

SCIENTIFIC SESSIONS 2019
MARKETING OPPORTUNITIES

SESSIONS AND EXHIBITS: NOV. 16-18, 2019
PHILADELPHIA, PA



American Heart Association®
Scientific Sessions

REIMAGINE YOUR SESSIONS PRESENCE AND INCREASE YOUR BOOTH TRAFFIC



MARKETING OPPORTUNITIES

No matter your budget, we have marketing opportunities designed to connect your booth message with engaged attendees!

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

Sponsorships and advertising are limited, and available on a first-come, first-served basis.

Opportunities, rates and deadlines are subject to change.

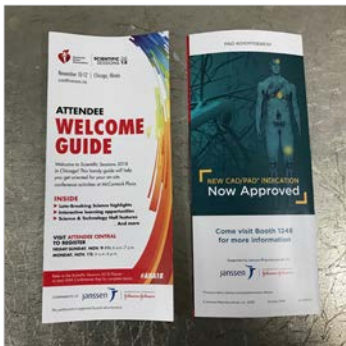
All quantities are based on projected attendance and room blocks.

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

All rates are net. Cancellations are nonrefundable.

| OPPORTUNITY | PAGE | PRICE RANGE | SPACE DEADLINE |
|--|------|--------------------|----------------|
| PRINT | | | |
| Attendee Welcome Guide | 3 | \$25,000 | Oct. 2019 |
| Conference Bag Inserts | 3 | \$40,000 | Oct. 2019 |
| Convention Center Map | 3 | \$24,000 | Sept. 2019 |
| Daily Newspaper | 4 | \$10,000-\$40,000 | Oct. 2019 |
| Final Program | 5 | \$2,500-\$45,000 | Sept. 2019 |
| Poster Hall Map | 5 | \$24,000 | Sept. 2019 |
| Pre-Meeting Mailer | 6 | \$6,290-\$13,000 | Sept. 2019 |
| Preview/Preliminary Program | 6 | \$580-\$16,920 | Aug. 2019 |
| Onsite Meeting Guide | 7 | \$570-\$19,450 | Sept. 2019 |
| Symposia Locator Map | 7 | \$4,070-\$9,310 | Sept. 2019 |
| DIGITAL | | | |
| AHA Mobile Meeting Guide App | 9 | \$5,000-\$75,000 | Sept. 2019 |
| Article Index Page | 8 | \$3,900-\$5,000 | Ongoing |
| ePreviews and eHighlights | 8 | \$3,500-\$6,780 | July-Nov. 2019 |
| Housing Confirmation Email Package | 10 | \$55,000 | May 2019 |
| Registration Email Package | 10 | \$75,000 | May 2019 |
| CONVENTION CENTER | | | |
| Ad Banners | 11 | \$30,000 | Sept. 2019 |
| Cardiovascular Expert Theaters | 11 | \$30,000-\$65,000 | Aug. 2019 |
| Celebrating Basic Science Poster Hall Reception Sponsorship | 11 | \$30,000 | Sept. 2019 |
| Charging Lounge and Charging Stations | 12 | \$80,000 | Sept. 2019 |
| Column Wraps | 12 | \$40,000 | Sept. 2019 |
| Communication Center | 12 | \$50,000 | Sept. 2019 |
| Digital Signage | 13 | \$10,000-\$20,000 | Sept. 2019 |
| Elevator Door Clings | 13 | \$15,000-\$30,000 | Sept. 2019 |
| EP and Interventional Central Sponsorships | 14 | \$10,000 each | Sept. 2019 |
| Escalator Decals | 13 | \$50,000 | Sept. 2019 |
| Health Innovation Pavilion Sponsorship | 15 | \$25,000-\$120,000 | Sept. 2019 |
| Networking Lounge: Early Career and FIT Sponsorship | 16 | \$37,500-\$75,000 | Sept. 2019 |
| Networking Lounge: FAHA Sponsorship | 17 | \$37,500-\$75,000 | Sept. 2019 |
| Networking Lounge: Women in Science and Medicine Sponsorship | 18 | \$37,500-\$75,000 | Sept. 2019 |
| Rotating Kiosks | 19 | \$15,000 | Sept. 2019 |
| Science & Technology Hall Aisle Signs | 19 | \$100,000 | Sept. 2019 |
| Science & Technology Hall Breaks | 19 | \$20,000 | Sept. 2019 |
| Science & Technology Hall Park Benches | 20 | \$55,000 | Sept. 2019 |
| Science & Technology Hall Restaurant Sponsorship | 20 | \$15,000 | Sept. 2019 |
| Sitting Cubes | 20 | \$50,000 | Sept. 2019 |
| Walking Challenge | 21 | \$100,000 | Sept. 2019 |
| Window Clings | 21 | \$28,000 | Sept. 2019 |
| BOOTH DRIVERS | | | |
| Abstracts on USB | 22 | \$175,000 | July 2019 |
| Posters MD | 22 | \$75,000 | Sept. 2019 |
| HOTEL | | | |
| Doctors Bag Insert | 23 | \$8,240-\$14,785 | Oct. 2019 |
| Doctors Bag Premium | 23 | \$28,740 | Oct. 2019 |
| Hotel Dark Channel | 24 | \$2,500 | Oct. 2019 |
| Hotel Key Cards | 24 | \$25,000 | Aug. 2019 |
| Individual Hotel Room Drops | 24 | \$28,050-\$45,000 | Oct. 2019 |
| CITYWIDE | | | |
| Shuttle Bus Banners/Headrests | 25 | \$75,000-\$100,000 | Aug. 2019 |

PRINT MARKETING OPPORTUNITIES



Attendee Welcome Guide

Distribution

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

Content

Tri-fold guide includes 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

Space reservation deadline:
Oct. 3, 2019

Materials due:
Oct. 10, 2019

\$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. 7, 2019

Materials due:
Oct. 21, 2019

\$40,000 per insert
limit five advertiser-supplied inserts



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. 27, 2019

Materials due:
Oct. 4, 2019

\$24,000
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).

PRINT MARKETING OPPORTUNITIES



DAILY NEWSPAPER

Distribution

- Live coverage of Scientific Sessions 2019, printed overnight and delivered to the convention center and key hotels each morning.
- Distributed to researchers, clinicians and other cardiovascular professionals on Saturday, Sunday and Monday.

Content

- Late-breaking science from Scientific Sessions 2019.
- Need-to-know news and event coverage, including key events, recommendations from the program chair and CME credit information.
- Plus, snackable takeaways, including “Pearls” from colleagues, social media and blog highlights, Q&As and infographics.

