



American Heart Association

# Basic Cardiovascular Sciences

July 27-30, 2020

## Basic Cardiovascular Sciences 2020 Scientific Sessions is now virtual!

Same great conference goals; exciting new digital environment!

AHA is launching a specialty Heart Hub in which it will host the Basic Cardiovascular Sciences 2020 Scientific Sessions conference.

The hub is the heart of the BCVS virtual event, and provides access to the virtual CME sessions and ePosters, and includes videos, podcasts, curated content from AHA Journals and Science News, membership resources, a virtual “exhibit hall” and Early Career content.

CME content in the hub will be presented July 27-30 (and available on demand for 90 days thereafter).

As a sponsor in the hub, you will receive:

- Marketing that drives attendees to your content page.
- Company name and link to sponsor booth in monthly email to event attendees.
- Inclusion in sponsor “thank you” (company name and link to sponsor page) in event follow-up email blast to registrants.
- Opt-in mailing list of attendees
- **Two full registrations to the virtual conference**

Sponsored by the American Heart Association Basic Cardiovascular Sciences Council, the world’s leading organization of cardiovascular scientists, the conference attracts leading researchers in fields such as microRNAs, cardiac gene and cell therapy, cardiac development and most recently tissue engineering and iPS cells.

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



**87%**  
of attendees  
are clinicians,  
physicians and/or  
research scientists

### Target Audience

- Basic cardiovascular scientists
- Molecular/cellular biologists
- Physiologists
- Translational investigators
- Clinical trialists
- Practicing cardiologists
- Cardiovascular nurses and pharmacists
- Scientists and executives from pharmaceutical and biotechnology firms

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	Gold	Silver	Bronze	Non-Profit
Price	\$10,000	\$5,000	\$2,000	\$750
<b>Sponsor Page Content</b>				
Company contact information	X	X	X	X
Company profile	X	X	X	X
Press releases	X	X	X	X
Podcasts	X	X	X	X
Case studies or other articles	X	X	X	X
Request for information form for attendees	X	X	X	X
"Featured exhibitor" logo on Heart Hub home page	X	X	X	X
Promotional videos	4	3	2	1
White papers with lead opportunity	1	1	N/A	N/A
One piece of content on Heart Hub Home page (can be changed out over time)	1	N/A	N/A	N/A
<b>Marketing Elements</b>				
Company name and link to sponsor booth in monthly email to event attendees.	3 of 3	1 of 3	N/A	N/A
Inclusion in sponsor "thank you" (company name and link to sponsor page) in event follow-up email blast to registrants	X	X	X	X
Opt-in lead list of attendees (mailing list only)	X	X	N/A	N/A
Full registrations to the event	2	2	2	2



**Banner ads in the monthly email to event attendees.**

- \$3,000
- One ad per month (for three months)
- Limited to three advertisers

**Learning Studio (formerly Industry Theater)**

- \$10,000
- Link to studio included in all three monthly newsletters
- Limited to two studios
- Studio space will be on the Heart Hub page

## Your Exhibits Team

**Bridget Blaney**

Company Names: A-D and Q-R  
 Advertising & Exhibitor Sales  
 913-344-1325  
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**Cathleen Gorby (Lead)**

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**Maureen Mauer**

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