American Heart Association.
life is why™

SCIENTIFIC SESSIONS 2018

ELEVATE YOUR BRAND

WITH THE MOST INFLUENTIAL CARDIOVASCULAR PROFESSIONALS IN THE WORLD

SCIENTIFIC SESSIONS 2018
EXHIBIT PROSPECTUS
AND MARKETING OPPORTUNITIES

SESSIONS AND EXHIBITS: NOV. 10-12, 2018
LOCATION: CHICAGO, IL

EXHIBITING OPPORTUNITIES

EXHIBITS DELIVER RESULTS

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.

** Source: Center for Exhibition Industry Research*

EXHIBITORS ASSIGN REAL MARKETING AND SALES VALUE TO THEIR PRESENCE ON THE EXHIBIT FLOOR:*

90% believe exhibits build and expand brand awareness.

87% believe exhibits showcase new product promotions and launches.

87% believe exhibits offer relationship management and engagement with prospective customers.

85% believe exhibits generate new sales leads.

YOUR MARKETING TEAM

Cathleen Gorby
Advertising & Exhibitor Sales
913-780-6923
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

CONNECT WITH THE RIGHT AUDIENCE

92% OF PHYSICIAN ATTENDEES VISIT THE EXHIBIT HALL, INCLUDING:*

93% OF THOSE REGISTERED IN THE **"CLINICAL EP"** SPECIALTY*

95% OF THOSE REGISTERED IN THE **"GENERAL CARDIOLOGY"** SPECIALTY*

93% OF THOSE REGISTERED IN THE **"CARDIOLOGY: INTERVENTIONAL"** SPECIALTY*

14,829 ATTENDEES**

11,940 PROFESSIONAL ATTENDEES**

NEARLY **2,500** RESEARCH SCIENTISTS ATTEND**

73:1 ATTENDEE TO EXHIBITOR RATIO

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

10 HOURS FOCUSED ON EXHIBITS, WITH LIMITED SIMULTANEOUS PROGRAMMING

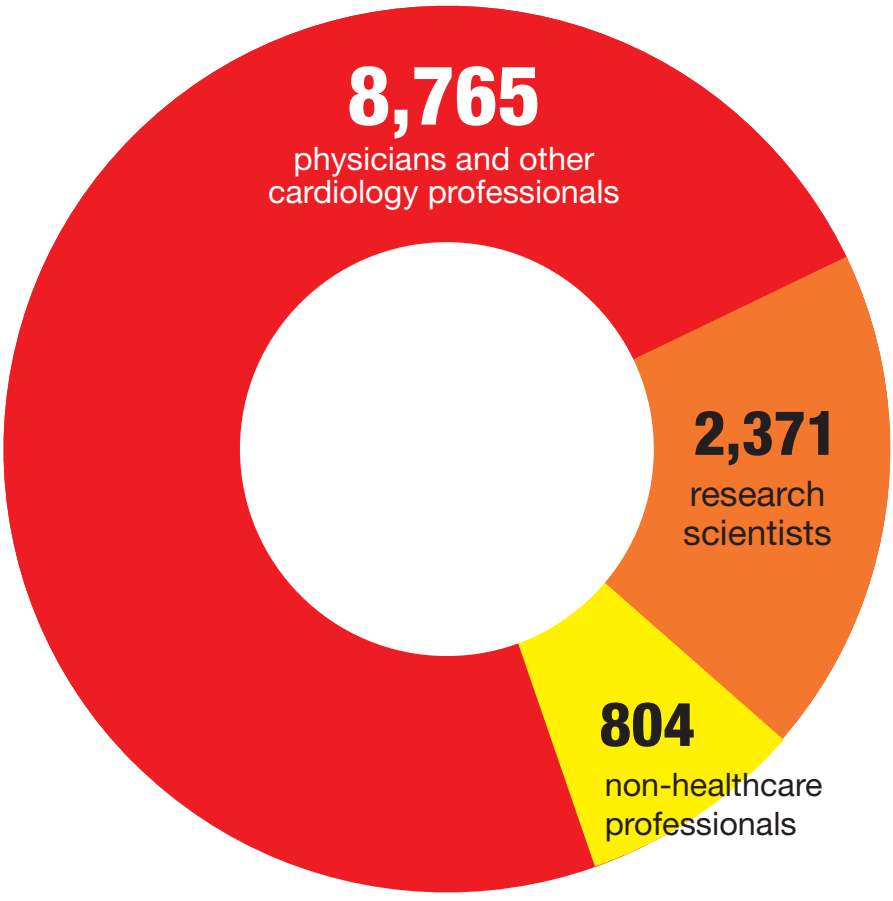
LARGEST SPECIALTY REPRESENTED: GENERAL CARDIOLOGY FOLLOWED BY INTERVENTIONAL AND HEART FAILURE

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

EXHIBITING OPPORTUNITIES

ATTENDEE PROFILE

2017 TOTAL ATTENDANCE: **14,829**, INCLUDING:



Source: 2017 AHA Scientific Sessions registration data

TOP 20 SPECIALTIES REPRESENTED IN 2017

1. GENERAL CARDIOLOGY
2. INTERVENTIONAL CARDIOLOGY
3. HEART FAILURE
4. CLINICAL ELECTROPHYSIOLOGY
5. ADMINISTRATION
6. INTERNAL MEDICINE
7. PEDIATRIC CARDIOLOGY
8. CARDIOVASCULAR IMAGING
9. PREVENTION
10. EMERGENCY MEDICINE
11. CARDIO-THORACIC SURGERY
12. BIOLOGICAL SCIENCES
13. EPIDEMIOLOGY
14. PHARMACOLOGY
15. ECHOCARDIOGRAPHY
16. CELL BIOLOGY
17. PHYSIOLOGY
18. VASCULAR MEDICINE
19. MOLECULAR BIOLOGY
20. STROKE

HOW WE DRIVE ATTENDEES

TO THE SCIENCE & TECHNOLOGY HALL

- **Dedicated hours** for visiting booths. 10 hours focused on exhibits, with limited simultaneous educational programming.
- **Posters** integrated into the Science & Technology Hall.
- **Rapid-Fire Forums** located in each poster area, allow attendees to listen to original science presentations delivered in a rapid-fire format. These sessions allow for exciting interaction with abstract authors.
- **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.
- **Official educational programming** co-located in the Science & Technology Hall with experts in specific cardiac procedures.
- **An Attendee Welcome Guide** that attendees receive at their hotels with Science & Technology Hall information.
- **Simulation Zone** featuring interactive displays with technologically advanced, immersive training for attendees.
- **An extensive marketing campaign** promoting the Science & Technology Hall before and during Sessions.
- **VIP customer** Science & Technology Hall-only invitations for your customers.

TOP FACTORS MOST INFLUENTIAL IN BRINGING ATTENDEES TO AN EXHIBITION REPEATEDLY:

#1 QUALITY OF FACE-TO-FACE ENGAGEMENT WITH BOOTH STAFF AND PRODUCT EXPERTS.

#2 CHANCE TO INTERACT WITH THE PRODUCT ITSELF.

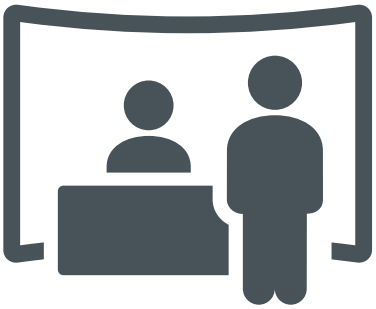
Source: Center for Exhibition Industry Research

EXHIBITING OPPORTUNITIES

EXHIBITING PAYS OFF

EXHIBITORS RECEIVE:

- Complimentary **online booth** at **scientificsessions.org**.
- Complimentary **booth listing** in the ***Preview***, ***Science & Technology Hall Planner, Daily News*** and the **Mobile App**.
- 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.



MORE THAN 17 HOURS OF EXHIBIT TIME:

10 WITH LIMITED SIMULTANEOUS EDUCATIONAL PROGRAMMING TO INCREASE TRAFFIC IN THE SCIENCE & TECHNOLOGY HALL.

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 release of the mailing list.
- Exhibitors are strongly encouraged not to print such pieces prior to AHA approval.
- Mailing lists are available for one-time use before or after Scientific Sessions.

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EXHIBITING DATES & RATES

EXHIBIT DATES & HOURS*

- **Saturday, Nov. 10:** 11 a.m.-5 p.m.
- **Sunday, Nov. 11:** 10 a.m.-4:30 p.m.
- **Monday, Nov. 12:** 10 a.m.-3 p.m.

BREAKS*

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

EXHIBIT SPACE RATES*

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 **exhibitatsessions.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 **exhibitatsessions.org** for more information.

UNOFFICIAL SATELLITE EVENTS

The term "Unofficial Satellite Event" (USE) refers to any activity that is independently organized and/or accredited by an organization other than the American Heart Association and held before, during or after an AHA/ASA Scientific Conference.

USE dates, times and opportunities will be available May 1, 2018. Non-exhibitor USE dates, times and opportunities will be available Aug. 14, 2018.

