



American
Heart
Association®
life is why™

SCIENTIFIC 20
SESSIONS 17

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

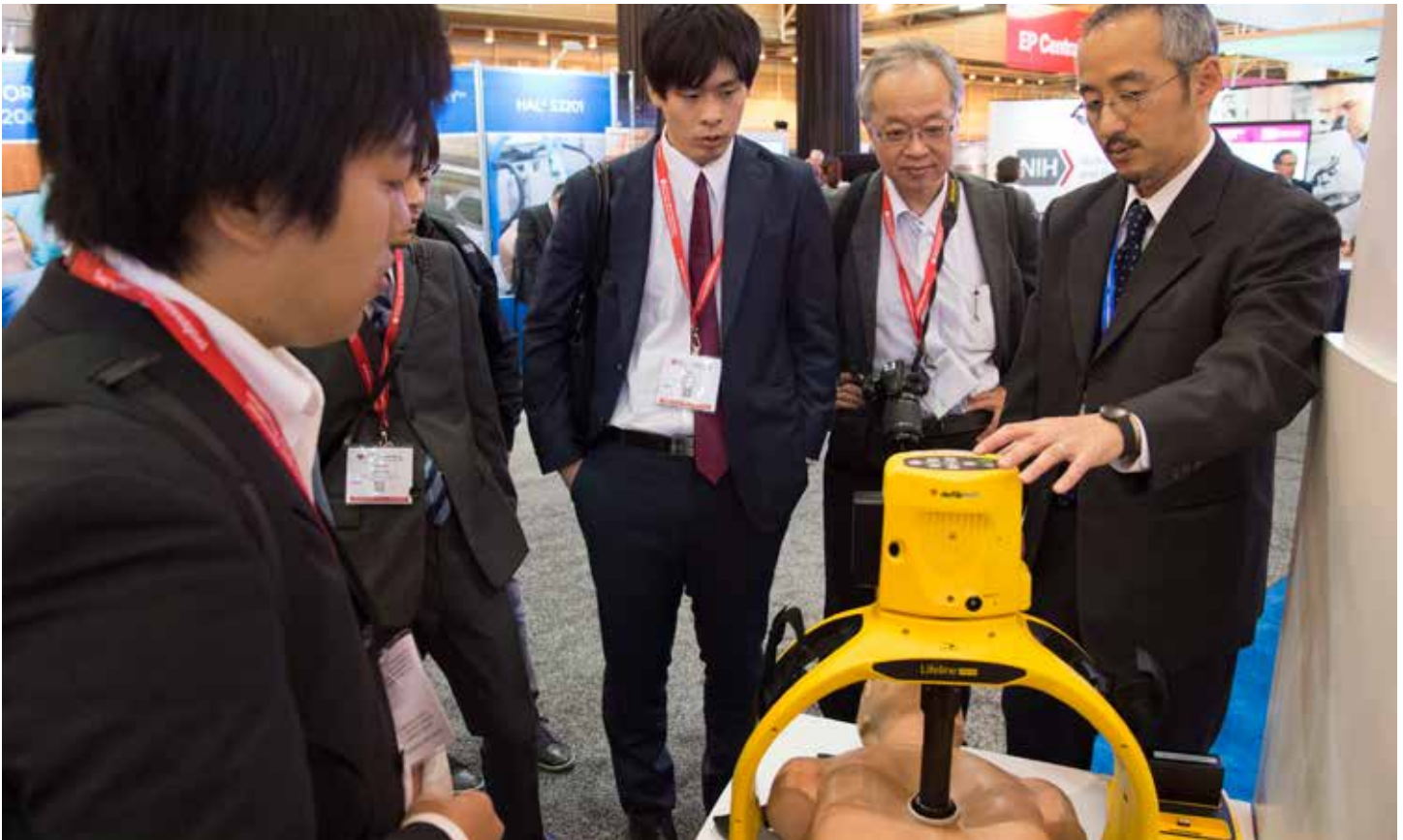


SCIENTIFIC SESSIONS 2017 EXHIBIT PROSPECTUS AND MARKETING OPPORTUNITIES

UNLOCK UNPRECEDENTED ACCESS TO
16,000 CARDIOVASCULAR PROFESSIONALS

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

EXHIBITING OPPORTUNITIES



WHY EXHIBIT?

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

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

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

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

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

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

ATTENDEE SNAPSHOT



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TOP 20 SPECIALTIES IN ATTENDANCE IN 2016

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

WHO ATTENDS?

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

9,259
physicians
and other
cardiology
professionals

2,351
research
scientists

1,044
non-healthcare
professionals





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



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

Source: Center for Exhibition Industry Research

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

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



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EXHIBITING PAYS OFF

EXHIBITORS RECEIVE:

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

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



LOW-COST MAILING LISTS

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

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



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

EXHIBIT DATES & HOURS*

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

BREAKS*

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

*Subject to change

EXHIBIT SPACE RATES*

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

There is no additional charge for islands or corners.

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

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

CANCELLATION SCHEDULE*

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

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

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

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EXHIBITING OPPORTUNITIES

UNOFFICIAL SATELLITE EVENTS

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

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

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

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

UNOFFICIAL SATELLITE EVENTS open May 1, 2017

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

NON-EXHIBITOR UNOFFICIAL SATELLITE EVENTS

Open August 14, 2017

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

EXHIBITING OPPORTUNITIES

Apply online at **EXHIBITATSESSIONS.ORG**

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

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

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EXHIBITING OPPORTUNITIES

DON'T JUST SHOW UP! STAND OUT!

From traditional to unique, hotel to convention center and educational to pure branding, we've got a marketing opportunity 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.

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



Booth efficiency increases by

104%

when promotional opportunities are included in the marketing plan.

Source: Center for Exhibition Industry Research

| | OPPORTUNITY | PAGE | PRICE RANGE | SPACE DEADLINE |
|-------------------|--|------|--------------------|----------------|
| PRINT | Conference Bag Inserts | 13 | \$40,000 | Oct. 2017 |
| | Convention Center Map | 15 | \$24,680 | Aug. 2017 |
| | Daily Newspaper | 11 | \$12,500-\$40,000 | Sept. 2017 |
| | Final Program Book | 12 | \$2,500-\$45,000 | Sept. 2017 |
| | Poster Hall Map | 16 | \$20,000 | Aug. 2017 |
| | Pre-Meeting Mailer | 14 | \$6,290 | Aug. 2017 |
| | Preview/Preliminary Program | 12 | \$580-\$16,920 | Aug. 2017 |
| | Quick Start Guide | 14 | \$25,000 | Aug. 2017 |
| DIGITAL | Science & Technology Hall Planner | 13 | \$570-\$19,450 | Sept. 2017 |
| | Symposia Locator Map | 16 | \$4,070-\$9,310 | Aug. 2017 |
| | Article Index Page | 18 | \$3,900-\$5,000 | July 2017 |
| | ePreviews and ePost | 18 | \$4,000-\$6,580 | July-Oct. 2017 |
| | Housing Confirmation | 17 | \$55,000 | May 2017 |
| | Mobile Meeting Guide App | 17 | \$5,000-\$75,000 | Sept. 2017 |
| CONVENTION CENTER | Registration Package | 17 | \$75,000 | May 2017 |
| | Ad Banners | 23 | \$30,000 | Sept. 2017 |
| | Cardiovascular Expert Theaters | 19 | \$30,000-\$65,000 | Aug. 2017 |
| | Charging Lounge/Stations | 22 | \$80,000 | Sept. 2017 |
| | Communication Centers | 20 | \$50,000 | Sept. 2017 |
| | Digital Signage | 22 | \$10,000-\$20,000 | Sept. 2017 |
| | EP and Interventional Central | 24 | \$10,000 each | Sept. 2017 |
| | Escalator Decals | 20 | \$50,000 | Sept. 2017 |
| | Rotating Kiosks | 21 | \$15,000 | Sept. 2017 |
| | Science & Technology Hall Breaks | 20 | \$20,000 | Sept. 2017 |
| | Science & Technology Hall Aisle Signs | 23 | \$100,000 | Sept. 2017 |
| | Science & Technology Hall Park Benches | 25 | \$55,000 | Sept. 2017 |
| | Science & Technology Hall Restaurant Sponsorship | 25 | \$15,000 | Sept. 2017 |
| | Sitting Cubes | 25 | \$50,000 for 100 | Sept. 2017 |
| | Walking Challenge | 21 | \$100,000 | Aug. 2017 |
| | Window Clings | 19 | \$28,000 | Sept. 2017 |
| BOOTH DRIVERS | Abstracts on USB | 26 | \$175,000 | July 2017 |
| | Posters MD | 26 | \$75,000 | Sept. 2017 |
| HOTEL/CITYWIDE | Hotel Key Cards | 27 | \$25,000 | Aug. 2017 |
| | Hotel Room Drop: Doctors Bag | 28 | \$7,490-\$29,740 | Sept. 2017 |
| | Individual Hotel Room Drop | 28 | \$28,050-39,270 | Oct. 2017 |
| | Perimeter/Citywide Opportunities | 29 | varies | Sept. 2017 |
| | Shuttle Bus Banners/Headrests | 27 | \$75,000-\$100,000 | Aug. 2017 |



