UNLOCK UNPRECEDENTED ACCESS TO 16,000 CARDIOVASCULAR PROFESSIONALS

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

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

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

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

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

---

*Source: Center for Exhibition Industry Research, 2016 Exhibitions Deliver Unique Value.
**Source: Center for Exhibition Industry Research, 2016 Exhibitions Highly Valued in Achieving Marketing Sales Objectives.
EXHIBITING OPPORTUNITIES

ATTENDEE SNAPSHOT

MORE THAN 16,000 CARDIOVASCULAR PROFESSIONALS

MORE THAN 2,300 RESEARCH SCIENTISTS

MORE THAN 8 HOURS FOCUSED ON EXHIBITS, WITH LIMITED SIMULTANEOUS PROGRAMMING

76% OF ATTENDEES VISIT THE EXHIBIT HALL

59% DOMESTIC
41% INTERNATIONAL

LARGEST SPECIALTY REPRESENTED: GENERAL CARDIOLOGY FOLLOWED BY INTERVENTIONAL AND HEART FAILURE

80:1 ATTENDEE TO EXHIBITOR RATIO

YOUR EXHIBITS TEAM

Cathleen Gorby
Advertising & Exhibitor Sales
913-780-6923
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

exhibitatsessions.org
EXHIBITING OPPORTUNITIES

WHO ATTENDS?

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

2016 total professional attendance: 12,654

9,259 physicians and other cardiology professionals
2,351 research scientists
1,044 non-healthcare professionals
AMONG ALL EXHIBITORS, ON AVERAGE, ONE OUT OF FIVE LEADS WILL CONVERT TO SALES.*

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

Source: Center for Exhibition Industry Research

HOW WE DRIVE ATTENDEES TO THE SCIENCE & TECHNOLOGY HALL

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

YOUR EXHIBITS TEAM

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

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

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

Bridget Blaney  
Advertising & Exhibit 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

exhibitatsessions.org
EXHIBITING OPPORTUNITIES

EXHIBITING PAYS OFF

EXHIBITORS RECEIVE:

- Complimentary online booth at scientificsessions.org.
- 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**
  - Through April 28, 2017: $35 per sq. ft.
  - Beginning May 1, 2017: $37 per sq. ft.
  - There is no additional charge for islands or corners.

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

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

CANCELLATION SCHEDULE*

- **Through April 28, 2017**
  AHA retains 50% of contracted space

- **Beginning May 1, 2017**
  AHA retains 100% of contracted space

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

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

YOUR EXHIBITS TEAM

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

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

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

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

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

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

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

exhibitatsessions.org
**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, table tops, 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.

---

### UNOFFICIAL SATELLITE EVENTS open May 1, 2017

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

### NON-EXHIBITOR UNOFFICIAL SATELLITE EVENTS

Open August 14, 2017

<table>
<thead>
<tr>
<th>Event type</th>
<th>Fee</th>
<th>Sponsor type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symposia or Social Event</td>
<td>$75,000</td>
<td>Non-exhibitors (industry-supported)</td>
</tr>
</tbody>
</table>

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.
### EXHIBITING OPPORTUNITIES

