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GENERAL INFORMATION

Quality of Care and Outcome Research in Cardiovascular Disease and Stroke
2018 Scientific Sessions

April 6-7, 2018

Exhibitor Registration Hours:
Thursday April 5th 12:00 p.m. – 7:00 p.m.

Installation:
Thursday April 5th 5:00 p.m. – 8:00 p.m.
Friday April 6th 7:00 a.m.—7:45 a.m.

Dismantle:
Saturday April 7th 4:00 p.m. – 5:00 p.m.

CONTACTS

American Heart Association
7272 Greenville Avenue
Dallas, Texas 75231
(888) 242-2453 (inside the U.S.)
(214) 570-5935 (outside the U.S.)

Exhibitor Services
Rita Pacheco
Associate Manager of Exhibits
(214) 706-1873
rita.m.pacheco@heart.org

Marketing Opportunities
Heather Starks
Manager of Corporate Sponsored Projects
(214) 706-1553
Heather.Starks@heart.org

Ritz Carlton/Pentagon City
1250 South Hayes Arlington, VA 22202
Tel: 1-800-241-3333 reference Group name:
AHA Quality of Care

Hotel Link:
Ritz Carlton | Pentagon-City
1250 South Haves Street. Arlington. Virginia

Exhibit Dates & Hours
Friday April 6th 8:00am – 5:00pm
Saturday April 7th 8:00am – 4:00pm
Association Required Forms

Please make sure you have the following forms completed by February 28, 2018. You will receive an active link via email or visit www.exhibitatsessions.org

**Association Services/Booth Activity Form**

Information contained on this form will be used in the exhibitor guide distributed onsite within registration and needs to be received by February 28, 2018

**Exhibitor Appointed Contractor Form**

Submission of this form is ONLY necessary IF you are using the services of an independent contractor for any service such as booth installation and/or dismantle. Please make sure you indicate the information for each independent contract that you are using. Submission of this form must be completed by February 28, 2018.
XPress Connect Family

Lead Retrieval Solutions for Every Exhibitor

How do you recognize your new #1 client? With complete prospect profiles delivered by XPress Leads equipment and services.

XPress Connect App

The app on YOUR phone or tablet

Download the Connect App and turn your phone or tablet into a state-of-the-art lead retrieval device.

For Android 3.x or higher, iOS 7.x and higher and 3 megapixel or greater camera. No mobile hardware included.

XPress Connect Plus

OUR handheld wireless device

Use our handheld mobile to capture complete lead details in real-time.

Email forwarding, scheduling and adding images not available. Includes mobile phone and charger.

**FEATURES**

<table>
<thead>
<tr>
<th></th>
<th>Connect App</th>
<th>Connect Plus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scan Anywhere, at Any Time</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Mobile, Wireless</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Real-time Leads List</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Optional Bluetooth Printer</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Add Notes</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Surveys/Qualifiers</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Rating</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Add Images to Leads</td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Follow-up Emails</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forward Leads</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Schedule Appointments</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**3rd Party Lead Collection**

Successful lead collection on your third party device.

**Data Conversion**
Convert badge IDs collected on third-party devices into complete leads post-show.

**Event API Integration**
Integrate your third-party lead retrieval device in real-time with the event database.

*The event badges use QR codes that include limited data. The Data Conversion and Event API Integration options will allow you to collect full lead details on your third party device.
Each exhibiting company receives one (1) free XPress Connect App.

<table>
<thead>
<tr>
<th>XPress Connect App - the App on YOUR phone or tablet</th>
<th>1</th>
<th>FREE/Included $375 value</th>
<th>$0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional XPress Connect App Licenses - for additional users</td>
<td></td>
<td>$ 130 per additional user activation</td>
<td></td>
</tr>
</tbody>
</table>

For Android 3.x or higher, iOS 7.x and higher and 3 mega-pixel or greater camera. No mobile hardware included.

| XPress Connect Plus (Handheld) - OUR handheld wireless device | | $ 470 |

Includes mobile phone and charger.

### XPRESS EXTRAS

<table>
<thead>
<tr>
<th>Custom Sales Qualifiers / Custom Surveys</th>
<th></th>
<th>$ 105</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Conversion - third party post-show solution</td>
<td></td>
<td>$ 550</td>
</tr>
<tr>
<td>Event API Integration - third party real-time solution</td>
<td></td>
<td>$ 1000</td>
</tr>
</tbody>
</table>

### LOSS/DAMAGE WAIVER

<table>
<thead>
<tr>
<th>LOSS/DAMAGE WAIVER</th>
<th>REPLACEMENT COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connect Plus Device</td>
<td>$1,000</td>
</tr>
<tr>
<td>Connect Plus Power Cord</td>
<td>$75</td>
</tr>
</tbody>
</table>

Loss/Damage Waiver Terms: The Loss/Damage Waiver coverage protects the customer from liability of accidental damage or theft to the CONTRACTOR’s device.

### QUESTIONS?

<table>
<thead>
<tr>
<th>CONTACT INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMPANY</td>
</tr>
<tr>
<td>CONTACT NAME</td>
</tr>
<tr>
<td>BILLING ADDRESS</td>
</tr>
<tr>
<td>CITY</td>
</tr>
<tr>
<td>STATE/ZIP</td>
</tr>
<tr>
<td>BOOTH #</td>
</tr>
<tr>
<td>PHONE/EXT #</td>
</tr>
<tr>
<td>FAX</td>
</tr>
<tr>
<td>EMAIL</td>
</tr>
<tr>
<td>COMPANY WEBSITE</td>
</tr>
</tbody>
</table>

### PAYMENT INFORMATION

<table>
<thead>
<tr>
<th>PAYMENT INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>CARD NUMBER</td>
</tr>
<tr>
<td>NAME ON CARD</td>
</tr>
<tr>
<td>EXP DATE</td>
</tr>
<tr>
<td>SIGNATURE</td>
</tr>
<tr>
<td>AUTHORIZATION</td>
</tr>
<tr>
<td>SIGNATURE</td>
</tr>
<tr>
<td>PRINT NAME</td>
</tr>
<tr>
<td>TODAY’S DATE</td>
</tr>
<tr>
<td>EMAIL RECEIPT TO</td>
</tr>
</tbody>
</table>
Terms & Conditions

1) Convention Data Services, Inc. hereinafter called “CONTRACTOR” agrees to the delivery of services as specified and is to be rendered in a timely and professional manner according to standard industry practices. All equipment and software remains the sole property of CONTRACTOR. In the event of strikes, electrical power failures, accidents and/or occurrences beyond the control of CONTRACTOR or customer, all deposits and fees shall be returned.

