



American  
Heart  
Association.

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

# ELEVATE YOUR BRAND

WITH THE MOST INFLUENTIAL  
CARDIOVASCULAR PROFESSIONALS IN THE WORLD



**SCIENTIFIC SESSIONS 2018**  
**MARKETING OPPORTUNITIES**

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

# MARKETING OPPORTUNITIES

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

OPPORTUNITY	PAGE	PRICE RANGE	SPACE DEADLINE
<b>PRINT</b>			
Attendee Welcome Guide	3	\$25,000	Sept. 2018
Conference Bag Inserts	3	\$40,000	Oct. 2018
Convention Center Map	3	\$28,500	Sept. 2018
Daily Newspaper	4	\$10,000-\$40,000	Oct. 2018
Final Program	5	\$2,500-\$45,000	Sept. 2018
Poster Hall Map	5	\$24,000	Sept. 2018
Pre-Meeting Mailer	6	\$6,290	Sept. 2018
Preview/Preliminary Program	6	\$580-\$16,920	Aug. 2018
Science & Technology Hall Planner	7	\$570-\$19,450	Sept. 2018
Symposia Locator Map	7	\$4,070-\$9,310	Sept. 2018

<b>DIGITAL</b>			
Article Index Page	8	\$3,900-\$5,000	Sept. 2018
ePreviews and eHighlights	8	\$3,500-\$6,780	July-Nov. 2018
Housing Confirmation	10	\$55,000	May 2018
Mobile Meeting Guide App	9	\$5,000-\$75,000	Sept. 2018
Registration Package	10	\$75,000	May 2018

<b>CONVENTION CENTER</b>			
Ad Banners	11	\$30,000	Sept. 2018
Cardiovascular Expert Theaters	11	\$30,000-\$65,000	Aug. 2018
Charging Lounge/Stations	11	\$80,000	Sept. 2018
Communication Centers	12	\$50,000	Sept. 2018
Digital Signage	12	\$10,000-\$20,000	Sept. 2018
EP and Interventional Central	13	\$10,000 each	Sept. 2018
Escalator Decals	12	\$50,000	Sept. 2018
Networking Lounge: Early Career and FIT	14	\$37,500 - \$75,000	Sept. 2018
Networking Lounge: FAHA	15	\$37,500 - \$75,000	Sept. 2018
Health Innovation Pavilion	16	\$25,000 - \$100,000	Sept. 2018
Networking Lounge: Women in Science and Medicine	17	\$37,500 - \$75,000	Sept. 2018
Rotating Kiosks	18	\$15,000	Sept. 2018
Science & Technology Hall Breaks	18	\$20,000	Sept. 2018
Science & Technology Hall Aisle Signs	18	\$100,000	Sept. 2018
Science & Technology Hall Park Benches	19	\$55,000	Sept. 2018
Science & Technology Hall Restaurant Sponsorship	19	\$15,000	Sept. 2018
Sitting Cubes	19	\$50,000	Sept. 2018
Stair Clings	19	\$50,000	Sept. 2018
Walking Challenge	20	\$100,000	Sept. 2018
Window Clings	20	\$28,000	Sept. 2018

OPPORTUNITY	PAGE	PRICE RANGE	SPACE DEADLINE
<b>BOOTH DRIVERS</b>			
Abstracts on USB	21	\$175,000	July 2018
Posters MD	21	\$75,000	Sept. 2018
<b>CITYWIDE</b>			
Airport Billboards: Midway	22	\$15,000-\$40,000	Oct. 2018
Airport Billboards: O'Hare	23	\$40,000-\$50,000	Oct. 2018
Shuttle Bus Banners/Headrests	24	\$75,000-\$100,000	Aug. 2018
Taxi TV Network	24	\$5,000-\$12,000	Oct. 2018

<b>HOTEL</b>			
Dark Channel	25	\$2,500	Sept. 2018
Hotel Key Cards	25	\$25,000	Aug. 2018
Hotel Room Drop: Doctors Bag	26	\$8,240-\$28,740	Oct. 2018
Individual Hotel Room Drop	26	\$28,050-\$45,000	Oct. 2018
<b>Hyatt Regency Chicago</b>			
BiG Bar Clings	27	\$8,500-\$15,000	Sept. 2018
Floor Decals	27	\$6,500	Sept. 2018
Glass Railing on Mezzanine	27	\$15,000	Sept. 2018
Lobby Column Wraps	27	\$15,000	Sept. 2018
Lobby Escalator Cling/Runner	28	\$15,000	Sept. 2018
Lobby Staircase Cling	28	\$15,000	Sept. 2018
Window Clings	28	\$10,000	Sept. 2018
<b>Hyatt Regency McCormick Place</b>			
Digital Monitors	29	\$5,000	Sept. 2018
Elevator Digital Screens	29	\$5,000	Sept. 2018
Floor Clings	30	\$5,000	Sept. 2018
Front Desk Clings	30	\$10,000	Sept. 2018
Front Drive Banner	30	\$10,000	Sept. 2018
Front Drive Column Wraps	30	\$10,000	Sept. 2018
Lobby Column Wraps	31	\$20,000	Sept. 2018
Restaurant Column Wraps	31	\$10,000	Sept. 2018

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

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

All rates are net. Cancellations are nonrefundable.

All quantities are based on projected attendance and room blocks.

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

# PRINT



## Attendee Welcome Guide

### Distribution

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

### Content

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

### Exclusive Opportunity Includes

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

**Space reservation deadline:**  
Sept. 27, 2018

**Materials due:**  
Oct. 4, 2018

**\$25,000**  
*single sponsorship*



## Conference Bag Inserts

### Distribution

Distributed to professional attendees at registration.

### Content

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

**Space reservation deadline:**  
Oct. 8, 2018

**Materials due:**  
Oct. 22, 2018

**\$40,000 per insert**  
*limit five*



**SPONSOR FRONT COVER LOGO**

## Convention Center Map

### Distribution

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

### Content

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

### Exclusive Opportunity Includes:

- Sponsor front cover logo
- Back cover ad
- Display ad on side two

**Space reservation deadline:**  
Sept. 21, 2018

**Materials due:**  
Sept. 28, 2018

**\$28,500**  
*single sponsorship*

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

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



## MARKETING OPPORTUNITIES

### PRINT

#### DAILY NEWSPAPER

##### Distribution

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

##### Content

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



**Space reservation deadline:**

Oct. 1, 2018

**Materials due:**

Oct. 15, 2018



##### Advertising Rates

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

##### Banner Ad on Center Spread



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

# PRINT



## Final Program

### Distribution

Distributed to conference attendees at the convention center.

