Exhibit Prospectus 2020
Showcase your brand at the meeting for cutting-edge advances in cardiology.
Audience Profile

15,200+
attendees

12,599
professional attendees

10,101
physicians and other cardiology professionals

1,797
research scientists

701
non-health-care professionals

Connect with the right audience

72%
of attendees visit the Science & Technology Hall

66%
domestic attendance

Top reasons attendees visit the Science & Technology Hall*

1. To learn more about new products and services
2. To see the latest techniques
3. To network with exhibitors

*Source: AHA Scientific Sessions 2019 Attendee Survey

Top 10 Specialties in Attendance (in order)

1. Cardiology: General Cardiology
2. Cardiology: Heart Failure
3. Internal Medicine
4. Administration
5. Cardiology: Pediatric
6. Cardiology: Interventional
7. Cardiology: Clinical EP
8. Emergency Medicine
9. Pharmacy
10. Critical Care/Intensive Care

Source: 2019 AHA Scientific Sessions registration data.
What brings attendees to the Science & Technology Hall

Dedicated hours for visiting booths: More than 17 hours of exhibit time – 8.5 hours with limited simultaneous educational programming to increase traffic.

The Heart Hub

The pulse of the Science & Technology Hall! Both official and industry-supported programming are featured in the Heart Hub, drawing attendees in to engage with all the Hall has to offer.

- Heart Theater in the Round
- Health Innovation Pavilion
- Networking Lounges
- EP and Interventional Central
- Simulation Zone
- Learning Studios
- Game Central
- Health Theater in the Round
- EP and Interventional Central
- Simulation Zone
- Learning Studios
- Game Central
- Health Theater in the Round
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Posters integrated into the Hall.

An extensive marketing campaign promotes the Hall before and during Scientific Sessions, including an Attendee Welcome Guide that reaches attendees at their hotels.

Charging lounges where attendees can power up and get online without leaving the Hall.

Complimentary lunches for attendees in the Learning Studios.

Rapid-Fire Forums, located in each poster area, draw attendees in for original science presentations and interactions with abstract authors.

Complementary coffee breaks in the Hall.
Exhibitors receive:

- Complimentary online booth at scientificsessions.org.

- Complimentary booth listing in the Preview/Preliminary Program, On-Site Meeting Guide, Daily News and the AHA Mobile Meeting Guide App (provided booth has been secured by publication dates).

- Complimentary marketing toolkit at exhibitatsessions.org.

- Complimentary Full Professional registrations based on square footage.

- Unlimited Exhibit-Only badges for booth staff.

- VIP Customer Invite Exhibit-Only badges.

- Complimentary 2019 final Scientific Sessions registration list.

- Opportunity to rent pre- and post-registration list.

- Advance approval and reduced price for hosting Satellite Events.

- Discounted exhibitor housing rates.

Apply online at exhibitatsessions.org

Low-cost mailing lists

Low-cost mailing lists are available to all exhibitors and certain Satellite Event holders. Ordering information can be found at exhibitatsessions.org.

- AHA must approve all mailers prior to the release of the mailing list.

- Exhibitors are strongly encouraged not to print such pieces prior to AHA approval.

- Mailing lists are available for one-time use before or after Scientific Sessions.

The value of exhibiting
Exhibit Dates
Saturday, Nov. 14, 2020
9 a.m.-3:45 p.m.
Sunday, Nov. 15, 2020
9 a.m.-3:45 p.m.
Monday, Nov. 16, 2020
9 a.m.-2 p.m.

Breaks
Saturday, Nov. 14, 2020
10:15-10:45 a.m.
Noon-2 p.m.
3:15-3:45 p.m.
Sunday, Nov. 15, 2020
10:15-10:45 a.m.
Noon-1 p.m.
2:30-3:45 p.m.

Exhibit Space Rates
Early Bird through
May 1, 2020.............................$36 per sq. ft.
Standard Rate starts
May 2, 2020.............................$38 per sq. ft.
There is no additional charge for islands or corners.
Public service rate .................$20 per sq. ft.

Public service rate is subject to availability. This
discounted rate is only available in the nonprofit
designated area on the floor. Nonprofit organizations
that wish to take advantage of this rate must submit
the exhibit space application/contract no later
than May 1, 2020. Proof of nonprofit status must
be submitted to julie.welsh@heart.org for all new
organizations.