Advertising Rates

| | | |
|--|-----------------|-------------------------|
| Banner Ad on center spread | \$40,000 | all three issues |
| Back Cover | \$25,000 | per issue |
| Inside Front Cover | \$20,000 | per issue |
| Junior Ad | \$20,000 | all three issues |
| Additional Junior Ad space for PI (in conjunction with Junior Ad purchase only) | \$10,000 | all three issues |
| Full Page Ad | \$12,500 | per issue |

Space reservation deadline:
Oct. 1, 2019

Materials due:
Oct. 8, 2019



Banner Ad on Center Spread

YOUR AD HERE

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

PRINT MARKETING OPPORTUNITIES



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 by linking to corporate or product websites.

Space reservation deadline:

Sept. 9, 2019

Materials due:

Sept. 16, 2019

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



Poster Hall Map

Get great exposure when you sponsor one of the most in-demand maps at Sessions!

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

Locations of poster areas and individual posters in the Science & Technology Hall.

Exclusive Opportunity Includes:

- Sponsor Front Cover logo
- Back Cover ad
- One Full Page Ad

Space reservation deadline:

Sept. 27, 2019

Materials due:

Oct. 4, 2019

\$24,000

single sponsorship

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

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



PRINT MARKETING OPPORTUNITIES



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.

New Premium Position!

Place your message on the outside of the back of the envelope and be the first brand attendees see when they open it! As a special introductory offer, this premium placement includes your insert inside the mailer at no additional fee!

Space reservation deadline:

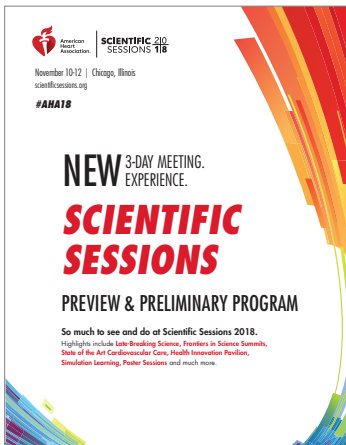
Sept. 20, 2019

Materials due:

Sept. 27, 2019

| | Early Bird Rate By May 30 | After May 30 |
|------------------|--------------------------------------|-----------------------|
| Envelope Premium | \$11,700 | \$13,000 |
| Standard Insert | \$5,720 per insert | \$6,290 per insert |

Opportunity is limited to 15 advertisers. Insert size limit is 8.5" 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

Hot topic reasons to attend Scientific Sessions 2019 as well as top keynote speakers and faculty, the latest in cardiovascular education, exhibitors and interactive learning opportunities.

Space reservation deadline:

Aug. 21, 2019

Materials due:

Aug. 28, 2019

| | Early Bird Rate By May 30 | After May 30 |
|--------------------------|--------------------------------------|---------------------|
| Back Cover | \$15,380 | \$16,920 |
| Inside Front Cover | \$13,525 | \$14,880 |
| Inside Back Cover | \$12,065 | \$13,280 |
| Full Page | \$9,655 | \$10,620 |
| Full Page PI | \$3,925 | \$4,315 |
| Two-Thirds Page | \$8,485 | \$9,335 |
| Half Page Island | \$8,115 | \$8,925 |
| Half Page Horizontal | \$7,740 | \$8,515 |
| Third Page Vertical | \$6,895 | \$7,590 |
| Quarter Page | \$6,265 | \$6,885 |
| Bolded Listing with Logo | \$530 | \$580 |

ENHANCED LISTING SPECIAL

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

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

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PRINT MARKETING OPPORTUNITIES



Onsite Meeting Guide

Distribution

- Distribution ambassadors hand out Onsite Meeting Guides at the entrances to the Science & Technology Hall for several hours each day.
- Onsite Meeting Guides are also included in conference bags and available in distribution bins throughout the convention center and inside the hall.

Content

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

Space reservation deadline:
Sept. 23, 2019

Materials due:
Sept. 30, 2019

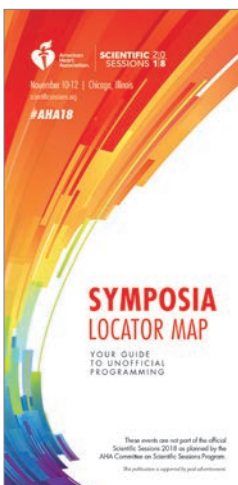
| | Early Bird Rate By May 30 | After May 30 |
|--|------------------------------|--------------|
| Exclusive Exhibit Floor Plan Advertising | \$17,680 | \$19,450 |
| Back Cover | \$13,730 | \$15,100 |
| Inside Front Cover | \$12,065 | \$13,270 |
| Inside Back Cover | \$10,660 | \$11,730 |
| Full Page*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

* Request a position within the first 32 pages for a Full Page rate of \$9,300 each.

DRIVE BOOTH TRAFFIC!

Use your Full Page Ad in the Onsite Meeting Guide as an insert in the Doctors Bag for a packaged rate of \$17,750!

See page 22 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. 15, maps will also be inserted into bags.

Content

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

Space reservation deadline:
Sept. 23, 2019

Materials due:
Sept. 30, 2019

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

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



DIGITAL MARKETING OPPORTUNITIES

LEADERBOARD

TOWER

YOUR AD HERE

YOUR AD HERE

Article Index Page

Distribution

Six ePreviews are emailed from August to November to more than 365,000 cardiology professionals, with eHighlights in December following Scientific Sessions. To read the full stories, readers must connect to the Article Index Page.

Space reservation deadline:
July 30, 2019

For maximum exposure

Materials due:

Varies by purchase date

Leaderboard:

\$5,000

Limited to three rotating advertisers

Tower:

\$3,900

Limited to three rotating advertisers

LEADERBOARD

FULL BANNER

HALF BANNER

MEDIUM RECTANGLE

ePreviews and eHighlights

ePreviews

Distribution

Deployed August to November 2019 to an opt-in list of more than 365,000 cardiology professionals.

Content

Registration information and key event planning resources.

Symposia ePreview

Distribution

Deployed in late October to an opt-in list of more than 365,000 cardiology professionals.

Content

Unofficial Satellite Events times and locations.

eHighlights

Distribution

Deployed in December to an opt-in list of more than 365,000 cardiology professionals.

Content

Highlights from Scientific Sessions.