### Content

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

### Space reservation deadline:

Sept. 3, 2018

### Materials due:

Sept. 7, 2018

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



## Poster Hall Map

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

### Distribution

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

### Content

Listings and locations of posters, with schedules of presentations.

### Exclusive Opportunity Includes:

- Sponsor front cover logo
- Back cover ad
- One full-page display ad

### Space reservation deadline: :

Sept. 21, 2018

### Materials due:

Sept. 28, 2018

**\$24,000**

single sponsorship

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

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

## MARKETING OPPORTUNITIES

### PRINT



#### Pre-Meeting Mailer

##### Distribution

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

##### Content

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

##### Space reservation deadline:

Sept. 14, 2018

##### Materials due:

Sept. 21, 2018

**Early Bird Rate By May 30** **After May 30**

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

\* Includes overage/spoilage

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



#### Preview/Preliminary Program

##### Distribution

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

##### Content

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

##### Space reservation deadline:

Aug. 15, 2018

##### Materials due:

Aug. 22, 2018

**Early Bird Rate By May 30** **After May 30**

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

### ENHANCED LISTING SPECIAL

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

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

### 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



## Science & Technology Hall Planner

### Distribution

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

### Content

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

### Space reservation deadline:

Sept. 17, 2018

### Materials due:

Sept. 24, 2018

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

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

## DRIVE BOOTH TRAFFIC!

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

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



## Symposia Locator Map

### Distribution

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

### Content

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

### Space reservation deadline:

Sept. 17, 2018

### Materials due:

Sept. 24, 2018

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

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



## MARKETING OPPORTUNITIES

### DIGITAL



#### Article Index Page

##### Distribution

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

##### Space reservation deadline:

Sept. 19, 2018  
for maximum exposure

##### Materials due:

Varies by purchase date

##### Leaderboard Ad:

**\$5,000**

Limited to three rotating advertisers

##### Tower Ad:

**\$3,900**

Limited to three rotating advertisers



#### ePreviews & eHighlights

##### ePreviews

##### Distribution

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

##### Content

Registration information and key event planning resources.

##### Symposia ePreview

##### Distribution

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

##### Content

Unofficial Satellite Events times and locations.

##### eHighlights

##### Distribution

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

##### Content

Highlights from Scientific Sessions.

##### Blast Schedule

ePreview #1: mid-August

ePreview #2: late August

ePreview #3: mid-September

ePreview #4: late September

ePreview #5: mid-October

Symposia ePreview #6: late October

eHighlights #1: early December

eHighlights #2: late December/early January

##### Space Reservation Deadline

July 17, 2018

July 31, 2018

Aug. 14, 2018

Aug. 28, 2018

Sept. 12, 2018

Sept. 25, 2018

Nov. 21, 2018

Nov. 28, 2018

##### Materials Due

July 24, 2018

Aug. 7, 2018

Aug. 21, 2018

Sept. 4, 2018

Sept. 19, 2018

Oct. 2, 2018

Nov. 28, 2018

Dec. 5, 2018

##### Advertising Rates

##### Early Bird Rate by May 30

##### Rate after May 30

Leaderboard Ad	\$6,160 per blast	\$6,780 per blast
Full Banner Ad 1	\$5,355 per blast	\$5,890 per blast
Full Banner Ad 2	\$4,365 per blast	\$4,800 per blast
Half Banner Ad (two available)	\$3,180 per blast	\$3,500 per blast
Medium Rectangle Ad (two available)	\$3,750 per blast	\$4,120 per blast



# DIGITAL



**10,441  
DOWNLOADS  
IN 2017**

## Mobile Meeting Guide App

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

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

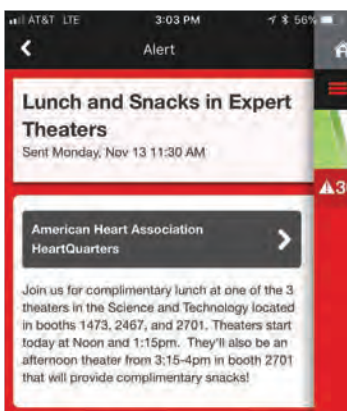
### Content

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

**Space reservation deadline:**  
Sept. 24, 2018

**Materials due:**  
Oct. 1, 2018

**\$75,000**  
*single sponsorship*



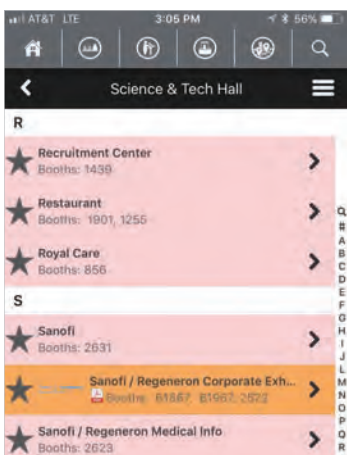
## Alert Notifications

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

### Push Alert Requirements:

**Subject line:** 28 characters, including spaces  
**Body of alert:** 160 characters, including spaces

**\$5,000 each**



## Enhanced Exhibitor Listing

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

**\$7,500 each**

## MARKETING OPPORTUNITIES

### DIGITAL



#### Housing Confirmation

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

**Space reservation deadline:**  
May 4, 2018

**Materials due:**  
May 18, 2018

**\$55,000**  
*single sponsorship*



#### Registration Package

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

**Space reservation deadline:**  
May 4, 2018

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

**\$75,000**  
*single sponsorship*

YOUR  
MARKETING  
TEAM

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

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

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

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

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

# CONVENTION CENTER



## Ad Banners

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

**Space reservation deadline:**

Sept. 3, 2018

**Materials due:**

Sept. 7, 2018

**\$30,000**



Mid-morning  
and afternoon  
theaters  
available!

