

# 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](http://exhibitatstroke.org)

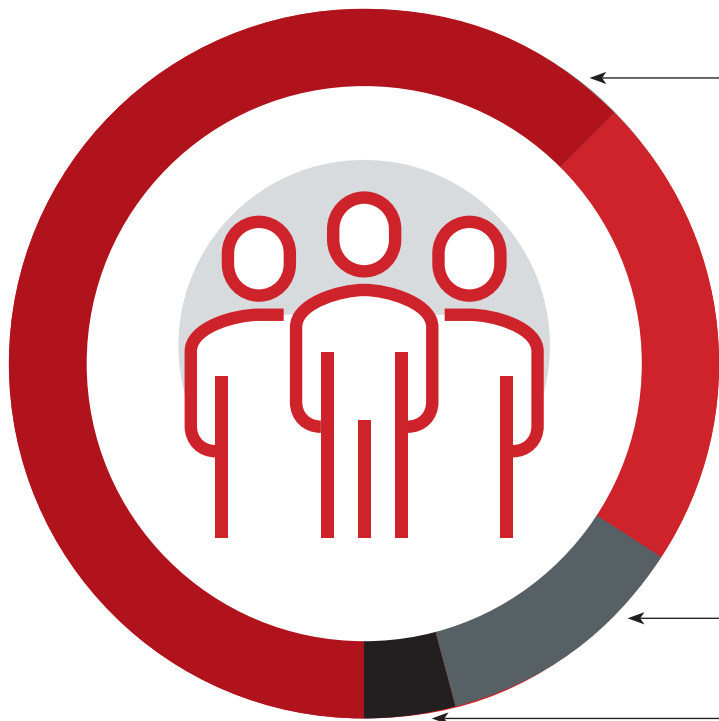


American Stroke Association

International Stroke Conference

FEB. 19-21, 2020 | LOS ANGELES, CA

# AUDIENCE SNAPSHOT 4,100+



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

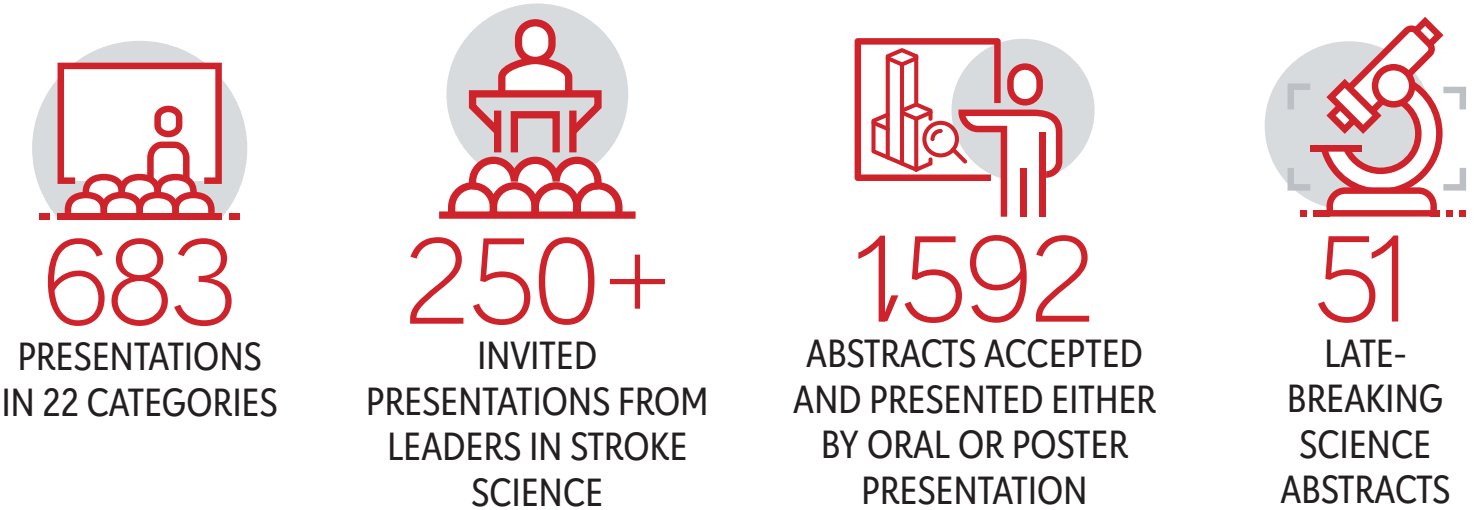


77% DOMESTIC ATTENDEES\*



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

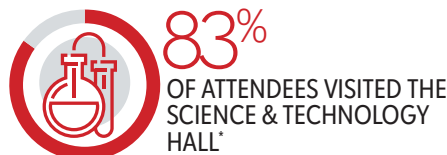
# CONFERENCE HIGHLIGHTS



## 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

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



### TOP 10 SPECIALTIES IN ATTENDANCE IN 2019

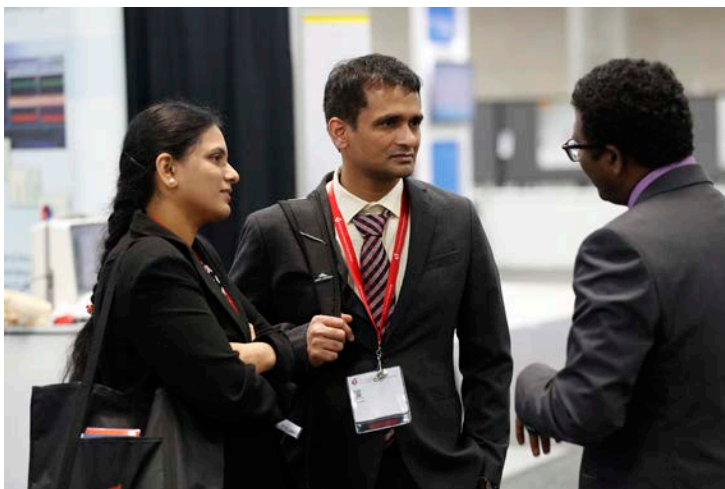
1. NEURO/NEUROSCIENCE: STROKE
2. NEURO/NEUROSCIENCE: SURGERY
3. ADMINISTRATION
4. CRITICAL CARE/ INTENSIVE CARE
5. EMERGENCY MEDICINE
6. INTERNAL MEDICINE
7. EPIDEMIOLOGY
8. NEURO/NEUROSCIENCE: RADIOLOGY
9. RADIOLOGY
10. REHAB/EXERCISE: STROKE

# HOW WE DRIVE ATTENDEES TO THE SCIENCE & TECHNOLOGY HALL



- **Dedicated exhibit hours** give you direct access to more than 4,100 stroke healthcare professionals.
- **The Expert Theater** inside the Science & Technology Hall presents 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](http://strokeconference.org).
- Complimentary booth listing in the AHA Mobile Meeting Guide App.
- 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](http://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.



# UNOFFICIAL SATELLITE EVENTS

The term “Unofficial Satellite Event” (or “USE”) refers to any activity that is independently organized and/or accredited by an organization other than the 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.
- Nonprofits that have received or anticipate receiving Industry funding to organize a Symposia, Media Event or Social Event must apply under the Industry rate.
- The AHA/ASA reserves the right to collect the additional application fees if a nonprofit receives Industry funding after application approval has been granted.
