ELEVATE YOUR BRAND
WITH THE MOST INFLUENTIAL CARDIOVASCULAR PROFESSIONALS IN THE WORLD

SCIENTIFIC SESSIONS 2018
MARKETING OPPORTUNITIES
SESSIONS AND EXHIBITS: NOV. 10-12, 2018
LOCATION: CHICAGO, IL
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!

**OPPORTUNITY** | **PAGE** | **PRICE RANGE** | **SPACE DEADLINE**
--- | --- | --- | ---
**PRINT** |  |  | 
Attendee Welcome Guide | 3 | $25,000 | Sept. 2018
Conference Bag Inserts | 3 | $40,000 | Oct. 2018
Convention Center Map | 3 | $28,500 | Sept. 2018
Daily Newspaper | 4 | $10,000-$40,000 | Oct. 2018
Final Program | 5 | $2,500-$45,000 | Sept. 2018
Poster Hall Map | 5 | $24,000 | Sept. 2018
Pre-Meeting Mailer | 6 | $6,290 | Sept. 2018
Preview/Preliminary Program | 6 | $580-$16,920 | Aug. 2018
Science & Technology Hall Planner | 7 | $570-$19,450 | Sept. 2018
Symposia Locator Map | 7 | $4,970-$9,310 | Sept. 2018
**DIGITAL** |  |  | 
Article Index Page | 8 | $3,800-$5,000 | Sept. 2018
ePreviews and eHighlights | 8 | $3,500-$6,780 | July-Nov. 2018
Housing Confirmation | 10 | $55,000 | May 2018
Mobile Meeting Guide App | 9 | $5,000-$75,000 | Sept. 2018
Registration Package | 10 | $75,000 | May 2018
**CONVENTION CENTER** |  |  | 
Ad Banners | 11 | $30,000 | Sept. 2018
Cardiovascular Expert Theaters | 11 | $30,000-$65,000 | Aug. 2018
Charging Lounge/ Stations | 11 | $85,000 | Sept. 2018
Communication Centers | 12 | $50,000 | Sept. 2018
Digital Signage | 12 | $10,000-$20,000 | Sept. 2018
EP and Interventional Central | 13 | $10,000 each | Sept. 2018
Escalator Decals | 12 | $50,000 | Sept. 2018
Networking Lounges | 14-17 | $25,000-$120,000 | Sept. 2018
Rotating Kiosks | 18 | $15,000 | Sept. 2018
Science & Technology Hall Breaks | 18 | $20,000 | Sept. 2018
Science & Technology Hall Aisle Signs | 18 | $100,000 | Sept. 2018
Science & Technology Hall Park Benches | 19 | $55,000 | Sept. 2018
Science & Technology Hall Restaurant Sponsorship | 19 | $15,000 | Sept. 2018
Sitting Cubes | 19 | $50,000 | Sept. 2018
Stair Clings | 19 | $50,000 | Sept. 2018
Walking Challenge | 20 | $100,000 | Sept. 2018
Window Clings | 20 | $28,000 | Sept. 2018
**BOOTH DRIVERS** |  |  | 
Abstracts on USB | 21 | $175,000 | July 2018
Posters MD | 21 | $75,000 | Sept. 2018
**CITYWIDE** |  |  | 
Airport Billboards: Midway | 22 | $15,000-$40,000 | Oct. 2018
Airport Billboards: O’Hare | 23 | $40,000-$50,000 | Oct. 2018
Shuttle Bus Banners/Headrests | 24 | $15,000-$100,000 | Aug. 2018
Taxi TV Network | 24 | $5,000-$12,000 | Oct. 2018
**HOTEL** |  |  | 
Dark Channel | 25 | $2,500 | Sept. 2018
Hotel Key Cards | 25 | $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
**Hyatt Regency Chicago** |  |  | 
Big Bar Clings | 27 | $8,500-$15,000 | Sept. 2018
Floor Decals | 27 | $6,500 | Sept. 2018
Glass Railing on Mezzanine | 27 | $15,000 | Sept. 2018
Lobby Column Wraps | 27 | $15,000 | Sept. 2018
Lobby Escalator Cling/Runner | 28 | $15,000 | Sept. 2018
Lobby Staircase Cling | 28 | $15,000 | Sept. 2018
Window Clings | 28 | $10,000 | Sept. 2018
**Hyatt Regency McCormick Place** |  |  | 
Digital Monitors | 29 | $5,000 | Sept. 2018
Elevator Digital Screens | 29 | $5,000 | Sept. 2018
Floor Clings | 30 | $5,000 | Sept. 2018
Front Desk Clings | 30 | $10,000 | Sept. 2018
Front Drive Banner | 30 | $10,000 | Sept. 2018
Front Drive Column Wraps | 30 | $10,000 | Sept. 2018
Lobby Column Wraps | 31 | $20,000 | Sept. 2018
Restaurant Column Wraps | 31 | $10,000 | Sept. 2018

