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.
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).
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

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

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

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.

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 $5,925 $6,435
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

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).

YOUR MARKETING TEAM

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

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
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 | $5,750 | $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.

Space reservation deadline:
Sept. 23, 2019
Materials due:
Sept. 30, 2019

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).
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

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

<table>
<thead>
<tr>
<th></th>
<th>Space Reservation Deadline</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>ePreview #1: Late August</td>
<td>July 30, 2019</td>
<td>Aug. 6, 2019</td>
</tr>
<tr>
<td>ePreview #2: Mid-September</td>
<td>Aug. 14, 2019</td>
<td>Aug. 21, 2019</td>
</tr>
<tr>
<td>ePreview #3: Late September</td>
<td>Sept. 6, 2019</td>
<td>Sept. 13, 2019</td>
</tr>
<tr>
<td>ePreview #4: Mid-October</td>
<td>Sept. 19, 2019</td>
<td>Sept. 26, 2019</td>
</tr>
<tr>
<td>Symposia ePreview #5: Late October</td>
<td>Oct. 3, 2019</td>
<td>Oct. 10, 2019</td>
</tr>
<tr>
<td>Know Before You Go ePreview #6: Early November</td>
<td>Oct. 9, 2019</td>
<td>Oct. 16, 2019</td>
</tr>
<tr>
<td>eHighlights: Mid-December</td>
<td>Nov. 12, 2019</td>
<td>Nov. 19, 2019</td>
</tr>
</tbody>
</table>

Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>Early Bird Rate by May 30</th>
<th>Rate after May 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$6,160 per blast</td>
<td>$6,780 per blast</td>
</tr>
<tr>
<td>Full Banner (each)</td>
<td>$5,355 per blast</td>
<td>$5,890 per blast</td>
</tr>
<tr>
<td>Medium Rectangle (each)</td>
<td>$3,750 per blast</td>
<td>$4,120 per blast</td>
</tr>
<tr>
<td>Half Banner (each)</td>
<td>$3,180 per blast</td>
<td>$3,500 per blast</td>
</tr>
</tbody>
</table>

The words “Paid Advertisement” will be centered above each digital ad in at least 10-point Helvetica (or similar type font). Cancellations are nonrefundable. All quantities are based on projected attendance and room blocks.
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.

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

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.

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

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

- 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
**$75,000** single sponsorship

**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

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**Your Marketing Team**

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amy.miller@heart.org

All rates are net. Cancellations are nonrefundable. All quantities are based on projected attendance and room blocks.
Ad Banners
- Available in multiple high-visibility locations throughout the convention center.
- Sponsor may select location.

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.

Mid-morning and afternoon theaters available!

Space reservation deadline: Aug. 16, 2019
Materials due: Aug. 23, 2019
Cost: $65,000 per time slot

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

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

Space reservation deadline: Sept. 6, 2019
Materials due: Sept. 13, 2019
$30,000 each

Space reservation deadline: Aug. 16, 2019
Materials due: Aug. 23, 2019
Cost: $65,000 per time slot

Closed Lunch Theater
(seating for 200)
$55,000 per time slot

Open Air Lunch Theater
(seating for 200)
$30,000 per time slot

Morning or Afternoon
Closed Theater
(seating for 200)
$30,000 each

Space reservation deadline: Sept. 6, 2019
Materials due: Sept. 13, 2019
$30,000 single sponsorship
**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.

**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.

**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.
**CONVENTION CENTER**

**Digital Signage**
- Quickly grab attendees’ attention with your company, product or industry event information on AHAs 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

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

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

**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

Costs:
- 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

Cost: $50,000 per location
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.

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

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

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

All rates are net. Cancellations are nonrefundable. All quantities are based on projected attendance and room blocks.
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.
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
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Amy Miller
Unofficial Satellite Events
214-706-1922
amy.miller@heart.org

All rates are net. Cancellations are nonrefundable. All quantities are based on projected attendance and room blocks.
AstraZeneca’s wall chart educational personalized
Receive a by visiting
on touchscreen
simple to create
In just three to five minutes, healthcare professionals will have a personalized product that is ready and stored in a convenient travel sleeve.

Also known as a heart attack, a myocardial infarction occurs when a coronary artery is suddenly blocked by a blood clot. The extent of the injury depends on several factors: the length of time the blood supply is interrupted, the size of the blood vessel blocked, and the amount of heart muscle supplied by the blocked artery.

