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GENERAL INFORMATION

Resuscitation Scientific Symposium 2018

November 10-11, 2018

Exhibitor Registration Hours:
Friday November 9th 12:00 p.m. – 5:30 p.m.

Installation:
Friday November 9th 8:00 a.m. – 12:00 p.m.  
5:30 p.m. – 7:00 p.m.

Dismantle:
Sunday November 11 4:30 p.m. – 6:00 p.m.

EXHIBIT DATES & HOURS

Exhibit Dates & Hours
Saturday November 10 10:00am – 4:30pm
Sunday November 11 10:00am –4:30pm

CONTACTS

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

Marketing Opportunities
Heather Starks
Senior Manager, Scientific and Corporate Meetings
(214) 706-1553
Heather.Starks@heart.org

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

Hyatt Regency Chicago
151 E. Wacker Drive, Chicago, IL 60601
Reference Group name: AHA ReSS 2018
Hotel Link:
Association Required Forms

Please make sure you have the following forms completed by September 7, 2018. You will receive an active link via email or visit [www.exhibitatsessions.org](http://www.exhibitatsessions.org)

**Association Services/Booth Activity Form**

Information contained on this form will be used in the exhibitor guide distributed onsite within registration and needs to be received by September 7, 2018

**Exhibitor Appointed Contractor Form**

Submission of this form is ONLY necessary IF you are using the services of an independent contractor for any service such as booth installation and/or dismantle. Please make sure you indicate the information for each independent contract that you are using. Submission of this form must be completed by September 15, 2018.
## Exhibit Request Form

Exhibit Rentals and Exhibit Networking Guide

**ADVANCE PAYMENT IS REQUIRED AND RENTAL CONTRACT MUST BE EXECUTED TO RESERVE EQUIPMENT.**

### VIDEO EQUIPMENT

<table>
<thead>
<tr>
<th>Description</th>
<th>Show Rate</th>
<th>Quantity</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>90” HD Monitor (Includes Stand)</td>
<td>$5,250.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>80” HD Monitor (Includes Stand)</td>
<td>$3,500.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>70” HD Monitor (Includes Stand)</td>
<td>$2,750.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>60” HD Monitor (Includes Stand)</td>
<td>$2,400.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>55” HD Touch Screen Monitor (Includes Stand)</td>
<td>$3,500.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>55” HD Monitor (Includes Stand)</td>
<td>$2,000.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>46” HD Monitor (Includes Stand)</td>
<td>$1,250.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>32” HD Monitor (Includes Stand)</td>
<td>$750.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24” HD Monitor (Includes Stand)</td>
<td>$500.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7’ Executive LCD and Screen Package</td>
<td>$2,750.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DVD Player</td>
<td>$350.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All monitors are sold on desktop or floor stands. If you have a need for a custom install, please contact Encore Event Technologies for a quote on this service. Additional labor and equipment is required.

### MISCELLANEOUS RENTAL ITEMS AND SUPPORT

<table>
<thead>
<tr>
<th>Description</th>
<th>Show Rate</th>
<th>Quantity</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>PC Laptop</td>
<td>$750.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apple Mac Laptop</td>
<td>$1,250.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apple iPad</td>
<td>$500.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apple iPad Mini</td>
<td>$425.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Android Tablets</td>
<td>Please Call</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Windows Tablets</td>
<td>Please Call</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Booth Size PA System with Wireless Mic</td>
<td>$650.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media Player</td>
<td>$325.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apple TV Media Player</td>
<td>Please Call</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media Walls</td>
<td>Please Call</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charging Stations</td>
<td>Please Call</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Battery Powered Wireless LED Uplights</td>
<td>Please Call</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Calculations

**SUBTOTAL:** 

Rental tax=10.25% of Subtotal: __________

Service Charge=23% of Subtotal: __________

City tax=9% of Service: __________

Calculated by Encore

**GRAND TOTAL:** __________
Exhibit Rental Contract
Exhibit Rentals and Exhibit Networking Guide

Exhibitor is responsible for equipment until it is picked up by an Encore Event Technologies representative. Pick up will be at close of show unless otherwise specified. No removal of equipment will take place during show hours.

Payment Information
IF YOU CLAIM SALES TAX EXEMPTION IN THIS STATE, PLEASE FURNISH A COPY OF YOUR TAX-EXEMPT CERTIFICATE WITH YOUR ORDER.

Please indicate method of payment. This section must be completed before your order can be processed. A credit authorization is requested as a deposit against additional services and/or labor. Payment of any balances may also be made by company check upon presentation of statement while at the show, but a credit card authorization should be on file. Any balances outstanding as of move-out will be charged to your account. Please do not ask us to bill you.

Please complete forms and submit via fax to Encore Event Technologies at 312-239-4664. You will receive a confirmation via email within 48 hours. If you do not receive a confirmation email, please contact hrcexhibits@encore-us.com.

Master Account #:    Authorized Signer’s Name:

Credit Card #:    CCID:    Type:    Exp:

Billing Address:    Billing Zip Code:

Customer Signature    Print Name (as it appears on credit card)    Date:

Terms and Conditions
ALL ORDERS SUBJECT TO LIMITS OF LIABILITY AND RESPONSIBILITY AS SET FORTH BELOW.

By executing this order form, Lessee agrees as follows:

1. All company checks must be received 72 hours prior to event.
2. Cancellation: In the event Lessee cancels this order, Lessee will be charged a cancellation fee equal to 10% of one day’s rental of the equipment. Cancellation made within 48 hours of the delivery date will be charged a cancellation fee equal to up to 50% of rental plus any handling charges, service charge, and labor fees.
3. Risk of Loss: Equipment rental is the responsibility of Lessee. Any equipment that is lost, damaged, or stolen while in Lessee’s care or possession will result in Lessee being charged for replacement cost, labor, or parts for repair, as the case may be.
4. Rentals in the City of Chicago are subject to city tax of 9%.
5. Insurance for the subject equipment is Lessee’s responsibility.

I understand the above condition:

Authorized Signature:    Print Name:    Date:

7. Payment tendered for the specified equipment with this reservation form is an estimate only and any changes in equipment requirements and any labor charges will affect this estimate. Lessee is responsible for all charges.
8. It is the responsibility of the exhibitor to advise an Encore Event Technologies representative of any problems with their order on show site. Absolutely no credits will be issued after show closing.
9. Encore Event Technologies must supply all Switches and Hubs for the high-speed internet service.

I understand the above condition:

Authorized Signature:    Print Name:    Date:
# Electrical and Networking Request Form

Exhibit Rentals and Exhibit Networking Guide

**NOTE:** ALL SECTIONS MUST BE COMPLETED

### Client/Exhibitor Information

<table>
<thead>
<tr>
<th>Group/Organization:</th>
<th>Event:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>On-Site Contact</th>
<th>Requested by</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>On-Site Cell #</th>
<th>Phone #</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Fax #</th>
<th>Fax #</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>E-mail Address</th>
<th>E-mail Address</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>Zip</th>
</tr>
</thead>
</table>

### Service Request

**BOOTH NAME/NUMBER:** __________________________________________

**BOOTH LOCATION:** __________________________________________

**DATES:**

<table>
<thead>
<tr>
<th>Start Time</th>
<th>End Time</th>
</tr>
</thead>
</table>

Note: All computers are required to receive a DHCP assigned IP address passing through NAT from the Hyatt/Encore network unless other arrangements have been discussed and agreed upon with Encore Event Technologies.

### Cost Worksheet

<table>
<thead>
<tr>
<th></th>
<th>DAILY RATE</th>
<th>QUANTITY</th>
<th>DAYS</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wired Internet Access</td>
<td>$200.00 first device/day</td>
<td>$100.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>additional device/day</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Powerstrip                  | $40.00                              |          |      |       |

| 1500w (120 volts)          | $135.00                             |          |      |       |
| **Standard Service Quad Box** |                                   |          |      |       |

Wireless Internet access can be purchased on site via the Hyatt Conference Web Portal by using a credit card or charging to a guest room.

Encore Event Technologies is the unified network provider at the Hyatt Regency Chicago and maintains a full time onsite IT team. For all advanced networking services such as: high density wireless solutions, Static IP Addresses, VLAN Setup, custom Wi-Fi Networks, QoS Configuration, or Dedicated Bandwidth, please contact us at hrcexhibits@encore-us.com.

Note: Custom installations or dedicated Internet service beyond the scope of existing facilities will be individually quoted upon request. An additional 23% service charge will be added to all transactions. The service charge is calculated from the full price of the items. Illinois state sales tax will be assessed on the service charge.

**SUBTOTAL:**

**Service Charge=23% of Subtotal:**

**City tax=9% of Service:**

Calculated by Encore

**GRAND TOTAL:**

---

**Encore Event Technologies**
Thank you for choosing Encore Event Technologies as your Internet and audio visual equipment provider. Encore is the premier provider of event technologies for the Hyatt Regency Chicago. We look forward to assisting you with all of your audio visual needs during your show appearance.

The following information will help answer frequently asked questions before, during and after your event. Specific questions not addressed here should be directed in e-mail form to the following address: hrcexhibits@encore-us.com. Please include your show dates, name of your company, and your contact information.

