



**American
Heart
Association.**

AHA Scientific Sessions and Resuscitation (ReSS) 2020 Exhibitor FAQs

When are the deadlines for a booth at AHA Scientific Sessions and ReSS 2020?

- Space reservations close October 1
- Booth materials are due to AHA October 14th

How many attendees are expected at the virtual event?

- 25,000 virtual attendees

What is there to draw the attendees to the virtual Scientific Sessions and ReSS?

- Hundreds of Live and OnDemand courses that include CME hours. Conference attendees will be able to access this CME through January 4, 2021.
- Opportunities for Maintenance of Certification.
- Opportunities for networking and mingling at job fairs, chat lounges and roundtable discussions.
- Happy hours and attendee engagement activities during the evening.
- Artificial intelligence that matches attendees to other physicians and exhibitors who share their interests to personalize each attendees experience.

What booth options do I have in the virtual event?

There are four booth levels you can choose from, each with varying levels of benefits. For complete exhibit offerings visit www.exhibitatsessions.org. At a minimum, each booth includes:

- Company Details (name, location)
- Company Description
- Company Web Address (one)
- Social Media Links
- Product & Service Categories
- Placement in the Exhibit Hall
- Access for Company Representatives (limit)
- Collateral Upload (limit)
- Capability to Schedule Meetings (limit)
- Schedule 1:1 Appointments
- Matchmaking Functionality
- Drop a Business Card Functionality
- Virtual Metric Reports Post Conference
- Lead Information Post Conference

How will AHA drive traffic to virtual exhibit booths?

- An extensive marketing campaign promotes the virtual Science & Technology Hall before, during and after Sessions with links and reminders to visit the exhibit hall included in ePreview, Morning Agenda and other eBlasts.

What are the exhibit hours?

- Exhibits are open all five days of the event from Nov. 13-17, 2020. Exhibits remain accessible through the OnDemand period closing on January 4, 2021.
- Dedicated hours for exhibits are 10-10:30 AM; 11:30 AM-12 PM; and 1-1:30 PM each day.
- Industry hours are Friday-Tuesday: 1:30 PM – 5:00 PM with Satellite Events and attendee engagement activities from 5:00 PM – 6:30 PM.

Is there a general overview of the programming schedule? (Tentative: provided in Central Time)

- 9:00am – 1:00 pm: AHA programming
- 1:00pm – 5:30 pm: Industry supported programming and Exhibit hours. Unopposed time
- 5:30pm – 6:30 pm: social / networking/Satellite Events
- 6:30pm – 8:30 pm: AHA programming. Late Breakers (Sunday, Monday, Tuesday).

Can I still host my Learning Studio?

Yes! Your Learning Studio will be included on the “non-accredited education” page of the event.

- This page will have a mix of industry supported and AHA programming.
- Learning Studios may be live or pre-recorded presentations with the option for live Q&A or chat.
- Your studio will also link to your booth. And, within your booth, your Learning Studio will be promoted, and attendees can add it to their schedules. Learning Studios will live on the event platform through the end of January 4, 2021.
- AHA has many sponsorship opportunities throughout the environment, all of which will link to your booth.
- AHA is also offering several promotional opportunities that will allow you to promote your booth.

I already have a corporate virtual booth. Can I place that in the AHA virtual platform?

- You can link to your own virtual booth from the hero image within your AHA Premium Plus booth.
- The Premium Plus booth level provides an option to add an External Link (\$10,000) which can be used to link out to your own virtual booth. The external link will be added as a collateral on your exhibit page.

Can I have links in my booth that take attendees to my website?

- Yes, with some limitations. Your company contact information is included with every booth level and the company website link is included with those details.
- One external link to a virtual booth on another site allowed at the Premium Plus level only. (Exhibitor to provide image and text for hero spot that will serve as a link.)

- Premium and Enhanced exhibitors with no videos for their hero spot, will use images instead, but links from those images will not be allowed to have links to other websites
- One external link will be allowed in the “description” area of your booth
- No more than two items of collateral can be linked to offsite locations. Other resources will need to be PDFs or other formats opened within the AHA virtual platform.
- All sponsorship ad banners link directly to your virtual booth.

