



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

exhibitatstroke.org



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International Stroke Conference

Feb. 10-12, 2021 | Colorado Convention Center | Denver, Colorado

AUDIENCE SNAPSHOT

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 audience are physicians and nurses/nurse practitioners/nurse scientists*



77%

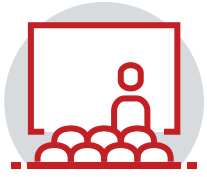
domestic attendees*



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

*2019 ISC registration data.

CONFERENCE HIGHLIGHTS



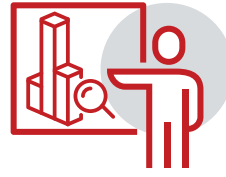
683

*presentations
in 22 categories*



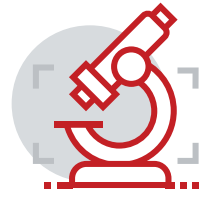
250+

*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



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Driving Attendees to 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.



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



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



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).



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.



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.



Complimentary lunches for attendees are provided in the Learning Studio inside the Science & Technology Hall.

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



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ISC

2021 Exhibiting Dates & Rates

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.

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

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. 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.

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

AHA/ASA requires a 50% deposit by July 31, 2020, before exhibit space will be confirmed. Beginning Aug. 3, AHA/ASA requires payment in full.

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 Aug. 3, 2020, at exhibitatstroke.org.

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

Cathleen Gorby (Lead)
Advertising & Exhibitor Sales
913-344-1305
cgorby@ascendmedia.com

Maureen Mauer
Advertising & Exhibitor Sales
913-344-1321
mmauer@ascendmedia.com

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

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

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

Dates and times are subject to change.

Apply online at
exhibitatstroke.org



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Opportunity	Price Range	Space Deadline
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.

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

* Provided sponsorship has been secured by publication deadline.