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

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>PAGE</th>
<th>PRICE RANGE</th>
<th>SPACE DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attendee Welcome Guide</td>
<td>3</td>
<td>$25,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Conference Bag Inserts</td>
<td>3</td>
<td>$40,000</td>
<td>Oct. 2018</td>
</tr>
<tr>
<td>Convention Center Map</td>
<td>3</td>
<td>$28,500</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Daily Newspaper</td>
<td>4</td>
<td>$10,000-$40,000</td>
<td>Oct. 2018</td>
</tr>
<tr>
<td>Final Program</td>
<td>5</td>
<td>$2,500-$45,000</td>
<td>Sept. 2018</td>
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<tr>
<td>Poster Hall Map</td>
<td>5</td>
<td>$24,000</td>
<td>Sept. 2018</td>
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<tr>
<td>Pre-Meeting Mailing</td>
<td>6</td>
<td>$6,290</td>
<td>Sept. 2018</td>
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<td>Preview/Preliminary Program</td>
<td>6</td>
<td>$580-$16,920</td>
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</tr>
<tr>
<td>Science &amp; Technology Hall Planner</td>
<td>7</td>
<td>$570-$19,450</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Symposia Locator Map</td>
<td>7</td>
<td>$4,970-$9,310</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>DIGITAL</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Article Index Page</td>
<td>8</td>
<td>$3,800-$5,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>ePreviews and Highlights</td>
<td>8</td>
<td>$3,500-$6,780</td>
<td>July-Nov. 2018</td>
</tr>
<tr>
<td>Housing Confirmation</td>
<td>10</td>
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<td>May 2018</td>
</tr>
<tr>
<td>Mobile Meeting Guide App</td>
<td>9</td>
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<td>Sept. 2018</td>
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<td>Registration Package</td>
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<td>$75,000</td>
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<td>CONVENTION CENTER</td>
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</tr>
<tr>
<td>Ad Banners</td>
<td>11</td>
<td>$30,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Cardiovascular Expert Theaters</td>
<td>11</td>
<td>$30,000-$65,000</td>
<td>Aug. 2018</td>
</tr>
<tr>
<td>Charging Lounge/Stations</td>
<td>11</td>
<td>$80,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Communication Centers</td>
<td>12</td>
<td>$50,000</td>
<td>Sept. 2018</td>
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<tr>
<td>Digital Signage</td>
<td>12</td>
<td>$10,000-$20,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>EP and Interventional Central</td>
<td>13</td>
<td>$10,000 each</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Escalator Decals</td>
<td>12</td>
<td>$55,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Networking Lounge: Early Career and FIT</td>
<td>14</td>
<td>$37,500 - $75,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Networking Lounge: FAHA</td>
<td>15</td>
<td>$37,500 - $75,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Health Innovation Pavilion</td>
<td>16</td>
<td>$25,000 - $100,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Networking Lounge: Women in Science and Medicine</td>
<td>17</td>
<td>$37,500 - $75,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Rotating Kiosks</td>
<td>18</td>
<td>$15,000</td>
<td>Sept. 2018</td>
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<tr>
<td>Science &amp; Technology Hall Breaks</td>
<td>18</td>
<td>$20,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Science &amp; Technology Hall Aisle Signs</td>
<td>18</td>
<td>$100,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Science &amp; Technology Hall Park Benches</td>
<td>19</td>
<td>$55,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Science &amp; Technology Hall Restaurant Sponsorship</td>
<td>19</td>
<td>$15,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Sitting Cubes</td>
<td>19</td>
<td>$50,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Stair Clings</td>
<td>19</td>
<td>$50,000</td>
<td>Sept. 2018</td>
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<tr>
<td>Walking Challenge</td>
<td>20</td>
<td>$100,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Window Clings</td>
<td>20</td>
<td>$28,000</td>
<td>Sept. 2018</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>PAGE</th>
<th>PRICE RANGE</th>
<th>SPACE DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CITYWIDE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Airport Billboards: Midway</td>
<td>22</td>
<td>$15,000-$40,000</td>
<td>Oct. 2018</td>
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<tr>
<td>Airport Billboards: O’Hare</td>
<td>23</td>
<td>$40,000-$50,000</td>
<td>Oct. 2018</td>
</tr>
<tr>
<td>Shuttle Bus Banners/Headrests</td>
<td>24</td>
<td>$75,000-$100,000</td>
<td>Aug. 2018</td>
</tr>
<tr>
<td>Taxi TV Network</td>
<td>24</td>
<td>$5,000-$12,000</td>
<td>Oct. 2018</td>
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<tr>
<td>HOTEL</td>
<td></td>
<td></td>
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<tr>
<td>Dark Channel</td>
<td>25</td>
<td>$2,500</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Hotel Key Cards</td>
<td>25</td>
<td>$25,000</td>
<td>Aug. 2018</td>
</tr>
<tr>
<td>Hotel Room Drop: Doctors Bag</td>
<td>26</td>
<td>$8,240-$28,740</td>
<td>Oct. 2018</td>
</tr>
<tr>
<td>Individual Hotel Room Drop</td>
<td>26</td>
<td>$28,050-$45,000</td>
<td>Oct. 2018</td>
</tr>
<tr>
<td>Hyatt Regency Chicago</td>
<td>27</td>
<td>$8,500-$15,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Big Bar Clings</td>
<td>27</td>
<td>$6,500</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Floor Decals</td>
<td>27</td>
<td>$5,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Glass Railing on Mezzanine</td>
<td>27</td>
<td>$15,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Lobby Column Wraps</td>
<td>27</td>
<td>$15,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Lobby Escalator Cling/Runner</td>
<td>28</td>
<td>$15,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Lobby Staircase Cling</td>
<td>28</td>
<td>$15,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Window Clings</td>
<td>28</td>
<td>$10,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Hyatt Regency McCormick Place</td>
<td>29</td>
<td>$5,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Digital Monitors</td>
<td>29</td>
<td>$5,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Elevator Digital Screens</td>
<td>29</td>
<td>$5,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Floor Clings</td>
<td>30</td>
<td>$5,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Front Desk Clings</td>
<td>30</td>
<td>$10,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Front Drive Banner</td>
<td>30</td>
<td>$10,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Front Drive Column Wraps</td>
<td>30</td>
<td>$10,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Lobby Column Wraps</td>
<td>31</td>
<td>$20,000</td>
<td>Sept. 2018</td>
</tr>
<tr>
<td>Restaurant Column Wraps</td>
<td>31</td>
<td>$10,000</td>
<td>Sept. 2018</td>
</tr>
</tbody>
</table>