Q. What are the deadlines and/or cut-off dates?
A. The deadline to complete and fax all forms will be 72 hours prior to the set-up day of your show. All orders received after the 72 hour cut-off date will be considered onsite orders and are SUBJECT TO EQUIPMENT AVAILABILITY & A 25% ADDITIONAL ONSITE EXPEDITE FEE. If you are only ordering wireless Internet, no request form is needed. Wireless Internet can be ordered once you arrive onsite by using the web portal. You can use a credit card to book or place your charge to your room.

Q. When will my credit card be charged?
A. All credit cards will be charged for the entire amount of the order 24 hours in advance of the set-up of the show. All credit card orders must include the entire number, the expiration date, the billing address, billing zip code and the CID number located on the back of the card. Orders will be considered incomplete without inclusion of the requested information and therefore will be subject to equipment availability on the day of the show and escalated rush fees.

Q. How do I get a receipt?
A. Receipts for completed orders will be issued upon email request at the conclusion of the show. Please forward all requests to hrcexhibits@encore-us.com. Please include your contact information. The name of the show and the show dates will also be helpful. If you are a 3rd party exhibitor requesting a receipt, include your company name in the request.

Q. Can I pay with a company check?
A. Credit card payments are strongly encouraged; however, company checks are a valid form of payment. Checks should be made payable to Encore Event Technologies at the address listed below. When paying by check please include a copy of your order as generated by Encore, therefore providing verification of the correct amount and the valid order for which it will be applied to. All checks must be received 72 hours prior to the set-up date of the show that you are attending.

Q. Are wire transfers an acceptable form of payment?
A. FOR INTERNATIONAL ORDERS ONLY. Wire transfers are an acceptable form of payment. An additional processing fee of $30.00 will be assessed. Contact hrcexhibits@encore-us.com for written instructions.

Q. Where is my equipment?
A. Hyatt Regency Chicago is a union hotel. Therefore, on set-up day, the equipment you have ordered will be delivered to the exhibit floor. At that point, responsibility for all equipment will transfer from Encore to Local Union 134. A union electrician will be responsible for the delivery and set-up of the equipment ordered. Encore does not control this schedule.

Q. Can I bring my own networking equipment?
A. Encore Event Technologies is the unified network provider at the Hyatt Regency Chicago and maintains a full time onsite IT team. Advanced networking services for custom requirements are available for purchase. These may include high density wireless solutions, routable Static Public IP Addresses, VLAN Setup, custom Wi-Fi Networks, QOS Configuration, or Dedicated Bandwidth. Please contact us at hrcexhibits@encore-us.com for more information.

Q. Who do I contact if I have problems with equipment during the show?
A. For Encore equipment, wired and wireless internet connections, login information and passwords; contact Encore directly at 312-239-4660. For union related issues, contact Freeman Exhibitor Services at 312-938-0320.

Q. Does Encore require a diagram of my booth?
A. Diagrams are extremely helpful when setting equipment. If available, send your diagram in with your completed forms.

Q. How will I know my order was received?
A. Once your completed forms have been faxed to Encore, Encore will process them and will send you a final order within 48 hours of receipt. IF YOU CLAIM SALES TAX EXEMPTION IN THE STATE OF ILLINOIS OR THE CITY OF CHICAGO, PLEASE FURNISH A COPY OF YOUR TAX-EXEMPT CERTIFICATE WITH YOUR ORDER.
XPressConnect Family
Lead Retrieval Solutions for Every Exhibitor

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

XPressConnect App
The app on YOUR phone or tablet

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

For Android 5.1x or higher, iOS 10.0x and higher and 3 megapixel or greater camera. No mobile hardware included.

XPressConnect Plus
OUR handheld wireless device

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

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

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

Custom Sales Qualifiers
Target ideal prospects! Build your own customized survey for quick lead follow-up. 20 questions and answers.

eBlast Email Service
Send your custom HTML emails through XPresseBlast post-event to your leads, the complete event email campaign solution.

Literature Fulfillment
Send an email to your leads with links to documents and videos they requested in your booth.

Loss/Damage Waiver
Protect yourself from loss or damage to your rented equipment with the Loss/Damage Waiver.

3rd Party Lead Collection
Successful lead collection on your third party device.

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

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

* The event badges use QR codes that include limited data. The Data Conversion and Event API Integration options will allow you to collect full lead details on your third party device.
ORDER ONLINE: www.xpressleadpro.com  SHOW CODE: ress1118  Qty  Order deadline: NOVEMBER 7, 2018  Total

Each exhibiting company receives one (1) free XPress Connect App.

XPress Connect App - the App on YOUR phone or tablet  1  FREE/Included $375 value  $0

Additional XPress Connect App Licenses - for additional users  $130 per additional user activation

For Android 5.1x or higher, iOS 10.0x and higher and 3 mega-pixel or greater camera. No mobile hardware included.

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

Includes mobile phone and charger.

XPRESS EXTRAS

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

Please note: Convention Data Services will no longer accept emailed order forms with credit card information as a form of payment. Orders can be placed online www.xpressleadpro.com (show code: ress1118), by secure fax to 1-508-759-4238, or by calling the sales team 1-800-746-9734.

<table>
<thead>
<tr>
<th>Loss/Damage Waiver</th>
<th>Replacement Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connect Plus Device</td>
<td>$1,000</td>
</tr>
<tr>
<td>Connect Plus Power Cord</td>
<td>$75</td>
</tr>
</tbody>
</table>

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

Optional Loss/Damage Waiver (Qty ______ x $85 per device) +

No, I do not want to purchase the Loss/Damage Waiver - initial here

Processing Fee (WAIVED when you order online!) + 20.00

Total (USD) =

Questions? 1-508-743-0570  Account Manager: Candace Donovan  Email: cdonovan@cdsreg.com

Thank you for your order.
Terms & Conditions

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

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

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

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

5) Onsite orders are based on unit availability.

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

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

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

7b) Loss/Damage Waiver Terms: The Loss/Damage Waiver coverage protects the customer from liability of accidental damage or theft to the CONTRACTOR's device. Customer must report loss or damage to CONTRACTOR's Lead Retrieval Desk immediately. To honor Loss/Damage Waiver coverage for equipment believed to be stolen, customer must file a police/security report and provide a copy of such report to the CONTRACTOR within seven (7) days of reporting the equipment missing. If copy of report is not received within seven (7) business days of the event end date, Loss/Damage Waiver is considered null and void and the customer will be charged for the full replacement value of the equipment as listed above.

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

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

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

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

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

13) Equipment images for marketing purposes represent the current equipment, however due to continuous new product development and technology upgrades, equipment fulfillment onsite may not always match equipment images found on forms and other ordering methods.
Shipping and Receiving
Business Center Price Guide

Below are some guidelines for shipping packages to and from the Hyatt Regency Chicago. The labeling on your packages should include:

- **Group Name/** On-Site Contact Name (or person claiming packages)
- **ORGANIZATION NAME** and **DATES OF FUNCTION**
  
  Hyatt Regency Chicago  
  151 East Wacker Dr.  
  Chicago, IL 60601

Please do not put hotel contact name on package. **ANY PACKAGES ADDRESSED TO EXHIBITION COMPANIES WILL BE REJECTED BY Encore.**

Arrange to have your packages arrive to the hotel at least 2-3 days prior to your event to allow for necessary processing time. Your packages will be held in the Package Room until pickup or delivery. Contact the Package Room to arrange the delivery of your materials. For deliveries to meeting space, please allow 45-60 minute delivery time. Pallets of materials may require higher delivery times. You must be present to accept the delivery. Packages will not be left in an unattended space and will be returned to the Package Room until arrangements are made for repeat delivery.

The Hyatt Regency Chicago’s current handling fee structure, for all incoming and outgoing packages, based upon the weight of the package are as follows:

**Receiving/Shipping Packages - Handling fees**

| Package Weight | Handling Fee  
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 5 lbs.</td>
<td>$7.00</td>
</tr>
<tr>
<td>6-20 lbs.</td>
<td>$13.00</td>
</tr>
<tr>
<td>21-50 lbs.</td>
<td>$24.00</td>
</tr>
<tr>
<td>51 lbs &amp; over</td>
<td>$60.00</td>
</tr>
<tr>
<td>Skids/Pallets</td>
<td>$250.00</td>
</tr>
<tr>
<td>Shipping Int'l Packages (add)</td>
<td>$12.00</td>
</tr>
<tr>
<td>Drop off packages (any size)</td>
<td>$13.00</td>
</tr>
<tr>
<td>Drop off rolling cases (any size)</td>
<td>$24.00</td>
</tr>
</tbody>
</table>

Additional fees assessed for unpacking/unloading and packing/loading of packages.

Exhibitors shipping packages participating in your event will need to provide credit card information prior to obtaining their packages.

Following your event, the Business Center can provide pickup service from your meeting space with a 45-minute pickup time. The handling fees listed above will apply for pickup per box.

