



Take note!
ISC dates are one month
earlier than last year



INTERNATIONAL
STROKE 2018
CONFERENCE 18

Stroke Nursing Symposium: January 23
ISC Pre-Conference Symposia: January 23
International Stroke Conference: January 24-26
Los Angeles, CA
strokeconference.org

Exhibit Prospectus and Marketing Opportunities

More than 4,300 stroke and cerebrovascular professionals

Be part of the world's largest meeting dedicated to the science
and treatment of cerebrovascular disease

Education | Inspiration | Illumination

EXHIBITING OPPORTUNITIES

WHY EXHIBIT?

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

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

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

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



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

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

ISC BY THE NUMBERS

55:1 ATTENDEE TO EXHIBITOR RATIO

55 COUNTRIES REPRESENTED



4,300+

PROFESSIONAL ATTENDEES



79% DOMESTIC

21% INTERNATIONAL



83%

OF ATTENDEES VISIT THE SCIENCE & TECHNOLOGY HALL

63%

OF ATTENDEES HAVE PURCHASING POWER/INFLUENCE

PROGRAMMING



1,500+

PRESENTATIONS IN
22 CATEGORIES

200+

INVITED
PRESENTATIONS

FROM LEADERS IN STROKE SCIENCE

1,400+

ABSTRACTS

ACCEPTED AND PRESENTED
EITHER BY ORAL OR POSTER
PRESENTATION



26

LATE-BREAKING
SCIENCE ABSTRACTS

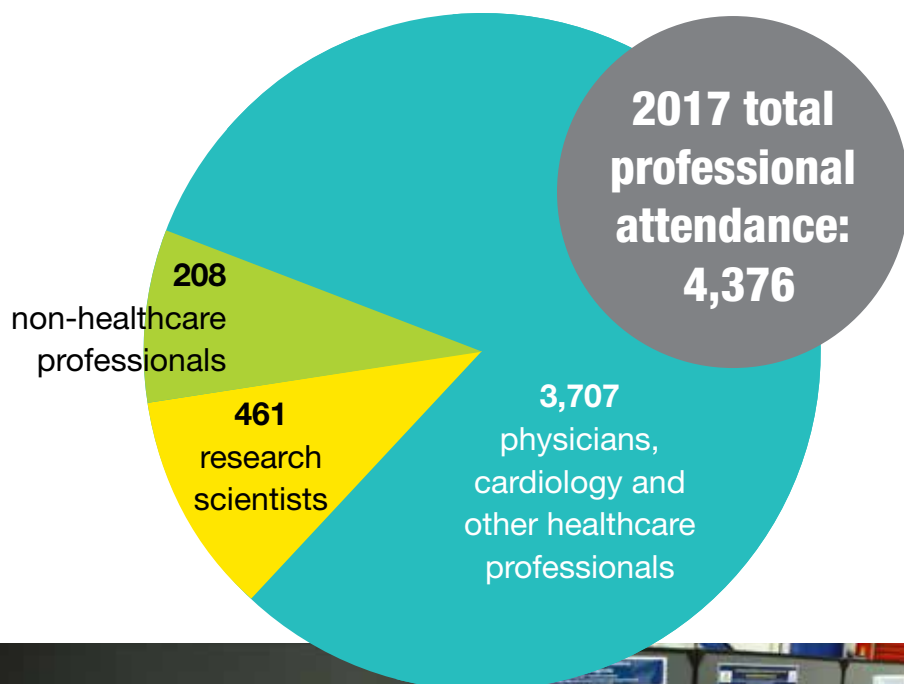
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DISTINCT
PRE-CONFERENCE
SYMPOSIA

- State-of-the-Science Stroke Nursing Symposium
- ISC Pre-Conference Symposium I: Stroke in the Real World
- Pre-Conference Symposium II

EXHIBITING OPPORTUNITIES

WHO ATTENDS?



TOP 10 SPECIALTIES THAT ATTENDED IN 2017

- Administration
- Critical Care/Intensive Care
- Emergency Medicine
- Epidemiology
- Internal Medicine
- Interventional Radiology
- Neuro/Neuroscience: Imaging
- Neuro/Neuroscience: Radiology
- Neuro/Neuroscience: Stroke
- Neuro/Neuroscience: Surgery



YOUR EXHIBITS TEAM

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WHAT HAPPENS IN THE SCIENCE & TECHNOLOGY HALL

- **Dedicated exhibit hours** give you direct access to more than 4,300 healthcare professionals
- **An extensive marketing campaign** promotes the Science & Technology Hall to attendees before and during ISC
- **Complimentary lunches** within the Industry Theaters drive stroke professionals into the Hall
- **Complimentary coffee breaks** during programming breaks bring attendees to the Hall
- **Exposure to major media outlets:** Conference coverage included more than 2 billion impressions from 2,000 media stories in 2017!



TWELVE HOURS OF EXHIBIT TIME – THREE WITH LIMITED SIMULTANEOUS EDUCATIONAL PROGRAMMING TO INCREASE TRAFFIC IN THE SCIENCE & TECHNOLOGY HALL

EXHIBITORS RECEIVE:

- Complimentary online booth at **strokeconference.org**
- Complimentary booth listing in the **Science & Technology Hall Pocket Guide** and the **Mobile App**
- Complimentary marketing toolkit at **strokeconference.org**
- Complimentary Full Professional registrations based on square footage
- Unlimited Exhibit-Only badges for booth staff
- VIP Customer Invite Exhibit-Only badges
- Complimentary access to the 2017 final ISC registration list for promotion
- Advance approval and reduced pricing for hosting Unofficial Satellite Events
- Discounted exhibitor housing rates
- The opportunity to rent pre- or post-2018 registration lists
 - Ordering information available at **exhibitatstroke.org**
 - AHA/ASA must approve all mailers prior to the mailing list being released
 - Exhibitors are strongly encouraged to not print such pieces prior to AHA/ASA approval
 - Mailing lists are available for one-time use before or after the 2018 International Stroke Conference

EXHIBITING OPPORTUNITIES

The term “Unofficial Satellite Events” (or “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.