DAILY NEWSPAPER

DISTRIBUTION

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

CONTENT

- Latest science and news from Scientific Sessions 2017.
- Cardiovascular industry news and information.
- Information about AHA, its products and services.

DEADLINES

Space reservation due:

Sept. 29, 2017

Materials due: Oct. 13, 2017

ADVERTISING RATES

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

All print ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).

BANNER AD ON CENTER SPREAD



JUNIOR AD



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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.
- Supporters may link ads to corporate or product websites.

DEADLINES

Space reservation due:

Sept. 1, 2017

Materials due: Sept. 8, 2017

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 |

BEFORE MEETING

PREVIEW/ PRELIMINARY PROGRAM

DISTRIBUTION

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

CONTENT

Contains preliminary 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: Aug. 4, 2017

Materials due: Aug. 11, 2017



Enhanced Listing Special

Purchase a Bolded Listing with Logo in the Preview and receive a Highlighted Listing in the Planner (see next page) at no extra charge.

ADVERTISING RATES

| | EARLY BIRD RATE BY MAY 30 | RATE AFTER MAY 30 |
|--------------------------|------------------------------|----------------------|
| Full Page | \$9,655 | \$10,620 |
| Full Page PI | \$3,925 | \$4,315 |
| 2/3 Page | \$8,485 | \$9,335 |
| 1/2 Page Island | \$8,115 | \$8,925 |
| 1/2 Page Horizontal | \$7,740 | \$8,515 |
| 1/3 Page Vertical | \$6,895 | \$7,590 |
| 1/4 Page | \$6,265 | \$6,885 |
| Bolded Listing with Logo | \$530 | \$580 |
| Back Cover | \$15,380 | \$16,920 |
| Inside Front Cover | \$13,525 | \$14,880 |
| Inside Back Cover | \$12,065 | \$13,280 |

All print ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).



DURING MEETING

SCIENCE & TECHNOLOGY HALL PLANNER



DISTRIBUTION

Distributed onsite to more than 7,000 attendees. Distribution ambassadors hand out Planners at the entrances to the Science & Technology Hall for several hours each day. Planners also are 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:

Sept. 13, 2017

Materials due: Sept. 20, 2017

ADVERTISING RATES

| | EARLY BIRD RATE BY MAY 30 | RATE AFTER MAY 30 |
|--|------------------------------|----------------------|
| Full Page* | \$8,580 | \$9,440 |
| Full Page PI | \$3,850 | \$4,230 |
| 1/2 Page Horizontal | \$6,710 | \$7,380 |
| 1/4 Page | \$5,565 | \$6,120 |
| Product Category Display Ad | \$1,460 | \$1,600 |
| Highlighted Listing with Logo | \$520 | \$570 |
| Back Cover | \$13,730 | \$15,100 |
| Inside Front Cover | \$12,065 | \$13,270 |
| Inside Back Cover | \$10,660 | \$11,730 |
| Exclusive Exhibit Floor Plan Advertising | \$17,680 | \$19,450 |

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

All print ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).



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:

Oct. 6, 2017

Materials due: Nov. 1, 2017

ADVERTISING RATES

\$40,000 per insert (LIMIT FIVE)

DRIVE BOOTH TRAFFIC!

Use your full page ad in the Planner as an insert in the Doctors Bag for a packaged rate of \$18,200!

See page 28 for Doctors Bag information.
Rate after May 30 is \$20,000.

MARKETING OPPORTUNITIES

PRINT

BEFORE MEETING

PRE-MEETING MAILER

DISTRIBUTION

Mails in October to more than 9,000 pre-registered domestic attendees and select specialists.

CONTENT

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

DEADLINES

Space reservation/prototype due:

Aug. 4, 2017

Materials due: Aug. 11, 2017

ADVERTISING RATES

| | EARLY BIRD RATE BY MAY 30 | RATE AFTER MAY 30 |
|-----------------|---------------------------------|---------------------------------|
| 9,400 quantity* | \$5,720 per insert | \$6,290 per insert |

* Includes coverage/spoilage

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

LEARNING AND NETWORKING

Aside from the excellent science and research available to you at Sessions, there are plenty of exciting learning opportunities in the Science & Technology Hall. Check your Planner for more complete details:

- Simulation Zone
 - Body Interact
 - Mechanical Circulatory Support
 - NEW! Transcatheter Aortic Valve Replacement
 - NEW! Vessels
 - Rapid-Fire Theaters
 - Cardiovascular Expert Theaters

For targeted networking opportunities, check out:

- Community Central (Hall F) offers special areas for early career, members and – Fellow-in-Training. You can also find out how to become a member.
- EP Central (Booth 2355) for electrophysiologists
- Intervention Central (Booth 2951) for interventionalists
- Meet the Trialists (Booth 2651)

Refer to the Planner or Mobile Meeting Guide app for more information about receptions such as Celebrate Basic Science and the Abstract Submitter receptions as well as international joint sessions.

RESOURCES TO HELP YOU NAVIGATE THE CONFERENCE

The MOBILE MEETING GUIDE APP is your source for: Instant access to all that Scientific Sessions has to offer, including educational sessions, ePosters, abstracts, faculty, event information, hotels, schedule planning and maps. Query big-name speakers live with the Social Q&A component, or view the Interactive Science & Technology Hall map.

The FINAL PROGRAM is your source for: Comprehensive information about all Sessions 2016 programming, faculty, times and locations. Pick up your copy at Registration in Hall D.

The SCIENCE & TECHNOLOGY HALL PLANNER is your source for: Highlights of scientific planning, exhibitor and product category details, areas of interest (tracks) and specialty educational programming.

The SESSIONS DAILY NEWSPAPER is your source for: Live news about Scientific Sessions, including coverage of Late-Breaking Clinical Trials, special lectures and more.

The SYMPOSIUM LOCATOR MAP is your source for: List of Unofficial Satellite Events with dates, times, locations and registration information.