The normal business staffing hours of the Business Center are:

- **Monday through Friday** - 6:00am - 7:00pm
- **Saturday through Sunday** - 7:00am - 6:00pm

Special accommodations can be made for service beyond the normal business hours at $50.00 per hour per person with advance notice.
EXHIBITOR HOUSING
Housing Information - Conference Venue/Hotel Reservations

All events take place at the: Hyatt Regency Chicago

Hyatt Regency Chicago
151 E Upper Wacker Dr, Chicago, IL 60601
(312) 565-1234
Reference Group name: AHA ReSS 2018
Hotel Link:

EXHIBITOR REGISTRATION
On-Site Exhibitor Registration Hours:
Friday, November 9, 12:00 p.m. - 5:30 p.m.

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

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

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

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

Saturday November 10, 2018
10:15 a.m. -- 10:30 a.m.
11:45 p.m. -- 12:15 p.m.
4:00 p.m. -- 4:30 p.m.

Sunday November 11, 2018
10:30 a.m. -- 10:45 a.m.
11:45 a.m. -- 12:15 p.m.
2:30 p.m. -- 2:45 p.m.
THE MOST IMPORTANT

2018 CARDIOVASCULAR CONFERENCES

FOR YOUR BRAND
WHY EXHIBIT?

EXHIBITIONS DELIVER UNIQUE VALUE NOT PROVIDED BY OTHER MARKETING CHANNELS:*  
- Ability to see a **large number of prospects** and customers over a short period of time.  
- **Face-to-face meetings** with prospects and customers.  
- Opportunity to **demonstrate new and existing products** or services.

EXHIBITORS ASSIGN REAL MARKETING AND SALES VALUE TO THEIR PRESENCE ON THE EXHIBIT FLOOR:*  
- 91% believe exhibits target audience interaction with products.  
- 90% believe exhibits build and expand brand awareness.  
- 87% believe exhibits showcase new product promotions and launches.  
- 87% believe exhibits offer relationship management and engagement with prospective customers.  
- 85% believe exhibits generate new sales leads.

* Source: Center for Exhibition Industry Research

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

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

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

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

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

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

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

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

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

YOUR EXHIBITS TEAM  

**Cathleen Gorby**  
Advertising & Exhibitor Sales  
913-780-6923  
Fax: 913-780-4344  
cgorby@ascendmedia.com

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

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

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

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

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

EXHIBITORS RECEIVE:

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

LOW-COST MAILING LISTS

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

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

SCIENTIFIC SESSIONS: NOV. 10-14, 2018 | CHICAGO, IL
EXHIBITING DATES & RATES

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

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

EXHIBIT SPACE RATES*

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

There is no additional charge for islands or corners.

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

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

CANCELLATION SCHEDULE*

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

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

*Subject to change

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

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

96% of attendees visit the exhibit hall*

12,654 professional attendees**

9,260 physicians and other cardiology professionals**

More than 2,300 research scientists attend**

80:1 attendee to exhibitor ratio**

59% domestic attendees** 41% international attendees**

8 hours focused on exhibits, with limited simultaneous programming**

*Largest specialty represented: general cardiology followed by interventional and heart failure

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

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

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

exhibitatssessions.org 5
WHO ATTENDS?

TOTAL PROFESSIONAL ATTENDANCE:

12,654

9,259 physicians and other cardiology professionals
2,351 research scientists
1,044 non-healthcare professionals

TOP 20 SPECIALTIES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* Source: Center for Exhibition Industry Research

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

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

**MARKETING OPPORTUNITIES**

GIVE PROFESSIONAL ATTENDEES A REASON TO COME TO YOUR BOOTH!

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

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

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

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

55:1 ATTENDEE TO EXHIBITOR RATIO

63% OF ATTENDEES HAVE PURCHASING POWER/INFLUENCE

4,300+ PROFESSIONAL ATTENDEES

79% DOMESTIC

21% INTERNATIONAL

83% OF ATTENDEES VISIT THE SCIENCE & TECHNOLOGY HALL

55 COUNTRIES REPRESENTED

INTERNATIONAL STROKE CONFERENCE: JAN. 24-26, 2018 | LOS ANGELES, CA

PROGRAMMING

1,500+ PRESENTATIONS IN 22 CATEGORIES

26 LATE-BREAKING SCIENCE ABSTRACTS

200+ INVITED PRESENTATIONS FROM LEADERS IN STROKE SCIENCE

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

3 DISTINCT PRE-CONFERENCE SYMPOSIA

- State-of-the-Science Stroke Nursing Symposium
- ISC Pre-Conference Symposium I: Stroke in the Real World
- Pre-Conference Symposium II

4,300+ PROFESSIONAL ATTENDEES

79% DOMESTIC

21% INTERNATIONAL

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

3 DISTINCT PRE-CONFERENCE SYMPOSIA

- State-of-the-Science Stroke Nursing Symposium
- ISC Pre-Conference Symposium I: Stroke in the Real World
- Pre-Conference Symposium II

55 COUNTRIES REPRESENTED
WHO ATTENDS?

2017 TOTAL PROFESSIONAL ATTENDANCE: 4,376

3,707 physicians, cardiology and other healthcare professionals

461 research scientists

208 non-healthcare professionals

TOP 10 SPECIALTIES IN 2017

ADMINISTRATION
CRITICAL CARE/INTENSIVE CARE
EMERGENCY MEDICINE
EPIDEMIOLOGY
INTERNAL MEDICINE
INTERVENTIONAL RADIOLOGY
NEURO/NEUROSCIENCE: IMAGING
NEURO/NEUROSCIENCE: RADIOLOGY
NEURO/NEUROSCIENCE: STROKE
NEURO/NEUROSCIENCE: SURGERY

YOUR EXHIBITS TEAM

Cathleen Gorby
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Fax: 913-780-4344
cgorby@ascendmedia.com

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773-259-2825
bblaney@ascendmedia.com

Amy Miller
Unofficial Satellite Events
214-706-1922
amy.miller@heart.org
Dedicated exhibit hours give you direct access to more than 4,300 healthcare professionals.

An extensive marketing campaign promotes the Science & Technology Hall to attendees before and during ISC.

Complimentary lunches within the Industry Theaters drive stroke professionals into the Hall.

Complimentary coffee breaks during programming breaks bring attendees to the Hall.

Exposure to major media outlets: 2017 conference coverage included more than 2 billion impressions from 2,000 media stories!

EXHIBITORS RECEIVE:

- Complimentary online booth at strokeconference.org.
- Complimentary marketing toolkit at strokeconference.org.
- Complimentary Full Professional registrations based on square footage.
- Unlimited Exhibit-Only badges for booth staff.
- VIP Customer Invite Exhibit-Only badges.
- Complimentary access to the 2017 final ISC registration list for promotion.
- Advance approval and reduced pricing for hosting Unofficial Satellite Events.
- Discounted exhibitor housing rates.
- The opportunity to rent pre- or post-2018 registration lists:
  - Ordering information available at exhibitatstroke.org.
  - AHA/ASA must approve all mailers prior to the mailing list being released.
  - Exhibitors are strongly encouraged to not print such pieces prior to AHA/ASA approval.
  - Mailing lists are available for one-time use before or after the 2018 International Stroke Conference.
QUICK REFERENCE

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

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

EXHIBIT SPACE RATES
Beginning Aug. 2  $37 per square foot
The minimum booth size is 10’ x 10’. There is no additional charge for corners or islands.
Public Service Rate: $20 per square foot
Public service space is subject to availability. This discounted rate is only available in the nonprofit designated area on the floor. Proof of nonprofit status must be attached to the application for all new organizations. Once the area is sold out, base rates will apply.

EXHIBITOR REGISTRATION
• Registration opens Sept. 27, 2017

Exhibitor Housing Opens
• Housing opens Sept. 27, 2017
• Housing confirmations sent as processed

Exhibitor Service Kit
• The Exhibitor Service Kit will be available online: Sept. 27, 2017

CANCELLATION SCHEDULE
Before Aug. 1, 2017
AHA/ASA retains 50% of contracted exhibit space

Beginning Aug. 2, 2017
AHA/ASA retains 100% of contracted exhibit space

Submission of application does not constitute acceptance or approval by AHA/ASA. AHA/ASA requires a 50% deposit by Aug. 1, 2017, before exhibit space will be confirmed. Cancellation or space reduction will result in a 50% penalty. Beginning Aug. 2, 2017, AHA/ASA requires payment in full and retains 100% of contracted space for space reduction or cancellation.