Unstable angina is associated with longer, more severe, or more frequent attacks of chest pain. Key warning signs are changing patterns of chest pain or decreased activity preceding the pain. The chest pain can also occur at rest. There is no evidence of elevated levels of cardiac markers in the blood showing heart muscle cell death.

Non-ST segment elevation myocardial infarction (NSTEMI) is characterized by cardiac chest pain and evidence of elevated but without ST segment elevation. In NSTEMI, a coronary artery is incompletely or temporarily blocked, interrupting the blood supply to part of the heart, resulting in partial thickness damage to heart muscle.

Acute Coronary Syndromes

What is ACS?
Acute coronary syndrome (ACS) covers the clinical syndromes of unstable angina, NSTEMI (non-ST segment elevation myocardial infarction) and STEMI (ST segment elevation myocardial infarction). ACS occurs when there is a sudden mismatch between the oxygen supply and demand of heart muscle. Examples include severe arterial hypotension or hypertension, anemia or fever.

The coronary arteries supply the myocardium, the muscular layer of the heart wall, with oxygen and nutrients. These arteries originate from the aorta and lie within the epicardium, the outermost layer of the heart wall. Smaller arterial branches penetrate the myocardium. The cardiac veins collect venous blood from the heart wall and return it to the right atrium.

Electrocardiogram
An electrocardiogram (ECG or EKG) graphically records the electrical activity of the heart. Electrical impulses spread across atria, causing atria to contract. Impulses travel through ventricles, causing ventricles to contract. The P wave reflects atrial depolarization. The QRS wave reflects ventricular depolarization. The T wave reflects ventricular repolarization.

Sites of coronary artery occlusion, in order of frequency (at least 85% of all occlusions)
1. Left anterior descending coronary artery (45-50%)
2. Right coronary artery (30%-40%)
3. Circumflex branch of the LCA (15-20%)

Understanding ACS
Acute Coronary Syndromes

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.

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 supporter’s booth in three to five minutes.
• Corporate logo on posters and marketing pieces, including ads and onsite signage.

For details on sponsorship opportunities, please visit https://envison Freeman.com/show/aha-2019/sponsorship-opportunities.
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.

**MARKETING OPPORTUNITIES**

**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.

**Doctors Bag Inserts**
- 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

<table>
<thead>
<tr>
<th>Insert Information*</th>
<th>Full Distribution</th>
<th>Limited Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery Dates</td>
<td>Nov. 15 and 16, 2019</td>
<td>Nov. 15 and 16, 2019</td>
</tr>
<tr>
<td>Early Bird Rate (by May 30)</td>
<td>$13,350 per insert, per day</td>
<td>$7,490 per insert, per day</td>
</tr>
<tr>
<td>Rate (after May 30)</td>
<td>$14,785 per insert, per day</td>
<td>$8,240 per insert, per day</td>
</tr>
<tr>
<td>Quantity</td>
<td>7,500 per day</td>
<td>4,300 per day</td>
</tr>
</tbody>
</table>

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.

**Space reservation deadline:**
Oct. 7, 2019

**Materials due:**
Oct. 14, 2019

<table>
<thead>
<tr>
<th>Early Bird Rate By May 30</th>
<th>After May 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 15-16, p.m. drop</td>
<td>$26,040</td>
</tr>
<tr>
<td></td>
<td>per day</td>
</tr>
<tr>
<td></td>
<td>$28,740</td>
</tr>
<tr>
<td></td>
<td>per day</td>
</tr>
</tbody>
</table>

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

Space reservation deadline: Aug. 23, 2019
Materials due: Sept. 6, 2019

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

IN 2018, SHUTTLE BUSES PROVIDED MORE THAN 60,000 ATTENDEE RIDES.
These rates apply for reservations confirmed after May 30, 2019.

