



American  
Heart  
Association.

**SCIENTIFIC** 20  
**SESSIONS** 18

# ELEVATE YOUR BRAND

WITH THE MOST INFLUENTIAL  
CARDIOVASCULAR PROFESSIONALS IN THE WORLD



**SCIENTIFIC SESSIONS 2018  
EXHIBIT PROSPECTUS**

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

## EXHIBITING OPPORTUNITIES

## EXHIBITS DELIVER RESULTS



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



**90%** believe exhibits build and expand brand awareness.



**87%** believe exhibits showcase new product promotions and launches.



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



**85%** believe exhibits generate new sales leads.

EXHIBITIONS DELIVER **UNIQUE VALUE** NOT PROVIDED BY OTHER MARKETING CHANNELS:\*

- Ability to see a **large number of prospects** and customers over a short period of time.
- **Face-to-face meetings** with prospects and customers.
- Opportunity to **demonstrate new and existing products** or services.

\* Source: Center for Exhibition Industry Research

YOUR  
MARKETING  
TEAM

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

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

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

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

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

# CONNECT WITH THE RIGHT AUDIENCE



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

**93%**  
OF THOSE REGISTERED  
IN THE  
“**CLINICAL EP**”  
SPECIALTY\*

**95%**  
OF THOSE REGISTERED  
IN THE  
“**GENERAL CARDIOLOGY**”  
SPECIALTY\*

**93%**  
OF THOSE REGISTERED IN THE  
“**CARDIOLOGY:  
INTERVENTIONAL**”  
SPECIALTY\*



**14,829** ATTENDEES\*\*



**11,940** PROFESSIONAL ATTENDEES\*\*



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



**73:1** ATTENDEE TO EXHIBITOR RATIO



**59%** DOMESTIC  
ATTENDEES\*\*

**41%** INTERNATIONAL  
ATTENDEES\*\*



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

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

\*2017 AHA Scientific Sessions RFID badge data.

\*\*2017 AHA Scientific Sessions registration data.

