PRELIMINARY EXHIBIT PROSPECTUS

CONNECT ONE-ON-ONE WITH THE WORLD’S MOST INFLUENTIAL STROKE AND CEREBROVASCULAR EXPERTS.
**BY THE NUMBERS**

4,300+ PROFESSIONAL ATTENDEES*

2,711 PHYSICIANS AND OTHER HEALTHCARE PROFESSIONALS*

855 NURSES/NURSE PRACTITIONERS*
529 RESEARCH SCIENTISTS*
263 NON-HEALTHCARE PROFESSIONALS*

NEARLY 80% OF THE 2018 ISC AUDIENCE WAS COMPRISED OF PHYSICIANS AND NURSES/NURSE PRACTITIONERS

ISC PHYSICIAN AND OTHER HEALTHCARE PROFESSIONAL ATTENDEES REPRESENT MORE THAN 5 MILLION PATIENTS

*2018 ISC registration data. **2018 ISC attendee survey data.
HOW WE DRIVE ATTENDEES TO THE ISC SCIENCE & TECHNOLOGY HALL

• **Dedicated exhibit hours** give you direct access to more than 4,300 stroke healthcare professionals.

• **Expert Theaters** inside the Science & Technology Hall bring the latest advances in stroke and cardiovascular product and therapeutic treatments, with complimentary snacks and lunches provided by the American Heart Association/American Stroke Association.

• **Official educational programming**, including Poster Presentations, Rapid Fire Theaters and HealthTech sessions, co-located in the Science & Technology Hall focus on the latest in stroke and cerebrovascular medicine and treatment.

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

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

• **Charging lounges** allow attendees to power up and get online without leaving the Hall.

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

• **VIP** passes (distributed by you) bring your customers to the Science & Technology Hall.

• **Complimentary lunches** for attendees in Expert Theaters in the Science & Technology Hall.

12 HOURS OF EXHIBIT TIME, INCLUDING TIME WITH LIMITED SIMULTANEOUS EDUCATIONAL PROGRAMMING TO INCREASE TRAFFIC IN THE SCIENCE & TECHNOLOGY HALL.
EXHIBITING DATES & RATES

Onsite renewal rate through Feb. 28, 2019 .................. $34 per sq. ft.
Through Aug. 1, 2019 ............................................. $36 per sq. ft.
Beginning Aug. 2, 2019 ............................................. $38 per sq. ft.
The minimum booth size is 10’ x 10’. There is no additional charge for corners or islands.

Public service rate .................................................. $20 per sq. ft.
Public service space is subject to availability. This discounted rate is only available in the nonprofit designated area on the floor. Proof of nonprofit status must be attached to the application for all new organizations. Once the area is sold out, base rates will apply.

Submission of application does not constitute acceptance or approval by AHA/ASA. AHA/ASA requires a 50% deposit by Aug. 1, 2019, before exhibit space will be confirmed. Beginning Aug. 2, 2019, AHA/ASA requires payment in full and retains 100% of contracted fee for space reduction or cancellation.

Exhibitor Registration and Housing open dates TBD.
Housing confirmations sent as processed
Exhibitor Service Kit available Aug. 15, 2019

CANCELLATION SCHEDULE

Before Aug. 1, 2019
AHA/ASA retains 50% of contracted exhibit space

Beginning Aug. 2, 2019
AHA/ASA retains 100% of contracted exhibit space

EXHIBIT DATES & HOURS

Wednesday, Feb. 19, 2020
10 a.m.-4 p.m.
Thursday, Feb. 20, 2020
10 a.m.-4 p.m.

BREAKS

Hours during which only limited programming is going on.
10:15-10:30 a.m.
Noon-1:30 p.m.
3-3:30 p.m.

YOUR EXHIBITS TEAM

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

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APPLY ONLINE AT exhibitatstroke.org

Dates and times are subject to change.
## ISC 2020 Marketing Opportunities

### YOUR ISC 2020 BOOTH RESERVATION ISN’T COMPLETE UNTIL YOU TELL ATTENDEES WHY THEY SHOULD COME TO YOUR BOOTH!

All sponsors and advertisers receive corporate name recognition in:
- Final Program
- ISC Stroke Daily News
- Large official contributor sign located in high-traffic area of convention center
- Mobile Meeting Guide App

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

### OPPORTUNITY | PRICE RANGE | SPACE DEADLINE
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**PRINT**
Attendee Welcome Guide | $11,845 | Jan. 2020
Conference Bag Inserts | $10,500 | Dec. 2019
Convention Center Map | $8,240 | Jan. 2020
Final Program | $25,500 | Nov. 2019
ISC Stroke Daily News | $300-$26,435 | Dec. 2019
Newsstand Premium | $9,475 | Dec. 2019

**DIGITAL**
Abstracts on USB | $40,500 | Oct. 2019
Article Index Page | $2,000-$2,560 | Jan. 2020
ePreviews and eHighlights | $1,340-$3,240 | Nov. 2019-Feb. 2020
Housing Confirmation Package Emails | $9,500 | Aug. 2019
Mobile Meeting Guide App | $5,150-$22,500 | Nov. 2019
Registration Package Emails | $15,500 | Aug. 2019

**CONVENTION CENTER**
Ad Banners | $12,500 | Nov. 2019
Charging Lounge and Charging Stations | $15,500 | Nov. 2019
Coffee Break | $10,000+ | Jan. 2020
Communication Center | $15,500 | Nov. 2019
Expert Theater | $25,000 | Nov. 2019
ISC Nursing Symposium Coffee Break | $5,000 | Jan. 2020
Rotating Kiosks | $6,200-$15,500 | Nov. 2019
Science & Technology Hall Aisle Signs | $30,500 | Nov. 2019
Science & Technology Hall Park Benches | $25,000 | Nov. 2019
Sitting Cubes | $25,000 | Nov. 2019
Walking Challenge | $50,000 | Nov. 2019

**HOTEL**
Dark Channel | $1,545 | Jan. 2020
Doctors Bag | $3,300-$11,670 | Dec. 2019
Hotel Key Cards | $10,500 | Nov. 2019
Individual Hotel Room Drop | $9,550-$18,100 | Jan. 2020

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