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

exhibitastroke.org
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.
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

Source: CEIR 2019 Head of Marketing Insights Series.
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.*
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.
Exhibitor Benefits

- Complimentary online booth at strokeconference.org.
- 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.
## 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 July 6, 2020.

<table>
<thead>
<tr>
<th>Event type</th>
<th>Fee</th>
<th>Sponsor type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Committee Meeting</td>
<td>$100</td>
<td>University/ nonprofit</td>
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<tr>
<td></td>
<td>$500</td>
<td>Exhibitor</td>
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<tr>
<td>Focus Group</td>
<td>$100</td>
<td>University/ nonprofit</td>
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<td>$500</td>
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<tr>
<td>Hospitality Room</td>
<td>$100 (up to 50 people)</td>
<td>University/ nonprofit</td>
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<td>$250 (50-100 people)</td>
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<td></td>
<td>$500 (100-300 people)</td>
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<tr>
<td>Staff Meeting</td>
<td>$500 (up to 50 people)</td>
<td>Exhibitor</td>
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<td></td>
<td>$750 (50-100 people)</td>
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<td></td>
<td>$1,000 (100-300 people)</td>
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<tr>
<td>Investigator Meeting</td>
<td>$250</td>
<td>University/ nonprofit</td>
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<tr>
<td>Media Event</td>
<td>$500</td>
<td>University/ nonprofit</td>
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<td></td>
<td>$3,000</td>
<td>Exhibitor</td>
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<tr>
<td>Symposia or Social Event</td>
<td>$2,500</td>
<td>University/nonprofit without industry support</td>
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<td>$15,000</td>
<td>Exhibitor or university/nonprofit with industry support</td>
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### Open to Non-Exhibitors on Aug. 10, 2020.

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<td>Focus Group</td>
<td>$3,900</td>
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<td>Hospitality Room/Staff Meeting</td>
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<tr>
<td>Investigator Meeting</td>
<td>$4,400</td>
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<tr>
<td>Media Event</td>
<td>$6,400</td>
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<tr>
<td>Symposia or Social Event</td>
<td>$30,000</td>
<td>Non-Exhibitor</td>
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Apply at exhibitatstroke.org.

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<th>Tuesday, Feb. 9</th>
<th>Wednesday, Feb. 10</th>
<th>Thursday, Feb. 11</th>
<th>Friday, Feb. 12</th>
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<tr>
<td>No restrictions</td>
<td>5:30 p.m.-midnight</td>
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Exhibit Hours
Wednesday, Feb. 10, 2021
8:30 a.m.-3 p.m.
Thursday, Feb. 11, 2021
8:30 a.m.-3 p.m.

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 Nov. 2. AHA/ASA retains 100% of contracted exhibit space for space reduction or cancellation beginning Nov. 2.

Exhibitor Service Kit available
Nov. 1, 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.

Dates and times are subject to change.

Apply online at exhibitatstroke.org

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
BUSINESS SUITES

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.

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)