



Scientific Sessions
Nov. 13-17, 2020

Resuscitation Science Symposium
Nov. 14-16, 2020

OnDemand through December

AHA 2020

Virtual Scientific Sessions and ReSS

Marketing Opportunities

Innovative opportunities
to connect with virtual attendees.



AHA 2020 Virtual Scientific Sessions and ReSS **Booth Packages**



Exhibit A

Description	Premium Plus	Premium	Enhanced	Entry-Level
Rate:	\$ 60,000	\$ 25,000	\$ 10,000	\$ 3,800
External Link to company booth	\$10,000	N/A	N/A	N/A
Company Logo on Exhibitor Main Page	✓	✓	✓	N/A
Hero Banner on virtual booth	✓	✓	N/A	N/A
Company background	✓	✓	✓	N/A
Company Details (name, Location)	✓	✓	✓	✓
Company Description (2,000 characters)	✓	✓	✓	✓
Company Web Address (one)	✓	✓	✓	✓
Social Media Links	✓	✓	✓	✓
Product and Service Categories	✓	✓	✓	✓
Placement in Exhibit Hall	Premium Plus Tier	Premium Tier	Enhanced Tier	Entry Tier
Company Representatives (Limit)	3	2	2	1
Collateral Upload (Limit)	5	3	2	1
Video Upload (Limit)	5	3	1	N/A
Capability to Schedule Meetings (Per Exhibitor Rep, allowed at one time)	20 reps with 20 open invites	10 reps with 10 open invites	5 reps with 5 open invites	2 reps with 2 open invites
Network with attendees (limits based upon number of company representatives)				
Schedule 1:1 appointments	✓	✓	✓	✓
Host group meetings	✓	✓	N/A	N/A
Matchmaking functionality	✓	✓	✓	✓
Drop a Business Card Functionality	✓	✓	✓	✓
Virtual Meeting Room	✓	N/A	N/A	N/A
Access to metric dashboards during the event	✓	✓	N/A	N/A
Virtual Metric Reports post conference	N/A	N/A	✓	✓
White Glove Service	✓	N/A	N/A	N/A
Pre-registration list (Report will not include contact information)	✓	✓	N/A	N/A
Lead information post event	✓	✓	✓	✓
Full Conference Registrations	20	15	5	2
Medical Affairs Booth	Entry-Level	N/A	N/A	N/A

Preview and Preliminary Program

Audience/Distribution: Printed and mailed to domestic pre-registered attendees and select specialists. A PDF/flipbook of the Preview will also be emailed to 250,000 AHA members and cardiology professionals.

Content: Includes hot topic reasons to attend Scientific Sessions as well as top speakers and faculty, the latest in cardiovascular education and interactive learning opportunities.

Rates:

Back Cover	\$20,000
Inside Front Cover	\$17,500
Inside Back Cover	\$15,000
Full Page	\$12,000
Half Page	\$9,000
Full Page PI space	\$6,000
2-page insert	\$16,000
4-page insert	\$28,000
8-page insert	\$48,000



Sales Close: Sept. 15, 2020
Materials Due: Sept. 22, 2020

Navigation Video #1

Audience/Distribution: Emailed with a single supporter to current registered attendees, AHA members and cardiology professionals. Supporter will be recognized in the video (with a logo) and have the only advertising banner on the distribution email.

Content: Animated video helping attendees get a feel for the virtual event and see for themselves how engaging and interactive it will be.

Rate: \$15,000 (exclusive opportunity)

Sales Close: Oct. 23, 2020

Materials Due: Oct. 30, 2020

Navigation Video #2

Audience/Distribution: Emailed to 250,000 AHA members and cardiology professionals, embedded in the Smart Start ePreview. Supporter will be recognized in the video (with a logo) and be included in the ePreview.

Content: Reaching attendees just days before they log in, this video will help acclimate them to the virtual environment and prepare them to get the most from the event.

Rate: \$15,000 (exclusive opportunity)

Sales Close: Oct. 23, 2020

Materials Due: Oct. 30, 2020

Poster Navigation Video

Audience/Distribution: Emailed to 25,000 AHA members and cardiology professionals and provided to poster presenters to distribute to their colleagues to promote their individual posters. Supporter will be recognized in the video (with a logo) and have the only advertising banner on the distribution email. A one-page PDF poster navigation guide will also be attached to this email, with sponsor branding.

Content: Video and PDF navigation guide will serve as instruction for attendees seeking to visit the virtual Poster Hall and find specific posters.

Rate: \$30,000 (exclusive opportunity)

Sales Close: Oct. 13, 2020

Materials Due: Oct. 22, 2020



ePreviews (Four)

Audience/Distribution: Each of four ePreviews will be emailed to 250,000 AHA members and cardiology professionals in the weeks leading up to the event.

