



American Heart Association®

Scientific Sessions

An **Experiential Addendum**
to the Scientific Sessions' Prospectus

The body's most important organ.
The industry's most important body.

**The perfect
opportunity to
appeal to both.**

**As the nation's oldest
and largest voluntary
organization dedicated
to cardiovascular health**

the American Heart Association is committed to fighting heart disease and stroke—the world's first-and fifth-leading causes of death.

With more than 33 million volunteers and 3,400 employees, no organization does more to be a relentless force for promoting longer and healthier lives.

American Heart Association members are at the forefront of cardiovascular and stroke health and well-being, and the annual event, Scientific Sessions, is a critical component of that effort.

It's at Scientific Sessions that the world's leading thinkers and preeminent cardiovascular healthcare professionals convene to discuss, debate, and ultimately overcome the challenges of ridding the world of cardiovascular disease and stroke.



You know you're making a difference when one of the ROIs of your sponsorship is goosebumps.

It's a common response

that comes from knowing your brand is partnering with such a worthy cause and helping make a significant difference in cardiovascular care and health.

Scientific Sessions has been deliberately designed to facilitate meaningful interaction between attendees and your brand, giving you the opportunity to sponsor the very experiences that play a central role in setting the tone for the entire event.

It's a rare opportunity to meet your audience where they are, literally, increasing the visibility of your brand among an influential and high-profile audience of the world's top cardiovascular healthcare professionals. Professionals who have access to more than 15 million patients a year.

From event transportation and the activity-filled Regiception to the Wellness Center and the Healthy Food Market, Scientific Sessions gives you the flexibility to prioritize quality engagement while fostering meaningful interaction between attendees and your brand.

It's a partnership that will help secure a place for your brand in the hearts and minds of the world's most preeminent cardiovascular healthcare professionals.

REGICEPTION

REGISTRATION + RECEPTION

Be at the forefront of an opening experience that integrates event registration with a reception, allowing attendees to check in, network, and engage in an on-arrival experience.

When you consider the time, energy, and resources that go into finding just the right media placement, the opportunity to have your brand front and center of the world's largest gathering of cardiovascular healthcare professionals makes a lot of sense. It's an opportunity not just to make a good first impression but a lasting one as well. After all, the Regiception is the one place where every attendee is certain to visit and the one touchpoint your brand can claim as its own.

Only one organization will be awarded this premium placement, so act fast. Because, as they say, you only get one chance to make a good first impression.

Sponsor Contribution (exclusive)

\$350,000

Sponsor Benefits Include:

- Three hours of networking
- Passed hors d'oeuvres
- Specialty cocktails
- Roving registration
- Lounge seating
- Live music
- Logo on attendee name badges
- Branded signage throughout attendee and central registration
- One piece of collateral in each attendee's event registration conference bag
- Racks for sponsor's collateral
- Brand featured on all registration marketing materials:
 - » Final Program
 - » Conference Preview
 - » Daily Newspaper
 - » Science and Technology Hall Planner
- One eBlast promotion during Regiception featuring sponsor logo
- Mobile app push alert
- Option for sponsor to provide branded napkins and linens
- 30-second commercial to run on the plasma screen (between trivia games and football)
- Table tennis tables with sponsor logo
- Recognition on supporter wall at conference

RIDE SHARE

Let your brand be the main transportation carrier throughout Scientific Sessions.

It goes without saying that every attendee of Scientific Sessions is going places. And you can help them get there.

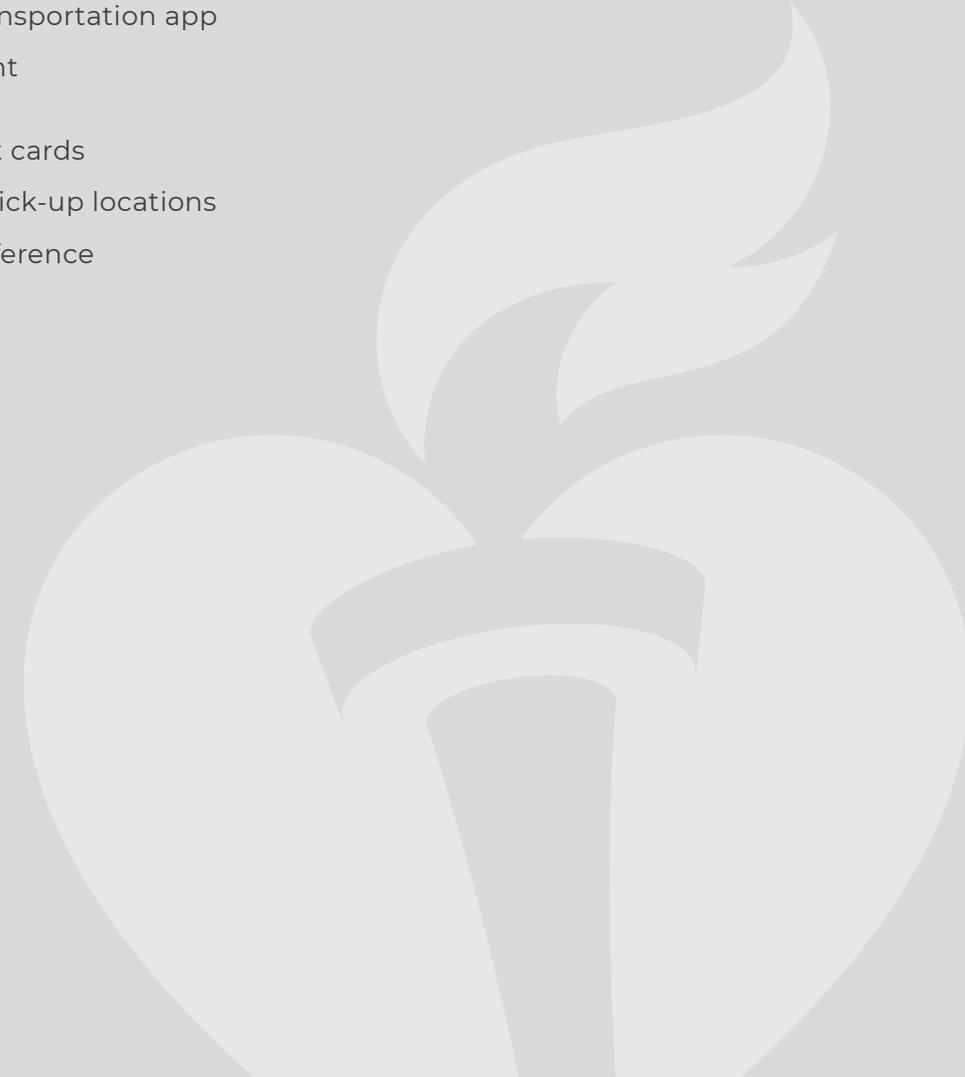
As the main provider of transportation for individuals and small groups, your brand will be uniquely positioned to drive traffic to your organization while reducing traffic on the streets of Philadelphia. Your brand will also be at the center of new connections between attendees as they carpool throughout Philadelphia.

Just think: being the main sponsor of Scientific Sessions transportation could give both your bottom line and the world's most prominent cardiovascular healthcare professionals just the lift they need.

Sponsor Contribution (exclusive)

\$30,000

Sponsor Benefits Include:

- Branding included on customized transportation app
 - Logo featured prominently on all event transportation vehicles
 - Logo included on all gift and discount cards
 - Signage at designated drop-off and pick-up locations
 - Recognition on supporter wall at conference
- 

LUNCH AND LEARN

Give your brand an opportunity to directly engage with attendees on the topics that matter most to them.