Blast Schedule

- ePreview #1: Late August
- ePreview #2: Mid-September
- ePreview #3: Late September
- ePreview #4: Mid-October
- Symposia ePreview #5: Late October
- Know Before You Go ePreview #6: Early November
- eHighlights: Mid-December

Space Reservation Deadline

- July 30, 2019
- Aug. 14, 2019
- Sept. 6, 2019
- Sept. 19, 2019
- Oct. 3, 2019
- Oct. 9, 2019
- Nov. 12, 2019

Materials Due

- Aug. 6, 2019
- Aug. 21, 2019
- Sept. 13, 2019
- Sept. 26, 2019
- Oct. 10, 2019
- Oct. 16, 2019
- Nov. 19, 2019

Advertising Rates

- Leaderboard
- Full Banner (each)
- Medium Rectangle (each)
- Half Banner (each)

Early Bird Rate by May 30

- \$6,160 per blast
- \$5,355 per blast
- \$3,750 per blast
- \$3,180 per blast

Rate after May 30

- \$6,780 per blast
- \$5,890 per blast
- \$4,120 per blast
- \$3,500 per blast

DIGITAL MARKETING OPPORTUNITIES



71.3%
 (or 8,957)
 OF PROFESSIONAL
 ATTENDEES DOWNLOADED
 THE APP IN 2018

AHA 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 (provided sponsorship has been secured by publication date)
- One complimentary alert sent each day
- An enhanced exhibitor listing within mobile app (see below)

Content

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

Space reservation deadline:
 Sept. 30, 2019

Materials due:
 Oct. 7, 2019

\$75,000
 single sponsorship



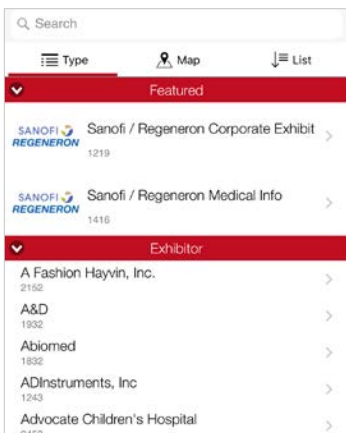
Alert Notifications

Real-time marketing for promotion of your booth activity or company. App users will receive new announcements during the conference.

Push Alert Requirements:

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

\$5,000 each



Enhanced Exhibitor Listing

Highlight your information within the app's exhibitor section and upload up to five PDF documents in the exhibitor tab. In addition, this offering comes with one push alert.

\$7,500 each



DIGITAL MARKETING OPPORTUNITIES



Housing Confirmation Email Package

Your ad will appear on every confirmation email delivered as well as the housing confirmation page of the Scientific Sessions reservation website.

Space reservation deadline:
May 3, 2019

Materials due:
May 10, 2019

\$55,000
single sponsorship



Registration Email Package

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

Space reservation deadline:
May 3, 2019

Materials due:
May 10, 2019

For full exposure during the registration process

\$75,000
single sponsorship

**YOUR
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CONVENTION CENTER MARKETING OPPORTUNITIES



Ad Banners

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

Space reservation deadline:
 Sept. 6, 2019

Materials due:
 Sept. 13, 2019

\$30,000 each



Cardiovascular Expert Theaters

- Located in the Science & Technology Hall, the CV Expert Theater is often standing room only.
- Lunch time slots are available on Saturday, Sunday and Monday, and include a box lunch provided by AHA.
- Mid-morning time slots are available Saturday, Sunday and Monday, and include a continental breakfast provided by AHA.
- Afternoon time slots are available Saturday, Sunday and Monday, and include snacks 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. 16, 2019

Materials due:
 Aug. 23, 2019

| | |
|---|-----------------------------------|
| Closed Lunch Theater (ideal 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 |
|---|-----------------------------------|

Mid-morning
and afternoon
theaters
available!



Celebrating Basic Science Poster Hall Reception Sponsorship

Your ad will appear on every confirmation email delivered as well as the housing confirmation page of the Scientific Sessions reservation website.

Sponsor Benefits

Sponsor may place corporate or product graphics on panels incorporated into the reception area.

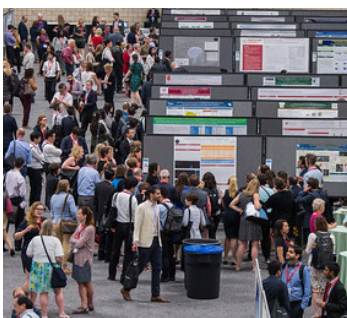
Sponsor Recognition Includes:

- Acknowledgment in ePreview #6 emails sent to more than 365,000 cardiovascular professionals.
- Recognition as a sponsor in the following publications (provided sponsorship has been secured by publication date):
 - Onsite Meeting Guide
 - Daily Newspaper
 - Final Program
 - AHA 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. 6, 2019

Materials due:
 Sept. 13, 2019

\$30,000
single sponsorship



CONVENTION CENTER MARKETING OPPORTUNITIES



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 #6 sent to more than 365,000 cardiovascular professionals.
- Recognition as a sponsor in the following publications (provided sponsorship has been secured by publication date):
 - Onsite Meeting Guide
 - Daily Newspaper
 - Final Program and AHA 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. 6, 2019

Materials due:
 Sept. 13, 2019

\$80,000
single sponsorship



Column Wraps

Secure prime real estate at the convention center with corporate or product branding on three high-visibility columns located throughout the convention center.

Space reservation deadline:
 Sept. 6, 2019

Materials due:
 Sept. 13, 2019

\$40,000
single sponsorship



Communication Center

- 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 corporate or product graphic on panels incorporated into the structures.

Space reservation deadline:
 Sept. 6, 2019

Materials due:
 Sept. 13, 2019

\$50,000 per Communication Center



CONVENTION CENTER MARKETING OPPORTUNITIES



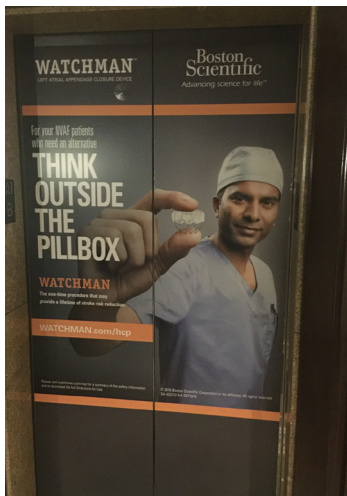
Digital Signage

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

Space reservation deadline:
Sept. 27, 2019

Materials due:
Oct. 4, 2019

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



Elevator Door Clings

- Your message meets attendees often as they travel between floors of the convention center.
- Sponsorship includes branding on the outside doors of three side-by-side elevators – tripling your message!

