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
## ISC MARKETING 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

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### PRINT

<table>
<thead>
<tr>
<th>Service</th>
<th>Price Range</th>
<th>Deadline</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Bag Inserts</td>
<td>$10,500</td>
<td>Dec. 15, 2017</td>
<td>5</td>
</tr>
<tr>
<td>Convention Center Map</td>
<td>$8,000</td>
<td>Nov. 20, 2017</td>
<td>5</td>
</tr>
<tr>
<td>Daily Newspaper</td>
<td>$295-$10,270</td>
<td>Dec. 19, 2017</td>
<td>3</td>
</tr>
<tr>
<td>Final Program Book</td>
<td>$25,500</td>
<td>Oct. 13, 2017</td>
<td>5</td>
</tr>
<tr>
<td>Newsstand Premium</td>
<td>$9,200</td>
<td>Nov. 28, 2017</td>
<td>3</td>
</tr>
<tr>
<td>Quick Start Guide</td>
<td>$11,500</td>
<td>Dec. 1, 2017</td>
<td>6</td>
</tr>
<tr>
<td>Science &amp; Technology Hall Pocket Guide</td>
<td>$7,000</td>
<td>Dec. 1, 2017</td>
<td>6</td>
</tr>
</tbody>
</table>

### DIGITAL

<table>
<thead>
<tr>
<th>Service</th>
<th>Price Range</th>
<th>Deadline</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstracts on USB</td>
<td>$40,500</td>
<td>Oct. 13, 2017</td>
<td>8</td>
</tr>
<tr>
<td>Article Index Page</td>
<td>$1,945-$2,485</td>
<td>Nov. 3, 2017</td>
<td>7</td>
</tr>
<tr>
<td>Daily Newspaper ePreview 1</td>
<td>$1,305-$2,995</td>
<td>Nov. 3, 2017</td>
<td>7</td>
</tr>
<tr>
<td>Daily Newspaper ePreview 2</td>
<td>$1,305-$2,995</td>
<td>Nov. 24, 2017</td>
<td>7</td>
</tr>
<tr>
<td>Daily Newspaper ePost</td>
<td>$1,305-$2,995</td>
<td>Jan. 15, 2018</td>
<td>7</td>
</tr>
<tr>
<td>Housing Confirmation Package</td>
<td>$9,500</td>
<td>July 28, 2017</td>
<td>8</td>
</tr>
<tr>
<td>Mobile App</td>
<td>$5,150-$22,500</td>
<td>Nov. 17, 2017</td>
<td>6</td>
</tr>
<tr>
<td>Registration Package</td>
<td>$15,500</td>
<td>July 28, 2017</td>
<td>8</td>
</tr>
</tbody>
</table>

### CONVENTION CENTER

<table>
<thead>
<tr>
<th>Service</th>
<th>Price Range</th>
<th>Deadline</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Banners</td>
<td>$12,500</td>
<td>Nov. 28, 2017</td>
<td>9</td>
</tr>
<tr>
<td>Charging Lounge/Station</td>
<td>$15,500</td>
<td>Nov. 28, 2017</td>
<td>10</td>
</tr>
<tr>
<td>Communication Center</td>
<td>$15,500</td>
<td>Nov. 28, 2017</td>
<td>11</td>
</tr>
<tr>
<td>Escalator Decals</td>
<td>$13,000</td>
<td>Nov. 28, 2017</td>
<td>11</td>
</tr>
<tr>
<td>Industry Theater</td>
<td>$25,000</td>
<td>Nov. 28, 2017</td>
<td>10</td>
</tr>
<tr>
<td>Rotating Kiosks</td>
<td>$6,200-$15,500</td>
<td>Nov. 28, 2017</td>
<td>11</td>
</tr>
<tr>
<td>Science &amp; Technology Hall Aisle Signs</td>
<td>$30,500</td>
<td>Nov. 28, 2017</td>
<td>9</td>
</tr>
<tr>
<td>Science &amp; Technology Hall Park Benches</td>
<td>$25,000</td>
<td>Nov. 28, 2017</td>
<td>11</td>
</tr>
<tr>
<td>Sitting Cubes (50)</td>
<td>$25,000</td>
<td>Nov. 28, 2017</td>
<td>10</td>
</tr>
<tr>
<td>Stair Clings</td>
<td>$60,000</td>
<td>Nov. 28, 2017</td>
<td>10</td>
</tr>
<tr>
<td>Walking Challenge</td>
<td>$50,000</td>
<td>Nov. 3, 2017</td>
<td>9</td>
</tr>
</tbody>
</table>

### HOTEL

<table>
<thead>
<tr>
<th>Service</th>
<th>Price Range</th>
<th>Deadline</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Channel</td>
<td>$1,500</td>
<td>Dec. 12, 2017</td>
<td>13</td>
</tr>
<tr>
<td>Doctors Bag</td>
<td>$3,200</td>
<td>Nov. 27, 2017</td>
<td>13</td>
</tr>
<tr>
<td>Doctors Bag Premium</td>
<td>$11,670</td>
<td>Nov. 27, 2017</td>
<td>13</td>
</tr>
<tr>
<td>Hotel Key Cards</td>
<td>$10,500</td>
<td>Nov. 3, 2017</td>
<td>13</td>
</tr>
<tr>
<td>Individual Hotel Room Drop</td>
<td>$9,550-$18,100</td>
<td>Jan. 3, 2018</td>
<td>13</td>
</tr>
</tbody>
</table>