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

American Heart Association/American Stroke Association
7272 Greenville Ave.
Dallas, TX 75231-4596
strokeconference.org

General Contractor
Freeman
714-254-3410

Housing
On Peak
855-922-3353
scs@onpeak.com

Registration
Convention Data Services
800-748-3583
internationalstroke@xpressreg.net

Apply for space at exhibitatstroke.org
MARKETING OPPORTUNITIES

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

All sponsors and advertisers receive corporate name recognition:

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

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

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

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<th>OPPORTUNITY</th>
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<th>SPACE DEADLINE</th>
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</thead>
<tbody>
<tr>
<td><strong>PRINT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference Bag Inserts</td>
<td>$10,500</td>
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<tr>
<td>Convention Center Map</td>
<td>$8,000</td>
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<tr>
<td>Daily Newspaper</td>
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<td>Final Program Book</td>
<td>$25,500</td>
<td>Oct. 13, 2017</td>
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<tr>
<td>Newsstand Premium</td>
<td>$9,200</td>
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<tr>
<td>Quick Start Guide</td>
<td>$11,500</td>
<td>Dec. 1, 2017</td>
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<tr>
<td>Science &amp; Technology Hall Pocket Guide</td>
<td>$7,000</td>
<td>Dec. 1, 2017</td>
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<td><strong>DIGITAL</strong></td>
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<tr>
<td>Abstracts on USB</td>
<td>$40,500</td>
<td>Oct. 13, 2017</td>
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<tr>
<td>Article Index Page</td>
<td>$1,945-$2,485</td>
<td>Nov. 3, 2017</td>
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<tr>
<td>Daily Newspaper ePreview 1</td>
<td>$1,305-$2,995</td>
<td>Nov. 3, 2017</td>
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<tr>
<td>Daily Newspaper ePreview 2</td>
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<td>Nov. 24, 2017</td>
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<td>Daily Newspaper ePost</td>
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<td>Housing Confirmation Package</td>
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<td>July 28, 2017</td>
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<td>Mobile App</td>
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<td>Nov. 17, 2017</td>
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<td>Registration Package</td>
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<td><strong>CONVENTION CENTER</strong></td>
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<tr>
<td>Ad Banners</td>
<td>$12,500</td>
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<tr>
<td>Charging Lounge/Station</td>
<td>$15,500</td>
<td>Nov. 28, 2017</td>
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<td>Communication Center</td>
<td>$15,500</td>
<td>Nov. 28, 2017</td>
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<tr>
<td>Escalator Decals</td>
<td>$13,000</td>
<td>Nov. 28, 2017</td>
</tr>
<tr>
<td>Industry Theater</td>
<td>$25,000</td>
<td>Nov. 28, 2017</td>
</tr>
<tr>
<td>Rotating Kiosks</td>
<td>$6,200-$15,500</td>
<td>Nov. 28, 2017</td>
</tr>
<tr>
<td>Science &amp; Technology Hall Aisle Signs</td>
<td>$30,500</td>
<td>Nov. 28, 2017</td>
</tr>
<tr>
<td>Science and Technology Hall Park Benches</td>
<td>$25,000</td>
<td>Nov. 28, 2017</td>
</tr>
<tr>
<td>Sitting Cubes (50)</td>
<td>$25,000</td>
<td>Nov. 28, 2017</td>
</tr>
<tr>
<td>Stair Clings</td>
<td>$60,000</td>
<td>Nov. 28, 2017</td>
</tr>
<tr>
<td>Walking Challenge</td>
<td>$50,000</td>
<td>Nov. 3, 2017</td>
</tr>
<tr>
<td><strong>HOTEL</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dark Channel</td>
<td>$1,500</td>
<td>Dec. 12, 2017</td>
</tr>
<tr>
<td>Doctor’s Bag</td>
<td>$3,200</td>
<td>Nov. 27, 2017</td>
</tr>
<tr>
<td>Doctor’s Bag Premium</td>
<td>$11,670</td>
<td>Nov. 27, 2017</td>
</tr>
<tr>
<td>Hotel Key Cards</td>
<td>$10,500</td>
<td>Nov. 3, 2017</td>
</tr>
<tr>
<td>Individual Hotel Room Drop</td>
<td>$9,550-$18,100</td>
<td>Jan. 3, 2018</td>
</tr>
<tr>
<td><strong>ISC NURSING SYMPOSIUM</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coffee Break</td>
<td>$5,000</td>
<td>Nov. 3, 2017</td>
</tr>
<tr>
<td>Learning Journal</td>
<td>$10,000</td>
<td>Nov. 17, 2017</td>
</tr>
</tbody>
</table>

All rates are net. Cancellations are nonrefundable.
CONFERENCE INFORMATION

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

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

TARGET AUDIENCE

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

ATTENDANCE

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physicians</td>
<td>202</td>
<td>200</td>
</tr>
<tr>
<td>Research Scientists</td>
<td>414</td>
<td>425</td>
</tr>
<tr>
<td>Registered Dietitians</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Other Healthcare Professionals</td>
<td>44</td>
<td>51</td>
</tr>
<tr>
<td>Non-Healthcare Professionals</td>
<td>41</td>
<td>36</td>
</tr>
<tr>
<td>Administrators</td>
<td>20</td>
<td>7</td>
</tr>
<tr>
<td>Nurses</td>
<td>24</td>
<td>26</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>750</td>
<td>753</td>
</tr>
</tbody>
</table>

Exhibit Dates & Location
March 20-23, 2018
Sheraton New Orleans
New Orleans, LA

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

Tabletops include:
- Final Program
- Stroke Daily News
- Large official contributor sign located in high-traffic area of convention center

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

View AHA Rules & Regulations at exhibitatsessions.org.

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

All rates are net. Cancellations are nonrefundable.

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

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

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

ATTENDANCE

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

Early Career attendance is reflected in the above referenced numbers.

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

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

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

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

APPLY ONLINE AT exhibitatsessions.org/atvb/

Exhibit Dates & Location
May 10-12, 2018
Hilton San Francisco Union Square
San Francisco, CA

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

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

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

View AHA Rules & Regulations at exhibitatsessions.org.

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

All rates are net. Cancellations are nonrefundable.
SPECIALTY CONFERENCES

EXHIBIT AT BASIC CARDIOVASCULAR SCIENCES SCIENTIFIC SESSIONS

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

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

ATTENDANCE

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

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

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

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

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

View AHA Rules & Regulations at exhibitatsessions.org.

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

All rates are net. Cancellations are nonrefundable.

APPLY ONLINE AT exhibitatsessions.org/bcvs/
CONFERENCE SUMMARY

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

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

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

TARGET AUDIENCE

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

ATTENDANCE

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

FOR MORE INFORMATION, CONTACT Cathleen Gorby at 913-780-6923 or cgorby@ascendmedia.com

All rates are net. Cancellations are nonrefundable.
Amplify your reach at AHA specialty conferences with sponsorship opportunities designed to elevate your brand among target audiences!

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

HYPERTENSION
Sept. 6-9, 2018 | Chicago, IL
Expected professional attendance: 1,200
ReSS
Resuscitation Science Symposium 2018
November 10–11, 2018
Chicago, Illinois

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- Exhibitor Registration Hours
- Installation
- Dismantle
- Exhibit Dates & Hours
- Contacts

Section 2: Association Services
- Booth Activities Form *(Mandatory Form, Due March 31st)*
- Exhibitor Appointed Contractor Form

Section 3: Contractor Services
- Electrical Services
- Telephone Services
- Internet Services
- Lead Retrieval

Section 4: Shipping & Receiving
- Shipping Information

Section 5: Housing & Registration
- Exhibitor Housing
- Hotel Information
- Registration Information
- Exhibitor Staffing

Section 6: Sponsorship & Advertising
- Sponsorship and Advertising Listing
GENERAL INFORMATION

Resuscitation Scientific Symposium 2018

November 10-11, 2018

Exhibitor Registration Hours:
Friday November 9th 12:00 p.m. – 5:30 p.m.

Installation:
Friday November 9th 8:00 p.m. – 12:00 p.m.
5:30 p.m. – 7:00 p.m.

Dismantle:
Sunday November 11 4:30 p.m. – 6:00 p.m.

CONTACTS

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

Marketing Opportunities
Heather Starks
Senior Manager, Scientific and Corporate Meetings
(214) 706-1553
Heather.Starks@heart.org

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

Hyatt Regency Chicago
151 E. Wacker Drive, Chicago, IL 60601
Reference Group name: AHA ReSS 2018

Hotel Link:
Association Required Forms

Please make sure you have the following forms completed by September 7, 2018. You will receive an active link via email or visit www.exhibitatsessions.org

**Association Services/Booth Activity Form**

Information contained on this form will be used in the exhibitor guide distributed onsite within registration and needs to be received by September 7, 2018

**Exhibitor Appointed Contractor Form**

Submission of this form is ONLY necessary IF you are using the services of an independent contractor for any service such as booth installation and/or dismantle. Please make sure you indicate the information for each independent contract that you are using. Submission of this form must be completed by September 15, 2018.
# Exhibit Request Form

Exhibit Rentals and Exhibit Networking Guide

**VIDEO EQUIPMENT**

<table>
<thead>
<tr>
<th>SHOW RATE</th>
<th>QUANTITY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>90&quot; HD Monitor (Includes Stand)</td>
<td>$5,250.00</td>
<td></td>
</tr>
<tr>
<td>80&quot; HD Monitor (Includes Stand)</td>
<td>$3,500.00</td>
<td></td>
</tr>
<tr>
<td>70&quot; HD Monitor (Includes Stand)</td>
<td>$2,750.00</td>
<td></td>
</tr>
<tr>
<td>60&quot; HD Monitor (Includes Stand)</td>
<td>$2,400.00</td>
<td></td>
</tr>
<tr>
<td>55&quot; HD Touch Screen Monitor (Includes Stand)</td>
<td>$3,500.00</td>
<td></td>
</tr>
<tr>
<td>55&quot; HD Monitor (Includes Stand)</td>
<td>$2,000.00</td>
<td></td>
</tr>
<tr>
<td>46&quot; HD Monitor (Includes Stand)</td>
<td>$1,250.00</td>
<td></td>
</tr>
<tr>
<td>32” HD Monitor (Includes Stand)</td>
<td>$750.00</td>
<td></td>
</tr>
<tr>
<td>24” HD Monitor (Includes Stand)</td>
<td>$500.00</td>
<td></td>
</tr>
<tr>
<td>7’ Executive LCD and Screen Package</td>
<td>$2,750.00</td>
<td></td>
</tr>
<tr>
<td>DVD Player</td>
<td>$350.00</td>
<td></td>
</tr>
</tbody>
</table>

All monitors are sold on desktop or floor stands. If you have a need for a custom install, please contact Encore Event Technologies for a quote on this service. Additional labor and equipment is required.