2) The method of payment shall be in United States dollars and submitted with the order for service. CONTRACTOR will only accept checks drawn on banks located in the United States of America or certified funds. Checks will not be accepted as payment at the show site.

3) Early & Advance orders must be received on or before deadlines and paid in full. Orders received without payment or after the discount deadlines will be charged at the appropriate published price based on order deadline dates. Services will not be rendered until payment in full is received.

4) ALL ORDER CANCELLATIONS RECEIVED MORE THAN 30 DAYS PRIOR TO SHOW OPENING WILL BE SUBJECT TO A $100.00 CANCELLATION FEE. NO REFUNDS WILL BE MADE FOR ORDERS CANCELED WITHIN 30 DAYS OF THE SHOW OPENING DATES. No refunds will be issued for unused equipment or licenses unless the request is received 30 days prior to show opening.

5) Onsite orders are based on unit availability.

6) Customer agrees to return all equipment to CONTRACTOR’S service desk within two hours of the show closing. EQUIPMENT LEFT IN THE EXHIBIT AREA IS THE RESPONSIBILITY OF THE CUSTOMER.

7) The customer agrees to return any equipment to CONTRACTOR in the same condition. Customer is responsible to pay CONTRACTOR the replacement cost shown below should the equipment be lost, stolen or damaged while in the customers care (only applicable if customer does not purchase the Loss/Damage Waiver coverage or coverage rules not expressly followed as detailed in 8b below). Customer acknowledges and understands that the applicable replacement cost is as follows:

7a) The customer authorizes CONTRACTOR to charge the credit card provided $500.00 for failure to return the equipment within two hours after the official hall closing. The customer also authorizes CONTRACTOR to charge the credit card the replacement cost indicated above for either the failure to return the equipment or for any damaged equipment.

7b) Loss/Damage Waiver Terms: The Loss/Damage Waiver coverage protects the customer from liability of accidental damage or theft to the CONTRACTOR’s device. Customer must report loss or damage to CONTRACTOR’S Lead Retrieval Desk immediately. To honor Loss/Damage Waiver coverage for equipment believed to be stolen, customer must file a police/security report and provide a copy of such report to the CONTRACTOR within seven (7) days of reporting the equipment missing.

If copy of report is not received within seven (7) business days of the event end date, Loss/Damage Waiver is considered null and void and the customer will be charged for the full replacement value of the equipment as listed above.

8) CONTRACTOR’S liability for damage of any cause whatsoever will be limited to the total price for the goods and services provided by CONTRACTOR.

9) CONTRACTOR disclaims any responsibility for misuse, loss of power, power surges, and customer adjustments that are not covered in the instructions, acts of God, or any other act beyond the control of the CONTRACTOR.

10) Customer is responsible to pay all applicable Federal, State or Local taxes. If the applicable tax rate is different from the published rate at the time of placing the order, then Contractor may adjust the tax due by the customer accordingly. If you are tax exempt in the state in which you will be exhibiting, you must provide a Sales Tax Exempt Certificate for that state. Please submit this certificate with order, otherwise tax will be charged to your order.

11) It is agreed that the governing law pertaining to this contract will be the laws of the State of Massachusetts, with venue exclusively in Barnstable County.

12) If you have ordered our Delivery/Pick-up service, there must be a company representative available to receive the equipment. Deliveries are completed the day before the show opens unless otherwise noted. If no one is present in your booth when we deliver your system, you will be responsible for picking up your equipment. Pick-ups are done one (1) hour following the close of the show.

13) Equipment images for marketing purposes represent the current equipment, however due to continuous new product development and technology upgrades, equipment fulfillment onsite may not always match equipment images found on forms and other ordering methods.
# EXHIBIT SERVICE CONTRACT

**NAME OF CONVENTION:** _____________________________________________________________________

**START DATE:** ________________

**END DATE:** __________________

**BOOTH/TABLE #: __________________

**COMPANY / CLIENT NAME:** ___________________________________________________________________

**ADDRESS:** _________________________________________________________________________________

**CITY:** _______________________

**STATE:** _____________________

**ZIPCODE:** _______________________

**PHONE:** _____________________

**FAX:** _______________________

**E-MAIL:** ________________________

## ENGINEERING - BANNERS/ FLAGS & ELECTRICAL*

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>DESCRIPTION</th>
<th>ADVANCED ORDER</th>
<th>FLOOR ORDER</th>
<th>TOTAL COST</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>BANNER/ FLAG</td>
<td>$ 95.00</td>
<td>$ 100.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>115V, 20 AMP</td>
<td>$ 35.00</td>
<td>$ 45.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>208 Volt , 60 amp, single phae</td>
<td>$ 175.00</td>
<td>$ 225.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>208 Volt , 60 amp, three phae</td>
<td>$ 250.00</td>
<td>$ 300.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>208 V, 100 AMP - THREE PHASE required to bring own wiring</td>
<td>Prced on individual basis. Dep on floor plan</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>208V, 200 AMP - THREE PHASE required to bring own wiring</td>
<td>Prced on individual basis. Dep on floor plan</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**DESCRIPTION**

- **LABOR - 7:00 AM - 5:00 PM WEEKDAYS**
  - 1 hr $ 100.00

- **LABOR - 5:00 PM - 7:00 AM WEEKDAYS**
  - 1 hr $ 125.00

- **LABOR - WEEKENDS AND HOLIDAYS**
  - 4 hr min $ 125.00

*All electrical charges are per day. All labor charges are per hour with a one hour minimum. Charges do not include 6% Sales Tax.