## Cardiovascular Expert Theaters

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

**Space reservation deadline:**

Aug. 17, 2018

**Materials due:**

Aug. 24, 2018

Closed Lunch Theater (ideal for both international and domestic sessions; seating for 200)	<b>\$65,000 per time slot</b>
---	-----------------------------------

Open Air Lunch Theater (seating for 200)	<b>\$55,000 per time slot</b>
---	-----------------------------------

Morning or Afternoon Closed Theater (seating for 200)	<b>\$30,000 per time slot</b>
---	-----------------------------------



## Charging Lounge and Charging Stations

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

### Sponsor Benefits

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

### Sponsor Recognition Includes:

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

**Space reservation deadline:**

Sept. 3, 2018

**Materials due:**

Sept. 7, 2018

**\$80,000**

*single sponsorship*



## MARKETING OPPORTUNITIES

# CONVENTION CENTER



### Communication Centers

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

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

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

**\$50,000 per Communication Center**



### Digital Signage

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

**Space reservation deadline:**  
Sept. 24, 2018

**Materials due:**  
Oct. 1, 2018

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



### Escalator Decals

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

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

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

**\$50,000 per location**

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

## YOUR MARKETING TEAM

**Cathleen Gorby**  
Advertising  
& Exhibitor Sales  
913-780-6923  
[cgorby@ascendmedia.com](mailto:cgorby@ascendmedia.com)

**Maureen Mauer**  
Advertising  
& Exhibitor Sales  
913-780-6633  
[mmauer@ascendmedia.com](mailto:mmauer@ascendmedia.com)

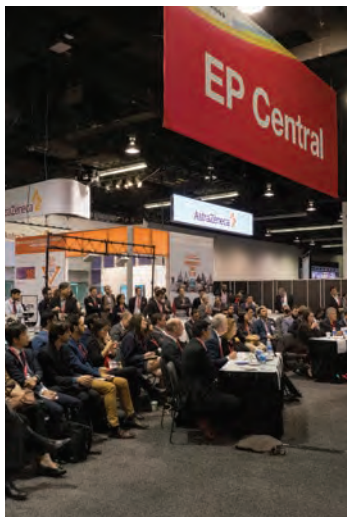
**Bridget Blaney**  
Advertising  
& Exhibitor Sales  
773-259-2825  
[bblaney@ascendmedia.com](mailto:bblaney@ascendmedia.com)

**Scott Murphy**  
Manager,  
Corporate Relations  
214-706-1660  
[scott.murphy@heart.org](mailto:scott.murphy@heart.org)

**Amy Miller**  
Unofficial  
Satellite Events  
214-706-1922  
[amy.miller@heart.org](mailto:amy.miller@heart.org)



# CONVENTION CENTER



## EP and Interventional Central

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

### EP Central

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

### Interventional Central

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

#### Sponsorship of Each Lounge/Education Center Includes:

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

#### Space reservation deadline:

Sept. 3, 2018

#### Materials due:

Sept. 7, 2018

#### \$10,000 per location

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



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

## MARKETING OPPORTUNITIES

# CONVENTION CENTER

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



### Networking Lounge: Early Career and FIT

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

#### Target Audience:

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

#### Activities:

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

#### Lounge Sponsorship Includes:

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

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

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

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

# CONVENTION CENTER



## Networking Lounge: FAHA

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

### Target Audience:

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

### Activities:

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

### Lounge Sponsorship Includes:

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

### Space reservation deadline:

Sept. 3, 2018

### Materials due:

Sept. 7, 2018

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

# CONVENTION CENTER



## Health Innovation Pavilion

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

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

### Sponsor Benefits:

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

### Space reservation deadline:

Sept. 3, 2018

### Materials due:

Sept. 7, 2018

**\$25,000 each for five sponsors  
or \$120,000 for exclusive sponsorship**

### Additional Opportunities just for Sponsors:

- Present a session focused on health tech innovation: \$15,000
- Four pods available where companies can "exhibit" in the Pavilion: \$2,000 each



## MARKETING OPPORTUNITIES

# CONVENTION CENTER



**NEW  
for  
2018!**

### Networking Lounge: Women in Science and Medicine

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

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

**Activities:**

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

**Lounge Sponsorship Includes:**

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

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

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

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

# CONVENTION CENTER



## Rotating Kiosks

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

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

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

**\$15,000 for a single graphic panel**



## Science & Technology Hall Breaks

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

### Sponsor Recognition Includes:

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

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

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

**\$20,000 per day, includes both stations**



## Science & Technology Hall Aisle Signs

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

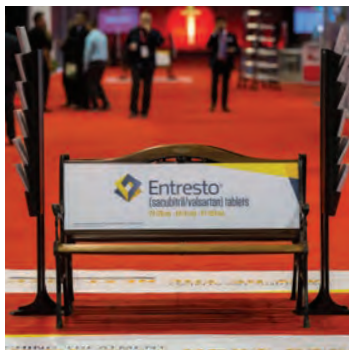
**Space reservation deadline:**  
Sept. 3, 2018

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

**\$100,000**  
*single sponsorship*

## MARKETING OPPORTUNITIES

# CONVENTION CENTER



### Science & Technology Hall Park Benches

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

#### Sponsorship includes:

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

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

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

**\$55,000**  
*single sponsorship*



### Science & Technology Hall Restaurant Sponsorship

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

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

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

**\$15,000**  
*single sponsorship*



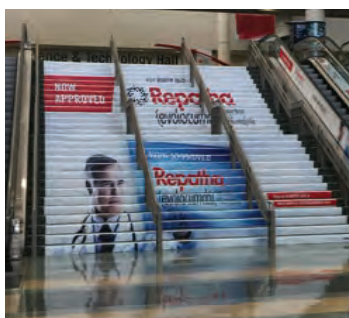
### Sitting Cubes

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

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

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

**\$50,000**  
*single sponsorship*



### Stair Clings

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

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

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

**\$50,000**  
*per set*

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

# CONVENTION CENTER



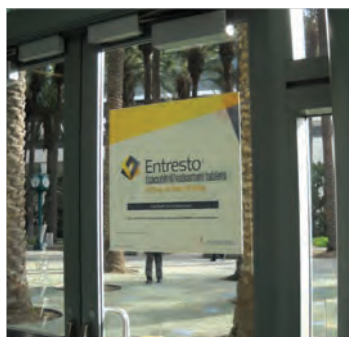
## Walking Challenge

- Prominent visibility on the Walking Challenge leaderboard.
- 30-second corporate or product full-motion video or stationary ad on leaderboard and digital signage, positioned in high-traffic areas of the convention center.
- Four-color corporate or product graphic incorporated into the Walking Challenge booth, where all participants pick up an activity tracker.
- Corporate recognition on the registration webpage, opening screen of mobile app and in emails.
- Attendees will be asked to register for the Walking Challenge online, download an app and then pick up their activity trackers onsite at the convention center.