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

Sponsorships and advertising are limited, and available on a first-come, first-served basis. Opportunities, rates and deadlines are subject to change. 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.
All rates are net. Cancellations are nonrefundable. All quantities are based on projected attendance and room blocks.

**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**

**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**

All print ads must include the words “Paid Advertisement” centered at the top of the page and in at least 10-point Helvetica (or similar type font).
**MARKETING OPPORTUNITIES**

**PRINT**

**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**
- Cardiovascular industry news and information.
- Information about AHA, its products and services.

**Advertising Rates**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$25,000 per issue</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$20,000 per issue</td>
</tr>
<tr>
<td>Full Page Ad</td>
<td>$12,500 per issue</td>
</tr>
<tr>
<td>Junior Ad</td>
<td>$20,000 all three issues</td>
</tr>
<tr>
<td>Additional Junior Ad space for PI</td>
<td>$10,000 all three issues</td>
</tr>
</tbody>
</table>

**(banner Ad on center spread with Science & Technology Hall map)**

**YOUR AD HERE**

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).

---

**Space reservation deadline:**
Oct. 1, 2018

**Materials due:**
Oct. 15, 2018

---

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

All print ads must include the words “Paid Advertisement” centered at the top of the page and in at least 10-point Helvetica (or similar type font).
MARKETING OPPORTUNITIES

PRINT

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.

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:
Sept. 14, 2018

Materials due:
Sept. 21, 2018

Early Bird Rate
By May 30
After May 30

9,400 quantity* $ 5,720 $ 6,290
per insert 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.

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.

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
bbianey@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

YOUR MARKETING TEAM

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

<table>
<thead>
<tr>
<th>Early Bird Rate By May 30</th>
<th>After May 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page*</td>
<td>$ 9,720</td>
</tr>
<tr>
<td>Full Page PI</td>
<td>$ 4,360</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$ 7,600</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$ 6,300</td>
</tr>
<tr>
<td>Product Category Display Ad</td>
<td>$ 1,600</td>
</tr>
<tr>
<td>Highlighted Listing with Logo</td>
<td>$ 570</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$15,100</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$13,270</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$11,730</td>
</tr>
<tr>
<td>Exclusive Exhibit Floor Plan Advertising</td>
<td>$19,450</td>
</tr>
</tbody>
</table>

* 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.

### Symposium 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

<table>
<thead>
<tr>
<th>Early Bird Rate By May 30</th>
<th>After May 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover Panel</td>
<td>$ 9,310</td>
</tr>
<tr>
<td>Full Panel</td>
<td>$ 6,835</td>
</tr>
<tr>
<td>1/2 Panel</td>
<td>$ 4,070</td>
</tr>
</tbody>
</table>

All print ads must include the words “Paid Advertisement” centered at the top of the page and in at least 10-point Helvetica (or similar type font).
MARKETING OPPORTUNITIES