## EVENT TECHNOLOGY - DATA PROJECTION, OFFICE EQUIPMENT & VIDEO EQUIPMENT **

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>DESCRIPTION</th>
<th>ADVANCED ORDER</th>
<th>FLOOR ORDER</th>
<th>TOTAL COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-Disc CD Player</td>
<td>$ 90.00</td>
<td>$ 90.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WIFI Internet Connectivity</td>
<td>$ 11.95</td>
<td>$ 11.95</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet Hard wire</td>
<td>$ 500.00</td>
<td>$ 600.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference Speaker Phone</td>
<td>$ 375.00</td>
<td>$ 375.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>27&quot; Monitor/ VHS Player/ 54&quot; Cart</td>
<td>$ 150.00</td>
<td>$ 150.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>32&quot; Monitor/ VHS Player/ 42&quot; Cart</td>
<td>$ 350.00</td>
<td>$ 385.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>42&quot; Plasma Computer/ Video Display Unit</td>
<td>$ 450.00</td>
<td>$ 495.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>55&quot; Plasma Computer/ Video Display Unit</td>
<td>$ 575.00</td>
<td>$ 632.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LDC Projector - 5000 Lumens</td>
<td>$ 950.00</td>
<td>$ 1,045.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LCD Projector - 6000 Lumens</td>
<td>call</td>
<td>call</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DVD Player/ Recorder</td>
<td>$ 150.00</td>
<td>$ 165.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Worldwide (Pal/Seacam) DVD Player</td>
<td>call</td>
<td>call</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5', 6', 7', 8' Tripod Screen</td>
<td>$ 95.00</td>
<td>$ 104.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flipchart Easel w/ Plain Pad &amp; Markers</td>
<td>$ 80.00</td>
<td>$ 88.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flipchart Easel w/ Post-it Pad &amp; Markers</td>
<td>$ 85.00</td>
<td>$ 93.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computer - Laptop</td>
<td>$ 250.00</td>
<td>$ 275.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computer - Laser Printer</td>
<td>$ 285.00</td>
<td>$ 313.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Machine</td>
<td>call</td>
<td>call</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STSN Broadband Internet Line</td>
<td>$ 500.00</td>
<td>$ 550.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DID Phone Line (+ Usage Charges)</td>
<td>$ 180.00</td>
<td>$ 198.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Box delivery per piece</td>
<td>$ 5.00</td>
<td>$ 5.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delivery - Hard Case shipment</td>
<td>$ 25.00</td>
<td>$ 25.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Power strip</td>
<td>$ 25.00</td>
<td>$ 25.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In-House Phone</td>
<td>$ 25.00</td>
<td>$ 27.50</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
This is a binding contract. All Event Technology charges are each, per day. All labor charges are per hour with a four hour minimum. Charges do not include 24% service charge and 6% Sales Tax. Less than 24-hour notice for cancellation will result in full rate charge per contract.
PAYMENT

<table>
<thead>
<tr>
<th>Engineering Equipment</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tax 6 %</td>
</tr>
<tr>
<td>Engineering</td>
<td>TOTAL</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Event Technology Equipment</td>
<td>TOTAL</td>
</tr>
<tr>
<td></td>
<td>Tax 6 %</td>
</tr>
<tr>
<td></td>
<td>24% Service Charge</td>
</tr>
<tr>
<td>Event Technology</td>
<td>TOTAL</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>EVENT EXHIBIT</td>
<td>TOTAL</td>
</tr>
</tbody>
</table>

This order form must accompany pre-payment in the form of credit card. Payment must be received by The Ritz–Carlton, Pentagon City Event Technology Department, 10 days prior to event. This will guarantee installation of all equipment.

SEND this form to: Abdellatif.Manssouri@ritzcarlton.com
AV Manager

PAYMENT BY CREDIT CARD:
TYPE OF CARD: ___________ NUMBER: ____________________________ EXP. DATE: __________
CARD HOLDERS NAME: __________________________________________________________________
SIGNATURE: ____________________________ DATE: ___________________
SHIPPING AND RECEIVING

Please make sure your materials arrive no earlier than March 27, 2018. The correct shipping address should read as follows:

ATTN: Ritz Carlton/Pentagon City
Receiver’s Name:
1250 South Hayes Street
Arlington, VA 22202
REF: AHA’s QCOR Conference

Label boxes with:

ATTN: Guest Name- Hold for Guest Arrival
Arrival Date:
Box # of (# of boxes)

Upon arrival please visit Guest Services to arrange for your exhibit freight to be delivered to your booth.

*Exhibitors are responsible for paying all associated shipping fees.

If you are planning to ship a large quantity, heavy or large crates to the hotel there may be a labor fee in addition to the storage and handling fee. Please contact the hotel for quote.
THE RITZ-CARLTON
PENTAGON CITY

SHIPPING INFORMATION

Please make sure your materials arrive no earlier than April 3, 2018. The correct shipping address should read as follows:

SHIPPING ADDRESS:

The Ritz-Carlton, Pentagon City
1250 South Hayes Street
Arlington, VA 22202

LOADING DOCK HOURS:

Monday – Friday 8:00am – 6:00pm
After hours or for unusual shipping needs please contact your Meetings and Special Events Manager. All deliveries, regardless of source, must go through the loading dock. Pallets MUST be broken down at the loading dock.

LABELING:

** IMPORTANT ADDITIONAL INFORMATION**
HOLD FOR: (Event/Meeting Name)
Attention: Meeting Planner Name
Event/Meeting Date: Exhibitor at American Heart Association Conference: April 6-7, 2018.
Number of Boxes: (1 of X, 2 of X, etc.)
Liliana Klein- Senior Meeting and Special Events Manager

NOTE: Packages should be received no sooner than 48 hours prior to the event.

Upon arrival please visit Guest Services to arrange for your exhibit freight to be delivered to your booth.
*Exhibitors are responsible for paying all associated shipping fees.

If you are planning to ship a large quantity, heavy or large crates to the hotel there may be a labor fee in addition to the storage and handling fee. Please contact the hotel for quote.
EXHIBITOR HOUSING

Housing Information - Conference Venue/Hotel Reservations

All events take place at the:

**Ritz Carlton/Pentagon City**
1250 South Hayes Street
Arlington, VA 22202
Tel: 1-800-241-3333 reference Group name: AHA Quality of Care

[Hotel Link:](#) Book by March 7, 2018

EXHIBITOR REGISTRATION

On-Site Exhibitor Registration Hours:

Exhibitors are entitled to two (2) complimentary full registrations. Complete the booth activity form to register your staff.

Additional registration fees will apply per badge over your allotted amount. Additional registration badges may also be purchased on site.