- You must be a current exhibitor at Scientific Sessions 2018, university or non-profit organization to hold a USE, with the exception of Symposia Event holders.
- USE start and end times are subject to change based upon completion of the final program.
- AHA is not responsible for attendance/audience generation or guaranteed attendance levels at USEs.
- AHA reserves the right to change the USE process, date, times, procedures, number of slots and any other aspect of the process.
- All USE application fees are non-refundable.
- Please note exhibits, tabletops, poster sessions and/or breakout sessions are permitted at Symposia Events only.
- Non-profits that have received or anticipate receiving Industry funding to organize a Symposia, Media Event or Social Event must apply under the Industry rate.
- AHA reserves the right to collect the additional application fees if a non-profit receives industry funding after application approval has been granted.
- AHA does not monitor topics/titles. Please check website for the most up-to-date list of topics/titles.

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

UNOFFICIAL SATELLITE EVENTS open May 1, 2018

Committee Meeting	$500	University/non-profit	
	$1,000	Exhibitor	
Focus Group	$500	University/non-profit	
	$1,000	Exhibitor	
Hospitality Room or Staff Meeting	$500	University/non-profit	
	$1,000	Exhibitor	
Investigator Meeting	$500	University/non-profit	
	$5,000	Exhibitor	
Media Event	$500	University/non-profit	
	$15,000	Exhibitor	
Symposia or Social Event	$3,500	University/non-profit (non-industry-supported)	
	$30,000 a.m. slots $50,000 p.m. slots	Exhibitor or university/ non-profit (industry-supported)	

NON-EXHIBITOR UNOFFICIAL SATELLITE EVENTS

Open August 13, 2018

Symposia or Social Event	$75,000	Non-exhibitors (industry-supported)	

Apply online at **exhibitatsessions.org**

	No restrictions	No restrictions	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	No restrictions
	No restrictions	No restrictions	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	No restrictions
	No restrictions	No restrictions	No restrictions	No restrictions	No restrictions	No restrictions
	No restrictions	No restrictions	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	No restrictions
	No restrictions	No restrictions	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	No restrictions
	6 a.m.-5 p.m. **Limited to 5 slots** or 7 p.m.- midnight **Limited to 5 slots**	6 a.m.-5 p.m. **Limited to 5 slots** or 7 p.m.- midnight **Limited to 5 slots**	6-8 a.m. **Limited to 5 slots** or 7 p.m.- midnight **Limited to 5 slots**	6-8 a.m. **Limited to 5 slots** or 7 p.m.-midnight **Limited to 5 slots**	6-9 a.m. **Limited to 5 slots** or 7 p.m.-midnight **Limited to 5 slots**	No restrictions
	7 p.m.-midnight **Limited to 2 slots**	7 p.m.-midnight **Limited to 2 slots**	7 p.m.-midnight **Limited to 2 slots**	7 p.m.-midnight **Limited to 2 slots**	7 p.m.-midnight **Limited to 2 slots**	7 p.m.-midnight **Limited to 2 slots**

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MARKETING OPPORTUNITIES

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.

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

All rates are net. Cancellations are nonrefundable.

All quantities are based on projected attendance and room blocks.

Ascend Media encourages (and practices) environmentally-friendly printing, including recycled/recyclable paper and plant-based inks.

OPPORTUNITY	PAGE	PRICE RANGE	SPACE DEADLINE
PRINT			
Attendee Welcome Guide	11	$25,000	Sept. 2018
Conference Bag Inserts	11	$40,000	Oct. 2018
Convention Center Map	11	$28,500	Sept. 2018
Daily Newspaper	12	$10,000-$40,000	Oct. 2018
Final Program	13	$2,500-$45,000	Sept. 2018
Poster Hall Map	13	$24,000	Sept. 2018
Pre-Meeting Mailer	14	$6,290	Sept. 2018
Preview/Preliminary Program	14	$580-$16,920	Aug. 2018
Science & Technology Hall Planner	15	$570-$19,450	Sept. 2018
Symposia Locator Map	15	$4,070-$9,310	Sept. 2018
DIGITAL			
Article Index Page	16	$3,900-$5,000	Sept. 2018
ePreviews and eHighlights	16	$3,500-$6,780	July-Nov. 2018
Housing Confirmation	18	$55,000	May 2018
Mobile Meeting Guide App	17	$5,000–$75,000	Sept. 2018
Registration Package	18	$75,000	May 2018
CONVENTION CENTER			
Ad Banners	19	$30,000	Sept. 2018
Cardiovascular Expert Theaters	19	$30,000-$65,000	Aug. 2018
Charging Lounge/Stations	19	$80,000	Sept. 2018
Communication Centers	20	$50,000	Sept. 2018
Digital Signage	20	$10,000-$20,000	Sept. 2018
EP and Interventional Central	21	$10,000 each	Sept. 2018
Escalator Decals	20	$50,000	Sept. 2018
Rotating Kiosks	22	$15,000	Sept. 2018
Science & Technology Hall Breaks	22	$20,000	Sept. 2018
Science & Technology Hall Aisle Signs	22	$100,000	Sept. 2018
Science & Technology Hall Park Benches	23	$55,000	Sept. 2018
Science & Technology Hall Restaurant Sponsorship	23	$15,000	Sept. 2018
Sitting Cubes	23	$50,000	Sept. 2018
Stair Clings	23	$50,000	Sept. 2018
Walking Challenge	24	$100,000	Sept. 2018
Window Clings	24	$28,000	Sept. 2018
BOOTH DRIVERS			
Abstracts on USB	25	$175,000	July 2018
Posters MD	25	$75,000	Sept. 2018
HOTEL/CITYWIDE			
Dark Channel	27	$2,500	Sept. 2018
Hotel Key Cards	27	$25,000	Aug. 2018
Hotel Room Drop: Doctors Bag	26	$8,240-$28,740	Oct. 2018
Individual Hotel Room Drop	26	$28,050-$45,000	Oct. 2018
Shuttle Bus Banners/Headrests	27	$75,000-$100,000	Aug. 2018
Hyatt Regency Chicago			
BIG Bar Clings	28	$8,500-$15,000	Sept. 2018
Floor Decals	28	$6,500	Sept. 2018
Glass Railing on Mezzanine	28	$15,000	Sept. 2018
Lobby Column Wraps	28	$15,000	Sept. 2018
Lobby Escalator Cling/Runner	29	$15,000	Sept. 2018
Lobby Staircase Cling	29	$15,000	Sept. 2018
Window Clings	29	$10,000	Sept. 2018
Hyatt Regency McCormick Place			
Digital Monitors	30	$5,000	Sept. 2018
Elevator and Floor Clings	30	$10,000-$20,000	Sept. 2018
Elevator Digital Screens	30	$5,000	Sept. 2018
Floor Clings	31	$5,000	Sept. 2018
Front Desk Clings	31	$10,000	Sept. 2018
Front Drive Banner	31	$10,000	Sept. 2018
Front Drive Column Wraps	31	$10,000	Sept. 2018
Lobby Column Wraps	32	$20,000	Sept. 2018
Restaurant Column Wraps	32	$10,000	Sept. 2018

PRINT

Attendee Welcome Guide

Distribution
Distributed to Scientific Sessions attendees as they check in at their hotels.

Content
Shuttle bus schedule, registration check-in information and other key details attendees need to get their experience at Sessions off to a great start.

Exclusive Opportunity Includes
- Back cover ad
- Front cover banner logo recognition on tri-fold guide

Space reservation deadline:
Sept. 27, 2018

Materials due:
Oct. 4, 2018

$25,000
single sponsorship

Conference Bag Inserts

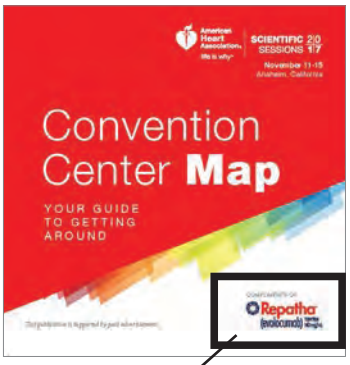
Distribution
Distributed to professional attendees at registration.

Content
Include your branding and marketing materials to drive attendees to your booth or program.

Space reservation deadline:
Oct. 8, 2018

Materials due:
Oct. 22, 2018

$40,000 per insert
limit five



SPONSOR FRONT COVER LOGO

Convention Center Map

Distribution
Distributed to attendees at shuttle bus drop-offs on Saturday morning by distribution ambassadors, and all days at information desks and key locations throughout the convention center.

Content
Facility map with key meeting locations, shuttle schedule and route list, AEDs and concession stands.

Exclusive Opportunity Includes:
- Sponsor front cover logo
- Back cover ad
- Display ad on side two

Space reservation deadline:
Sept. 21, 2018

Materials due:
Sept. 28, 2018

$28,500
single sponsorship

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

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).

These products are in compliance with PhRMA standards and ACCME guidelines.
All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.

MARKETING OPPORTUNITIES

PRINT

DAILY NEWSPAPER

Distribution

- Circulated to cardiovascular professionals on Saturday, Sunday and Monday.
- Printed overnight and delivered to the convention center and key hotels each morning.

Content

- Latest science and news from Scientific Sessions 2018.
- Cardiovascular industry news and information.
- Information about AHA, its products and services.

