Put your cutting-edge product, service or technology in the hands of 4,300 leading stroke and cerebrovascular experts.
MARKETING OPPORTUNITIES

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

All sponsors and advertisers receive corporate name recognition in:

- Final Program
- ISC Stroke Daily News
- Large official contributor sign located in high-traffic area of convention center
- Mobile Meeting Guide App

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

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

### PRINT

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>PAGE</th>
<th>PRICE RANGE</th>
<th>SPACE DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Program</td>
<td>3</td>
<td>$25,500</td>
<td>Nov. 9, 2018</td>
</tr>
<tr>
<td>Conference Bag Inserts</td>
<td>3</td>
<td>$10,500</td>
<td>Dec. 3, 2018</td>
</tr>
<tr>
<td>ISC Stroke Daily News</td>
<td>4</td>
<td>$295-$25,665</td>
<td>Dec. 3, 2018</td>
</tr>
<tr>
<td>Newsstand Premium</td>
<td>4</td>
<td>$9,200</td>
<td>Dec. 13, 2018</td>
</tr>
<tr>
<td>Attendee Welcome Guide</td>
<td>5</td>
<td>$11,500</td>
<td>Jan. 7, 2019</td>
</tr>
<tr>
<td>Convention Center Map</td>
<td>5</td>
<td>$8,000</td>
<td>Jan. 7, 2019</td>
</tr>
</tbody>
</table>

### DIGITAL

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>PAGE</th>
<th>PRICE RANGE</th>
<th>SPACE DEADLINE</th>
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<tr>
<td>Housing Confirmation Package</td>
<td>6</td>
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<td>Aug. 3, 2018</td>
</tr>
<tr>
<td>Registration Package</td>
<td>6</td>
<td>$15,500</td>
<td>Aug. 3, 2018</td>
</tr>
<tr>
<td>Abstracts on USB</td>
<td>6</td>
<td>$40,500</td>
<td>Oct. 19, 2018</td>
</tr>
<tr>
<td>Mobile Meeting Guide App</td>
<td>7</td>
<td>$5,150-$22,500</td>
<td>Nov. 21, 2018</td>
</tr>
<tr>
<td>ePreviews and eHighlights</td>
<td>8</td>
<td>$1,300-$3,145</td>
<td>Nov. 2018-Feb. 2019</td>
</tr>
<tr>
<td>Article Index Page</td>
<td>8</td>
<td>$1,945-$2,485</td>
<td>Jan. 9, 2019</td>
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</table>

### CONVENTION CENTER

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>PAGE</th>
<th>PRICE RANGE</th>
<th>SPACE DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking Challenge</td>
<td>9</td>
<td>$50,000</td>
<td>Nov. 2, 2018</td>
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<tr>
<td>Ad Banners</td>
<td>9</td>
<td>$12,500</td>
<td>Nov. 26, 2018</td>
</tr>
<tr>
<td>Charging Lounge and Charging Stations</td>
<td>9</td>
<td>$15,500</td>
<td>Nov. 26, 2018</td>
</tr>
<tr>
<td>Communication Center</td>
<td>10</td>
<td>$15,500</td>
<td>Nov. 26, 2018</td>
</tr>
<tr>
<td>Rotating Kiosks</td>
<td>10</td>
<td>$6,200-$15,500</td>
<td>Nov. 26, 2018</td>
</tr>
<tr>
<td>Science &amp; Technology Hall Aisle Signs</td>
<td>10</td>
<td>$30,500</td>
<td>Nov. 26, 2018</td>
</tr>
<tr>
<td>Science and Technology Hall Park Benches</td>
<td>11</td>
<td>$25,000</td>
<td>Nov. 26, 2018</td>
</tr>
<tr>
<td>Sitting Cubes</td>
<td>11</td>
<td>$25,000</td>
<td>Nov. 26, 2018</td>
</tr>
<tr>
<td>Expert Theater</td>
<td>11</td>
<td>$25,000</td>
<td>Nov. 30, 2018</td>
</tr>
<tr>
<td>Coffee Break</td>
<td>12</td>
<td>$10,000+</td>
<td>Jan. 11, 2019</td>
</tr>
<tr>
<td>ISC Nursing Symposium Coffee Break</td>
<td>12</td>
<td>$5,000</td>
<td>Jan. 11, 2019</td>
</tr>
</tbody>
</table>