Content: Includes key planning information, virtual assistance and industry programming.

ePreviews deploy: Early October, mid-October, late October and early November.

Rates:

- Leaderboard: \$10,000 (limit 1)
- Premium Banner: \$8,000 (limit 3)

Sales Close:

- ePreview 1: Sept. 22, 2020
- ePreview 2: Sept. 29, 2020
- ePreview 3: Oct. 13, 2020
- ePreview 4: Oct. 26, 2020

Materials Due:

- ePreview 1: Sept. 29, 2020
- ePreview 2: Oct. 6, 2020
- ePreview 3: Oct. 20, 2020
- ePreview 4: Nov. 2, 2020

eHighlights (Three)

Audience/Distribution: Each of three eHighlights will be emailed to 250,000 AHA members and cardiology professionals in the weeks following the event.

Content: Includes coverage of late-breaking science, OnDemand information and industry education.

eHighlights deploy: December

Rates:

- Leaderboard: \$10,000 (limit 1)
- Premium Banner: \$8,000 (limit 3)

Sales Close:

- eHighlights 1: Nov. 2, 2020
- eHighlights 2: Nov. 11, 2020
- eHighlights 3: Nov. 18, 2020

Materials Due:

- eHighlights 1: Nov. 9, 2020
- eHighlights 2: Nov. 18, 2020
- eHighlights 3: Nov. 25, 2020



Article Index Page

Audience/Distribution: ePreview and eHighlights recipients must connect to the Article Index Page in order to read full stories. Four ePreviews and three eHighlights are emailed to more than 250,000 cardiology professionals between October and December.

Rates:

- Leaderboard: \$8,000 (limited to three rotating advertisers)
- Tower Ad: \$6,000 (limited to three rotating advertisers)

Sales Close: Sept. 22, 2020 for maximum visibility

Materials Due: Sept. 29, 2020 for maximum visibility

Morning Agenda Email (Five)

Audience/Distribution: A quick-read email each morning of the event (Nov. 13-17) to 250,000 AHA members and cardiology professionals. Sponsor will receive a leaderboard and footer ad on the email.

Content: Includes key sessions and activities happening each day.

Rate: \$10,000 per day (exclusive daily opportunity)

Sales Close: Oct. 13, 2020

Materials Due: Oct. 22, 2020

Registration Email

Corporate logo recognition on registration confirmation emails to all registered attendees.

Rate: \$50,000 (exclusive opportunity)

Sales Close: Aug. 26, 2020

Materials Due: Aug. 28, 2020

Exclusive Exhibitor Email

Audience/Distribution: Your message emailed exclusively to all registered attendees. This is not a banner ad – the entire email is yours! A very limited opportunity.

Content: Advertiser provides email content to be distributed, subject to AHA approval.

Rate: \$15,000 per day (limit one per day during the event, two prior and two post-Sessions)

Sales Closing Date: Oct. 13, 2020

Materials Due Date: Oct. 22, 2020

Content Ad Banner

Ad banners will be available in multiple, high-visibility locations throughout the conference virtual platform. Sizes and locations vary, but all offer excellent promotional opportunities.

Located on the middle of the screen of the Homepage or bottom of the screen on the Sessions page.

Rate: \$10,000 (Limit 8)

Sales Close: Oct. 1, 2020

Materials Due: Oct. 7, 2020

Interior Tower Ad Banner

Your banner will be highly visible to attendees and will link to your virtual booth.

Interior: Located on the right-side of the screen of the Sessions: Presentation page.

Rates: \$7,000 (Limit 8)

Sales Close: Oct. 1, 2020

Materials Due: Oct. 7, 2020

Tower Ad Banner

Located on the welcome and networking homepage, your animated banner ad will be highly visible to attendees and will link to your virtual booth.

Located on the right-side of the screen of the Homepage or Networking Chat page.

Rate: \$15,000 (Limit 8)

Sales Close: Oct. 1, 2020

Materials Due: Oct. 7, 2020

Abstracts on Download

Your corporate logo appears exclusively on the opening screen when abstracts are downloaded. Your support package also includes recognition on all marketing pieces, including ads and virtual signage.

Rate: \$60,000 (exclusive opportunity)

Sales Close: Oct. 1, 2020

Materials Due: Oct. 7, 2020

Learning Studio

Showcase your product or therapeutic treatment to a large audience. Lunch and afternoon time slots available from Friday – Tuesday.