Space reservation deadline:
Oct. 1, 2018

Materials due:
Oct. 15, 2018

Advertising Rates

Back Cover	**$25,000 per issue**
Inside Front Cover	**$20,000 per issue**
Full Page Ad	**$12,500 per issue**
Junior Ad	**$20,000 all three issues**
Additional Junior Ad space for PI (in conjunction with Junior Ad purchase only)	**$10,000 all three issues**
Banner Ad on center spread with Science & Technology Hall map	**$40,000 all three issues**

Banner Ad on Center Spread

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).

These products are in compliance with PhRMA standards and ACCME guidelines.
All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.

PRINT

Final Program

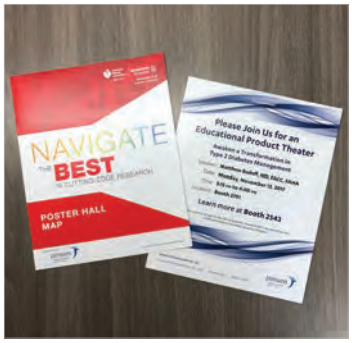
Distribution
Distributed to conference attendees at the convention center.

Content
- The official source for attendees to find Scientific Sessions program schedule, facility maps and other important information.
- Also accessible online, providing an additional 12 months of exposure.
- Advertisers can enhance their ads online.
- Supporters may link ads to corporate or product websites.

Space reservation deadline:
Sept. 3, 2018

Materials due:
Sept. 7, 2018

Inside Front Cover	$25,000
Back Cover	$45,000
Inside Back Cover	$15,000
Website linking feature in online Final Program	$ 2,500



Poster Hall Map

AHA Scientific Sessions Posters are in multiple locations throughout the Science & Technology Hall, and you can sponsor the map attendees use to locate posters.

Distribution
- Distributed to attendees at information desks in the convention center and via distribution ambassadors and racks in each poster area throughout the Science & Technology Hall.
- Poster Hall Map may also be inserted into the AHA Conference Bags. Ask your Account Manager for details.

Content
Listings and locations of posters, with schedules of presentations.

Exclusive Opportunity Includes:
- Sponsor front cover logo
- Back cover ad
- One full-page display ad

Space reservation deadline: :
Sept. 21, 2018

Materials due:
Sept. 28, 2018

$24,000
single sponsorship

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

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).

These products are in compliance with PhRMA standards and ACCME guidelines.
All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.

MARKETING OPPORTUNITIES

PRINT

Pre-Meeting Mailer

Distribution
Mails in October to more than 9,000 pre-registered domestic attendees and select specialists.

Content
Your branding and marketing materials, designed to pique interest and encourage visits to your booth.

Space reservation deadline:
Sept. 14, 2018

Materials due:
Sept. 21, 2018

	Early Bird Rate By May 30	After May 30
9,400 quantity*	$ 5,720 per insert	$ 6,290 per insert

** Includes overage/spoilage*

Note: *Opportunity is limited to 15 advertisers. Insert size limit is 8-1/2" x 11." Cannot exceed 1 oz. each and must be flat. Each insert is subject to AHA approval. Participants provide 9,400 inserts. Name of the event on the insert must match the name of the event listing online.*

Preview/Preliminary Program

Distribution
Mailed to more than 20,000 domestic pre-registered attendees and select specialists.

Content
Contains preliminary programming information, late-breaking clinical trials, schedules, an exhibitor list, Unofficial Satellite Event listings, city attractions, hotel info and other must-see content for attendees.

Space reservation deadline:
Aug. 15, 2018

Materials due:
Aug. 22, 2018

	Early Bird Rate By May 30	After May 30
Full Page	$ 9,655	$10,620
Full Page PI	$ 3,925	$ 4,315
2/3 Page	$ 8,485	$ 9,335
1/2 Page Island	$ 8,115	$ 8,925
1/2 Page Horizontal	$ 7,740	$ 8,515
1/3 Page Vertical	$ 6,895	$ 7,590
1/4 Page	$ 6,265	$ 6,885
Bolded Listing with Logo	$ 530	$ 580
Back Cover	$15,380	$16,920
Inside Front Cover	$13,525	$14,880
Inside Back Cover	$12,065	$13,280

ENHANCED LISTING SPECIAL

Purchase a Bolded Listing with Logo in the Preview and receive a Highlighted Listing in the Planner (see page 7) at no extra charge.

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).

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All quantities are based on projected attendance and room blocks.

PRINT

Science & Technology Hall Planner

Distribution

- Distributed onsite to more than 7,000 attendees.
- Distribution ambassadors hand out Planners at the entrances to the Science & Technology Hall for several hours each day.
- Planners also are available in distribution bins throughout the convention center and inside the hall.

Content

Session schedules, new product information, floor plans, exhibitor listings, Unofficial Satellite Event schedules and city attractions and dining info.

Space reservation deadline:
Sept. 17, 2018

Materials due:
Sept. 24, 2018

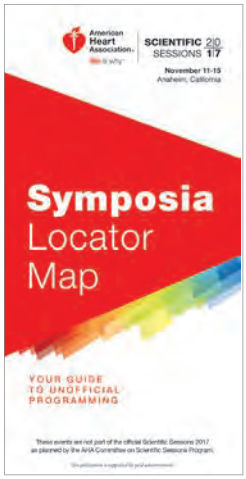
	Early Bird Rate By May 30	After May 30
Full Page*	$ 8,840	$ 9,720
Full Page PI	$ 3,965	$ 4,360
1/2 Page Horizontal	$ 6,910	$ 7,600
1/4 Page	$ 5,730	$ 6,300
Product Category Display Ad	$ 1,460	$ 1,600
Highlighted Listing with Logo	$ 520	$ 570
Back Cover	$13,730	$15,100
Inside Front Cover	$12,065	$13,270
Inside Back Cover	$10,660	$11,730
Exclusive Exhibit Floor Plan Advertising	$17,680	$19,450

** Request a position within the first 32 pages for a full-page, four-color rate of $9,300 per page.*

DRIVE BOOTH TRAFFIC!

Use your full page ad in the Planner as an insert in the Doctors Bag for a packaged rate of $17,750!

See page 18 for Doctors Bag information. Rate after May 30 is $19,600.



Symposia Locator Map

Distribution

- Distributed to attendees at registration and in bins throughout the convention center.
- If a Doctors Bag is distributed to hotel rooms on Nov. 9, maps will also be inserted into bags.

Content

Lists Unofficial Satellite Events and showcases USE locations on a map of Chicago.

Space reservation deadline:
Sept. 17, 2018

Materials due:
Sept. 24, 2018

	Early Bird Rate By May 30	After May 30
Back Cover Panel	$8,460	$9,310
Full Panel	$6,210	$6,835
1/2 Panel	$3,690	$4,070

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).

These products are in compliance with PhRMA standards and ACCME guidelines.
All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.

MARKETING OPPORTUNITIES

DIGITAL

Article Index Page

Distribution
Six ePreviews are sent from August to November to more than 300,000 cardiology professionals, with two eHighlights in December and January following Scientific Sessions. To read the full stories, readers must connect to the Article Index Page.

Space reservation deadline:
Sept. 19, 2018
for maximum exposure

Materials due:
Varies by purchase date

Leaderboard Ad:
$5,000
Limited to three rotating advertisers

Tower Ad:
$3,900
Limited to three rotating advertisers

ePreviews & eHighlights

ePreviews

Distribution
Deployed August to November 2018 to an opt-in list of more than 300,000 cardiology professionals.

Content
Registration information and key event planning resources.

Symposia ePreview

Distribution
Deployed in late October to more than 300,000 cardiology professionals.

Content
Unofficial Satellite Events times and locations.

eHighlights

Distribution
Deployed December to an opt-in list of more than 300,000 cardiology professionals.

Content
Highlights from Scientific Sessions.

Blast Schedule	Space Reservation Deadline	Materials Due
ePreview #1: mid-August	July 17, 2018	July 24, 2018
ePreview #2: late August	July 31, 2018	Aug. 7, 2018
ePreview #3: mid-September	Aug. 14, 2018	Aug. 21, 2018
ePreview #4: late September	Aug. 28, 2018	Sept. 4, 2018
ePreview #5: mid-October	Sept. 12, 2018	Sept. 19, 2018
Symposia ePreview #6: late October	Sept. 25, 2018	Oct. 2, 2018
eHighlights #1: early December	Nov. 21, 2018	Nov. 28, 2018
eHighlights #2: late December/early January	Nov. 28, 2018	Dec. 5, 2018

Advertising Rates	Early Bird Rate by May 30	Rate after May 30
Leaderboard Ad	$6,160 per blast	$6,780 per blast
Full Banner Ad 1	$5,355 per blast	$5,890 per blast
Full Banner Ad 2	$4,365 per blast	$4,800 per blast
Half Banner Ad (two available)	$3,180 per blast	$3,500 per blast
Medium Rectangle Ad (two available)	$3,750 per blast	$4,120 per blast

These products are in compliance with PhRMA standards and ACCME guidelines.
All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.

DIGITAL

10,441
DOWNLOADS IN 2017

Mobile Meeting Guide App

Available for download before, during and after Scientific Sessions. Supporter receives:

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

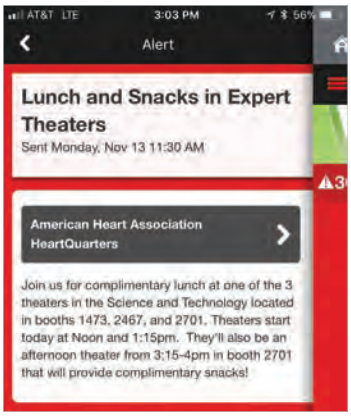
Content

- Provides attendees with instant access to detailed educational sessions, faculty, abstracts, event information, exhibitors, hotels, schedule-planning and mapping functionality to help locate a room or exhibit booth.
- App is web-based and downloadable for all smartphone platforms and web-enabled devices.

