UNLOCK UNPRECEDENTED ACCESS TO 16,000 CARDIOVASCULAR PROFESSIONALS

Showcase your brand to the right audience with exclusive Scientific Sessions 2017 marketing opportunities

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

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>PAGE</th>
<th>PRICE RANGE</th>
<th>SPACE DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Bag Inserts</td>
<td>5</td>
<td>$40,000</td>
<td>Oct. 2017</td>
</tr>
<tr>
<td>Convention Center Map</td>
<td>7</td>
<td>$24,680</td>
<td>Aug. 2017</td>
</tr>
<tr>
<td>Daily Newspaper</td>
<td>3</td>
<td>$12,500-$40,000</td>
<td>Sept. 2017</td>
</tr>
<tr>
<td>Final Program Book</td>
<td>4</td>
<td>$2,500-$45,000</td>
<td>Sept. 2017</td>
</tr>
<tr>
<td>Poster Hall Map</td>
<td>8</td>
<td>$20,000</td>
<td>Aug. 2017</td>
</tr>
<tr>
<td>Pre-Meeting Mailer</td>
<td>6</td>
<td>$6,290</td>
<td>Aug. 2017</td>
</tr>
<tr>
<td>Preview/Preliminary Program</td>
<td>4</td>
<td>$580-$16,920</td>
<td>Aug. 2017</td>
</tr>
<tr>
<td>Quick Start Guide</td>
<td>6</td>
<td>$25,000</td>
<td>Aug. 2017</td>
</tr>
<tr>
<td>Science &amp; Technology Hall Planner</td>
<td>5</td>
<td>$570-$19,450</td>
<td>Sept. 2017</td>
</tr>
<tr>
<td>Symposia Locator Map</td>
<td>8</td>
<td>$4,070-$9,310</td>
<td>Aug. 2017</td>
</tr>
<tr>
<td>Article Index Page</td>
<td>10</td>
<td>$3,900-$5,000</td>
<td>July 2017</td>
</tr>
<tr>
<td>ePreviews and ePost</td>
<td>10</td>
<td>$4,000-$6,580</td>
<td>July-Oct. 2017</td>
</tr>
<tr>
<td>Housing Confirmation</td>
<td>9</td>
<td>$55,000</td>
<td>May 2017</td>
</tr>
<tr>
<td>Mobile Meeting Guide App</td>
<td>9</td>
<td>$5,000–$75,000</td>
<td>Sept. 2017</td>
</tr>
<tr>
<td>Registration Package</td>
<td>9</td>
<td>$75,000</td>
<td>May 2017</td>
</tr>
<tr>
<td>Ad Banners</td>
<td>15</td>
<td>$30,000</td>
<td>Sept. 2017</td>
</tr>
<tr>
<td>Cardiovascular Expert Theaters</td>
<td>11</td>
<td>$30,000-$65,000</td>
<td>Aug. 2017</td>
</tr>
<tr>
<td>Charging Lounge/Stations</td>
<td>14</td>
<td>$80,000</td>
<td>Sept. 2017</td>
</tr>
<tr>
<td>Communication Centers</td>
<td>12</td>
<td>$50,000</td>
<td>Sept. 2017</td>
</tr>
<tr>
<td>Digital Signage</td>
<td>14</td>
<td>$10,000-$20,000</td>
<td>Sept. 2017</td>
</tr>
<tr>
<td>EP and Interventional Central</td>
<td>16</td>
<td>$10,000 each</td>
<td>Sept. 2017</td>
</tr>
<tr>
<td>Escalator Decals</td>
<td>12</td>
<td>$50,000</td>
<td>Sept. 2017</td>
</tr>
<tr>
<td>Rotating Kiosks</td>
<td>13</td>
<td>$15,000</td>
<td>Sept. 2017</td>
</tr>
<tr>
<td>Science &amp; Technology Hall Breaks</td>
<td>12</td>
<td>$20,000</td>
<td>Sept. 2017</td>
</tr>
<tr>
<td>Science &amp; Technology Hall Aisle Signs</td>
<td>15</td>
<td>$100,000</td>
<td>Sept. 2017</td>
</tr>
<tr>
<td>Science &amp; Technology Hall Park Benches</td>
<td>17</td>
<td>$55,000</td>
<td>Sept. 2017</td>
</tr>
<tr>
<td>Science &amp; Technology Hall Restaurant Sponsorship</td>
<td>17</td>
<td>$15,000</td>
<td>Sept. 2017</td>
</tr>
<tr>
<td>Sitting Cubes</td>
<td>17</td>
<td>$50,000 for 100</td>
<td>Sept. 2017</td>
</tr>
<tr>
<td>Walking Challenge</td>
<td>13</td>
<td>$100,000</td>
<td>Aug. 2017</td>
</tr>
<tr>
<td>Window Clings</td>
<td>11</td>
<td>$28,000</td>
<td>Sept. 2017</td>
</tr>
<tr>
<td>Abstracts on USB</td>
<td>18</td>
<td>$175,000</td>
<td>July 2017</td>
</tr>
<tr>
<td>Posters MD</td>
<td>18</td>
<td>$75,000</td>
<td>Sept. 2017</td>
</tr>
<tr>
<td>Hotel Key Cards</td>
<td>19</td>
<td>$25,000</td>
<td>Aug. 2017</td>
</tr>
<tr>
<td>Hotel Room Drop: Doctors Bag</td>
<td>20</td>
<td>$7,490-$29,740</td>
<td>Sept. 2017</td>
</tr>
<tr>
<td>Perimeter/Citywide Opportunities</td>
<td>21</td>
<td>varies</td>
<td>Sept. 2017</td>
</tr>
<tr>
<td>Shuttle Bus Banners/Headrests</td>
<td>19</td>
<td>$75,000-$100,000</td>
<td>Aug. 2017</td>
</tr>
</tbody>
</table>
Disease using the cloud creation of the AHA Precision Medicine Platform, a cloud-based marketplace for sharing against cardiovascular disease, the No. 1 killer.

