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

15,200+ attendees
12,599 professional attendees

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

72% of attendees visit the Science & Technology Hall
66% domestic attendance

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

-Posters integrated into the Hall.
-Charging lounges where attendees can power up and get online without leaving the Hall.
-Complimentary coffee breaks in 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.

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

Nov. 14-16, 2020
Kay Bailey Hutchison Convention Center | Dallas, Texas
The value of exhibiting

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.

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.

Apply online at exhibitatsessions.org
Scientific Sessions 2020 Exhibiting Dates & Rates

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 July 1, 2020
AHA retains 50% of contracted space fees
Beginning July 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

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 18, 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/#I/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.

Satellite Events

<table>
<thead>
<tr>
<th>Event type</th>
<th>Fee</th>
<th>Sponsor type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Committee Meeting</td>
<td>$500</td>
<td>University/nonprofit</td>
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<tr>
<td></td>
<td>$1,000</td>
<td>Exhibitor</td>
</tr>
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<td>Focus Group</td>
<td>$500</td>
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<td>Hospitality Room or Staff Meeting</td>
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<td>Investigator Meeting</td>
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<td>Media Event</td>
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<td></td>
<td>$15,000</td>
<td>Exhibitor</td>
</tr>
<tr>
<td>Symposia or Social Event</td>
<td>$5,000</td>
<td>University/nonprofit without industry support</td>
</tr>
<tr>
<td></td>
<td>$30,000 a.m. event</td>
<td>Exhibitor or University/nonprofit with industry support</td>
</tr>
<tr>
<td></td>
<td>$50,000 &amp; $55,000 p.m. event</td>
<td></td>
</tr>
<tr>
<td>Event Type</td>
<td>Price</td>
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<td>------------------------</td>
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<td>Hospitality Room or</td>
<td>$500</td>
<td>University/nonprofit</td>
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<tr>
<td>Staff Meeting</td>
<td>$1,000</td>
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<td>Investigator Meeting</td>
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<tr>
<td>Event</td>
<td>$15,000</td>
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</tr>
</tbody>
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Apply online at exhibitatsessions.org
Non-Exhibitor 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 Aug. 10, 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/#/17891 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 Aug. 10, 2020

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<th>Sponsor type</th>
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<tbody>
<tr>
<td>Committee Meeting</td>
<td>$4,600</td>
<td>Non-Exhibitor</td>
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<tr>
<td>Focus Group</td>
<td>$4,600</td>
<td>Non-Exhibitor</td>
</tr>
<tr>
<td>Hospitality Room or Staff Meeting</td>
<td>$4,600</td>
<td>Non-Exhibitor</td>
</tr>
<tr>
<td>Investigator Meeting</td>
<td>$8,600</td>
<td>Non-Exhibitor</td>
</tr>
<tr>
<td>Media Event</td>
<td>$20,000</td>
<td>Non-Exhibitor</td>
</tr>
<tr>
<td>Symposia or Social Event</td>
<td>$50,000 a.m. event</td>
<td>Non-Exhibitor</td>
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<td></td>
<td>$75,000 p.m. event</td>
<td>Non-Exhibitor</td>
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<tr>
<td>Event Type</td>
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<td>$20,000</td>
<td>Non-Exhibitor</td>
</tr>
<tr>
<td>Symposium or Social Event</td>
<td>$50,000</td>
<td>Limited to five events</td>
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</table>