Space reservation deadline:
Sept. 24, 2018

Materials due:
Oct. 1, 2018

$75,000
single sponsorship

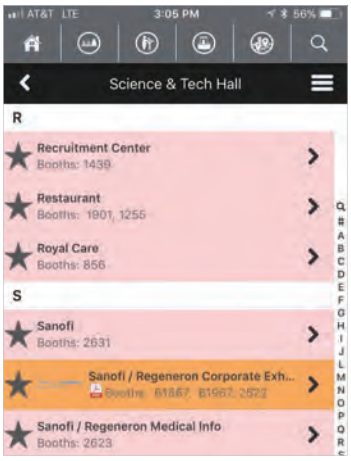


Alert Notifications

Similar to a text message but it goes through the app itself. Real-time marketing for promotion of your booth activity or company. App users will receive new announcements during the conference.

Push Alert Requirements:
Subject line: 28 characters, including spaces
Body of alert: 160 characters, including spaces

$5,000 each



Enhanced Exhibitor Listing

With the Enhanced Exhibitor Listing, exhibitors can highlight their information within the app's exhibitor section, plus upload up to five PDF documents in the exhibitor tab. In addition, this offering comes with one push alert.

$7,500 each

These products are in compliance with PhRMA standards and ACCME guidelines.
All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.

MARKETING OPPORTUNITIES

DIGITAL

Housing Confirmation

Your ad will appear on the housing confirmation page of the annual meeting reservation website and on every confirmation communication email delivered.

Space reservation deadline:
May 4, 2018

Materials due:
May 18, 2018

$55,000
single sponsorship

Registration Package

- Banner ad on the registration page during the six-month registration process.
- Corporate logo recognition on registration confirmation emails to 14,000.
- Corporate logo on voucher distributed with name badges to all professional attendees.

Space reservation deadline:
May 4, 2018

Materials due:
May 18, 2018, for full exposure during the registration process

$75,000
single sponsorship

YOUR MARKETING TEAM

Cathleen Gorby
Advertising & Exhibitor Sales
913-780-6923
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

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All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.

CONVENTION CENTER

Ad Banners

- Available in multiple high-visibility locations throughout the convention center.
- Sponsor may select location.

Space reservation deadline:
Sept. 3, 2018

Materials due:
Sept. 7, 2018

$30,000

Mid-morning and afternoon theaters available!

Cardiovascular Expert Theaters

- Located in the Science & Technology Hall, the CV Expert Theater is always standing room only.
- Lunch time slots available on Saturday, Sunday and Monday, and include a box lunch provided by AHA.
- Mid-morning time slots available Saturday, Sunday and Monday, and include a continental breakfast provided by AHA.
- Afternoon time slots available Saturday, Sunday and Monday, and include snacks and hors d'oeuvres provided by AHA.
- Cost includes: complete audio/visual package; classroom seating; lead retrieval units (up to two units); and pre-meeting and onsite promotion by AHA.

Space reservation deadline:
Aug. 17, 2018

Materials due:
Aug. 24, 2018

Closed Lunch Theater (ideal for both international and domestic sessions; seating for 200)	**$65,000 per time slot**
Open Air Lunch Theater (seating for 200)	**$55,000 per time slot**
Morning or Afternoon Closed Theater (seating for 200)	**$30,000 per time slot**

Charging Lounge and Charging Stations

A charging lounge is available in the Science & Technology Hall so attendees can sit comfortably to access the Internet and charge their smart devices. AHA will also place up to three additional charging stations throughout high-traffic areas of the convention center, providing users with easy access to electrical outlets and charging cables.

Sponsor Benefits

Sponsor may place corporate or product graphics on panels incorporated into the cell phone charging station located in the lounge, as well as on the three additional structures.

Sponsor Recognition Includes:

- Acknowledgment in ePreview emails sent to more than 300,000 cardiovascular professionals, and recognition in official Scientific Sessions publications, including the Science & Technology Hall Planner, Daily Newspaper, Final Program and Mobile Meeting Guide App.
- Sponsor is welcome to provide corporate and/or product imprinted giveaways at the sponsor's expense.
- AHA must approve giveaway.

Space reservation deadline:
Sept. 3, 2018

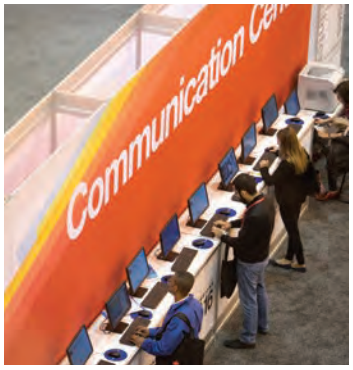
Materials due:
Sept. 7, 2018

$80,000
single sponsorship

These products are in compliance with PhRMA standards and ACCME guidelines.
All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.

MARKETING OPPORTUNITIES

CONVENTION CENTER



Communication Centers

- Scientific Sessions attendees can leave and retrieve conference messages, access the Internet, search for other attendees, print airline boarding passes and claim CME credit.
- Sponsor receives corporate recognition on all login screens.
- Sponsor may place a four-color corporate or product graphic on panels incorporated into the structures.

Space reservation deadline:
Sept. 3, 2018

Materials due:
Sept. 7, 2018

$50,000 per Communication Center

Digital Signage

- Quickly grab attendees' attention with your company, product or industry event information by advertising on AHA's highly visible digital signage.
- Includes both video and sound. Each unit has multiple screens and will be strategically located throughout the convention center to maximize exposure and visibility.

Space reservation deadline:
Sept. 24, 2018

Materials due:
Oct. 1, 2018

$10,000 for 15-second ad
$15,000 for 30-second ad
$20,000 for 60-second ad

Escalator Decals

Sponsor receives corporate or product advertising on the median of selected escalator banks, as well as on a portion of the glass side panels of the escalator.

Space reservation deadline:
Sept. 3, 2018

Materials due:
Sept. 7, 2018

$50,000 per location

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

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cgorby@ascendmedia.com

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All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.

CONVENTION CENTER

EP and Interventional Central

These areas seek to provide a central hub for communities of clinicians and scientists to gather, network, exchange information and relax. In addition to the designated rooms where other EP and Interventional programming occurs, these areas provide attendees with a sense of their own "meeting within a meeting." Educational programming includes Global Game Show, Jeopardy, Challenging Cases and career development topics.

EP Central

Engage with electrophysiologists at AHA through the networking and learning hub devoted exclusively to the specialty. Located in the Science & Technology Hall, EP Central is a lounge, an education center, a networking station, and often, standing room only!

Interventional Central

Interventionalists gather here for official programming and to network and learn. Located in the Science & Technology Hall, Interventional Central is a lounge, an education center and networking station where you can engage with interventionalists.

Sponsorship of Each Lounge/Education Center Includes:

- Sponsor logos will be included on a meterboard at the entrance of each hub.
- A table will be available for sponsor collateral to share with clinicians.
- Sponsor may run up to two 30-second spots on the monitors within the selected location. (Can be used for USE promotion.)
- Sponsor staff may be present in the sponsored area.
- Participation as a sponsor will be recognized in the ePreviews, Science & Technology Hall Planner, Final Program, Daily Newspaper and Mobile Meeting Guide App.

Space reservation deadline:
Sept. 3, 2018

Materials due:
Sept. 7, 2018

$10,000 per location

(Only two sponsorships available in each lounge/education center. First-come, first served.)

For locations, see https://www.plantour.com/show/aha-2018/home

These products are in compliance with PhRMA standards and ACCME guidelines.
All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.

MARKETING OPPORTUNITIES

CONVENTION CENTER

Rotating Kiosks

- Sponsor receives corporate or product advertisement on a graphic panel of a motorized kiosk that rotates for exceptional visibility.
- Reach a specific audience with kiosks located around each core and in high-traffic areas throughout the convention center.
- Sponsors can submit up to four different corporate or product-specific ads per kiosk.

Space reservation deadline:
Sept. 3, 2018

Materials due:
Sept. 7, 2018

$15,000 for a single graphic panel

Science & Technology Hall Breaks

There will be a minimum of two refreshment stations serving coffee, decaf, hot tea and water in high-traffic areas in the Science & Technology Hall. Breaks will be refreshed two times Saturday and Monday, and three times Sunday.

Sponsor Recognition Includes:

- Signage next to refreshment stations.
- Opportunity to provide napkins, cup sleeves or cups (no larger than 10 oz.) with company (corporate or product) logo. *Sponsor is responsible for all shipping fees.*
- Acknowledgment in ePreview emails sent to more than 300,000 cardiovascular professionals, and recognition in official Scientific Sessions publications, including the Science & Technology Hall Planner, Daily Newspaper, Final Program and Mobile Meeting Guide app.

Space reservation deadline:
Sept. 3, 2018

Materials due:
Sept. 7, 2018

$20,000 per day, includes both stations

Science & Technology Hall Aisle Signs

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

Space reservation deadline:
Sept. 3, 2018

Materials due:
Sept. 7, 2018

$100,000
single sponsorship

These products are in compliance with PhRMA standards and ACCME guidelines.
All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.