Researchers and clinicians in rich and diverse data sets.

from clinical research trials, co-hort studies and wearable devices.

to sift through the treasure trove of data to discover new patterns and new solutions to heart disease. This trial shows us that we should exercise caution in concluding that the myocytes surviving in the right atrium of the heart are likely to respond equally well to either ticagrelor or clopidogrel. Earlier this year, the AHA announced a nearly $5 million initiative in partnership with the National Heart, Lung, and Blood Institute (NHLBI) to advance precision medicine for heart disease, the first of its kind.

Ultimately, there will be results and solutions. By aggregating, integrating and analyzing a wide range of evidence, the AHA’s research programs are likely to develop new insights and new opportunities. However, sometimes the key to success is recognizing that there are no silver bullets and that the quest for better treatments and cures requires a balanced approach. As Amazon’s Jeff Bezos said, “The key to the success of Amazon, Google and other companies is not the latest technology, but the ability to use existing technology effectively.” Similarly, the AHA’s research programs aim to leverage existing knowledge to drive progress.

The Precision Medicine Platform is like a library of medical knowledge, where researchers can access a vast collection of information and insights. However, while the library is vast, the information is not always easy to find. For example, there is a lot of evidence that suggests that heart disease is not just a disease of the heart, but a disease of the whole body. However, finding this evidence requires a lot of effort and creativity. The AHA’s research programs are working to make this information more accessible and easier to use.

In conclusion, the AHA’s research programs are working to advance precision medicine for heart disease by leveraging existing knowledge and using it to drive progress. The key is not to look for the one true answer, but to be open to multiple possibilities and to use existing knowledge to drive progress.
MARKETING OPPORTUNITIES

PRINT

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

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

<table>
<thead>
<tr>
<th>Rate</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.

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

* Includes overage/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.

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).
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 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.
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.

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 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 registration 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.

exhibitatsessions.org
BEFORE, DURING AND AFTER MEETING

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>Blast Date</th>
<th>Space Reservation Due</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>ePreview #1: late August</td>
<td>July 13, 2017</td>
<td>July 27, 2017</td>
</tr>
<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>Ad Type</th>
<th>Early Bird Rate by May 30</th>
<th>Rate After May 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$5,980 per blast</td>
<td>$6,580 per blast</td>
</tr>
<tr>
<td>Tower Ad</td>
<td>$5,200 per blast</td>
<td>$5,720 per blast</td>
</tr>
<tr>
<td>Rectangle Ad 1</td>
<td>$3,640 per blast</td>
<td>$4,000 per blast</td>
</tr>
<tr>
<td>Rectangle Ad 2</td>
<td>$3,640 per blast</td>
<td>$4,000 per blast</td>
</tr>
</tbody>
</table>

All rates are net. Cancellations are nonrefundable.
YOUR EXHIBITS TEAM

**MARKETING OPPORTUNITIES**

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

**DEADLINES**

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

**ADVERTISING RATES**

<table>
<thead>
<tr>
<th>DETAILS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Closed Lunch Theater (ideal for both international and domestic sessions; seating for 200)</td>
<td>$65,000 per time slot</td>
</tr>
<tr>
<td>Open Air Lunch Theater (seating for 200)</td>
<td>$55,000 per time slot</td>
</tr>
<tr>
<td>Morning or Afternoon Closed Theater (seating for 200)</td>
<td>$30,000 per time slot</td>
</tr>
</tbody>
</table>

**FOR DETAILS ON SPONSORSHIP OPPORTUNITIES, PLEASE VISIT**


**DURING MEETING**

**CARDIOVASCULAR EXPERT THEATERS**

Showcase your product or therapeutic treatment to a large audience

- Located in the Science & Technology Hall, the CV Expert Theater has been standing room only for 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**

<table>
<thead>
<tr>
<th>DETAILS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Closed Lunch Theater (ideal for both international and domestic sessions; seating for 200)</td>
<td>$65,000 per time slot</td>
</tr>
<tr>
<td>Open Air Lunch Theater (seating for 200)</td>
<td>$55,000 per time slot</td>
</tr>
<tr>
<td>Morning or Afternoon Closed Theater (seating for 200)</td>
<td>$30,000 per time slot</td>
</tr>
</tbody>
</table>

**DEADLINES**

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

**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**

<table>
<thead>
<tr>
<th>DETAILS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Closed Lunch Theater (ideal for both international and domestic sessions; seating for 200)</td>
<td>$65,000 per time slot</td>
</tr>
<tr>
<td>Open Air Lunch Theater (seating for 200)</td>
<td>$55,000 per time slot</td>
</tr>
<tr>
<td>Morning or Afternoon Closed Theater (seating for 200)</td>
<td>$30,000 per time slot</td>
</tr>
</tbody>
</table>

All rates are net. Cancellations are nonrefundable.

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

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.
MARKETING OPPORTUNITIES
CONVENTION CENTER

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**

**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
MARKETING OPPORTUNITIES

CONVENTION CENTER

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

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.

exhibitatsessions.org 15
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

- 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.

**SPONSORSHIPS OF EACH LOUNGE/EDUCATION CENTER INCLUDES:**
- Sponsor logos will be included on a meterboard at the entrance of each hub.

**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

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
allyssa.pressley@heart.org

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

ascendmedia.com

Heart.org

exhibitatsessions.org

All rates are net. Cancellations are nonrefundable.
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.
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.

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

<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).

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.

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

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.