Submitting recommended proofs
• Mail proofs to: Ascend Integrated Media LLC Attn: AHA 2016 6710 W 121st St., Ste 100 Overland Park, KS 66209 913-489-1110

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

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

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

How to participate in the Doctor’s Bag and Individual Room Drop
1. Reserve space in the Doctor’s Bag on or before the space deadline.
2. Supply a prototype of your insert for approval by AHA. Inserts may not weigh more than 2 oz. A copy of the insert must be pre-approved by AHA regardless of prior approval for other promotional opportunities at the meeting. Early submission is to your benefit.
Submit a PDF of your prototype via email to your Ascend Integrated Media account manager or submit two copies by overnight service to Ascend Integrated Media LLC, 7015 College Blvd., Suite 600, Overland Park, KS 66209.
3. If changes are necessary, a copy of the revised insert must be resubmitted. Ascend Integrated Media will notify you of final approval.
4. Ship inserts to be received by the materials deadline. Ascend Integrated Media will supply a shipping label with complete shipping information. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box that is shipped. Please do not ship the full quantity to Ascend Integrated Media office, or you may incur additional costs.
The advertiser is responsible for sending the correct number of inserts. If materials are received by the printed deadline, Ascend Integrated Media will attempt to verify quantities received and notify advertisers of shortages. Ascend Integrated Media will not be responsible for shortages due to an incorrect number of inserts received. Please submit an additional 3% to 5% overage to allow for potential increase in room blocks.

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

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

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

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

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

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

AD SIZES AND DIMENSIONS
(WIDTH X HEIGHT)