

PRELIMINARY EXHIBIT PROSPECTUS AND MARKETING OPPORTUNITIES



American
Heart
Association

American
Stroke
Association®

life is why®

INTERNATIONAL 20
STROKE 19
CONFERENCE

Stroke Nursing Symposium: February 5
ISC Pre-Conference Symposia: February 5
International Stroke Conference: February 6-8
Honolulu, HI
strokeconference.org

Association

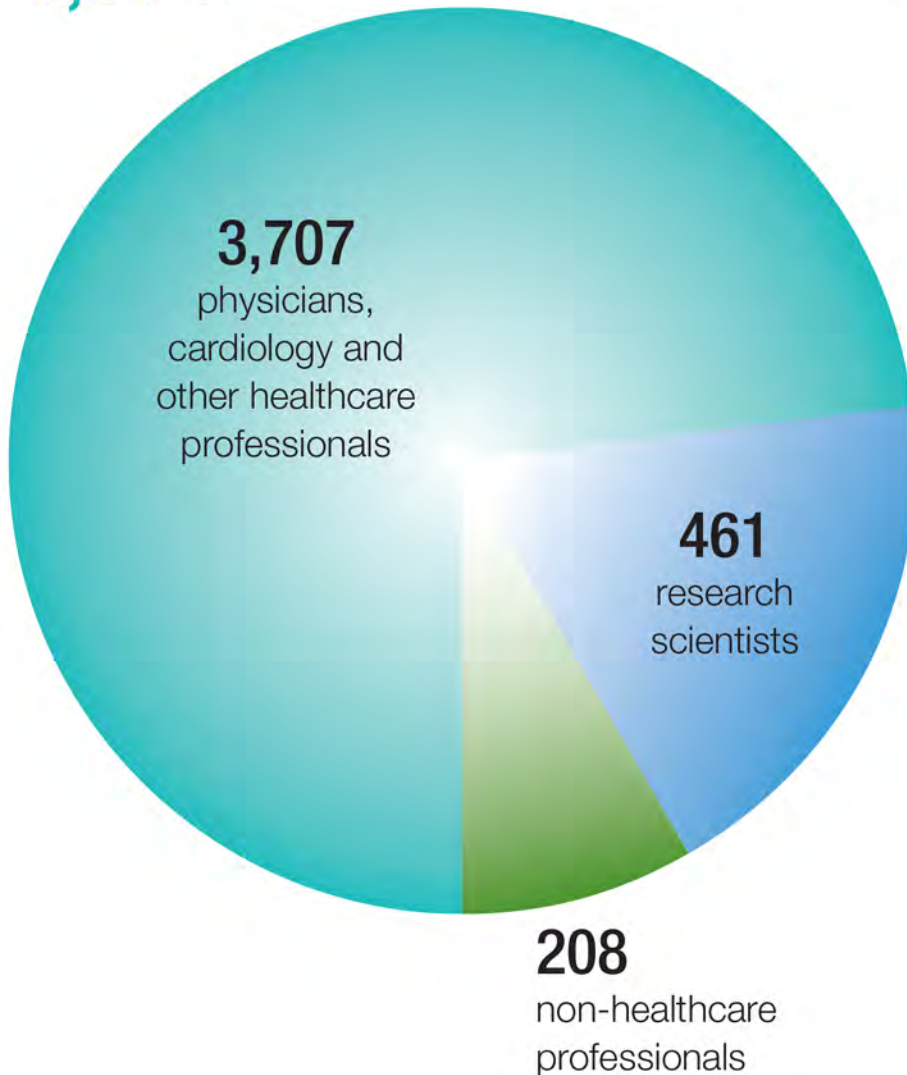
Learn

Put your cutting-edge product, service or technology in the hands of the world's leading stroke and cerebrovascular experts.

WHO ATTENDS?

2017 TOTAL PROFESSIONAL ATTENDANCE:

4,376



TOP 10 SPECIALTIES 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

Cathleen Gorby
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 Unofficial Satellite Events
 214-706-1922
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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:** 2017 conference coverage included more than 2 billion impressions from 2,000 media stories!

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 2018 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-2019 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 2019 International Stroke Conference.

12 HOURS OF
EXHIBIT TIME,
INCLUDING LIMITED
SIMULTANEOUS
EDUCATIONAL
PROGRAMMING TO
INCREASE TRAFFIC
IN THE SCIENCE &
TECHNOLOGY HALL.