Space reservation deadline:
Sept. 6, 2019

Materials due:
Sept. 13, 2019

Level 200: \$30,000
Level 100: \$20,000
Level 400: \$15,000



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. 6, 2019

Materials due:
Sept. 13, 2019

\$50,000 per location

For details on sponsorship opportunities, please visit <https://envision.freeman.com/show/aha-2019/sponsorship-opportunities>.

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CONVENTION CENTER MARKETING OPPORTUNITIES

EP and Interventional Central Sponsorships

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.

Lounge Sponsorship Includes:

- Sponsor logos on a meterboard at the entrance of each hub.
- A table 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.
- Recognition as a sponsor in the following publications (provided sponsorship has been secured by publication date): one of six ePreviews, Onsite Meeting Guide, Final Program, Daily Newspaper and AHA Mobile Meeting Guide App.

Space reservation deadline:
 Sept. 6, 2019

Materials due:
 Sept. 13, 2019

\$10,000 per location

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



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 is standing room only!

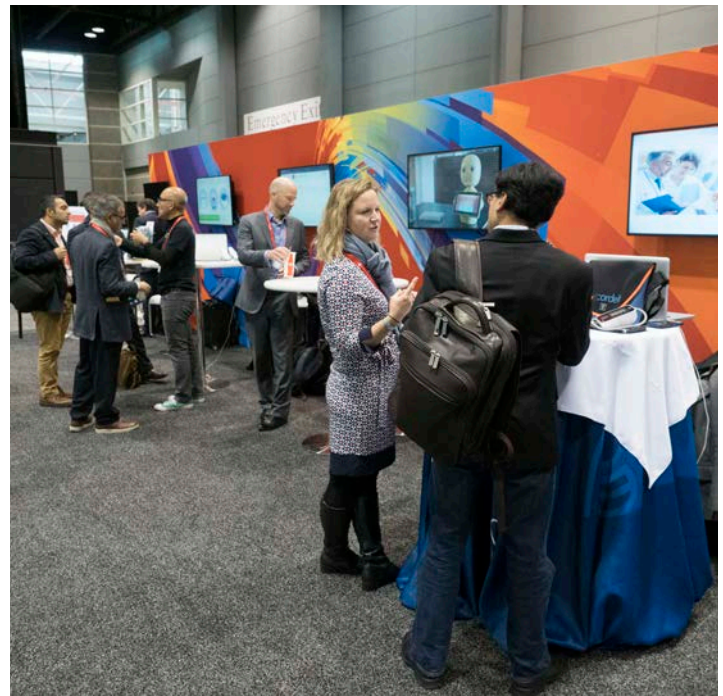


Interventional Central

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 a networking station where you can engage with interventionalists.

For locations, see <https://envision.freeman.com/show/aha-2019/home>

CONVENTION CENTER MARKETING OPPORTUNITIES



Health Innovation Pavilion Sponsorship

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 Program
 - Conference ePreview
 - Conference Daily Newspaper
 - Onsite Meeting Guide
 - AHA Mobile Meeting Guide App

Space reservation deadline:
 Sept. 6, 2019

Materials due:
 Sept. 13, 2019

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

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

For locations, see <https://envision.freeman.com/show/aha-2019/sponsorship-opportunities>.

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

CONVENTION CENTER MARKETING OPPORTUNITIES



Networking Lounge: Early Career and FIT Sponsorship

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.

Lounge Sponsorship Includes:

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

Space reservation deadline:
 Sept. 6, 2019

Materials due:
 Sept. 13, 2019

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

For locations, see <https://envision.freeman.com/show/aha-2019/sponsorship-opportunities>.



CONVENTION CENTER MARKETING OPPORTUNITIES



Networking Lounge: FAHA Sponsorship

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 2019 Distinguished Scientists.
- Refreshments, charging stations and print services.

Lounge Sponsorship Includes:

- 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 Program
 - Conference ePreview
 - Conference Daily Newspaper
 - Onsite Meeting Guide
 - AHA Mobile Meeting Guide App

Space reservation deadline:
Sept. 6, 2019

Materials due:
Sept. 13, 2019

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

CONVENTION CENTER MARKETING OPPORTUNITIES



Networking Lounge: Women in Science and Medicine Sponsorship

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 Program
 - Conference ePreview
 - Conference Daily Newspaper
 - Onsite Meeting Guide
 - AHA Mobile Meeting Guide App

Space reservation deadline:
 Sept. 6, 2019

Materials due:
 Sept. 13, 2019

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



CONVENTION CENTER MARKETING OPPORTUNITIES



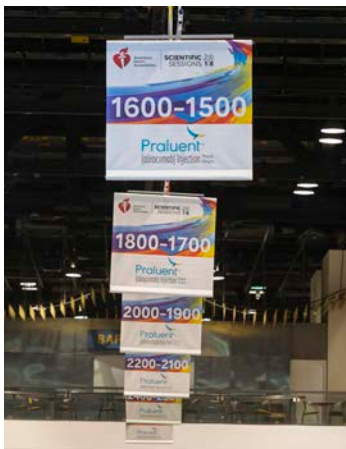
Rotating Kiosks

- Sponsor receives corporate or product advertisement on a graphic panel of a motorized kiosk that rotates for exceptional visibility.
- Sponsors can submit up to four different corporate or product-specific ads per kiosk.

Space reservation deadline:
Sept. 6, 2019

Materials due:
Sept. 13, 2019

\$15,000 for a single graphic panel



Science & Technology Hall Aisle Signs

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

Space reservation deadline:
Sept. 6, 2019

Materials due:
Sept. 13, 2019

\$100,000
single sponsorship



Science & Technology Hall Breaks

There will be a minimum of two refreshment stations serving coffee, hot tea and water in high-traffic areas in the Science & Technology Hall. Breaks will be refreshed two times on Saturday and Monday, and three times on 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 providing and shipping items to convention center.*
- Acknowledgment in ePreview #6 sent to more than 365,000 cardiovascular professionals.
- Recognition as a sponsor in the following publications (provided sponsorship has been secured by publication date):
 - Onsite Meeting Guide
 - Daily Newspaper
 - Final Program
 - AHA Mobile Meeting Guide App

Space reservation deadline:
Sept. 6, 2019

Materials due:
Sept. 13, 2019

\$20,000 per day
includes both stations



CONVENTION CENTER MARKETING OPPORTUNITIES



Science & Technology Hall Park Benches

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

Sponsorship includes:

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

Space reservation deadline:
Sept. 6, 2019

Materials due:
Sept. 13, 2019

\$55,000
single sponsorship



Science & Technology Hall Restaurant Sponsorship

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

Space reservation deadline:
Sept. 6, 2019

Materials due:
Sept. 13, 2019

\$15,000
single sponsorship



Sitting Cubes

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

Space reservation deadline:
Sept. 6, 2019

Materials due:
Sept. 13, 2019

\$50,000
single sponsorship

For details on sponsorship opportunities, please visit <https://envision.freeman.com/show/aha-2019/sponsorship-opportunities>.