### HOTEL

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>PAGE</th>
<th>PRICE RANGE</th>
<th>SPACE DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Key Cards</td>
<td>13</td>
<td>$10,500</td>
<td>Nov. 9, 2018</td>
</tr>
<tr>
<td>Individual Hotel Room Drop</td>
<td>13</td>
<td>$20,000</td>
<td>Jan. 2, 2019</td>
</tr>
<tr>
<td>Dark Channel</td>
<td>13</td>
<td>$1,500</td>
<td>Jan. 17, 2019</td>
</tr>
</tbody>
</table>

These products are in compliance with PhRMA standards and ACCME guidelines. All rates are net. No agency discounts apply. Cancellations are non-refundable. 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.
MARKETING OPPORTUNITIES

PRINT

Final Program

Distribution
Distributed to 4,300 professional attendees at the convention center.

Content
- Official source for the detailed International Stroke Conference program schedule, awards, facility maps and other important information.
- Also accessible online, providing an additional 12 months of exposure.

Space reservation deadline: Nov. 9, 2018
Materials due: Nov. 16, 2018
$25,500 (includes inside back cover & back cover ads)
Single sponsorship

Conference Bag Inserts

Distribution
Distributed to 4,300 professional attendees at the convention center.

Content
Your branding and marketing materials designed to drive attendees to your booth or program, inserted into bags.

Space reservation deadline: Dec. 3, 2018
Materials due: Dec. 10, 2018
$10,500 per insert
Limit three
Insert provided at supporter’s expense

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).

YOUR EXHIBITS TEAM

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

Maureen Mauer
Advertising & Exhibitor Sales
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Bridget Blaney
Advertising & Exhibitor Sales
773-259-2825
bblaney@ascendmedia.com

Amy Miller
Unofficial Satellite Events
214-706-1922
amy.miller@heart.org
ISC Stroke Daily News

Distribution
Distributed to professional attendees throughout the convention center via newsstands and dedicated handout personnel.

Content
• The latest research
• Hot-button topics for the conference
• Can’t-miss sessions, interactive activities and exhibitors

Advertising Rates

<table>
<thead>
<tr>
<th>Standard</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$6,550</td>
</tr>
<tr>
<td>P.I. Space</td>
<td>$5,235</td>
</tr>
<tr>
<td>Junior Page</td>
<td>$5,235</td>
</tr>
<tr>
<td>P.I. Space</td>
<td>$4,300</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$4,585</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$2,355</td>
</tr>
<tr>
<td>Products and Services Showcase</td>
<td>$1,150</td>
</tr>
<tr>
<td>Enhanced Listing</td>
<td>$295</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Premium</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Gatefold on Back Cover</td>
<td>$25,665</td>
</tr>
<tr>
<td>Four-Page Insert*</td>
<td>$25,060</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$10,270</td>
</tr>
<tr>
<td>Belly Flap*</td>
<td>$11,400</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$8,985</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$8,025</td>
</tr>
</tbody>
</table>

*Inserts and Belly Flaps will be printed in Hi. Ask your account manager for details.

Newsstand Premium
• Your company logo and/or product photo goes on the sides and front of official ISC Stroke Daily newsstands
• Four newsstands placed throughout the convention center in high-traffic areas

Space reservation deadline: Dec. 3, 2018
Materials due: Dec. 20, 2018

Ranked as one of the top three tools 2018 exhibitors used to get the most out of ISC!

