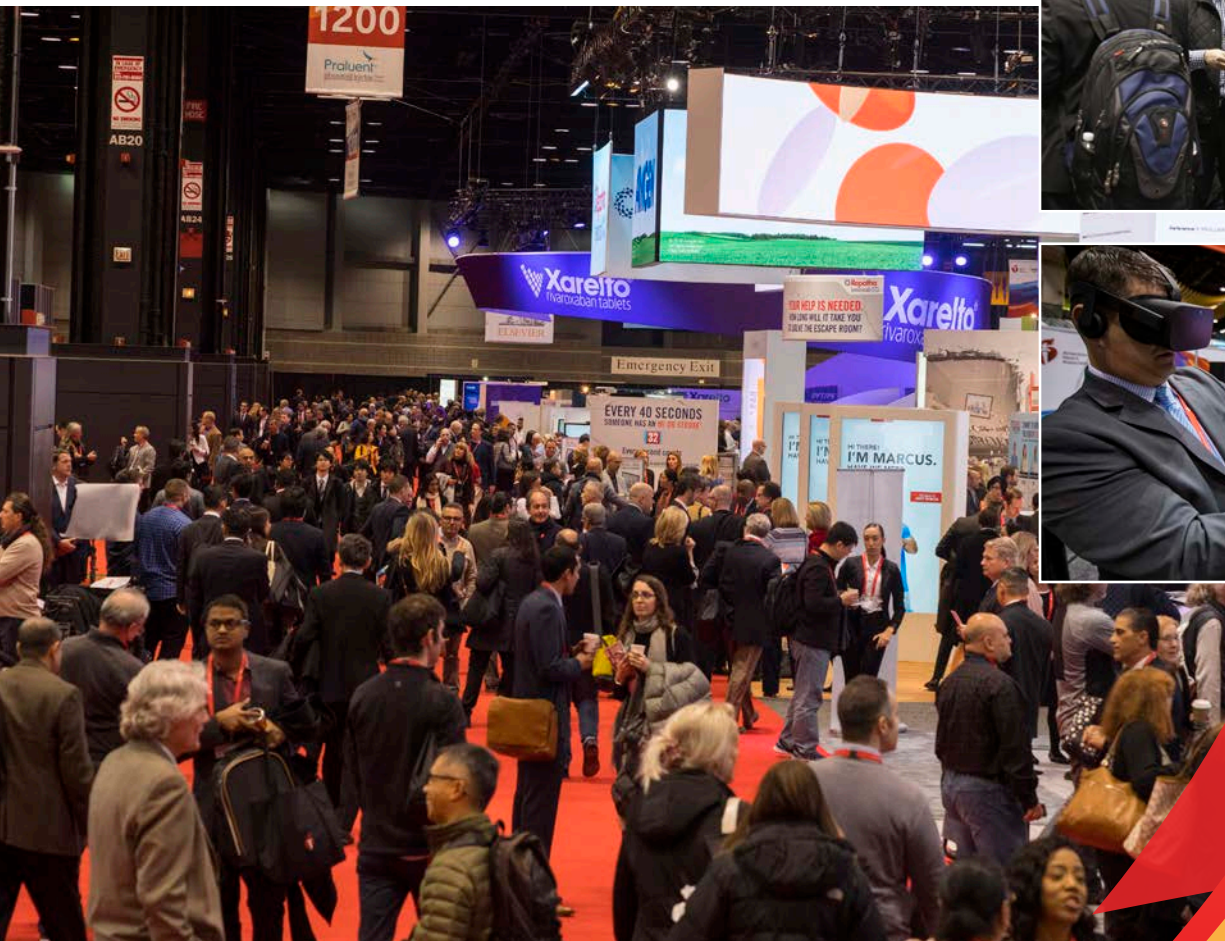




American Heart Association®  
Scientific Sessions

# SHOW OFF YOUR SCIENCE

UNITING INDUSTRY AND A-LIST PHYSICIANS,  
SCIENTISTS AND RESEARCHERS IN CARDIOLOGY,  
STROKE AND RELATED SPECIALTIES

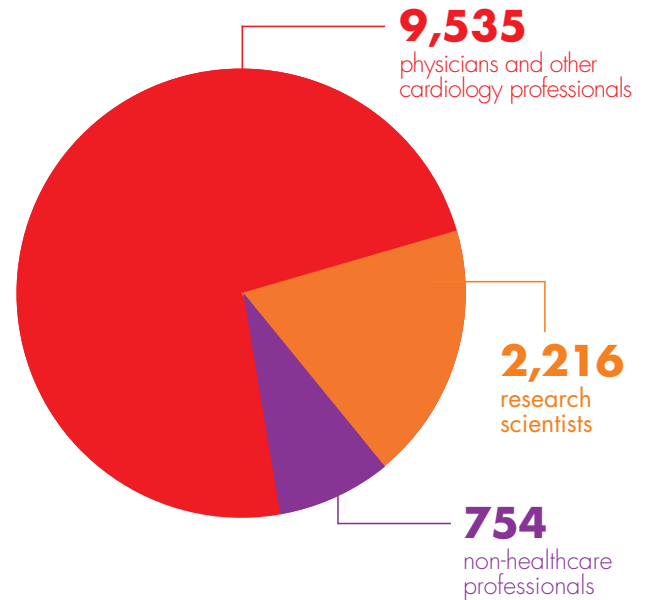


**15,500+** attendees  
**12,505** professional attendees

# ACCESS THE CARDIOVASCULAR ELITE

## TOP 20 SPECIALTIES IN ATTENDANCE (IN ORDER)

- |                               |                                 |
|-------------------------------|---------------------------------|
| 1. General Cardiology         | 11. Pharmacy                    |
| 2. Cardiology: Heart Failure  | 12. Endocrinology               |
| 3. Cardiology: Interventional | 13. Pulmonary Medicine          |
| 4. Administration             | 14. Radiology                   |
| 5. Internal Medicine          | 15. Cardiology: CV Radiology    |
| 6. Cardiology: Clinical EP    | 16. Biophysics                  |
| 7. Cardiology: Pediatric      | 17. Vascular Surgery            |
| 8. Cardiology: Prevention     | 18. Hematology                  |
| 9. Cardiology: Echocardiogram | 19. Cardiology: Transplantation |
| 10. Diabetes and Metabolism   | 20. Interventional Radiology    |



## CONNECT WITH THE RIGHT AUDIENCE

**72%** OF ATTENDEES VISIT THE EXHIBIT HALL

**77 TO 1** ATTENDEE TO EXHIBITOR RATIO

**60%** DOMESTIC ATTENDANCE

**40%** INTERNATIONAL ATTENDANCE

### Top reasons attendees visit the Science & Technology Hall\*

1. To learn more about new products and services
2. To see the latest techniques

\*Source: AHA Scientific Sessions 2018 Attendee Survey

Source: 2018 AHA Scientific Sessions registration data.



# HOW WE DRIVE ATTENDEES

## TO THE SCIENCE & TECHNOLOGY HALL

- **EP Central and Interventional Central** bring official programming to the Science & Technology Hall, and attendees within steps of your booth.
- **Dedicated hours** for visiting booths—eight hours focused on exhibits, with limited simultaneous educational programming.
- **Posters** integrated into the Science & Technology Hall.
- **Complimentary coffee breaks** in the Hall.
- **Charging lounges** where attendees can power up and get online without leaving the Hall.
- **Complimentary lunches** for attendees in Cardiovascular Expert Theaters in the Science & Technology Hall.
- **Rapid-Fire Forums**, located in each poster area, draw attendees in for original science presentations and interactions with abstract authors.