Badges and Final Programs books will be available at the American Heart Association Registration Desk on site. Please advise all staff when picking up badges on site that they will be required to present a photo I.D. and business card at Registration. Photo I.D. and business cards are required even when the exhibitor has registered in advance.

EXHIBITOR STAFFING

Although exhibitors are encouraged to staff the booth for the duration of the exhibit hall hours it is only required during the unopposed breaks listed below. Please note food and beverage service will be in close proximity to the exhibit hall.

**Friday April 6, 2018**
- 10:15 a.m. – 10:45 a.m.
- 12:00 p.m. – 2:00 p.m.
- 3:15 p.m. – 3:45 p.m.

**Saturday April 7, 2018**
- 3:15 p.m. – 3:45 p.m.
THE MOST IMPORTANT
2018 CARDIOVASCULAR CONFERENCES
FOR YOUR BRAND

SCIENTIFIC SESSIONS
Nov. 10-14, 2018 | Chicago, IL
PAGE 3

INTERNATIONAL STROKE CONFERENCE
Jan. 24-26, 2018 | Los Angeles, CA
PAGE 9

EPI | LIFESTYLE
March 20-23, 2018 | New Orleans, LA
PAGE 14

QCOR
April 6-7, 2018 | Arlington, VA
PAGE 15

ATVB | PVD
May 10-12, 2018 | San Francisco, CA
PAGE 16

BCVS
July 30 – Aug. 2, 2018 | San Antonio, TX
PAGE 17

HYPERTENSION
Sept. 6-9, 2018 | Chicago, IL
PAGE 18
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 excludes 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

THE AMERICAN HEART ASSOCIATION OFFERS CONFERENCES AND MEETINGS ALL YEAR TO CONNECT YOU WITH THE RIGHT AUDIENCE.

Whether your company is an industry leader with new market offerings or a startup eager to introduce your brand, AHA has a conference — and price point — that’s right for you.

Scientific Sessions 2018  
Nov. 10-14, 2018 | Chicago, IL

International Stroke Conference 2018  
Jan. 24-26, 2018 | Los Angeles, CA

EPI | Lifestyle 2018  
March 20-23, 2018 | New Orleans, LA

QCOR 2018  
April 6-7, 2018 | Arlington, VA

ATVB | PVD 2018  
May 10-12, 2018 | San Francisco, CA

BCVS 2018  
July 30-Aug. 2, 2018 | San Antonio, TX

Hypertension 2018  
Sept. 6-9, 2018 | Chicago, IL

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

Scott Murphy  
Manager, Corporate Relations  
214-706-1660  
scott.murphy@heart.org

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

MORE THAN 17 HOURS OF EXHIBIT TIME – EIGHT WITH LIMITED SIMULTANEOUS EDUCATIONAL PROGRAMMING TO INCREASE TRAFFIC IN THE SCIENCE & TECHNOLOGY HALL.

EXHIBITORS RECEIVE:

- Complimentary online booth at scientificsessions.org.
- Complimentary marketing toolkit at exhibitatsessions.org.
- Complimentary Full Professional registrations based on square footage.
- Unlimited Exhibit-Only badges for booth staff.
- VIP Customer Invite Exhibit-Only badges.
- Complimentary 2017 final Sessions registration list.
- Rental of pre- or post-2018 registration list.
- Advance approval and reduced price for hosting Unofficial Satellite Events.
- Discounted exhibitor housing rates.

LOW-COST MAILING LISTS

Low-cost mailing lists are available to all exhibitors and certain Unofficial Satellite Event holders. Ordering information can be found at exhibitatsessions.org.

- AHA must approve all mailers prior to the mailing list being released.
- Exhibitors are strongly encouraged to not print such pieces prior to AHA approval.
- Mailing lists are available for one-time use before or after Scientific Sessions.
EXHIBITING DATES & RATES

EXHIBIT DATES & HOURS*

- Sunday, Nov. 11, 2018, 11 a.m.-5 p.m.
- Monday, Nov. 12, 2018, 10 a.m.-4:30 p.m.
- Tuesday, Nov. 13, 2018, 10 a.m.-3 p.m.

BREAKS*

- Sunday, Nov. 11, 2018, 11 a.m.-1 p.m. and 3:15-3:45 p.m.
- Monday, Nov. 12, 2018, 10:15-10:45 a.m., Noon-2 p.m., 3:15-3:45 p.m.
- Tuesday, Nov. 13, 2018, 10:15-10:45 a.m., Noon-2 p.m.

EXHIBIT SPACE RATES*

Onsite rate .................................................. $33 per sq. ft.
Through April 30, 2018 ................................ $35 per sq. ft.
Beginning May 1, 2018 ................................. $37 per sq. ft.

There is no additional charge for islands or corners.

Public service rate ........................................ $20 per sq. ft.

Public service rate is subject to availability. This discounted rate is only available in the nonprofit designated area on the floor. Nonprofit organizations that wish to take advantage of this rate must submit the exhibit space application/contract no later than April 30, 2018. Proof of nonprofit status must be submitted to julie.davis@heart.org for all new organizations.

CANCELLATION SCHEDULE*

Through April 30, 2018 ............................... AHA retains 50% of contracted space
Beginning May 1, 2018 .................................. AHA retains 100% of contracted space

AHA requires a 50% deposit before exhibit space will be confirmed. Cancellation or space reduction will result in a 50% penalty. The cancellation policy can be found in the AHA Scientific Conferences Rules & Regulations at exhibitatssessions.org and is a legally binding part of the exhibit space application/contract.

*Subject to change

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

Exhibitor eligibility, space assignment process and priority point schedule are all part of the AHA Scientific Conferences Rules & Regulations. Visit exhibitatssessions.org for more information.
CONNECT WITH THE RIGHT AUDIENCE

96% OF ATTENDEES VISIT THE EXHIBIT HALL*

12,654 PROFESSIONAL ATTENDEES**

9,260 PHYSICIANS AND OTHER CARDIOLOGY PROFESSIONALS**

MORE THAN 2,300 RESEARCH SCIENTISTS ATTEND**

80:1 ATTENDEE TO EXHIBITOR RATIO**

59% DOMESTIC ATTENDEES** 41% INTERNATIONAL ATTENDEES**

8 HOURS FOCUSED ON EXHIBITS, WITH LIMITED SIMULTANEOUS PROGRAMMING**

*Largest Specialty Represented: General Cardiology Followed by Interventional and Heart Failure

YOUR EXHIBITS TEAM

Cathleen Gorby
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913-780-6923
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Bridget Blaney
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bblaney@ascendmedia.com

Scott Murphy
Manager, Corporate Relations
214-706-1660
scott.murphy@heart.org

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

*2017 AHA Scientific Sessions RFID badge data.
**2017 AHA Scientific Sessions registration data.
SCIENTIFIC SESSIONS

WHO ATTENDS?