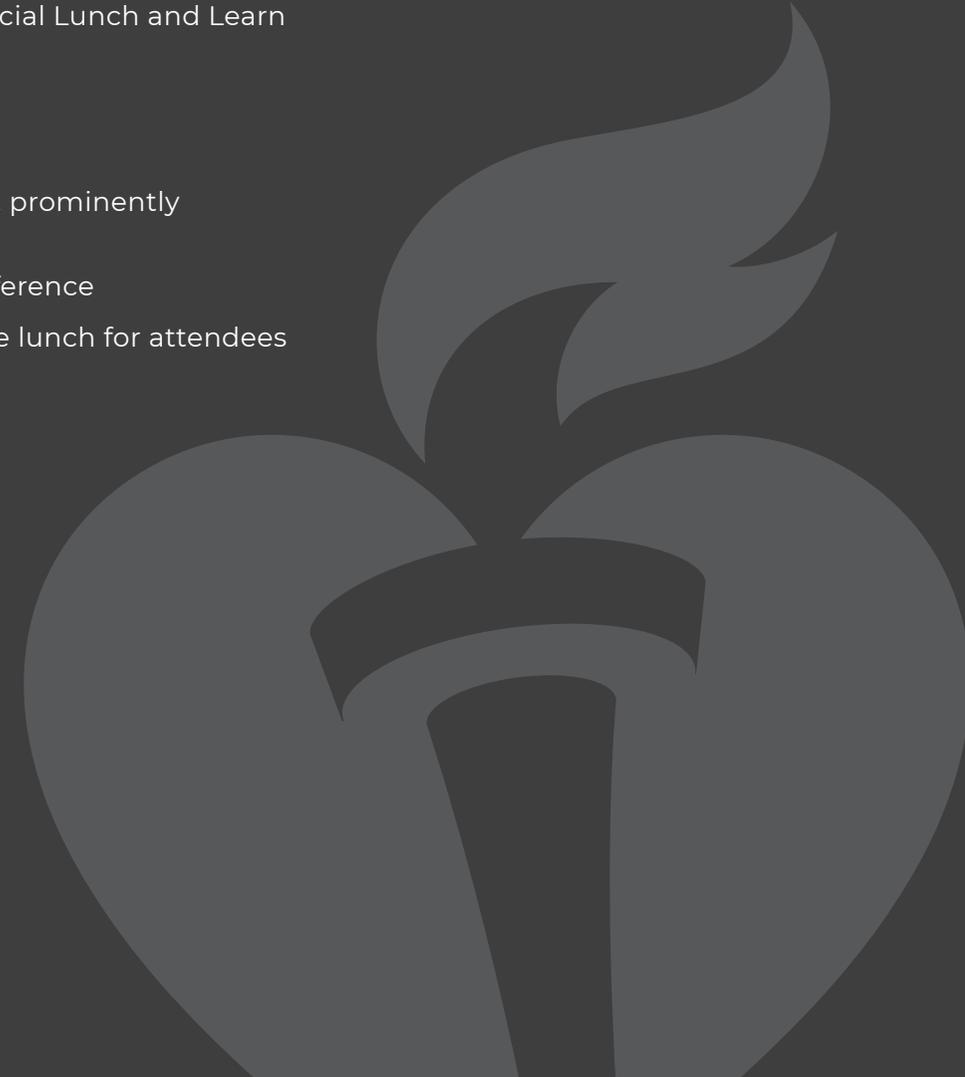
Talk about a conversation piece. Why not give your brand a seat at the table as the world's premier cardiovascular healthcare professionals discuss and debate the industry's most pertinent developments, trends, and issues?

Participants sign up for tables based on topics, facilitators, or both. This is your opportunity for your brand to champion a conversation, complete with branded table tents and dedicated space for your promotion.

Sponsor Contribution (non-exclusive)

\$75,000

Sponsor Benefits Include:

- Prominent sponsor recognition in official Lunch and Learn area (on show floor)
 - Sponsor participation in discussions
 - Table tents with logo
 - Mobile app pushing Lunch and Learn, prominently featuring sponsor logo
 - Recognition on supporter wall at conference
 - American Heart Association to provide lunch for attendees
- 

DINE AROUND TOWN

Prearranged reservations at restaurants around Philadelphia allow you to connect with attendees in a more casual environment.

The buzz around town is that this could be the perfect opportunity to get your brand in front of the world's premier cardiovascular healthcare professionals as they convene at predetermined Philadelphia eateries to talk shop.

In addition to getting to enjoy a taste of Philadelphia's famous cuisine, attendees choose a topic of interest and join seven of their colleagues, a representative from your brand, and an industry facilitator for a deep dive into that topic.

This is your best opportunity to sponsor entire groups of Scientific Sessions attendees and take part in the conversation in a social, casual setting.

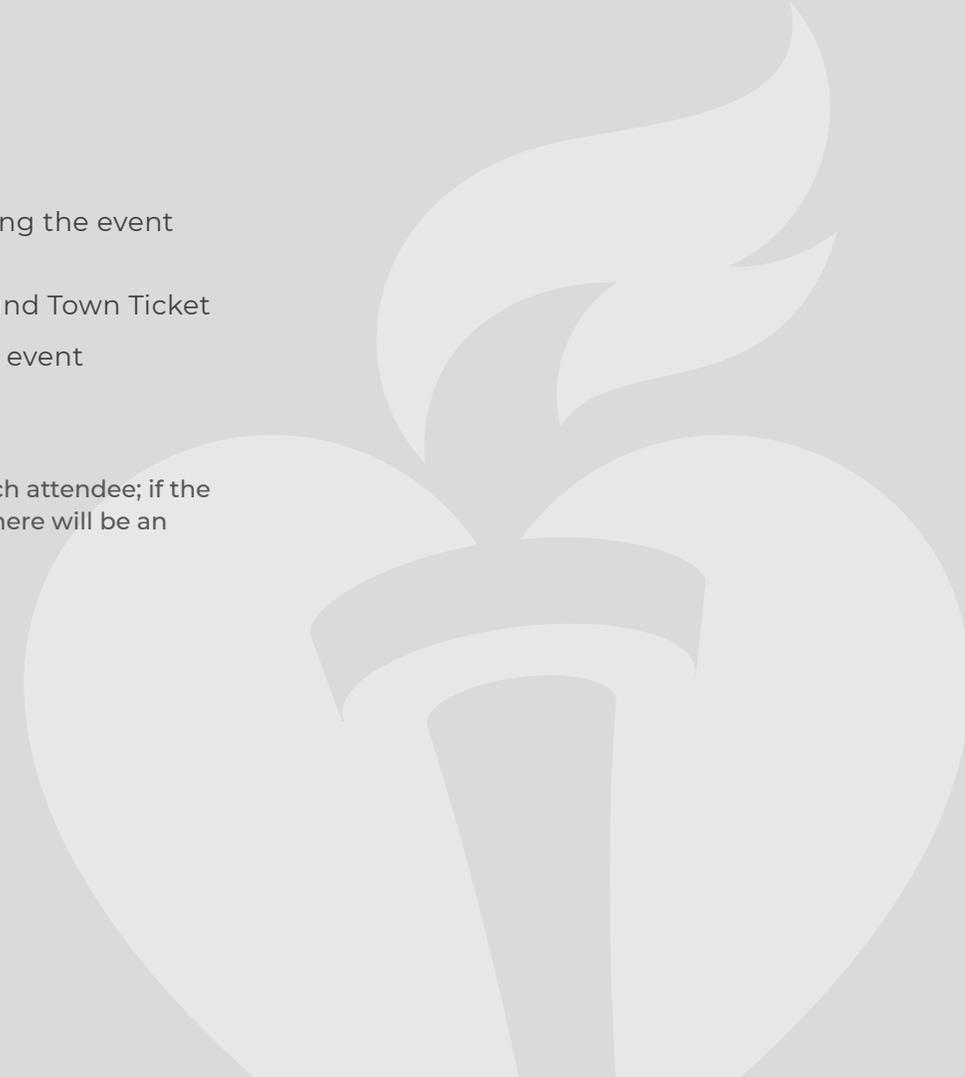
Sponsor Contribution (non-exclusive)

\$5,000

Sponsor Benefits Include:

- Sponsor participation in dinners
- Provided industry facilitator
- Pre-arranged dinner reservation
- One drink ticket/attendee
- Event signage featuring logo promoting the event within registration
- Sponsor recognition on the Dine Around Town Ticket
- Mobile App Push Alert promoting the event

*The cost of dinner is the responsibility of each attendee; if the sponsor wants to cover the cost of dinners, there will be an additional fee.



BRAINDATES

Connect the finest minds in cardiovascular healthcare by sponsoring Braindates in partnership with E180.