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

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

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

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

Space reservation deadline: Sept. 27, 2018
Materials due: Oct. 4, 2018
$25,000 single sponsorship

Conference Bag Inserts

Distribution
Distributed to professional attendees at registration.

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

Space reservation deadline: Oct. 8, 2018
Materials due: Oct. 22, 2018
$40,000 per insert limit five

Convention Center Map

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

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

Exclusive Opportunity Includes:
- Sponsor front cover logo
- Back cover ad
- Display ad on side two

Space reservation deadline: Sept. 21, 2018
Materials due: Sept. 28, 2018
$28,500 single sponsorship

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

**Advertising Rates**

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$25,000  per issue</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$20,000  per issue</td>
</tr>
<tr>
<td>Full Page Ad</td>
<td>$12,500  per issue</td>
</tr>
<tr>
<td>Junior Ad</td>
<td>$20,000  all three issues</td>
</tr>
<tr>
<td>Additional Junior Ad space for PI</td>
<td>$10,000  all three issues</td>
</tr>
<tr>
<td>(in conjunction with Junior Ad purchase only)</td>
<td></td>
</tr>
<tr>
<td>Banner Ad on center spread with Science &amp; Technology Hall map</td>
<td>$40,000  all three issues</td>
</tr>
</tbody>
</table>

**Banner Ad on Center Spread**

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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).
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.
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

<table>
<thead>
<tr>
<th>Early Bird Rate</th>
<th>After May 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>By May 30</td>
<td>After May 30</td>
</tr>
<tr>
<td>9,400 quantity* per insert</td>
<td>$ 5,720 per insert</td>
</tr>
<tr>
<td></td>
<td>$ 6,290 per insert</td>
</tr>
</tbody>
</table>

* 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

<table>
<thead>
<tr>
<th>Early Bird Rate</th>
<th>After May 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>By May 30</td>
<td>After May 30</td>
</tr>
<tr>
<td>Full Page</td>
<td>$ 9,655</td>
</tr>
<tr>
<td>Full Page PI</td>
<td>$ 3,925</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$ 8,485</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$ 8,115</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$ 7,740</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>$ 6,895</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$ 6,265</td>
</tr>
<tr>
<td>Bolded Listing with Logo</td>
<td>$ 530</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$15,380</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$13,525</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$12,065</td>
</tr>
</tbody>
</table>

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

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.