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

| ePreview #1: mid-August | July 17, 2018 |
| ePreview #2: late August | July 31, 2018 |
| ePreview #3: mid-September | Aug. 14, 2018 |
| ePreview #4: late September | Aug. 28, 2018 |
| ePreview #5: mid-October | Sept. 12, 2018 |
| Symposia ePreview #6: late October | Sept. 25, 2018 |
| eHighlights #1: early December | Nov. 21, 2018 |
| eHighlights #2: late December/early January | Nov. 28, 2018 |

Advertising Rates

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Early Rate by May 30</th>
<th>Rate after May 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Ad</td>
<td>$6,160 per blast</td>
<td>$6,780 per blast</td>
</tr>
<tr>
<td>Full Banner Ad 1</td>
<td>$5,355 per blast</td>
<td>$5,890 per blast</td>
</tr>
<tr>
<td>Full Banner Ad 2</td>
<td>$4,365 per blast</td>
<td>$4,800 per blast</td>
</tr>
<tr>
<td>Half Banner Ad (two available)</td>
<td>$3,180 per blast</td>
<td>$3,500 per blast</td>
</tr>
<tr>
<td>Medium Rectangle Ad (two available)</td>
<td>$3,750 per blast</td>
<td>$4,120 per blast</td>
</tr>
</tbody>
</table>

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

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.

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

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.

Space reservation deadline: Sept. 24, 2018
Materials due: Oct. 1, 2018

$75,000
single sponsorship

$5,000 each

$7,500 each

10,441 DOWNLOADS IN 2017

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

exhibitatsessions.org 9
MARKETING OPPORTUNITIES

DIGITAL

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
$75,000
single sponsorship

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

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
214-706-1680
scott.murphy@heart.org

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

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

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
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
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
MARKETING OPPORTUNITIES

CONVENTION CENTER

Be where the action is at Sessions! AHA lounges are a hub of activity for key audiences to congregate, network and learn — and you can be right in the heart of it. You’ll get branding, collateral distribution, digital commercials and more!

Networking Lounge: Early Career and FIT

Location: Attendee Central/Registration Area; directly in front of the Science & Technology Hall

Target Audience:
• Early career physicians, research scientists, nurses, allied-health professionals and senior-level physicians and research scientists who serve as mentors.
• AHA current and future FITs (residents who are interested in applying for cardiology fellowship, Fellows who are eligible to be FITs, and fellowship program directors and administrators).
• The lounge is open to all Sessions attendees.

Activities:
• Networking for professionals across all career stages.
• Serves as the hub for the AHA/ASA Early Career Bloggers and hosts daily editorial meetings and Tweetups.
• Refreshments, charging stations and print services.
• 13-18 FIT-targeted education sessions.
• Networking events organized and hosted by AHA, including FIT reception (date and location TBD).

Lounge Sponsorship Includes:
• 10’ x 10’ booth, table, two chairs and trash can.
• Sponsor logo on signage in lounge.
• Sponsor may run up to two 30-second spots on the monitors within the lounge (can be used for USE promotion).
• Racks for sponsor collateral to share with clinicians.
• Tabletop signage throughout lounge.
• Recognition in the Council Connections Newsletter.
• Recognition as sponsor on two Early Career Blog Posts.
• Meterboards at the FIT reception identifying sponsor of all “FIT activities, programs and lounge.”
• Recognition at “Lunch with Legends and Early Career Awards” to include:
  o Sponsor logo on the luncheon printed program
  o Sponsor logo on signage at the entrance to the luncheon
  o Verbal recognition of sponsor from the COC Early Career chair during the Luncheon opening remarks
• Recognition on the supporter wall at the conference.
• Recognition as a sponsor in the following publications (provided sponsorship has been secured by publication date):
  o Conference Final Program
  o Conference Preview and Preliminary Planner
  o Conference ePreview
  o Conference Daily Newspaper
  o Science & Technology Hall Planner
  o Conference Mobile App

Space reservation deadline: Sept. 3, 2018
Materials due: Sept. 7, 2018

$37,500 each for two sponsors or $75,000 for exclusive sponsorship

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

Networking Lounge: FAHA

Location: Attendee Central/Registration Area; directly in front of the Science & Technology Hall

Target Audience:
- Fellows of the American Heart Association, who are elite members of AHA, recognized for their scientific and professional accomplishments.
- Distinguished Scientists.
- Participants of the “Mentoring for Professionals” program and future FAHAs (those who are interested in learning more about how to become a FAHA or be involved with the Mentoring for Professionals Program).