TOTAL PROFESSIONAL ATTENDANCE: 12,654

9,259 physicians and other cardiology professionals

2,351 research scientists

1,044 non-healthcare professionals

TOP 20 SPECIALTIES

GENERAL CARDIOLOGY
INTERVENTIONAL CARDIOLOGY
HEART FAILURE
ADMINISTRATION
CLINICAL EP
INTERNAL MEDICINE
PEDIATRIC CARDIOLOGY
CARDIOLOGY: PREVENTION
CARDIO-THORACIC SURGERY
CARDIOLOGY IMAGING
EMERGENCY MEDICINE
EPIDEMIOLOGY
BIOLOGICAL SCIENCES
PHARMACOLOGY
ECHOCARDIOGRAPHY
CELL BIOLOGY
VASCULAR MEDICINE
PHYSIOLOGY
MOLECULAR BIOLOGY
PHARMACY

Data collected from 2016 Scientific Sessions.
HOW WE DRIVE ATTENDEES TO THE SCIENCE & TECHNOLOGY HALL

- **Dedicated hours** for visiting booths. Eight hours focused on exhibits, with limited simultaneous educational programming.

- **Posters** integrated into the Science & Technology Hall.

- **Complimentary coffee breaks** in the Hall.

- **Free lunches** for attendees in Cardiovascular Expert Theaters in the Science & Technology Hall.

- **Charging lounges** where attendees can power up and get online without leaving the Hall.

- **EP and Interventional Central** bring official programming to the Science & Technology Hall, and attendees within steps of your booth.

- **Cardiovascular Expert Theaters.** Attendees get the latest advances in cardiology products and therapeutic treatments with complimentary snacks and lunch provided by The American Heart Association/American Stroke Association.

- **Official educational programming** co-located in the Science & Technology Hall with experts in specific cardiac procedures.

- **A Quick Start Guide** attendees receive at their hotels focused on the Science & Technology Hall.

- **Simulation Zone** features interactive displays with technologically advanced, immersive training for attendees.

- **An extensive marketing campaign** promoting the Science & Technology Hall before and during Sessions.

- **VIP customer** exhibit Science & Technology Hall-only invitations for your customers.

---

AMONG ALL EXHIBITORS, **ONE OUT OF FIVE LEADS WILL CONVERT TO SALES.**

AMONG THOSE THAT QUALIFY, **TWO OUT OF FIVE LEADS WILL MEET AN EXHIBITOR’S QUALIFICATION CRITERIA.**

*Source: Center for Exhibition Industry Research*
MARKETING OPPORTUNITIES

GIVE PROFESSIONAL ATTENDEES A REASON TO COME TO YOUR BOOTH!

From traditional to unique, hotel to convention center and educational to pure branding, we’ve got a marketing opportunity that will fit your message – and your budget!

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

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>PRICE RANGE</th>
<th>SPACE DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRINT</strong></td>
<td></td>
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<tr>
<td>Conference Bag Inserts</td>
<td>$40,000</td>
<td>Oct. 2018</td>
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<tr>
<td>Convention Center Map</td>
<td>$24,680</td>
<td>Aug. 2018</td>
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<tr>
<td>Daily Newspaper</td>
<td>$12,500-$40,000</td>
<td>Sept. 2018</td>
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<tr>
<td>Final Program Book</td>
<td>$2,500-$45,000</td>
<td>Sept. 2018</td>
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<td>Poster Hall Map</td>
<td>$20,000</td>
<td>Aug. 2018</td>
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<tr>
<td>Pre-Meeting Mailer</td>
<td>$6,290</td>
<td>Aug. 2018</td>
</tr>
<tr>
<td>Preview/Preliminary Program</td>
<td>$580-$16,920</td>
<td>Aug. 2018</td>
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<tr>
<td>Quick Start Guide</td>
<td>$25,000</td>
<td>Aug. 2018</td>
</tr>
<tr>
<td>Science &amp; Technology Hall Planner</td>
<td>$570-$19,450</td>
<td>Sept. 2018</td>
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<tr>
<td>Symposia Locater Map</td>
<td>$4,070-$9,310</td>
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<tr>
<td><strong>DIGITAL</strong></td>
<td></td>
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<tr>
<td>Article Index Page</td>
<td>$3,900-$5,000</td>
<td>Oct. 2018</td>
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<tr>
<td>ePreviews and ePost</td>
<td>$4,000-$6,580</td>
<td>July-Oct. 2018</td>
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<td>Housing Confirmation</td>
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<td>Mobile Meeting Guide App</td>
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<td>Registration Package</td>
<td>$75,000</td>
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<tr>
<td><strong>CONVENTION CENTER</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Banners</td>
<td>$30,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Cardiovascular Expert Theaters</td>
<td>$30,000-$65,000</td>
<td>Aug. 2018</td>
</tr>
<tr>
<td>Charging Lounge/Stations</td>
<td>$80,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Communication Centers</td>
<td>$50,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Digital Signage</td>
<td>$10,000-$20,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>EP and Interventional Central</td>
<td>$10,000 each</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Escalator Decals</td>
<td>$50,000</td>
<td>Sept. 2018</td>
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<tr>
<td>Rotating Kiosks</td>
<td>$15,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Science &amp; Technology Hall Breaks</td>
<td>$20,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Science &amp; Technology Hall Aisle Signs</td>
<td>$100,000</td>
<td>Sept. 2018</td>
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<td>Science &amp; Technology Hall Park Benches</td>
<td>$55,000</td>
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<tr>
<td>Science &amp; Technology Hall Restaurant Sponsorship</td>
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<td>Sitting Cubes</td>
<td>$50,000 for 100</td>
<td>Sept. 2018</td>
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<tr>
<td>Walking Challenge</td>
<td>$100,000</td>
<td>Aug. 2018</td>
</tr>
<tr>
<td>Window Clings</td>
<td>$28,000</td>
<td>Sept. 2018</td>
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<tr>
<td><strong>BOOTH DRIVERS</strong></td>
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<tr>
<td>Abstracts on USB</td>
<td>$175,000</td>
<td>July 2018</td>
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<tr>
<td>Posters MD</td>
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<td>Sept. 2018</td>
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<tr>
<td><strong>HOTEL/CITYWIDE</strong></td>
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<tr>
<td>Hotel Key Cards</td>
<td>$25,000</td>
<td>Aug. 2018</td>
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<td>Hotel Room Drop: Doctors Bag</td>
<td>$7,490-$29,740</td>
<td>Sept. 2018</td>
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<tr>
<td>Individual Hotel Room Drop</td>
<td>$28,050-$39,270</td>
<td>Oct. 2018</td>
</tr>
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<td>Perimeter/Citywide Opportunities</td>
<td>varies</td>
<td>Sept. 2018</td>
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<tr>
<td>Shuttle Bus Banners/Headrests</td>
<td>$75,000-$100,000</td>
<td>Aug. 2018</td>
</tr>
</tbody>
</table>