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
bbianey@ascendmedia.com

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

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

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

**Science & Technology Hall Planner**

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

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

**Space reservation deadline:**
Sept. 17, 2018

**Materials due:**
Sept. 24, 2018

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

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

**DRIVE BOOTH TRAFFIC!**

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

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

**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

<table>
<thead>
<tr>
<th></th>
<th>Early Bird Rate By May 30</th>
<th>After May 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover Panel</td>
<td>$8,460</td>
<td>$9,310</td>
</tr>
<tr>
<td>Full Panel</td>
<td>$6,210</td>
<td>$6,835</td>
</tr>
<tr>
<td>1/2 Panel</td>
<td>$3,690</td>
<td>$4,070</td>
</tr>
</tbody>
</table>

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

DIGITAL

Article Index Page

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

Space reservation deadline:
Sept. 19, 2018
for maximum exposure

Materials due:
Varies by purchase date

Leaderboard Ad:
$5,000
Limited to three rotating advertisers

Tower Ad:
$3,900
Limited to three rotating advertisers

ePreviews & eHighlights

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

Content
Registration information and key event planning resources.

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

Content
Unofficial Satellite Events times and locations.

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

Content
Highlights from Scientific Sessions.

Blast Schedule

<table>
<thead>
<tr>
<th>ePreview</th>
<th>Space Reservation Deadline</th>
<th>Materials Due</th>
</tr>
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<tbody>
<tr>
<td>#1: mid-Aug</td>
<td>July 17, 2018</td>
<td>July 24, 2018</td>
</tr>
<tr>
<td>#2: late August</td>
<td>July 31, 2018</td>
<td>Aug. 7, 2018</td>
</tr>
<tr>
<td>#3: mid-September</td>
<td>Aug. 14, 2018</td>
<td>Aug. 21, 2018</td>
</tr>
<tr>
<td>#4: late September</td>
<td>Aug. 28, 2018</td>
<td>Sept. 4, 2018</td>
</tr>
<tr>
<td>#5: mid-October</td>
<td>Sept. 12, 2018</td>
<td>Sept. 19, 2018</td>
</tr>
<tr>
<td>#6: late October</td>
<td>Sept. 25, 2018</td>
<td>Oct. 2, 2018</td>
</tr>
<tr>
<td>#7: early December</td>
<td>Nov. 21, 2018</td>
<td>Nov. 28, 2018</td>
</tr>
<tr>
<td>#8: late December/early January</td>
<td>Nov. 28, 2018</td>
<td>Dec. 5, 2018</td>
</tr>
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Advertising Rates

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

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

DIGITAL

**Mobile Meeting Guide App**

Available for download before, during and after Scientific Sessions. Supporter receives:
- Corporate logo recognition on opening app screen
- Corporate or product banner ad at top of main menu page
- Corporate recognition on all marketing pieces
- One complimentary alert sent each day
- An enhanced exhibitor listing within mobile app

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

**Alert Notifications**

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

**Push Alert Requirements:**
- **Subject line:** 28 characters, including spaces
- **Body of alert:** 160 characters, including spaces

**Enhanced Exhibitor Listing**

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

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

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

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

**$10,441 DOWNLOADS IN 2017**

**$5,000 each**

**$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

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

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

Space reservation deadline: Aug. 17, 2018
Materials due: Aug. 24, 2018
$30,000

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

Space reservation deadline: Aug. 17, 2018
Materials due: Aug. 24, 2018
Closed Lunch Theater
(price for both international and domestic sessions; seating for 200)
$65,000 per time slot
Open Air Lunch Theater
(seating for 200)
$55,000 per time slot
Morning or Afternoon Closed Theater
(seating for 200)
$30,000 per time slot

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

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

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

Space reservation deadline: Sept. 3, 2018
Materials due: Sept. 7, 2018
$80,000 single sponsorship