CONVENTION CENTER MARKETING OPPORTUNITIES



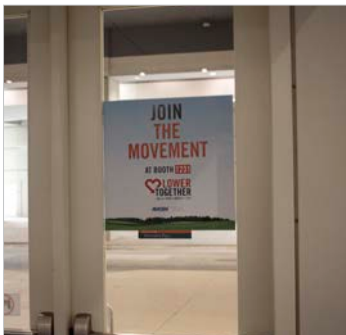
Walking Challenge

- Be the exclusive sponsor of the AHA Sessions 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.
- 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 ePreview #6.
- 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. 6, 2019

Materials due:
 Sept. 13, 2019

\$100,000
single sponsorship



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 face into the building on the doors/windows at main entrances of the convention center.
- Includes 13 clings.

Space reservation deadline:
 Sept. 6, 2019

Materials due:
 Sept. 13, 2019

\$28,000
single sponsorship

YOUR MARKETING TEAM

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

Maureen Mauer
 Advertising
 & Exhibitor Sales
 913-780-6633
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 & Exhibitor Sales
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Scott Murphy
 Manager,
 Corporate Relations
 214-706-1660
 scott.murphy@heart.org

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

BOOTH DRIVERS MARKETING OPPORTUNITIES



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.

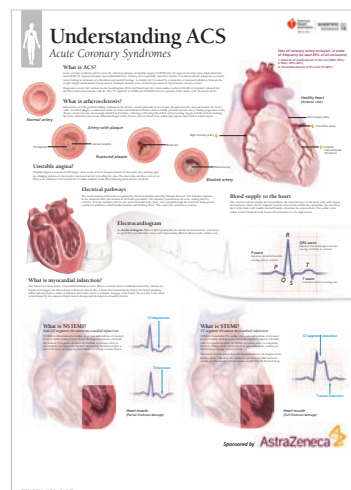
Content

- Easy and enduring access to abstracts from Scientific Sessions.
- Users quickly access information in the abstracts through searches for 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 12, 2019

Materials due:
July 26, 2019

\$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 also 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. 6, 2019

Materials due:
Sept. 13, 2019

\$75,000
single sponsorship

For details on sponsorship opportunities, please visit <https://envision.freeman.com/show/aha-2019/sponsorship-opportunities>.

HOTEL MARKETING OPPORTUNITIES



Doctors Bag Inserts

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 includes:

- Booth invites
- Promotional materials
- Industry program invitations



Space reservation deadline:

Oct. 14, 2019

Materials due:

Oct. 21, 2019

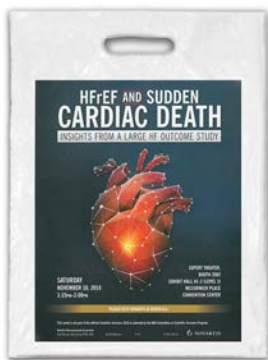
| Insert Information* | Full Distribution | Limited Distribution |
|-----------------------------|------------------------------|-----------------------------|
| Delivery Dates | Nov. 15 and 16, 2019 | Nov. 15 and 16, 2019 |
| Early Bird Rate (by May 30) | \$13,350 per insert, per day | \$7,490 per insert, per day |
| Rate (after May 30) | \$14,785 per insert, per day | \$8,240 per insert, per day |
| Quantity | 7,500 per day | 4,300 per day |

Insert sizes: Maximum size is 8.5" x 11". Maximum weight is 2 oz.

*A minimum of four inserts per day must be reserved for a Doctors Bag to be delivered.

Doctors Bag Premium

- 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.



Space reservation deadline:

Oct. 7, 2019

Materials due:

Oct. 14, 2019

| | Early Bird Rate By May 30 | After May 30 |
|-----------------------|---------------------------|------------------|
| Nov. 15-16, p.m. drop | \$26,040 per day | \$28,740 per day |

For details on sponsorship opportunities, please visit <https://envision.freeman.com/show/aha-2019/home>

All advertiser-supplied inserts are subject to AHA approval. Advertisers supply all inserts for hotel deliveries. 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 MARKETING OPPORTUNITIES



Hotel Dark Channel

Your message reaches attendees on hotel television convention channels.

Space reservation deadline:
Oct. 11, 2019

Materials due:
Oct. 18, 2019

\$2,500 per 30-second spot



Hotel Key Cards

- Reach attendees at hotels with your promotional ad on hotel key cards.
- 16,000 key cards will be distributed.

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

Space reservation deadline:
Aug. 9, 2019

Materials due:
Aug. 23, 2019

\$25,000 (rights only)
single sponsorship



Individual Hotel Room Drops

Distribution

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

Suggested items include:

- Booth announcements
- Promotional materials
- Product samples
- Industry program invitations

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

Space reservation deadline:
Oct. 24, 2019

Materials due:
Oct. 31, 2019

In-Room Delivery
\$45,000 per day

Outside Room Delivery
\$28,050 per day

Delivery Dates
Nov. 15, 16 and 17, 2019

For details on sponsorship opportunities, please visit <https://envision.freeman.com/show/aha-2019/sponsorship-opportunities>.



CITYWIDE MARKETING OPPORTUNITIES



Shuttle Bus Banners and Headrests

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

**IN 2018,
SHUTTLE BUSES
PROVIDED MORE
THAN 60,000
ATTENDEE
RIDES.**

Space reservation deadline:
Aug. 23, 2019

Materials due:
Sept. 6, 2019

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



ASCEND MEDIA ADVERTISING AGREEMENT

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



American Heart Association®

Scientific Sessions

Nov. 16-18, 2019 | Philadelphia, PA

SCIENTIFIC SESSIONS 2019

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

Advertiser: _____
 Billing Information: Agency Advertiser
 Billing Address: _____
 Phone: _____ Fax: _____

Agency (if applicable): _____
 Contact Name: _____
 City, State, ZIP: _____
 Email: _____

These rates apply for reservations confirmed after May 30, 2019.