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

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

**\$100,000**  
*single sponsor*



## Window Clings

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

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

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

**\$28,000 per package**

## YOUR MARKETING TEAM

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

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

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

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

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



## MARKETING OPPORTUNITIES

### BOOTH DRIVERS



#### Abstracts on USB

##### Distribution

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

##### Content

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

##### Space reservation deadline:

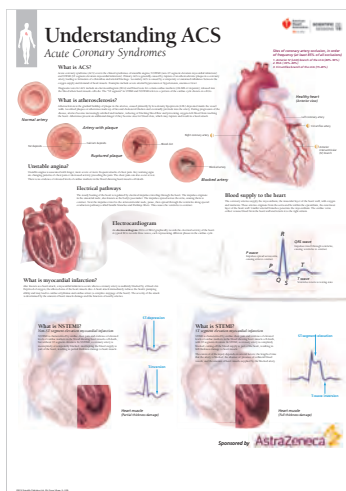
July 13, 2018

##### Materials due:

July 28, 2018

**\$175,000**

*single sponsorship*



#### Posters MD

##### Distribution

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

##### Content

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

##### Space reservation deadline:

Sept. 3, 2018

##### Materials due:

Sept. 10, 2018

**\$75,000**

*single sponsorship*

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

## CITYWIDE

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



### Airport Billboards: Chicago Midway International Airport

- **Eye-Level Tension Fabric Display**
  - Seen by 75% of Concourse A arriving passengers and 100% of passengers flying Southwest Airlines in the Concourse A extension.
  - 172" W x 40" H
- **Large Overhead Tension Fabric Display – Concourse A**
  - Over the center of the concourse and moving walkway.
  - Captures long sight lines and 75% of Concourse A departures and arrivals.
  - Just outside of Delta gates and on the way to Southwest gates.
  - Each side of the display can have different copy.
  - 240" W x 60" H
- **Large Overhead Tension Fabric Display – Concourse B**
  - Over the center of the concourse and moving walkway.
  - Captures long sight lines within Concourse B departures and arrivals.
  - Each side of the display can have different copy.
  - 240" W x 60" H

**Space reservation deadline:**  
Oct. 8, 2018

**Materials due:**  
Oct. 29, 2018

**Eye-Level Tension Fabric Display: \$15,000**

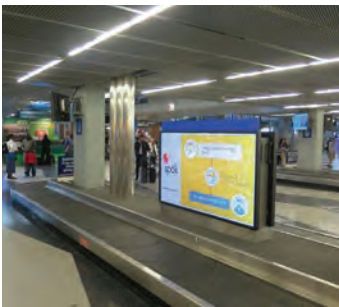
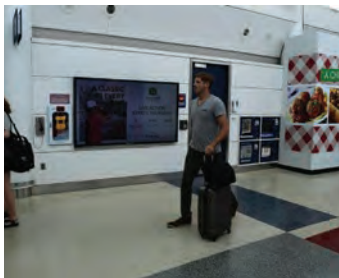
**Large Overhead Tension Fabric Display – Concourse A: \$40,000**

**Large Overhead Tension Fabric Display – Concourse B: \$40,000**  
*rights only*

All airport rates are rights only.  
Advertisers pay production charges.  
Opportunities are priced with a Nov. 5-19, 2018 run date.

# MARKETING OPPORTUNITIES

## CITYWIDE



### Airport Billboards: O'Hare International Airport

- **United Tunnel**
  - Capture 100% of the United passengers arriving in C concourse.
  - Backlit static sign.
  - Advertiser receives 100% share of voice.
  - 135" W x 83" H.
- **18 LCD Screens Across All Terminals (two packages available)**
  - Broad coverage with 18 screens spread across all ORD terminals.
  - Eight of the major club rooms are covered by this network, with screens just outside of club room entrances.
  - Eight total ads rotate on each screen with 10-second spots. Screens are on 24/7.
  - 84" LCD screen.
- **20 Screens Throughout Baggage Claim**
  - Full Baggage claim coverage in Terminals 1, 2 and 3.
  - 84" LCD screens are double-sided to cover the entire baggage claim area.
  - Eight total ads rotate on each screen with 10-second spots. Screens are 24/7.

**Space reservation deadline:**  
Oct. 8, 2018

**Materials due:**  
Oct. 29, 2018

**United Tunnel: \$40,000**

**18 LCD Screens Across All Terminals:**  
**\$50,000 each package**

**20 Screens Throughout Baggage Claim: \$50,000**  
*rights only*

All rates are net. Cancellations are nonrefundable.

All quantities are based on projected attendance and room blocks.

Citywide marketing opportunities are subject to availability at the time of reservation.

Opportunities may require pre-payment.

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

# CITYWIDE



## Shuttle Bus Banners and Headrests

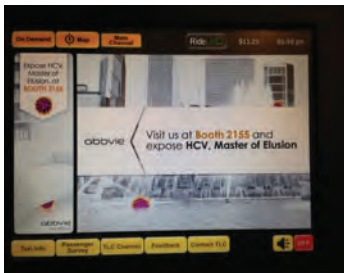
- Your banner ads on passenger boarding side of 15 buses.
- Headrest covers can display corporate or product ad.
- Shuttle service operates daily throughout the city from about 6:30 a.m. to 7:30 p.m.

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

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

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

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



## Taxi TV Network

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

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

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

**Materials due:**  
Nov. 8, 2018

**Five-day rates (Nov. 10-14):  
15 seconds: \$7,500  
30 seconds: \$12,000**

**Three-day rates (Nov. 10-12):  
15 seconds: \$5,000  
30 seconds: \$6,500**

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



# HOTEL



## Dark Channel

Your message reaches attendees on hotel television convention channels.

**Space reservation deadline:**  
Sept. 7, 2018

**Materials due:**  
Sept. 14, 2018

**\$2,500 per 30-second spot**



## Hotel Key Cards

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

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

**Space reservation deadline:**  
Aug. 10, 2018

**Materials due:**  
Aug. 27, 2018

**\$25,000**  
*rights only, single sponsorship*

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

# HOTEL



## Individual Hotel Room Drop

### Distribution

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

### Suggested Items Include:

Water bottles, custom chocolates and heart-healthy evening snacks, etc.

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

### Space reservation deadline:

Oct. 18, 2018

### Materials due:

Oct. 25, 2018

**In-Room Delivery**  
**\$45,000 per day**

**Outside Room Delivery**  
**\$28,050 per day**

### Delivery Dates

Nov. 9, 10 and 11, 2018

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



## Hotel Room Drop: Doctors Bag

### Distribution

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

### Content

Valuable Scientific Sessions information and planning resources

### Space reservation deadline:

Oct. 1, 2018

### Materials due:

Oct. 8, 2018

### Insert Information\*

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

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

\* Minimum of four inserts required for bag distribution.

