Scientific Sessions

Exhibitor Guide

American Heart Association

Welcome!

Thank you for supporting the American Heart Association Scientific Sessions 2020 Virtual Meeting. We are thrilled to have you and are excited for a great virtual meeting ahead.

Please review the following information regarding your Exhibitor Booth. These next pages provide you with insights into booth elements, important deadlines, contact information, and a step by step guide on how to ensure your booth is meeting-ready.

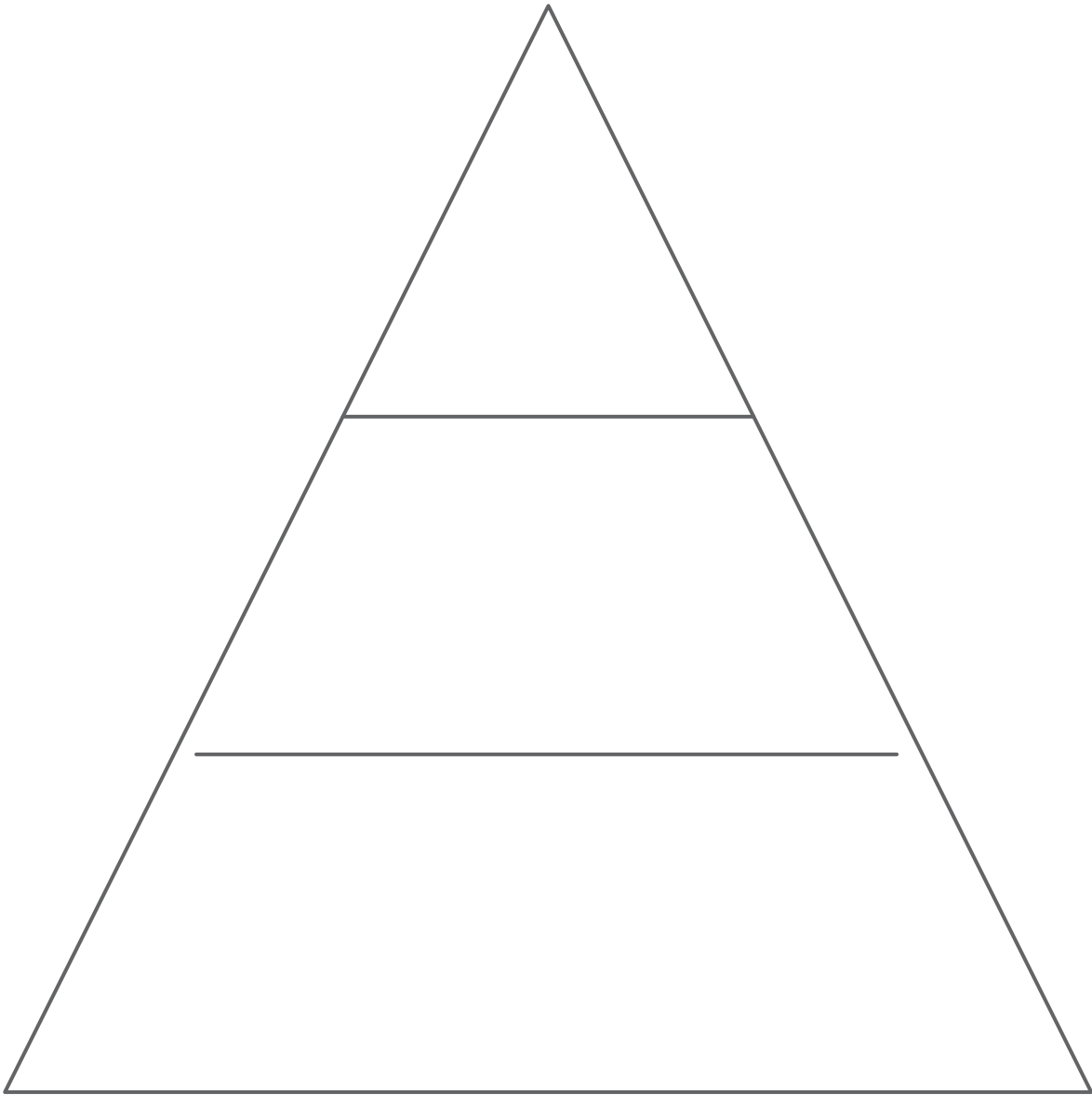We look forward to a great Scientific Sessions 2020!