| Print Opportunities | Digital Opportunities | Convention Center Opportunities | Booth Drivers |
|--|---|--|--|
| Attendee Welcome Guide Single Sponsorship _____ \$25,000 Conference Bag Insert Per insert _____ \$40,000 Convention Center Map Single Sponsorship _____ \$24,000 Daily Newspaper Banner Ad on center spread _____ \$40,000 three issues Back Cover _____ \$25,000 per issue Inside Front Cover _____ \$20,000 per issue Junior Ad _____ \$20,000 three issues Junior Ad PI space _____ \$10,000 three issues Full Page _____ \$12,500 per issue Final Program Back Cover _____ \$45,000 Inside Front Cover _____ \$25,000 Inside Back Cover _____ \$15,000 Website linking feature _____ \$2,500 Poster Hall Map Single Sponsorship _____ \$24,000 Pre-Meeting Mailer Envelope Premium _____ \$13,000 Standard Insert _____ \$6,290 Preview/Preliminary Program Back Cover _____ \$16,920 Inside Front Cover _____ \$14,880 Inside Back Cover _____ \$13,280 Full Page _____ \$10,620 Full Page PI _____ \$4,315 Two-Thirds Page _____ \$9,335 Half Page Island _____ \$8,925 Half Page Horizontal _____ \$8,515 Third Page Vertical _____ \$7,590 Quarter Page _____ \$6,885 Bolded Listing with Logo _____ \$580 Onsite Meeting Guide Floor Plan Advertising _____ Exclusive \$19,450 Back Cover _____ \$15,100 Inside Front Cover _____ \$13,270 Inside Back Cover _____ \$11,730 Full Page _____ \$9,720 Full Page PI _____ \$4,360 Half Page Horizontal _____ \$7,600 Quarter Page _____ \$6,300 Product Category Display Ad _____ \$1,600 Highlighted Listing with Logo _____ \$570 Symposia Locator Map Back Cover Panel _____ \$9,310 Full Panel _____ \$6,835 Half Panel _____ \$4,070 | AHA Mobile Meeting Guide App Single Sponsorship _____ \$75,000 Alert Notifications (each) _____ \$5,000 Enhanced Exhibitor Listing (each) _____ \$7,500 Article Index Page Leaderboard _____ \$5,000 Tower _____ \$3,900 Late August ePreview #1 Leaderboard _____ \$6,780 Full Banner (each) _____ \$5,890 Medium Rectangle (each) _____ \$4,120 Half Banner (each) _____ \$3,500 Mid-September ePreview #2 Leaderboard _____ \$6,780 Full Banner (each) _____ \$5,890 Medium Rectangle (each) _____ \$4,120 Half Banner (each) _____ \$3,500 Late September ePreview #3 Leaderboard _____ \$6,780 Full Banner (each) _____ \$5,890 Rectangle (each) _____ \$4,120 Half Banner (each) _____ \$3,500 Mid-October ePreview #4 Leaderboard _____ \$6,780 Full Banner (each) _____ \$5,890 Medium Rectangle (each) _____ \$4,120 Half Banner (each) _____ \$3,500 Late October Symposia ePreview #5 Leaderboard _____ \$6,780 Full Banner (each) _____ \$5,890 Medium Rectangle (each) _____ \$4,120 Half Banner (each) _____ \$3,500 Early November Know Before You Go ePreview #6 Leaderboard _____ \$6,780 Full Banner (each) _____ \$5,890 Medium Rectangle (each) _____ \$4,120 Half Banner (each) _____ \$3,500 Mid-December eHighlights Leaderboard _____ \$6,780 Full Banner (each) _____ \$5,890 Medium Rectangle (each) _____ \$4,120 Half Banner (each) _____ \$3,500 Housing Confirmation Email Package _____ \$55,000 Registration Email Package _____ \$75,000 | Ad Banners _____ \$30,000 Cardiovascular Expert Theaters Closed Lunch Theater _____ \$65,000 Open Air Lunch Theater _____ \$55,000 A.M. Closed Theater _____ \$30,000 P.M. Closed Theater _____ \$30,000 Celebrating Basic Science Poster Hall Reception _____ \$30,000 Charging Lounge and Charging Stations _____ \$80,000 Column Wraps _____ \$40,000 Communication Centers _____ \$50,000 Digital Signage 60second ad _____ \$20,000 30second ad _____ \$15,000 15second ad _____ \$10,000 Elevator Door Clings Level 200 _____ \$30,000 Level 100 _____ \$20,000 Level 400 _____ \$15,000 EP Central Sponsorship _____ \$10,000 Escalator Decals _____ \$50,000 Interventional Central Sponsorship _____ \$10,000 Health Innovation Pavilion Sponsorship Exclusive Sponsorship _____ \$120,000 Five Sponsors (each) _____ \$25,000 Networking Lounge: Early Career and FIT Sponsorship Exclusive Sponsorship _____ \$75,000 Two Sponsors (each) _____ \$37,500 Networking Lounge: FAHA Sponsorship Exclusive Sponsorship _____ \$75,000 Two Sponsors (each) _____ \$37,500 Networking Lounge: Women in Science and Medicine Sponsorship Exclusive Sponsorship _____ \$75,000 Two Sponsors (each) _____ \$37,500 Rotating Kiosks _____ \$15,000 Science & Technology Hall Aisle Signs _____ \$100,000 Science & Technology Hall Breaks _____ \$20,000 per day Science & Technology Hall Park Benches _____ \$55,000 Science & Technology Hall Restaurant Sponsorship _____ \$15,000 Sitting Cubes _____ \$50,000 Walking Challenge _____ \$100,000 Window Clings _____ \$28,000 | Abstracts on USB _____ \$175,000 Posters MD _____ \$75,000 Hotel Doctors Bag Nov. 15, 16 Premium Pocket Insert (p.m.) _____ \$28,740 per day Nov. 15, 16 Doctors Bag Insert (Full) _____ \$14,785 per item Nov. 15, 16 Doctors Bag Insert (Limited) _____ \$8,240 per item Hotel Dark Channel _____ \$2,500 Hotel Key Cards _____ \$25,000 Individual Hotel Room Drop: In-Room Delivery Nov. 15, 16, 17 _____ \$45,000 per day Individual Hotel Room Drop: Outside Room Delivery Nov. 15, 16, 17 _____ \$28,050 per day Citywide Shuttle Bus Package _____ \$100,000 Headrest or Banner _____ \$75,000 |

Please write your initials next to selection.