- You must be a current 2018 ISC exhibitor, 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/ASA is not responsible for attendance/audience generation or guaranteed attendance levels at USEs.
- AHA/ASA reserves the right to change USE process, date, times, procedures, number of slots and any other aspect of the process.
- All USE application fees are non-refundable.
- Please note: Exhibits, tabletops, poster sessions and/or breakout sessions are permitted at Symposia Events only.
- Non-profits that have received or anticipate receiving Industry funding to organize a Symposia, Media Event or Social Event must apply under the Industry rate.
- AHA/ASA reserves the right to collect the additional application fees if a non-profit receives Industry funding after application approval has been granted.
- AHA/ASA does not monitor topics/titles. Please check exhibitatstroke.org for the most up-to-date list of topics/titles.

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

UNOFFICIAL SATELLITE EVENTS

UNOFFICIAL SATELLITE EVENTS

Open July 10, 2017

Event Type	Fee	Sponsor Type	
Committee Meeting	\$ 100	University/Non-profit	
	\$ 500	Exhibitor	
Focus Group	\$ 100	University/Non-profit	
	\$ 500	Exhibitor	
Hospitality Room Staff Meeting	\$ 100	University/Non-profit	
	\$ 500	Exhibitor	
Investigator Meeting	\$ 100	University/Non-profit	
	\$ 1,000	Exhibitor	
Media Event	\$ 100	University/Non-profit	
	\$ 3,000	Exhibitor	
Symposia or Social Event	\$ 2,500	University/Non-profit (Non-Industry Supported)	
	\$ 15,000	Exhibitor or University/Non-profit (Industry Supported)	

NON-EXHIBITOR UNOFFICIAL SATELLITE EVENTS

Open Oct. 1, 2017

Event Type	Fee	Sponsor Type (Financial Support)	
Symposia or Social Event	\$30,000	Non-exhibitors (Industry Supported)	

EXHIBITING OPPORTUNITIES

Apply online at **EXHIBITATSTROKE.ORG**

	Monday Jan. 22	Tuesday Jan. 23	Wednesday Jan. 24	Thursday Jan. 25	Friday Jan. 26
	No restrictions	5:30 p.m.- Midnight	7 p.m.- Midnight	7 p.m.- Midnight	1 p.m. - Midnight
	No restrictions	5:30 p.m.- Midnight	7 p.m.- Midnight	7 p.m.- Midnight	1 p.m. - Midnight
	No restrictions	No restrictions	No restrictions	No restrictions	No restrictions
	No restrictions	5:30 p.m.- Midnight	7 p.m.- Midnight	7 p.m.- Midnight	1 p.m. - Midnight
	No restrictions	5:30 p.m.- Midnight	7 p.m.- Midnight	7 p.m.- Midnight	1 p.m.- Midnight
	No restrictions Limited to 3 slots	5:30 p.m.- Midnight Limited to 3 slots	7 p.m.- Midnight Limited to 3 slots	7 p.m.- Midnight Limited to 3 slots	1 p.m. - Midnight Limited to 3 slots

	Monday Jan. 22	Tuesday Jan. 23	Wednesday Jan. 24	Thursday Jan. 25	Friday Jan. 26
	No restrictions Limited to 1 slot	5:30 p.m.- Midnight Limited to 1 slot	7 p.m.- Midnight Limited to 1 slot	7 p.m.- Midnight Limited to 1 slot	1 p.m.- Midnight Limited to 1 slot

EXHIBITING OPPORTUNITIES

QUICK REFERENCE

EXHIBIT HALL DATES & HOURS

Wednesday, Jan. 24 10 a.m.-4 p.m.
Thursday, Jan. 25 10 a.m.-4 p.m.

BREAKS

Unopposed exhibit hall hours during which only minimal programming is ongoing
10:15-10:30 a.m.
Noon-1:30 p.m.
3-3:30 p.m.



EXHIBIT SPACE RATES

Before Aug. 1 \$35 per square foot
Beginning Aug. 2 \$37 per square foot

The minimum booth size is 10' x 10'. There is no additional charge for corners or islands.

Public Service Rate: \$20 per square foot

*Public service space is subject to availability. This discounted rate is only available in the nonprofit designated area on the floor. Proof of non-profit status must be attached to the application for all new organizations. **Once the area is sold out, base rates will apply.***

CANCELLATION SCHEDULE

Before Aug. 1, 2017

AHA/ASA retains 50% of contracted exhibit space

Beginning Aug. 2, 2017

AHA/ASA retains 100% of contracted exhibit space

Submission of application does not constitute acceptance or approval by AHA/ASA. AHA/ASA requires a 50% deposit by Aug. 1, 2017, before exhibit space will be confirmed. Cancellation or space reduction will result in a 50% penalty. Beginning Aug. 2, 2017, AHA/ASA requires payment in full and retains 100% of contracted space for space reduction or cancellation.