Daily Schedule

Friday, November 13 – Tuesday, November 17, 2020

Start Time:	End Time:	Agenda					
		Friday, November 13, 2020 – Tuesday, November 17, 2020					
8:00AM	8:45 AM	AM Fitness Break					
9:00 AM	10:00 AM	Education Sessions					
10:30 AM	11:30 AM	Education Sessions					
12:00 PM	1:00 PM	Education Sessions					
		Live – 30 minute breaks			*Pre-recorded - 15 minute breaks*		
1:30 PM	2:15 PM	Industry Sessions 1	Industry Sessions 2	Industry Sessions 3	1:30 PM	2:15 PM	Industry Sessions 4
2:45 PM	3:30 PM	Industry Sessions 1	Industry Sessions 2	Industry Sessions 3	2:30 PM	3:15 PM	Industry Sessions 4
4:00 PM	4:45 PM	Industry Sessions 1	Industry Sessions 2	Industry Sessions 3	3:30 PM	4:15 PM	Industry Sessions 4
5:00 PM	6:30 PM	Satellite Events	Satellite Events	Satellite Events	5:00 PM	6:30 PM	Fitness/ Cooking/ Networking
7:00PM	8:30PM	Live Sessions Recap (7:00 – 7:30 PM) & Educational Sessions (7:30 - 8:30PM)					

3

Exhibitor Tiers

PREMIUM PLUS

PREMIUM

ENHANCED

ENTRY

Anyfest

Flixplay

RaceGig

Attendment

Occasion.ly

Pathory

Ready Event

Cause.ly

Direct Tempo

Event Flare

Hall Run

Juice Audio

OpenDisscussion

Screena

Simulatorr

Soundtopia

BigFilms

Bravoss

Events.ly

Gathersy

Soundtopia

Streamific

Tournamently

Virtual Exhibit Packages

Exhibitor List	Placement in Exhibit Hall	Premium Plus	Premium	Enhanced	Entry Level
		Large Top	Large Second	Medium Third	Small Fourth
Details	Exhibitor Logo	X	X	X	N/A
	Social Media Links	X	X	X	X
	Product and Services Categories (unlimited)	X	X	X	X
	Collateral Upload	Limit 5	Limit 3	Limit 2	Limit 1
	Company Background	X	X	X	N/A
	Hero Banner on virtual booth	X	X	N/A	N/A
	Company Web Address (limit 1)	X	X	X	X
	Company Details (name, location)	X	X	X	X
	Company Description (limit 2,000 characters)	X	X	X	X
	Company Representatives listed on Exhibitor Page	Limit 3	Limit 2	Limit 2	Limit 1
	Video Upload	Limit 5	Limit 3	Limit 1	N/A
	Conference Registrations	20	15	5	2
	White Glove Service	X	N/A	N/A	N/A
	Medical Affairs Booth – Entry Level	Entry-Level	N/A	N/A	N/A
	Option to add External Link: $10,000 upgrade fee	X	N/A	N/A	N/A
Networking	Capability to schedule meetings	20	10	5	2
	Schedule 1:1 Appointments	X	X	X	X
	Host Group Meetings	X	X	N/A	N/A
	Virtual Meeting Room	X	N/A	N/A	N/A
	Matchmaking functionality	X	X	X	X
Interaction	Live Exhibitor Chat *(optional)*	X	X	X	X
	Drop a Business Card Functionality	X	X	X	X
Metrics	Access to metric dashboards during the event	X	X	N/A	N/A
	Pre-Registration List (report will not include contact information)	X	X	N/A	N/A
	Lead Information Post Event	X	X	X	X
	Virtual Metric Reports post conference	N/A	N/A	X	X

Premium PLUS

Includes

- Premium PLUS Tier Placement in "exhibit hall"
- Exhibitor Logo [Fig. 1]
- Social Media Links [Fig. 2]
- Product and Service Categories (unlimited) [Fig. 3]
- Collateral Upload (Limit 5) [Fig. 4]
- Company Background [Fig. 5]
- Hero Banner on virtual booth [Fig. 6]
- Company Web Address (Limit 1) [Fig. 7]
- Company Details (Name, Location) [Fig. 8]
- Company Description (Limit 2,000 characters) [Fig. 8]
- Company Representatives (Limit 3) [Fig. 8]
- Video Upload (Limit 5) {Fig. 9]
- Capability to Schedule Meetings (20 reps each with 20 open invites, allowed at one time) [Fig. 10]
- Network with attendees (limits based upon number of company representatives) [Fig. 10]
  - Schedule 1:1 appointments
  - Host group meetings
  - Matchmaking functionality
  - Live Exhibitor Chat *(optional)*
- Drop a Business Card Functionality [Fig. 10]
- Virtual Meeting Room
- Access to metric dashboards during the event
- Pre-registration list (Report will not include contact information)
- Virtual Metric Reports post conference
- Lead information post event
- 20 Full Conference Registrations
- White Glove Service [page 10]
- Medical Affairs Booth (Entry Level)
- Option to add external link- $10,000 upgrade fee