These products are in compliance with PhRMA standards and ACCME guidelines. All rates are net. No agency discounts apply. Cancellations are non-refundable. All quantities are based on projected attendance and room blocks.
MARKETING OPPORTUNITIES

PRINT

Attendee Welcome Guide

Distribution
Distributed to International Stroke Conference attendees as they check in at their hotels.

Content
- Includes conference registration information, key locations, tools and other critical details attendees need to get their experience off to a great start.
- Advertiser receives back panel ad and front cover logo recognition.

Convention Center Map

Distribution
Distributed to attendees at shuttle bus drop-offs, information desks and key locations throughout the convention center.

Content
Facility map with key locations, shuttle schedule and route list, AEDs and concession stands. Advertiser receives:
- Front cover logo acknowledgement
- Back cover ad
- Display ad on side two

Space reservation deadline: Jan. 7, 2019
Materials due: Jan. 7, 2019
$8,000
Single sponsorship

Space reservation deadline: Jan. 7, 2019
Materials due: Jan. 7, 2019
$11,500
Single sponsorship

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amy.miller@heart.org
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DIGITAL

Housing Confirmation Package
- Put your message in front of conference attendees when they receive their emailed housing confirmations.
- Corporate ad on the housing confirmation page of the online housing reservation system.
- Corporate ad on every confirmation communication email delivered.

Registration Package
- Online banner ad visible during five-month registration process.
- Corporate logo recognition on registration computer screen and confirmation emails.

Abstracts on USB
**Distribution**
- Distributed to 2,500 attendees at the International Stroke Conference.
- USBs may be distributed from contributor’s booth, guaranteeing heavy traffic.

**Content**
- Easy and enduring access to abstracts from ISC 2019.
- Users quickly access information in the abstracts through searches on keywords, abstract titles or author names.
- Contributor is recognized with corporate logo on packaging, USB and opening screen, as well as on all marketing pieces.

Space reservation deadline:
Aug. 3, 2018
Materials due:
Aug. 10, 2018
$9,500
Single sponsorship

Space reservation deadline:
Aug. 3, 2018
Materials due:
Aug. 10, 2018
$15,500
Single sponsorship

Space reservation deadline:
Oct. 19, 2018
Materials due:
Oct. 26, 2018
$40,500
Single sponsorship
MARKETING OPPORTUNITIES

DIGITAL

Mobile Meeting Guide App

Content
- Instant access to educational sessions, faculty, abstracts, event information, exhibitors, hotels, schedule planning and mapping functionality to help locate rooms and exhibitor booths.
- Web-based and downloadable for all smartphone platforms and web-enabled devices

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

Space reservation deadline: Nov. 21, 2018
Materials due: Nov. 28, 2018
$22,500 Single sponsorship

Alert Notifications
- Similar to a text message but it goes through the app itself.
- Real-time marketing promotion of booth activity or company.
- App users receive announcements during the conference (120 max characters in length including spaces).

$5,150 each One per day

Enhanced Exhibitor Listing
- Company or product name highlighted in the exhibitor listings in app.
- Upload up to five PDF documents in exhibitor tab.
- One push alert

$7,500 each

Ranked as one of the top three tools 2018 exhibitors used to get the most out of ISC!

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ePreviews & eHighlights

ePreviews

Distribution
Three ePreviews will be launched in the two months prior to the conference to more than 60,000 stroke and cerebrovascular professionals.

Content
Registration information and key event-planning resources.

eHighlights

Distribution
Launched after the conference to 60,000, including AHA/ASA members and ISC 2019 attendees.

Content
Highlights of the conference.

eBlast schedule

<table>
<thead>
<tr>
<th>ePreview 1: Early December</th>
<th>Space reservation due</th>
<th>Materials due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 14, 2018</td>
<td>Nov. 21, 2018</td>
<td></td>
</tr>
</tbody>
</table>

| ePreview 2: Early January | Dec. 13, 2018 | Dec. 20, 2018 |

| ePreview 3 “Know-Before-You-Go”: Late January | Jan. 2, 2019 | Jan. 9, 2019 |

| eHighlights: Mid-March | Feb. 1, 2019 | Feb. 8, 2019 |

Advertise rates

- Leaderboard Ad: $3,145
- Full Banner Ad 1: $2,725
- Full Banner Ad 2: $2,450
- Half Banner Ad (two available): $1,300
- Medium Rectangle Ad (two available): $1,435

ePreviews & eHighlights rates are per issue.