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

EXHIBITOR REGISTRATION

- Registration opens Sept. 27, 2017

Exhibitor Housing Opens

- Housing opens Sept. 27, 2017
- Housing confirmations sent as processed

Exhibitor Service Kit

- The Exhibitor Service Kit will be available online: Sept. 27, 2017

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

American Heart Association/ American Stroke Association

7272 Greenville Ave.
Dallas, TX 75231-4596
strokeconference.org

General Contractor

Freeman
714-254-3410

Housing

On Peak
855-922-3353
scs.onpeak.com

Registration

Convention Data Services
800-748-3583
internationalstroke@xpressreg.net



Apply for space at exhibitatstroke.org

EXHIBITING OPPORTUNITIES

ISC SPONSORSHIP AND ADVERTISING OPPORTUNITIES ARE DESIGNED TO FIT YOUR MARKETING NEEDS AND BUDGET!

All sponsors and advertisers receive corporate name recognition in:

- Final Program
- Stroke Daily News
- Large official contributor sign located in high-traffic area of convention center
- Mobile Meeting Guide App



Booth efficiency increases by

104%

when promotional opportunities are included in the marketing plan.
Source: Center for Exhibition Industry Research

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

PRINT	PRICE RANGE*	DEADLINE	PAGE NO.
Conference Bag Inserts	\$10,500	Dec. 15, 2017	12
Convention Center Map	\$8,000	Nov. 20, 2017	12
Daily Newspaper	\$295-\$10,270	Dec. 19, 2017	10
Final Program Book	\$25,500	Oct. 13, 2017	12
Newsstand Premium	\$9,200	Nov. 28, 2017	10
Quick Start Guide	\$11,500	Dec. 1, 2017	11
Science & Technology Hall Pocket Guide	\$7,000	Dec. 1, 2017	11

DIGITAL

Abstracts on USB	\$40,500	Oct. 13, 2017	15
Article Index Page	\$1,945-\$2,485	Nov. 3, 2017	14
Daily Newspaper ePreview 1	\$1,305-\$2,995	Nov. 3, 2017	14
Daily Newspaper ePreview 2	\$1,305-\$2,995	Nov. 24, 2017	14
Daily Newspaper ePost	\$1,305-\$2,995	Jan. 15, 2018	14
Housing Confirmation Package	\$9,500	July 28, 2017	15
Mobile App	\$5,150-\$22,500	Nov. 17, 2017	13
Registration Package	\$15,500	July 28, 2017	15

CONVENTION CENTER

Ad Banners	\$12,500	Nov. 28, 2017	16
Charging Lounge/Station	\$15,500	Nov. 28, 2017	17
Communication Center	\$15,500	Nov. 28, 2017	18
Escalator Decals	\$13,000	Nov. 28, 2017	16
Industry Theater	\$25,000	Nov. 28, 2017	17
Rotating Kiosks	\$6,200-\$15,500	Nov. 28, 2017	18
Science & Technology Hall Aisle Signs	\$30,500	Nov. 28, 2017	16
Science & Technology Hall Park Benches	\$25,000	Nov. 28, 2017	18
Sitting Cubes (50)	\$25,000	Nov. 28, 2017	17
Stair Clings	\$60,000	Nov. 28, 2017	17
Walking Challenge	\$50,000	Nov. 3, 2017	16

HOTEL

Dark Channel	\$1,500	Dec. 12, 2017	20
Doctors Bag	\$3,200	Nov. 27, 2017	20
Doctors Bag Premium	\$11,670	Nov. 27, 2017	20
Hotel Key Cards	\$10,500	Nov. 3, 2017	20
Individual Hotel Room Drop	\$9,550-\$18,100	Jan. 3, 2018	20

ISC NURSING SYMPOSIUM

Coffee Break	\$5,000	Nov. 3, 2017	19
Learning Journal	\$10,000	Nov. 17, 2017	19

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

MARKETING OPPORTUNITIES

PRINT

DURING MEETING

ISC STROKE DAILY NEWS

DISTRIBUTION

Distributed throughout the convention center via newsstands and dedicated handout personnel to 3,500 cerebrovascular professionals

DEADLINES

Space reservation due: Dec. 19, 2017

Materials due: Jan. 2, 2018

ADVERTISING RATES

Standard	
Full Page	\$6,550
P.I. Space	\$5,235
Junior Page	\$5,235
P.I. Space	\$4,300
1/2 Page	\$4,585
1/4 Page	\$2,355
Product and Services Showcase	\$1,150
Enhanced Listing	\$295

CONTENT

- Live coverage of Late-Breaking Trials
- Highlights of the latest news from the conference

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

NEWSSTAND PREMIUM

DISTRIBUTION

- Your company logo and/or product photo goes on the sides and front of official daily newsstands
- Four newsstands placed throughout the convention center in high-traffic areas

DEADLINES

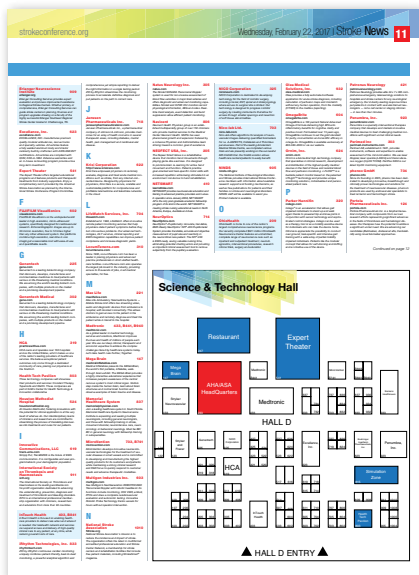
Space reservation due: Nov. 28, 2017

Materials due: Dec. 12, 2017

ADVERTISING RATE

\$9,200

Production cost included
Single-sponsor opportunity



ENHANCED LISTING



PRODUCTS & SERVICES SHOWCASE

DURING MEETING

QUICK START GUIDE

DISTRIBUTION

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

CONTENT

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

DEADLINES

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

ADVERTISING RATE

\$11,500
Single-sponsor opportunity



DURING MEETING

SCIENCE & TECHNOLOGY HALL POCKET GUIDE

DISTRIBUTION

Distributed at entrances to the Science & Technology Hall via handout personnel and distribution bins.