\*\* Based on projected attendance and room blocks at the time this rate card was published.



## Doctors Bag Premium Insert

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

### Space reservation deadline:

Oct. 1, 2018

### Materials due:

Oct. 8, 2018

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

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

# HOTEL: Hyatt Regency Chicago



## BIG Bar Clings

- Huge exposure for your brand, with visibility from the lower level, front desk area and the BIG Bar.
- Two placement options available:
  - Glass Cling: Up to 17 single-sided glass panels, facing out.
  - Wall Clings: Placed in the large space under the BIG Bar Glass Cling. Three available at 20' x 58' each.

**Space reservation deadline:**  
Sept. 14, 2018

**Materials due:**  
Sept. 21, 2018

**Glass Cling: \$15,000**  
*rights only, single sponsorship*  
**Wall Clings: \$8,500 each**  
*rights only*



## Floor Decals

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

**Space reservation deadline:**  
Sept. 14, 2018

**Materials due:**  
Sept. 21, 2018

**\$6,500 each**  
*rights only*



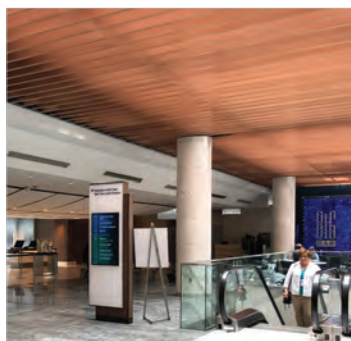
## Glass Railing on Mezzanine

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

**Space reservation deadline:**  
Sept. 14, 2018

**Materials due:**  
Sept. 21, 2018

**\$15,000**  
*rights only, single sponsorship*



## Lobby Column Wraps

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

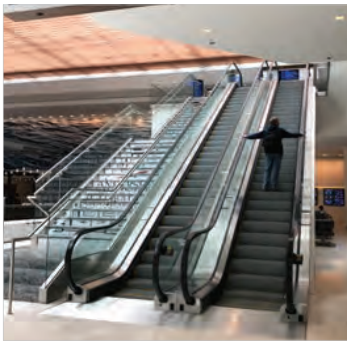
**Space reservation deadline:**  
Sept. 14, 2018

**Materials due:**  
Sept. 21, 2018

**\$15,000**  
*rights only, single sponsorship*

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

# HOTEL: Hyatt Regency Chicago



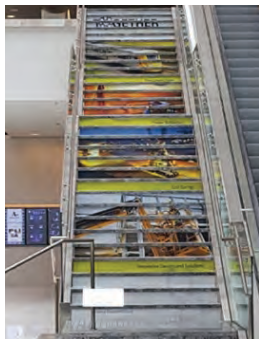
## Lobby Escalator Cling/Runner

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

**Space reservation deadline:**  
Sept. 14, 2018

**Materials due:**  
Sept. 21, 2018

**\$15,000**  
*rights only, single sponsorship*



## Lobby Staircase Cling

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

**Space reservation deadline:**  
Sept. 14, 2018

**Materials due:**  
Sept. 21, 2018

**\$15,000**  
*rights only, single sponsorship*



## Window Clings

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

**Space reservation deadline:**  
Sept. 14, 2018

**Materials due:**  
Sept. 21, 2018

**\$10,000**  
*rights only, single sponsorship*

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



# HOTEL: Hyatt Regency McCormick Place



## Digital Monitors

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

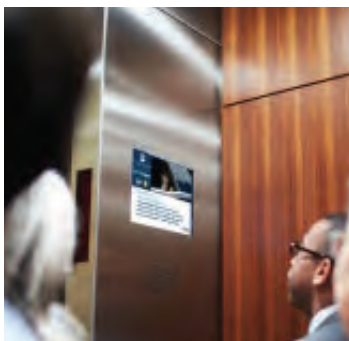
**Space reservation deadline:**  
Sept. 14, 2018

**Materials due:**  
Sept. 21, 2018

**Behind concierge desk: \$5,000**

**Lobby seating area: \$5,000**

*rights only*



## Elevator Digital Screens

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

**Space reservation deadline:**  
Sept. 14, 2018

**Materials due:**  
Sept. 21, 2018

**\$5,000**

*rights only, single sponsorship*

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

# HOTEL: Hyatt Regency McCormick Place



## Floor Clings

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

**Space reservation deadline:**  
Sept. 14, 2018

**Materials due:**  
Sept. 21, 2018

**\$5,000 each**  
*rights only*



## Front Desk Clings

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

**Space reservation deadline:**  
Sept. 14, 2018

**Materials due:**  
Sept. 21, 2018

**\$10,000**  
*rights only, single sponsorship*



## Front Drive Banner

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

**Space reservation deadline:**  
Sept. 14, 2018

**Materials due:**  
Sept. 21, 2018

**\$10,000**  
*rights only, single sponsorship*



## Front Drive Column Wraps

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

**Space reservation deadline:**  
Sept. 14, 2018

**Materials due:**  
Sept. 21, 2018

**\$10,000**  
*rights only, single sponsorship*

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

# HOTEL: Hyatt Regency McCormick Place



## Lobby Column Wraps

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

**Space reservation deadline:**  
Sept. 14, 2018

**Materials due:**  
Sept. 21, 2018

**\$20,000**  
*rights only, single sponsorship*



## Restaurant Column Wraps

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

**Space reservation deadline:**  
Sept. 14, 2018

**Materials due:**  
Sept. 21, 2018

**\$10,000**  
*rights only, single sponsorship*

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

# ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

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



**SCIENTIFIC 2018**  
**SESSIONS 1/8**

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

## SCIENTIFIC SESSIONS 2018

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

Advertiser: \_\_\_\_\_  
Billing Information: ☐ Agency ☐ Advertiser  
Billing Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Agency (if applicable): \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
City, State, ZIP: \_\_\_\_\_  
E-mail: \_\_\_\_\_