The POSTER HALL MAP is your source for: Finding the six subject-related poster areas in the Science & Technology Hall and finding specific poster numbers and meeting with poster presenters and networking for poster professors.

THIS WEEK'S MUST-SEE MAIN EVENTS

SUNDAY

9-9 p.m. Opening Session OPS.01
Location: Main Event I

9:45 p.m. Cardiac Regeneration – Where Are We Now? ME.01
Location: Main Event I

MONDAY

9-10:15 a.m. Precision Medicine 2016 ME.02
Location: Main Event I

10:45 a.m. Neon Changing Landscape of Acute Coronary Syndrome Care ME.05
Location: Main Event I

12:30-1:30 p.m. Nobel Laureate Lecture ME.06
Location: Main Event I

2-3:15 p.m. Frontiers in Heart Valve Disease ME.07
Location: Main Event I

2-3:15 p.m. Life's Sort of Simple 7: Implementing Ideal CV Health Through the Lifespan ME.03
Location: Main Event I

3:45-5 p.m. What is the Role of PCSK9 Inhibitors in CV Prevention? ME.04
Location: Main Event I

TUESDAY

9-10:15 a.m. Acute Pulmonary Embolism in 2016: The Challenge of Rapidly Shifting Paradigms ME.08
Location: Main Event I

9-10:15 a.m. Atrial Fibrillation – Innovating to Improve Outcomes ME.11
Location: Main Event I

9-10:15 a.m. Cardiovascular Disease and Health Disparities ME.16
Location: Rooms 260-262

10:45 a.m.-Noon From Precision to Population: Optimizing Outcomes in HF ME.12
Location: Main Event I

12:30-1:30 p.m. Distinguished Scientist Lecture ME.13
Location: Main Event I

2-3:15 p.m. Cardiology Practice in 2020: Sustainability Quality and Value ME.15
Location: Rooms 260-262

2-3:15 p.m. Maximizing PWD Outcomes in 2016 ME.14
Location: Main Event I

2-3:15 p.m. New trial Systolic Blood Pressure Lowering Treatment ME.15
Location: Rooms 260-262

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:

Aug. 21, 2017

Materials due: Aug. 28, 2017

ADVERTISING RATE

\$25,000 single sponsorship

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

All print ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).



SPONSOR FRONT COVER LOGO

Convention Center Map
YOUR GUIDE TO GETTING AROUND

BACK COVER AD

DISPLAY AD ON SIDE 2

DURING MEETING

CONVENTION CENTER MAP

DISTRIBUTION

Distributed to attendees at shuttle bus drop-offs, information desks and key locations throughout the convention center. Inserted into the Nov. 10 Doctors Bag. If a Doctors Bag is distributed to hotel rooms on Nov. 10, maps will also be inserted into bags.

CONTENT

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

EXCLUSIVE OPPORTUNITY INCLUDES:

- Sponsor front cover logo.
- Back cover ad.
- Display ad on side two.

DEADLINES

Space reservation due: Aug. 21, 2017

Materials due: Aug. 28, 2017

ADVERTISING RATE

\$24,680 single sponsorship

Convention Center Map
YOUR GUIDE TO GETTING AROUND

This publication is supported by paid advertisement.

COMPLIMENTS OF
SANOVI REGENERON
Going forward today

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

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DURING MEETING

POSTER HALL MAP

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

DISTRIBUTION

Distributed to attendees at information desks in the convention center and in multiple locations throughout the Science & Technology Hall. **NEW FOR 2017:** If a Doctors Bag is distributed to hotel rooms on Nov. 11, maps also will be inserted into bags.

CONTENT

Listings and locations of posters, with schedules of presentations.

EXCLUSIVE OPPORTUNITY INCLUDES:

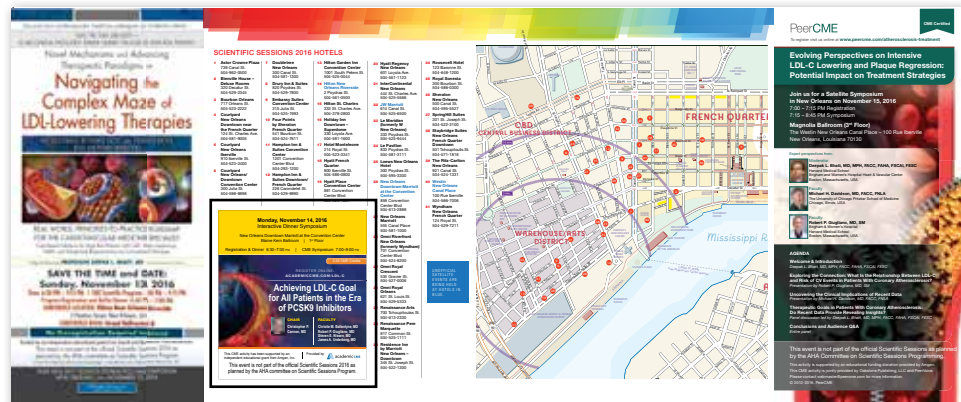
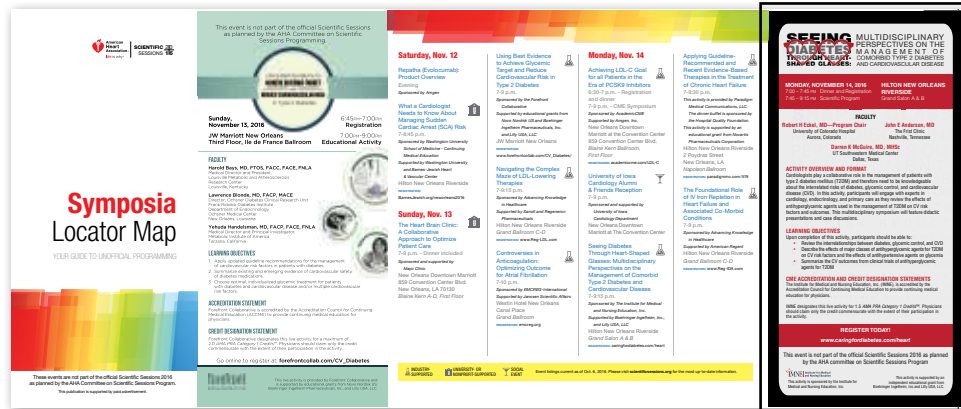
- Front cover logo recognition.
- Back cover ad.
- One full page display ad.

DEADLINES

Space reservation due: Aug. 21, 2017
Materials due: Aug. 28, 2017

ADVERTISING RATE
\$20,000
single sponsor

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



DURING MEETING

SYMPOSIUM LOCATOR MAP

DISTRIBUTION

Distributed to attendees at registration and in bins throughout the convention center. If a Doctors Bag is distributed to hotel rooms on Nov. 10, maps also will be inserted into bags.

CONTENT

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

DEADLINES

Space reservation due: Aug. 21, 2017
Materials due: Aug. 28, 2017

ADVERTISING RATES

| | EARLY BIRD RATE BY MAY 30 | RATE AFTER MAY 30 |
|------------------|---------------------------|-------------------|
| Back Cover Panel | \$8,460 | \$9,310 |
| Full Panel | \$6,210 | \$6,835 |
| 1/2 Panel | \$3,690 | \$4,070 |

All print ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).

BEFORE, DURING AND AFTER MEETING

MOBILE MEETING GUIDE APP

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

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

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

CONTENT

- Provides attendees with instant access to detailed educational sessions, faculty, abstracts, event information, exhibitors, hotels, schedule-planning and mapping functionality to help locate a room or exhibit booth.

- App is web-based and downloadable for all smartphone platforms and web-enabled devices.