CONVENTION CENTER

Science & Technology Hall Park Benches

Grab the attention of professional attendees as they walk through the Science & Technology Hall.

Sponsorship includes:

- 10 park benches with single graphic panel on each bench
- Floor graphic in front of bench

Space reservation deadline:
Sept. 3, 2018

Materials due:
Sept. 7, 2018

$55,000
single sponsorship

Science & Technology Hall Restaurant Sponsorship

- Brand an entire restaurant and engage attendees with your message while they relax, take a break or enjoy a meal.
- Meterboard at restaurant entrance for sponsor.
- Sponsor may, at its own expense, brand the restaurant with napkins, centerpieces and other materials.

Space reservation deadline:
Sept. 3, 2018

Materials due:
Sept. 7, 2018

$15,000
single sponsorship

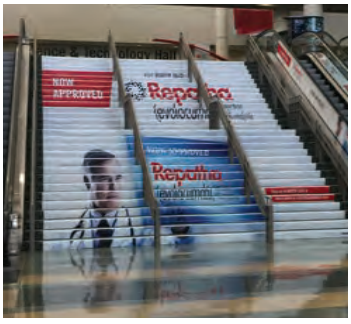
Sitting Cubes

- Located in high-traffic areas throughout the convention center, these sitting cubes are sturdy, creative, stylish and eye-catching.
- Customize these multipurpose stools with your company's corporate or product branding.
- Sponsorship includes 100 cubes.

Space reservation deadline:
Sept. 3, 2018

Materials due:
Sept. 7, 2018

$50,000
single sponsorship



Stair Clings

- Make a bold statement by including your message on the grand staircase in McCormick Place.
- Located in the main lobby where the majority of attendees will enter the center to visit the conference registration area, Science & Technology Hall, Posters and Main Event sessions.

Space reservation deadline:
Sept. 3, 2018

Materials due:
Sept. 7, 2018

$50,000
per set

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

These products are in compliance with PhRMA standards and ACCME guidelines.
All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.

MARKETING OPPORTUNITIES

CONVENTION CENTER

Walking Challenge

- Prominent visibility on the Walking Challenge leaderboard.
- 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 pick up an activity tracker.
- Corporate recognition on the registration webpage, opening screen of mobile app and in emails.
- Attendees will be asked to register for the Walking Challenge online, download an app and then pick up their activity trackers onsite at the convention center.

Space reservation deadline:
Sept. 3, 2018

Materials due:
Sept. 7, 2018

$100,000
single sponsor

Window Clings

- Make an impact on conference attendees as they exit the convention center by promoting your company or product on door/window clings.
- Each package includes up to 18 full-color, 2' x 2' adhesive advertising clings applied to the inside of the doors/windows at main entrances of the convention center.

Space reservation deadline:
Sept. 3, 2018

Materials due:
Sept. 7, 2018

$28,000 per package

YOUR MARKETING TEAM

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

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

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773-259-2825
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All quantities are based on projected attendance and room blocks.

BOOTH DRIVERS

Abstracts on USB

Distribution

- Distributed to 5,500 attendees at Scientific Sessions.
- 1,000 additional USB drives distributed by AHA at cardiovascular-relevant conferences throughout the year.
- USBs may be distributed from supporter's booth, guaranteeing heavy traffic.

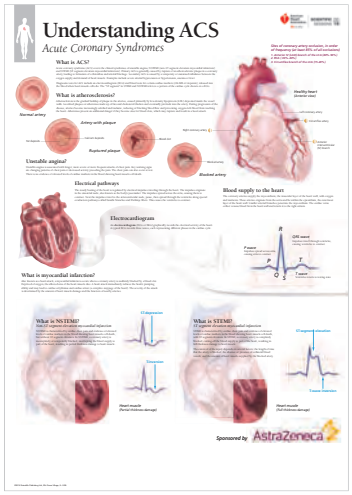
Content

- Easy and enduring access to abstracts from Scientific Sessions.
- Users quickly access information in the abstracts through searches on keywords, abstract titles or author names.
- Sponsor is recognized with corporate logo on packaging, USB and opening screen, as well as on all marketing pieces, including ads and onsite signage.

Space reservation deadline:
July 13, 2018

Materials due:
July 28, 2018

$175,000
single sponsorship



Posters MD

Distribution

Posters are distributed from supporter's booth, guaranteeing heavy traffic.

Content

- Personalized educational wall charts or posters for physicians to display in their offices.
- Choose from more than 100 existing anatomical titles; custom solutions available.
- Branded with the Scientific Sessions logo, posters print in sponsor's booth in three to five minutes.
- Corporate logo on posters and marketing pieces, including ads and onsite signage.

Space reservation deadline:
Sept. 3, 2018

Materials due:
Sept. 10, 2018

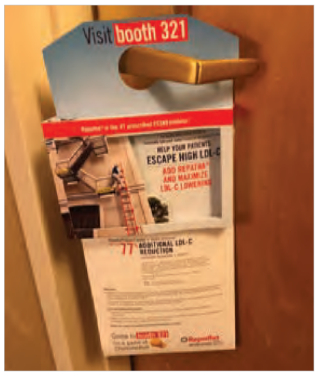
$75,000
single sponsorship

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

These products are in compliance with PhRMA standards and ACCME guidelines.
All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.

MARKETING OPPORTUNITIES

HOTEL/CITYWIDE



Individual Hotel Room Drop

Distribution
Deliver your branded item inside or outside 4,000 attendee hotel rooms.

Suggested Items Include:
Water bottles, custom chocolates and heart-healthy evening snacks, etc.

We encourage (and practice) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.

Space reservation deadline:
Oct. 18, 2018

Materials due:
Oct. 25, 2018

In-Room Delivery
$45,000 per day

Outside Room Delivery
$28,050 per day

Delivery Dates
Nov. 9, 10 and 11, 2018

Ask your Account Manager about hotel-specific and other custom individual room drop options.

Hotel Room Drop: Doctors Bag

Distribution
Placed on thousands of Scientific Sessions attendee hotel room doors each evening. Additional handout at entrances of the convention center during morning hours of Sessions.

Content
Valuable Scientific Sessions information and planning resources

Space reservation deadline:
Oct. 1, 2018

Materials due:
Oct. 8, 2018

Insert Information*	Full Distribution	Limited Distribution
Delivery Dates	Nov. 9, 10 and 11, 2018	Nov. 9, 10 and 11, 2018
Early Bird Rate (by May 30)	$13,350 per insert, per day	$7,490 per insert, per day
Rate (after May 30)	$14,785 per insert, per day	$8,240 per insert, per day
Quantity**	7,500 per day	4,300 per day

Insert sizes: Maximum size is 8-1/2" x 11". Maximum weight is 2 oz.

** Minimum of four inserts required for bag distribution.*
*** Based on projected attendance and room blocks at the time this rate card was published.*

Doctors Bag Premium Insert

- Be the first message attendees see when they pick up their Doctors Bags.
- Your message is inserted in an open, clear pocket on one side of the bag, drawing attention to your message without restricting access to it.
- Advertiser provides insert for pocket, subject to AHA approval.

Space reservation deadline:
Oct. 1, 2018

Materials due:
Oct. 8, 2018

	Early Bird Rate By May 30	After May 30
Nov. 9-11, p.m. drop	$26,040 per day	$28,740 per day

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).

These products are in compliance with PhRMA standards and ACCME guidelines.
All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.

HOTEL/CITYWIDE

Dark Channel

Your message reaches attendees on hotel television convention channels.

Space reservation deadline:
Sept. 7, 2018

Materials due:
Sept. 14, 2018

$2,500 per 30-second spot

Hotel Key Cards

- Reach attendees at hotels with your promotional ad on hotel key cards.
- 8,000 key cards will be distributed.

Sponsor works directly with vendor on artwork and production details. Additional production charges apply.

Space reservation deadline:
Aug. 10, 2018

Materials due:
Aug. 27, 2018

$25,000
rights only, single sponsorship

Shuttle Bus Banners and Headrests

- Your banner ads on passenger boarding side of 15 buses.
- Headrest covers can display corporate or product ad.
- Shuttle service operates daily throughout the city from about 6:30 a.m. to 7:30 p.m.

IN 2017, MORE THAN 60,000 ATTENDEES WERE TRANSPORTED ON SHUTTLE BUSES.

Space reservation deadline:
Aug. 24, 2018

Materials due:
Sept. 7, 2018

$100,000 (full package)
$75,000 (headrest or banner portion only)

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

These products are in compliance with PhRMA standards and ACCME guidelines.
All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.

HOTEL: Hyatt Regency Chicago

BIG Bar Clings

- Huge exposure for your brand, with visibility from the lower level, front desk area and the BIG Bar.
- Two placement options available:
  - Glass Cling: Up to 17 single-sided glass panels, facing out.
  - Wall Clings: Placed in the large space under the BIG Bar Glass Cling. Three available at 25' x 58' each.

Space reservation deadline:
Sept. 14, 2018

Materials due:
Sept. 21, 2018

Glass Cling: $15,000
rights only, single sponsorship

Wall Clings: $8,500 each
rights only

Floor Decals

- Your brand accompanies attendees as they walk throughout the hotel.
- Three available at 4' X 4'.