Activities:
- Group meetup sessions for mentor/mentees.
- AHA’s 2018 Distinguished Scientists.
- Refreshments, charging stations and print services.

Lounge Sponsorship Includes:
- 10’ x 10’ booth, table, two chairs and trash can.
- Sponsor logo on signage in lounge.
- Sponsor may run up to two 30-second spots on the monitors within the lounge (can be used for USx promotion).
- Racks for sponsor collateral to share with clinicians.
- Tabletop signage throughout lounge.
- Recognition in the Council Connections Newsletter.
- Recognition on the sponsor wall at the conference.
- Recognition as a sponsor in the following publications (provided sponsorship has been secured by publication date):
  - Conference Final Program
  - Conference Preview and Preliminary Planner
  - Conference ePreview
  - Conference Daily Newspaper
  - Science & Technology Hall Planner
  - Conference Mobile App

Space reservation deadline: Sept. 3, 2018
Materials due: Sept. 7, 2018

$37,500 each for two sponsors or $75,000 for exclusive sponsorship

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

Health Innovation Pavilion
A dedicated space in the Science & Technology Hall for Health Tech & Innovation programming. Highlights of the area include:

• Health Tech & Innovation Theater for presentations on health technology, research and innovation.
• Health Tech Competition including full audio/video to better engage the audience and extend the reach of the presentations.
• Health Tech & Innovation Showcase area where companies can demonstrate their products for clinicians.
• Health Tech & Innovation Startup Alley where companies (including the Health Tech competitors) can showcase their technologies and connect with attendees.
• Health Tech & Innovation lounge.

Sponsor Benefits:

• Recognition on signage at the Health Innovation Pavilion.
• Recognition on the supporter wall at the conference.
• Sponsor may run up to two 30-second spots on the monitors within the pavilion (can be used for USE promotion).
• Sponsor may run commercials on AHA Scientific Sessions Digital Signage in the Science & Technology Hall (15-30 seconds).
• Recognition as a sponsor in the following publications (provided sponsorship has been secured by publication date):
  ○ Conference Final Program
  ○ Conference Preview and Preliminary Planner
  ○ Conference ePreview
  ○ Conference Daily Newspaper
  ○ Science & Technology Hall Planner
  ○ Conference Mobile App
• Recognition on the Center for Health Technology and Innovation website.

Space reservation deadline:
Sept. 3, 2018
Materials due:
Sept. 7, 2018
$25,000 each for five sponsors or $120,000 for exclusive sponsorship

Additional Opportunities just for Sponsors:
• Present a session focused on health tech innovation: $15,000
• Four pods available where companies can “exhibit” in the Pavilion: $2,000 each

All rates are net. Cancellations are nonrefundable. All quantities are based on projected attendance and room blocks.
Networking Lounge: Women in Science and Medicine

**Location:** Attendee Central/Registration Area; directly in front of the Science & Technology Hall

**Target Audience:** All female members and attendees at all stages of their career.

**Activities:**
- Programming from the Women in Science and Medicine Task Force.
- Formal and informal networking opportunities for women across every spectrum of membership and career stage, including clinicians and researchers.
- Refreshments, charging stations and print services.

**Lounge Sponsorship Includes:**
- 10’ x 10’ booth, table, two chairs and trash can.
- Sponsor logo on signage in lounge.
- Sponsor may run up to two 30-second spots on the monitors within the lounge (can be used for USE promotion).
- Racks for sponsor collateral to share with clinicians.
- Tabletop signage throughout lounge.
- Recognition in the Council Connections Newsletter.
- Recognition on the supporter wall at the conference.
- Recognition as a sponsor in the following publications (provided sponsorship has been secured by publication date):
  - Conference Final Program
  - Conference Preview and Preliminary Planner
  - Conference ePreview
  - Conference Daily Newspaper
  - Science & Technology Hall Planner
  - Conference Mobile App

NEW for 2018!