Apply online at **EXHIBITATSESSIONS.ORG**

<table>
<thead>
<tr>
<th>Thursday, Nov. 9</th>
<th>Friday, Nov. 10</th>
<th>Saturday, Nov. 11</th>
<th>Sunday, Nov. 12</th>
<th>Monday, Nov. 13</th>
<th>Tuesday, Nov. 14</th>
<th>Wednesday, Nov. 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>No restrictions</td>
<td>No restrictions</td>
<td>No restrictions</td>
<td>6-8 a.m. or 7 p.m.-midnight</td>
<td>6-9 a.m. or 7 p.m.-midnight</td>
<td>6-9 a.m. or 7 p.m.-midnight</td>
<td>6-9 a.m. or 12 p.m.-midnight</td>
</tr>
<tr>
<td>No restrictions</td>
<td>No restrictions</td>
<td>No restrictions</td>
<td>6-8 a.m. or 7 p.m.-midnight</td>
<td>6-9 a.m. or 7 p.m.-midnight</td>
<td>6-9 a.m. or 7 p.m.-midnight</td>
<td>6-9 a.m. or 12 p.m.-midnight</td>
</tr>
<tr>
<td>No restrictions</td>
<td>No restrictions</td>
<td>No restrictions</td>
<td>No restrictions</td>
<td>No restrictions</td>
<td>No restrictions</td>
<td>No restrictions</td>
</tr>
<tr>
<td>No restrictions</td>
<td>No restrictions</td>
<td>No restrictions</td>
<td>6-8 a.m. or 7 p.m.-midnight</td>
<td>6-9 a.m. or 7 p.m.-midnight</td>
<td>6-9 a.m. or 7 p.m.-midnight</td>
<td>6-9 a.m. or 12 p.m.-midnight</td>
</tr>
<tr>
<td>6 a.m.-5 p.m. Limited to 5 slots or 7 p.m.-midnight Limited to 5 slots</td>
<td>6 a.m.-5 p.m. Limited to 5 slots or 7 p.m.-midnight Limited to 5 slots</td>
<td>6 a.m.-5 p.m. Limited to 5 slots or 7 p.m.-midnight Limited to 5 slots</td>
<td>6-8 a.m. or 7 p.m.-midnight</td>
<td>6-9 a.m. or 7 p.m.-midnight</td>
<td>6-9 a.m. or 7 p.m.-midnight</td>
<td>6-9 a.m. or 12 p.m.-midnight</td>
</tr>
<tr>
<td>Thursday, Nov. 9</td>
<td>Friday, Nov. 10</td>
<td>Saturday, Nov. 11</td>
<td>Sunday, Nov. 12</td>
<td>Monday, Nov. 13</td>
<td>Tuesday, Nov. 14</td>
<td>Wednesday, Nov. 15</td>
</tr>
<tr>
<td>7 p.m.-midnight Limited to 2 slots</td>
<td>7 p.m.-midnight Limited to 2 slots</td>
<td>7 p.m.-midnight Limited to 2 slots</td>
<td>7 p.m.-midnight Limited to 2 slots</td>
<td>7 p.m.-midnight Limited to 2 slots</td>
<td>7 p.m.-midnight Limited to 2 slots</td>
<td>12 p.m.-midnight Limited to 2 slots</td>
</tr>
</tbody>
</table>

### 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

[exhibitatsessions.org](http://exhibitatsessions.org)
**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.

---

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

---

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

*Source: Center for Exhibition Industry Research*
AHA, Amazon Web Services join forces to fight heart disease using the cloud

Cardiovascular professionals each day.

aws cardiovascular database.

cardiovascular industry news and researchers and clinicians in from clinical research trials, co-hort studies and wearable.

will work: from clinical research trials, co-hort studies and wearable.

put patients at risk of sudden death. epiphanies." He concluded that the myocytes surviving prospective that he dramatically refocused his laboratory at during his Presidential Address at Scientific Sessions, the American Heart Association's flagship scientific event.

AHA PRESIDENT continued on page 14

This trial shows us that we should exercise caution in to aspirin for PAD, noted lead author Manesh Patel, "This trial shows us that we should exercise caution in.

Next comes finding solutions. Using AWS ers can quickly select data on individuals, $30 million over five years while seeking deﬁne new targets for therapy or identify stroke and other cardiovascular care.

Earlier this year, the AHA announced a.

The Precision Medicine Platform is like breakthrough faster than before. It's all part unique genetics, environment and lifestyle.

defin sharing methods and materials.

the data, tools and researchers are under one $30 million over five years while seeking deﬁne new targets for therapy or identify stroke and other cardiovascular care.

Earlier this year, the AHA announced a.

The Precision Medicine Platform is like breakthrough faster than before. It's all part unique genetics, environment and lifestyle.

defin sharing methods and materials.

the data, tools and researchers are under one $30 million over five years while seeking deﬁne new targets for therapy or identify stroke and other cardiovascular care.

Earlier this year, the AHA announced a.

The Precision Medicine Platform is like breakthrough faster than before. It's all part unique genetics, environment and lifestyle.

defin sharing methods and materials.

the data, tools and researchers are under one $30 million over five years while seeking deﬁne new targets for therapy or identify stroke and other cardiovascular care.

Earlier this year, the AHA announced a.
**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**

<table>
<thead>
<tr>
<th>Size</th>
<th>EARLY BIRD RATE</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>

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).