All rates are net. Cancellations are nonrefundable.
ISC BY THE NUMBERS

**55:1** ATTENDEE TO EXHIBITOR RATIO

**63%** OF ATTENDEES HAVE PURCHASING POWER/INFLUENCE

**4,300+** PROFESSIONAL ATTENDEES

**79%** DOMESTIC

**21%** INTERNATIONAL

**83%** OF ATTENDEES VISIT THE SCIENCE & TECHNOLOGY HALL

**55 COUNTRIES** REPRESENTED

**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

**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
INTERNATIONAL STROKE CONFERENCE

WHO ATTENDS?

2017 TOTAL PROFESSIONAL ATTENDANCE: 4,376

3,707 physicians, cardiology and other healthcare professionals

461 research scientists

208 non-healthcare professionals

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

YOUR EXHIBITS TEAM
INTERNATIONAL STROKE CONFERENCE

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 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.

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

QUICK REFERENCE

EXHIBIT HALL DATES & HOURS
Wednesday, Jan. 24  10 a.m.-4 p.m.
Thursday, Jan. 25  10 a.m.-4 p.m.

BREKS
Hours during which only limited programming is ongoing
Wednesday, Jan. 24  10:15-10:30 a.m.
Noon-1:30 p.m.
2:30-3:00 p.m.
Thursday, Jan. 25  10:15-10:30 a.m.
Noon-1:30 p.m.
3-3:30 p.m.

EXHIBIT SPACE RATES
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 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. 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

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.

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

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

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

All sponsors and advertisers receive corporate name recognition:

- 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.

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>PRICE RANGE</th>
<th>SPACE DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRINT</strong></td>
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<td></td>
</tr>
<tr>
<td>Conference Bag Inserts</td>
<td>$10,500</td>
<td>Dec. 15, 2017</td>
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<tr>
<td>Convention Center Map</td>
<td>$8,000</td>
<td>Nov. 20, 2017</td>
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<tr>
<td>Daily Newspaper</td>
<td>$295-$10,270</td>
<td>Dec. 19, 2017</td>
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<tr>
<td>Final Program Book</td>
<td>$25,500</td>
<td>Oct. 13, 2017</td>
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<tr>
<td>Newsstand Premium</td>
<td>$9,200</td>
<td>Nov. 28, 2017</td>
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<tr>
<td>Quick Start Guide</td>
<td>$11,500</td>
<td>Dec. 1, 2017</td>
</tr>
<tr>
<td>Science &amp; Technology Hall Pocket Guide</td>
<td>$7,000</td>
<td>Dec. 1, 2017</td>
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<tr>
<td><strong>DIGITAL</strong></td>
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</tr>
<tr>
<td>Abstracts on USB</td>
<td>$40,500</td>
<td>Oct. 13, 2017</td>
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<tr>
<td>Article Index Page</td>
<td>$1,945-$2,485</td>
<td>Nov. 3, 2017</td>
</tr>
<tr>
<td>Daily Newspaper ePreview 1</td>
<td>$1,305-$2,995</td>
<td>Nov. 3, 2017</td>
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<tr>
<td>Daily Newspaper ePreview 2</td>
<td>$1,305-$2,995</td>
<td>Nov. 24, 2017</td>
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<tr>
<td>Daily Newspaper ePost</td>
<td>$1,305-$2,995</td>
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<td>Housing Confirmation Package</td>
<td>$9,500</td>
<td>July 28, 2017</td>
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<tr>
<td>Mobile App</td>
<td>$5,150-$20,500</td>
<td>Nov. 17, 2017</td>
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<tr>
<td>Registration Package</td>
<td>$15,500</td>
<td>July 28, 2017</td>
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<tr>
<td><strong>CONVENTION CENTER</strong></td>
<td></td>
<td></td>
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<tr>
<td>Ad Banners</td>
<td>$12,500</td>
<td>Nov. 28, 2017</td>
</tr>
<tr>
<td>Charging Lounge/Station</td>
<td>$15,500</td>
<td>Nov. 28, 2017</td>
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<tr>
<td>Communication Center</td>
<td>$15,500</td>
<td>Nov. 28, 2017</td>
</tr>
<tr>
<td>Escalator Decals</td>
<td>$13,000</td>
<td>Nov. 28, 2017</td>
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<tr>
<td>Industry Theater</td>
<td>$25,000</td>
<td>Nov. 28, 2017</td>
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<tr>
<td>Rotating Kiosks</td>
<td>$6,200-$15,500</td>
<td>Nov. 28, 2017</td>
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<td>Science &amp; Technology Hall Aisle Signs</td>
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<td>Nov. 28, 2017</td>
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<tr>
<td>Science and Technology Hall Park Benches</td>
<td>$25,000</td>
<td>Nov. 28, 2017</td>
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<tr>
<td>Sitting Cubes (50)</td>
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<td>Stair Clings</td>
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<td>Walking Challenge</td>
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<td><strong>HOTEL</strong></td>
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<td>Dark Channel</td>
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<td>Dec. 12, 2017</td>
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<td>Doctor’s Bag</td>
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<td>Doctor’s Bag Premium</td>
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<td>Hotel Key Cards</td>
<td>$10,500</td>
<td>Nov. 3, 2017</td>
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<td>Individual Hotel Room Drop</td>
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<td><strong>ISC NURSING SYMPOSIUM</strong></td>
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<td>Coffee Break</td>
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<tr>
<td>Learning Journal</td>
<td>$10,000</td>
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</table>

All rates are net. Cancellations are nonrefundable.
CONFERENCE INFORMATION

The EPI | Lifestyle 2018 Scientific Sessions are unique in content and format. The primary goal is to promote the development and application of translational and population science to prevent heart disease and stroke, and foster cardiovascular health.