**MISCELLANEOUS RENTAL ITEMS AND SUPPORT**

<table>
<thead>
<tr>
<th>SHOW RATE</th>
<th>QUANTITY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>PC Laptop</td>
<td>$750.00</td>
<td></td>
</tr>
<tr>
<td>Apple Mac Laptop</td>
<td>$1,250.00</td>
<td></td>
</tr>
<tr>
<td>Apple iPad</td>
<td>$500.00</td>
<td></td>
</tr>
<tr>
<td>Apple iPad Mini</td>
<td>$425.00</td>
<td></td>
</tr>
<tr>
<td>Android Tablets</td>
<td>Please Call</td>
<td></td>
</tr>
<tr>
<td>Windows Tablets</td>
<td>Please Call</td>
<td></td>
</tr>
<tr>
<td>Booth Size PA System with Wireless Mic</td>
<td>$650.00</td>
<td></td>
</tr>
<tr>
<td>Media Player</td>
<td>$325.00</td>
<td></td>
</tr>
<tr>
<td>Apple TV Media Player</td>
<td>Please Call</td>
<td></td>
</tr>
<tr>
<td>Social Media Walls</td>
<td>Please Call</td>
<td></td>
</tr>
<tr>
<td>Charging Stations</td>
<td>Please Call</td>
<td></td>
</tr>
<tr>
<td>Battery Powered Wireless LED Uplights</td>
<td>Please Call</td>
<td></td>
</tr>
</tbody>
</table>

**SUBTOTAL:** ___________

**Rental tax=10.25% of Subtotal:** ___________

**Service Charge=23% of Subtotal:** ___________

**City tax=9% of Service:** ___________

Calculated by Encore

**GRAND TOTAL:** ___________
Exhibit Rental Contract
Exhibit Rentals and Exhibit Networking Guide

Exhibitor is responsible for equipment until it is picked up by an Encore Event Technologies representative. Pick up will be at close of show unless otherwise specified. No removal of equipment will take place during show hours.

Payment Information
IF YOU CLAIM SALES TAX EXEMPTION IN THIS STATE, PLEASE FURNISH A COPY OF YOUR TAX-EXEMPT CERTIFICATE WITH YOUR ORDER.

Please indicate method of payment. This section must be completed before your order can be processed. A credit authorization is requested as a deposit against additional services and/or labor. Payment of any balances may also be made by company check upon presentation of statement while at the show, but a credit card authorization should be on file. Any balances outstanding as of move-out will be charged to your account. Please do not ask us to bill you.

Please complete forms and submit via fax to Encore Event Technologies at 312-239-4664. You will receive a confirmation via email within 48 hours. If you do not receive a confirmation email, please contact hrcexhibits@encore-us.com.

Master Account #:     Authorized Signer’s Name:

Credit Card #:    CCID:   Type:            Exp:

Billing Address:       Billing Zip Code:

Customer Signature   Print Name (as it appears on credit card)   Date:

Terms and Conditions
ALL ORDERS SUBJECT TO LIMITS OF LIABILITY AND RESPONSIBILITY AS SET FORTH BELOW.

By executing this order form, Lessee agrees as follows:

1. All company checks must be received 72 hours prior to event.
2. Cancellation: In the event Lessee cancels this order, Lessee will be charged a cancellation fee equal to 10% of one day’s rental of the equipment. Cancellation made within 48 hours of the delivery date will be charged a cancellation fee equal to up to 50% of rental plus any handling charges, service charge, and labor fees.
3. Risk of Loss: Equipment rental is the responsibility of Lessee. Any equipment that is lost, damaged, or stolen while in Lessee’s care or possession will result in Lessee being charged for replacement cost, labor, or parts for repair, as the case may be.
4. Rentals in the City of Chicago are subject to city tax of 9%.
5. Insurance for the subject equipment is Lessee’s responsibility.

I understand the above condition:

Authorized Signature: ____________________________ Print Name: ____________________________ Date: ________________

7. Payment tendered for the specified equipment with this reservation form is an estimate only and any changes in equipment requirements and any labor charges will affect this estimate. Lessee is responsible for all charges.
8. It is the responsibility of the exhibitor to advise an Encore Event Technologies representative of any problems with their order on show site. Absolutely no credits will be issued after show closing.
9. Encore Event Technologies must supply all Switches and Hubs for the high-speed internet service.

I understand the above condition:

Authorized Signature: ____________________________ Print Name: ____________________________ Date: ________________
Electrical and Networking Request Form
Exhibit Rentals and Exhibit Networking Guide

NOTE: ALL SECTIONS MUST BE COMPLETED

Client/Exhibitor Information

Group/Organization: _______________________________________ Event: ________________________________________requested by ____________________________

On-Site Contact ____________________________________________ Phone # _________________________________

Fax # ______________________________________________________ Fax # ______________________________________

E-mail Address _____________________________________________ E-mail Address __________________________

Address _________________________________________ City ____________________ State _____ Zip _____________

Service Request

BOOTH NAME/NUMBER: ___________________________________ BOOTH LOCATION: ____________________

DATES:

<table>
<thead>
<tr>
<th>Start Time:</th>
<th>End Time:</th>
</tr>
</thead>
</table>

Note: All computers are required to receive a DHCP assigned IP address passing through NAT from the Hyatt/Encore network unless other arrangements have been discussed and agreed upon with Encore Event Technologies.

Cost Worksheet

<table>
<thead>
<tr>
<th>Service Request</th>
<th>DAILY RATE</th>
<th>QUANTITY</th>
<th>DAYS</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wired Internet Access</td>
<td>$200.00 first device/day</td>
<td>$100.00 additional device/day</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Powerstrip</td>
<td>$40.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1500w (120 volts)</td>
<td>$135.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard Service Quad Box</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Wireless Internet access can be purchased on site via the Hyatt Conference Web Portal by using a credit card or charging to a guest room.

Encore Event Technologies is the unified network provider at the Hyatt Regency Chicago and maintains a full time onsite IT team. For all advanced networking services such as: high density wireless solutions, Static IP Addresses, VLAN Setup, custom Wi-Fi Networks, QOS Configuration, or Dedicated Bandwidth, please contact us at hrcexhibits@encore-us.com.

Note: Custom installations or dedicated Internet service beyond the scope of existing facilities will be individually quoted upon request. An additional 23% service charge will be added to all transactions. The service charge is calculated from the full price of the items. Illinois state sales tax will be assessed on the service charge.

SUBTOTAL: _____________

Service Charge=23% of Subtotal: ______________

City tax=9% of Service: ______________

Calculated by Encore

GRAND TOTAL: ______________
Thank you for choosing Encore Event Technologies as your Internet and audio visual equipment provider. Encore is the premier provider of event technologies for the Hyatt Regency Chicago. We look forward to assisting you with all of your audio visual needs during your show appearance.

The following information will help answer frequently asked questions before, during and after your event. Specific questions not addressed here should be directed in e-mail form to the following address: hrceXhibits@encore-us.com. Please include your show dates, name of your company, and your contact information.

Q. What are the deadlines and/or cut-off dates?
A. The deadline to complete and fax all forms will be 72 hours prior to the set-up day of your show. All orders received after the 72 hour cut-off date will be considered onsite orders and are SUBJECT TO EQUIPMENT AVAILABILITY & A 25% ADDITIONAL ONSITE EXPEDITE FEE. If you are only ordering wireless Internet, no request form is needed. Wireless Internet can be ordered once you arrive onsite by using the web portal. You can use a credit card to book or place your charge to your room.

Q. When will my credit card be charged?
A. All credit cards will be charged for the entire amount of the order 24 hours in advance of the set-up of the show. All credit card orders must include the entire number, the expiration date, the billing address, billing zip code and the CID number located on the back of the card. Orders will be considered incomplete without inclusion of the requested information and therefore will be subject to equipment availability on the day of the show and escalated rush fees.

Q. How do I get a receipt?
A. Receipts for completed orders will be issued upon email request at the conclusion of the show. Please forward all requests to hrceXhibits@encore-us.com. Please include your contact information. The name of the show and the show dates will also be helpful. If you are a 3rd party exhibitor requesting a receipt, include your company name in the request.

Q. Can I pay with a company check?
A. Credit card payments are strongly encouraged; however, company checks are a valid form of payment. Checks should be made payable to Encore Event Technologies at the address listed below. When paying by check please include a copy of your order as generated by Encore, therefore providing verification of the correct amount and the valid order for which it will be applied to. All checks must be received 72 hours prior to the set-up date of the show that you are attending.