DEADLINES

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

CONTENT

- Science & Technology Hall information, exhibitor listings, an exhibit hall map and programming information — all in a user-friendly format
- Advertiser receives back panel ad and front cover logo recognition

ADVERTISING RATE

\$7,000
Single-sponsor opportunity

NEW FOR 2018!



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).

YOUR EXHIBITS TEAM

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MARKETING OPPORTUNITIES

PRINT

DURING MEETING

FINAL PROGRAM

DISTRIBUTION

Distributed to 4,300 professional attendees at the convention center

CONTENT

- Official source for the detailed International Stroke Conference program schedule, awards, facility maps and other important information
- Also accessible online, providing an additional 12 months of exposure

DEADLINES

Space reservation due: Oct. 13, 2017

Materials due: Oct. 27, 2017

ADVERTISING RATE

\$25,500 (includes inside back cover and back cover)

Single-sponsor opportunity



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

CONVENTION CENTER MAP

DISTRIBUTION

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

DEADLINES

Space reservation due: Nov. 20, 2017

Materials due: Nov. 27, 2017

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

CONTENT

Facility map with key locations, shuttle schedule and routes list, AEDs and concession stands. Advertiser receives:

- Front cover logo acknowledgement
- Back cover ad
- Display ad on side two

ADVERTISING RATE

\$8,000

Single-sponsor opportunity

DURING MEETING

CONFERENCE BAG INSERTS

DISTRIBUTION

Distributed to 4,300 professional attendees at the convention center

CONTENT

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

DEADLINES

Space reservation due: Dec. 15, 2017

Materials due: Dec. 29, 2017

ADVERTISING RATE

\$10,500 per insert (limit three)

Insert provided at supporter's expense



DURING MEETING

MOBILE MEETING GUIDE APP

3,906
downloads
in 2017

CONTENT

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

SUPPORTER RECEIVES:

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



DEADLINES

Space reservation due: Nov. 17, 2017
Materials due: Dec. 1, 2017

ADVERTISING RATE

\$22,500 Single-sponsorship opportunity

ADDITIONAL OPPORTUNITIES

Alert Notifications

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

\$5,150 each (one per day)

Enhanced Exhibitor Listing

- Company or product name highlighted in the exhibitor listings in app
- Upload up to five PDF documents in exhibitor tab
- One push alert

\$7,500 each

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MARKETING OPPORTUNITIES

DIGITAL

BEFORE, DURING AND AFTER MEETING

ARTICLE INDEX PAGE, ePREVIEWS & ePOST

ARTICLE INDEX PAGE

DISTRIBUTION

To read full stories from the eBlasts, readers must connect to the Article Index Page.

CONTENT

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

DEADLINES

Space reservation due:

Nov. 3, 2017, for maximum visibility

Materials due: Nov. 14, 2017, for maximum visibility

ePREVIEWS

DISTRIBUTION

Two ePreviews will be launched in the two months prior to the conference to more than 80,000 stroke and cerebrovascular professionals.

CONTENT

Registration information and key event-planning resources on ISC's website

ePOST

DISTRIBUTION

Launched after the conference to 80,000, including AHA/ASA members and ISC 2018 attendees.

CONTENT

Highlights of the conference

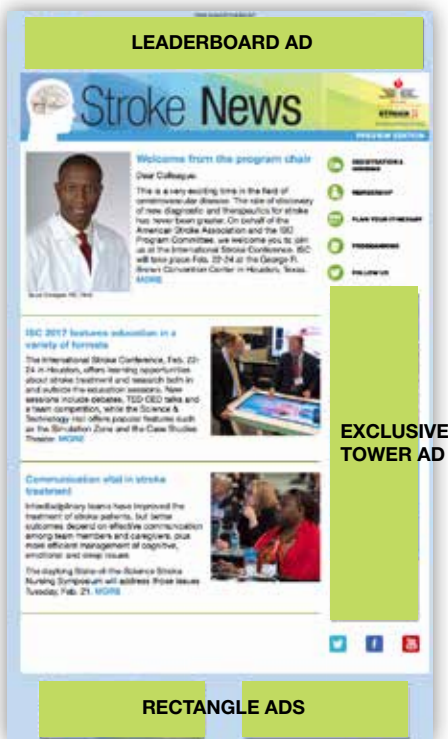
eBLAST SCHEDULE

	SPACE RESERVATION DUE	MATERIALS DUE
ePreview #1: mid-December	Nov. 3, 2017	Nov. 14, 2017
ePreview #2: early January	Nov. 24, 2017	Dec. 8, 2017
ePost: mid-February	Jan. 15, 2018	Jan. 29, 2018

ADVERTISING RATES

	RATE
Article Index Page Leaderboard*	\$2,485
Article Index Page Tower Ad*	\$1,945
eBlast Leaderboard	\$2,995 per eBlast
eBlast Tower Ad	\$2,595 per eBlast
eBlast Rectangle Ad 1	\$1,305 per eBlast
eBlast Rectangle Ad 2	\$1,305 per eBlast

*Three available in rotation.