DEADLINES

Space reservation due: Sept. 8, 2017

Materials due: Sept. 22, 2017

ADVERTISING RATE

\$75,000 single sponsor

ALSO AVAILABLE: 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

Push alert requirements:

Subject line: 28 characters, including spaces

Body of alert: 160 characters, including spaces

\$5,000 each

ALSO AVAILABLE: ENHANCED EXHIBITOR LISTING

With the Enhanced Exhibitor Listing, exhibitors can highlight their information within the app's exhibitor section, plus upload up to five PDF documents in the exhibitor tab. In addition, this offering comes with one push alert.

\$7,500 each



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, 2017

Materials due: May 19, 2017, for full exposure during the registration process



ADVERTISING RATE

\$75,000 single sponsor

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, 2017

Materials due: May 19, 2017

ADVERTISING RATE

\$55,000 single sponsor



BEFORE, DURING AND AFTER MEETING

ARTICLE INDEX PAGE

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

DISTRIBUTION

Six ePreviews are sent from August to November to more than 300,000 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: Sept. 20, 2017, to get maximum exposure on all ePreviews.

Materials due: Varies by purchase date

ADVERTISING RATES

Leaderboard \$5,000

(Three available in rotation)

Tower Ad \$3,900

(Three available in rotation)

BEFORE AND AFTER MEETING

ePREVIEWS & ePOST

ePREVIEWS

DISTRIBUTION

Sent via email from August to November 2017 to an opt-in list of more than 300,000 cardiology professionals.

CONTENT

Registration information and key event planning resources.

SYMPOSIA ePREVIEW

DISTRIBUTION

Deployed in late October to more than 300,000 cardiology professionals.

CONTENT

Unofficial Satellite Events times and locations.

ePOST

DISTRIBUTION

Sent via email in December to an opt-in list of more than 300,000 cardiology professionals.

CONTENT

Highlights from Scientific Sessions.

BLAST SCHEDULE

| | SPACE RESERVATION DUE | MATERIALS DUE |
|------------------------------------|-----------------------|-----------------------|
| ePreview #1: late August | July 13, 2017 | July 27, 2017 |
| ePreview #2: mid-September | July 27, 2017 | Aug. 10, 2017 |
| ePreview #3: late September | Aug. 10, 2017 | Aug. 24, 2017 |
| ePreview #4: mid-October | Aug. 24, 2017 | Sept. 7, 2017 |
| Symposia ePreview #5: late October | Sept. 7, 2017 | Sept. 21, 2017 |
| ePreview #6: early November | Sept. 21, 2017 | Oct. 5, 2017 |
| ePost: early December | Oct. 31, 2017 | Nov. 14, 2017 |

ADVERTISING RATES

| | EARLY BIRD RATE BY MAY 30 | RATE AFTER MAY 30 |
|----------------|---------------------------|--------------------------|
| Leaderboard | \$5,980 per blast | \$6,580 per blast |
| Tower Ad | \$5,200 per blast | \$5,720 per blast |
| Rectangle Ad 1 | \$3,640 per blast | \$4,000 per blast |
| Rectangle Ad 2 | \$3,640 per blast | \$4,000 per blast |



MARKETING OPPORTUNITIES

CONVENTION CENTER



DURING MEETING

CARDIOVASCULAR EXPERT THEATERS

**Mid-Morning
and Afternoon
Theaters
available!**

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 seven 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); and pre-meeting and onsite promotion by AHA.

ADVERTISING RATES

| DETAILS | RATE |
|--|-------------------------------|
| Closed Lunch Theater (ideal for both international and domestic sessions; seating for 200) | \$65,000 per time slot |
| Open Air Lunch Theater (seating for 200) | \$55,000 per time slot |
| Morning or Afternoon Closed Theater (seating for 200) | \$30,000 per time slot |

DEADLINES

Space reservation due:
Aug. 11, 2017
Materials due:
Aug. 25, 2017

For details on sponsorship opportunities, please visit
<https://www.plantour.com/show/aha-2017/sponsorship-opportunities>.

DURING MEETING

WINDOW CLINGS

Leave a lasting impression

Make an impact on conference attendees as they exit the convention center by promoting your company or product on door/window clings placed on bottom portion of windows. Each package includes up to 18 full-color, 2' x 2' adhesive advertising clings applied to the inside of the doors/windows at main entrances of the convention center.

DEADLINES

Space reservation due:
Sept. 1, 2017
Materials due: Sept. 8, 2017

ADVERTISING RATES

**\$28,000 per package
of up to 18 clings**



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MARKETING OPPORTUNITIES

CONVENTION CENTER

DURING MEETING

SCIENCE & TECHNOLOGY HALL BREAKS

Great exposure with multiple branding points

There will be a minimum of two refreshment stations serving coffee, decaf, hot tea and water in high-traffic areas in the Science & Technology Hall. Breaks will be refreshed two times on Sunday and Tuesday and three times on Monday.

SPONSOR RECOGNITION INCLUDES:

- Signage next to refreshment stations.
- 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.
- Acknowledgment in ePreview emails sent to more than 300,000 cardiovascular professionals, and recognition in official Scientific Sessions publications, including

the Science & Technology Hall Planner, Daily Newspaper, Final Program and Mobile Meeting Guide app.

DEADLINES

Space reservation due: Sept. 1, 2017
Materials due: Sept. 8, 2017

ADVERTISING RATE

\$20,000 per day, includes both stations



DURING MEETING

ESCALATOR DECALS

High visibility in high-traffic areas

Contributor receives corporate or product advertising on the median of selected escalator banks, as well as on a portion of the glass side panels of the escalator.

DEADLINES

Space reservation due:
Sept. 1, 2017
Materials due: Sept. 8, 2017

ADVERTISING RATE

\$50,000 per location

DURING MEETING

COMMUNICATION CENTERS

Communicate your message at our communication centers

- Scientific Sessions attendees can leave and retrieve conference messages, access the Internet, search for other attendees, print airline boarding passes and claim CME credit.
- Sponsor receives corporate recognition on all login screens.
- Contributor may place a four-color corporate or product graphic on panels incorporated into the structures.

DEADLINES

Space reservation due:
Sept. 1, 2017
Materials due: Sept. 8, 2017
ADVERTISING RATE
\$50,000 per Communication Center



For details on sponsorship opportunities, please visit
<https://www.plantour.com/show/aha-2017/sponsorship-opportunities>.

DURING MEETING

ROTATING KIOSKS

Visibility throughout the entire meeting, or by specialty

- Contributor receives corporate or product advertisement on a graphic panel of a motorized kiosk that rotates for exceptional visibility.
- Reach a specific audience 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: Sept. 1, 2017

Materials due: Sept. 8, 2017

ADVERTISING RATE

\$15,000 for a single graphic panel



DURING MEETING

WALKING CHALLENGE

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

- Prominent visibility on the Walking Challenge leaderboard.
- 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 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: Aug. 8, 2017

Materials due: Sept. 1, 2017

ADVERTISING RATE

\$100,000 single sponsor



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 in the Science & Technology Hall so attendees can sit comfortably to access the Internet and charge their smart devices. AHA also will 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 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.

SPONSOR RECOGNITION INCLUDES:

- Acknowledgment in ePreview emails sent to more than 300,000

cardiovascular professionals, and recognition in official Scientific Sessions publications, including the Science & Technology Hall Planner, Daily Newspaper, Final Program and Mobile Meeting Guide app.

- Sponsor is welcome to provide corporate and/or product imprinted giveaways at the contributor's expense.

AHA must approve giveaway.