**Space reservation deadline:**
Sept. 3, 2018

**Materials due:**
Sept. 7, 2018

$37,500 each for two sponsors or $75,000 for exclusive sponsorship
# 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**
## Marketing Opportunities

### Convention Center

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Description</th>
<th>Deadline</th>
<th>Due Date</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Science &amp; Technology Hall Park Benches</strong></td>
<td>Grab the attention of professional attendees as they walk through the Science &amp; Technology Hall. Sponsorship includes: • 10 park benches with single graphic panel on each bench • Floor graphic in front of bench</td>
<td>Sept. 3, 2018</td>
<td>Sept. 7, 2018</td>
<td>$55,000</td>
</tr>
<tr>
<td><strong>Science &amp; Technology Hall Restaurant Sponsorship</strong></td>
<td>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.</td>
<td>Sept. 3, 2018</td>
<td>Sept. 7, 2018</td>
<td>$15,000</td>
</tr>
<tr>
<td><strong>Sitting Cubes</strong></td>
<td>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.</td>
<td>Sept. 3, 2018</td>
<td>Sept. 7, 2018</td>
<td>$50,000</td>
</tr>
<tr>
<td><strong>Stair Clings</strong></td>
<td>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 &amp; Technology Hall, Posters and Main Event sessions.</td>
<td>Sept. 3, 2018</td>
<td>Sept. 7, 2018</td>
<td>$50,000 per set</td>
</tr>
</tbody>
</table>

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

---

All rates are net. Cancellations are nonrefundable. All quantities are based on projected attendance and room blocks.
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 the shuttle bus drop-off at 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

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

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

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
CITYWIDE

Be the first to welcome attendees to Chicago and AHA Scientific Sessions with these powerful, high-visibility marketing options.

Airport Billboards: Chicago Midway International Airport

- **Eye-Level Tension Fabric Display**
  - Seen by 75% of Concourse A arriving passengers and 100% of passengers flying Southwest Airlines in the Concourse A extension.
  - 172" W x 40" H

- **Large Overhead Tension Fabric Display – Concourse A**
  - Over the center of the concourse and moving walkway.
  - Captures long sight lines and 75% of Concourse A departures and arrivals.
  - Just outside of Delta gates and on the way to Southwest gates.
  - Each side of the display can have different copy.
  - 240" W x 60" H

- **Large Overhead Tension Fabric Display – Concourse B**
  - Over the center of the concourse and moving walkway.
  - Captures long sight lines within Concourse B departures and arrivals.
  - Each side of the display can have different copy.
  - 240" W x 60" H

Space reservation deadline: Oct. 8, 2018
Materials due: Oct. 29, 2018

Eye-Level Tension Fabric Display: $15,000
Large Overhead Tension Fabric Display – Concourse A: $40,000
Large Overhead Tension Fabric Display – Concourse B: $40,000
rights only

All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.
Citywide marketing opportunities are subject to availability at the time of reservation.
Opportunities may require pre-payment.

Ascend Media is the exclusive partner through which AHA Scientific Sessions exhibitors can book citywide advertising.
MARKETING OPPORTUNITIES

CITYWIDE

Airport Billboards: O'Hare International Airport

- **United Tunnel**
  - Capture 100% of the United passengers arriving in C concourse.
  - Backlit static sign.
  - Advertiser receives 100% share of voice.
  - 135” W x 83” H.

- **18 LCD Screens Across All Terminals (two packages available)**
  - Broad coverage with 18 screens spread across all ORD terminals.
  - Eight of the major club rooms are covered by this network, with screens just outside of club room entrances.
  - Eight total ads rotate on each screen with 10-second spots. Screens are on 24/7.
  - 84” LCD screen.

