Exhibit Prospectus 2020

Connect one-on-one with the world’s most influential stroke and cerebrovascular experts

American Stroke Association
International Stroke Conference
FEB. 19–21, 2020 | Los Angeles, CA

exhibitatstroke.org
AUDIENCE SNAPSHOT

PROFESSIONAL ATTENDEES, INCLUDING:

- 2,629 PHYSICIANS AND OTHER HEALTHCARE PROFESSIONALS
- 898 NURSES/NURSE PRACTITIONERS/NURSE SCIENTISTS
- 506 RESEARCH SCIENTISTS
- 145 NON-HEALTHCARE PROFESSIONALS

86% OF AUDIENCE ARE PHYSICIANS AND NURSES/NURSE PRACTITIONERS/NURSE SCIENTISTS*

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

77% DOMESTIC ATTENDEES*

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

*2019 ISC registration data.
CONFERENCE HIGHLIGHTS

683 PRESENTATIONS IN 22 CATEGORIES

250+ INVITED PRESENTATIONS FROM LEADERS IN STROKE SCIENCE

1,592 ABSTRACTS ACCEPTED AND PRESENTED EITHER BY ORAL OR POSTER PRESENTATION

51 LATE-BREAKING SCIENCE ABSTRACTS

3 PRE-CONFERENCE SYMPOSIA

• State-of-the-Science Stroke Nursing Symposium
• Stroke in the Real World: In Search of the Big Kahuna: Rare Causes of Stroke
• Stroke in the Lab World: Cutting-Edge Topics in Experimental Stroke Research

TOP 10 SPECIALTIES IN ATTENDANCE IN 2019

1. NEURO/NEUROSCIENCE: STROKE
2. NEURO/NEUROSCIENCE: SURGERY
3. ADMINISTRATION
4. CRITICAL CARE/INTENSIVE CARE
5. EMERGENCY MEDICINE
6. INTERNAL MEDICINE
7. EPIDEMIOLOGY
8. NEURO/NEUROSCIENCE: RADIOLOGY
9. RADIOLOGY
10. REHAB/EXERCISE: STROKE

FUN FACT!
LAST TIME ISC WAS IN LA IN 2018:

98% OF ATTENDEES WERE "EXTREMELY SATISFIED" OR "SATISFIED" WITH ISC*
83% OF ATTENDEES VISITED THE SCIENCE & TECHNOLOGY HALL*

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

- **Dedicated exhibit hours** give you direct access to more than 4,100 stroke healthcare professionals.

- **Expert Theaters** inside the Science & Technology Hall present the latest advances in stroke and cardiovascular product and therapeutic treatments, with complimentary snacks and lunches provided by the American Heart Association/American Stroke Association (AHA/ASA).

- **Official educational programming**, including Poster Presentations next to the exhibit hall and Rapid Fire Theaters co-located in the Science & Technology Hall, focuses on the latest in stroke and cerebrovascular medicine and treatment.

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

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

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

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

- **VIP passes** (distributed by you) encourage your customers to visit the Science & Technology Hall.

- **Complimentary lunches** for attendees in Expert Theaters in the Science & Technology Hall.
EXHIBITORS RECEIVE

- Complimentary online booth at strokeconference.org.
- Complimentary Full Professional registrations based on square footage.
- Unlimited Exhibit-Only badges for booth staff.
- VIP Customer Invite Exhibit-Only badges.
- Complimentary access to the 2019 final ISC registration list for promotion.
- Advanced approval and reduced pricing for hosting Unofficial Satellite Events.
- Discounted exhibitor housing rates.
- The opportunity to rent pre- or post-2020 registration lists:
  - Ordering information available at exhibitatstroke.org.
  - AHA/ASA must approve all mailers prior to release of the mailing list.
  - Exhibitors are strongly encouraged to not print such pieces prior to AHA/ASA approval.
  - Mailing lists are available for one-time use before or after ISC 2020.

exhibitatstroke.org
The term "Unofficial Satellite Event" (or “USE”) refers to any activity that is independently organized and/or accredited by an organization other than the AHA/ASA and held before, during or after an AHA/ASA Scientific Conference.

• You must be a current ISC 2020 exhibitor, university or nonprofit organization to hold a USE, unless you are a Symposia Event holder.
• USE start and end times are subject to change based upon completion of the Final Program.
• The AHA/ASA is not responsible for attendance/audience generation or guaranteed attendance levels at USEs.
• The AHA/ASA reserves the right to change the USE process, date, times, procedures, number of slots and any other aspect of the process.
• All USE application fees are non-refundable.