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

#### Print Opportunities

<b>Attendee Welcome Guide</b>	
Single Sponsorship	_____ \$25,000
<b>Conference Bag Insert</b>	
Per insert	_____ \$40,000
<b>Convention Center Map</b>	
Single Sponsorship	_____ \$28,500
<b>Daily Newspaper</b>	
Back Cover	_____ \$25,000 per issue
Inside Front Cover	_____ \$20,000 per issue
Full Page	_____ \$12,500 all issues
Junior Ad	_____ \$20,000 all issues
Junior ad PI space	_____ \$10,000 all issues
Banner Ad	_____ \$40,000 three issues
<b>Final Program</b>	
Inside Front Cover	_____ \$25,000
Back Cover	_____ \$45,000
Inside Back Cover	_____ \$15,000
Website linking feature	_____ \$2,500
<b>Poster Hall Map</b>	
Single Sponsorship	_____ \$24,000
<b>Pre-Meeting Mailer</b>	
Per insert	_____ \$6,290
<b>Preview/Preliminary Program</b>	
Full Page	_____ \$10,620
Full Page PI	_____ \$4,315
2/3 Page	_____ \$9,335
1/2 Page Island	_____ \$8,925
1/2 Page Horizontal	_____ \$8,515
1/3 Page Vertical	_____ \$7,590
1/4 Page	_____ \$6,885
Bolded Listing with Logo	_____ \$580
Back Cover	_____ \$16,920
Inside Front Cover	_____ \$14,880
Inside Back Cover	_____ \$13,280
<b>Science &amp; Technology Hall Planner</b>	
Full Page	_____ \$9,720
Full Page PI	_____ \$4,360
1/2 Page Horizontal	_____ \$7,600
1/4 Page	_____ \$6,300
Product Category Display Ad	_____ \$1,600
Highlighted Listing with Logo	_____ \$570
Back Cover	_____ \$15,100
Inside Front Cover	_____ \$13,270
Inside Back Cover	_____ \$11,730
Exclusive Floor Plan Advertising	_____ \$19,450
<b>Symposia Locator Map</b>	
Back Cover Panel	_____ \$9,310
Full Panel	_____ \$6,835
1/2 Panel	_____ \$4,070

#### Digital Opportunities

<b>Article Index Page</b>	
Leaderboard Ad	_____ \$5,000
Tower Ad	_____ \$3,900
<b>Housing Confirmation</b>	_____ \$55,000

<b>Mobile Meeting Guide App</b>	
Single Sponsorship	_____ \$75,000
Alert Notifications	_____ \$5,000 each
Enhanced Exhibitor Listing	_____ \$7,500 each
<b>Registration Package</b>	_____ \$75,000
<b>ePreviews &amp; eHighlights</b>	
<b>Mid-August ePreview #1</b>	
Leaderboard Ad	_____ \$6,780
Full Banner Ad 1	_____ \$5,890
Full Banner Ad 2	_____ \$4,800
Half Banner Ad (two available)	_____ \$3,500
Medium Rectangle Ad (two available)	_____ \$4,120
<b>Late August ePreview #2</b>	
Leaderboard Ad	_____ \$6,780
Full Banner Ad 1	_____ \$5,890
Full Banner Ad 2	_____ \$4,800
Half Banner Ad (two available)	_____ \$3,500
Medium Rectangle Ad (two available)	_____ \$4,120
<b>Mid-September ePreview #3</b>	
Leaderboard Ad	_____ \$6,780
Full Banner Ad 1	_____ \$5,890
Full Banner Ad 2	_____ \$4,800
Half Banner Ad (two available)	_____ \$3,500
Medium Rectangle Ad (two available)	_____ \$4,120
<b>Late September ePreview #4</b>	
Leaderboard Ad	_____ \$6,780
Full Banner Ad 1	_____ \$5,890
Full Banner Ad 2	_____ \$4,800
Half Banner Ad (two available)	_____ \$3,500
Medium Rectangle Ad (two available)	_____ \$4,120
<b>Mid-October ePreview #5</b>	
Leaderboard Ad	_____ \$6,780
Full Banner Ad 1	_____ \$5,890
Full Banner Ad 2	_____ \$4,800
Half Banner Ad (two available)	_____ \$3,500
Medium Rectangle Ad (two available)	_____ \$4,120
<b>Late October Symposia ePreview #6</b>	
Leaderboard Ad	_____ \$6,780
Full Banner Ad 1	_____ \$5,890
Full Banner Ad 2	_____ \$4,800
Half Banner Ad (two available)	_____ \$3,500
Medium Rectangle Ad (two available)	_____ \$4,120
<b>Early December eHighlights #1</b>	
Leaderboard Ad	_____ \$6,780
Full Banner Ad 1	_____ \$5,890
Full Banner Ad 2	_____ \$4,800
Half Banner Ad (two available)	_____ \$3,500
Medium Rectangle Ad (two available)	_____ \$4,120
<b>Late December/Early January eHighlights #2</b>	
Leaderboard Ad	_____ \$6,780
Full Banner Ad 1	_____ \$5,890
Full Banner Ad 2	_____ \$4,800
Half Banner Ad (two available)	_____ \$3,500
Medium Rectangle Ad (two available)	_____ \$4,120
<b>Convention Center Opportunities</b>	
<b>Ad Banners</b>	_____ \$30,000
<b>Cardiovascular Expert Theaters</b>	
Closed Lunch Theater	_____ \$65,000
Open Air Lunch Theater	_____ \$55,000

A.M. Closed Theater	_____ \$30,000
P.M. Closed Theater	_____ \$30,000
Charging Lounge and Charging Stations	_____ \$80,000
<b>Communication Centers</b>	_____ \$50,000
<b>Digital Signage</b>	
15-second ad	_____ \$10,000
30-second ad	_____ \$15,000
60-second ad	_____ \$20,000
<b>EP Central</b>	_____ \$10,000
<b>Escalator Decals</b>	_____ \$50,000
<b>Interventional Central</b>	_____ \$10,000
<b>Networking Lounges</b>	
Early Career Lounge	
Two Sponsors (each)	_____ \$37,500
Exclusive Sponsorship	_____ \$75,000
FAHA Lounge	
Two Sponsors (each)	_____ \$37,500
Exclusive Sponsorship	_____ \$75,000
FTT Lounge	
Two Sponsors (each)	_____ \$37,500
Exclusive Sponsorship	_____ \$75,000
Health Innovation Pavilion	
Five Sponsors (each)	_____ \$25,000
Exclusive Sponsorship	_____ \$120,000
Women in Science and Medicine Lounge	
Two Sponsors (each)	_____ \$37,500
Exclusive Sponsorship	_____ \$75,000
<b>Rotating Kiosks</b>	_____ \$15,000
<b>Science &amp; Technology Hall Aisle Signs</b>	_____ \$100,000
<b>Science &amp; Technology Hall Breaks</b>	_____ \$20,000 per day
<b>Science &amp; Technology Hall Park Benches</b>	_____ \$55,000
<b>Science &amp; Technology Hall Restaurant Sponsorship</b>	_____ \$15,000
<b>Sitting Cubes</b>	_____ \$50,000
<b>Stair Clings</b>	_____ \$50,000 per set
<b>Walking Challenge</b>	_____ \$100,000
<b>Window Clings</b>	_____ \$28,000