2017 EPREVIEW METRICS		2017 EPOST METRICS
ePreview 1	ePreview 2	
Delivered: 82,760	Delivered: 82,395	Delivered: 81,521
Unique open rate: 20.6%	Unique open rate: 18.9%	Unique open rate: 17.6%

2017 ARTICLE INDEX PAGE METRICS
Before, during and after meeting
5,623 page views
3,559 visits
3,112 unique visitors

BEFORE MEETING

REGISTRATION PACKAGE

DISTRIBUTION/CONTENT

- Online banner ad visible during five-month registration process
- Corporate logo recognition on 4,500 registration confirmation emails
- Corporate logo recognition on registration computer screen

DEADLINES

Space reservation due: July 28, 2017
Materials due: Aug. 11, 2017

ADVERTISING RATE

\$15,500
Single-sponsorship opportunity



BEFORE MEETING

HOUSING CONFIRMATION PACKAGE

DISTRIBUTION/CONTENT

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



DEADLINES

Space reservation due: July 28, 2017
Materials due: Aug. 11, 2017

ADVERTISING RATE

\$9,500
Single-sponsorship opportunity

DURING AND AFTER MEETING

ABSTRACTS ON USB

DISTRIBUTION

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

CONTENT

- Easy and enduring access to abstracts from ISC 2018
- Users quickly access information in the abstracts through searches on key words, abstract titles or author names
- Contributor is recognized with corporate logo on packaging, USB and opening screen, as well as on all marketing pieces

DEADLINES

Space reservation due: Oct. 13, 2017
Materials due: Oct. 20, 2017

ADVERTISING RATE

\$40,500
Single-sponsorship opportunity



MARKETING OPPORTUNITIES

CONVENTION CENTER



DURING MEETING

ESCALATOR DECALS

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

DEADLINES

Space reservation due: Nov. 28, 2017

Materials due: Dec. 13, 2017

ADVERTISING RATE

\$13,000 per location



DURING MEETING

WALKING CHALLENGE

- Prominent visibility on the Walking Challenge leaderboard, a flat-panel media screen
- 30-second corporate or product full-motion video or stationary ad on leaderboard and digital signage, positioned in high-traffic areas of the convention center
- Four-color corporate or product graphic incorporated into the Walking Challenge Booth, where all participants will pick up an activity tracker
- Contributor's corporate recognition on the registration web page, opening

screen of app and in emails

- Attendees will be asked to register for the Walking Challenge online, download an app and pick up their activity tracker onsite at the convention center

DEADLINES

Space reservation due: Nov. 3, 2017

Materials due: Nov. 17, 2017

ADVERTISING RATE

\$50,000

Single-sponsor opportunity

DURING MEETING

AD BANNERS

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

DEADLINES

Space reservation due: Nov. 28, 2017

Materials due: Dec. 13, 2017

ADVERTISING RATE

\$12,500

Single-sponsor opportunity

DURING MEETING

SCIENCE & TECHNOLOGY HALL AISLE SIGNS

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



DEADLINES

Space reservation due: Nov. 28, 2017

Materials due: Dec. 13, 2017

ADVERTISING RATE

\$30,500 for all aisle signs

Single-sponsor opportunity

For details on sponsorship opportunities, please visit
<https://www.plantour.com/show/aha-isc-2018>.

CONVENTION CENTER



DURING MEETING

INDUSTRY THEATERS

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

DEADLINES

Space reservation due: Nov. 22, 2017
Materials due: Dec. 6, 2017

ADVERTISING RATE

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

DURING MEETING

SITTING CUBES

- Located in high-traffic areas throughout the convention center, 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: Nov. 28, 2017
Materials due: Dec. 13, 2017

ADVERTISING RATE

\$25,000 per 50 cubes
Single-sponsor opportunity



DURING MEETING

STAIR CLINGS

- Make a bold statement by including your message on the grand staircase(s) in the Los Angeles Convention Center
- Located in the main lobby of AHA/ASA's meeting space where the majority of attendees will enter the center to visit the conference registration area, Science & Technology Hall, Posters and Plenary Sessions



DEADLINES

Space reservation due: Nov. 28, 2017
Materials due: Dec. 13, 2017

ADVERTISING RATE

\$60,000 each

DURING MEETING

CHARGING LOUNGE AND CHARGING STATION

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

DEADLINES

Space reservation due: Nov. 28, 2017
Materials due: Dec. 13, 2017

ADVERTISING RATE

\$15,500
Single-sponsor opportunity

For details on sponsorship opportunities, please visit <https://www.plantour.com/show/aha-isc-2018>.



MARKETING OPPORTUNITIES

CONVENTION CENTER

DURING MEETING

ROTATING KIOSKS

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

DEADLINES

Space reservation due: Nov. 28, 2017

Materials due: Dec. 13, 2017

ADVERTISING RATE

\$15,500 per kiosk (includes all four panels)

\$6,200 per panel



DURING MEETING

COMMUNICATION CENTER

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

corporate or product graphic on panels incorporated into the structure

DEADLINES

Space reservation due: Nov. 28, 2017

Materials due: Dec. 13, 2017

ADVERTISING RATE

\$15,500

Single-sponsor opportunity



DURING MEETING

SCIENCE & TECHNOLOGY HALL PARK BENCHES

- Grab the attention of professional attendees as they walk through the ISC Science & Technology Hall
- Park benches are located in the main aisle and in high-traffic areas throughout the ISC Science & Technology Hall
- Five park benches with single graphic panel on bench and floor graphic

DEADLINES

Space reservation due: Nov. 28, 2017

Materials due: Dec. 13, 2017

ADVERTISING RATE

\$25,000

Single-sponsor opportunity



For details on sponsorship opportunities, please visit
<https://www.plantour.com/show/aha-isc-2018>.

CONVENTION CENTER



DURING MEETING

ISC STATE-OF-THE-SCIENCE STROKE NURSING SYMPOSIUM

Engage with more than 700 Stroke Nurse Practitioners, Stroke Program Managers and Care Coordinators attending this special symposium within the International Stroke Conference.

85% of nurses stay for ISC, so invite them to your booth!