1 EXHIBITOR LOGO
300px by 300px
JPEG or PNG with white or transparent background, max 300MB

2 SOCIAL LINKS
Facebook, Twitter, Instagram, LinkedIn, and YouTube

3 PRODUCT CATEGORIES
PDF format preferred, max 300MB

4 CONTENT DOWNLOADS
PDF format preferred, max 300MB

5 PROFILE BACKGROUND IMAGE
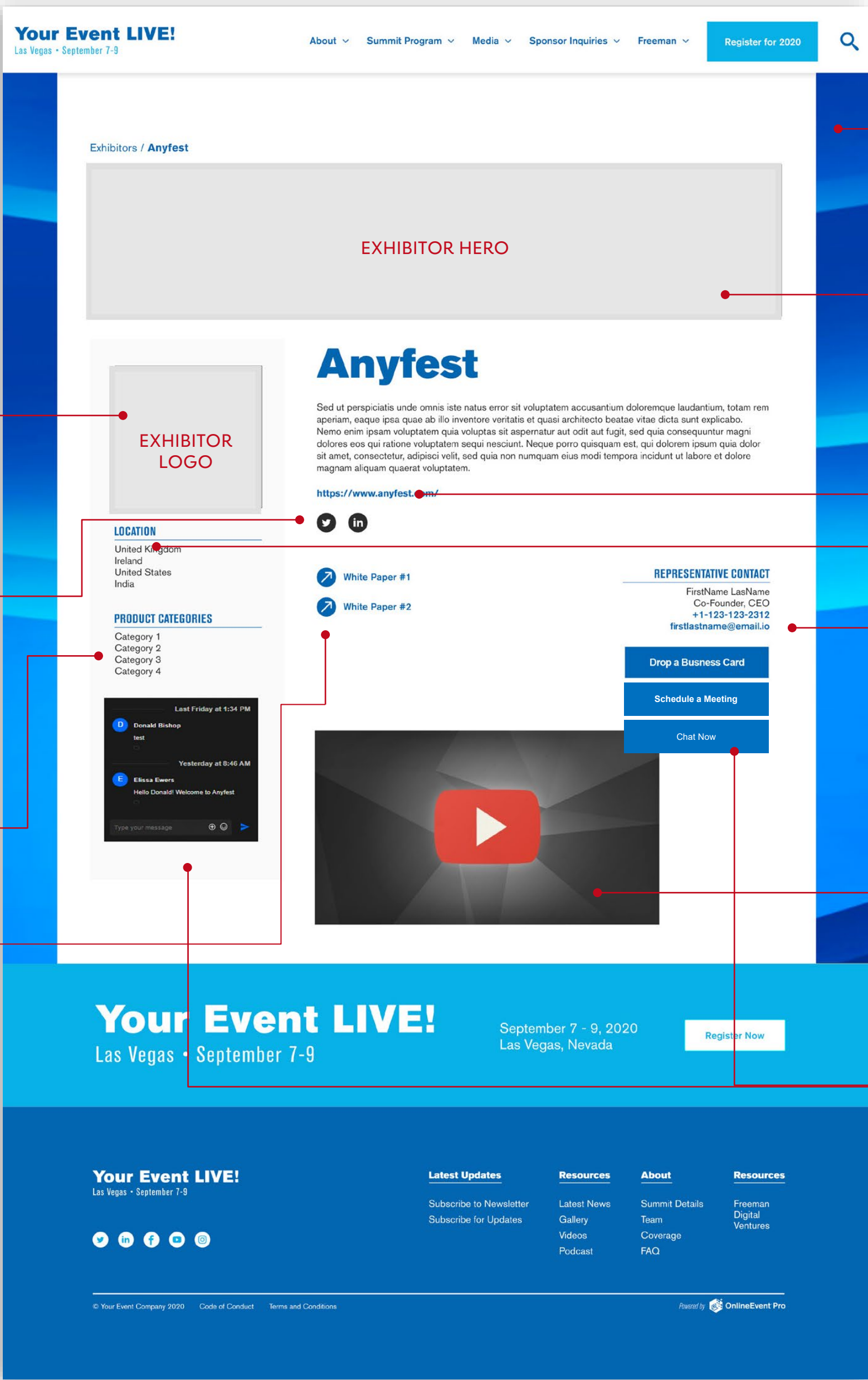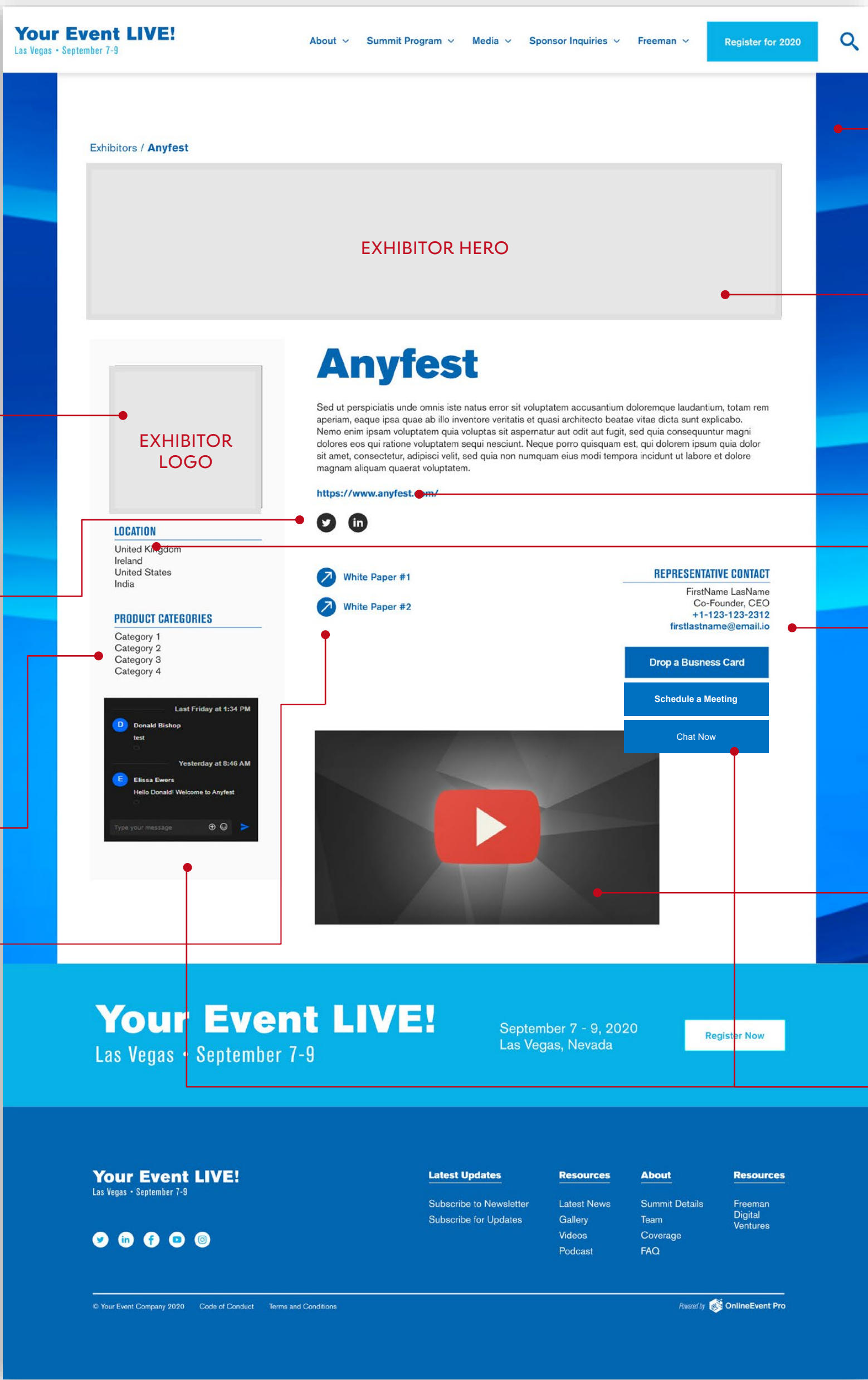1440px by 1440px
(JPEG or PNG with no text or logos, max 300MB)