Space reservation deadline:
Sept. 14, 2018

Materials due:
Sept. 21, 2018

$6,500 each
rights only

Glass Railing on Mezzanine

- Attendees can't miss your double-sided branding on this glass railing as they ride the escalator or head towards the front desk or the BIG Bar.
- Also visible from the lower level.
- Brand as much as you choose:
  - Straight-line glass railing
  - Bump-out lounge area

Space reservation deadline:
Sept. 14, 2018

Materials due:
Sept. 21, 2018

$15,000
rights only, single sponsorship

Lobby Column Wraps

Your message greets attendees on three columns as they approach the front desk or the BIG Bar.

Space reservation deadline:
Sept. 14, 2018

Materials due:
Sept. 21, 2018

$15,000
rights only, single sponsorship

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

These products are in compliance with PhRMA standards and ACCME guidelines.
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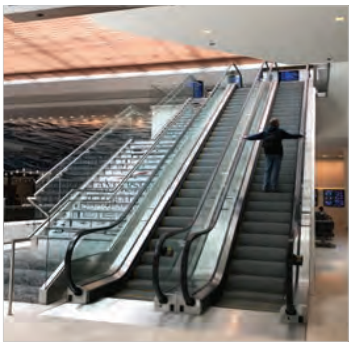
All quantities are based on projected attendance and room blocks.

HOTEL: Hyatt Regency Chicago



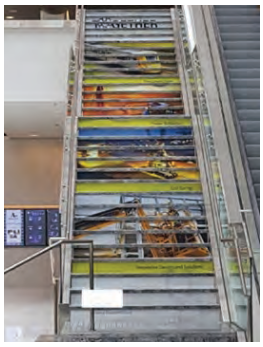
Lobby Escalator Cling/Runner

- Your branding makes a huge impact as attendees enter the East Tower front doors and take these escalators up to the front desk.
- Includes two double-sided and two single-sided clings.

Space reservation deadline:
Sept. 14, 2018

Materials due:
Sept. 21, 2018

$15,000
rights only, single sponsorship



Lobby Staircase Cling

Bold brand placement on the East Tower stair risers beside the main escalator from the front door up to the front desk is sure to make a big impression.

Space reservation deadline:
Sept. 14, 2018

Materials due:
Sept. 21, 2018

$15,000
rights only, single sponsorship

Window Clings

Your branding greets attendees first as it appears on four windows next to the East Tower entrance doors.

Space reservation deadline:
Sept. 14, 2018

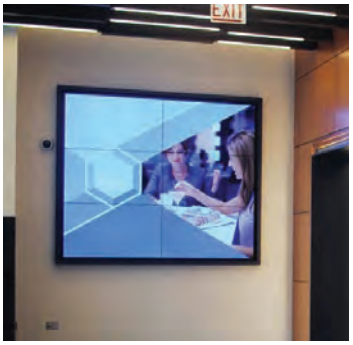
Materials due:
Sept. 21, 2018

$10,000
rights only, single sponsorship

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

These products are in compliance with PhRMA standards and ACCME guidelines.
All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.

HOTEL: Hyatt Regency McCormick Place



Digital Monitors

- Your brand reaches attendees as they pass, stand nearby or talk to the hotel concierge, or gather in the lobby seating area.
- Static images or 15-second video rotates with hotel images. No audio allowed.
- Both opportunities are exclusive.

Space reservation deadline:
Sept. 14, 2018

Materials due:
Sept. 21, 2018

Behind concierge desk: $5,000

Lobby seating area: $5,000

rights only

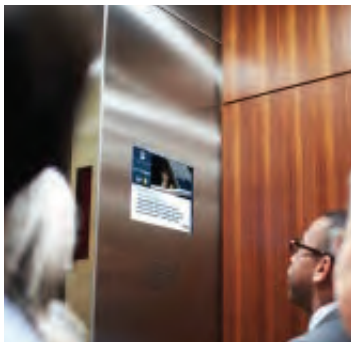
Elevator and Floor Clings

- Huge visibility for your message as attendees wait for elevators throughout the day - and night!
- Two banks of elevators available:
  - North Tower: Four elevators, one large floor cling
  - South Tower: Eight elevators, two large floor clings

Space reservation deadline:
Sept. 14, 2018

Materials due:
Sept. 21, 2018

North Tower: $10,000
South Tower: $20,000
rights only



Elevator Digital Screens

- Engage attendees with an interactive message as they use hotel elevators.
- Static images or 15-second video rotates with hotel images. No audio allowed.
- Exclusive opportunity includes all 12 elevators.

Space reservation deadline:
Sept. 14, 2018

Materials due:
Sept. 21, 2018

$5,000
rights only, single sponsorship

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

These products are in compliance with PhRMA standards and ACCME guidelines.
All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.

HOTEL: Hyatt Regency McCormick Place

Floor Clings

- Your brand accompanies attendees as they walk throughout the hotel.
- Three available in the lobby.
- Three available in the Marketplace.
- Dimensions for all placements: 4' X 4'.

Space reservation deadline:
Sept. 14, 2018

Materials due:
Sept. 21, 2018

$5,000 each
rights only

Front Desk Clings

- Your message greets attendees as they check into their rooms and each time they pass through the lobby.
- Opportunity includes two of four front desk "pods."

Space reservation deadline:
Sept. 14, 2018

Materials due:
Sept. 21, 2018

$10,000
rights only, single sponsorship

Front Drive Banner

Make a bold first impression as attendees pull up to the hotel!

Space reservation deadline:
Sept. 14, 2018

Materials due:
Sept. 21, 2018

$10,000
rights only, single sponsorship

Front Drive Column Wraps

- Make a statement as attendees pull up to the front hotel entrance.
- Opportunity includes two columns.

Space reservation deadline:
Sept. 14, 2018

Materials due:
Sept. 21, 2018

$10,000
rights only, single sponsorship

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

These products are in compliance with PhRMA standards and ACCME guidelines.
All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.

HOTEL: Hyatt Regency McCormick Place

Lobby Column Wraps

- Attendees will take notice of your brand in this high-traffic walkway to the restaurant and the convention center.
- Includes all four columns.

Space reservation deadline:
Sept. 14, 2018

Materials due:
Sept. 21, 2018

$20,000
rights only, single sponsorship

Restaurant Column Wraps

- Welcome attendees to their dining experience with your brand wrapped on columns at the entrance to the restaurant and bar area.
- Includes two columns.

Space reservation deadline:
Sept. 14, 2018

Materials due:
Sept. 21, 2018

$10,000
rights only, single sponsorship

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

These products are in compliance with PhRMA standards and ACCME guidelines.
All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.

ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

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

American Heart Association. life is why™

SCIENTIFIC 2|0 SESSIONS 1|8

Sessions and Exhibits: Nov. 10-12, 2018
Chicago, IL

SCIENTIFIC SESSIONS 2018

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

Advertiser: _____ Agency (if applicable): _____

Billing Information: ❑ Agency ❑ Advertiser Contact Name: _____

Billing Address: _____ City, State, ZIP: _____

Phone: _____ Fax: _____ E-mail: _____

These rates apply for reservations confirmed after May 30, 2018.

Print Opportunities

Attendee Welcome Guide
Single Sponsorship _____ $25,000

Conference Bag Insert
Per insert _____ $40,000

Convention Center Map
Single Sponsorship _____ $28,500

Daily Newspaper
Back Cover _____ $25,000 per issue
Inside Front Cover _____ $20,000 per issue
Full Page _____ $12,500 all issues
Junior Ad _____ $20,000 all issues
Junior ad PI space _____ $10,000 all issues
Banner Ad _____ $40,000 three issues

Final Program
Inside Front Cover _____ $25,000
Back Cover _____ $45,000
Inside Back Cover _____ $15,000
Website linking feature _____ $2,500

Poster Hall Map
Single Sponsorship _____ $24,000

Pre-Meeting Mailer
Per insert _____ $6,290

Preview/Preliminary Program
Full Page _____ $10,620
Full Page PI _____ $4,315
2/3 Page _____ $9,335
1/2 Page Island _____ $8,925
1/2 Page Horizontal _____ $8,515
1/3 Page Vertical _____ $7,590
1/4 Page _____ $6,885
Bolded Listing with Logo _____ $580
Back Cover _____ $16,920
Inside Front Cover _____ $14,880
Inside Back Cover _____ $13,280

Science & Technology Hall Planner
Full Page _____ $9,720
Full Page PI _____ $4,360
1/2 Page Horizontal _____ $7,600
1/4 Page _____ $6,300
Product Category Display Ad _____ $1,600
Highlighted Listing with Logo _____ $570
Back Cover _____ $15,100
Inside Front Cover _____ $13,270
Inside Back Cover _____ $11,730
Exclusive Floor Plan Advertising _____ $19,450

Symposia Locator Map
Back Cover Panel _____ $9,310
Full Panel _____ $6,835
1/2 Panel _____ $4,070

Digital Opportunities

Article Index Page
Leaderboard Ad _____ $5,000
Tower Ad _____ $3,900

Housing Confirmation _____ $55,000

Mobile Meeting Guide App
Single Sponsorship _____ $75,000
Alert Notifications _____ $5,000 each
Enhanced Exhibitor Listing _____ $7,500 each