- **20 Screens Throughout Baggage Claim**
  - Full Baggage claim coverage in Terminals 1, 2 and 3.
  - 84” LCD screens are double-sided to cover the entire baggage claim area.
  - Eight total ads rotate on each screen with 10-second spots. Screens are 24/7.

Space reservation deadline: Oct. 8, 2018
Materials due: Oct. 29, 2018

United Tunnel: $40,000
18 LCD Screens Across All Terminals: $50,000 each package
20 Screens Throughout Baggage Claim: $50,000

All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.
Citywide marketing opportunities are subject to availability at the time of reservation.
Opportunities may require pre-payment.
Ascend Media is the exclusive partner through which AHA Scientific Sessions exhibitors can book citywide advertising.
## 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.

### Space reservation deadline:
Aug. 24, 2018

### Materials due:
Sept. 7, 2018

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

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

## Taxi TV Network

Get the full attention of passengers in 1,700 taxis downtown, at the airports, within a mile of McCormick Place or in the entertainment districts after hours.

- Video (and audio) or static ads with companion banners. (Video runs in large space; companion banner is static to the left.)
- Program content from ABC local stations and national network.
- Ads are interspersed with programming, and entire loop is about 12 minutes.
- Ads run 6 a.m.-10 p.m.
- 90% of passengers will see the video.
- Estimated impressions for a five-day AHA campaign: 114,750

### Space reservation deadline:
Oct. 18, 2018

### Materials due:
Nov. 8, 2018

### Rates
- Five-day rates (Nov. 10-14):
  - 15 seconds: $7,500
  - 30 seconds: $12,000
- Three-day rates (Nov. 10-12):
  - 15 seconds: $5,000
  - 30 seconds: $6,500
HOTEL

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

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

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.

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

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).
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 20’ x 58’ each.

**Floor Decals**
- Your brand accompanies attendees as they walk throughout the hotel.
- Three available at 4’ X 4’.

**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

**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  
**Glass Cling:** $15,000 rights only, single sponsorship  
**Wall Clings:** $8,500 each rights only  
**Floor Decals**  
**Space reservation deadline:** Sept. 14, 2018  
**Materials due:** Sept. 21, 2018  
$6,500 each rights only  

**Glass Railing on Mezzanine**  
**Space reservation deadline:** Sept. 14, 2018  
**Materials due:** Sept. 21, 2018  
$15,000 rights only, single sponsorship  

**Lobby Column Wraps**  
**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

Handling fees for shipments received by hotels may apply.  
All rates are net. Cancellations are nonrefundable.  
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
### 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.

<table>
<thead>
<tr>
<th>Space reservation deadline:</th>
<th>Sept. 14, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials due:</td>
<td>Sept. 21, 2018</td>
</tr>
<tr>
<td>Behind concierge desk:</td>
<td>$5,000</td>
</tr>
<tr>
<td>Lobby seating area:</td>
<td>$5,000</td>
</tr>
<tr>
<td>rights only</td>
<td></td>
</tr>
</tbody>
</table>

### 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.

<table>
<thead>
<tr>
<th>Space reservation deadline:</th>
<th>Sept. 14, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials due:</td>
<td>Sept. 21, 2018</td>
</tr>
<tr>
<td>$5,000</td>
<td>rights only, single sponsorship</td>
</tr>
</tbody>
</table>

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

**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.”

**Front Drive Banner**
Make a bold first impression as attendees pull up to the hotel!

**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](https://www.plantour.com/show/aha-2018/home)

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.