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

<table>
<thead>
<tr>
<th></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 a position within the first 32 pages for a full-page, four-color rate of $9,300 per page.

**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.

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).
**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**

<table>
<thead>
<tr>
<th></th>
<th>EARLY BIRD RATE</th>
<th>RATE AFTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>BY MAY 30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9,400 quantity*</td>
<td>$5,720 per insert</td>
<td>$6,290 per insert</td>
</tr>
</tbody>
</table>

*Includes average/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.

**QUEEN 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).
**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

---

**YOUR EXHIBITS TEAM**

Cathleen Gorbly
Advertising & Exhibitor Sales
913-780-6923
Fax: 913-780-4344
cgorbly@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

---

All rates are net. Cancellations are nonrefundable.
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

SYMPOSIA 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

<table>
<thead>
<tr>
<th></th>
<th>EARLY BIRD RATE BY MAY 30</th>
<th>RATE AFTER MAY 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover Panel</td>
<td>$8,460</td>
<td>$9,310</td>
</tr>
<tr>
<td>Full Panel</td>
<td>$6,210</td>
<td>$6,835</td>
</tr>
<tr>
<td>1/2 Panel</td>
<td>$3,690</td>
<td>$4,070</td>
</tr>
</tbody>
</table>

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).
**MARKETING OPPORTUNITIES**

**DIGITAL**

**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](http://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

**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

**12,331 downloads in 2016**

**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

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

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

<table>
<thead>
<tr>
<th>ePreview #1: late August</th>
<th>July 13, 2017</th>
<th>July 27, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>ePreview #3: late September</td>
<td>Aug. 10, 2017</td>
<td>Aug. 24, 2017</td>
</tr>
<tr>
<td>ePreview #4: mid-October</td>
<td>Aug. 24, 2017</td>
<td>Sept. 7, 2017</td>
</tr>
<tr>
<td>Symposia ePreview #5: late October</td>
<td>Sept. 7, 2017</td>
<td>Sept. 21, 2017</td>
</tr>
<tr>
<td>ePreview #6: early November</td>
<td>Sept. 21, 2017</td>
<td>Oct. 5, 2017</td>
</tr>
</tbody>
</table>

ADVERTISING RATES

<table>
<thead>
<tr>
<th>ADVERTISING RATE</th>
<th>EARLY BIRD RATE BY MAY 30</th>
<th>RATE AFTER MAY 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard $5,000</td>
<td>$5,980 per blast</td>
<td>$6,580 per blast</td>
</tr>
<tr>
<td>Tower Ad $3,900</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>

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)

All rates are net. Cancellations are nonrefundable.
MARKETING OPPORTUNITIES

CONVENTION CENTER

DURING MEETING

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

For details on sponsorship opportunities, please visit

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

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

**CONVENTION CENTER**

**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**
- $50,000 per location

**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**
- $20,000 per day, includes both stations

**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 Communication Center

DURING MEETING

MARKETING OPPORTUNITIES
CONVENTION CENTER
All rates are net. Cancellations are nonrefundable.

exhibitatsessions.org

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

All rates are net. Cancellations are nonrefundable.
MARKETING OPPORTUNITIES

CONVENTION CENTER

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

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

DURING MEETING

CHARGING LOUNGE AND CHARGING STATIONS

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.

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

All rates are net. Cancellations are nonrefundable.
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 and networking station where you can engage with interventionalists.

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.)
MARKETING OPPORTUNITIES

CONVENTION CENTER

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

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

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.

All rates are net. Cancellations are nonrefundable.
**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

---

**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

---

**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

---

All rates are net. Cancellations are nonrefundable.
MARKETING OPPORTUNITIES

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.

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.

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

<table>
<thead>
<tr>
<th>DISTRIBUTION</th>
<th>Full distribution</th>
<th>Limited distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>DELIVERY DATES</td>
<td>Nov. 11 and 12, 2017</td>
<td>Nov. 10, 11 and 12, 2017</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.

*Minimum of four inserts required for bag distribution.
**Based on projected attendance and room blocks at the time this rate card was published.

**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**

<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. 10, p.m. drop</td>
<td>$15,600 per day</td>
<td>$17,160 per day</td>
</tr>
<tr>
<td>Nov. 11 and 12, p.m. drop</td>
<td>$27,040 per day</td>
<td>$29,740 per day</td>
</tr>
</tbody>
</table>

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).