- The AHA/ASA does not monitor topics or titles. Please check website for the most up-to-date list of topics and titles.
- There will be a \$25 change fee when making changes such as date, time, number of people and/or event title.

## OPEN JULY 8, 2019

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

EVENT TYPE	Fee	Sponsor Type	Mon., Feb 17	Tue., Feb 18	Wed., Feb19	Thur., Feb 20	Fri., Feb 21
Committee Meeting	\$100	University/ nonprofit	No restrictions	5:30 p.m.- midnight	7 p.m.- midnight	7 p.m.- midnight	1 p.m. - midnight
	\$500	Exhibitor					
Focus Group	\$100	University/ nonprofit	No restrictions	5:30 p.m.- midnight	7 p.m.- midnight	7 p.m.- midnight	1 p.m. - midnight
	\$500	Exhibitor					
Hospitality Room Staff Meeting	\$100 (up to 50 people) \$250 (50-100 people) \$500 (100-300 people)	University/ nonprofit	No restrictions	No restrictions	No restrictions	No restrictions	No restrictions
	\$500 (up to 50 people) \$750 (50-100 people) \$1,000 (100-300 people)	Exhibitor					
Investigator Meeting	\$100	University/ nonprofit	No restrictions	5:30 p.m.- midnight	7 p.m.- midnight	7 p.m.- midnight	1 p.m. - midnight
	\$1,000	Exhibitor					
Media Event	\$100	University/ nonprofit	No restrictions	5:30 p.m.- midnight	7 p.m.- midnight	7 p.m.- midnight	1 p.m. - midnight
	\$3,000	Exhibitor					
Symposia or Social Event	\$2,500	University nonprofit without industry support	No restrictions	5:30 p.m.- midnight	7 p.m.- midnight	7 p.m.- midnight	1 p.m. - midnight
	\$15,000	Exhibitor or university nonprofit with industry support					

### Non-Exhibitor USEs open Oct. 1, 2019

EVENT TYPE	Fee	Sponsor Type	Mon., Feb 17	Tue., Feb 18	Wed., Feb19	Thur., Feb 20	Fri., Feb 21
Symposia or Social Event	\$30,000	Non-Exhibitors with industry support	No restrictions Limited to one slot	5:30 p.m.- midnight Limited to one slot	7 p.m.- midnight Limited to one slot	7 p.m.- midnight Limited to one slot	1 p.m. - midnight Limited to one slot

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.