2018 METRICS

- Average delivery: 68,627
- Average unique open rate: 12.8%

Article Index Page

Your branding is on the web page where stroke and cerebrovascular professionals read full stories from the AHA/ASA ePreviews and eHighlights.

Space reservation deadline:
Jan. 9, 2019

Materials due:
Jan. 16, 2019

Deadlines are ongoing. Dates above are noted for maximum exposure.

- Leaderboard Ad: $2,485
  Limited to three rotating advertisers

- Tower Ad: $1,945
  Limited to three rotating advertisers

These products are in compliance with PhRMA standards and ACCME guidelines. All rates are net. No agency discounts apply. Cancellations are non-refundable. All quantities are based on projected attendance and room blocks.
MARKETING OPPORTUNITIES

CONVENTION CENTER

Walking Challenge
- Prominent visibility on the Walking Challenge leaderboard, a flat-panel media screen.
- 30-second corporate or product full-motion video or stationary ad on leaderboard and digital signage, positioned in high-traffic areas of the convention center.
- Four-color corporate or product graphic incorporated into the Walking Challenge Booth, where all participants will pick up an activity tracker.
- Contributor’s corporate recognition on the registration webpage, opening screen of app and in emails.
- Attendees will be asked to register for the Walking Challenge online and download an app.

Space reservation deadline: Nov. 2, 2018
Materials due: Nov. 9, 2018
$50,000 Single sponsorship

Ad Banners
- Available in multiple high-visibility locations throughout the convention center.
- Contributor may select location for corporate or product advertisement.

Space reservation deadline: Nov. 26, 2018
Materials due: Dec. 3, 2018
$12,500 Single sponsorship

Charging Lounge and Charging Stations
- Universal charging stations for cell phones, iPads and laptops in high-visibility areas of the Science & Technology Hall.
- Contributor may place four-color corporate or product ads on up to four panels incorporated into the charging station located in each lounge.
- Contributor has the option of distributing AHA/ASA approved materials at advertiser’s expense.

Space reservation deadline: Nov. 26, 2018
Materials due: Dec. 3, 2018
$15,500 Single sponsorship

For details on sponsorship opportunities, please visit https://www.plantour.com/show/aha-isc-2019.
These products are in compliance with PhRMA standards and ACCME guidelines. All rates are net. No agency discounts apply. Cancellations are non-refundable. All quantities are based on projected attendance and room blocks.

For details on sponsorship opportunities, please visit https://www.plantour.com/show/aha-isc-2019.

CONVENTION CENTER

Communication Center
- Attendees can leave and retrieve conference messages, access the internet, view the Science & Technology Hall floor plan, search for other attendees, print airline boarding passes and claim CME credit.
- Contributor receives corporate or product logo on onsite computer screensavers and login screens at the communication center.
- Contributor may place a four-color corporate or product graphic on panels incorporated into the structure.

Space reservation deadline: Nov. 26, 2018
Materials due: Dec. 3, 2018
$15,500
Single sponsorship

Rotating Kiosks
- Contributor receives four-color corporate or product advertisement on a graphic panel of a motorized kiosk that rotates for exceptional visibility.
- Reach a specific audience, as needed, with kiosks strategically located on the meeting room level and other high-traffic areas throughout the convention center.
- Contributors can submit up to four different corporate or product-specific ads per kiosk.