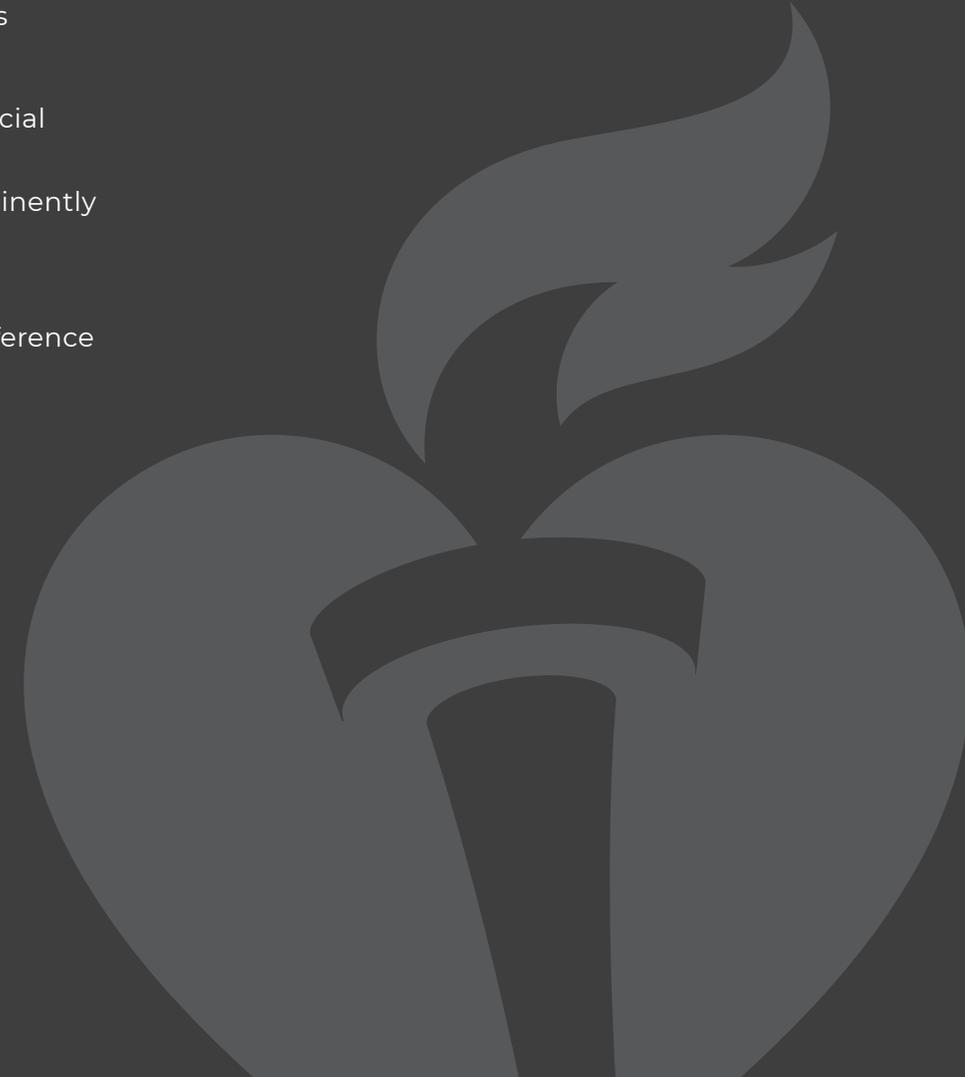
Braindates are about sharing knowledge. They are one-on-one or group conversations that are booked in advance of Scientific Sessions using match-making technology. Participants book conversations based on interest areas, specific topics, or affinity connections.

This is your opportunity to put your brand at the forefront of the most important aspects of Scientific Sessions—insight, inspiration, and connection.

Sponsor Contribution (exclusive)

\$225,000

Sponsor Benefits Include:

- Pre-event alerts marketing Braindates
 - Marketing in one printed material
 - Prominent sponsor recognition in official Braindates area (on show floor)
 - Mobile app pushing Braindates, prominently featuring sponsor logo
 - Lounge seating
 - Recognition on supporter wall at conference
- 

WELLNESS CENTER

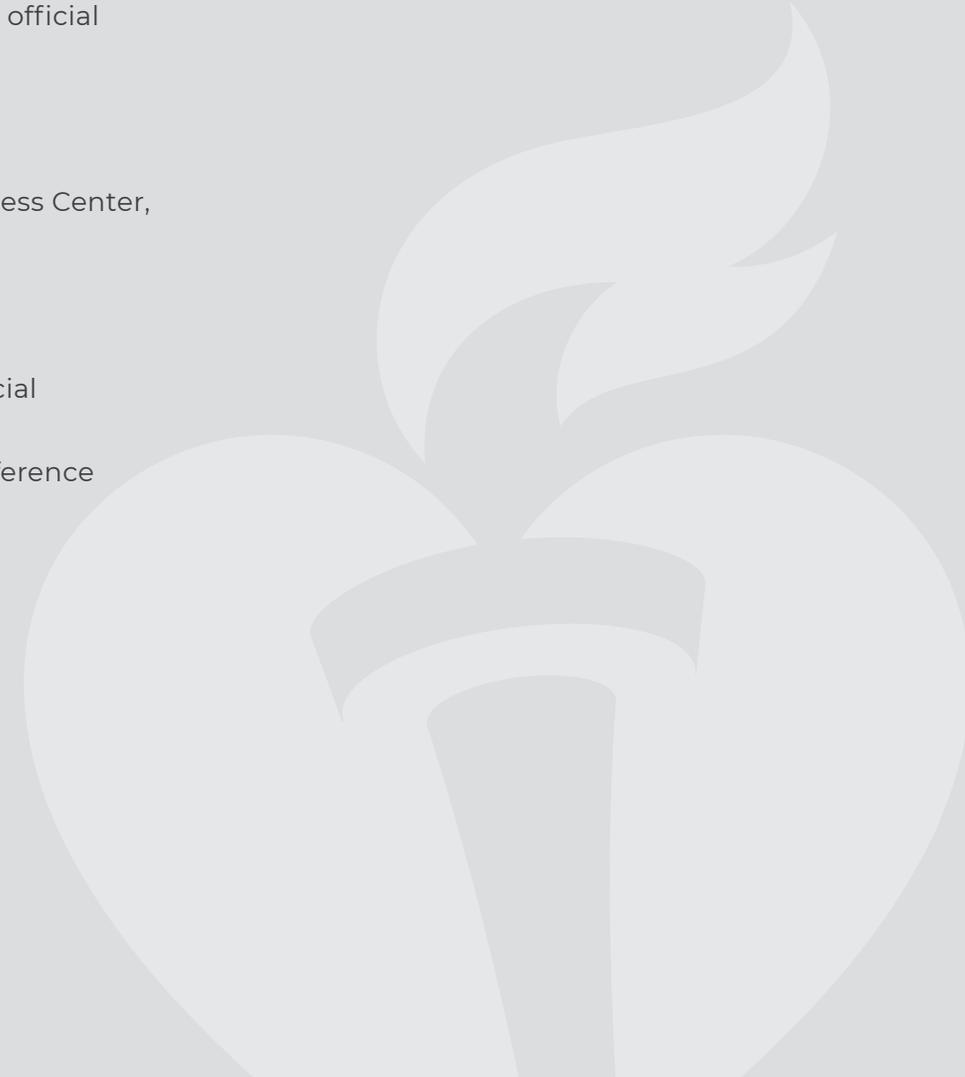
A quiet space for Scientific Sessions attendees to relax, recharge, and rest.

Sponsor the Wellness Center, and you could be well on your way to universal recognition of your brand among the world's preeminent cardiovascular healthcare professionals. After all, you will not find a body more in need of rest and relaxation.

Sponsor Contribution (exclusive)

\$150,000

Sponsor Benefits Include:

- Prominent sponsor recognition in the official Wellness Center area (on show floor)
 - Blood pressure reading machine
 - Marketing in one printed material
 - Mobile app pushing Physicians' Wellness Center, prominently featuring sponsor logo
 - Lounge seating
 - Charging devices for technology
 - Food and beverage service in the official Wellness Center area
 - Recognition on supporter wall at conference
- 

PUPPY SNUGGLES

(FEATURED IN THE WELLNESS CENTER)

Connect Scientific Sessions attendees with their best partner yet: a puppy!

The many health benefits of cuddling with puppies reads like the mouse-sized type on a prescription medicine bottle: reduces stress, alleviates loneliness, lowers blood pressure, improves mental health, and even reduces cholesterol.