American Stroke Association

International Stroke Conference

# EXHIBITING DATES & RATES

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

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.

### American Heart Association/ American Stroke Association

7272 Greenville Ave.  
Dallas, TX 75231-4596  
[strokeconference.org](http://strokeconference.org)

### General Contractor Freeman

714-254-3410

### Housing onPeak

855-922-3353  
[scs@onpeak.com](mailto:scs@onpeak.com)

### Registration Convention Data Services

800-748-3583  
[internationalstroke@xpressreg.net](mailto:internationalstroke@xpressreg.net)

Exhibitor Housing and Registration  
open Oct 23, 2019.

Housing confirmations sent as processed.

Exhibitor Service Kit available Aug. 15, 2019.

## 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 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](http://exhibitatstroke.org).

## YOUR EXHIBITS TEAM

### Cathleen Gorby (Lead)

Advertising & Exhibitor Sales  
913-344-1305  
[cgorby@ascendmedia.com](mailto:cgorby@ascendmedia.com)

### Maureen Mauer

Advertising & Exhibitor Sales  
913-344-1321  
[mmauer@ascendmedia.com](mailto:mmauer@ascendmedia.com)

### Bridget Blaney

Advertising & Exhibitor Sales  
913-344-1325  
[bblaney@ascendmedia.com](mailto:bblaney@ascendmedia.com)

### Rachel Barkin

Exhibitor Sales  
202-367-2329  
[rbarkin@smithbucklin.com](mailto:rbarkin@smithbucklin.com)

### Rita Dicuccio

Exhibitor Sales  
312-673-4960  
[rdicuccio@smithbucklin.com](mailto:rdicuccio@smithbucklin.com)

### Scott Murphy

Manager, Corporate  
Relations  
214-706-1660  
[scott.murphy@heart.org](mailto:scott.murphy@heart.org)

### Amy Miller

Unofficial Satellite Events  
214-706-1922  
[amy.miller@heart.org](mailto:amy.miller@heart.org)

*Dates and times are subject to change.*



OPPORTUNITY	PRICE RANGE	SPACE DEADLINE
<b>PRINT</b>		
Final Program	\$25,500	Nov. 22, 2019
Newsstand Premium	\$9,475	Jan. 8, 2020
Conference Bag Inserts	\$10,500	Jan. 10, 2020
Convention Center Map	\$8,240	Jan. 13, 2020
ISC Stroke Daily News	\$305-\$25,810	Jan. 17, 2020
Attendee Welcome Guide	\$11,845	Jan. 20, 2020
<b>DIGITAL</b>		
Housing Confirmation Email Package	\$9,500	Aug. 16, 2019
Registration Email Package	\$15,500	Aug. 16, 2019
Abstracts on USB	\$40,500	Oct. 25, 2019
AHA Mobile Meeting Guide App	\$5,150-\$22,500	Nov. 21, 2019
Article Index Page	\$2,000-\$2,560	Nov. 27, 2019
ePreviews and eHighlights	\$1,340-\$3,240	Nov. 2019-Jan. 2020
<b>CONVENTION CENTER</b>		
Walking Challenge	\$50,000	Nov. 8, 2019
Ad Banners	\$12,500	Dec. 6, 2019
Charging Lounge and Charging Stations	\$15,500	Dec. 6, 2019
Coffee Break	\$10,000+	Dec. 6, 2019
Communication Center	\$15,500	Dec. 6, 2019
Escalator Runners & Floor Mats	\$25,500	Dec. 6, 2019
Expert Theater	\$25,000	Dec. 6, 2019
Game of Strokes	\$50,000	Dec. 6, 2019
ISC Nursing Symposium Coffee Break	\$5,000	Dec. 6, 2019
Massage	\$30,000	Dec. 6, 2019
Puppy Snuggles	\$25,000	Dec. 6, 2019
Rotating Kiosks	\$6,200-\$15,500	Dec. 6, 2019
Science & Technology Hall Aisle Signs	\$30,500	Dec. 6, 2019
Science & Technology Hall Park Benches	\$25,000	Dec. 6, 2019
Scream Booth	\$25,000	Dec. 6, 2019
Sitting Cubes	\$25,000	Dec. 6, 2019
Stair Clings	\$60,000	Dec. 6, 2019
Window Clings	\$10,500	Dec. 6, 2019
Yoga	\$25,000	Dec. 6, 2019
Table Tents	\$10,000	Jan. 20, 2020
<b>HOTEL</b>		
Hotel Key Cards	\$10,500	Nov. 15, 2019
Individual Hotel Room Drop	\$20,000-\$33,250	Jan. 27, 2020
Dark Channel	\$1,545	Jan. 30, 2020

## 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.*



# 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 913-344-1305  
or [cgorby@ascendmedia.com](mailto: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](http://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.