Space reservation deadline: Nov. 26, 2018
Materials due: Dec. 3, 2018
$15,500 per kiosk
Includes all four panels
$6,200 per panel

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: Nov. 26, 2018
Materials due: Dec. 3, 2018
$30,500 for all aisle signs
Single sponsorship
# Marketing Opportunities

## Convention Center

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

Space reservation deadline: Nov. 26, 2018  
Materials due: Dec. 3, 2018  
$25,000 Single sponsorship

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

Space reservation deadline: Nov. 26, 2018  
Materials due: Dec. 3, 2018  
$25,000 per 50 cubes Single sponsorship

### Expert Theater
- Reach your target audience in a forum designed to showcase specific products and therapeutic treatments.
- Product Theaters are located in the Science & Technology Hall.
- Cost includes:
  - Complete audio/visual package
  - Classroom seating
  - Box lunch provided by AHA/ASA
  - Lead retrieval units (up to two)
  - Pre-meeting and onsite promotion by AHA/ASA

Space reservation deadline: Nov. 30, 2018  
Materials due: Dec. 7, 2018  
Theater (Seating for 100)  
$25,000 Per timeslot

For details on sponsorship opportunities, please visit [https://www.plantour.com/show/aha-isc-2019](https://www.plantour.com/show/aha-isc-2019)

---

### Your Exhibits Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Phone Number</th>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cathleen Gorby</td>
<td>Advertising &amp; Exhibitor Sales</td>
<td>913-780-6923</td>
<td><a href="mailto:cgorby@ascendmedia.com">cgorby@ascendmedia.com</a></td>
</tr>
<tr>
<td>Maureen Mauer</td>
<td>Advertising &amp; Exhibitor Sales</td>
<td>913-780-6633</td>
<td><a href="mailto:mmauer@ascendmedia.com">mmauer@ascendmedia.com</a></td>
</tr>
<tr>
<td>Bridget Blaney</td>
<td>Advertising &amp; Exhibitor Sales</td>
<td>773-259-2825</td>
<td><a href="mailto:bblaney@ascendmedia.com">bblaney@ascendmedia.com</a></td>
</tr>
<tr>
<td>Amy Miller</td>
<td>Unofficial Satellite Events</td>
<td>214-706-1922</td>
<td><a href="mailto:amy.miller@heart.org">amy.miller@heart.org</a></td>
</tr>
</tbody>
</table>

All rates are net. No agency discounts apply. Cancellations are non-refundable. All quantities are based on projected attendance and room blocks.
Coffee Break

Provide refreshments for attendees in the Science & Technology Hall each day. Sponsor receives:
- Signage at the table with booth number
- Literature table nearby
- Sponsor may, at its own cost, provide branded cups, napkins and/or coffee sleeves to enhance the sponsorship

Space reservation deadline: Jan. 11, 2019
Materials due: Jan. 18, 2019
$10,000+
Sponsor may pay extra to replenish coffee and extend the time each day it’s available.
Single sponsorship

ISC Nursing Symposium Coffee Break

- Provide morning refreshments for more than 700 Stroke Nurse Practitioners, Stroke Program Managers and Care Coordinators attending this special symposium within the International Stroke Conference.
- Sponsor receives signage at the table with its booth number and a literature table nearby.
- Sponsor may, at its own cost, provide branded cups, napkins or coffee sleeves to enhance this sponsorship.

Space reservation deadline: Jan. 11, 2019
Materials due: Jan. 18, 2019
$5,000
Single sponsorship

Nursing Symposium Attendees

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

For details on sponsorship opportunities, please visit https://www.plantour.com/show/aha-isc-2019.
MARKETING OPPORTUNITIES

HOTEL

Hotel Key Cards
- Reach attendees at headquarter hotels with your promotional ad on hotel key cards.
- Sponsor responsible for logistics and all production and distribution costs with each hotel.
- Must provide two key cards per room.
- Sponsor receives corporate or brand logo recognition on the key cards and the accompanying key card sleeves.