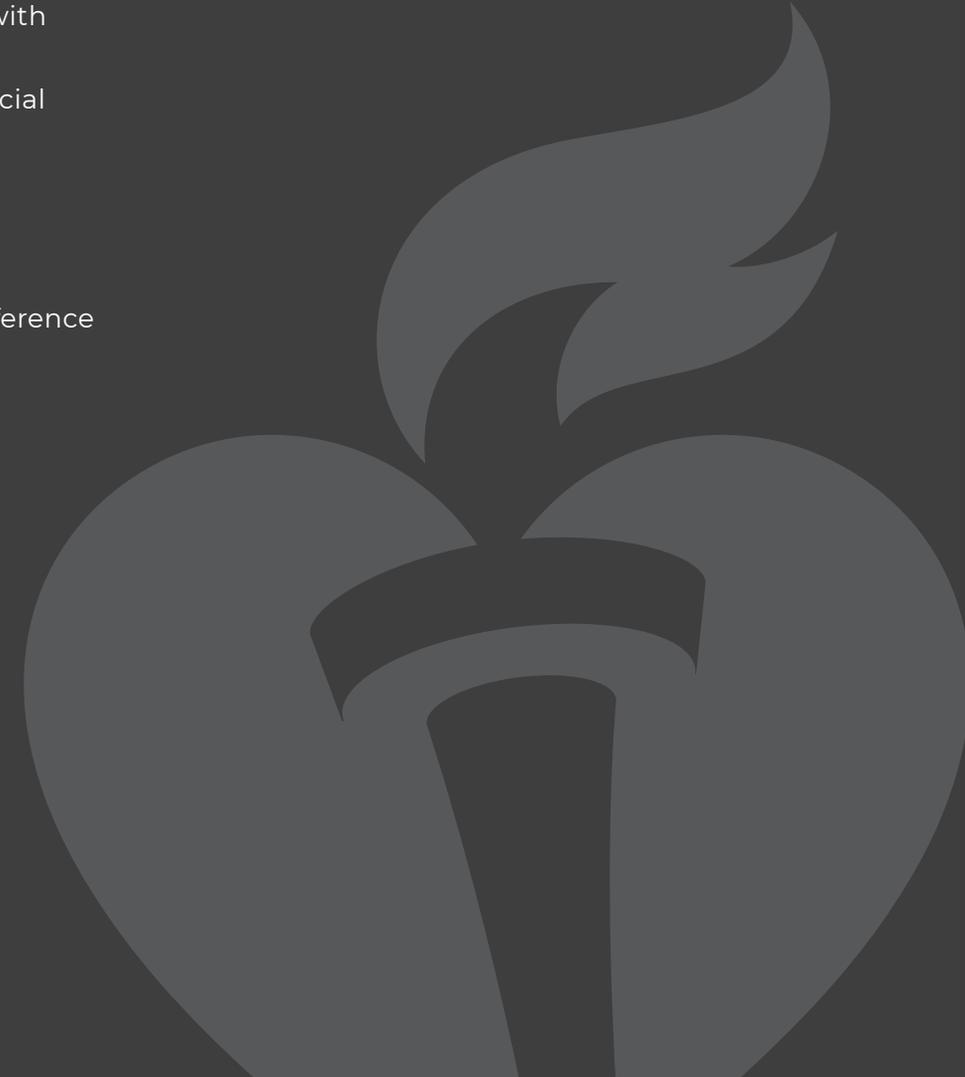
For marketing directors, it also has the added benefit of drawing crowds—big crowds with big hearts. Which is why you'll want to harness some of that puppy love for your brand by sponsoring Puppy Snuggles.

In addition to providing attendees with the ultimate stress and ice breaker, you'll be giving these adorable balls of fluff a shot at being adopted.

Sponsor Contribution (exclusive)

\$25,000

Sponsor Benefits Include:

- Branded space for attendees to play with puppies
 - Prominent sponsor recognition in official Puppy Snuggles area
 - Marketing in one printed material
 - Mobile app pushing Puppy Snuggles, prominently featuring sponsor logo
 - Recognition on supporter wall at conference
- 

STRENGTHSLIVE FROM GALLUP

(FEATURED IN THE WELLNESS CENTER)

Empower attendees to find out what they naturally do best through StrengthsLIVE from Gallup.

All too often, our natural talents go untapped, as most of our time is devoted to fixing our shortcomings rather than developing our strengths. Help Scientific Sessions attendees to:

- Discover what they naturally do best
- Learn how to develop their greatest talents
- Use their customized and actionable assessment to impact their career

This is your best opportunity as a sponsor to put your brand at the forefront of helping the world's preeminent cardiovascular healthcare professionals discover what they do best, directly impacting how they treat patients.

Sponsor Contribution (exclusive)

\$225,000

Or **\$45,000** non-exclusive with a minimum of five sponsors*

Sponsor Benefits Include:

- Prominent sponsor recognition in official StrengthsLIVE area
- Personal consultants to help each attendee with interpreting their results
- Mobile app pushing StrengthsLIVE, prominently featuring sponsor logo
- Branded take-home materials with StrengthsLIVE results
- Recognition on supporter wall at conference

*The American Heart Association will move forward only if there is commitment from a minimum of five sponsors

HEADSHOT LOUNGE

(FEATURED IN THE WELLNESS CENTER)

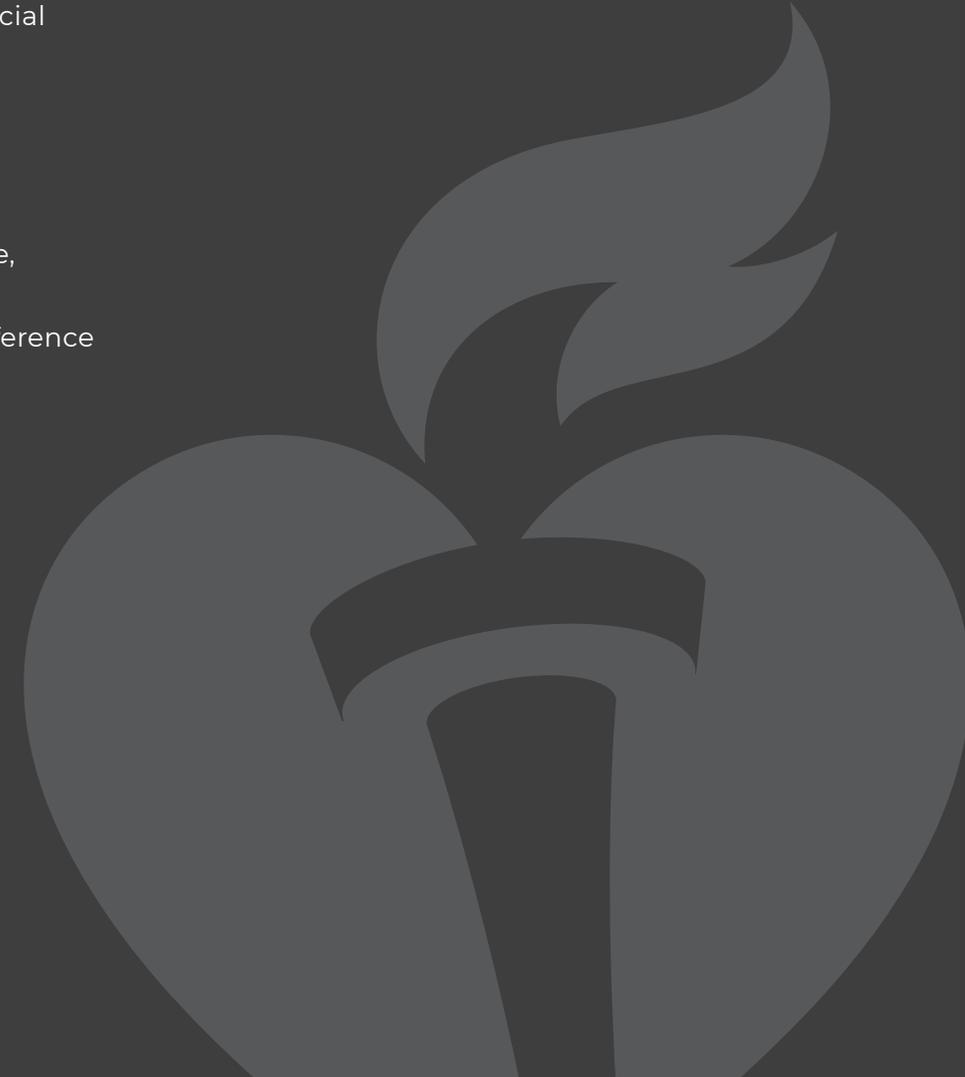
Give attendees the opportunity to up their headshot game with a professional photographer and makeup artist.

The Headshot Lounge is an executive portrait-taking experience where attendees can sit for a professional makeup session and then get expertly photographed. Attendees will be sure to think of your brand whenever they look at their new headshot.

