



American Heart Association®

# Quality of Care & Outcomes Research

May 15-16, 2020 — and all year long!

## QCOR 2020 is now digital!

Same great conference goals, exciting new digital environment and year-round engagement!

AHA is launching a specialty content hub in which it will host the Quality of Care & Outcomes Research 2020 Scientific Sessions conference.

CME content in the hub will be presented May 15-16 (and available on demand with registration for 90 days thereafter). Additional specialty content will surround the CME content on those days and throughout the year. More than just meeting materials, the hub will feature pertinent journal content and other important AHA resources.

As a sponsor in the hub, you will receive:

- A content page of your own for articles, videos, press releases, podcasts and other content.
- Your sponsored content could be used on the home page of the hub.
- Your ads and updated content can be featured in monthly emails to AHA members, driving them to the hub - and your page - again and again.
- If you want to drive direct leads, consider gated content such as white papers.

The meeting will focus on new and developing opportunities, initiatives, projects, policies and research relevant to measuring and improving quality of care and outcomes for people with, or at risk for, cardiovascular disease and stroke.

Contact Cathleen Gorby at [cgorby@ascendmedia.com](mailto:cgorby@ascendmedia.com) or 913-344-1305 for a look at the new QCOR Hub today!



# 72%

of attendees are physicians and/or research scientists

### Target Audience

- Clinicians
- Researchers
- Medical students and trainees
- Nurses
- Pharmacists
- Administrators
- Healthcare and managed care professionals
- Policymakers

View AHA Rules & Regulations at [exhibitatsessions.org](http://exhibitatsessions.org).

All rates are net. Cancellations are nonrefundable. Dates, hours and rates are subject to change.

Source: 2019 registration data.



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Sponsor Level	Platinum	Gold	Silver	Bronze	Non-Profit
Price	\$20,000	\$10,000	\$5,000	\$2,000	\$750
<b>Sponsor Page Content</b>					
Company contact information	X	X	X	X	X
Company profile	X	X	X	X	X
Promotional videos	X	X	X	X	X
Press releases	X	X	X	X	X
Podcasts	X	X	X	X	X
Case studies or other articles	X	X	X	X	X
White papers with lead opportunity	X	X	X	N/A	N/A
Learning Studio (Industry Theater)	2 per year	N/A	N/A	N/A	N/A
<b>Sponsor Content on QCOR Home Page</b>					
Sponsored articles, news items, case studies, or podcasts per year on the home page of the hub for a minimum of 90 days.	4 per year	3 per year	2 per year	1 per year	N/A
Sponsored white papers per year on the home page of the hub for a minimum of 90 days.	1 per year	1 per year	1 per year	N/A	N/A
<b>Marketing Elements</b>					
"Featured exhibitor" box on content hub home page.	Year-round	Year-round	Year-round	Year-round	Year-round
Banner ad in monthly email to AHA strategic list announcing new content in hub.	6 per year	4 per year	2 per year	1 per year	N/A
Sponsored article or news item in monthly email to AHA strategic list announcing new content in hub (same email as above).	6 per year	4 per year	2 per year	1 per year	1 per year
Traffic-driving eblast for Learning Studio (Industry Theater)	2 per year	N/A	N/A	N/A	N/A

*Content subject to AHA approval.  
All rates are net. Cancellations are nonrefundable.*

## Your Exhibits Team

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