



# 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](http://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



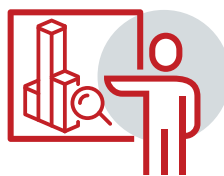
**585**

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

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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](http://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
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 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](mailto: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 Oct. 1. AHA/ASA retains 100% of contracted exhibit space for space reduction or cancellation beginning Oct. 1.*

**Exhibitor Service Kit available  
Nov. 1, 2020, at [exhibitatstroke.org](http://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](http://exhibitatstroke.org).*

## Your Exhibits Team

**Cathleen Gorby (Lead)**  
Advertising & Exhibitor Sales  
913-344-1305  
[cgorby@ascendmedia.com](mailto:cgorby@ascendmedia.com)

**Maureen Mauer**  
Advertising & Exhibitor Sales  
913-344-1321  
[mmauer@ascendmedia.com](mailto:mmauer@ascendmedia.com)

**Bridget Blaney**  
Advertising & Exhibitor Sales  
773-259-2825  
[bblaney@ascendmedia.com](mailto:bblaney@ascendmedia.com)

**Scott Murphy**  
National Corporate Relations  
214-706-1660  
[scott.murphy@heart.org](mailto:scott.murphy@heart.org)

**Amy Miller**  
Satellite Events  
214-706-1922  
[amy.miller@heart.org](mailto:amy.miller@heart.org)

Dates and times are subject to change.

Apply online at  
[exhibitatstroke.org](http://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](mailto: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](http://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](http://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)