### Print Opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Base Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendee Welcome Guide</td>
<td>$25,000</td>
</tr>
<tr>
<td>Conference Bag Insert</td>
<td>$40,000</td>
</tr>
<tr>
<td>Convention Center Map</td>
<td>$24,000</td>
</tr>
<tr>
<td>Daily Newspaper</td>
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<tr>
<td>Banner Ad on cover spread</td>
<td>$40,000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$25,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$30,000</td>
</tr>
<tr>
<td>Junior Ad</td>
<td>$20,000</td>
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<tr>
<td>Junior Ad/promo space</td>
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<tr>
<td>Full Page</td>
<td>$12,500</td>
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<tr>
<td>Final Program</td>
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</tr>
<tr>
<td>Back Cover</td>
<td>$45,000</td>
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<tr>
<td>Inside Front Cover</td>
<td>$25,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$15,000</td>
</tr>
<tr>
<td>Website linking feature</td>
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<tr>
<td>Poster Hall Map</td>
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<td>Pre-Meeting Mailer</td>
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<tr>
<td>Envelope Premium</td>
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<tr>
<td>Standard Insert</td>
<td>$6,290</td>
</tr>
<tr>
<td>Preview/Preliminary Program</td>
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</tr>
<tr>
<td>Back Cover</td>
<td>$16,920</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$14,880</td>
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<tr>
<td>Inside Back Cover</td>
<td>$13,280</td>
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<tr>
<td>Full Page</td>
<td>$10,620</td>
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<tr>
<td>Full Page Pt</td>
<td>$4,315</td>
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<tr>
<td>Two-Thirds Page</td>
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<tr>
<td>Half Page Island</td>
<td>$8,923</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>$8,513</td>
</tr>
<tr>
<td>Third Page Vertical</td>
<td>$7,990</td>
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<tr>
<td>Quarter Page</td>
<td>$6,883</td>
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<tr>
<td>Bordered listing with logo</td>
<td>$380</td>
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<tr>
<td>Onsite Meeting Guide</td>
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<tr>
<td>Floor Plan Advertising</td>
<td>$19,450</td>
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<tr>
<td>Back Cover</td>
<td>$15,100</td>
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<tr>
<td>Inside Front Cover</td>
<td>$13,270</td>
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<tr>
<td>Inside Back Cover</td>
<td>$11,730</td>
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<tr>
<td>Full Page</td>
<td>$9,720</td>
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<tr>
<td>Full Page Pt</td>
<td>$4,360</td>
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<td>Half Page Horizontal</td>
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<td>Product Category Display Ad</td>
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<td>Highlighted listing with logo</td>
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<td>Symposium Locator Map</td>
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<td>Back Cover Panel</td>
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<tr>
<td>Full Panel</td>
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<tr>
<td>Half Panel</td>
<td>$4,070</td>
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### Digital Opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Base Rate</th>
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<tbody>
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<td>AHA Mobile Meeting Guide App</td>
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<tr>
<td>Single Sponsorship</td>
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<td>All Notices (each)</td>
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<tr>
<td>Enhanced Exhibitor Listing (each)</td>
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<tr>
<td>Article Index Page</td>
<td></td>
</tr>
<tr>
<td>Leadsboard</td>
<td>$5,000</td>
</tr>
<tr>
<td>Tower</td>
<td>$3,900</td>
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<tr>
<td>Late August ePreview #1</td>
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<tr>
<td>Leadsboard</td>
<td>$6,780</td>
</tr>
<tr>
<td>Full Banner (each)</td>
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<tr>
<td>Medium Rectangle (each)</td>
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<tr>
<td>Half Banner (each)</td>
<td>$3,300</td>
</tr>
<tr>
<td>Mid September ePreview #2</td>
<td></td>
</tr>
<tr>
<td>Leadsboard</td>
<td>$6,780</td>
</tr>
<tr>
<td>Full Banner (each)</td>
<td>$5,890</td>
</tr>
<tr>
<td>Medium Rectangle (each)</td>
<td>$4,120</td>
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<td>$3,300</td>
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<tr>
<td>Late September ePreview #3</td>
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<td>Leadsboard</td>
<td>$6,780</td>
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<tr>
<td>Full Banner (each)</td>
<td>$5,890</td>
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<tr>
<td>Medium Rectangle (each)</td>
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<td>$3,300</td>
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<tr>
<td>Mid-October ePreview #4</td>
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<td>Leadsboard</td>
<td>$6,780</td>
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<tr>
<td>Full Banner (each)</td>
<td>$5,890</td>
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<tr>
<td>Medium Rectangle (each)</td>
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<td>Late October Symposia ePreview #5</td>
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<td>Full Banner (each)</td>
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<td>Medium Rectangle (each)</td>
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<td>$3,300</td>
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<td>Early-November Know Before You Go ePreview #6</td>
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<td>Full Banner (each)</td>
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<tr>
<td>Medium Rectangle (each)</td>
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<tr>
<td>Mid-December Highlights</td>
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<td>Full Banner (each)</td>
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<td>Medium Rectangle (each)</td>
<td>$4,120</td>
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<td>Half Banner (each)</td>
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<tr>
<td>Housing Confirmation Email Package</td>
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<tr>
<td>Registration Email Package</td>
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</tbody>
</table>