**INDIVIDUAL HOTEL ROOM DROP DURING MEETING**

**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**

<table>
<thead>
<tr>
<th></th>
<th>Nov. 10, p.m. drop</th>
<th>Nov. 11 and 12, p.m. drop</th>
</tr>
</thead>
<tbody>
<tr>
<td>EARLY BIRD RATE BY MAY 30</td>
<td>$39,270 per day</td>
<td>$28,050 per day</td>
</tr>
<tr>
<td>RATE AFTER MAY 30</td>
<td>$31,050 per day</td>
<td>$20,000 per day</td>
</tr>
</tbody>
</table>

**DELIVERY DATES**
Nov. 10, 11, 12, 13 and 14, 2017

All rates are net. Cancellations are nonrefundable.
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

All rates are net. Cancellations are nonrefundable.
ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

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

SCIENTIFIC SESSIONS 2017

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

<table>
<thead>
<tr>
<th>Advertiser:</th>
<th>Agency (if applicable):</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Billing Information:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agency:</td>
</tr>
<tr>
<td>Advertiser:</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Billing Address:</th>
</tr>
</thead>
<tbody>
<tr>
<td>City, State, ZIP:</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Phone:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fax:</td>
</tr>
<tr>
<td>E-mail:</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>These rates apply for reservations confirmed after May 30, 2017.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
</tr>
<tr>
<td>Full Page</td>
</tr>
<tr>
<td>Junior Ad</td>
</tr>
<tr>
<td>Junior ad space</td>
</tr>
<tr>
<td>Banner Ad</td>
</tr>
<tr>
<td>Final Program Book</td>
</tr>
<tr>
<td>Inside Front Cover</td>
</tr>
<tr>
<td>Back Cover</td>
</tr>
<tr>
<td>Inside Back Cover</td>
</tr>
<tr>
<td>Conference Bag Insert</td>
</tr>
<tr>
<td>Per insert</td>
</tr>
<tr>
<td>AHA ePreview/Program</td>
</tr>
<tr>
<td>Full Page</td>
</tr>
<tr>
<td>2/3 Page</td>
</tr>
<tr>
<td>1/2 Page Island</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
</tr>
<tr>
<td>1/4 Page</td>
</tr>
<tr>
<td>AHA Convention Center Map</td>
</tr>
<tr>
<td>AHA Pre-Meeting Mailer</td>
</tr>
<tr>
<td>AHA Science &amp; Technology Hall Planner</td>
</tr>
<tr>
<td>AHA Article Index Page</td>
</tr>
<tr>
<td>AHA Convention Center Map</td>
</tr>
<tr>
<td>AHA Science &amp; Technology Hall Planner</td>
</tr>
<tr>
<td>AHA Science &amp; Technology Hall Planner</td>
</tr>
<tr>
<td>AHA Science &amp; Technology Hall Planner</td>
</tr>
<tr>
<td>AHA Science &amp; Technology Hall Planner</td>
</tr>
<tr>
<td>AHA Science &amp; Technology Hall Planner</td>
</tr>
<tr>
<td>AHA Science &amp; Technology Hall Planner</td>
</tr>
<tr>
<td>AHA Science &amp; Technology Hall Planner</td>
</tr>
<tr>
<td>Symposium Locator Map</td>
</tr>
<tr>
<td>Full Panel</td>
</tr>
<tr>
<td>1/2 Panel</td>
</tr>
<tr>
<td>Quick Start Guide</td>
</tr>
<tr>
<td>Single Sponsorship</td>
</tr>
<tr>
<td>Poster Hall Map</td>
</tr>
<tr>
<td>Single Sponsorship</td>
</tr>
</tbody>
</table>

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 Gorby
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.

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.
BUSINESS SUITES

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.

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.
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.