Q. Are wire transfers an acceptable form of payment?
A. FOR INTERNATIONAL ORDERS ONLY. Wire transfers are an acceptable form of payment. An additional processing fee of $30.00 will be assessed. Contact hrceXhibits@encore-us.com for written instructions.

Q. Where is my equipment?
A. Hyatt Regency Chicago is a union hotel. Therefore, on set-up day, the equipment you have ordered will be delivered to the exhibit floor. At that point, responsibility for all equipment will transfer from Encore to Local Union 134. A union electrician will be responsible for the delivery and set-up of the equipment ordered. Encore does not control this schedule.

Q. Can I bring my own networking equipment?
A. Encore Event Technologies is the unified network provider at the Hyatt Regency Chicago and maintains a full time onsite IT team. Advanced networking services for custom requirements are available for purchase. These may include high density wireless solutions, routable Static Public IP Addresses, VLAN Setup, custom Wi-Fi Networks, QOS Configuration, or Dedicated Bandwidth. Please contact us at hrceXhibits@encore-us.com for more information.

Q. Who do I contact if I have problems with equipment during the show?
A. For Encore equipment, wired and wireless internet connections, login information and passwords; contact Encore directly at 312-239-4660. For union related issues, contact Freeman Exhibitor Services at 312-938-0320.

Q. Does Encore require a diagram of my booth?
A. Diagrams are extremely helpful when setting equipment. If available, send your diagram in with your completed forms.

Q. How will I know my order was received?
A. Once your completed forms have been faxed to Encore, Encore will process them and will send you a final order within 48 hours of receipt. IF YOU CLAIM SALES TAX EXEMPTION IN THE STATE OF ILLINOIS OR THE CITY OF CHICAGO, PLEASE FURNISH A COPY OF YOUR TAX-EXEMPT CERTIFICATE WITH YOUR ORDER.
**XPressConnect Family**

Lead Retrieval Solutions for Every Exhibitor

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

### XPressConnect App

The app on YOUR phone or tablet

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

For Android 5.1x or higher, iOS 10.0x and higher and 3 megapixel or greater camera. No mobile hardware included.

### XPressConnect Plus

OUR handheld wireless device

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

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

---

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

---

**XPressExtras**

Maximize your exhibiting ROI with these lead collection and follow-up tools.

- **Custom Sales Qualifiers**
  Target ideal prospects! Build your own customized survey for quick lead follow-up. 20 questions and answers.

- **eBlast Email Service**
  Send your custom HTML emails through XPresseBlast post-event to your leads, the complete event email campaign solution.

- **Literature Fulfillment**
  Send an email to your leads with links to documents and videos they requested in your booth.

- **Loss/Damage Waiver**
  Protect yourself from loss or damage to your rented equipment with the Loss/Damage Waiver.

---

**3rd Party Lead Collection**

Successful lead collection on your third party device.

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

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

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

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

For Android 5.1x or higher, iOS 10.0x and higher and 3 mega-pixel or greater camera. No mobile hardware included.

| XPress Connect Plus (Handheld) - OUR handheld wireless device | 1 | $470 |

Includes mobile phone and charger.

### XPRESS EXTRAS

- **Custom Sales Qualifiers / Custom Surveys**
  - $105
- **Data Conversion** - third party post-show solution
  - $550
- **Event API Integration** - third party real-time solution
  - $1000

**Please note:** Convention Data Services will no longer accept emailed order forms with credit card information as a form of payment. Orders can be placed online [www.xpressleadpro.com](http://www.xpressleadpro.com) (show code: ress1118), by secure fax to 1-508-759-4238, or by calling the sales team 1-800-746-9734.

### LOSS/DAMAGE WAIVER

<table>
<thead>
<tr>
<th>Replacement Cost</th>
<th>Optional Loss/Damage Waiver (Qty ______ x $85 per device)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000</td>
<td>+ 10.25% + 20.00</td>
</tr>
<tr>
<td>$75</td>
<td>+ 10.25% + 20.00</td>
</tr>
</tbody>
</table>

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

### Questions?

- **1-508-743-0570**
- **cdonovan@cdsreg.com**

### Contact Information

<table>
<thead>
<tr>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Name</td>
</tr>
<tr>
<td>Billing Address</td>
</tr>
<tr>
<td>City</td>
</tr>
<tr>
<td>State/Zip</td>
</tr>
<tr>
<td>Booth #</td>
</tr>
<tr>
<td>Phone/Ext #</td>
</tr>
<tr>
<td>Fax</td>
</tr>
<tr>
<td>Email</td>
</tr>
<tr>
<td>Company Website</td>
</tr>
</tbody>
</table>

### Payment Information

- **Card Number**
- **Name on Card**
- **Exp Date**
- **Signature**

**Authorization:** Your signature below denotes acceptance of the Terms & Conditions of this Order Form and is REQUIRED for processing.

<table>
<thead>
<tr>
<th>Card Number</th>
<th>By Fax Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name on Card</td>
<td>BY FAX ONLY</td>
</tr>
<tr>
<td>Exp Date</td>
<td></td>
</tr>
<tr>
<td>Signature</td>
<td></td>
</tr>
<tr>
<td>Authorization</td>
<td>Your signature below denotes acceptance of the Terms &amp; Conditions of this Order Form and is REQUIRED for processing.</td>
</tr>
</tbody>
</table>

All orders will be confirmed by email. “Convention Data Services” will appear on your credit card statement.

**Thank you for your order.**
Terms & Conditions

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

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

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

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

5) Onsite orders are based on unit availability.

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

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

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

7b) Loss/Damage Waiver Terms: The Loss/Damage Waiver coverage protects the customer from liability of accidental damage or theft to the CONTRACTOR'S device. Customer must report loss or damage to CONTRACTOR'S Lead Retrieval Desk immediately. To honor Loss/Damage Waiver coverage for equipment believed to be stolen, customer must file a police/security report and provide a copy of such report to the CONTRACTOR within seven (7) days of reporting the equipment missing. If copy of report is not received within seven (7) business days of the event end date, Loss/Damage Waiver is considered null and void and the customer will be charged for the full replacement value of the equipment as listed above.

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

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

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

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

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

13) Equipment images for marketing purposes represent the current equipment, however due to continuous new product development and technology upgrades, equipment fulfillment onsite may not always match equipment images found on forms and other ordering methods.
Shipping and Receiving
Business Center Price Guide

Below are some guidelines for shipping packages to and from the Hyatt Regency Chicago. The labeling on your packages should include:

- **Group Name/ On-Site Contact Name (or person claiming packages)
- **ORGANIZATION NAME and DATES OF FUNCTION
- **Hyatt Regency Chicago
  151 East Wacker Dr.
  Chicago, IL 60601

Please do not put hotel contact name on package. **ANY PACKAGES ADDRESSED TO EXHIBITION COMPANIES WILL BE REJECTED BY Encore.**

Arrange to have your packages arrive to the hotel at least 2-3 days prior to your event to allow for necessary processing time. Your packages will be held in the Package Room until pickup or delivery. Contact the Package Room to arrange the delivery of your materials. For deliveries to meeting space, please allow 45-60 minute delivery time. Pallets of materials may require higher delivery times. You must be present to accept the delivery. Packages will not be left in an unattended space and will be returned to the Package Room until arrangements are made for repeat delivery.

The Hyatt Regency Chicago’s current handling fee structure, for all incoming and outgoing packages, based upon the weight of the package are as follows:

**Receiving/Shipping Packages - Handling fees**

<table>
<thead>
<tr>
<th>Description</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letter</td>
<td>$5.00</td>
</tr>
<tr>
<td>Packages up to 5 lbs.</td>
<td>$7.00</td>
</tr>
<tr>
<td>Packages between 6-20 lbs.</td>
<td>$13.00</td>
</tr>
<tr>
<td>Packages between 21-50 lbs.</td>
<td>$24.00</td>
</tr>
<tr>
<td>Packages 51 lbs &amp; over</td>
<td>$60.00</td>
</tr>
<tr>
<td>Skids/Pallets</td>
<td>$250.00</td>
</tr>
<tr>
<td>Shipping International Packages (add)</td>
<td>$12.00</td>
</tr>
<tr>
<td>Drop off packages (any size)</td>
<td>$13.00</td>
</tr>
<tr>
<td>Drop off rolling cases (any size)</td>
<td>$24.00</td>
</tr>
</tbody>
</table>

The fees are subject to change without notice. Additional fees assessed for unpacking/unloading and packing/loading of packages.

Exhibitors shipping packages participating in your event will need to provide credit card information prior to obtaining their packages.

Following your event, the Business Center can provide pickup service from your meeting space with a 45-minute pickup time. The handling fees listed above will apply for pickup per box.

The normal business staffing hours of the Business Center are:

- **Monday through Friday - 6:00am - 7:00pm**
- **Saturday through Sunday - 7:00am - 6:00pm**

Special accommodations can be made for service beyond the normal business hours at $50.00 per hour per person with advance notice.
EXHIBITOR HOUSING
Housing Information - Conference Venue/Hotel Reservations

All events take place at the: Hyatt Regency Chicago

Hyatt Regency Chicago
151 E Upper Wacker Dr, Chicago, IL 60601
(312) 565-1234
Reference Group name: AHA ReSS 2018
Hotel Link:

EXHIBITOR REGISTRATION
On-Site Exhibitor Registration Hours:
Friday, November 9, 12:00 p.m. - 5:30 p.m.