- **Cardiovascular Expert Theaters:** Attendees learn the latest advances in cardiology products and therapeutic treatments, with complimentary snacks and lunches provided by the American Heart Association.
- **Health Innovation Pavilion:** Clinicians and researchers will explore the role of technology in the treatment and prevention of cardiovascular disease, examine how to drive innovation and collaboration in the marketplace, and ultimately drive toward a health technology roadmap with the goal of improved outcomes. Programming will take place all three days inside in the Health Innovation Pavilion.
- **Simulation Zone** features interactive displays with technologically advanced, immersive training for attendees.
- **Official educational programming** co-located in the Science & Technology Hall with experts in specific cardiac procedures.
- **An Attendee Welcome Guide** reaches attendees at their hotels with Science & Technology Hall information.
- **An extensive marketing campaign** promotes the Science & Technology Hall before and during Sessions.
- **VIP passes** are available for your customers to see the Science & Technology Hall.

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

# EXHIBITING PAYS OFF



## EXHIBITORS RECEIVE:

- Complimentary online booth at [scientificsessions.org](http://scientificsessions.org).
- Complimentary booth listing in the Preview/Preliminary Program, Onsite Meeting Guide, Daily News and the AHA Mobile Meeting Guide App, if booth space is reserved before publication.
- Complimentary marketing toolkit at [exhibitatsessions.org](http://exhibitatsessions.org).
- Complimentary Full Professional registrations based on square footage.
- Unlimited Exhibit-Only badges for booth staff.
- VIP Customer Invite Exhibit-Only badges.
- Complimentary 2018 final Scientific Sessions registration list.
- Opportunity to rent pre-and-post registration list.
- Advance approval and reduced price for hosting Unofficial Satellite Events.
- Discounted exhibitor housing rates.

APPLY ONLINE AT [exhibitatsessions.org](http://exhibitatsessions.org)

## LOW-COST MAILING LISTS

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

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



# EXHIBITING DATES & RATES

## EXHIBIT DATES & HOURS\*

Saturday, Nov. 16, 2019  
Noon-6 p.m.

Sunday, Nov. 17, 2019  
10 a.m.-4:30 p.m.

Monday, Nov. 18, 2019  
10 a.m.-3 p.m.

## BREAKS\*

Saturday, Nov. 16, 2019  
Noon-2 p.m.  
3:15-3:45 p.m.

Sunday, Nov. 17, 2019  
10:15-10:45 a.m.  
Noon-2 p.m.  
3:15-3:45 p.m.