DEADLINES

Space reservation due: Sept. 1, 2017
Materials due: Sept. 8, 2017

ADVERTISING RATE

\$80,000

DURING MEETING

DIGITAL SIGNAGE

Grab attention and drive attendees to your booth

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

DEADLINES

Space reservation due:

Sept. 1, 2017

Materials due: Sept. 8, 2017

ADVERTISING RATE

\$10,000 for 15-second ad

\$15,000 for 30-second ad

\$20,000 for 60-second ad



For details on sponsorship opportunities, please visit
<https://www.plantour.com/show/aha-2017/sponsorship-opportunities>.

DURING MEETING

AD BANNERS

Unmatched visibility for your brand

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

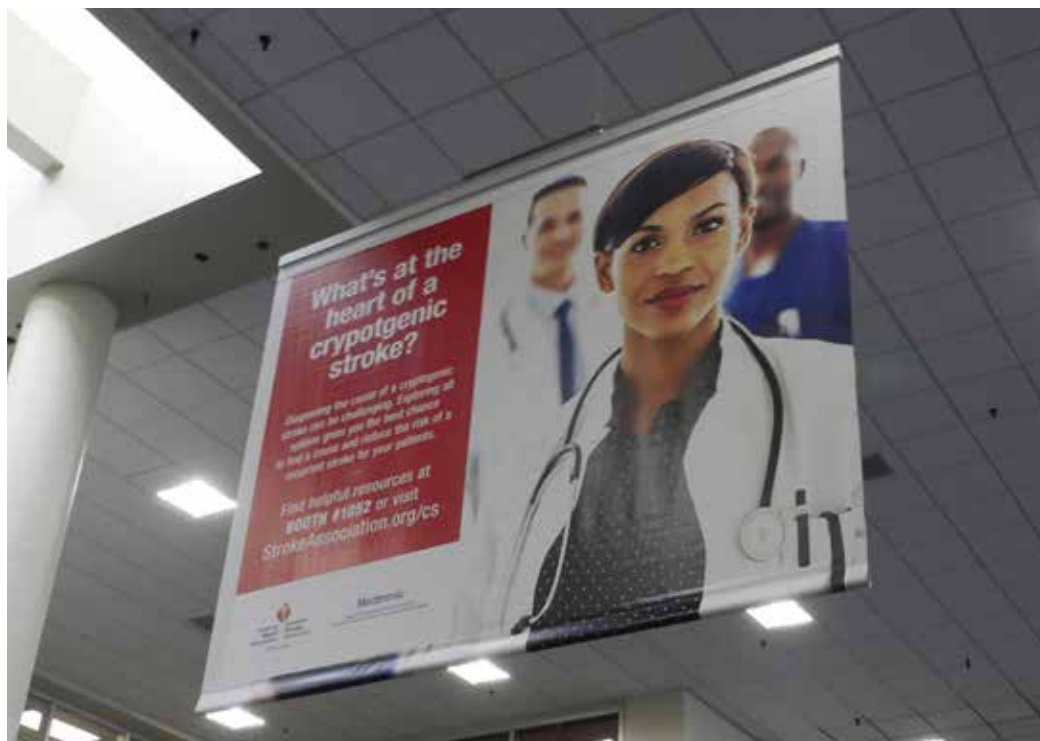
DEADLINES

Space reservation due: Sept. 1, 2017

Materials due: Sept. 8, 2017

ADVERTISING RATE

\$30,000



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: Sept. 1, 2017

Materials due: Sept. 8, 2017

ADVERTISING RATE

\$100,000 single sponsor



For details on sponsorship opportunities, please visit <https://www.plantour.com/show/aha-2017/sponsorship-opportunities>.

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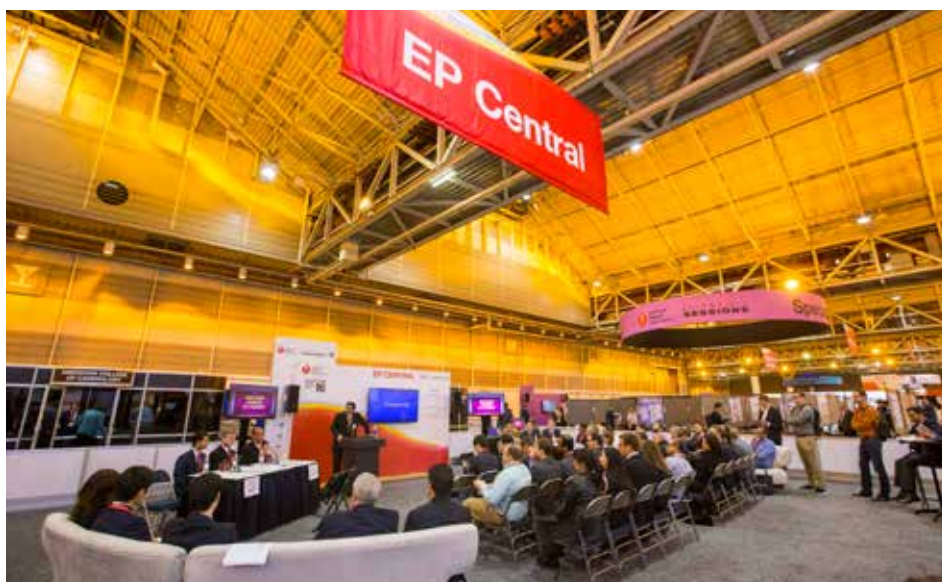
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MARKETING OPPORTUNITIES

CONVENTION CENTER

DURING MEETING

EP AND INTERVENTIONAL CENTRAL



These areas seek to provide a central hub for communities of clinicians and scientists to gather, network, exchange information and relax. In addition to the designated rooms where other EP, Interventional and ReSS programming occurs, these areas provide attendees with a sense of their own “meeting within a meeting.” Educational programming includes Global Game Show, Jeopardy, Challenging Cases and career development topics.

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!

INTERVENTIONAL CENTRAL

Interventionalists gather here for official programming and 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.

SPONSORSHIPS OF EACH LOUNGE/ EDUCATION CENTER INCLUDES:

- Sponsor logos will be included on a meterboard at the entrance of each hub.

- A table will be available for sponsor collateral to share with clinicians.
- Sponsor may run up to two 30-second spots on the monitors within your selected location. (Can be used for USE promotion.)
- Sponsor staff may be present in the sponsored area.
- Participation as a sponsor will be recognized in the ePreviews, Science & Technology Hall Planner, Final Program, Daily Newspaper and Mobile Meeting Guide app.



DEADLINES

Space reservation due: Sept. 1, 2017

Materials due: Sept. 8, 2017

ADVERTISING RATE

\$10,000 per location (Only two sponsorships available in each lounge/ education center. First-come, first-served.)



DURING MEETING

SITTING CUBES

Dramatic opportunity to capture attention

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

DEADLINES

Space reservation due:

Sept. 1, 2017

Materials due: Sept. 8, 2017

ADVERTISING RATE

\$50,000 for 100 cubes



DURING MEETING

SCIENCE & TECHNOLOGY HALL RESTAURANT SPONSORSHIP

Your message joins attendees for a meal!

- Brand an entire restaurant and engage attendees with your message while they relax, take a break or enjoy a meal.
- Meterboard at restaurant entrance for sponsor.
- Sponsor may, at its own expense, brand the restaurant with napkins, centerpieces and other materials.



DEADLINES

Space reservation due: Sept. 1, 2017

Materials due: Sept. 8, 2017

ADVERTISING RATE

\$15,000 single sponsor



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 Science & Technology Hall.