LEARNING JOURNAL

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

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



DEADLINES

Space reservation due: Nov. 17, 2017

Materials due: Nov. 27, 2017

ADVERTISING RATE

\$10,000

Single-sponsor opportunity

COFFEE BREAK

Provide morning refreshments for attendees.

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

DEADLINES

Space reservation due: Nov. 3, 2017

Materials due: Nov. 17, 2017

ADVERTISING RATE

\$5,000

Single-sponsor opportunity



NURSING SYMPOSIUM ATTENDEES

Physician

Nurse

Nurse Practitioner

Nurse Scientist

Administrator

Physician Assistant

EMT/Paramedic

Technician/ Technologist

Research Scientist

Respiratory Therapist

Physical Therapist

Occupational Therapist

Speech Therapist

Pharmacist

Certified Professional in Healthcare Quality

YOUR EXHIBITS TEAM

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

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

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

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

MARKETING OPPORTUNITIES

HOTEL

DURING MEETING

DOCTORS BAG

- Delivered to key conference hotels and placed on attendees' doors the first morning of the meeting and distributed at the convention center
- Conference information and planning resources

INSERT DEADLINES

Space reservation due: Nov. 27, 2017

Materials due: Dec. 6, 2017

**Minimum of four inserts required for bag distribution.*

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



INSERT INFORMATION*

DELIVERY DATE	Jan. 24, 2018
RATE	\$3,200 per insert
QUANTITY**	2,200
IMAGE SIZES	Maximum size is 8-1/2" x 11"; flat Maximum weight is 2 oz.

DURING MEETING

DOCTORS BAG PREMIUM

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

DEADLINES

Space reservation due: Nov. 27, 2017

Materials due: Dec. 6, 2017

ADVERTISING RATES

\$11,670 per day

Single-sponsor opportunity

**** For the bag premium the maximum size insert that can be inserted into the pocket 8-1/2" x 11".*



DURING MEETING

HOTEL KEY CARDS

- Reach attendees at headquarters hotels with your promotional ad on hotel key cards
- Sponsor responsible for logistics and all production and distribution costs with each hotel
- Must provide two key cards per room
- Sponsor receives corporate or brand logo recognition on the key cards and the accompanying key card sleeves

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).

DEADLINES

Space reservation due: Nov. 3, 2017

Materials due: Nov. 17, 2017

ADVERTISING RATES

\$10,500 (rights only)

Single-sponsor opportunity



DURING MEETING

INDIVIDUAL DROP

Deliver your branded item outside or inside 1,800 attendee hotel rooms.

INSERT DEADLINES

Space reservation due:

Jan. 3, 2018

Materials due: Jan. 10, 2018

DELIVERY DATES

Jan. 24 and 25, 2018

ADVERTISING RATES

\$18,100 per day

for inside hotel room delivery

\$9,550 per day

for outside hotel room delivery

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

DURING MEETING

HOTEL DARK CHANNEL

Your message reaches ISC attendees on hotel television convention channels.

INSERT DEADLINES

Space reservation due: Dec. 12, 2017

Materials due: Dec. 19, 2017

ADVERTISING RATES

\$1,500 per 30-second spot

ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

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



INTERNATIONAL **2018**
STROKE
CONFERENCE

INTERNATIONAL STROKE CONFERENCE 2018

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

Advertiser: _____ Agency (if applicable): _____
Billing Information: ☐ Agency ☐ Advertiser Contact Name: _____
Billing Address: _____ City, State, ZIP: _____
Phone: _____ Fax: _____ Email: _____

ISC Stroke Daily News		ePost - mid-February	
STANDARD	RATE	Leaderboard Ad	____ \$2,995
Full Page	____ \$6,550	Exclusive Tower Ad	____ \$2,595
Full Page P.I. Space	____ \$5,235	Rectangle Ad 1	____ \$1,305
Junior Page	____ \$5,235	Rectangle Ad 2	____ \$1,305
Junior Page P.I. Space	____ \$4,300		
1/2 Page	____ \$4,585		
1/4 Page	____ \$2,355		
Products and Services Showcase Ad	____ \$1,150		
Enhanced Listing	____ \$295		
PREMIUM			
Back Cover	____ \$10,270		
Inside Front Cover	____ \$8,985		
Inside Back Cover	____ \$8,025		
Belly Flap	____ \$8,600		
Newsstand Premium			
Newsstand	____ \$9,200		
Conference Bag Inserts			
Insert	____ \$10,500		
Quick Start Guide			
Single Sponsorship	____ \$11,500		
Final Program			
Single Sponsorship	____ \$25,500		
Convention Center Map			
Single Sponsorship	____ \$8,000		
Science & Technology Hall Pocket Guide			
Single Sponsorship	____ \$7,000		
ePreview #1 - mid-December			
Leaderboard Ad	____ \$2,995		
Exclusive Tower Ad	____ \$2,595		
Rectangle Ad 1	____ \$1,305		
Rectangle Ad 2	____ \$1,305		
ePreview #2 - early January			
Leaderboard Ad	____ \$2,995		
Exclusive Tower Ad	____ \$2,595		
Rectangle Ad 1	____ \$1,305		
Rectangle Ad 2	____ \$1,305		
		Article Index Page	
		Leaderboard Ad	____ \$2,485
		Exclusive Tower Ad	____ \$1,945
		Mobile Meeting Guide App	
		Meeting Guide App	____ \$22,500
		ADDITIONAL OPPORTUNITIES	
		Alert Notifications	____ \$5,150
		Enhanced Exhibitor Listing	____ \$7,500
		Marketing/Promotional Opportunities	
		Abstracts on USB	____ \$40,500
		Ad Banners	____ \$12,500
		Charging Lounge and Station	____ \$15,500
		Communication Center	____ \$15,500
		Escalator Decals	____ \$13,000
		Hotel Dark Channel 30-second spot	____ \$1,500
		Hotel Key Cards	____ \$10,500
		Housing Confirmation Package	____ \$9,500
		Industry Theater	____ \$25,000
		Registration Package	____ \$15,500
		Rotating Kiosk (includes four panels)	____ \$15,500
		Rotating Kiosk (per panel)	____ \$6,200
		Science & Technology Hall Aisle Signs	____ \$30,500
		Science & Technology Hall Park Benches (5 benches plus floor graphics)	____ \$25,000
		Sitting Cubes (50 cubes)	____ \$25,000
		Stair Clings	____ \$60,000
		Walking Challenge	____ \$50,000
		Individual Hotel Room Drop	
		Inside Hotel Room Delivery (per day)	____ \$18,100
		Outside Hotel Room Delivery (per day)	____ \$9,550
		Doctors Bag	
		Doctors Bag Insert	____ \$3,200
		Doctors Bag Premium	____ \$11,670
		ISC Nursing Symposium	
		Coffee Break	____ \$5,000
		Learning Journal	____ \$10,000