Monday, Nov. 18, 2019  
10:15-10:45 a.m.  
Noon-2 p.m.

\*Subject to change

## EXHIBIT SPACE RATES\*

Early Bird through April 1, 2019 . . . \$36 per sq. ft.

Standard Rate starts April 2, 2019 . . . \$38 per sq. ft.

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

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

*Public service rate is subject to availability. This discounted rate is only available in the nonprofit designated area on the floor. Nonprofit organizations that wish to take advantage of this rate must submit the exhibit space application/contract no later than April 1, 2019. Proof of nonprofit status must be submitted to [julie.davis@heart.org](mailto:julie.davis@heart.org) for all new organizations.*

## CANCELLATION SCHEDULE\*

Through April 1, 2019  
AHA retains 50% of contracted space fees

Beginning April 2, 2019  
AHA retains 100% of contracted space fees

*AHA requires a 50% deposit before exhibit space will be confirmed. Cancellation or space reduction will result in a 50% penalty. The cancellation policy can be found in the AHA Scientific Conferences Rules & Regulations at [exhibitatsessions.org](http://exhibitatsessions.org) and is a legally binding part of the exhibit space application/contract.*

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

Exhibitor eligibility, space assignment process and priority point schedule are all part of the AHA Scientific Conferences Rules & Regulations. For more information and to apply for space, visit [exhibitatsessions.org](http://exhibitatsessions.org)



## YOUR EXHIBITS TEAM

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# UNOFFICIAL SATELLITE EVENTS

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

USE dates, times and opportunities will be available May 1, 2019. Non-exhibitor USE dates, times and opportunities will be available Aug. 12, 2019.

- You must be a current exhibitor at Scientific Sessions 2019, a university or nonprofit organization to hold a USE, with the exception of Symposia Event holders.
- Unofficial Satellite Event start and end times are subject to change based upon completion of the final program.
- The AHA is not responsible for attendance/audience generation or guaranteed attendance levels at USEs.
- The AHA reserves the right to change the USE process, date, times, procedures, number of events and any other aspect of the process.
- All USE application fees are non-refundable.
- Nonprofits that have received or anticipate receiving Industry funding to organize a Symposia, Media Event or Social Event must apply under the Industry rate.
- AHA reserves the right to collect the additional application fees if a nonprofit receives Industry funding after application approval has been granted.
- The AHA does not monitor topics or titles. Please check <https://abstractsonline.com/pp8/#!/7891> for the most up-to-date list of topics/titles.

## UNOFFICIAL SATELLITE EVENTS open May 1, 2019

Event type	Fee	Sponsor type
Committee Meeting	\$500	University/nonprofit
	\$1,000	Exhibitor
Focus Group	\$500	University/nonprofit
	\$1,000	Exhibitor
Hospitality Room or Staff Meeting	\$500	University/nonprofit
	\$1,000	Exhibitor
Investigator Meeting	\$500	University/nonprofit
	\$5,000	Exhibitor
Media Event	\$500	University/nonprofit
	\$15,000	Exhibitor
Symposia or Social Event	\$3,500	University/nonprofit without industry support
	\$30,000 a.m. event \$50,000 & \$55,000 p.m. event	Exhibitor or University/nonprofit with industry support

## NON-EXHIBITOR UNOFFICIAL SATELLITE EVENTS

Open Aug. 12, 2019

Event type	Fee	Sponsor type
Symposia or Social Event	\$75,000	Non-exhibitor

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

Apply online at [exhibitatsessions.org](http://exhibitatsessions.org)

Thursday, Nov. 14	Friday, Nov. 15	Saturday, Nov. 16	Sunday, Nov. 17	Monday, Nov. 18	Tuesday, Nov. 19
No restrictions	No restrictions	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	No restrictions
No restrictions	No restrictions	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	No restrictions
No restrictions	No restrictions	No restrictions	No restrictions	No restrictions	No restrictions
No restrictions	No restrictions	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	No restrictions
No restrictions	No restrictions	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	6-8 a.m. or 7 p.m.-midnight	No restrictions
6 a.m.-5 p.m. Limited to five events or 7 p.m.-midnight Limited to five events \$50,000 p.m. event	6 a.m.-5 p.m. Limited to five events or 7 p.m.-midnight Limited to five events \$50,000 p.m. event	6-8 a.m. Limited to five events or 7 p.m.-midnight Limited to five events \$55,000 p.m. event	6-8 a.m. Limited to five events or 7 p.m.-midnight Limited to five events \$55,000 p.m. event	6-9 a.m. Limited to five events or 7 p.m.-midnight Limited to five events \$50,000 p.m. event	No restrictions

Thursday, Nov. 14	Friday, Nov. 15	Saturday, Nov. 16	Sunday, Nov. 17	Monday, Nov. 18	Tuesday, Nov. 19
7 p.m.-midnight Limited to five events	7 p.m.-midnight Limited to two events	7 p.m.-midnight Limited to five events	7 p.m.-midnight Limited to two events	7 p.m.-midnight Limited to two events	No restrictions