OPEN JULY 8, 2019
Apply online at exhibitatstroke.org

<table>
<thead>
<tr>
<th>EVENT TYPE</th>
<th>Fee</th>
<th>Sponsor Type</th>
<th>Mon., Feb 17</th>
<th>Tue., Feb 18</th>
<th>Wed., Feb 19</th>
<th>Thur., Feb 20</th>
<th>Fri., Feb 21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Committee Meeting</td>
<td>$100</td>
<td>University/ nonprofit</td>
<td>No restrictions</td>
<td>5:30 p.m.-midnight</td>
<td>7 p.m.-midnight</td>
<td>7 p.m.-midnight</td>
<td>1 p.m.-midnight</td>
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<td></td>
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<tr>
<td>Focus Group</td>
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<tr>
<td></td>
<td>$500</td>
<td>Exhibitor</td>
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<td>$500 (100-300 people)</td>
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<td>$1,000 (100-300 people)</td>
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<td>Investigator Meeting</td>
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<td>7 p.m.-midnight</td>
<td>1 p.m.-midnight</td>
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<td>$1,000</td>
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<td>Media Event</td>
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<td>$3,000</td>
<td>Exhibitor</td>
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<tr>
<td>Symposia or Social Event</td>
<td>$2,500</td>
<td>University nonprofit without industry support</td>
<td>No restrictions</td>
<td>5:30 p.m.-midnight</td>
<td>7 p.m.-midnight</td>
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<td>1 p.m.-midnight</td>
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<td></td>
<td>$15,000</td>
<td>Exhibitor or university nonprofit with industry support</td>
<td>Limited to three slots</td>
<td>Limited to three slots</td>
<td>Limited to three slots</td>
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Non-Exhibitor USEs open Oct. 1, 2019

<table>
<thead>
<tr>
<th>EVENT TYPE</th>
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<th>Thur., Feb 20</th>
<th>Fri., Feb 21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symposia or Social Event</td>
<td>$30,000</td>
<td>Non-Exhibitors with industry support</td>
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<td>Limited to one slot</td>
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</tbody>
</table>

Please refer to the USE Scientific Conference Rules and Regulations for further governing restrictions. All event applications are subject to the approval of AHA/ASA conference management based on the event definitions outlined herein.
EXHIBITING
DATES & RATES

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

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

Submission of application does not constitute acceptance or approval by AHA/ASA.

EXHIBIT DATES & HOURS

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

BREAKS
Hours during which only limited programming is taking place.
10:15-10:30 a.m.
Noon-1:30 p.m.
2:30-3 p.m.

EXHIBITOR ELIGIBILITY, SPACE ASSIGNMENT PROCESS AND PRIORITY POINT SCHEDULE are all part of the AHA/ASA Scientific Conferences Rules & Regulations. For more information and to apply for space, visit exhibitatstroke.org.

CANCELLATION SCHEDULE

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

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

Exhibitor Housing and Registration
Housing confirmations sent as processed.

Exhibitor Service Kit available Aug. 15, 2019.

YOUR EXHIBITS TEAM

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

Maureen Mauer
Advertising & Exhibitor Sales
913-780-6633
mmauer@ascendmedia.com

Bridget Blaney
Advertising & Exhibitor Sales
773-259-2825
bblaney@ascendmedia.com

Rachel Barkin
Exhibitor Sales
202-367-2329
rbarkin@smithbucklin.com

Rita Dicuccio
Exhibitor Sales
312-673-4960
rdicuccio@smithbucklin.com

Scott Murphy
Manager, Corporate Relations
214-706-1660
scott.murphy@heart.org

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

American Heart Association/American Stroke Association
7272 Greenville Ave.
Dallas, TX 75231-4596
strokeconference.org

General Contractor Freeman
714-254-3410

Housing onPeak
855-922-3353
scs@onpeak.com

Registration Convention Data Services
800-748-3583
internationalstroke@xpressreg.net

Dates and times are subject to change.

exhibitatstroke.org
### ISC 2020 MARKETING OPPORTUNITIES

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

All sponsors and advertisers receive corporate name recognition in:

- Final Program
- ISC Stroke Daily News
- Large official contributor sign located in high-traffic area of the convention center
- AHA Mobile Meeting Guide App

YOUR SPONSORSHIP AND ADVERTISING DOLLARS COUNT TOWARD YOUR 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 rates are net. Cancellations are nonrefundable.