Space reservation deadline: Nov. 9, 2018
Materials due: Nov. 16, 2018
$10,500 (rights only)
Single sponsorship

Individual Hotel Room Drop
- Deliver your branded item outside 1,800 attendee hotel rooms.
- Suggested items include brochures, product samples, booth or program invitations or heart-healthy evening snacks.

Advertiser arranges production and shipping details for Individual Door Drop, and has items delivered to hotels each morning. Ascend manages distribution only.

Please be advised that quantities may change depending on hotel room block fluctuations.

Price is based on individual items. If you would like to distribute more than one item, please contact your account manager.

Space reservation deadline: Jan. 2, 2019
Materials due: Jan. 9, 2019
$20,000

Delivery dates:
Advertiser selects either Feb. 5, 6, 7 or 8

To reserve this service, advertiser must work through Ascend Integrated Media.

Dark Channel
Your message reaches ISC attendees on hotel television convention channels.

Space reservation deadline: Jan. 17, 2019
Materials due: Jan. 24, 2019
$1,500 per 30-second spot

For details on sponsorship opportunities, please visit https://www.plantour.com/show/aha-isc-2019.
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

**Billing Address:** ____________________________________________  **City, State, ZIP:** ____________________________________________

**Phone:** _________________________________  **Fax:** _________________________________  **Email:** ____________________________________________

---

**Print Opportunities**

| Attendee Welcome Guide | Single Sponsorship | $1,150 |
| Conference Bag Inserts | Insert | $10,500 |
| Convention Center Map | Single Sponsorship | $8,000 |
| Final Program | Single Sponsorship | $25,500 |
| ISC Stroke Daily News | | |
| Standard | Full Page | $6,550 |
| | Full Page P/L, Space | $5,235 |
| | Junior Page | $5,235 |
| | Junior Page P/L, Space | $4,300 |
| | 1/2 Page | $4,585 |
| | 1/4 Page | $2,355 |
| Products and Services Showcase Ad | Enhanced Listing | $1,150 |
| | | $295 |
| Premium | Gatefold on Back Cover | $25,665 |
| | Four-Page Insert* | $25,000 |
| | Daily Flip* | $11,400 |
| | Back Cover | $10,270 |
| | Inside Front Cover | $8,985 |
| | Inside Back Cover | $8,025 |
| | Products and Services Showcase Ad | $1,150 |
| | Enhanced Listing | $295 |
| Newsstand Premium | Newsstand | $9,200 |

**Digital Opportunities**

| Abstracts on USB | | $40,500 |
| Article Index Page | | |
| Leaderboard Ad | Full Banner Ad 1 | $3,145 |
| | Full Banner Ad 2 | $2,725 |
| | Half Banner Ad (two available) | $2,450 |
| | Full Banner Ad (two available) | $1,300 |
| | Medium Rectangle Ad (two available) | $1,435 |
| ePreview 1: Late December | Leaderboard Ad | $3,145 |
| | Full Banner Ad 1 | $2,725 |
| | Full Banner Ad 2 | $2,450 |
| | Half Banner Ad (two available) | $1,300 |
| | Medium Rectangle Ad (two available) | $1,435 |
| ePreview 2: Mid-January | Leaderboard Ad | $3,145 |
| | Full Banner Ad 1 | $2,725 |
| | Full Banner Ad 2 | $2,450 |
| | Half Banner Ad (two available) | $1,300 |
| | Medium Rectangle Ad (two available) | $1,435 |

**ePreview 3 “Know-Before-You-Go”: Late January**

| Leaderboard Ad | Full Banner Ad 1 | $3,145 |
| | Full Banner Ad 2 | $2,725 |
| | Half Banner Ad (two available) | $2,450 |
| | Medium Rectangle Ad (two available) | $1,300 |

**eHighlights: Mid-March**

| Leaderboard Ad | Full Banner Ad 1 | $3,145 |
| | Full Banner Ad 2 | $2,725 |
| | Half Banner Ad (two available) | $2,450 |
| | Medium Rectangle Ad (two available) | $1,300 |