DEADLINES

Space reservation due: Sept. 1, 2017

Materials due: Sept. 8, 2017

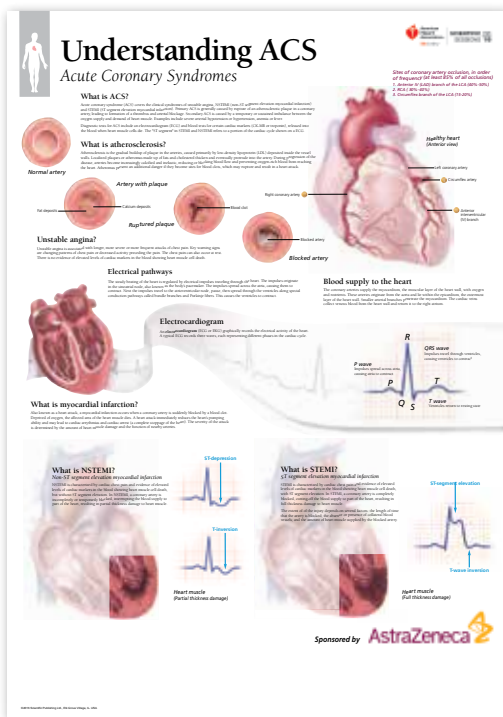
ADVERTISING RATE

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

For details on sponsorship opportunities, please visit
<https://www.plantour.com/show/aha-2017/sponsorship-opportunities>.

MARKETING OPPORTUNITIES

BOOTH DRIVERS



DURING AND AFTER MEETING

POSTERS MD

DISTRIBUTION

Posters are 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: Sept. 1, 2017
Materials due: Sept. 8, 2017

ADVERTISING RATE

\$75,000 single sponsor

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 7, 2017
Materials due: July 21, 2017

ADVERTISING RATE

\$175,000 single sponsor



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DURING MEETING

HOTEL KEY CARDS

Put your brand in the hands of attendees

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

DEADLINES

Space reservation due: Aug. 11, 2017

Materials due: Aug. 25, 2017

ADVERTISING RATES

\$25,000 (rights only) single sponsor

Sponsor works directly with vendor on artwork and production details. Additional production charges apply.

For details on sponsorship opportunities, please visit <https://www.plantour.com/show/aha-2017/sponsorship-opportunities>.

DURING MEETING

SHUTTLE BUS BANNERS AND HEAD RESTS

Captivate a captive audience with your message

- Your banner ads on passenger boarding side of 20 buses.
- Headrest 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: Aug. 25, 2017

Materials due: Sept. 8, 2017

ADVERTISING RATES

\$100,000 (full package)

\$75,000 (headrest or banner portion only)

In 2016, more than 60,000 attendees were transported on shuttle buses Saturday through Wednesday.

MARKETING OPPORTUNITIES

HOTEL

DURING MEETING

HOTEL ROOM DROP DOCTORS BAG

DISTRIBUTION

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

CONTENT

Valuable Scientific Sessions information and planning resources

INSERT DEADLINES

Space reservation due: Sept. 20, 2017

Materials due: Sept. 27, 2017

INSERT INFORMATION*

| DISTRIBUTION | Full distribution | Limited distribution |
|---------------------------|-------------------------------------|------------------------------------|
| DELIVERY DATES | Nov. 11 and 12, 2017 | Nov. 10, 11 and 12, 2017 |
| EARLY BIRD RATE BY May 30 | \$14,350 per insert, per day | \$7,490 per insert, per day |
| RATE AFTER May 30 | \$15,785 per insert, per day | \$8,240 per insert, per day |
| QUANTITY** | 8,800 per day | 4,300 per day |

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

*Minimum of four inserts required for bag distribution.

**Based on projected attendance and room blocks at the time this rate card was published.

DURING MEETING

GET PREMIUM EXPOSURE

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

DEADLINES

Space reservation due: Sept. 20, 2017

Materials due: Sept. 27, 2017

ADVERTISING RATES

| | EARLY BIRD RATE BY MAY 30 | RATE AFTER MAY 30 |
|---------------------------|------------------------------|-------------------------|
| Nov. 10, p.m. drop | \$15,600 per day | \$17,160 per day |
| Nov. 11 and 12, p.m. drop | \$27,040 per day | \$29,740 per day |

All print ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).

Reach all attendees!
Repurpose your insert in the Doctors Bag as a full-page ad in the *Science & Technology Hall Planner* for a packaged rate of \$18,200! Please see page 5 for Planner information. Rate after May 30 is \$20,000.



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, etc.

INSERT DEADLINES

Space reservation due: Sept. 27, 2017

Materials due: Oct. 4, 2017

ADVERTISING RATES

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

DELIVERY DATES

Nov. 10, 11, 12, 13 and 14, 2017

BRAND EXPOSURE ON A GRAND SCALE!

For city-wide marketing options such as wallscapes, taxi tops, moving billboards and airport advertising, contact your account manager.



YOUR EXHIBITS TEAM

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

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

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

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

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

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

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

ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

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



SCIENTIFIC 2017
SESSIONS 17

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

SCIENTIFIC SESSIONS 2017

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

Advertiser: _____

Agency (if applicable): _____

Billing Information: ☐ Agency ☐ Advertiser

Contact Name: _____

Billing Address: _____

City, State, ZIP: _____

Phone: _____ Fax: _____

E-mail: _____

These rates apply for reservations confirmed after May 30, 2017.

