

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



American
Heart
Association

American
Stroke
Association®

life is why®

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

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

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



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	5
Convention Center Map	\$8,000	Nov. 20, 2017	5
Daily Newspaper	\$295-\$10,270	Dec. 19, 2017	3
Final Program Book	\$25,500	Oct. 13, 2017	5
Newsstand Premium	\$9,200	Nov. 28, 2017	3
Quick Start Guide	\$11,500	Dec. 1, 2017	6
Science & Technology Hall Pocket Guide	\$7,000	Dec. 1, 2017	6

DIGITAL

Abstracts on USB	\$40,500	Oct. 13, 2017	8
Article Index Page	\$1,945-\$2,485	Nov. 3, 2017	7
Daily Newspaper ePreview 1	\$1,305-\$2,995	Nov. 3, 2017	7
Daily Newspaper ePreview 2	\$1,305-\$2,995	Nov. 24, 2017	7
Daily Newspaper ePost	\$1,305-\$2,995	Jan. 15, 2018	7
Housing Confirmation Package	\$9,500	July 28, 2017	8
Mobile App	\$5,150-\$22,500	Nov. 17, 2017	6
Registration Package	\$15,500	July 28, 2017	8

CONVENTION CENTER

Ad Banners	\$12,500	Nov. 28, 2017	9
Charging Lounge/Station	\$15,500	Nov. 28, 2017	10
Communication Center	\$15,500	Nov. 28, 2017	11
Escalator Decals	\$13,000	Nov. 28, 2017	11
Industry Theater	\$25,000	Nov. 28, 2017	10
Rotating Kiosks	\$6,200-\$15,500	Nov. 28, 2017	11
Science & Technology Hall Aisle Signs	\$30,500	Nov. 28, 2017	9
Science & Technology Hall Park Benches	\$25,000	Nov. 28, 2017	11
Sitting Cubes (50)	\$25,000	Nov. 28, 2017	10
Stair Clings	\$60,000	Nov. 28, 2017	10
Walking Challenge	\$50,000	Nov. 3, 2017	9

HOTEL

Dark Channel	\$1,500	Dec. 12, 2017	13
Doctors Bag	\$3,200	Nov. 27, 2017	13
Doctors Bag Premium	\$11,670	Nov. 27, 2017	13
Hotel Key Cards	\$10,500	Nov. 3, 2017	13
Individual Hotel Room Drop	\$9,550-\$18,100	Jan. 3, 2018	13

ISC NURSING SYMPOSIUM

Coffee Break	\$5,000	Nov. 3, 2017	12
Learning Journal	\$10,000	Nov. 17, 2017	12

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

MARKETING OPPORTUNITIES



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).

Premium	
Back Cover	\$10,270
Inside Front Cover	\$8,985
Inside Back Cover	\$8,025
Belly Flap	\$8,600

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

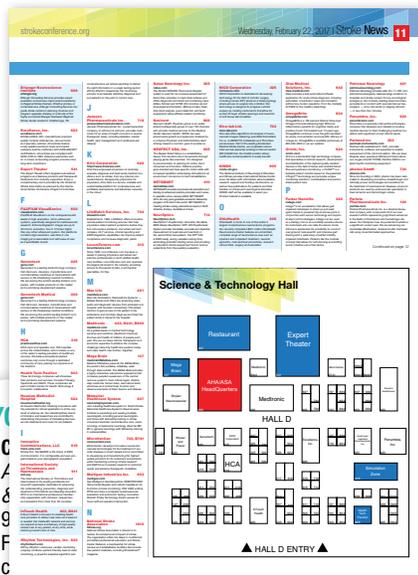
Space reservation due: Nov. 28, 2017
Materials due: Dec. 12, 2017

ADVERTISING RATE

\$9,200
Production cost included
Single-sponsor opportunity



ssa Press Mount Manager
-561-557-
sa.presse
rt.org



PRODUCTS & SERVICES SHOWCASE

PRINT

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



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



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



PRINT

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

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

MARKETING OPPORTUNITIES

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

CONVENTION CENTER



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

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

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>.

MARKETING OPPORTUNITIES

CONVENTION CENTER



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>.



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

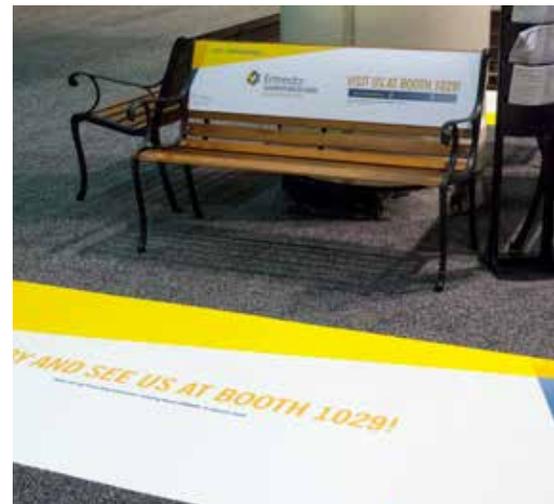
- Grab the attention of professional attendees as they walk through the ISC Science & Technology Hall
- Park benches are located in the main aisle and in high-traffic areas throughout the ISC Science & Technology Hall
- Five park benches with single graphic panel on bench and floor graphic

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	Physician Assistant	Physical Therapist
Nurse	EMT/Paramedic	Occupational Therapist
Nurse Practitioner	Technician/ Technologist	Speech Therapist
Nurse Scientist	Research Scientist	Pharmacist
Administrator	Respiratory Therapist	Certified Professional in Healthcare Quality

YOUR EXHIBITS TEAM

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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.

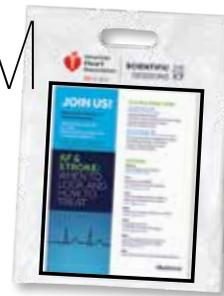
DURING MEETING

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

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