Sponsor Contribution (exclusive)

\$30,000

Sponsor Benefits Include:

- Prominent sponsor recognition in official Headshot Lounge area
 - Professional makeup artist
 - Professional photographer
 - Marketing in one printed material
 - Mobile app pushing Headshot Lounge, prominently featuring sponsor logo
 - Recognition on supporter wall at conference
- 

MASSAGES

(FEATURED IN THE WELLNESS CENTER)

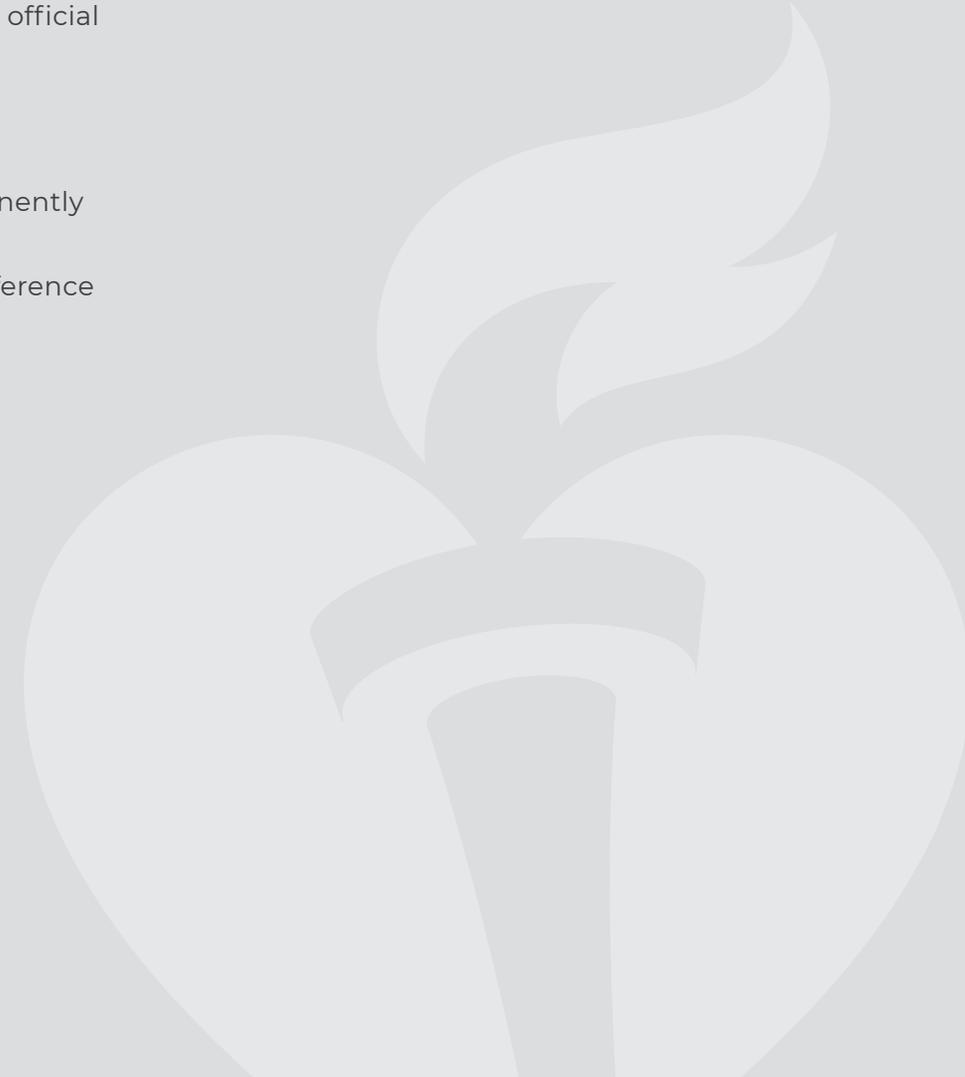
Help attendees to relax from a full day of learning with chair massages.

Imagine your brand being associated with one of the best ways to relax: chair massages. Attendees will be given 10-minute chair massages with a personal masseuse so they can return to Scientific Sessions refreshed and ready to engage.

Sponsor Contribution (exclusive)

\$30,000

Sponsor Benefits Include:

- Prominent sponsor recognition in the official Massage area
 - Professional masseuse
 - Marketing in one printed material
 - Mobile app pushing messages, prominently featuring sponsor logo
 - Recognition on supporter wall at conference
- 

YOGA

(FEATURED IN THE WELLNESS CENTER)

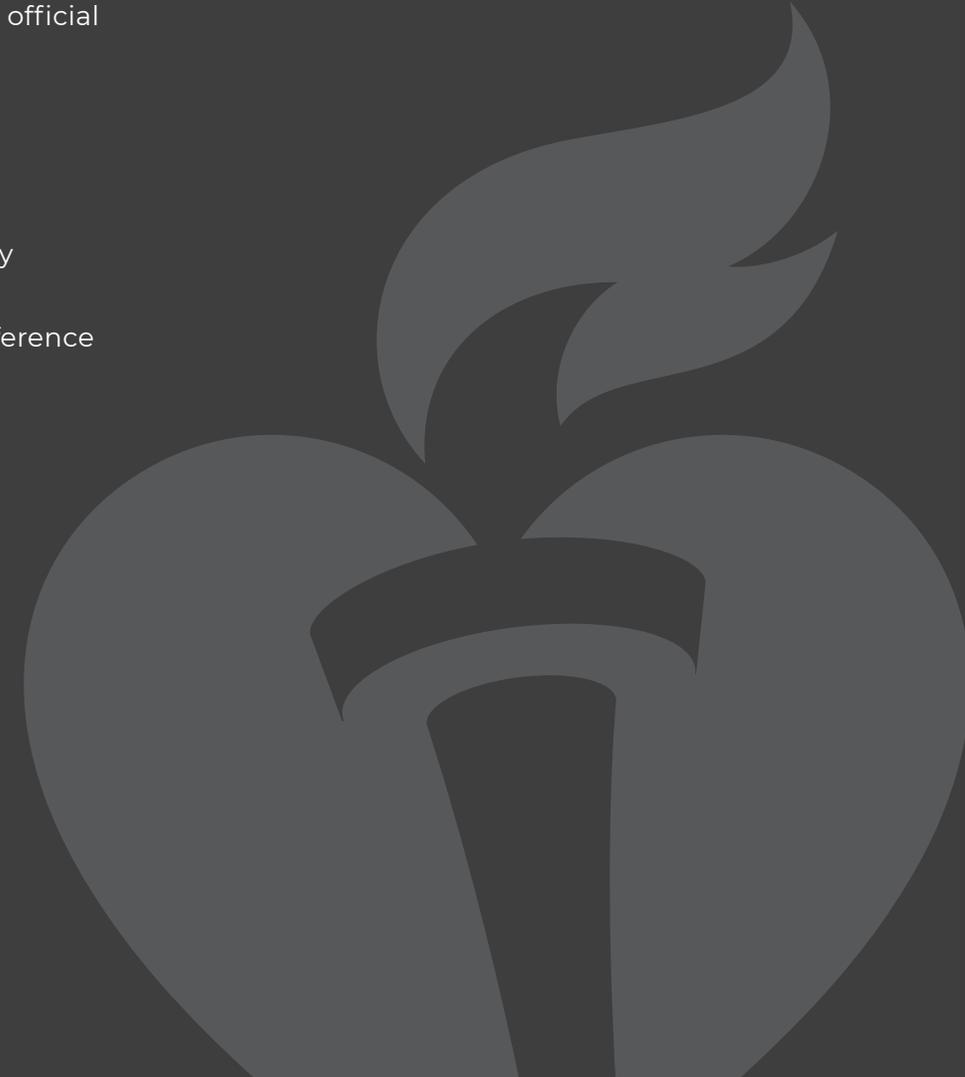
Open the mind, body, and spirit with yoga.

Yoga has been shown to improve energy, vitality, and respiration. Attendees can come to yoga sessions dressed in their conference attire as these short, 15-minute classes will show professionals how to best integrate a quick yoga practice into the workday.