Terms

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

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

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

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

Authorized Advertiser/Agency Signature & Title _____ Date _____ PO# (if necessary) _____

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

Please send insertion orders to:

Cathleen 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.

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: ISC 2018
6710 W. 121st St., Ste. 100
Overland Park, KS 66209
913-469-1110

Advertiser/sponsor logos

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

Product logos

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

Inserts for Preview

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

Inserts for Planner

- Size restrictions may apply.
- Prototype required.
- Bindery charges may apply.

How to participate in the Doctors Bag and Individual Room Drop

1. Reserve space in the Doctors Bag on or before the space deadline.
2. Supply a prototype of your insert for approval by AHA. Inserts may not weigh more than 2 oz. A copy of the insert must be pre-approved by AHA regardless of prior approval for other promotional opportunities at the meeting. Early submission is to your benefit. Submit a PDF of your prototype via email to your Ascend Integrated Media account manager or submit two copies by overnight service to Ascend Integrated Media LLC, 6710 W. 121st St., Suite 100, Overland Park, KS 66209.
3. If changes are necessary, a copy of the revised insert must be resubmitted. Ascend Integrated Media will notify you of final approval.
4. Ship inserts to be received by the materials deadline. Ascend Integrated Media will supply a shipping label with complete shipping information. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box that is shipped. Please do not ship the full quantity to Ascend Integrated Media office, or you may incur additional costs.

The advertiser is responsible for sending the correct number of inserts. If materials are received by the printed deadline, Ascend Integrated Media will attempt to verify quantities received and notify advertisers of shortages.

Doctors Bag — important notes

- All advertising is subject to the approval of AHA.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. Cancellations are nonrefundable.
- No agency commission or cash discounts accepted.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for Doctors Bag inserts.
- An insert is considered one 8-1/2" x 11" printed piece, maximum weight of 2 oz. Insert should be flat with no protruding items attached. Any insert that does not fit these specifications will be considered a "bulk item" and is subject to an additional fee. A bulk item may be described as any item that does not fit the aforementioned specifications but cannot exceed 4 oz. This includes, but is not limited to, items such as:

- all types of product samples (bottles, bars or packets); pens; notepads; non-perishable food items; branded materials such as lanyards, water bottles or other giveaway items; printed materials that are packaged or of odd shapes and sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces. "Bulk item" is defined at the discretion of the publisher.
- Restrictions: Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the Doctors Bag. Prices are based on an 8-1/2" x 11" paper insert. Bulk items will be assessed an additional fee based on weight and dimensions; please contact your account manager for more information. A minimum of four inserts from any combination of advertisers must be reserved for the Doctors Bag to be delivered on a particular day. Ad materials subject to AHA approval. See mechanical specifications for more information.
- A minimum of four inserts from any combination of advertisers must be reserved for a Doctors Bag to be delivered on a particular day.
- Doctors Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.
- For the bag premium the maximum size insert that can be inserted into the pocket 8-1/2" x 11".

Specifications for ePreviews

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

Important notes

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

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).

Please remit payments to:

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

AD SIZES AND DIMENSIONS

(WIDTH X HEIGHT)

STROKE DAILY NEWS

Ad sizes and dimensions (width x height)

Publication size: 10-7/8" x 15" (finished size)

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

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

Covers and Full Page Bleed: 11-1/8" x 15-1/4" Trim: 10-7/8" x 15" Safety/Live Area: 10-3/8" x 14-1/2"	1/2 Page Horizontal 10-3/8" x 7"	1/2 Page Vertical 5" x 14"
Junior Page 7-1/2" x 10"	1/4 Page 5" x 7"	Products & Services Showcase Ad 2-3/8" x 3-1/8"

NEWSSTAND PREMIUM

Ad sizes and dimensions (width x height)

Available ad space (for advertisers):

Side panels: 14.15" wide x 45.332" tall

NOTE: Please include 1/8" bleed around all artwork.



Article Index Page, ePREVIEWS and ePOST

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

CONVENTION CENTER MAP

Display Ad 9-3/4" x 4-3/4"	Back Cover Ad 4-3/4" x 4-3/4"
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QUICK START GUIDE

Back Panel	Bleed 3-11/16" x 8-3/4" Trim 3-11/16" x 8-1/2" Safety/Live Area 3-7/16" x 8"
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SCIENCE & TECHNOLOGY HALL POCKET GUIDE

Bleed 4-3/4" x 9-3/8" Trim 4-1/2" x 9-1/8" Safety/Live Area/Non-bleed Ad 4" X 8-5/8"
--

ePREVIEW & ePOST Mobile Dimensions

Leaderboard Ad 300 x 50 pixels	<i>*Mobile leaderboard ad must be submitted in two sizes: one for desktop viewing and one for responsive design for mobile viewing</i>
--	--

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).