All quantities are based on projected attendance and room blocks.

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

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<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>PRICE RANGE</th>
<th>SPACE DEADLINE</th>
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<tbody>
<tr>
<td><strong>PRINT</strong></td>
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<tr>
<td>Final Program</td>
<td>$25,500</td>
<td>Nov. 22, 2019</td>
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<tr>
<td>Newsstand Premium</td>
<td>$9,475</td>
<td>Jan. 8, 2020</td>
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<tr>
<td>Conference Bag Inserts</td>
<td>$10,500</td>
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<td>Convention Center Map</td>
<td>$8,240</td>
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<tr>
<td>Attendee Welcome Guide</td>
<td>$11,845</td>
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<td><strong>DIGITAL</strong></td>
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<tr>
<td>Housing Confirmation Email Package</td>
<td>$9,500</td>
<td>Aug. 16, 2019</td>
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<td>Registration Email Package</td>
<td>$15,500</td>
<td>Aug. 16, 2019</td>
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<td>Abstracts on USB</td>
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<td>AHA Mobile Meeting Guide App</td>
<td>$5,150-$22,500</td>
<td>Nov. 21, 2019</td>
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<tr>
<td>Article Index Page</td>
<td>$2,000-$2,560</td>
<td>Nov. 27, 2019</td>
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<tr>
<td>ePreviews and eHighlights</td>
<td>$1,340-$3,240</td>
<td>Nov. 2019-Jan. 2020</td>
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<td><strong>CONVENTION CENTER</strong></td>
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<td>Walking Challenge</td>
<td>$50,000</td>
<td>Nov. 8, 2019</td>
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<tr>
<td>Ad Banners</td>
<td>$12,500</td>
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<tr>
<td>Charging Lounge and Charging Stations</td>
<td>$15,500</td>
<td>Dec. 6, 2019</td>
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<tr>
<td>Coffee Break</td>
<td>$10,000+</td>
<td>Dec. 6, 2019</td>
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<td>Communication Center</td>
<td>$15,500</td>
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<tr>
<td>Escalator Runners &amp; Floor Mats</td>
<td>$25,500</td>
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<td>Expert Theater</td>
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<tr>
<td>Game of Strokes</td>
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<tr>
<td>ISC Nursing Symposium Coffee Break</td>
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<td>Massage</td>
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<tr>
<td>Puppy Snuggles</td>
<td>$25,000</td>
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<td>Rotating Kiosks</td>
<td>$6,200-$15,500</td>
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<td>Science &amp; Technology Hall Aisle Signs</td>
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<td>Science &amp; Technology Hall Park Benches</td>
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<td>Scream Booth</td>
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<td>Sitting Cubes</td>
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<td>Dec. 6, 2019</td>
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<td>Stair Clings</td>
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<td>Yoga</td>
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<td>Table Tents</td>
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<td><strong>HOTEL</strong></td>
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<tr>
<td>Hotel Key Cards</td>
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<tr>
<td>Individual Hotel Room Drop</td>
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<td>Jan. 27, 2020</td>
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<td>Dark Channel</td>
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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 Wednesday, Feb. 19, 2020, and are rented through Thursday, Feb. 20, 2020. Please note that professional attendees will only be permitted in the Hall when it’s open.

NAME OF MEETING: International Stroke Conference, Feb. 19-21, 2020

COMPANY NAME: ___________________________ BOOTH: ___________________________
CONTACT NAME: ___________________________ PHONE: ___________________________
COMPANY ADDRESS: _____________________________________________________________

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
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 are not included in the rental fee, but are available to order through Freeman.

Contact information can be found at:
http://www.exhibitatsessions.org/international-stroke/preferred-contractors/

CONTACT CATHLEEN GORBY
today at 913-780-6923
or cgorby@ascendmedia.com
to reserve your preferred placement.

COMPLETE YOUR APPLICATION
http://exhibitatsessions.org/international-stroke/business-suites-application-2/

PAYMENT OPTIONS

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

*Please note: You will not receive a confirmation until AHA/ASA has received the 50% deposit prior to Aug. 1, 2019, and full payment beginning Aug. 2, 2019.

PAY ONLINE
Visit exhibitatstroke.org for instructions.

AHA/ASA Cancellation Schedule: AHA/ASA requires a 50% deposit before exhibit space will be confirmed. Cancellation or space reduction will result in a 50% penalty through Aug. 1, 2019.

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