Sponsor Contribution (exclusive)

\$25,000

Sponsor Benefits Include:

- Prominent sponsor recognition in the official yoga area
 - Branded yoga mats
 - Professional yoga instructor
 - Marketing in one printed material
 - Mobile app pushing yoga, prominently featuring sponsor logo
 - Recognition on supporter wall at conference
- 

SCREAM BOOTH

(FEATURED IN THE WELLNESS CENTER)

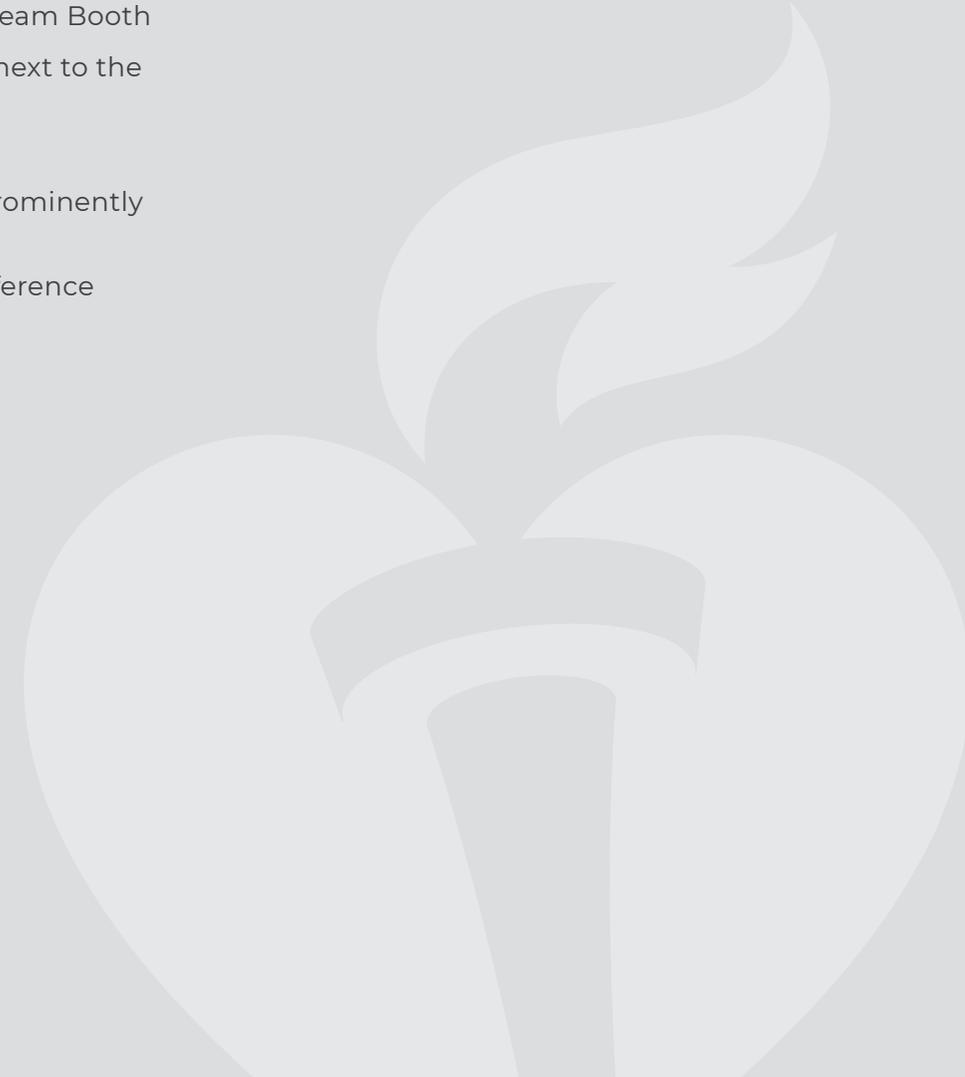
The best way to let off steam? Scream!

The Scream Booth is a portable sound booth outfitted with a touchscreen monitor, a microphone, speakers, and cameras to record the action. The booth allows attendees to reflect on what stresses them and then scream at the sight of their stressor.

Sponsor Contribution (exclusive)

\$25,000

Sponsor Benefits Include:

- Signage with logo adjacent to the Scream Booth
 - Racks available for sponsor collateral next to the Scream Booth
 - Marketing in one printed material
 - Mobile app pushing Scream Booth, prominently featuring sponsor logo
 - Recognition on supporter wall at conference
- 

HACKATHON

Help participants solve cardiology's most vexing challenges.

Your brand couldn't be better positioned. During this conference-long competition, teams of the best and brightest minds in cardiovascular healthcare are pitted against one another in a race to solve some of healthcare's most pressing issues.

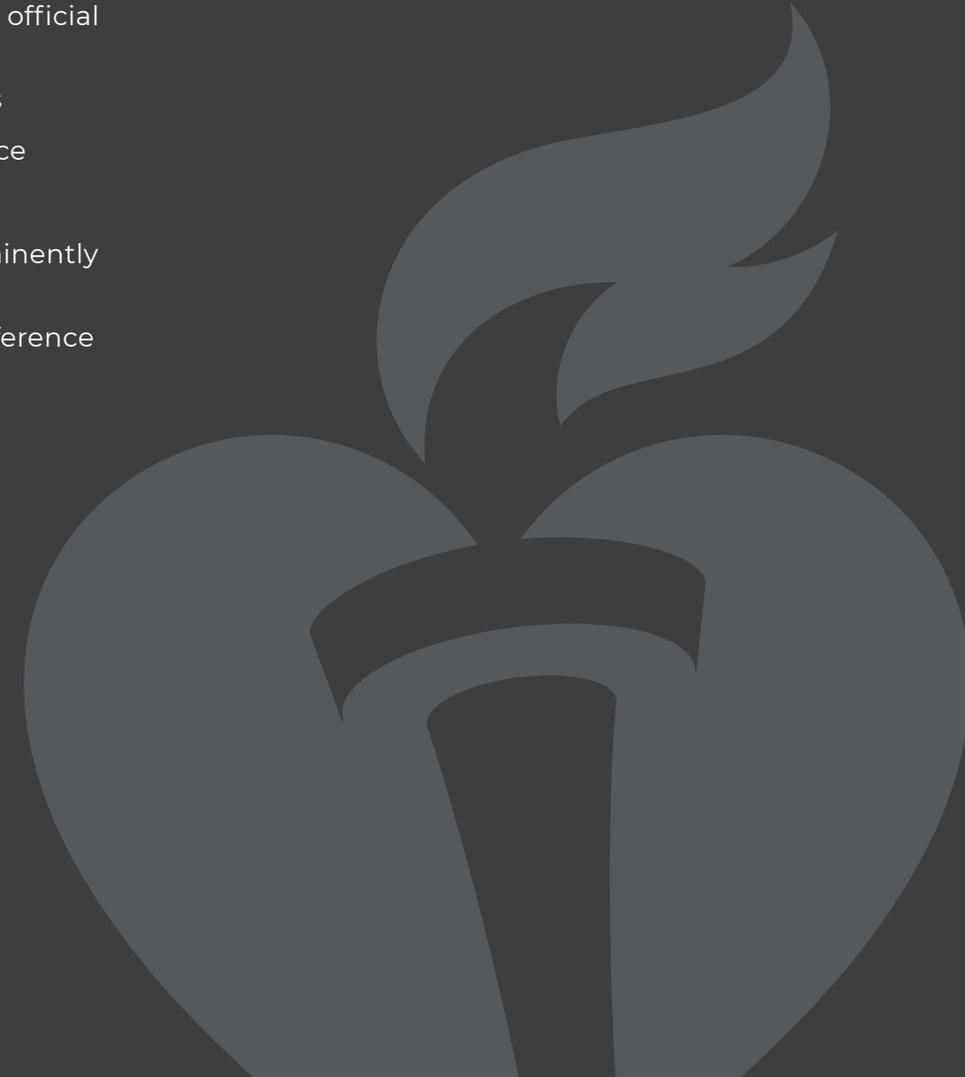
As the Hackathon's sponsor, you will present challenges and work directly with event participants in their real-world quest to solve cardiology's most vexing challenges.

Participant prizes, specific rules, and judges will be coordinated in collaboration with sponsor.

Sponsor Contribution (exclusive)

\$200,000

Sponsor Benefits Include:

- Prominent sponsor recognition in the official Hackathon area
 - Mixed seating options for participants
 - Food and beverage in Hackathon space
 - Marketing in one printed material
 - Mobile app pushing Hackathon, prominently featuring sponsor logo
 - Recognition on supporter wall at conference
- 

SILENT DISCOS

Allow attendees to engage with educational content while still being immersed in the excitement of the show floor.