Can I have reps in my booth, and how many?

- Yes, every level of booth at Scientific Sessions and ReSS allows for a specific number of representatives in the booth. In fact, each of these representatives will have full registrations for the event.
- Each representative will be allowed to chat live one-on-one with attendees, or book meetings for specific times. These chats will be held in live Zoom-like chat rooms.
- In addition, at the Premium Plus and Premium levels, you may host small group meetings throughout the day for up to 12 people. These events can be set up to appear on your booth page as scheduled events attendees can sign-up for. Group meetings can also be impromptu.

Do I have to have reps live in the booth?

- No, however it will improve your success at the event to have representatives available to greet and interact with attendees.

How will I interact with attendees?

- Depending on your booth level, you will be allowed a set number of outreaches to attendees to request one-on-one interaction through the networking sections of the platform.
- Also, depending on your booth level, you will be allowed to post notifications to all attendees who matched with you through their selection of profile interests.
- Depending on your booth level, you can host group meetings for up to 12 people throughout each day in your booth.

How does the matchmaking system work?

- Attendees will be required to select product and service “areas of interest” tags as they login to Scientific Sessions and ReSS on Day 1.
- Attendees will receive a notification of the exhibitors and sessions that best match their areas of interest based on the product and service categories they and the exhibitor have chosen.
- Additional notifications will be sent from AHA for those who have matched by interest with Learning Studios and other sponsored activities.

Will I be able to see who is in attendance?

- Yes. The profiles of all attendees will be available to you from a “Who’s Here” button and via the Networking page. There will be parameters on when and how often you can reach out to them.

What kinds of reporting or metrics will I get from my booth?

- With Premium Plus and Premium Booth Packages you will have live access to a dashboard for real-time reporting of the activities taking place in your booth. Exhibitors selecting the Enhanced or Entry-Level Packages will receive reports after the conference and then again when the portal closes on January 4, 2021.

Will I get the leads of all those who visit my booth?

Yes. If an attendee clicks into your booth (or Learning Studio) there is a digital lead retrieval button within the booth, and you will receive metric reporting.

How long will Scientific Sessions and ReSS 2020 be OnDemand?

- The event will be on demand through the end of January 4, 2021 with exhibitor booths open and available for attendees to visit.

Can I update anything in my booth during the OnDemand period?

- Yes, we will allow for limited updating. Those edits will need to be approved and facilitated by AHA Show Management.

What do I need to do to get my booth ready?

- Once you have booked your booth for Scientific Sessions and ReSS 2020, AHA staff will reach out to you with a list of the elements needed to build your booth. There will also be a training day set aside to teach you how to operate within your booth (answer chat, view your dashboard, etc.)
- Premium PLUS Exhibitors receive exclusive White Glove Service which includes a dedicated Exhibit Manager to guide you through the virtual exhibiting process and answer all FAQ's within a 24-hour timeframe.
 - The White Glove Service includes:
 - A dedicated resource to help you every step of the way
 - Exhibitor Kickoff Webinar to review platform functionality, layouts, digital asset upload and review process (**open to all exhibitors*)
 - Step-by-step assistance for uploading all assets and getting your booth ready
 - Dedicated phone line, email and video conferencing capabilities with the Exhibitor Manager
 - Receive resources, helpful documents, and guides to ensure you are comfortable in the platform and have a clear understanding of your booth prior to show live

Can I get the mailing list of attendees?

- Premium Plus and Premium exhibitors have the list included in your booth fee. This list will not include contact information. To request the list, please contact exhibits@heart.org.
- Other exhibitors may also purchase the list for \$0.28/per report or \$750 for the post-event list. The list will be available for purchase beginning September 21, 2020. You may order the list at: <https://exhibitatsessions.org/scientific-sessions/order-mailing-list/>.

Can I host a group meeting spontaneously with a group of attendees?

- Yes, you will have one group meeting URL for your company use for up to 12 people at a time.

Will attendees be provided direction on how to use the conference platform?

- Yes, AHA will provide a series of navigational videos and tools to assist attendees in having the best user experience possible during the Scientific Sessions and ReSS virtual conference.
- There will also be a staffed help chat during the event