#### Booth Drivers

<b>Abstracts on USB</b>	_____ \$175,000
<b>Posters MD</b>	_____ \$75,000

#### Citywide

<b>Airport Billboards: Midway</b>	
Eye-Level Tension Fabric Display	_____ \$15,000
Large Overhead Tension Fabric Display	
Concourse A	_____ \$40,000
Concourse B	_____ \$40,000
<b>Airport Billboards: O'Hare</b>	
United Tunnel	_____ \$40,000
18 LCD Screens Across All Terminals	_____ \$50,000
20 Screens Throughout Baggage Claim	_____ \$50,000
<b>Shuttle Bus</b>	
Headrest or Banner	_____ \$75,000
Package	_____ \$100,000
<b>Taxi TV Network</b>	
Five-Day, 15 seconds	_____ \$7,500
Five-Day, 30 seconds	_____ \$12,000
Three-Day, 15 seconds	_____ \$5,000
Three-Day, 30 seconds	_____ \$6,500

#### Hotel

<b>Dark Channel</b>	_____ \$2,500
<b>Hotel Key Cards</b>	_____ \$2,500
<b>Hotel Room Drop: Doctors Bag</b>	
Nov. 9, 10, 11 Doctors Bag Insert (Full)	_____ \$14,785 per item
Nov. 9, 10, 11 Doctors Bag Insert (Limited)	_____ \$8,240 per item
Nov. 9, 10, 11 Premium Pocket Insert (p.m.)	_____ \$28,740 per day
<b>Individual In-Room - Hotel Room Drop</b>	
Nov. 9, 10, 11	_____ \$45,000 per day
<b>Individual Outside - Hotel Room Drop</b>	
Nov. 9, 10, 11	_____ \$28,060 per day
<b>Hyatt Regency Chicago</b>	
BIG Bar Clings	
Glass Cling	_____ \$15,000
Wall Clings	_____ \$8,500 each
Floor Decals	_____ \$6,500 each
Glass Railing on Mezzanine	_____ \$15,000
Lobby Column Wraps	_____ \$15,000
Lobby Escalator Cling/Runner	_____ \$15,000
Lobby Staircase Cling	_____ \$15,000
Window Clings	_____ \$10,000

<b>Hyatt Regency McCormick Place</b>	
Digital Monitors	
Behind concierge desk	_____ \$5,000
Lobby seating area	_____ \$5,000
Elevator Digital Screens	_____ \$5,000
Floor Clings	_____ \$5,000 each
Front Desk Clings	_____ \$10,000
Front Drive Banner	_____ \$10,000
Front Drive Column Wraps	_____ \$10,000
Lobby Column Wraps	_____ \$20,000
Restaurant Column Wraps	_____ \$10,000

#### Terms

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

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

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

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

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

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

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

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

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



All rates are net. Cancellations are nonrefundable.



## CUSTOM BUSINESS SUITES

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

Please contact **Cathleen Gorby** at [cgorby@ascendmedia.com](mailto:cgorby@ascendmedia.com) to reserve your space today!

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

**COMPANY NAME:** \_\_\_\_\_ **BOOTH:** \_\_\_\_\_

**COMPANY ADDRESS:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_



### CHOOSE A SIZE AND SUITE NUMBER

- \_\_\_\_\_ 10' x 10' Business Suite: \$3,750  
 \_\_\_\_\_ 10' x 20' Business Suite: \$7,500  
 \_\_\_\_\_ 20' x 20' Business Suite: \$14,000  
 \_\_\_\_\_ Premium Business Suite: \$40,000 (3 available)  
 Business Suite selection number: \_\_\_\_\_

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

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

Contact information can be found here:

[exhibitatsessions.org/scientific-sessions/scientific-sessions-exhibitor-services-preferred-contractors/](http://exhibitatsessions.org/scientific-sessions/scientific-sessions-exhibitor-services-preferred-contractors/)

### CONTACT CATHLEEN GORBY

913-780-6923

[cgorby@ascendmedia.com](mailto:cgorby@ascendmedia.com)

to reserve your preferred placement.

### COMPLETE YOUR APPLICATION HERE:

[exhibitatsessions.org/scientific-sessions/business-suites/](http://exhibitatsessions.org/scientific-sessions/business-suites/)

### PAYMENT OPTIONS

#### INVOICE:

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

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

#### PAY ONLINE:

Visit [exhibitatsessions.org](http://exhibitatsessions.org) for instructions.

#### PAY BY CHECK:

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

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

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

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

# ADVERTISING POLICIES AND MATERIALS SUBMISSION PROCEDURES



**SCIENTIFIC** 2018  
**SESSIONS** 18

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

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

Item	Prototype Due	Ad Materials/Printed Materials Due	Maximum Weight	Maximum Dimensions
Airport Billboards	Oct. 15, 2018	Oct. 29, 2018	n/a	Varies
Article Index Page	Varies	Varies	n/a	n/a
Attendee Welcome Guide	Sept. 27, 2018	Oct. 4, 2018	n/a	n/a
Convention Center Map	Sept. 21, 2018	Sept. 28, 2018	n/a	n/a
Dark Channel	Sept. 7, 2018	Sept. 14, 2018	n/a	n/a
Daily	Oct. 1, 2018	Oct. 15, 2018	n/a	n/a
Doctors Bag	Oct. 1, 2018	Oct. 8, 2018	2 oz.	8.5" x 11", flat
Doctors Bag Premium	Oct. 1, 2018	Oct. 8, 2018	n/a	n/a
eHighlights #1	Nov. 21, 2018	Nov. 28, 2018	n/a	n/a
eHighlights #2	Nov. 28, 2018	Dec. 5, 2018	n/a	n/a
ePreview #1	July 17, 2018	July 24, 2018	n/a	n/a
ePreview #2	July 31, 2018	Aug. 7, 2018	n/a	n/a
ePreview #3	Aug. 14, 2018	Aug. 21, 2018	n/a	n/a
ePreview #4	Aug. 28, 2018	Sept. 4, 2018	n/a	n/a
ePreview #5	Sept. 12, 2018	Sept. 19, 2018	n/a	n/a
Symposia ePreview #6	Sept. 25, 2018	Oct. 2, 2018	n/a	n/a
Individual Door Drops	Oct. 18, 2018	Oct. 25, 2018	2 oz.	8.5" x 11"
Poster Hall Map	Sept. 21, 2018	Sept. 28, 2018	n/a	n/a
Pre-Meeting Mailer	Sept. 14, 2018	Sept. 21, 2018	1 oz.	8.5" x 11"
Preview/Preliminary Program	Aug. 15, 2018	Aug. 22, 2018	n/a	n/a
Science & Technology Hall Planner	Sept. 17, 2018	Sept. 24, 2018	n/a	n/a
Symposia Locator Map	Sept. 17, 2018	Sept. 24, 2018	n/a	n/a
Taxi TV Network	Oct. 15, 2018	Oct. 29, 2018	n/a	Varies