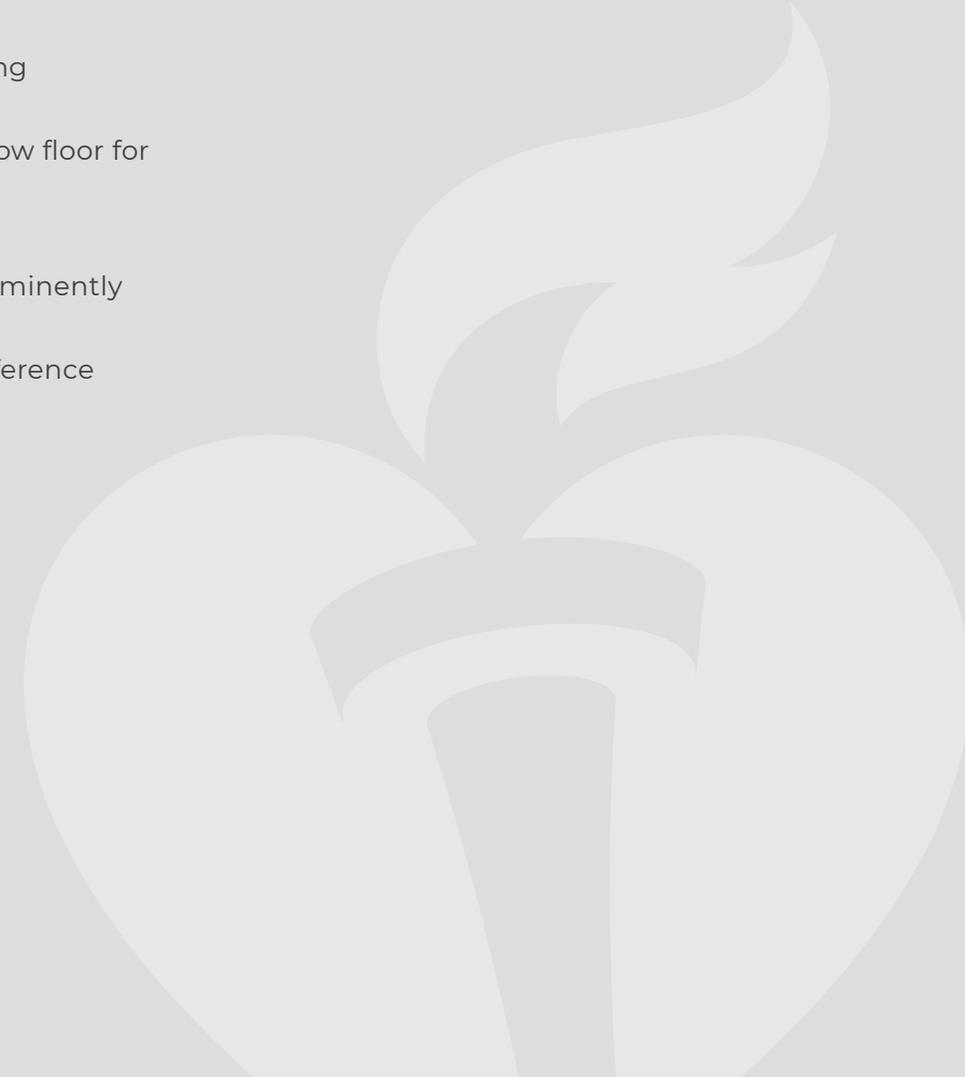
As the world's largest and most influential cardiovascular event, there's never a dull moment. Every inch of show floor is bustling with activity, demonstrations, and breakaway groups. Fortunately, amid all the commotion, attendees can stay attuned to their particular programming with the help of modern, wireless headphone technology tuned to a specific educational session.

What better way to get the word out about your brand than to whisper it into the ears of the world's most influential cardiovascular healthcare professionals?

Sponsor Contribution (exclusive)

\$75,000

Sponsor Benefits Include:

- Branded headphones
 - Control of music and messaging during programming breaks
 - Branded seating and space on the show floor for the specific education session
 - Marketing in one printed material
 - Mobile app pushing Silent Discos, prominently featuring sponsor logo
 - Recognition on supporter wall at conference
- 

CONTENT MAZES

Interact with attendees while they interact with your content.

How often have you wished you could walk your target audience through the benefits of your product or services? As a sponsor of a Content Maze, your wish is our command.

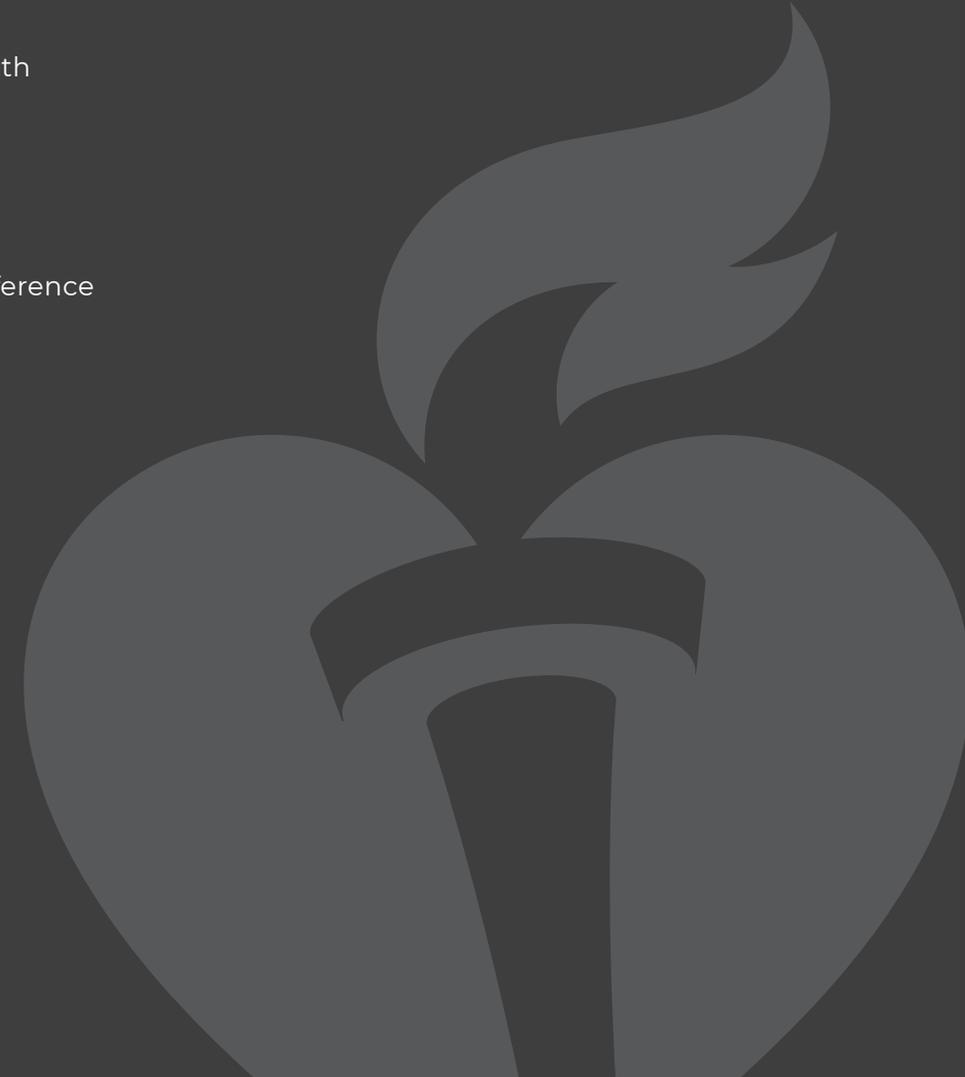
Here, participants enjoy corridors of content-rich posters and graphics as they embark on a headphone-guided tour of your specially designed maze. At the maze's end, attendees are presented with a live demonstration of your product or service by a physician and a mannequin patient.

Participants complete an exit questionnaire, reaffirming their knowledge and solidifying their interaction with your brand.