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

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

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

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

Saturday November 10, 2018
10:15 a.m.-- 10:30 a.m.
11:45 p.m.-- 12:15 p.m.
4:00 p.m.-- 4:30 p.m.

Sunday November 11, 2018
10:30 a.m.-- 10:45 a.m.
11:45 a.m.-- 12:15 p.m.
2:30 p.m.-- 2:45 p.m.
THE MOST IMPORTANT
2018 CARDIOVASCULAR CONFERENCES
FOR YOUR BRAND
WHY EXHIBIT?

EXHIBITIONS DELIVER **UNIQUE VALUE** NOT PROVIDED BY OTHER MARKETING CHANNELS:*
- Ability to see a **large number of prospects** and customers over a short period of time.
- Face-to-face meetings with prospects and customers.
- Opportunity to **demonstrate new and existing products** or services.

EXHIBITORS ASSIGN **REAL MARKETING AND SALES VALUE** TO THEIR PRESENCE ON THE EXHIBIT FLOOR:*
- 91% believe exhibits target audience interaction with products.
- 90% believe exhibits build and expand brand awareness.
- 87% believe exhibits showcase new product promotions and launches.
- 87% believe exhibits offer relationship management and engagement with prospective customers.
- 85% believe exhibits generate new sales leads.

* Source: Center for Exhibition Industry Research

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

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

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

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

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

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

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

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

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

YOUR EXHIBITS TEAM

<table>
<thead>
<tr>
<th>Cathleen Gorby</th>
<th>Maureen Mauer</th>
<th>Bridget Blaney</th>
<th>Scott Murphy</th>
<th>Amy Miller</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising &amp; Exhibitor Sales</td>
<td>Advertising &amp; Exhibitor Sales</td>
<td>Advertising &amp; Exhibitor Sales</td>
<td>Manager, Corporate Relations</td>
<td>Unofficial Satellite Events</td>
</tr>
<tr>
<td>913-780-6923</td>
<td>913-780-6633</td>
<td>773-259-2825</td>
<td>214-706-1660</td>
<td>214-706-1922</td>
</tr>
<tr>
<td>Fax: 913-780-4344</td>
<td><a href="mailto:mmauer@ascendmedia.com">mmauer@ascendmedia.com</a></td>
<td><a href="mailto:bblaney@ascendmedia.com">bblaney@ascendmedia.com</a></td>
<td><a href="mailto:scott.murphy@heart.org">scott.murphy@heart.org</a></td>
<td><a href="mailto:amy.miller@heart.org">amy.miller@heart.org</a></td>
</tr>
</tbody>
</table>
EXHIBITING PAYS OFF

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

EXHIBITORS RECEIVE:

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

LOW-COST MAILING LISTS

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

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

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

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

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

There is no additional charge for islands or corners.

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

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

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

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

*Subject to change

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

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

96% OF ATTENDEES VISIT THE EXHIBIT HALL*

12,654 PROFESSIONAL ATTENDEES**

9,260 PHYSICIANS AND OTHER CARDIOLOGY PROFESSIONALS**

MORE THAN 2,300 RESEARCH SCIENTISTS ATTEND**

80:1 ATTENDEE TO EXHIBITOR RATIO**

59% DOMESTIC ATTENDEE** 41% INTERNATIONAL ATTENDEE**

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

*2017 AHA Scientific Sessions RFID badge data.
**2017 AHA Scientific Sessions registration data.
WHO ATTENDS?

TOTAL PROFESSIONAL ATTENDANCE: 12,654

9,259 physicians and other cardiology professionals
2,351 research scientists
1,044 non-healthcare professionals

TOP 20 SPECIALTIES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* Source: Center for Exhibition Industry Research

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

AMONG THOSE THAT QUALIFY, **TWO OUT OF FIVE LEADS WILL MEET AN EXHIBITOR’S QUALIFICATION CRITERIA.**
MARKETING OPPORTUNITIES
GIVE PROFESSIONAL ATTENDEES A REASON TO COME TO YOUR BOOTH!

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

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

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

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

55:1 ATTENDEE TO EXHIBITOR RATIO

63% OF ATTENDEES HAVE PURCHASING POWER/INFLUENCE

4,300+ PROFESSIONAL ATTENDEES

79% DOMESTIC

21% INTERNATIONAL

83% OF ATTENDEES VISIT THE SCIENCE & TECHNOLOGY HALL

55 COUNTRIES REPRESENTED

PROGRAMMING

1,500+ PRESENTATIONS IN 22 CATEGORIES

26 LATE-BREAKING SCIENCE ABSTRACTS

200+ INVITED PRESENTATIONS FROM LEADERS IN STROKE SCIENCE

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

3 DISTINCT PRE-CONFERENCE SYMPOSIA

- State-of-the-Science Stroke Nursing Symposium
- ISC Pre-Conference Symposium I: Stroke in the Real World
- Pre-Conference Symposium II

INTERNATIONAL STROKE CONFERENCE: JAN. 24-26, 2018 | LOS ANGELES, CA
INTERNATIONAL STROKE CONFERENCE

WHO ATTENDS?

2017 TOTAL PROFESSIONAL ATTENDANCE:

4,376

3,707 physicians, cardiology and other healthcare professionals

461 research scientists

208 non-healthcare professionals

TOP 10 SPECIALTIES IN 2017

ADMINISTRATION
CRITICAL CARE/INTENSIVE CARE
EMERGENCY MEDICINE
EPIDEMIOLOGY
INTERNAL MEDICINE
INTERVENTIONAL RADIOLOGY
NEURO/NEUROSCIENCE: IMAGING
NEURO/NEUROSCIENCE: RADIOLOGY
NEURO/NEUROSCIENCE: STROKE
NEURO/NEUROSCIENCE: SURGERY

YOUR EXHIBITS TEAM

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Fax: 913-780-4344
cgorby@ascendmedia.com

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Advertising & Exhibitor Sales
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bblaney@ascendmedia.com

Amy Miller
Unofficial Satellite Events
214-706-1922
amy.miller@heart.org
WHAT HAPPENS IN THE SCIENCE & TECHNOLOGY HALL

- **Dedicated exhibit hours** give you direct access to more than 4,300 healthcare professionals.
- **An extensive marketing campaign** promotes the Science & Technology Hall to attendees before and during ISC.
- **Complimentary lunches** within the Industry Theaters drive stroke professionals into the Hall.
- **Complimentary coffee breaks** during programming breaks bring attendees to the Hall.
- **Exposure to major media outlets**: 2017 conference coverage included more than 2 billion impressions from 2,000 media stories!

EXHIBITORS RECEIVE:

- Complimentary online booth at [strokeconference.org](http://strokeconference.org).
- Complimentary marketing toolkit at [strokeconference.org](http://strokeconference.org).
- Complimentary Full Professional registrations based on square footage.
- Unlimited Exhibit-Only badges for booth staff.
- VIP Customer Invite Exhibit-Only badges.
- Complimentary access to the 2017 final ISC registration list for promotion.
- Advance approval and reduced pricing for hosting Unofficial Satellite Events.
- Discounted exhibitor housing rates.
- The opportunity to rent pre- or post-2018 registration lists:
  - Ordering information available at [exhibitatstroke.org](http://exhibitatstroke.org).
  - AHA/ASA must approve all mailers prior to the mailing list being released.
  - Exhibitors are strongly encouraged to not print such pieces prior to AHA/ASA approval.
  - Mailing lists are available for one-time use before or after the 2018 International Stroke Conference.
EXHIBIT HALL DATES & HOURS
Wednesday, Jan. 24  10 a.m.-4 p.m.
Thursday, Jan. 25  10 a.m.-4 p.m.

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

EXHIBIT SPACE RATES
Beginning Aug. 2  $37 per square foot
The minimum booth size is 10’ x 10’. There is no additional charge for corners or islands.
Public Service Rate: $20 per square foot
Public service space is subject to availability. This discounted rate is only available in the nonprofit designated area on the floor. Proof of nonprofit status must be attached to the application for all new organizations. Once the area is sold out, base rates will apply.

EXHIBITOR REGISTRATION
• Registration opens Sept. 27, 2017
Exhibitor Housing Opens
• Housing opens Sept. 27, 2017
• Housing confirmations sent as processed
Exhibitor Service Kit
• The Exhibitor Service Kit will be available online: Sept. 27, 2017

EXHIBITOR ELIGIBILITY, SPACE ASSIGNMENT PROCESS AND PRIORITY POINT SCHEDULE ARE ALL PART OF THE AHA/ASA SCIENTIFIC CONFERENCES RULES & REGULATIONS. VISIT EXHIBITATSTROKE.ORG FOR MORE INFORMATION. ALL RATES ARE NET. CANCELLATIONS ARE NONREFUNDABLE.