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

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

Space reservation deadline: Sept. 3, 2018
Materials due: Sept. 7, 2018
$50,000 per Communication Center

Digital Signage

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

Space reservation deadline: Sept. 24, 2018
Materials due: Oct. 1, 2018
$10,000 for 15-second ad
$15,000 for 30-second ad
$20,000 for 60-second ad

Escalator Decals

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

Space reservation deadline: Sept. 3, 2018
Materials due: Sept. 7, 2018
$50,000 per location

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

EP and Interventional Central

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

EP Central

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

Interventional Central

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

Sponsorship of Each Lounge/Education Center Includes:

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

Space reservation deadline: Sept. 3, 2018
Materials due: Sept. 7, 2018
$10,000 per location
(Only two sponsorships available in each lounge/education center. First-come, first served.)

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

CONVENTION CENTER

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

Networking Lounge: Early Career and FIT

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

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

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

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

Space reservation deadline: Sept. 3, 2018
Materials due: Sept. 7, 2018
$37,500 each for two sponsors or $75,000 for exclusive sponsorship

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

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

### Convention Center

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Details</th>
<th>Deadline</th>
<th>Due Date</th>
<th>Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Science &amp; Technology Hall Park Benches</strong></td>
<td>Grab the attention of professional attendees as they walk through the Science &amp; Technology Hall.</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Sponsorship includes:</strong></td>
<td>• 10 park benches with single graphic panel on each bench</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Floor graphic in front of bench</td>
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<td></td>
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</tr>
<tr>
<td><strong>Space reservation deadline:</strong></td>
<td>Sept. 3, 2018</td>
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</tr>
<tr>
<td><strong>Materials due:</strong></td>
<td>Sept. 7, 2018</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cost:</strong></td>
<td>$55,000 single sponsorship</td>
<td></td>
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</tr>
</tbody>
</table>

| **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. | Space reservation deadline: Sept. 3, 2018 | Materials due: Sept. 7, 2018 | $15,000 single sponsorship |
| **Sponsorship includes:**                       | • Meterboard at restaurant entrance for sponsor.                                             |           |               |                           |                                            |
|                                                 | • Sponsor may, at its own expense, brand the restaurant with napkins, centerpieces and other materials. |           |               |                           |                                            |

| **Sitting Cubes**                              | Located in high-traffic areas throughout the convention center, these sitting cubes are sturdy, creative, stylish and eye-catching. | Space reservation deadline: Sept. 3, 2018 | Materials due: Sept. 7, 2018 | $50,000 single sponsorship |
| **Sponsorship includes:**                       | • Customize these multipurpose stools with your company’s corporate or product branding.   |           |               |                           |                                            |
|                                                 | • Sponsorship includes 100 cubes.                                                          |           |               |                           |                                            |

| **Stair Clings**                                | Make a bold statement by including your message on the grand staircase in McCormick Place.  | Space reservation deadline: Sept. 3, 2018 | Materials due: Sept. 7, 2018 | $50,000 per set |
| **Sponsorship includes:**                       | • 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. |           |               |                           |                                            |

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
MARKETING OPPORTUNITIES

BOOTH DRIVERS

Abstracts on USB

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

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

Space reservation deadline: July 13, 2018
Materials due: July 28, 2018
$175,000 single sponsorship

Posters MD

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

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

Space reservation deadline: Sept. 3, 2018
Materials due: Sept. 10, 2018
$75,000 single sponsorship

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

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

Airport Billboards: Chicago Midway International Airport

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

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

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

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

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

rights only

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

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

CITYWIDE

Airport Billboards: O’Hare International Airport

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

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

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

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

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

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

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

**Space reservation deadline:** Aug. 24, 2018  
**Materials due:** Sept. 7, 2018

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

In 2017, more than 60,000 attendees were transported on shuttle buses.

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

HOTEL

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

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

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

Space reservation deadline: Aug. 10, 2018
Materials due: Aug. 27, 2018
$25,000 rights only, single sponsorship

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

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

Suggested Items Include:
Water bottles, custom chocolates and heart-healthy evening snacks, etc.

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

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

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.

