



Exhibit Prospectus 2021

Cultivate your audience with this growing conference of 4,600+ of the world's most influential stroke and cerebrovascular experts.



American Stroke Association.

International Stroke Conference

Feb. 10-12, 2021

Colorado Convention Center | Denver, Colorado

exhibitatstroke.org



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AUDIENCE SNAPSHOT

4,600+

professional
attendees, including:*

2,766

physicians and other
health care professionals

368

non-health-care
professionals



504

research scientists

1,005

nurses/
nurse practitioners/
nurse scientists



81%

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



82%

domestic attendees*



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

*2020 ISC registration data.



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

ISC 2020 HIGHLIGHTS



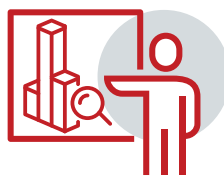
585

presentations
in 22 categories



370+

invited presentations
from leaders in
stroke science



1,484

abstracts accepted
and presented either by
oral or poster presentation



77

late-breaking
science abstracts



84% exhibitor satisfaction rate
for ISC 2020.



Nearly **80%** of exhibitors reported
high satisfaction rates for connecting
with their target audiences.



Nearly **75%** of respondents stated that
ISC is better than other competing meetings.



64% of exhibitors renewed their
exhibit space for ISC 2021 before the
2020 conference closed.

Top 10 Specialties in Attendance in 2020

1. Neuro/Neuroscience: Stroke
2. Neuro/Neuroscience: Surgery
3. Administration
4. Emergency Medicine
5. Critical Care/Intensive Care
6. Neuro/Neuroscience: Radiology
7. Internal Medicine
8. Cardiology: Imaging
9. Neuro/Neuroscience: Imaging
10. Epidemiology

*2020 ISC registration data.



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Driving Attendees to the Science & Technology 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).



Official educational programming in the Science & Technology Hall focuses on the latest in stroke and cerebrovascular medicine and treatment. Poster and Moderated Poster presentations take place adjacent to the Hall, while additional education programming takes place within the Hall and in Stroke Central.



Dedicated exhibit hours give you direct access to more than 4,600 stroke health care professionals.



Complimentary coffee stations during programming breaks bring attendees to the Hall.



The Simulation Zone features interactive displays with technologically advanced, immersive training for attendees.



VIP passes (distributed by you) encourage your customers to visit the Science & Technology Hall.



An extensive marketing campaign promotes the Science & Technology Hall to attendees before and during the event.



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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Exhibitor Benefits



- Complimentary online booth at **strokeconference.org**.
- Complimentary booth listing in the AHA Mobile Meeting Guide App.
- Complimentary Full Professional registrations based on square footage.
- Unlimited Exhibit-Only badges for booth staff.
- VIP Customer Invite Exhibit-Only badges.
- Complimentary access to the 2020 final ISC registration list for promotion.
- Advanced approval and reduced pricing for hosting Unofficial Satellite Events.
- Discounted exhibitor housing rates.
- The opportunity to rent pre- or post-2021 registration lists. Ordering information is available at **exhibitatstroke.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 AHA/ASA and held before, during or after an AHA/ASA Scientific Conference.

- Satellite Event start and end times are subject to change based upon completion of the Final Program.
- The AHA/ASA is not responsible for attendance/audience generation or guaranteed attendance levels at Satellite Events.
- The AHA/ASA reserves the right to change the Satellite Event process, date, times, procedures, number of slots and any other aspect of the process.
- All Satellite Event 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/ASA reserves the right to collect the additional application fees if a nonprofit receives Industry funding after application approval has been granted.
- The AHA/ASA does not monitor topics or titles. Please check website for the most up-to-date list of topics and titles.
- There will be a \$25 change fee when making changes such as date, time, number of people and/or event title.

Open to exhibitors, universities and nonprofit organizations on J

| Event type | Fee | Sponsor type |
|--------------------------|--|---|
| Committee Meeting | \$100 | University/ nonprofit |
| | \$500 | Exhibitor |
| Focus Group | \$100 | University/ nonprofit |
| | \$500 | Exhibitor |
| Hospitality Room | \$100 (up to 50 people) \$250 (50-100 people) \$500 (100-300 people) | University/ nonprofit |
| Staff Meeting | \$500 (up to 50 people) \$750 (50-100 people) \$1,000 (100-300 people) | Exhibitor |
| Investigator Meeting | \$250 | University/ nonprofit |
| | \$1,000 | Exhibitor |
| Media Event | \$500 | University/ nonprofit |
| | \$3,000 | Exhibitor |
| Symposia or Social Event | \$2,500 | University/nonprofit without industry support |
| | \$15,000 | Exhibitor or university/nonprofit with industry support |

Open to Non-Exhibitors on Aug. 10, 2020.

| Event type | Fee | Sponsor type |
|---------------------------------|----------|---------------|
| Committee Meeting | \$3,900 | Non-Exhibitor |
| Focus Group | \$3,900 | Non-Exhibitor |
| Hospitality Room/ Staff Meeting | \$3,900 | Non-Exhibitor |
| Investigator Meeting | \$4,400 | Non-Exhibitor |
| Media Event | \$6,400 | Non-Exhibitor |
| Symposia or Social Event | \$30,000 | Non-Exhibitor |

July 6, 2020.