Sponsor Contribution (exclusive)

\$100,000

Sponsor Benefits Include:

- Branded maze (on show floor)
 - Opportunity to populate maze wall with promotional material
 - Marketing in one printed material
 - Mobile app pushing Content Mazes, prominently featuring sponsor logo
 - Recognition on supporter wall at conference
- 

HEALTHY FOOD MARKET

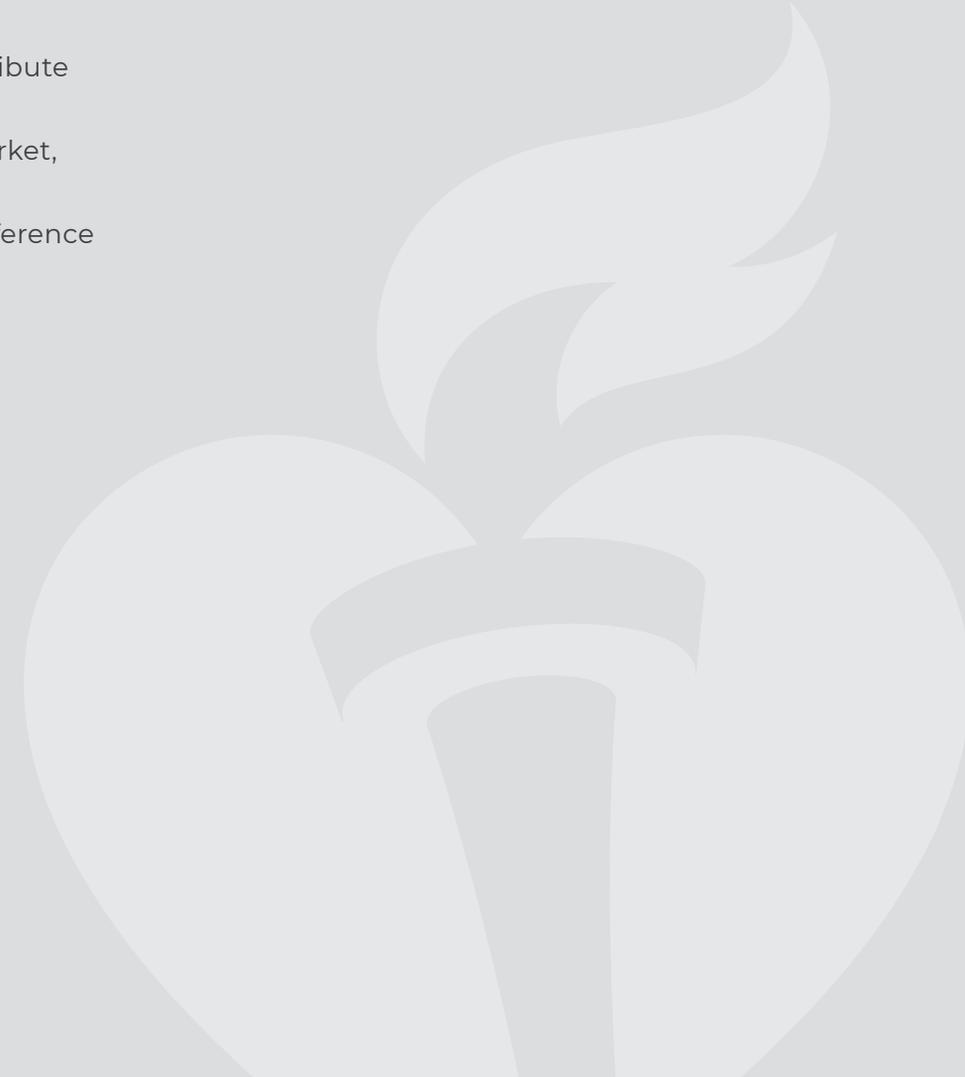
**You provide the food,
we provide the market.**

The Scientific Sessions Healthy Food Market has a little something for everyone. From blind taste tests to the newest food technology, this is the perfect opportunity to increase the visibility of your brand while stressing the importance of a healthy diet.

Sponsor Contribution (limited to four sponsors)

\$25,000

Sponsor Benefits Include:

- Two hours of networking
 - Branded booth to showcase and distribute food within the Healthy Food Market
 - Mobile app pushing Healthy Food Market, prominently featuring sponsor logo
 - Recognition on supporter wall at conference
- 

POP-UP STORES

Allow attendees to shop your brand while at Scientific Sessions.

You never know when a branding opportunity like this will pop up again. Pop-up Stores provide attendees with an element of fun and an unanticipated shopping opportunity.

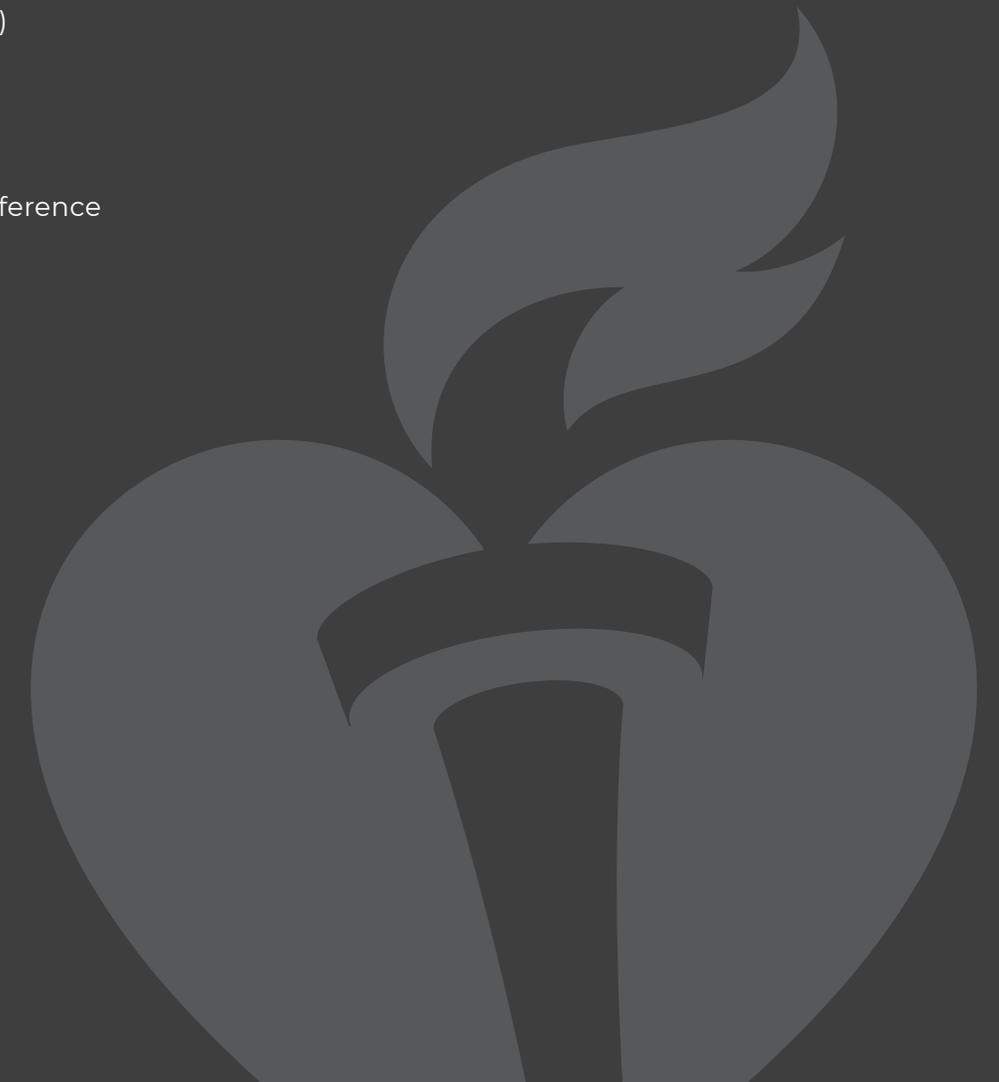
This is your chance to offer products that align with The American Heart Association's mission, while providing attendees with the items they care about most.

Sponsor Contribution (limited to two sponsors)

\$50,000

Sponsor Benefits Include:

- Branded Pop-up Store (on show floor)
- Marketing in one printed material
- Mobile app pushing Pop-up Stores, prominently featuring sponsor logo
- Recognition on supporter wall at conference



MIXED SEATING

(FEATURED IN SESSION ROOMS)

Pull up a stationary bike, bean bag, standing desk, or treadmill, and stay a spell.

Mixed seating is the latest trend in unconventional conventions, and your brand can play an important role in making it possible. Your sponsorship of one or all of these non-traditional lounging alternatives is certain to sit well with your target audience and will undoubtedly leave a lasting impression for your brand.

Mixed seating options includes:

- Stationary bikes
- Bean bags
- Standing desks
- Working treadmills

Sponsor Contribution (non-exclusive)

\$45,000

Sponsor Benefits Include:

- Signage in lobby areas promoting sponsor
 - Marketing in one printed material
 - Mobile app pushing sessions with mixed seating, prominently featuring sponsor logo
 - Recognition on supporter wall at conference
- 

Thank you for considering a partnership with the American Heart Association.

Each of these experiences can be tailored to meet your company's specific needs and goals. The American Heart Association wants to ensure that you leave Scientific Sessions positioned as a solution provider to our nation's leading cardiovascular and stroke healthcare professionals.

Our team looks forward to working together.

For more information, contact:

Scott Murphy
National Corporate Relations
214.706.1660
Scott.Murphy@heart.org



**American
Heart
Association®**