CANCELLATION SCHEDULE
Before Aug. 1, 2017
AHA/ASA retains 50% of contracted exhibit space

Beginning Aug. 2, 2017
AHA/ASA retains 100% of contracted exhibit space

Submission of application does not constitute acceptance or approval by AHA/ASA. AHA/ASA requires a 50% deposit by Aug. 1, 2017, before exhibit space will be confirmed. Cancellation or space reduction will result in a 50% penalty. Beginning Aug. 2, 2017, AHA/ASA requires payment in full and retains 100% of contracted space for space reduction or cancellation.

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

## ISC Sponsorship and Advertising Opportunities

Are designed to fit your marketing needs and budget.

All sponsors and advertisers receive corporate name recognition:

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

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

## Opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Price Range</th>
<th>Space Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRINT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference Bag Inserts</td>
<td>$10,500</td>
<td>Dec. 15, 2017</td>
</tr>
<tr>
<td>Convention Center Map</td>
<td>$8,000</td>
<td>Nov. 20, 2017</td>
</tr>
<tr>
<td>Daily Newspaper</td>
<td>$295-$10,270</td>
<td>Dec. 19, 2017</td>
</tr>
<tr>
<td>Final Program Book</td>
<td>$25,500</td>
<td>Oct. 13, 2017</td>
</tr>
<tr>
<td>Newsstand Premium</td>
<td>$9,200</td>
<td>Nov. 28, 2017</td>
</tr>
<tr>
<td>Quick Start Guide</td>
<td>$11,500</td>
<td>Dec. 1, 2017</td>
</tr>
<tr>
<td>Science &amp; Technology Hall Pocket Guide</td>
<td>$7,000</td>
<td>Dec. 1, 2017</td>
</tr>
<tr>
<td><strong>DIGITAL</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Abstracts on USB</td>
<td>$40,500</td>
<td>Oct. 13, 2017</td>
</tr>
<tr>
<td>Article Index Page</td>
<td>$1,945-$2,485</td>
<td>Nov. 3, 2017</td>
</tr>
<tr>
<td>Daily Newspaper ePreview 1</td>
<td>$1,305-$2,995</td>
<td>Nov. 3, 2017</td>
</tr>
<tr>
<td>Daily Newspaper ePreview 2</td>
<td>$1,305-$2,995</td>
<td>Nov. 24, 2017</td>
</tr>
<tr>
<td>Daily Newspaper ePost</td>
<td>$1,305-$2,995</td>
<td>Jan. 15, 2018</td>
</tr>
<tr>
<td>Housing Confirmation Package</td>
<td>$9,500</td>
<td>July 28, 2017</td>
</tr>
<tr>
<td>Mobile App</td>
<td>$5,150-$20,500</td>
<td>Nov. 17, 2017</td>
</tr>
<tr>
<td>Registration Package</td>
<td>$15,500</td>
<td>July 28, 2017</td>
</tr>
<tr>
<td><strong>CONVENTION CENTER</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Banners</td>
<td>$12,500</td>
<td>Nov. 28, 2017</td>
</tr>
<tr>
<td>Charging Lounge/Station</td>
<td>$15,500</td>
<td>Nov. 28, 2017</td>
</tr>
<tr>
<td>Communication Center</td>
<td>$15,500</td>
<td>Nov. 28, 2017</td>
</tr>
<tr>
<td>Escalator Decals</td>
<td>$13,000</td>
<td>Nov. 28, 2017</td>
</tr>
<tr>
<td>Industry Theater</td>
<td>$25,000</td>
<td>Nov. 28, 2017</td>
</tr>
<tr>
<td>Rotating Kiosks</td>
<td>$6,200-$15,500</td>
<td>Nov. 28, 2017</td>
</tr>
<tr>
<td>Science &amp; Technology Hall Aisle Signs</td>
<td>$30,500</td>
<td>Nov. 28, 2017</td>
</tr>
<tr>
<td>Science and Technology Hall Park Benches</td>
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<td>Nov. 28, 2017</td>
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<tr>
<td>Sitting Cubes (50)</td>
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<td>Nov. 28, 2017</td>
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<tr>
<td>Stair Clings</td>
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<td>Walking Challenge</td>
<td>$50,000</td>
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<td><strong>HOTEL</strong></td>
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<td>Dark Channel</td>
<td>$1,500</td>
<td>Dec. 12, 2017</td>
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<td>Doctor's Bag</td>
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<tr>
<td>Doctor's Bag Premium</td>
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<td>Hotel Key Cards</td>
<td>$10,500</td>
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<tr>
<td>Individual Hotel Room Drop</td>
<td>$9,550-$18,100</td>
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<td><strong>ISC Nursing Symposium</strong></td>
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<tr>
<td>Coffee Break</td>
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<td>Nov. 3, 2017</td>
</tr>
<tr>
<td>Learning Journal</td>
<td>$10,000</td>
<td>Nov. 17, 2017</td>
</tr>
</tbody>
</table>

Your sponsorship and advertising dollars count toward exhibiting priority points. Ask your account manager for details.

All rates are net. Cancellations are nonrefundable.
SPECIALTY CONFERENCES

EXHIBIT AT EPIDEMIOLOGY | LIFESTYLE SCIENTIFIC SESSIONS

CONFERENCE INFORMATION

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

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

TARGET AUDIENCE

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

ATTENDANCE

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physicians</td>
<td>202</td>
<td>200</td>
</tr>
<tr>
<td>Research Scientists</td>
<td>414</td>
<td>425</td>
</tr>
<tr>
<td>Registered Dietitians</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Other Healthcare Professionals</td>
<td>44</td>
<td>51</td>
</tr>
<tr>
<td>Non-Healthcare Professionals</td>
<td>41</td>
<td>36</td>
</tr>
<tr>
<td>Administrators</td>
<td>20</td>
<td>7</td>
</tr>
<tr>
<td>Nurses</td>
<td>24</td>
<td>26</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>750</strong></td>
<td><strong>753</strong></td>
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</tbody>
</table>

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

View AHA Rules & Regulations at exhibitatsessions.org.

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

All rates are net. Cancellations are nonrefundable.

APPLY ONLINE AT exhibitatsessions.org/epilifestyle/
SPECIALTY CONFERENCES

EXHIBIT AT QUALITY OF CARE AND OUTCOMES RESEARCH SCIENTIFIC SESSIONS

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

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

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

ATTENDANCE

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

Early Career attendance is reflected in the above referenced numbers.

APPLY ONLINE AT exhibitatsessions.org/qcor/

EXHIBIT AT QUALITY OF CARE AND OUTCOMES RESEARCH SCIENTIFIC SESSIONS

Exhibit Dates & Location
April 6-7, 2018
Ritz-Carlton Pentagon City
Arlington, VA

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

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

ENHANCE YOUR BOOTH WITH A SPONSORSHIP! SEE PAGE 19.

View AHA Rules & Regulations at exhibitatsessions.org.

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

All rates are net. Cancellations are nonrefundable.
CONFERENCE SUMMARY

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

TARGET AUDIENCE

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

ATTENDANCE

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

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>2016</th>
<th>2017</th>
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<tbody>
<tr>
<td>Clinicians/Physicians/Scientists</td>
<td>909</td>
<td>770</td>
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<tr>
<td>Technicians</td>
<td>25</td>
<td>31</td>
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<tr>
<td>Other Healthcare Professionals</td>
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<td>24</td>
</tr>
<tr>
<td>Non-Healthcare Professionals</td>
<td>25</td>
<td>42</td>
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<td>Administration</td>
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<tr>
<td>TOTAL</td>
<td>989</td>
<td>885</td>
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APPLY ONLINE AT exhibitatsessions.org/atvb/
SPECIALTY CONFERENCES

EXHIBIT AT BASIC CARDIOVASCULAR SCIENCES SCIENTIFIC SESSIONS

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

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

ATTENDANCE

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>2016</th>
<th>2017</th>
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</thead>
<tbody>
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<td>Physicians/Scientists</td>
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<td>610</td>
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<tr>
<td>Technicians</td>
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</tr>
<tr>
<td>Non-Healthcare Professionals</td>
<td>11</td>
<td>35</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>587</strong></td>
<td><strong>684</strong></td>
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Exhibit Dates & Location
July 30 - Aug. 2, 2018
Grand Hyatt San Antonio
San Antonio, Texas

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

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

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

View AHA Rules & Regulations at exhibitatsessions.org.

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

All rates are net. Cancellations are nonrefundable.

APPLY ONLINE AT exhibitatsessions.org/bcvs/
CONFERENCE SUMMARY

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

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

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

TARGET AUDIENCE

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

ATTENDANCE

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physicians</td>
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<tr>
<td>Scientists</td>
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<td>Nurses</td>
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<td>Nurse Scientists</td>
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<tr>
<td>Technicians</td>
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<tr>
<td>TOTAL</td>
<td>597</td>
<td>1,203</td>
</tr>
</tbody>
</table>

GIVE ATTENDEES A REASON TO VISIT YOUR EXHIBIT! INVEST IN BIG VISIBILITY MARKETING OPPORTUNITIES DESIGNED TO INCREASE YOUR BOOTH TRAFFIC. CONTACT YOUR ACCOUNT MANAGER TODAY!

View AHA Rules & Regulations at exhibitatsessions.org.

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

All rates are net. Cancellations are nonrefundable.
Amplify your reach at AHA specialty conferences with sponsorship opportunities designed to elevate your brand among target audiences!

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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