Registration Package _____ $75,000

ePreviews & eHighlights

Mid-August ePreview #1
Leaderboard Ad _____ $6,780
Full Banner Ad 1 _____ $5,890
Full Banner Ad 2 _____ $4,800
Half Banner Ad (two available) _____ $3,500
Medium Rectangle Ad (two available) _____ $4,120

Late August ePreview #2
Leaderboard Ad _____ $6,780
Full Banner Ad 1 _____ $5,890
Full Banner Ad 2 _____ $4,800
Half Banner Ad (two available) _____ $3,500
Medium Rectangle Ad (two available) _____ $4,120

Mid-September ePreview #3
Leaderboard Ad _____ $6,780
Full Banner Ad 1 _____ $5,890
Full Banner Ad 2 _____ $4,800
Half Banner Ad (two available) _____ $3,500
Medium Rectangle Ad (two available) _____ $4,120

Late September ePreview #4
Leaderboard Ad _____ $6,780
Full Banner Ad 1 _____ $5,890
Full Banner Ad 2 _____ $4,800
Half Banner Ad (two available) _____ $3,500
Medium Rectangle Ad (two available) _____ $4,120

Mid-October ePreview #5
Leaderboard Ad _____ $6,780
Full Banner Ad 1 _____ $5,890
Full Banner Ad 2 _____ $4,800
Half Banner Ad (two available) _____ $3,500
Medium Rectangle Ad (two available) _____ $4,120

Late October Symposia ePreview #6
Leaderboard Ad _____ $6,780
Full Banner Ad 1 _____ $5,890
Full Banner Ad 2 _____ $4,800
Half Banner Ad (two available) _____ $3,500
Medium Rectangle Ad (two available) _____ $4,120

Early December eHighlights #1
Leaderboard Ad _____ $6,780
Full Banner Ad 1 _____ $5,890
Full Banner Ad 2 _____ $4,800
Half Banner Ad (two available) _____ $3,500
Medium Rectangle Ad (two available) _____ $4,120

Late December/Early January eHighlights #2
Leaderboard Ad _____ $6,780
Full Banner Ad 1 _____ $5,890
Full Banner Ad 2 _____ $4,800
Half Banner Ad (two available) _____ $3,500
Medium Rectangle Ad (two available) _____ $4,120

Convention Center Opportunities

Ad Banners _____ $30,000

Cardiovascular Expert Theaters
Closed Lunch Theater _____ $65,000
Open Air Lunch Theater _____ $55,000
A.M. Closed Theater _____ $30,000
P.M. Closed Theater _____ $30,000
Charging Lounge and Charging Stations _____ $80,000

Communication Centers _____ $50,000

Digital Signage
15-second ad _____ $10,000
30-second ad _____ $15,000
60-second ad _____ $20,000

EP Central _____ $10,000

Escalator Decals _____ $50,000

Interventional Central _____ $10,000

Rotating Kiosks _____ $15,000

Science & Technology Hall Aisle Signs _____ $100,000

Science & Technology Hall Breaks _____ $20,000 per day

Science & Technology Hall Park Benches _____ $55,000

Science & Technology Hall Restaurant Sponsorship _____ $15,000

Sitting Cubes _____ $50,000

Stair Clings _____ $50,000 per set

Walking Challenge _____ $100,000

Window Clings _____ $28,000

Booth Drivers

Abstracts on USB _____ $175,000

Posters MD _____ $75,000

Hotel/Citywide

Dark Channel _____ $2,500

Hotel Key Cards _____ $25,000

Hotel Room Drop: Doctors Bag
Nov. 9, 10, 11 Doctors Bag Insert (Full) _____ $14,785 per item
Nov. 9, 10, 11 Doctors Bag Insert (Limited) _____ $8,240 per item
Nov. 9, 10, 11 Premium Pocket Insert (p.m.) _____ $28,740 per day

Individual In-Room - Hotel Room Drop
Nov. 9, 10, 11 _____ $45,000 per day

Individual Outside - Hotel Room Drop
Nov. 9, 10, 11 _____ $28,050 per day

Shuttle Bus
Headrest or Banner _____ $75,000
Package _____ $100,000

Hyatt Regency Chicago
BIG Bar Clings
Glass Cling _____ $15,000
Wall Clings _____ $8,500 each
Floor Decals _____ $6,500 each
Glass Railing on Mezzanine _____ $15,000
Lobby Column Wraps _____ $15,000
Lobby Escalator Cling/Runner _____ $15,000
Lobby Staircase Cling _____ $15,000
Window Clings _____ $10,000

Hyatt Regency McCormick Place
Digital Monitors
Behind concierge desk _____ $5,000
Lobby seating area _____ $5,000
Elevator and Floor Clings
North Tower _____ $10,000
South Tower _____ $20,000
Elevator Digital Screens _____ $5,000
Floor Clings _____ $5,000 each
Front Desk Clings _____ $10,000
Front Drive Banner _____ $10,000
Front Drive Column Wraps _____ $10,000
Lobby Column Wraps _____ $20,000
Restaurant Column Wraps _____ $10,000

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

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

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

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

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

Ascend Integrated Media LLC • 7171 W. 95th St., Suite 300 • Overland Park, KS 66212

All rates are net. Cancellations are nonrefundable.

Please send insertion orders to:
Cathleen Gorby
913-780-6923
cgorby@ascendmedia.com

Ascend Integrated Media
7171 W. 95th S.t, Suite 300, Overland Park, KS 66212
ascendmedia.com

Please remit payments to:
Ascend Integrated Media
P.O. Box 870939
Kansas City, MO 64187-0939

ascend media

CUSTOM BUSINESS SUITES

Business Suites provide a place for you to meet with staff and clients or transact business away from your booth without having to leave the Science & Technology Hall. Business Suites are available beginning Saturday, Nov. 10, and are rented through Monday, Nov. 12. Please note that professional attendees will only be permitted in the Hall when it's open. AHA also offers Premium Business Suites outside the Science & Technology Hall so that you may continue business before and after Science & Technology Hall hours.

Please contact **Cathleen Gorby** at cgorby@ascendmedia.com to reserve your space today!

NAME OF SHOW: **American Heart Association Scientific Sessions Nov. 10-12, 2018**

COMPANY NAME: _____ BOOTH: _____

COMPANY ADDRESS: _____ PHONE: _____

CHOOSE A SIZE AND SUITE NUMBER

_____ 10' x 10' Business Suite: $3,750

_____ 10' x 20' Business Suite: $7,500

_____ 20' x 20' Business Suite: $14,000

_____ Premium Business Suite: $40,000 (3 available)

Business Suite selection number: _____

All business suites are carpeted, fully enclosed and include partial ceilings for noise reduction.
Company name, business suite number and logo (if provided) will be printed on the entrance door.

- Food and beverage service available through convention catering service.
- Furniture and electrical not included in the rental fee and available to order through Freeman.

Contact information can be found here:
exhibitatsessions.org/scientific-sessions/scientific-sessions-exhibitor-services-preferred-contractors/

CONTACT CATHLEEN GORBY
913-780-6923
cgorby@ascendmedia.com
to reserve your preferred placement.

COMPLETE YOUR APPLICATION HERE:
exhibitatsessions.org/scientific-sessions/business-suites/

PAYMENT OPTIONS

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

*Please note that you will not receive a confirmation until AHA has received the 50% deposit.

PAY ONLINE:
Visit **exhibitatsessions.org** for instructions.

PAY BY CHECK:
U.S. Postal Service Address — regular mail
American Heart Association
P.O. Box 844504
Dallas, TX 75284-4504

Courier Address — delivered by courier service (UPS/FedEx, etc.)
Bank of America Lockbox Services
Lockbox 844504
1950 N. Stemmons Freeway, Ste. 5010
Dallas, TX 75207

AHA Cancellation Schedule: AHA requires a 50% deposit before exhibit space will be confirmed. Cancellation or space reduction will result in a 50% penalty through April 30, 2018.

Beginning May 1, 2018, AHA requires payment in full and retains 100% of contracted space for space reduction or cancellation.

ADVERTISING POLICIES AND MATERIALS SUBMISSION PROCEDURES

American Heart Association. life is why™

SCIENTIFIC 2|0 SESSIONS 1|8

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

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

Item	Prototype Due	Ad Materials/Printed Materials Due	Maximum Weight	Maximum Dimensions
Article Index Page	Varies	Varies	n/a	n/a
Attendee Welcome Guide	Sept. 27, 2018	Oct. 4, 2018	n/a	n/a
Convention Center Map	Sept. 21, 2018	Sept. 28, 2018	n/a	n/a
Dark Channel	Sept. 7, 2018	Sept. 14, 2018	n/a	n/a
Daily	Oct. 1, 2018	Oct. 15, 2018	n/a	n/a
Doctors Bag	Oct. 1, 2018	Oct. 8, 2018	2 oz.	8.5” x 11”, flat
Doctors Bag Premium	Oct. 1, 2018	Oct. 8, 2018	n/a	n/a
eHighlights #1	Nov. 21, 2018	Nov. 28, 2018	n/a	n/a
eHighlights #2	Nov. 28, 2018	Dec. 5, 2018	n/a	n/a
ePreview #1	July 17, 2018	July 24, 2018	n/a	n/a
ePreview #2	July 31, 2018	Aug. 7, 2018	n/a	n/a
ePreview #3	Aug. 14, 2018	Aug. 21, 2018	n/a	n/a
ePreview #4	Aug. 28, 2018	Sept. 4, 2018	n/a	n/a
ePreview #5	Sept. 12, 2018	Sept. 19, 2018	n/a	n/a
Symposia ePreview #6	Sept. 25, 2018	Oct. 2, 2018	n/a	n/a
Individual Door Drops	Oct. 18, 2018	Oct. 25, 2018	2 oz.	8.5” x 11”
Poster Hall Map	Sept. 21, 2018	Sept. 28, 2018	n/a	n/a
Pre-Meeting Mailer	Sept. 14, 2018	Sept. 21, 2018	1 oz.	8.5” x 11”
Preview/Preliminary Program	Aug. 15, 2018	Aug. 22, 2018	n/a	n/a
Science & Technology Hall Planner	Sept. 17, 2018	Sept. 24, 2018	n/a	n/a
Symposia Locator Map	Sept. 17, 2018	Sept. 24, 2018	n/a	n/a

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

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).