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**

<table>
<thead>
<tr>
<th>Section</th>
<th>Details</th>
<th>Deadline</th>
<th>Cost</th>
<th>Notes</th>
</tr>
</thead>
</table>
| **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. | Sept. 14, 2018 | Glass Cling: $15,000  
                          |                          |                |                               | · $8,500 each  
                          |                          |                |                               | rights only, single sponsorship | Sept. 21, 2018 | 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’.                                           | Sept. 14, 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 | Sept. 14, 2018 | $15,000  
                          |                          |                |                               | rights only, single sponsorship | Sept. 21, 2018 |                                                                       |
| **Lobby Column Wraps**   | Your message greets attendees on three columns as they approach the front desk or the BIG Bar. | Sept. 14, 2018 | $15,000  
                          |                          |                |                               | rights only, single sponsorship | Sept. 21, 2018 |                                                                       |

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

Handling fees for shipments received by hotels may apply. All rates are net. Cancellations are nonrefundable. All quantities are based on projected attendance and room blocks.
## HOTEL: Hyatt Regency Chicago

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

<table>
<thead>
<tr>
<th>Space reservation deadline:</th>
<th>Sept. 14, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials due:</td>
<td>Sept. 21, 2018</td>
</tr>
<tr>
<td>$15,000</td>
<td>rights only, single sponsorship</td>
</tr>
</tbody>
</table>

### 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.

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</tr>
</thead>
<tbody>
<tr>
<td>Materials due:</td>
<td>Sept. 21, 2018</td>
</tr>
<tr>
<td>$15,000</td>
<td>rights only, single sponsorship</td>
</tr>
</tbody>
</table>

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

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</thead>
<tbody>
<tr>
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<tr>
<td>$10,000</td>
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</tr>
</tbody>
</table>

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

All rates are net. Cancellations are nonrefundable. All quantities are based on projected attendance and room blocks.
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
$10,000 rights only, single sponsorship

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

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

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For details on sponsorship opportunities, please visit https://www.plantour.com/show/aha-2018/home
Please fill out this form to place an order and TO BE INVOICED according to the Terms below:

Phone: _________________________________   Fax:  _____________________________ E-mail: ____________________________________________________________

Billing Address: _______________________________________________________________ City, State, ZIP: ____________________________________________________

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**Print Opportunities**

- **Attendee Welcome Guide** $25,000
- **Conference Bag Insert** Per insert $40,000
- **Convention Center Map** Single Sponsorship $28,500

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**Daily Newspaper**
- Back Cover $25,000 per issue
- Inside Front Cover $20,000 per issue
- Full Page $7,500 per issue
- Junior Ad $2,500 per issue
- Junior Ad Space $1,000 per issue
- Banner $40,000 three issues

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**Final Program**
- Inside Front Cover $25,000
- Back Cover $40,000
- Inside Back Cover $15,000
- Website linking feature $2,500

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**Poster Hall Map** Single Sponsorship $24,000

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**Pre-Meeting Mailer** Per insert $6,290

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**Preview/Preliminary Program**
- Full Page $10,620
- Full Page Pl $4,315
- 2/3 Page $9,035
- 1/2 Page Island $6,965
- 1/2 Page Horizontal $9,515
- 1/2 Page Vertical $7,590
- 1/4 Page $6,885
- Blinded Listing with Logo $580
- Back Cover $16,920
- Inside Front Cover $14,860
- Inside Back Cover $13,380

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**Science & Technology Hall Planner**
- Full Page $9,790
- Full Page Pl $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

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**Symposia Locator Map**
- Back Cover Panel $9,310
- Full Panel $6,835
- 1/2 Panel $4,070

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**Digital Opportunities**

- **Article Index Page**
  - Lead/Leaderboard Ad $5,000
  - Tower Ad $3,900
- **Housing Confirmation** $55,000

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**Mobile Marketing**

- Mobile Marketing Guide App $75,000
- Alert Notifications $6,000 each
- Enhanced Exhibitor Listing $7,500 each
- Registration Package $75,000

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**ePreviews & eHighlights**

- **Mid-August ePreview #1**
  - Leaderboard Ad $6,780
  - Full Banner Ad 1 $5,890
  - Full Banner Ad 2 $5,890
  - Half Banner Ad (two available) $3,500
  - Medium Rectangle Ad (two available) $4,120

- **Late August ePreview #2**
  - Leaderboard Ad $6,780
  - Full Banner Ad 1 $5,890
  - Full Banner Ad 2 $5,890
  - Half Banner Ad (two available) $3,500
  - Medium Rectangle Ad (two available) $4,120