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

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

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

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

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

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

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

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

## AHA rules and regulations for inserts and hotel delivery items:

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

Please refer to the AHA Scientific Sessions website for advertising guidelines and restrictions ([exhibitsessions.org](http://exhibitsessions.org))  
AHA at any point may choose not to approve marketing pieces at its own discretion.

## Materials required for print products

- All print ads must include the words **"Paid Advertisement"** centered at the top of the page and in at least 10-point Helvetica (or similar type font).
- PDF/X-1a files are required for all ads. View specifications at [swop.org](http://swop.org) or [adobe.com/designcenter/acrobat/articles/acr6pdfx.html](http://adobe.com/designcenter/acrobat/articles/acr6pdfx.html).
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (18-point offset).
- Only one ad per PDF document. (Submit full-page spreads as single-page files.)

## Document setup

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

## Unacceptable file types

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

## Submitting digital files

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

## Proofs

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

## Submitting recommended proofs

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

## Advertiser/sponsor logos

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

## Product logos

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

## Inserts for Preview

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

## Inserts for Planner

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

## How to participate in the Doctors Bag and Individual Room Drop

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

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

## Doctors Bag — important notes

- All advertising is subject to the approval of AHA.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. Cancellations are nonrefundable.
- No agency commission or cash discounts accepted.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for Doctors Bag inserts.
- An insert is considered one 8-1/2" x 11" printed piece, maximum weight of 2 oz. Insert should be flat with no protruding items attached. Any insert that does not fit these specifications will be considered a "bulk item" and is subject to an additional fee. A bulk item may be described as any item that does not fit the aforementioned specifications but cannot exceed 4 oz. This includes, but is not limited to, items such as:

all types of product samples (bottles, bars or packets); pens; notepads; non-perishable food items; branded materials such as lanyards, water bottles or other giveaway items; printed materials that are packaged or of odd shapes and sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces. "Bulk item" is defined at the discretion of the publisher.

- Restrictions: Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the Doctors Bag. Prices are based on an 8-1/2" x 11" paper insert. Bulk items will be assessed an additional fee based on weight and dimensions; please contact your account manager for more information. A minimum of four inserts from any combination of advertisers must be reserved for the Doctors Bag to be delivered on a particular day. Ad materials subject to AHA approval. See mechanical specifications for more information.
- A minimum of four inserts from any combination of advertisers must be reserved for a Doctors Bag to be delivered on a particular day.
- Doctors Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.

## Specifications for ePreviews

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

## Important notes

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

# AD SIZES AND DIMENSIONS (WIDTH X HEIGHT)



American  
Heart  
Association.

SCIENTIFIC <sup>2</sup>/<sub>0</sub>  
SESSIONS <sup>1</sup>/<sub>8</sub>

## PREVIEW

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

**Trim:** Final page dimensions.

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

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

<b>Covers and Full Page</b> <b>Bleed</b> 8-5/8" x 11-1/8" <b>Trim</b> 8-3/8" x 10-7/8" <b>Safety/Live Area</b> 7-7/8" x 10-3/8"	<b>1/2 Page Horizontal</b> 7" x 5"	<b>1/2 Page Island</b> 4-5/8" x 7-1/2"
<b>2/3 Page</b> 4-5/8" x 10"	<b>1/4 Page</b> 3-1/2" x 5"	<b>1/3 Page Vertical</b> 2-1/4" x 10"

## ATTENDEE WELCOME GUIDE

<b>Back Panel</b>	<b>Bleed</b> 3-11/16" x 8-3/4" <b>Trim</b> 3-11/16" x 8-1/2" <b>Safety/Live Area</b> 3-7/16" x 8"
-------------------	--

## CONVENTION CENTER MAP

<b>Double Panel Display Ad</b> 6-1/2" x 9-1/2"
<b>Back Cover Ad</b> 6-1/2" x 4-1/2"

## ePREVIEWS & eHIGHLIGHTS

<b>Leaderboard Ad</b> 600 x 100 pixels and 300 x 50 pixels
<b>Full Banner Ads</b> 468 x 60 pixels and 300 x 50 pixels
<b>Half Banner Ad</b> 300 x 50 pixels
<b>Medium Rectangle Ad</b> 300 x 250 pixels

## SCIENCE AND TECHNOLOGY HALL PLANNER

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

**Trim:** Final page dimensions.

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

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

<b>Covers and Full Page</b> <b>Bleed</b> 8-5/8" x 11-1/8" <b>Trim</b> 8-3/8" x 10-7/8" <b>Safety/Live Area</b> 7-7/8" x 10-3/8"	<b>1/2 Page Horizontal</b> 7" x 5"
<b>1/4 Page</b> 3-1/2" x 5"	<b>Product Category Display Ad</b> 2-1/4" x 2-1/4"

## DAILY

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

**Trim:** Final page dimensions.

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

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

<b>Covers and Full Page</b> <b>Bleed</b> 11-1/8" x 15-1/4" <b>Trim</b> 10-7/8" x 15" <b>Safety/Live Area</b> 10-3/8" x 14-1/2"	<b>Junior Page</b> 7-1/2" x 10"	<b>Banner Ad</b> 21" x 2" (allow 1/2" gutter in the center with no text or logos)
--	------------------------------------	---

## POSTER HALL MAP

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

## SYMPOSIA LOCATOR MAP

<b>Back Panel and Full Panel</b>	<b>Bleed</b> 4-3/4" x 9-3/8" <b>Trim</b> 4-1/2" x 9-1/8" <b>Safety/Live Area</b> 4" x 8-5/8" <b>Non-bleed Ad</b> 4" x 8-5/8"	<b>1/2 Panel</b> 3-1/2" x 4"
----------------------------------	---	---------------------------------