BY THE NUMBERS

INTERNATIONAL **STROKE** CONFERENCE **2019**



63% OF ATTENDEES HAVE PURCHASING POWER/INFLUENCE

83% OF ATTENDEES VISIT THE SCIENCE & TECHNOLOGY HALL

79% DOMESTIC ATTENDEES

21% INTERNATIONAL ATTENDEES

4,300+

PROFESSIONAL ATTENDEES

55:1

ATTENDEE TO EXHIBITOR RATIO

55 COUNTRIES REPRESENTED

3 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



1,500+
PRESENTATIONS
IN 22 CATEGORIES

26
LATE-BREAKING
SCIENCE
ABSTRACTS

200+
INVITED
PRESENTATIONS
FROM LEADERS IN
STROKE SCIENCE

1,400+
ABSTRACTS
ACCEPTED AND
PRESENTED
EITHER BY ORAL
OR POSTER
PRESENTATION

QUICK REFERENCE

Apply for space at exhibitatstroke.org

EXHIBIT HALL DATES*

Wednesday, Feb. 6

Thursday, Feb. 7

* Exhibit Hall hours TBD.

EXHIBIT SPACE RATES

Onsite Renewal Rate through January 31, 2018 \$33 per square foot

Through Aug. 1, 2018 \$35 per square foot

Beginning Aug. 2, 2018 \$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 nonprofit status must be attached to the application for all new organizations. Once the area is sold out, base rates will apply.

EXHIBITOR REGISTRATION

- Registration opens Sept. 26, 2018

Exhibitor Housing Opens

- Housing opens Sept. 26, 2018
- Housing confirmations sent as processed

Exhibitor Service Kit

- The Exhibitor Service Kit will be available online: Sept. 26, 2018

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. All rates are net. Cancellations are nonrefundable.

CANCELLATION SCHEDULE

Before Aug. 1, 2018

AHA/ASA retains 50% of contracted exhibit space

Beginning Aug. 2, 2018

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, 2018, before exhibit space will be confirmed. Cancellation or space reduction will result in a 50% penalty. Beginning Aug. 2, 2018, AHA/ASA requires payment in full and retains 100% of contracted space for space reduction or cancellation.



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

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MARKETING OPPORTUNITIES

INVEST IN BIG VISIBILITY MARKETING OPPORTUNITIES DESIGNED TO INCREASE YOUR BOOTH TRAFFIC.

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

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

YOUR SPONSORSHIP AND ADVERTISING DOLLARS COUNT TOWARD EXHIBITING PRIORITY POINTS. ASK YOUR ACCOUNT MANAGER FOR DETAILS.

OPPORTUNITY	PRICE RANGE	SPACE DEADLINE
PRINT		
Conference Bag Inserts	\$10,500	Jan. 2019
Convention Center Map	\$8,000	Dec. 2018
Daily Newspaper	\$295-\$10,270	Jan. 2019
Final Program Book	\$25,500	Oct. 2018
Newsstand Premium	\$9,200	Dec. 2018
Quick Start Guide	\$11,500	Dec. 2018
Science & Technology Hall Pocket Guide	\$7,000	Dec. 2018
DIGITAL		
Abstracts on USB	\$40,500	Oct. 2018
Article Index Page	\$1,945-\$2,485	Jan. 2019
Daily Newspaper ePreview 1	\$1,305-\$2,995	Nov. 2018
Daily Newspaper ePreview 2	\$1,305-\$2,995	Dec. 2018
Daily Newspaper ePost	\$1,305-\$2,995	Jan. 2019
Housing Confirmation Package	\$9,500	Aug. 2018
Mobile App	\$5,150-\$20,500	Nov. 2018
Registration Package	\$15,500	Aug. 2018
CONVENTION CENTER		
Ad Banners	\$12,500	Dec. 2018
Charging Lounge/Station	\$15,500	Dec. 2018
Communication Center	\$15,500	Dec. 2018
Escalator Decals	\$13,000	Dec. 2018
Industry Theater	\$25,000	Dec. 2018
Rotating Kiosks	\$6,200-\$15,500	Dec. 2018
Science & Technology Hall Aisle Signs	\$30,500	Dec. 2018
Science and Technology Hall Park Benches	\$25,000	Dec. 2018
Sitting Cubes (50)	\$25,000	Dec. 2018
Stair Clings	\$60,000	Dec. 2018
Walking Challenge	\$50,000	Nov. 2018
HOTEL		
Dark Channel	\$1,500	Dec. 2018
Doctor's Bag	\$3,200	Jan. 2019
Doctor's Bag Premium	\$11,670	Dec. 2018
Hotel Key Cards	\$10,500	Nov. 2018
Individual Hotel Room Drop	\$9,550-\$18,100	Jan. 2019
ISC NURSING SYMPOSIUM		
Coffee Break	\$5,000	Nov. 2018
Learning Journal	\$10,000	Nov. 2018

All rates are net. Cancellations are nonrefundable.