**Housing Confirmation Package**

| Mobile Meeting Guide App | Single Sponsorship | $22,500 |
| Additional Opportunities | Alert Notifications | $5,150 |
| | Enhanced Exhibitor Listing | $7,500 |
| Registration Package | | $15,500 |

**Convention Center Opportunities**

| Ad Banners | Charging Lounge and Charging Stations | $12,500 |
| Coffee Break | | $15,500 |
| Communication Center | | $20,000 |
| Expert Theater | | $25,000 |
| Rotating Kiosk (per panel) | | $6,200 |
| Rotating Kiosk (includes four panels) | | $15,500 |
| Science & Technology Hall Aisle Signs | | $30,500 |
| Science & Technology Hall Park Benches | (5 benches plus floor graphics) | $25,000 |
| Sitting Cubes (50 cubes) | | $25,000 |
| ISC State-of-the-Science Stroke Nursing Symposium | Coffee Break | $5,000 |
| Walking Challenge | | $50,000 |

**Hotel**

| Dark Channel (30 second spot) | | $1,500 |
| Hotel Key Cards | | $10,500 |
| Individual Hotel Room Drop | | $20,000 |

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

**TO PAY BY CREDIT CARD, please contact your account manager by phone or email. 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 and Title** ____________________________  **Date** ____________________________  **PO# (if necessary)** ____________________________

Please send insertion orders to:
Cathleen Gorby 913-780-6523
cgorby@ascendmedia.com
Ascend Integrated Media 7171 W. 96th St., 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 Integrated Media LLC • 7171 W. 96th St., Suite 300 • Overland Park, KS 66212

All rates are net. Cancellations are non-refundable.
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: ISC 2019
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).

How to participate in the Individual Room Drop

1. Reserve space for the Individual Room Drop 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.

Specifications for ePreviews/eHighlights

- 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.
STROKE DAILY NEWS
Ad sizes and dimensions (width x height)
**Publication size:** 10-7/8” x 15” (finished size)
**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”

1/2 Page Horizontal:
- 10-1/4” x 7”

1/2 Page Vertical:
- 5” x 14”

1/4 Page:
- 5” x 7”

Products & Services Showcase Ad:
- 2-3/8” x 3-1/8”

NEWSSTAND PREMIUM
Ad sizes and dimensions (width x height)
**Available ad space (for advertisers):**
- Side panels: 14.15” wide x 45.332” tall
**NOTE:** Please include 1/8” bleed around all artwork.

CONVENTION CENTER MAP
**Display Ad:**
- 9-3/4” x 4-3/4”
**Back Cover Ad:**
- 4-3/4” x 4-3/4”

ATTENDEE WELCOME GUIDE
**Back Panel:**
- Bleed: 3-15/16” x 8-3/4”
- Trim: 3-11/16” x 8-1/2”
- Safety/Live Area: 3-7/16” x 8”

SCIENCE & TECHNOLOGY HALL POCKET GUIDE
**Bleed:**
- 4-3/4” x 9-3/8”
**Trim:**
- 4-1/2” x 9-1/8”
**Safety/Live Area/Non-bleed Ad:**
- 4” x 8-5/8”

ePREVIEWS and 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
**Full Rectangle Ad:**
- 300 x 100 pixels
**Tower Ad:**
- 160 x 600 pixels
**Rectangle Ads:**
- 300 x 100 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).
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 Wednesday, Feb. 6 and are rented through Thursday, Feb. 7. Please note that professional attendees will only be permitted in the hall when it’s open.

NAME OF SHOW: International Stroke Conference Feb. 6-8, 2019

COMPANY NAME: ____________________________________________  BOOTH: ______________________

CONTACT NAME: _____________________________________________  PHONE: ______________________

COMPANY ADDRESS: __________________________________________

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

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 are not included in the rental fee, but are available to order through Freeman.