The maximum insert size and weight are noted above. Inserts not meeting that criteria are considered “bulk” items and are subject to additional fees. This includes, but is not limited to, items such as product samples (bottles, bars or packets); non-perishable food items; branded materials; other giveaway items; printed materials that are packaged or of odd shapes and/or size; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces.

For a non-paper insert, please send two samples of the item for approval. The item submitted for approval must be identical to the item that will be distributed. AHA will review bulk items on a case-by-case basis. Non-paper items should be sent to:

Attn: Kate Hegarty, c/o Ascend Integrated Media | 7171 W. 95th St., Suite 300 | Overland Park, KS 66212

After inserts are approved, Ascend Integrated Media will supply a shipping label with complete shipping information. The advertiser is asked to include a shipping label on the outside of each box shipped. Please do not ship to Ascend Integrated Media, or additional costs will apply. The advertiser is responsible for sending the correct number of inserts. Ascend Integrated Media will not be responsible for shortages. For Doctors/Educators Bags and Individual Door/Room Drop opportunities, please submit an additional 3% to 5% overage to allow for potential increases in room blocks.

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

AHA rules and regulations for inserts and hotel delivery items:

- AHA’s name, insignia, heart and torch logo, logotype or other identifying marks may not be used.
- For booth promo pieces, booth numbers must be printed on the piece.
- Coupons are not permitted.
- For CME/symposia/education related ads or inserts:
  - AHA disclaimer must be included: “This event is not part of the official Scientific Sessions 2018 as planned by the AHA Committee on Scientific Sessions Program.” And text must be a minimum of 10 point Helvetica (or similar font type).
  - Title, time and date appearing on the ad/insert must match the title, time and date listed on the AHA approved USE list. If information needs to be changed on the USE approved list, the advertiser must contact the AHA at exhibits@heart.org.
  - Exhibitors or USE event holders may not advertise on joint pieces promoting separate events.

*Please refer to the AHA Scientific Sessions website for advertising guidelines and restrictions (**exhibitatsessions.org**)*
AHA at any point may choose not to approve marketing pieces at its own discretion.

ADVERTISING SPECIFICATIONS

American Heart Association® life is why™

SCIENTIFIC SESSIONS 2018

Materials required for print products

- **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).**
- PDF/X-1a files are required for all ads. View specifications at **swop.org** or **adobe.com/designcenter/acrobat/articles/acr6pdfx.html**.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (18-point offset).
- Only one ad per PDF document. (Submit full-page spreads as single-page files.)

Document setup

- Use QuarkXPress or Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit **adobe.com**.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be OpenType (Multiple Master Fonts and Type 1 are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%)
- Reversed text must be a minimum of 10 points.

Unacceptable file types

Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Integrated Media account manager.

Submitting digital files

You will receive an email address for file submission approximately six weeks prior to the materials deadline. If you have questions before this time, please contact your Ascend Integrated Media representative.

Proofs

Contract proofs are recommended for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP approved. View specifications online at **swop.org**. Without an accurate SWOP-provided proof, Ascend Integrated Media cannot be held responsible for the outcome of color on press.

Submitting recommended proofs

Mail proofs to: Ascend Integrated Media LLC
Attn: AHA 2018
7171 W. 95th St., Suite 300
Overland Park, KS 66212
913-469-1110

Advertiser/sponsor logos

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

Product logos

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

Inserts for Preview

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

Inserts for Planner

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

How to participate in the Doctors Bag and Individual Room Drop

1. Reserve space in the Doctors Bag on or before the space deadline.
2. Supply a prototype of your insert for approval by AHA. Inserts may not weigh more than 2 oz. A copy of the insert must be pre-approved by AHA regardless of prior approval for other promotional opportunities at the meeting. Early submission is to your benefit. Submit a PDF of your prototype via email to your Ascend Integrated Media account manager or submit two copies by overnight service to Ascend Integrated Media LLC, 7171 W. 95th St., Suite 300, Overland Park, KS 66212.
3. If changes are necessary, a copy of the revised insert must be resubmitted. Ascend Integrated Media will notify you of final approval.
4. Ship inserts to be received by the materials deadline. Ascend Integrated Media will supply a shipping label with complete shipping information. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box that is shipped. Please do not ship the full quantity to Ascend Integrated Media office, or you may incur additional costs.

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

Doctors Bag — important notes

- All advertising is subject to the approval of AHA.
- A minimum $500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. Cancellations are nonrefundable.
- No agency commission or cash discounts accepted.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for Doctors Bag inserts.
- An insert is considered one 8-1/2" x 11" printed piece, maximum weight of 2 oz. Insert should be flat with no protruding items attached. Any insert that does not fit these specifications will be considered a "bulk item" and is subject to an additional fee. A bulk item may be described as any item that does not fit the aforementioned specifications but cannot exceed 4 oz. This includes, but is not limited to, items such as: all types of product samples (bottles, bars or packets); pens; notepads; non-perishable food items; branded materials such as lanyards, water bottles or other giveaway items; printed materials that are packaged or of odd shapes and sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces. "Bulk item" is defined at the discretion of the publisher.
- Restrictions: Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the Doctors Bag. Prices are based on an 8-1/2" x 11" paper insert. Bulk items will be assessed an additional fee based on weight and dimensions; please contact your account manager for more information. A minimum of four inserts from any combination of advertisers must be reserved for the Doctors Bag to be delivered on a particular day. Ad materials subject to AHA approval. See mechanical specifications for more information.
- A minimum of four inserts from any combination of advertisers must be reserved for a Doctors Bag to be delivered on a particular day.
- Doctors Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.

Specifications for ePreviews

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

Important notes

- Only exhibitors may advertise.
- All advertising is subject to AHA approval.
- A minimum $500 late fee will be charged for materials received after the deadline.
- All quantities are based on projected attendance and room blocks.

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

AD SIZES AND DIMENSIONS
(WIDTH X HEIGHT)

American Heart Association. | SCIENTIFIC SESSIONS 18

PREVIEW

Publication size: 8-3/8" x 10-7/8" (finished size)

Trim: Final page dimensions.

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

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

Covers and Full Page
Bleed
8-5/8" x 11-1/8"
Trim
8-3/8" x 10-7/8"
Safety/Live Area
7-7/8" x 10-3/8"

1/2 Page Horizontal
7" x 5"

1/2 Page Island
4-5/8" x 7-1/2"

2/3 Page
4-5/8" x 10"

1/4 Page
3-1/2" x 5"

1/3 Page Vertical
2-1/4" x 10"

ATTENDEE WELCOME GUIDE

Back Panel

Bleed
3-11/16" x 8-3/4"
Trim
3-11/16" x 8-1/2"
Safety/Live Area
3-7/16" x 8"

ePREVIEWS & eHIGHLIGHTS

Leaderboard Ad
600 x 100 pixels
and 300 x 50 pixels

Full Banner Ads
468 x 60 pixels
and 300 x 50 pixels

Half Banner Ad
300 x 50 pixels

Medium Rectangle Ad
300 x 250 pixels

CONVENTION CENTER MAP

Double Panel Display Ad
6-1/2" x 9-1/2"

Back Cover Ad
6-1/2" x 4-1/2"

SCIENCE AND TECHNOLOGY HALL PLANNER

Publication size: 8-3/8" x 10-7/8" (finished size)

Trim: Final page dimensions.

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

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

Covers and Full Page
Bleed
8-5/8" x 11-1/8"
Trim
8-3/8" x 10-7/8"
Safety/Live Area
7-7/8" x 10-3/8"

1/2 Page Horizontal
7" x 5"

1/4 Page
3-1/2" x 5"

Product Category Display Ad
2-1/4" x 2-1/4"

DAILY

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

Trim: Final page dimensions.

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

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

Covers and Full Page
Bleed
11-1/8" x 15-1/4"
Trim
10-7/8" x 15"
Safety/Live Area
10-3/8" x 14-1/2"

Junior Page
7-1/2" x 10"

Banner Ad
21" x 2"
(allow 1/2" gutter in the center with no text or logos)

POSTER HALL MAP

Covers and Full Page
Bleed
8-1/4" x 10-1/4"
Trim
8" x 10"
Safety/Live Area
7-1/2" X 9-1/2"

SYMPOSIA LOCATOR MAP

Back Panel and Full Panel

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

1/2 Panel
3-1/2" x 4"

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).