Cancellation Schedule
Through June 1, 2020
AHA retains 50% of contracted space fees
Beginning June 2, 2020
AHA retains 100% of contracted space fees

AHA requires a 50% deposit before exhibit
space will be confirmed. Cancellation or space
reduction will result in a 50% penalty. The
cancellation policy can be found in the AHA
Scientific Conferences Rules & Regulations at
exhibitatsessions.org and is a legally binding
part of the exhibit space application/contract.

Exhibitor eligibility, space assignment process
and priority point schedule are all part of the AHA
Scientific Conferences Rules & Regulations. For
more information and to apply for space, visit
exhibitatsessions.org.

Your sponsorship and advertising
dollars count toward your
exhibiting priority points.
Ask your account
manager for details.

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
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Exhibitor Sales
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rbarkin@smithbucklin.com
Rita Dicuccio
Exhibitor Sales
312-673-4960
rdicuccio@smithbucklin.com
Amy Miller
Satellite Events
214-706-1922
amy.miller@heart.org

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Satellite Events

The term “Satellite Event,” refers to any activity that is independently organized and/or accredited by an organization other than the American Heart Association and held before, during or after an AHA/ASA Scientific Conference.

Dates, times and opportunities will be available May 4, 2020.

- You must be a current exhibitor at Scientific Sessions 2020, a university or nonprofit organization, with the exception of Symposia Event holders.
- Satellite Event start and end times are subject to change based upon completion of the Final Program.
- The AHA is not responsible for attendance/audience generation or guaranteed attendance levels.
- The AHA reserves the right to change the process, date, times, procedures, number of events and any other aspect of the process.
- All 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 reserves the right to collect the additional application fees if a nonprofit receives Industry funding after application approval has been granted.
- The AHA does not monitor topics or titles. Please check https://abstractsonline.com/pp8/#/7891 for the most up-to-date list of topics/titles.

Please refer to the Scientific Conference Rules and Regulations at exhibitatsessions.org for further governing restrictions. All event applications are subject to the approval of AHA/ASA show management based on the event definitions outlined herein.

Open May 4, 2020

<table>
<thead>
<tr>
<th>Event type</th>
<th>Fee</th>
<th>Sponsor type</th>
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</thead>
<tbody>
<tr>
<td>Committee Meeting</td>
<td>$500</td>
<td>University/nonprofit</td>
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<tr>
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<td>$1,000</td>
<td>Exhibitor</td>
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<tr>
<td>Focus Group</td>
<td>$500</td>
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<td>Media Event</td>
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<td>$30,000</td>
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<td>a.m. event</td>
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<td>$50,000 &amp; $55,000</td>
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<td>p.m. event</td>
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Nov. 14-16, 2020
Kay Bailey Hutchison Convention Center | Dallas, Texas
<table>
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<tr>
<th>Event Type</th>
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<th>Sponsor Type</th>
<th>Restrictions</th>
<th>Time Options</th>
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<tbody>
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<td>Committee Meeting</td>
<td>$500</td>
<td>University/nonprofit</td>
<td>No restrictions</td>
<td>6-8 a.m. or 7 p.m.-midnight</td>
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<td>Focus Group</td>
<td>$500</td>
<td>University/nonprofit</td>
<td>No restrictions</td>
<td>6-8 a.m. or 7 p.m.-midnight</td>
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<td>Hospitality Room or Staff Meeting</td>
<td>$500</td>
<td>University/nonprofit</td>
<td>No restrictions</td>
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<td>Investigator Meeting</td>
<td>$1,500</td>
<td>University/nonprofit</td>
<td>No restrictions</td>
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<td>Media Event</td>
<td>$1,500</td>
<td>University/nonprofit without industry support</td>
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<td>Symposia or Social Event</td>
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<td>Exhibitor or University/nonprofit with industry support</td>
<td>No restrictions</td>
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Non-Exhibitor Satellite Events

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Dates, times and opportunities will be available Aug. 10, 2020.

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Please refer to the Scientific Conference Rules and Regulations at [exhibitatsessions.org](http://exhibitatsessions.org) for further governing restrictions. All event applications are subject to the approval of AHA/ASA show management based on the event definitions outlined herein.

### Open Aug. 10, 2020

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<td>Investigator Meeting</td>
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