Preliminary Exhibit Prospectus 2021

Expand your brand reach with 4,100+ of the world’s most influential stroke, cerebrovascular and brain health experts.

American Stroke Association
International Stroke Conference
FEB. 10-12, 2021 | COLORADO CONVENTION CENTER | DENVER, COLORADO

exhibitastroke.org
<table>
<thead>
<tr>
<th>Type of Professional</th>
<th>Number of Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physicians</td>
<td>2,629</td>
</tr>
<tr>
<td>Non-health-care professionals</td>
<td>145</td>
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<tr>
<td>Research Scientists</td>
<td>506</td>
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<td>Nurses, Nurse Practitioners, Nurse Scientists</td>
<td>898</td>
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</tbody>
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- **4,100+ professional attendees, including:**
- **2,629** physicians and other health care professionals
- **145** non-health-care professionals
- **506** research scientists
- **898** nurses, nurse practitioners, nurse scientists

- **86%** of the audience are physicians and nurses/nurse practitioners/nurse scientists*
- **77%** domestic attendees*

*ISC physician and other health care professional attendees represent more than 5 million patients

*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

THE POWER OF EXHIBITING

In a recent Center for Exhibition Industry Research (CEIR) survey, more than three-fourths of corporate heads of marketing agree that exhibits are highly effective for:

- Promoting new products
- Generating sales leads
- Meeting with prospects
- Building brand awareness
- Engaging prospects with products

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

Source: CEIR 2019 Head of Marketing Insights Series.
Driving Attendees to the Science & Technology Hall

Dedicated exhibit hours give you direct access to more than 4,100 stroke health care professionals.

Learning Studio 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 focuses on the latest in stroke and cerebrovascular medicine and treatment. Poster and Moderated Poster Presentations take place adjacent to the Science & Technology Hall, while additional education programming takes place within the Hall itself.

13 hours of exhibit time, including time with limited simultaneous educational programming to increase traffic in the Science & Technology Hall.

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 are provided in the Learning Studio inside the Science & Technology Hall.
Exhibit Dates & Hours

Wednesday, Feb. 10, 2021
8:30 a.m.–3 p.m.
Thursday, Feb. 11, 2021
8:30 a.m.–3 p.m.

Science & Technology Hall Breaks

Hours during which only limited programming is taking place.
8:30–8:45 a.m.
10:15–10:30 a.m.
Noon–1:30 p.m.
2:30–3 p.m.

Exhibit Rates

On-site rate through Feb. 28, 2020 .............................................. $34 per sq. ft.
Early Bird rate through July 31, 2020 ........................................... $36 per sq. ft.
Standard rate begins Aug. 3, 2020 .............................................. $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.
Submission of application does not constitute acceptance or approval by AHA/ASA.
Proof of nonprofit status must be attached to the application for all new organizations. Once the area is sold out, base rates will apply.
Proof of nonprofit status should be submitted to rita.pacheco@heart.org for all new organizations.

Cancellation Schedule

AHA/ASA retains 50% of contracted exhibit space for space reduction or cancellation before Aug. 3. AHA/ASA retains 100% of contracted exhibit space for space reduction or cancellation beginning Aug. 3.

Exhibitor Service Kit available

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.

Your Exhibits Team

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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.

Apply online at exhibitatstroke.org
### ISC 2021 Marketing Opportunities

Enhance your booth presence and drive more traffic with high-impact placements!

Your sponsorship and advertising dollars count toward your exhibiting priority points.

Ask your account manager for details.

All sponsors and advertisers receive corporate name recognition in:
- Final Program
- Stroke Daily News
- Large official contributor sign located in high-traffic area of the convention center
- AHA Mobile Meeting Guide App

### Opportunities

#### Print
- **Attendee Welcome Guide**: $11,845 | Jan. 2021
- **Conference Bag Inserts**: $10,500 | Jan. 2021
- **Convention Center Map**: $8,240 | Jan. 2021
- **Newsstand Premium**: $9,475 | Jan. 2021
- **Stroke Daily News**: $305-$10,580 | Jan. 2021

#### Digital
- **Housing Confirmation Email Package**: $9,500 | Aug. 2020
- **Registration Email Package**: $15,500 | Aug. 2020
- **Abstracts on USB**: $40,500 | Oct. 2020
- **AHA Mobile Meeting Guide App**: $3,500-$22,500 | Nov. 2020
- **Article Index Page**: $2,000-$2,560 | Nov. 2020
- **Final Program**: $25,500 | Nov. 2020
- **ePreviews and eHighlights**: $1,340-$3,240 | Nov. 2020-Feb. 2021
- **Digital Signage**: $5,000-$10,000 | Jan. 2021

#### Convention Center
- **Walking Challenge**: $50,000 | Nov. 2020
- **Ad Banners**: $12,500 | Dec. 2020
- **Charging Lounge and Charging Stations**: $15,500 | Dec. 2020
- **Coffee Break**: $10,000+ | Dec. 2020
- **Communication Center**: $15,500 | Dec. 2020
- **Game of Strokes**: $50,000 | Dec. 2020
- **Learning Studio**: $25,000 | Dec. 2020
- **Massage**: $30,000 | Dec. 2020
- **Nursing Symposium Coffee Break**: $6,500 | Dec. 2020
- **Puppy Snuggles**: $35,000 | Dec. 2020
- **Rotating Kiosks**: $6,200-$15,500 | Dec. 2020
- **Science & Technology Hall Aisle Signs**: $30,500 | Dec. 2020
- **Science & Technology Hall Park Benches**: $25,000 | Dec. 2020
- **Scream Booth**: $25,000 | Dec. 2020
- **Sitting Cubes**: $25,000 | Dec. 2020
- **Social Media Lounge**: $10,000 | Dec. 2020
- **Yoga**: $25,000 | Dec. 2020
- **Table Tents**: $10,000 | Jan. 2021

#### Hotel
- **Hotel Key Cards**: $10,500 | Nov. 2020
- **Individual Hotel Room Drop**: $20,000-$33,250 | Jan. 2021
- **Dark Channel**: $1,545 | Jan. 2021

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.

*Provided sponsorship has been secured by publication deadline.*

exhibitastroke.org