<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>Aug. 21, 2017</td>
<td>Aug. 28, 2017</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Doctors Bag</td>
<td>Sept. 20, 2017</td>
<td>Sept. 27, 2017</td>
<td>2 oz.</td>
<td>8.5” x 11”, flat</td>
</tr>
<tr>
<td>Doctors Bag Premium</td>
<td>Sept. 20, 2017</td>
<td>Sept. 27, 2017</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>ePost</td>
<td>n/a</td>
<td>Nov. 14, 2017</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>ePreviews</td>
<td>n/a</td>
<td>Varies by purchase date</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Individual Door Drops</td>
<td>Sept. 27, 2017</td>
<td>Oct. 4, 2017</td>
<td>2 oz.</td>
<td>8.5” x 11”</td>
</tr>
<tr>
<td>Poster Hall Map</td>
<td>Aug. 21, 2017</td>
<td>Aug. 28, 2017</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Pre-Meeting Mailer</td>
<td>Aug. 4, 2017</td>
<td>Aug. 11, 2017</td>
<td>1 oz.</td>
<td>8.5” x 11”</td>
</tr>
<tr>
<td>Preview/Preliminary Program</td>
<td>Aug. 4, 2017</td>
<td>Aug. 11, 2017</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Science &amp; Technology Hall Planner</td>
<td>Sept. 13, 2017</td>
<td>Sept. 20, 2017</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Symposia Locator Map</td>
<td>Aug. 21, 2017</td>
<td>Aug. 28, 2017</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Quick Start Guide</td>
<td>Aug. 21, 2017</td>
<td>Aug. 28, 2017</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.

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 collatteral 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.

Important notes
- Only advertisers 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.

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.

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

(WIDTH X HEIGHT)

**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)

**QUICK START GUIDE**

<table>
<thead>
<tr>
<th>Ads</th>
<th>Size</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Panel</td>
<td>3-11/16&quot; x 8-3/4&quot;</td>
<td></td>
</tr>
<tr>
<td>Bleed</td>
<td>3-11/16&quot; x 8-1/2&quot;</td>
<td></td>
</tr>
<tr>
<td>Trim</td>
<td>3-7/16&quot; x 9&quot;</td>
<td></td>
</tr>
<tr>
<td>Safety/Live Area</td>
<td>3-7/16&quot; x 9&quot;</td>
<td></td>
</tr>
</tbody>
</table>

**ePREVIEWS & ePOST Mobile Dimensions**

- **Leaderboard Ad**
  - 728 x 90 pixels and 500 x 50 pixels
- **Tower Ad**
  - 160 x 600 pixels
- **Rectangle Ads**
  - 300 x 100 pixels

**CONVENTION CENTER MAP**

<table>
<thead>
<tr>
<th>Ads</th>
<th>Size</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display Ad</td>
<td>9-3/4&quot; x 4-3/4&quot;</td>
<td></td>
</tr>
<tr>
<td>Back Cover Ad</td>
<td>4-3/4&quot; x 4-3/4&quot;</td>
<td></td>
</tr>
</tbody>
</table>

**SYMPOSIA LOCATOR MAP**

<table>
<thead>
<tr>
<th>Ads</th>
<th>Size</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Panel and Full Panel</td>
<td>4-3/4&quot; x 9-3/8&quot;</td>
<td></td>
</tr>
<tr>
<td>Bleed</td>
<td>4-1/2&quot; x 9-1/8&quot;</td>
<td></td>
</tr>
<tr>
<td>Trim</td>
<td>4&quot; x 8-5/8&quot;</td>
<td></td>
</tr>
<tr>
<td>Safety/Live Area</td>
<td>4&quot; x 8-5/8&quot;</td>
<td></td>
</tr>
<tr>
<td>Non-bleed Ad</td>
<td>4&quot; x 8-5/8&quot;</td>
<td></td>
</tr>
</tbody>
</table>

**POSTER HALL MAP**

<table>
<thead>
<tr>
<th>Ads</th>
<th>Size</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Covers and Full Page</td>
<td>8-5/8&quot; x 11-1/8&quot;</td>
<td></td>
</tr>
<tr>
<td>Bleed</td>
<td>8-3/8&quot; x 10-7/8&quot;</td>
<td></td>
</tr>
<tr>
<td>Trim</td>
<td>7-7/8&quot; x 10-3/8&quot;</td>
<td></td>
</tr>
<tr>
<td>Safety/Live Area</td>
<td>7-7/8&quot; x 10-3/8&quot;</td>
<td></td>
</tr>
</tbody>
</table>

1/4 Page 3-1/2" x 5" (no bleed)

Product Category Display Ad 2-1/4" x 2-1/4" (no bleed)

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).