Apply at exhibitatstroke.org.

| Monday, Feb. 8 | Tuesday, Feb. 9 | Wednesday, Feb. 10 | Thursday, Feb. 11 | Friday, Feb. 12 |
|------------------------|------------------------|------------------------|------------------------|------------------------|
| No restrictions | 5:30 p.m.-midnight | 7 p.m.-midnight | 7 p.m.-midnight | 1 p.m.-midnight |
| No restrictions | 5:30 p.m.-midnight | 7 p.m.-midnight | 7 p.m.-midnight | 1 p.m.-midnight |
| No restrictions | No restrictions | No restrictions | No restrictions | No restrictions |
| No restrictions | 5:30 p.m.-midnight | 7 p.m.-midnight | 7 p.m.-midnight | 1 p.m.-midnight |
| No restrictions | 5:30 p.m.-midnight | 7 p.m.-midnight | 7 p.m.-midnight | 1 p.m.-midnight |
| No restrictions | 5:30 p.m.-midnight | 7 p.m.-midnight | 7 p.m.-midnight | 7 p.m.-midnight |
| Limited to three slots | Limited to three slots | Limited to three slots | Limited to three slots | Limited to three slots |

| Monday, Feb. 8 | Tuesday, Feb. 9 | Wednesday, Feb. 10 | Thursday, Feb. 11 | Friday, Feb. 12 |
|---------------------|---------------------|---------------------|---------------------|---------------------|
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| No restrictions | 5:30 p.m.-midnight | 7 p.m.-midnight | 7 p.m.-midnight | 7 p.m.-midnight |
| Limited to one slot | Limited to one slot | Limited to one slot | Limited to one slot | Limited to one slot |



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ISC 2021 Exhibiting Dates & Rates

Exhibit 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

Early Bird rate through July 31, 2020\$36 per sq. ft.

Standard rate begins Sept. 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.m.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 Sept. 3, AHA/ASA requires payment in full.

Cancellation Schedule

AHA/ASA retains 50% of contracted exhibit space for space reduction or cancellation before Sept. 3. AHA/ASA retains 100% of contracted exhibit space for space reduction or cancellation beginning Sept. 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
National Corporate Relations
214-706-1660
scott.murphy@heart.org

Amy Miller
Satellite Events
214-706-1922
amy.miller@heart.org

Dates and times are subject to change.

Apply online at
exhibitatstroke.org

CUSTOM BUSINESS SUITES

Business Suites provide a place for you to meet with staff and clients or transact business away from your booth without having to leave the Science & Technology Hall. Business Suites are available beginning Wednesday, Feb. 10, and are rented through Thursday, Feb. 11. Please note that Professional attendees will only be permitted in the Hall when it's open.

NAME OF SHOW: International Stroke Conference Feb. 10-12, 2021

COMPANY NAME: BOOTH:

CONTACT NAME: PHONE:

COMPANY ADDRESS:



CHOOSE A SIZE AND SUITE NUMBER

10' x 10' Business Suite: \$3,750

10' x 20' Business Suite: \$7,500

20' x 20' Business Suite: \$15,000

Business Suite selection number:

All business suites are carpeted, fully enclosed and include partial ceilings for noise reduction.

- Food and Beverage service available through convention catering service.
• Furniture and electrical are not included in the rental fee, but are available to order through Freeman.

Contact information can be found here:
http://www.exhibitatsessions.org/international-stroke/preferred-contractors/

CONTACT CATHLEEN GORBY

today at 913-780-6923 or
cgorby@ascendmedia.com
to reserve your preferred placement.

COMPLETE YOUR APPLICATION:

http://exhibitatsessions.org/international-stroke/business-suites-application-2/

PAYMENT OPTIONS

INVOICE:

AHA/ASA will invoice you upon space assignment and acceptance of your space application/contract.
*Please note that you will not receive a confirmation until AHA/ASA has received the 50% deposit, or if paid in full after July 31, 2020.

PAY ONLINE: Visit exhibitatstroke.org for instructions.

PAY BY CHECK:

U.S. Postal Service Address — regular mail
American Heart Association
P.O. Box 844504
Dallas, TX 75284-4504

Courier Address — delivered by courier
service (UPS/FedEx, etc.)
Bank of America Lockbox Services
Lockbox 844504
1950 N. Stemmons Freeway, Suite 5010
Dallas, TX 75207

AHA Cancellation Schedule: AHA requires a 50%
deposit before exhibit space will be confirmed.
Cancellation or space reduction will result in a
50% penalty through July 31, 2020.

Beginning Sept. 3, 2020, AHA requires payment
in full and retains 100% of contracted space for
space reduction or cancellation.

We, the undersigned, hereby make application for exhibit space at the AHA/ASA's International Stroke Conference 2021 in Denver, CO, and authorize the AHA/ASA to reserve exhibit space on our behalf. A signature on this application indicates understanding and agreement to comply with all policies, rules, regulations, terms and conditions in the Prospectus, on AHA/ASA's website exhibitatstroke.org, and any others issued by AHA/ASA regarding International Stroke Conference; willingness to abide by the payment policy and acknowledgment of having read the rules and regulations and agreement that the AHA/ASA International Stroke Conference Rules & Regulations are an integral and binding part of this contract.

X
Signature of Authorizing Officer

Name of Authorizing Officer (please type or print)