The Councils on Epidemiology & Prevention (EPI) and Lifestyle and Cardiometabolic Health (Lifestyle) jointly plan the EPI | Lifestyle 2018 Scientific Sessions. The sessions focus on risk factors, obesity, nutrition, physical activity, genetics, metabolism, biomarkers, subclinical disease, clinical disease, healthy populations, global health and prevention-oriented clinical trials.

TARGET AUDIENCE

The conference is designed to benefit researchers as well as public health practitioners and clinicians. The meeting appeals to physicians, epidemiologists, dietitians, nutritional scientists, exercise physiologists, behavioral scientists, biostatisticians, pharmacists, physician assistants, nurses, school health professionals and other health scientists.

ATTENDANCE

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>2016</th>
<th>2017</th>
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<td>200</td>
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<tr>
<td>Research Scientists</td>
<td>414</td>
<td>425</td>
</tr>
<tr>
<td>Registered Dietitians</td>
<td>5</td>
<td>8</td>
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<tr>
<td>Other Healthcare Professionals</td>
<td>44</td>
<td>51</td>
</tr>
<tr>
<td>Non-Healthcare Professionals</td>
<td>41</td>
<td>36</td>
</tr>
<tr>
<td>Administrators</td>
<td>20</td>
<td>7</td>
</tr>
<tr>
<td>Nurses</td>
<td>24</td>
<td>26</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>750</strong></td>
<td><strong>753</strong></td>
</tr>
</tbody>
</table>

DOMINATE YOUR SPECIALTY MEETING WITH GREAT SPONSORSHIP AND ADVERTISING OPTIONS! OPPORTUNITIES ARE LIMITED, AND FIRST-COME, FIRST-SERVED. CONTACT YOUR ACCOUNT MANAGER TODAY!

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All rates are net. Cancellations are nonrefundable.

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CONFERENCE INFORMATION

The Quality of Care and Outcomes Research in Cardiovascular Disease and Stroke 2018 Scientific Sessions is dedicated to studying patients’ experiences with cardiovascular care and leveraging these insights to improve the quality of cardiac and stroke care. The conference also actively fosters informal interaction among attendees and provides networking opportunities for early career investigators.

The meeting will focus on new and developing opportunities, initiatives, projects, policies and research relevant to measuring and improving quality of care and outcomes for persons with, or at risk for, cardiovascular disease and stroke. Novel research methods for quantifying outcomes, new findings from clinical trials and observational studies and translational research will also be presented.

TARGET AUDIENCE

This conference is for clinicians, researchers, medical students and trainees, nurses, pharmacists, administrators, healthcare and managed care professionals, policymakers and other healthcare professionals interested in quality of care and outcomes research in cardiovascular disease and stroke.

ATTENDANCE

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physician/Scientists</td>
<td>128</td>
<td>181</td>
</tr>
<tr>
<td>Research Scientists</td>
<td>50</td>
<td>49</td>
</tr>
<tr>
<td>Nurse/Nurse Scientists</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>Nurse Practitioners</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>Occupational Therapists</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Physical Therapists</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Respiratory Therapists</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technician/Technologists</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Non-Healthcare Professionals</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>Other Healthcare Professionals</td>
<td>7</td>
<td>23</td>
</tr>
<tr>
<td>Administration</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>CHPQ</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>EMT/Paramedics</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Physician Assistants</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Registered Dietitians</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>242</td>
<td>307</td>
</tr>
</tbody>
</table>

Early Career attendance is reflected in the above referenced numbers.

APPLY ONLINE AT exhibitatsessions.org/qcor/

ENHANCE YOUR BOOTH WITH A SPONSORSHIP! SEE PAGE 19.

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All rates are net. Cancellations are nonrefundable.
CONFERENCE SUMMARY

This three-day meeting is sponsored and organized by the AHA Councils on Arteriosclerosis, Thrombosis and Vascular Biology and Peripheral Vascular Disease, and in collaboration with the AHA Council on Functional Genomics and Translational Biology and the Society for Vascular Surgery. The meeting includes diverse disciplines within the arteriosclerosis, thrombosis, vascular biology, vascular medicine, functional genomics, peripheral vascular disease and vascular surgery research communities that allow investigators to explore areas of cross-disciplinary interests.

TARGET AUDIENCE

The conference will especially appeal to basic scientists, translational and clinical investigators, and clinicians interested in vascular health, vascular medicine, atherosclerosis, vascular biology, thrombosis, vascular surgery, thromboembolism, peripheral artery disease, molecular/cellular biology, functional genomics, immunology and physiology.

ATTENDANCE

- 91% are clinicians and/or research scientists.
- 28% of attendees are International.
- Specialties include Arteriosclerosis, Biochemistry, Cardiology, Cell Biology, Diabetes and Metabolism, Endocrinology, Epidemiology, Genetics, Hematology, Hypertension, Imaging, Internal Medicine, Interventional Cardiology, Molecular Biology, Nutrition, Pathology, Pharmacology, Physiology, Radiology, Stroke, Thrombosis, Vascular Surgery and Vascular Medicine.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinicians/Physicians/Scientists</td>
<td>909</td>
<td>770</td>
</tr>
<tr>
<td>Technicians</td>
<td>25</td>
<td>31</td>
</tr>
<tr>
<td>Other Healthcare Professionals</td>
<td>18</td>
<td>24</td>
</tr>
<tr>
<td>Non-Healthcare Professionals</td>
<td>25</td>
<td>42</td>
</tr>
<tr>
<td>Administration</td>
<td>12</td>
<td>18</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>989</strong></td>
<td><strong>885</strong></td>
</tr>
</tbody>
</table>

ENHANCE YOUR MEETING PRESENCE AND DRIVE ATTENDANCE TO YOUR BOOTH WITH OFFICIAL MARKETING OPPORTUNITIES. CONTACT YOUR ACCOUNT MANAGER TODAY!