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

Space reservation deadline: Sept. 14, 2018
Materials due: Sept. 21, 2018
$20,000 rights only, single sponsorship

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendee Welcome Guide</td>
<td>$25,000</td>
</tr>
<tr>
<td>Conference Bag Insert</td>
<td>$40,000</td>
</tr>
<tr>
<td>Convention Center Map</td>
<td>$28,500</td>
</tr>
<tr>
<td>Daily Newspaper</td>
<td>$20,000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$25,000 per issue</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$20,000 per issue</td>
</tr>
<tr>
<td>Full Page</td>
<td>$17,500 per issue</td>
</tr>
<tr>
<td>Junior Ad</td>
<td>$20,000 per issue</td>
</tr>
<tr>
<td>Junior Ad Space</td>
<td>$10,000 per issue</td>
</tr>
<tr>
<td>Banner Ad</td>
<td>$40,000 per issue</td>
</tr>
<tr>
<td>Final Program</td>
<td>$25,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$15,000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$8,000</td>
</tr>
<tr>
<td>Website Linking feature</td>
<td>$2,500</td>
</tr>
<tr>
<td>Poster Hall Map</td>
<td>$24,000</td>
</tr>
<tr>
<td>Pre-Meeting Mailer</td>
<td>$6,290</td>
</tr>
<tr>
<td>Preview/Preliminary Program</td>
<td>$10,620</td>
</tr>
<tr>
<td>Full Page</td>
<td>$4,315</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>$9,035</td>
</tr>
<tr>
<td>1/2 Page-Island</td>
<td>$8,965</td>
</tr>
<tr>
<td>1/2 Page-Horizontal</td>
<td>$8,515</td>
</tr>
<tr>
<td>3/4 Page-Venture</td>
<td>$7,590</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$6,885</td>
</tr>
<tr>
<td>Blended Listing with Logo</td>
<td>$5,500</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$16,920</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$14,680</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$13,980</td>
</tr>
<tr>
<td>Science &amp; Technology Hall Planner</td>
<td>$9,790</td>
</tr>
<tr>
<td>Full Page</td>
<td>$4,360</td>
</tr>
<tr>
<td>3/4 Page-Island</td>
<td>$4,760</td>
</tr>
<tr>
<td>1/2 Page-Horizontal</td>
<td>$7,600</td>
</tr>
<tr>
<td>3/4 Page-Venture</td>
<td>$7,590</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$6,300</td>
</tr>
<tr>
<td>Product Category Display Ad</td>
<td>$1,600</td>
</tr>
<tr>
<td>Highlighted Listing with Logo</td>
<td>$5,050</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$15,100</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$13,270</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$11,730</td>
</tr>
<tr>
<td>Exclusive Floor Plan Advertising</td>
<td>$19,450</td>
</tr>
<tr>
<td>Symposia Locator Map</td>
<td>$9,310</td>
</tr>
<tr>
<td>Full Page</td>
<td>$6,835</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$4,070</td>
</tr>
</tbody>
</table>

### Digital Opportunities

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Article Index Page</td>
<td>$5,000</td>
</tr>
<tr>
<td>Leaderboard Ad</td>
<td>$5,000</td>
</tr>
<tr>
<td>Tower Ad</td>
<td>$3,960</td>
</tr>
<tr>
<td>Housing Confirmation</td>
<td>$55,000</td>
</tr>
</tbody>
</table>

### Citywide

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airport Billboards: Midway</td>
<td>$35,000</td>
</tr>
<tr>
<td>Eye-Level Tension Fabric Display</td>
<td>$15,000</td>
</tr>
<tr>
<td>Large Overhead Tension Fabric Display</td>
<td>$40,000</td>
</tr>
<tr>
<td>Concours A</td>
<td>$40,000</td>
</tr>
<tr>
<td>Airport Billboards: O'Hare</td>
<td>$40,000</td>
</tr>
<tr>
<td>United Tunnel</td>
<td>$40,000</td>
</tr>
<tr>
<td>18 LCD Screens Across All Terminals</td>
<td>$50,000</td>
</tr>
<tr>
<td>20 Screens Throughout Baggage Claim</td>
<td>$50,000</td>
</tr>
<tr>
<td>Shuttle Bus</td>
<td>$75,000</td>
</tr>
<tr>
<td>Headboard or Banner Package</td>
<td>$100,000</td>
</tr>
<tr>
<td>Taxi TV Network</td>
<td>$7,500</td>
</tr>
<tr>
<td>Five-Day, 15 seconds</td>
<td>$15,000</td>
</tr>
<tr>
<td>Five-Day, 30 seconds</td>
<td>$12,000</td>
</tr>
<tr>
<td>Three-Day, 15 seconds</td>
<td>$5,000</td>
</tr>
<tr>
<td>Three-Day, 30 seconds</td>
<td>$6,500</td>
</tr>
</tbody>
</table>