| Daily Newspaper | Digital Opportunities | Promotional Opportunities |
|--|---|---|
| Back Cover _____ \$25,000 per issue | Housing Confirmation _____ \$55,000 | Abstracts on USB _____ \$175,000 |
| Full Page _____ \$12,500 all issues | Mobile Meeting Guide app _____ \$75,000 | Ad Banners _____ \$30,000 |
| Junior Ad _____ \$20,000 all issues | Alert Notifications _____ \$5,000 each | Cardiovascular Expert Theaters |
| Junior ad PI space _____ \$10,000 all issues | Enhanced Exhibitor Listing _____ \$7,500 each | Closed Lunch Theater _____ \$65,000 |
| Banner Ad _____ \$40,000 all issues | Registration Package _____ \$75,000 | Open Air Lunch Theater _____ \$55,000 |
| Final Program Book | AHA ePreviews & ePosts | A.M. Closed Theater _____ \$30,000 |
| Inside Front Cover _____ \$25,000 | Late August ePreview #1 | P.M. Closed Theater _____ \$30,000 |
| Back Cover _____ \$45,000 | Leaderboard _____ \$6,580 | Charging Lounge _____ \$80,000 |
| Inside Back Cover _____ \$15,000 | Tower Ad _____ \$5,720 | and Charging Stations _____ \$80,000 |
| Website linking feature _____ \$2,500 | Rectangle Ad 1 _____ \$4,000 | Communication Centers _____ \$50,000 |
| Conference Bag Insert | Rectangle Ad 2 _____ \$4,000 | Digital Signage |
| Per insert _____ \$40,000 | Mid-September ePreview #2 | 15-second ad _____ \$10,000 |
| AHA Preview/Preliminary Program | Leaderboard _____ \$6,580 | 30-second ad _____ \$15,000 |
| Full Page _____ \$10,620 | Tower Ad _____ \$5,720 | 60-second ad _____ \$20,000 |
| Full Page PI _____ \$4,315 | Rectangle Ad 1 _____ \$4,000 | EP Central _____ \$10,000 |
| 2/3 Page _____ \$9,335 | Rectangle Ad 2 _____ \$4,000 | Escalator Decals _____ \$50,000 |
| 1/2 Page Island _____ \$8,925 | Late September ePreview #3 | Exhibit Hall Breaks _____ \$20,000 |
| 1/2 Page Horizontal _____ \$8,515 | Leaderboard _____ \$6,580 | Hotel Key Cards _____ \$25,000 |
| 1/3 Page Vertical _____ \$7,590 | Tower Ad _____ \$5,720 | Interventional Central _____ \$10,000 |
| 1/4 Page _____ \$6,885 | Rectangle Ad 1 _____ \$4,000 | Moving Billboards _____ varies |
| Bolded Listing with Logo _____ \$580 | Rectangle Ad 2 _____ \$4,000 | Posters MD _____ \$75,000 |
| Back Cover _____ \$16,920 | Mid-October ePreview #4 | Rotating Kiosks _____ \$15,000 |
| Inside Front Cover _____ \$14,880 | Leaderboard _____ \$6,580 | Science & Technology |
| Inside Back Cover _____ \$13,280 | Tower Ad _____ \$5,720 | Hall Aisle Signs _____ \$100,000 |
| AHA Science & Technology Hall Planner | Rectangle Ad 1 _____ \$4,000 | Science & Technology |
| Full Page _____ \$9,440 | Rectangle Ad 2 _____ \$4,000 | Hall Park Benches (10) _____ \$55,000 |
| Full Page PI _____ \$4,230 | Late October Symposia ePreview #5 | Science & Technology |
| 1/2 Page Horizontal _____ \$7,380 | Leaderboard _____ \$6,580 | Hall Restaurant Sponsorship _____ \$15,000 |
| 1/4 Page _____ \$6,120 | Tower Ad _____ \$5,720 | Shuttle Bus |
| Product Category Display Ad _____ \$1,600 | Rectangle Ad 1 _____ \$4,000 | Portion _____ \$75,000 |
| Highlighted Listing with Logo _____ \$570 | Rectangle Ad 2 _____ \$4,000 | Package _____ \$100,000 |
| Back Cover _____ \$15,100 | Early November ePreview #6 | Sitting Cubes (100) _____ \$50,000 |
| Inside Front Cover _____ \$13,270 | Leaderboard _____ \$6,580 | Taxi Tops _____ varies |
| Inside Back Cover _____ \$11,730 | Tower Ad _____ \$5,720 | Walking Challenge _____ \$100,000 |
| Exclusive Floor Plan _____ \$19,450 | Rectangle Ad 1 _____ \$4,000 | Wallscapes _____ varies |
| AHA Pre-Meeting Mailer | Rectangle Ad 2 _____ \$4,000 | Window Clings (18) _____ \$28,000 |
| Per insert _____ \$6,290 | Early December ePost | |
| AHA Convention Center Map | Leaderboard _____ \$6,580 | AHA Hotel Room Drop: Doctors Bag |
| Single Sponsorship _____ \$24,680 | Tower Ad _____ \$5,720 | Nov. 11, 12 Doctors Bag Insert |
| Symposia Locator Map | Rectangle Ad 1 _____ \$4,000 | (Full) _____ \$15,785 per item |
| Back Cover Panel _____ \$9,310 | Rectangle Ad 2 _____ \$4,000 | Nov. 10, 11, 12 Doctors Bag Insert |
| Full Panel _____ \$6,835 | AHA Article Index Page | (Limited) _____ \$8,240 per item |
| 1/2 Panel _____ \$4,070 | Leaderboard _____ \$5,000 | Nov. 10 Premium Pocket Insert |
| Quick Start Guide | Tower Ad _____ \$3,900 | (p.m.) _____ \$17,160 per day |
| Single Sponsorship _____ \$25,000 | | Nov. 11 & 12 Premium Pocket Insert |
| Poster Hall Map | | (p.m.) _____ \$29,740 per day |
| Single Sponsorship _____ \$20,000 | | AHA Individual In-Room - Hotel Room Drop |
| | | Nov. 10, 11, 12, 13, 14 _____ \$39,270 per day |
| | | AHA Individual Outside - Hotel Room Drop |
| | | Nov. 10, 11, 12, 13, 14 _____ \$28,050 per day |

Terms

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

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

TO PAY BY CREDIT CARD, please contact your account manager 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 _____

Date _____

PO# (if necessary) _____

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

Please send insertion orders to:

Cathleen Gorbey

913-780-6923 • Fax: 913-780-4344

cgorby@ascendmedia.com

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

Please remit payments to:

Ascend Integrated Media
P.O. Box 870939
Kansas City, MO 64187-0939



All rates are net. Cancellations are nonrefundable.

CUSTOM BUSINESS SUITES

Business Suites provide a place for you to meet with staff and clients or transact business away from your booth without having to leave the Science & Technology Hall. Business Suites are available beginning Saturday, Nov. 11, and are rented through Tuesday Nov. 14. Please note that professional attendees will only be permitted in the hall when it's open. AHA also offers Premium Business Suites outside the Science & Technology Hall so that you may continue business before and after Science & Technology Hall hours.

Please contact **Cathleen Gorby** at cgorby@ascendmedia.com to reserve your space today!

NAME OF SHOW: **American Heart Association Scientific Sessions Nov. 11-15, 2017**

COMPANY NAME: _____ **BOOTH:** _____

COMPANY ADDRESS: _____ **PHONE:** _____



CHOOSE A SIZE AND SUITE NUMBER

- _____ 10' x 10' Business Suite: \$3,750
 _____ 10' x 20' Business Suite: \$7,500
 _____ 20' x 20' Business Suite: \$14,000
 _____ Premium Business Suite: \$40,000 (3 available)
 Business Suite selection number: _____

All business suites are carpeted, fully enclosed and include partial ceilings for noise reduction. Company name, business suite number and logo (if provided) will be printed on the entrance door.

- Food and beverage service available through convention catering service.
- Furniture and electrical not included in the rental fee and available to order through Freeman.

Contact information can be found here:

exhibitatsessions.org/scientific-sessions/scientific-sessions-exhibitor-services-preferred-contractors/

CONTACT CATHLEEN GORBY

913-780-6923

cgorby@ascendmedia.com

to reserve your preferred placement.

COMPLETE YOUR APPLICATION HERE:

exhibitatsessions.org/scientific-sessions/business-suites/

PAYMENT OPTIONS

INVOICE:

AHA will invoice you upon space assignment and acceptance of your space application/contract.

*Please note that you will not receive a confirmation until AHA has received the 50% deposit.

PAY ONLINE:

Visit exhibitatsessions.org for instructions.

PAY BY CHECK:

U.S. Postal Service Address — regular mail
 American Heart Association
 P.O. Box 844504
 Dallas, TX 75284-4504

Courier Address — delivered by courier service (UPS/FedEx, etc.)
 Bank of America Lockbox Services
 Lockbox 844504
 1950 N. Stemmons Freeway, Ste. 5010
 Dallas, TX 75207

AHA Cancellation Schedule: AHA requires a 50% deposit before exhibit space will be confirmed. Cancellation or space reduction will result in a 50% penalty through April 28, 2017.

Beginning May 1, 2017, AHA requires payment in full and retains 100% of contracted space for space reduction or cancellation.