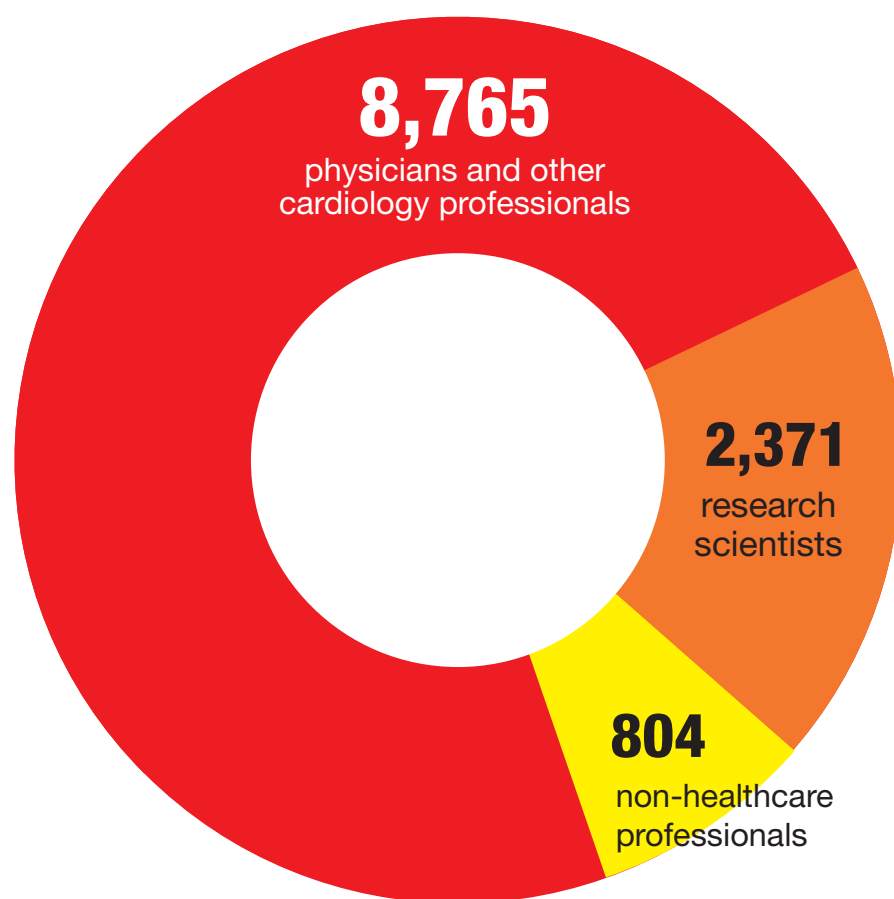


## EXHIBITING OPPORTUNITIES

# ATTENDEE PROFILE

2017 TOTAL ATTENDANCE:

**14,829**, INCLUDING:



## TOP 20 SPECIALTIES REPRESENTED IN 2017

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

Source: 2017 AHA Scientific Sessions registration data

# HOW WE DRIVE ATTENDEES TO THE SCIENCE & TECHNOLOGY HALL

- **Dedicated hours** for visiting booths. 10 hours focused on exhibits, with limited simultaneous educational programming.
- **Posters** integrated into the Science & Technology Hall.
- **Rapid-Fire Forums** located in each poster area, allow attendees to listen to original science presentations delivered in a rapid-fire format. These sessions allow for exciting interaction with abstract authors.
- **Complimentary coffee breaks** in the Hall.
- **Free lunches** for attendees in Cardiovascular Expert Theaters in the Science & Technology Hall.
- **Charging lounges** where attendees can power up and get online without leaving the Hall.
- **EP and Interventional Central** bring official programming to the Science & Technology Hall and attendees within steps of your booth.
- **Cardiovascular Expert Theaters.** Attendees get the latest advances in cardiology products and therapeutic treatments with complimentary snacks and lunch provided by the American Heart Association.
- **Official educational programming** co-located in the Science & Technology Hall with experts in specific cardiac procedures.
- **An Attendee Welcome Guide** that attendees receive at their hotels with Science & Technology Hall information.
- **Simulation Zone** featuring interactive displays with technologically advanced, immersive training for attendees.
- **An extensive marketing campaign** promoting the Science & Technology Hall before and during Sessions.
- **VIP customer** Science & Technology Hall-only invitations for your customers.

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



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

**#2** CHANCE TO INTERACT  
WITH THE PRODUCT ITSELF.

*Source: Center for Exhibition Industry Research*

## EXHIBITING OPPORTUNITIES

EXHIBITING  
PAYS OFF

## EXHIBITORS RECEIVE:

- Complimentary online booth at [scientificsessions.org](http://scientificsessions.org).
- Complimentary booth listing in the **Preview, Science & Technology Hall Planner, Daily News** and the **Mobile App**.
- Complimentary marketing toolkit at [exhibitatsessions.org](http://exhibitatsessions.org).
- Complimentary Full Professional registrations based on square footage.
- Unlimited Exhibit-Only badges for booth staff.
- VIP Customer Invite Exhibit-Only badges.
- Complimentary 2017 final Sessions registration list.
- Rental of pre- or post-2018 registration list.
- Advance approval and reduced price for hosting Unofficial Satellite Events.
- Discounted exhibitor housing rates.



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

LOW-COST  
MAILING LISTS

Low-cost mailing lists are available to all exhibitors and certain Unofficial Satellite Event holders. Ordering information can be found at [exhibitatsessions.org](http://exhibitatsessions.org).

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

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# EXHIBITING DATES & RATES

## EXHIBIT DATES & HOURS\*

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

## BREAKS\*

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

## EXHIBIT SPACE RATES\*

**Through April 30, 2018** ..... \$35 per sq. ft.

**Beginning May 1, 2018** ..... \$37 per sq. ft.

*There is no additional charge for islands or corners.*

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

*Public service rate is subject to availability. This discounted rate is only available in the nonprofit designated area on the floor. Nonprofit organizations that wish to take advantage of this rate must submit the exhibit space application/contract no later than April 30, 2018. Proof of nonprofit status must be submitted to [julie.davis@heart.org](mailto: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](http://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](http://exhibitatsessions.org) for more information.

## UNOFFICIAL SATELLITE EVENTS

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

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

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

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

### UNOFFICIAL SATELLITE EVENTS open May 1, 2018

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

### NON-EXHIBITOR UNOFFICIAL SATELLITE EVENTS Open August 13, 2018

Symposia or Social Event	\$75,000	Non-exhibitors (industry-supported)	
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Apply online at [exhibitatsessions.org](http://exhibitatsessions.org)

No restrictions	No restrictions	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	No restrictions
No restrictions	No restrictions	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	No restrictions
No restrictions	No restrictions	No restrictions	No restrictions	No restrictions	No restrictions
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No restrictions	No restrictions	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	No restrictions
6 a.m.-5 p.m. <b>Limited to 5 slots</b> or 7 p.m.-midnight <b>Limited to 5 slots</b>	6 a.m.-5 p.m. <b>Limited to 5 slots</b> or 7 p.m.-midnight <b>Limited to 5 slots</b>	6-8 a.m. or 7 p.m.-midnight <b>Limited to 5 slots</b>	6-8 a.m. or 7 p.m.-midnight <b>Limited to 5 slots</b>	6-9 a.m. <b>Limited to 5 slots</b> or 7 p.m.-midnight <b>Limited to 5 slots</b>	No restrictions

7 p.m.-midnight <b>Limited to 2 slots</b>	7 p.m.-midnight <b>Limited to 2 slots</b>	7 p.m.-midnight <b>Limited to 2 slots</b>	7 p.m.-midnight <b>Limited to 2 slots</b>	7 p.m.-midnight <b>Limited to 2 slots</b>	7 p.m.-midnight <b>Limited to 2 slots</b>
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