### Hotel

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Channel</td>
<td>$2,500</td>
</tr>
<tr>
<td>Key Card Packages</td>
<td>$25,000</td>
</tr>
<tr>
<td>Hotel Room Drop: Doctors Bag</td>
<td>$185,400</td>
</tr>
<tr>
<td>Nov. 9, 10, 11 Doctors Bag Insert</td>
<td>$4,785 per item</td>
</tr>
<tr>
<td>Hotel Room Drop: Hotel Room Drop Nov. 9, 10, 11 Premium Pocket Insert (9 pm)</td>
<td>$28,740 per day</td>
</tr>
<tr>
<td>Individual In-Room - Hotel Room Drop Nov. 9, 10, 11</td>
<td>$20,000 per day</td>
</tr>
<tr>
<td>Hotel Room Drop: Hotel Room Drop Nov. 9, 10, 11</td>
<td>$20,000 per day</td>
</tr>
</tbody>
</table>

### Hyatt Regency Chicago

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Bar Clings</td>
<td>$15,000</td>
</tr>
<tr>
<td>Wall Clings</td>
<td>$8,500</td>
</tr>
<tr>
<td>Floor Decals</td>
<td>$6,500</td>
</tr>
<tr>
<td>Glass Railing on Mezzanine</td>
<td>$15,000</td>
</tr>
<tr>
<td>Lobby Column Wraps</td>
<td>$15,000</td>
</tr>
<tr>
<td>Lobby Escalator Clg/Runner</td>
<td>$15,000</td>
</tr>
<tr>
<td>Lobby Staircase Clg</td>
<td>$15,000</td>
</tr>
<tr>
<td>Front Desk Clg</td>
<td>$10,000</td>
</tr>
<tr>
<td>Front Desk Clg / Lim.</td>
<td>$10,000</td>
</tr>
<tr>
<td>Front Desk Column Wraps</td>
<td>$10,000</td>
</tr>
<tr>
<td>Lobby Column Clg</td>
<td>$20,000</td>
</tr>
<tr>
<td>Restaurant Column Clg</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

### Booth Drivers

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstracts on USB</td>
<td>$175,000</td>
</tr>
<tr>
<td>Posters MD</td>
<td>$75,000</td>
</tr>
</tbody>
</table>

### Terms

- **Advertising agency and/or client is liable should one or the other default. Cancellations are nonrefundable.**
- All rates are net. Payment is due at show 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) ________________________________
BUSINESS SUITES

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.

- 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.

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.
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.

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

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

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 (exhibitsessions.org). AHA at any point may choose not to approve marketing pieces at its own discretion.
ADVERTISING SPECIFICATIONS

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 JPEG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be OpenType (Multiple Master Fonts and TrueType are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/ Pantone colors.
- Link 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, JPEG 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 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 JPEG 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 JPEG 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.
- Handling fees for shipments received by hotels may apply.

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)

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)

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)

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

SYMPOSIA LOCATOR MAP
Back Panel
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"

POSTER HALL MAP
Back Cover Ad
6-1/2" x 4-1/2"

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
Bleed
7" x 5"

1/2 PAGE ISLAND
Bleed
4-5/8" x 7-1/2"

1/4 PAGE
Bleed
3-1/2" x 5"

1/3 PAGE VERTICAL
Bleed
2-1/4" x 10"

1/4 PAGE
Bleed
3-1/2" x 5"

BACK PANEL AD
600 x 100 pixels
and 300 x 50 pixels

FULL BANNER AD
468 x 60 pixels
and 300 x 50 pixels

HALF BANNER AD
300 x 50 pixels

MEDIUM RECTANGLE AD
300 x 250 pixels

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).