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 Wednesday, Jan. 24 and are rented through Thursday, Jan. 25. Please note that professional attendees will only be permitted in the hall when it's open.

NAME OF SHOW: **International Stroke Conference Jan. 24-25, 2018**

COMPANY NAME: _____ Booth: _____

COMPANY ADDRESS: _____ Ph.: _____



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

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 are not included in the rental fee, but are available to order through Freeman.

Contact information can be found here:

<http://www.exhibitatsessions.org/international-stroke/preferred-contractors/>

CONTACT CATHLEEN GORBY

today at 913-780-6923 or

cgorby@ascendmedia.com

to reserve your preferred placement.

COMPLETE YOUR APPLICATION:

<http://exhibitatsessions.org/international-stroke/business-suites-application-2/>

PAYMENT OPTIONS

INVOICE:*

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

*Please note that you will not receive a confirmation until AHA/ASA has received the 50% deposit. Or paid in full after Aug. 1, 2017.

PAY ONLINE:

Visit exhibitatstroke.org for instructions.

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 Aug. 1, 2017.

Beginning Aug. 2, 2017, AHA requires payment in full and retains 100% of contracted space for space reduction or cancellation.

INTERNATIONAL STROKE CONFERENCE 2018

Advertising Policies and Materials Submission Procedures



INTERNATIONAL
STROKE 2018
CONFERENCE

All ads, inserts and promotional items require approval by the association. Please allow five business days for approval. We highly recommend that advertisers do not print materials, or go live with Web sites, before association approval is received. The Association is not liable for any expenses that may be incurred if changes must be made to pieces that have already been produced prior to receiving approval.

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

Item	Prototype Due	Ad materials/ Promotional or Insert Materials Due	Maximum Weight	Maximum Dimensions
Article Index Page	N/A	Nov. 14, 2017	N/A	N/A
Convention Center Map	N/A	Nov. 27, 2017	N/A	N/A
Daily Newspaper	N/A	Jan. 2, 2018	N/A	N/A
Daily Newsstand	N/A	Jan. 2, 2018	N/A	N/A
Doctors Bag	Nov. 27, 2017	Dec. 6, 2017	2 oz.	8.5" x 11"
Doctors Bag Premium	Nov. 27, 2017	Dec. 6, 2017	N/A	N/A
ePost	N/A	Jan. 29, 2018	N/A	N/A
ePreview #1	N/A	Nov. 14, 2017	N/A	N/A
ePreview #2	N/A	Dec. 8, 2017	N/A	N/A
Hotel Dark Channel	N/A	Dec. 19, 2017	N/A	N/A
Individual Door Drops	Jan. 3, 2018	Jan. 10, 2018	N/A	N/A
Nursing Symposia Learning Journal	N/A	Nov. 27, 2017	N/A	N/A
Quick Start Guide	N/A	Dec. 8, 2017	N/A	N/A
Science & Technology Hall Pocket Guide	N/A	Dec. 8, 2017	N/A	N/A

Inserts are considered to be one 8-1/2" x 11" printed piece, with a maximum weight of 2 oz. Inserts not meeting that criteria are considered "bulk" items, and are subject to additional fees. This includes, but is not limited to, items such as product samples (bottles, bars or packets); non-perishable food items; branded materials; other giveaway items; printed materials that are packaged or of odd shapes and/or sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces.

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

After your inserts are approved, ship them to be received by the materials deadline(s) above. **Ascend Integrated Media will supply a shipping label with complete shipping information.** The advertiser is asked to complete the supplied shipping label and place it on the outside of each box shipped. Please do not ship the full quantity to Ascend Integrated Media, or you may incur additional costs. The advertiser is responsible for sending the correct number of inserts. If materials are received by the printed deadline, Ascend Integrated Media will attempt to verify quantities received and notify advertisers of shortages. Ascend Integrated Media will not be responsible for shortages due to an incorrect number of inserts received. For Doctor's/Educator's Bags and Individual Door/Room Drop opportunities, please submit an additional 3% to 5% overage to allow for potential increase in room blocks.

Please note the following criteria for approval:

1. The AHA/ASA and/or event logo may **not** be used on ads or inserts.
2. All non-symposia advertising must contain the advertiser's booth number.
3. For CME/symposia/education related ads or inserts, the AHA/ASA disclaimer text **must** be a minimum of 10 point Helvetica (or similar font type). The AHA/ASA disclaimer text must say, "This event is not part of the official International Stroke Conference 2018 as planned by the International Stroke Conference Program Committee." The disclaimer must be printed on the front of the piece.
4. For CME/symposia/education related event titles, the time and date appearing on the ad/insert must match the title, time and date listed on the USE-approved list provided to Ascend by AHA/ASA. If the event title, time and/or date do not match, Ascend will confirm with the advertiser which source lists the information correctly and make the appropriate changes. If information needs to be changed on the USE-approved list, the advertiser must contact AHA/ASA at exhibits@heart.org.
5. AHA/ASA's name, insignia, heart and torch logo, logotype or other identifying marks may not be used.
6. Exhibitors that are also USE event-holders may not advertise both their booth and their event in the same advertisement.
7. Coupons may not be included on inserts.
8. Please refer to the AHA/ASA International Stroke Conference website for advertising guidelines and restrictions: exhibitatstroke.org
9. AHA/ASA at any point may not approve such marketing pieces at their own discretion.