TOTAL AMOUNT \$ _____

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

By signing this agreement, you are agreeing to Ascend Media's Terms and Conditions enclosed and attached to this Advertising Agreement

Ascend Media Account Manager Signature _____ Date _____

Advertiser/Sponsor/Agency Signature _____ Date _____

Ascend Media Account Printed Name _____

Advertiser/Sponsor/Agency Signature _____

Advertiser/Sponsor/Agency Signature _____

Each party agrees that the electronic signatures, whether digital or encrypted, of the parties included in this Agreement, are intended to authenticate this writing and to have the same force and effect as manual signatures.

SIGN AND RETURN TO:
 Cathleen Gorby
 Ascend Integrated Media LLC
 cgorby@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. 16. 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. 16-18, 2019

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: \$15,000

_____ 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.

- 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.

COMPLETE YOUR APPLICATION HERE:

exhibitatsessions.org/scientific-sessions/business-suites/

PAYMENT OPTIONS

INVOICE:

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

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

PAY ONLINE:

Visit exhibitatsessions.org 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 1, 2019.

Beginning April 2, 2019, AHA requires payment in full and retains 100% of contracted space for space reduction or cancellation.

ADVERTISING POLICIES AND MATERIALS SUBMISSION PROCEDURES



American Heart Association®

Scientific Sessions

Nov. 16-18, 2019 | Philadelphia, PA

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: khgarty@ascendmedia.com.

| Item | Prototype Due | Ad Materials/Printed Materials Due | Maximum Weight | Maximum Dimensions |
|--------------------------------|----------------|------------------------------------|----------------|--------------------|
| Article Index Page | July 23, 2019 | Aug. 6, 2019 | n/a | n/a |
| ePreview #1 | July 23, 2019 | Aug. 6, 2019 | n/a | n/a |
| ePreview #2 | Aug. 7, 2019 | Aug. 21, 2019 | n/a | n/a |
| Preview/Preliminary Program | Aug. 14, 2019 | Aug. 28, 2019 | n/a | n/a |
| ePreview #3 | Aug. 30, 2019 | Sept. 13, 2019 | n/a | n/a |
| ePreview #4 | Sept. 12, 2019 | Sept. 26, 2019 | n/a | n/a |
| Pre-Meeting Mailer | Sept. 13, 2019 | Sept. 27, 2019 | 1 oz. | 8.5" x 11" |
| Onsite Meeting Guide | Sept. 16, 2019 | Sept. 30, 2019 | n/a | n/a |
| Symposia Locator Map | Sept. 16, 2019 | Sept. 30, 2019 | n/a | n/a |
| Convention Center Map | Sept. 20, 2019 | Oct. 4, 2019 | n/a | n/a |
| Poster Hall Map | Sept. 20, 2019 | Oct. 4, 2019 | n/a | n/a |
| Doctors Bag Premium | Sept. 23, 2019 | Oct. 14, 2019 | n/a | n/a |
| Hotel Dark Channel | Sept. 24, 2019 | Oct. 18, 2019 | n/a | n/a |
| Attendee Welcome Guide | Sept. 26, 2019 | Oct. 10, 2019 | n/a | n/a |
| Symposia ePreview #5 | Sept. 26, 2019 | Oct. 10, 2019 | n/a | n/a |
| Know Before You Go ePreview #6 | Oct. 2, 2019 | Oct. 16, 2019 | n/a | n/a |
| Doctors Bag Insert | Oct. 7, 2019 | Oct. 21, 2019 | 2 oz. | 8.5" x 11", flat |
| Individual Hotel Room Drops | Oct. 10, 2019 | Oct. 24, 2019 | 2 oz. | 8.5" x 11" |
| Daily Newspaper | Oct. 17, 2019 | Oct. 8, 2019 | n/a | n/a |
| eHighlights | Nov. 5, 2019 | Nov. 19, 2019 | n/a | n/a |

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.

Handling fees for shipments received by hotels may apply.

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; non-perishable food items; branded materials; other giveaway items; printed materials that are packaged or of odd shapes and/or size; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces.

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

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

After inserts are approved, Ascend Integrated Media will supply a shipping label with complete shipping information. The advertiser is asked to include a shipping label on the outside of each box shipped. Please do not ship to Ascend Integrated Media, or additional costs will apply. The advertiser is responsible for sending the correct number of inserts. Ascend Integrated Media will not be responsible for shortages. For Doctors Bags and Individual Hotel 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 all advertising:

- 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 (print or digital) or inserts:
 - AHA disclaimer must be included: "This event is not part of the official Scientific Sessions 2019 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 (exhibitsessions.org)
AHA at any point may choose not to approve marketing pieces at its own discretion.



Materials required for print products

- All print ads must include the words “Paid Advertisement” centered at the top of the page and in at least 10-point Helvetica (or similar type font).
- PDF/X-1a files are required for all ads. View specifications at swop.org 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 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 JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be OpenType (Multiple Master Fonts and Type 1 are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%)
- Reversed text must be a minimum of 10 points.

Unacceptable file types

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

Submitting digital files

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

Proofs

Contract proofs are recommended for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP approved. View specifications online at swop.org. 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 2019
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 2.5" x 1" in TIF, JPG or EPS format (vector EPS preferred).

Inserts for Preview

- Insert will be bound in and should not exceed 8.375" x 10.875", minimum size is 4" x 6".
- Prototype required.
- Bindery charges may apply.

Inserts for Onsite Meeting Guide

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

How to participate in the Doctors Bag and Individual Hotel 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 Bags: 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 8.5" 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: product samples; pens; notepads; non-perishable food items; branded materials such as lanyards, water bottles or other giveaway items; printed materials that are packaged or of odd shapes and sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces. “Bulk item” is defined at the discretion of the publisher.

- Restrictions: Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the Doctors Bag. Prices are based on an 8.5" x 11" paper insert. Bulk items will be assessed an additional fee based on weight and dimensions; please contact your account manager for more information. A minimum of four inserts from any combination of advertisers must be reserved for the Doctors Bag to be delivered on a particular day. Ad materials subject to AHA approval. See mechanical specifications for more information.
- A minimum of four inserts from any combination of advertisers must be reserved for a Doctors Bag to be delivered on a particular day.
- Doctors Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.

Specifications for ePreviews and eHighlight

- Leaderboard, banner, half banner and medium rectangle ads must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted.)
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of AHA.
- The maximum ad file size is 100kb–125kb.
- All third-party vendor supplied tags are subject to approval and must be accompanied by actual GIF or JPG image(s) and destination URL. In addition, tags need to be distinct for email or site usage.
- Animated GIF files are accepted, but not all email platforms support animation. If you wish to submit an animated ad, please include all critical information on the first slide. Only one URL is accepted per animated GIF; we do not allow separate URLs embedded in individual frames.