### ISC NURSING SYMPOSIUM

<table>
<thead>
<tr>
<th>Service</th>
<th>Price Range</th>
<th>Deadline</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee Break</td>
<td>$5,000</td>
<td>Nov. 3, 2017</td>
<td>12</td>
</tr>
<tr>
<td>Learning Journal</td>
<td>$10,000</td>
<td>Nov. 17, 2017</td>
<td>12</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Standard</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$6,550</td>
</tr>
<tr>
<td>P.I. Space</td>
<td>$5,235</td>
</tr>
<tr>
<td>Junior Page</td>
<td>$5,235</td>
</tr>
<tr>
<td>P.I. Space</td>
<td>$4,300</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$4,585</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$2,355</td>
</tr>
<tr>
<td>Product and Services Showcase</td>
<td>$1,150</td>
</tr>
<tr>
<td>Enhanced Listing</td>
<td>$295</td>
</tr>
</tbody>
</table>

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
ISC STROKE DAILY NEWS

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

All rates are net. Cancellations are non-refundable.
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.

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

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

ADVERTISING RATE
$7,000
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

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

DURING MEETING

CONVENTION CENTER MAP

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

CONTENT
Facility map with key locations, shuttle schedule and routes list, AEDs and concession stands. Advertiser receives:
● Front cover logo acknowledgement
● Back cover ad
● Display ad on side two

DEADLINES
Space reservation due: Nov. 20, 2017
Materials due: Nov. 27, 2017

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

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

PRINT

DURING MEETING

MOBILE MEETING GUIDE APP

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

3,906 downloads in 2017

exhibitatstroke.org
**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**

| 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**

<table>
<thead>
<tr>
<th>Rate</th>
<th>Article Index Page Leaderboard*</th>
<th>Article Index Page Tower Ad*</th>
<th>eBlast Leaderboard</th>
<th>eBlast Tower Ad</th>
<th>eBlast Rectangle Ad 1</th>
<th>eBlast Rectangle Ad 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Article Index Page Leaderboard*</td>
<td>$2,485</td>
<td>$1,945</td>
<td>$2,995 per eBlast</td>
<td>$2,595 per eBlast</td>
<td>$1,305 per eBlast</td>
<td>$1,305 per eBlast</td>
</tr>
<tr>
<td>Article Index Page Tower Ad*</td>
<td>$3,000</td>
<td>$2,200</td>
<td>$3,295 per eBlast</td>
<td>$3,195 per eBlast</td>
<td>$1,500 per eBlast</td>
<td>$1,500 per eBlast</td>
</tr>
</tbody>
</table>

*Three available in rotation.

**2017 EPREVIEW METRICS**

<table>
<thead>
<tr>
<th>ePreview 1</th>
<th>ePreview 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivered: 82,760</td>
<td>Delivered: 82,395</td>
</tr>
<tr>
<td>Unique open rate: 20.6%</td>
<td>Unique open rate: 18.9%</td>
</tr>
</tbody>
</table>

**2017 EPOST METRICS**

<table>
<thead>
<tr>
<th>ePost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivered: 81,521</td>
</tr>
<tr>
<td>Unique open rate: 17.6%</td>
</tr>
</tbody>
</table>

**2017 ARTICLE INDEX PAGE METRICS**

Before, during and after meeting

<table>
<thead>
<tr>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,623 page views</td>
</tr>
<tr>
<td>3,559 visits</td>
</tr>
<tr>
<td>3,112 unique visitors</td>
</tr>
</tbody>
</table>

All rates are net. Cancellations are non-refundable.
All rates are net. Cancellations are non-refundable.

**DIGITAL**

**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

**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

**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 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
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

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

All rates are net. Cancellations are non-refundable.
MARKETING OPPORTUNITIES

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

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

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.

All rates are net. Cancellations are non-refundable.
**MARKETING OPPORTUNITIES**

**CONVENTION CENTER**

**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 per kiosk (includes all four panels)
- $6,200 per panel

**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

**DURING MEETING**

**COMMUNICATION CENTER**

- 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
- $6,200 per panel

**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 panel

CONVENTION CENTER

MARKETING OPPORTUNITIES

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.

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.

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. 17, 2017
- Materials due: Nov. 27, 2017

ADVERTISING RATE

- $10,000
- 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

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Amy Miller
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amy.miller@heart.org

All rates are net. Cancellations are non-refundable.
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.

**DELIVERY DATES**

Jan. 24 and 25, 2018

**ADVERTISING RATES**

$3,200 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.

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**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.

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**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 for inside hotel room delivery  
$9,550 per day for outside hotel room delivery

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

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**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.

**DEADLINES**

**Space reservation due:** Nov. 3, 2017  
**Materials due:** Nov. 17, 2017

**ADVERTISING RATES**

$10,500 (rights only) for inside hotel room delivery  
$10,500 per day for outside hotel room delivery

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

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**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

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All rates are net. Cancellations are non-refundable.