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EXHIBIT AT BASIC CARDIOVASCULAR SCIENCES SCIENTIFIC SESSIONS

CONFERENCE INFORMATION
This three-and-a-half-day conference is for a broad audience principally made up of basic investigators promoting interaction among participants from diverse disciplines through lectures, poster presentations and informal discussions. The poster sessions provide opportunities for investigators in the early stages of their careers to present new research and interact with more established investigators.

TARGET AUDIENCE
The program will be of special interest to basic cardiovascular scientists, molecular/cellular biologists, physiologists, translational investigators, clinical trialists, practicing cardiologists, cardiovascular nurses and pharmacists. In addition, the conference will be of great value to scientists and executives of pharmaceutical companies and biotechnology firms who are in the cardiovascular space.

ATTENDANCE

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physicians/Scientists</td>
<td>533</td>
<td>610</td>
</tr>
<tr>
<td>Technicians</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td>Other Healthcare Professionals</td>
<td>34</td>
<td>28</td>
</tr>
<tr>
<td>Non-Healthcare Professionals</td>
<td>11</td>
<td>35</td>
</tr>
<tr>
<td>TOTAL</td>
<td>587</td>
<td>684</td>
</tr>
</tbody>
</table>

Exhibit Dates & Location
July 30 - Aug. 2, 2018
Grand Hyatt San Antonio
San Antonio, Texas

Exhibit Rates
$500 (nonprofit)
$1,500 (industry)

Tabletops include:
• One 6’x30” table with two chairs
• One company identification sign and trash can
• Two conference badges

YOUR SPECIALTY CONFERENCE EXHIBITING, ADVERTISING AND SPONSORSHIP DOLLARS ALSO COUNT TOWARD YOUR OVERALL AHA PRIORITY POINT TOTAL.

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For more information, contact Cathleen Gorby at 913-780-6923 or cgorby@ascendmedia.com

Apply online at exhibitatsessions.org/bcvs/

All rates are net. Cancellations are nonrefundable.
CONFERENCE SUMMARY

AHA’s Joint Hypertension Scientific Sessions 2018 is a collaborative effort between AHA’s Council on Hypertension and Council on the Kidney in Cardiovascular Disease and is a three- and-a-half day scientific program with more than 500 presentations focused on recent advances in hypertension research. This conference will include oral and poster presentations selected from abstracts submitted by clinical and basic researchers, followed by discussions led by leading authorities.

With experts in the fields of hypertension and its relationship to cardiac and kidney disease, stroke, obesity, and genetics, attendees will have the opportunity to connect with cross-disciplinary researchers and clinicians from around the world.

This meeting includes several interactive sessions specifically designed to benefit trainees and early career investigators, including a trainee poster session to highlight innovative research and how-to sessions that provide in-depth information about a range of topics related to the study of hypertension.

TARGET AUDIENCE

The conference is designed to benefit research scientists, clinicians, and other healthcare professionals in the fields of hypertension research, cardiology, nephrology, endocrinology and related disciplines.

ATTENDANCE

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physicians</td>
<td>146</td>
<td>665</td>
</tr>
<tr>
<td>Scientists</td>
<td>368</td>
<td>360</td>
</tr>
<tr>
<td>Nurses</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td>Nurse Scientists</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Technicians</td>
<td>6</td>
<td>15</td>
</tr>
<tr>
<td>Other Health Professionals</td>
<td>55</td>
<td>78</td>
</tr>
<tr>
<td>Non Healthcare Professionals</td>
<td>18</td>
<td>62</td>
</tr>
<tr>
<td>TOTAL</td>
<td>597</td>
<td>1,203</td>
</tr>
</tbody>
</table>

APPLICATION ONLINE AT exhibitatsessions.org/hbpr/
Amplify your reach at AHA specialty conferences with sponsorship opportunities designed to elevate your brand among target audiences!

Silver Level ......................... $1,500
- Acknowledgment on conference website
- Acknowledgment in Final Program
- Acknowledgment on sponsor signage at conference

Gold Level ......................... $5,000
Everything included in Silver Level, plus:
- Conference bag insert
- Company-specific recognition signage at conference

Platinum Level ..................... $10,000
Everything included in Silver and Gold Levels, plus:
- Conference attendee list
  (Does not include email addresses)
- Ad in conference marketing email
- Final Program ad
- Exhibit space

Additional Options
Receive Silver Level recognition with each of these sponsorships!

Scribe Sponsorship ..................... $2,000
Provide a branded notebook and/or writing pen to conference attendees.

Refreshment Break Sponsor ..................... $5,000
Attendees will see your signage at a refreshment break.

Continental Breakfast Sponsor ..................... $7,500
Attendees will see your signage at the breakfast location.

Industry Theater ...................... $15,000-$20,000
($15,000 for 100 attendees; $20,000 for 200 attendees)
Captivate your audience when you showcase your latest product or service! You’ll also receive additional marketing support to drive attendance.

For more information, and additional programming and reception opportunities, contact Cathleen Gorby at 913-780-6923 or cgorby@ascendmedia.com!

All rates are net. Cancellations are nonrefundable.
START PLANNING NOW!

SCIENTIFIC SESSIONS
Nov. 10-14, 2018 | Chicago, IL
Expected professional attendance: 12,600+

INTERNATIONAL STROKE CONFERENCE
Jan. 24-26, 2018 | Los Angeles, CA
Expected professional attendance: 4,300+

EPI | LIFESTYLE
March 20-23, 2018 | New Orleans, LA
Expected professional attendance: 750

QCOR
April 6-7, 2018 | Arlington, VA
Expected professional attendance: 300

ATVB | PVD
May 10-12, 2018 | San Francisco, CA
Expected professional attendance: 900

BCVS
July 30-Aug. 2, 2018 | San Antonio, TX
Expected professional attendance: 700

HYPERTENSION
Sept. 6-9, 2018 | Chicago, IL
Expected professional attendance: 1,200