AHA 2017 ADVERTISING POLICIES AND MATERIALS SUBMISSION PROCEDURES



SCIENTIFIC 2/0
SESSIONS 1/7

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. AHA 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@ascendmedia.com.

| Item | Prototype Due | Ad Materials/Printed Materials Due | Maximum Weight | Maximum Dimensions |
|-----------------------------------|----------------|------------------------------------|----------------|--------------------|
| Article Index Page | n/a | Varies by purchase date | n/a | n/a |
| Convention Center Map | Aug. 21, 2017 | Aug. 28, 2017 | n/a | n/a |
| Doctors Bag | Sept. 20, 2017 | Sept. 27, 2017 | 2 oz. | 8.5" x 11", flat |
| Doctors Bag Premium | Sept. 20, 2017 | Sept. 27, 2017 | n/a | n/a |
| ePost | n/a | Nov. 14, 2017 | n/a | n/a |
| ePreviews | n/a | Varies by purchase date | n/a | n/a |
| Individual Door Drops | Sept. 27, 2017 | Oct. 4, 2017 | 2 oz. | 8.5" x 11" |
| Poster Hall Map | Aug. 21, 2017 | Aug. 28, 2017 | n/a | n/a |
| Pre-Meeting Mailer | Aug. 4, 2017 | Aug. 11, 2017 | 1 oz. | 8.5" x 11" |
| Preview/Preliminary Program | Aug. 4, 2017 | Aug. 11, 2017 | n/a | n/a |
| Science & Technology Hall Planner | Sept. 13, 2017 | Sept. 20, 2017 | n/a | n/a |
| Symposia Locator Map | Aug. 21, 2017 | Aug. 28, 2017 | n/a | n/a |
| Quick Start Guide | Aug. 21, 2017 | Aug. 28, 2017 | n/a | n/a |

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

All print ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).

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 that will be distributed. 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 W. 121st St., Ste. 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 Doctors/Educators Bags and Individual Door/Room Drop opportunities, please submit an additional 3% to 5% overage to allow for potential increases in room blocks.

Advertiser/sponsor logos: All advertisers and sponsors receive a complimentary logo on AHA sponsor signage. Logos should be submitted as high-resolution EPS files.

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 2017 as planned by the AHA committee on Scientific Sessions Program." And text must be a minimum of 10 point Helvetica (or similar font type).
 - Title, 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 (exhibitatsessions.org)
AHA at any point may choose not to approve marketing pieces at its own discretion.

Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at swop.org or adobe.com/designcenter/acrobat/articles/acr6pdfx.html.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (18-point offset).
- Only one ad per PDF document. (Submit full-page spreads as single-page files.)
- All print ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).

Document setup

- Use QuarkXPress or Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit 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 account manager.

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 swop.org. Without an accurate SWOP-provided proof, Ascend Integrated Media cannot be held responsible for the outcome of color on press.

Submitting recommended proofs

- Mail proofs to: Ascend Integrated Media LLC
Attn: AHA 2017
6710 W. 121st St., Ste. 100
Overland Park, KS 66209
913-469-1110

Advertiser/sponsor logos

- All advertisers and sponsors receive a complimentary logo on AHA sponsor signage. Logos should be submitted as high-resolution EPS files.

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 Doctors Bag and Individual Room Drop

1. Reserve space in the Doctors 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, 6710 W. 121st St., Suite 100, 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.

Doctors 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 Doctors 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 or other giveaway items; printed materials that are packaged or of odd shapes and sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces. "Bulk item" is defined at the discretion of the publisher.

- Restrictions: Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the Doctors Bag. Prices are based on an 8-1/2" x 11" paper insert. Bulk items will be assessed an additional fee based on weight and dimensions; please contact your account manager for more information. A minimum of four inserts from any combination of advertisers must be reserved for the Doctors Bag to be delivered on a particular day. Ad materials subject to AHA approval. See mechanical specifications for more information.
- A minimum of four inserts from any combination of advertisers must be reserved for a Doctors Bag to be delivered on a particular day.
- Doctors Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.

Specifications for ePreviews

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

Important notes

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

Please remit payments to:

Ascend Integrated Media LLC
P.O. Box 870939
Kansas City, MO 64187-0939

AD SIZES AND DIMENSIONS (WIDTH X HEIGHT)



American
Heart
Association®
life is why™

SCIENTIFIC ²/₁₀
SESSIONS ¹/₁₇

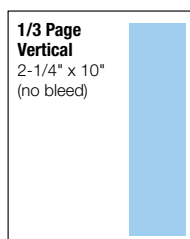
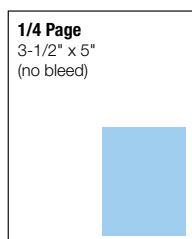
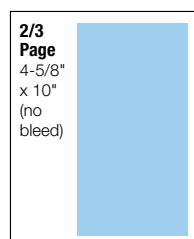
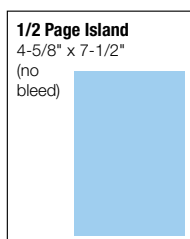
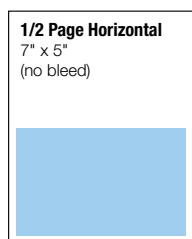
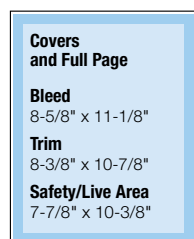
PREVIEW

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

Trim: Final page dimensions.

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

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



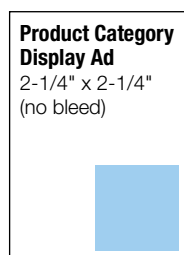
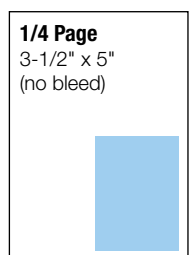
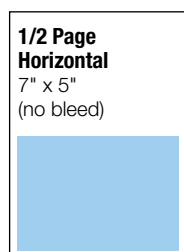
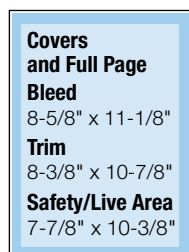
SCIENCE AND TECHNOLOGY HALL PLANNER

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

Trim: Final page dimensions.

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

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

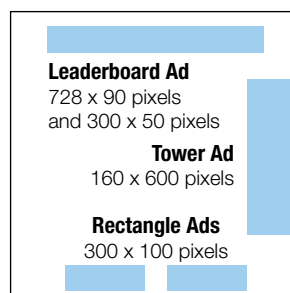


QUICK START GUIDE

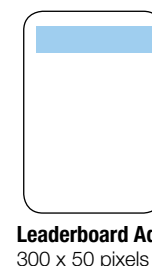


Bleed
3-11/16" x 8-3/4"
Trim
3-11/16" x 8-1/2"
Safety/Live Area
3-7/16" x 8"

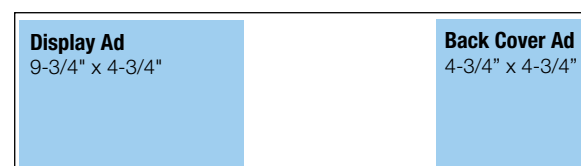
ePREVIEWS & ePOST



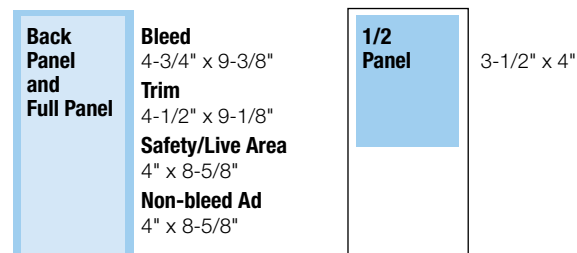
ePREVIEW & ePOST Mobile Dimensions



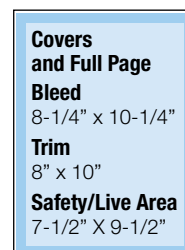
CONVENTION CENTER MAP



SYMPOSIUM LOCATOR MAP



POSTER HALL MAP



All print ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).