Contact information can be found here:
https://exhibitatsessions.org/international-stroke/preferred-contractors/

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

PAYMENT OPTIONS

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

*Please note that you will not receive a confirmation until AHA/ASA has received the 50% deposit. Or paid in full after Aug. 1, 2018.

PAY ONLINE: Visit exhibitatstroke.org for instructions.

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 Aug. 1, 2018.

Beginning Aug. 2, 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. The Association 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.

<table>
<thead>
<tr>
<th>Item</th>
<th>Prototype Due</th>
<th>Ad Materials/Printed Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>ePreview 1</td>
<td>Nov. 7, 2018</td>
<td>Nov. 21, 2018</td>
</tr>
<tr>
<td>ePreview 2</td>
<td>Dec. 6, 2018</td>
<td>Dec. 20, 2018</td>
</tr>
<tr>
<td>ISC Stroke Daily News</td>
<td>Dec. 6, 2018</td>
<td>Dec. 20, 2018</td>
</tr>
<tr>
<td>Newsstand Premium</td>
<td>Dec. 6, 2018</td>
<td>Dec. 20, 2018</td>
</tr>
<tr>
<td>Attendee Welcome Guide</td>
<td>Dec. 21, 2018</td>
<td>Jan. 7, 2019</td>
</tr>
<tr>
<td>Convention Center Map</td>
<td>Dec. 21, 2018</td>
<td>Jan. 7, 2019</td>
</tr>
<tr>
<td>ePreview 3 &quot;Know-Before-You-Go&quot;</td>
<td>Dec. 26, 2018</td>
<td>Jan. 9, 2019</td>
</tr>
<tr>
<td>Article Index Page*</td>
<td>Jan. 2, 2019</td>
<td>Jan. 16, 2019</td>
</tr>
<tr>
<td>eHighlights</td>
<td>Jan. 25, 2019</td>
<td>Feb. 8, 2019</td>
</tr>
</tbody>
</table>

*Deadlines are ongoing. Dates above are noted for maximum exposure. Ascend Media encourages (and practices) environmentally-friendly printing, including recycled/recyclable paper and plant-based inks.

**Inserts are considered to be one 8-1/2” x 11” printed piece, with a maximum weight of 2 oz. 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 sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces.**

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

After your inserts are approved, ship them to be received by the materials deadline(s) above. 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 shipped. Please do not ship the full quantity to Ascend Integrated Media, 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. Ascend Integrated Media will not be responsible for shortages due to an incorrect number of inserts received. For Doctors/Educators Bags and Individual Door/Room Drop opportunities, please submit an additional 3% to 5% overage to allow for potential increase in room blocks.

Please note the following criteria for approval:
1. 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).
2. The AHA/ASA and/or event logo may not be used on ads or inserts.
3. All non-symposia advertising must contain the advertiser’s booth number.
4. For CME/symposia/education related ads or inserts, the AHA/ASA disclaimer text must be a minimum of 10 point Helvetica (or similar font type). The AHA/ASA disclaimer text must say, “This event is not part of the official International Stroke Conference 2018 as planned by the International Stroke Conference Program Committee.” The disclaimer must be printed on the front of the piece.
5. For CME/symposia/education related event titles, the time and date appearing on the ad/insert must match the title, time and date listed on the USE-approved list provided to Ascend by AHA/ASA. If the event title, time and/or date do not match, Ascend will confirm with the advertiser which source lists the information correctly and make the appropriate changes. If information needs to be changed on the USE-approved list, the advertiser must contact AHA/ASA at exhibits@heart.org.
6. AHA/ASA’s name, insignia, heart and torch logo, logotype or other identifying marks may not be used.
7. Exhibitors that are also USE event-holders may not advertise both their booth and their event in the same advertisement.
8. Coupons may not be included on inserts.
9. Please refer to the AHA/ASA International Stroke Conference website for advertising guidelines and restrictions: exhibitatstroke.org
10. AHA/ASA at any point may not approve such marketing pieces at their own discretion.