- **Mid-September ePreview #3**
  - Leaderboard Ad $6,780
  - Full Banner Ad 1 $5,890
  - Full Banner Ad 2 $5,890
  - Half Banner Ad (two available) $3,500
  - Medium Rectangle Ad (two available) $4,120

- **Late September ePreview #4**
  - Leaderboard Ad $6,780
  - Full Banner Ad 1 $5,890
  - Full Banner Ad 2 $5,890
  - Half Banner Ad (two available) $3,500
  - Medium Rectangle Ad (two available) $4,120

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**ePreviews & eHighlights**

- **Mid-August ePreview #5**
  - Leaderboard Ad $6,780
  - Full Banner Ad 1 $5,890
  - Full Banner Ad 2 $5,890
  - Half Banner Ad (two available) $3,500
  - Medium Rectangle Ad (two available) $4,120

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**Convention Center Opportunities**

- **Ad Banners** $30,000
- **Cardiovascular Expert Theaters**
  - Closed Lunch Theater $85,000
  - Open Air Lunch Theater $65,000

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**Print Opportunities**

- **Single Sponsorship** $75,000
- **Exclusive Sponsorship** $75,000
- **Exclusive Sponsorship** $75,000
- **Exclusive Sponsorship** $75,000
- **Exclusive Sponsorship** $75,000

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**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 is 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.

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

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**To Pay by Credit Card, Please Contact Your Account Manager by Phone or E-mail.**

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**Please send insertions orders to:**

Cathleen Gorby
913-733-9552
cgorby@ascendmedia.com

Please send remittances to:

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

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

Please contact Cathleen Gorby at cgorby@ascendmedia.com to reserve your space today!

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

**COMPANY NAME:** 

**BOOTH:** 

**COMPANY ADDRESS:** 

**PHONE:** 

**CHOOSE A SIZE AND SUITE NUMBER**

- 10’ x 10’ Business Suite: $3,750
- 10’ x 20’ Business Suite: $7,500
- 20’ x 20’ Business Suite: $14,000
- Premium Business Suite: $40,000 (3 available)

Business Suite selection number: __________

All business suites are carpeted, fully enclosed and include partial ceilings for noise reduction. 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/

**CONTACT CATHLEEN GORBY**

913-780-6923
cgorby@ascendmedia.com

to reserve your preferred placement.

**PAYMENT OPTIONS**

**INVOICE:**

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

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

**PAY ONLINE:**

Visit exhibitatsessions.org for instructions.

**PAY BY CHECK:**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

AHA rules and regulations for inserts and hotel delivery items:

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

Please refer to the AHA Scientific Sessions website for advertising guidelines and restrictions (exhibitatsessions.org) AHA at any point may choose not to approve marketing pieces at its own discretion.
ADVERTISING SPECIFICATIONS

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

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

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

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

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

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

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

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

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

Inserts for Planner
- Size restrictions may apply.
- Prototype required.
- Bindery charges may apply.

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

Doctors Bag — important notes
- All advertising is subject to 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:

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.
AD SIZES AND DIMENSIONS
(WIDTH X HEIGHT)

PREVIEW
Publication size: 8-3/8" x 10-7/8" (finished size)
Trim: Final page dimensions.
Bleed: Size required for an ad to bleed off the edges of a page. (1/8" past trim)
Safety/Live Area: All text and graphics not intended to bleed. (1/4" from trim)

SCIENCE AND TECHNOLOGY HALL PLANNER
Publication size: 8-3/8" x 10-7/8" (finished size)
Trim: Final page dimensions.
Bleed: Size required for an ad to bleed off the edges of a page. (1/8" past trim)
Safety/Live Area: All text and graphics not intended to bleed. (1/4" from trim)

ATTENDEE WELCOME GUIDE
Bleed 3-11/16" x 8-3/4"
Trim 3-11/16" x 8-1/2"
Safety/Live Area 3-7/16" x 8"

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

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)

SYMPOSIA LOCATOR MAP
Back Panel 4-3/4" x 9-3/8"
Trim 4-1/2" x 9-1/8"
Safety/Live Area 4" x 8-5/8"
Non-bleed Ad 4" x 8-5/8"

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

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).