### Convention Center Opportunities

- **Ad Banners:** $30,000
- **Cardiovascular Expert Theaters:** $65,000
- **Closed Lunch Theater:** $55,000
- **A.M. Closed Theater:** $50,000
- **P.M. Closed Theater:** $30,000
- **Celebrating Basic Science Poster:** $30,000
- **Hall Reception:** $30,000
- **Charging Lounge and Charging Stations:** $80,000
- **Column Wraps:** $40,000
- **Communication Centers:** $50,000
- **Digital Signage:** $20,000
- **20-second ad:** $10,000
- **15-second ad:** $10,000
- **Exhibit Door Clings:** $50,000
- **Level 200:** $30,000
- **Level 100:** $20,000
- **Level 400:** $15,000
- **EP Central Sponsorship:** $10,000
- **Escalator Denotes:** $50,000
- **International Central Sponsorship:** $10,000
- **Health Innovation Pavilion Sponsorship:** $120,000
- **Five Sponsors (each):** $25,000
- **Networking Lounge: Early Career and FIT Sponsorship:** $75,000
- **Networking Lounge: Two Sponsors (each):** $75,000
- **Networking Lounge: FAHA Sponsorship:** $75,000
- **Networking Lounge: Two Sponsors (each):** $37,500
- **Networking Lounge: Women in Science and Medicine Sponsorship:** $75,000
- **Rotating Kiosks:** $15,000
- **Science & Technology Hall Side Signs:** $100,000
- **Science & Technology Hall Breaks:** $2,000 per day
- **Science & Technology Hall Park Breaks:** $55,000
- **Science & Technology Hall Restaurant Sponsorship:** $15,000
- **Sitting Cubes:** $50,000
- **Walking Challenge:** $100,000
- **Window Clings:** $28,000

### Booth Drivers

- **Abstracts on USB:** $175,000
- **Poster MD:** $75,000

### Hotel

- **Doctors Bag:**
  - Nov. 15-16: Premium Pocket Insert $28,740 per day
  - Nov. 15-16: Doctors Bag Insert Full Day $14,783 per item
- **Hotel Door Chime:** $2,500
- **Hotel Key Cards:** $25,000

### Individual Hotel Room Drop: In-Room Delivery

- **Nov. 15-16:** $45,000 per day

### Individual Hotel Room Drop: Outside Room Delivery

- **Nov. 15-16, 17:** $28,050 per day

### Citywide

- **Shuttle Bus:** Package Headline or Banner $100,000
- **Shuttle Bus:** $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.**

---

**SIGN AND RETURN TO:**

Cathleen Gorby
Ascend Integrated Media LLC
cgorby@ascendmedia.com
BUSINESS SUITES

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.

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

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

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

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 (exhibitatsessions.org).

AHA at any point may choose not to approve marketing pieces at its own discretion.
ADVERTISING SPECIFICATIONS

Materials required for print products
- All print ads must include the words “Paid Advertisement” centered at the top of the page and in at least 10-point Helvetica (or similar type font).
- PDF/X-1a files are required for all ads. View specifications at swap.org or adobe.com/designcenter/acrobat/articles/acropdx.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 (1/8-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, TIFF or EPS format, binary encoding (no JPEG and no extra channels).
- Illustrator: Outline all fonts, flatten transparency, 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 1/2 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 swap.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, JPF 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 materials 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; nonperishable 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 JPEG 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.

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

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)

ATTENDEE WELCOME GUIDE

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”

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)

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”

POSTER HALL MAP

Back Panel and Full Panel
Bleed 8.25” x 10.25”
Trim 8” x 10”
Safety/Live Area 7.5” x 9.5”

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

ARTICLE INDEX PAGE

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

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).
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.