Rates: \$40,000 – Live presentation w/ live Q&A

\$40,000 – Simulive presentation (pre-recorded) w/ live Q&A

\$30,000 – Simulive presentation (pre-recorded) w/chat

Materials Due: (Title and Speaker Names) Due: Oct. 7, 2020

Pre-recorded Videos Due: Oct. 14, 2020

Meet the Trialist

Support Meet the Trialist, a series of virtual conversations discussing current discoveries and up-to-date data in clinical trials.

Rates: \$40,000

Sales Close: Oct. 1, 2020

Materials (Title and Speaker Names) Due: Oct. 7, 2020

Productivity Pack

Audience/Distribution: A fun box of AHA-branded productivity gear mailed to the first 2,500 AHA members to register for the event. Participants may place an insert in the box to drive attendees to their virtual booth or program.

Rate: \$20,000 per insert (limit 8)

Sales Close: Sept. 15, 2020

Materials Due: Sept. 22, 2020



Online Planner (Replacing the Final Program.)

The Online Planner is the official source for the high-level program schedule, faculty, and other important information. The planner will be accessible online providing an additional 12-months of exposure. Two banner locations available.

Rates: \$5,000 (limited to two)
\$10,000 (exclusive opportunity)

Sales Close: Oct. 1, 2020
Materials Due: Oct. 7, 2020

Digital Acumen ePosters

Your support includes corporate logo recognition on the opening screen of the ePosters with additional recognition on all marketing pieces, including ads and virtual signage.

Rates: \$15,000 (exclusive opportunity)

Sales Close: Oct. 1, 2020
Materials Due: Oct. 7, 2020

Fire-side Chat

Fire-side Chats are a way to continue the conversation of research and science with conference attendees. Thirty minute conversation for a selected group of professionals. Max 50 attendees.

Rates: \$15,000

Sales Close: Oct. 1, 2020
Materials Due: Oct. 7, 2020



Mobile Meeting App

Provides attendees with instant access and search capability to detailed educational sessions, faculty, abstracts, event information, exhibitors and schedule-planning.

Single Sponsorship includes:

- Corporate logo recognition on opening app screen (PNG format).
- Corporate or product banner ad at top of main menu page (PNG format).
- Corporate recognition on all marketing pieces (provided sponsorship has been secured by publication date).
- Three complimentary mobile alerts.
- An enhanced exhibitor listing within the mobile app (see below).

Rates: \$75,000 exclusive opportunity

Sales Close: Sept. 25, 2020
Materials Due: Oct. 2, 2020

Enhanced Exhibitor Listing

Highlight your information within the app's exhibitor section and upload up to five PDF documents in the exhibitor tab.

Rates: \$7,500

Sales Close: Oct. 7, 2020
Materials Due: Oct. 14, 2020

Alert Notification

Similar to a text message but it goes through the app itself. Real-time marketing for promotion of your booth activity or company. App users will receive new announcements during the conference.

Rates: \$5,000

Sales Close: Oct. 14, 2020
Materials Due: Oct. 21, 2020

Virtual Conference Bag – inserts

Grab attendee's attention by featuring your company, product, or industry event on AHA's highly visible digital signage before the start of your industry session.

Rates: \$4,000 (Limit 5)

Sales Close: Oct. 16, 2020
Materials Due: Oct. 23, 2020





Sponsored Entertainment Breaks

Your sponsorship includes prominent sponsor recognition in the virtual entertainment break area, a professional instructor, marketing in pre-conference emails and a Mobile App Push Alert to promote the session sponsor recognition on the website. The Entertainment Break Schedule will be included in the Professional Heart Daily Online Planner.

Rate: \$25,000

Sales Close: Oct. 1, 2020

Materials Due: Oct. 7, 2020



Intermission Breaks

Quickly grab attendees' attention with your company, product or industry event information by advertising before the start of your session presentation.

Available for Simulive presentation (pre-recorded sessions only).

Rate: \$10,000 per 15-second ad

Sales Close: Oct. 1, 2020

Materials Due: Oct. 14, 2020

Simulation Demo

A twenty minute demonstration of your technologies in a hands-on and engaging forum where attendees can watch first hand the innovations of the medical industry.



Rate: \$15,000

Sales Close: Oct. 1, 2020

Materials (Title, Speaker Names) Due: Oct. 7, 2020

Pre-recorded Videos Due: Oct. 14, 2020



Social Media Feed

One static logo placement on the homepage social feed

Rate: \$50,000 (exclusive opportunity)

Sales Close: Oct. 1, 2020

Materials Due: Oct. 7, 2020



Non-CME Educational Tracks

Rates: 3-Session: \$50K non-exclusive, \$75K exclusive

Sales Close: Oct. 1, 2020

Materials Due: Oct. 7, 2020