Important notes

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

AD SIZES AND DIMENSIONS

(WIDTH X HEIGHT)



American Heart Association[®]

Scientific Sessions

Nov. 16-18, 2019 | Philadelphia, PA

PREVIEW/PRELIMINARY PROGRAM

Publication size: 8.375" x 10.875" (trim)

Trim: Final page dimensions.

Bleed: Size required for an ad to bleed off the edges of a page. (0.125" past trim)

Safety/Live Area: All text and graphics not intended to bleed. (0.25" from trim)

| | | |
|--|---|---|
| Covers and Full Page Bleed 8.625" x 11.125" Trim 8.375" x 10.875" Safety/Live Area 7.875" x 10.375" | Half Page Horizontal 7" x 5" (no bleed) | Half Page Island 4.625" x 7.5" (no bleed) |
| Two-Thirds Page 4.625" x 10" (no bleed) | Quarter Page 3.5" x 5" (no bleed) | Third Page Vertical 2.25" x 10" (no bleed) |

ONSITE MEETING GUIDE

Publication size: 8.375" x 10.875" (trim)

Trim: Final page dimensions.

Bleed: Size required for an ad to bleed off the edges of a page. (0.125" past trim)

Safety/Live Area: All text and graphics not intended to bleed. (0.25" from trim)

| | |
|--|---|
| Covers and Full Page Bleed 8.625" x 11.125" Trim 8.375" x 10.875" Safety/Live Area 7.875" x 10.375" | Half Page Horizontal 7" x 5" (no bleed) |
| Quarter Page 3.5" x 5" (no bleed) | Product Category Display Ad 2.25" x 2.25" (no bleed) |

ATTENDEE WELCOME GUIDE

| |
|---|
| Back Panel Bleed 8.6875" x 8.75" Trim 3.6875" x 8.5" Safety/Live Area 3.4375" x 8" |
|---|

CONVENTION CENTER MAP

| | |
|-----------------------------------|---------------------------------------|
| Full Page 9.75" x 4.75" | Back Cover Ad 4.75" x 4.75" |
|-----------------------------------|---------------------------------------|

ePREVIEWS and eHIGHLIGHTS

| |
|---|
| Leaderboard 600 x 100 pixels and 300 x 50 pixels |
| Full Banner 468 x 60 pixels and 300 x 50 pixels |
| Half Banner 300 x 50 pixels |
| Medium Rectangle 300 x 250 pixels |

DAILY

Publication size
10.875" x 15" (finished size)
 Trim
Final page dimensions.
 Bleed
Size required for an ad to bleed off the edges of a page. (0.125" past trim)
 Safety/Live Area
All text and graphics not intended to bleed. (0.25" from trim)

| | | |
|---|----------------------------------|--|
| Covers and Full Page Bleed 11.125" x 15.25" Trim 10.875" x 15" Safety/Live Area 10.375" x 14.25" | Junior Page 7.5" x 10" | Banner Ad 21" x 2" (allow .5" gutter in the center with no text or logos) |
|---|----------------------------------|--|

ARTICLE INDEX PAGE

| |
|--|
| Leaderboard 728 x 90 pixels and 300 x 50 pixels |
| Tower 160 x 600 pixels |

SYMPOSIA LOCATOR MAP

| | |
|--|--------------------------------|
| Back Panel and Full Panel Bleed 4.75" x 9.375" Trim 4.5" x 9.125" Safety/Live Area 4" x 8.625" Non-bleed Ad 4" x 8.625" | Half Panel 3.5" x 4" |
|--|--------------------------------|

POSTER HALL MAP

| |
|---|
| Covers and Full Page Bleed 8.25" x 10.25" Trim 8" x 10" Safety/Live Area 7.5" x 9.5" |
|---|



ADVERTISING TERMS AND CONDITIONS

This agreement is between Ascend Integrated Media, LLC (dba Ascend Media) and the Advertiser/Sponsor and its Agency as listed on the attached "Advertising Agreement - Insertion Order".

TERMS AND CONDITIONS

1. Insertion orders, advertisements and space reservations are subject to materials approval and the provisions of the current rate card.
2. Cancellations are non-refundable.
3. Requested ad positions are not guaranteed unless the Advertiser/Sponsor or its Agency purchases a "special position" at an additional cost.
4. Advertiser/Sponsor and/or Agency will not be allowed to revise materials which are not received by Ascend Media's published "materials due" date.
5. Advertiser/Sponsor agrees that Ascend Media's liability (if any) on account of omissions or errors in purchased products and/or services shall in no event exceed the amount of charges for the products and/or services which were omitted or in which the error occurred, and such liability shall be discharged by (abatement of the charges) or (an advertising allowance) commensurate with the error for the particular products and/or services in which the omission or error occurred, but in no event exceeding the contract price of the particular products and/or services in which the omission or error occurred. No adjustment is applicable to any free products and/or services.
6. Ascend Media is not liable for any costs or real or consequential damages resulting from the failure to produce purchased products and/or services.
7. Ascend Media is not liable for any delays in delivery or for non-delivery of purchased products and/or services due to factors beyond the control of Ascend Media.
8. No conditions other than those set forth herein will be binding on Ascend Media unless specified in writing by Ascend Media. Ascend Media will not be bound by conditions printed or appearing on insertion orders, purchase orders, or similar documents when such conditions conflict with any provision contained herein.
9. A \$500 late fee may be charged for materials received after the materials due deadline.

PAYMENT AND COMMISSIONS POLICY

1. Event products are invoiced upon reservation, and payment is due upon receipt or no later than 45 days prior to the event start date. Non-event products are invoiced upon publication, and payment is due thirty (30) days from the invoice date.
2. Orders for space are accepted subject to Ascend Media's credit requirements. Space reservations or insertion orders for an Advertiser/Sponsor whose account is more than sixty (60) days past due may be refused. Advertisers/Sponsors with delinquent accounts lose their place in any waiting list for consideration of preferred positions.
3. Any outstanding invoice balance over thirty (30) days past due will be assessed 3% interest per month to the extent permitted by law.
4. If Ascend Media takes an Advertiser's/Sponsor's account to collection, the Advertiser/Sponsor agrees to pay all costs associated with the collection, including paying Ascend Media's attorney fees and all court costs, if it is determined by a court of competent jurisdiction that the Advertiser/Sponsor is at fault.
5. Ascend Media reserves the right to hold the Advertiser/Sponsor and/or its Agency jointly and severally liable for such monies as are due and payable to Ascend Media for advertising or sponsorships which the Advertiser/Sponsor or its Agency ordered and which advertising/sponsorship was produced, even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.