6 EXHIBITOR HERO
1325px by 290px
JPEG, PNG, or GIF max 300MB

7 EXHIBITOR WEBSITE

8 COMPANY
Name
Description
(character limit: 2,000)
Location
Contact Info (of company representative)

9 COMPANY VIDEO
Hosted video (YouTube or Vimeo)
Max recommended time: 10 minutes
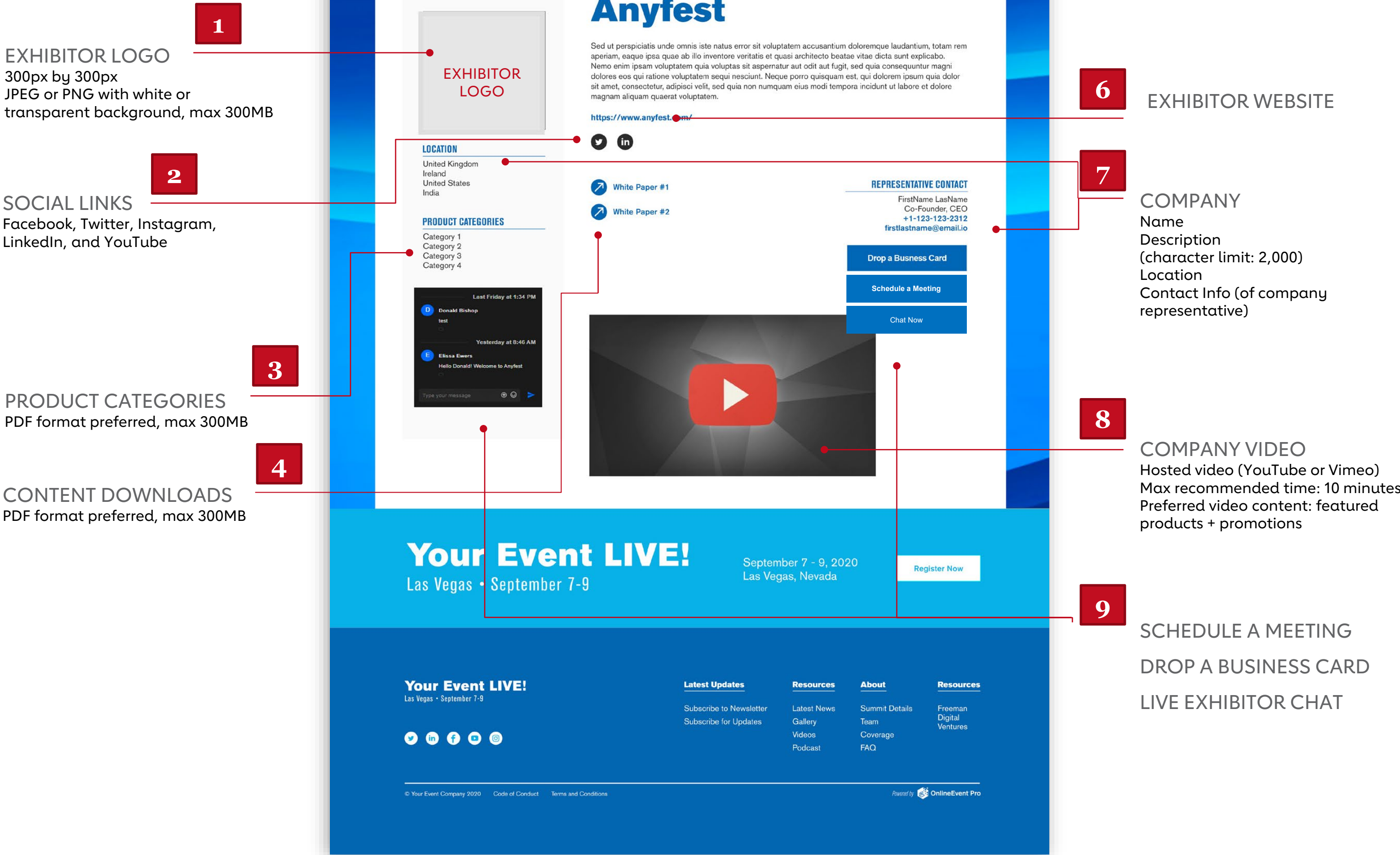Preferred video content: featured products + promotions

10 SCHEDULE A MEETING
DROP A BUSINESS CARD
LIVE EXHIBITOR CHAT

Premium

Includes

- Premium Tier Placement in "exhibit hall"
- Exhibitor Logo [Fig. 1]
- Social Media Links [Fig. 2]
- Product and Service Categories (unlimited) [Fig. 3]
- Collateral Upload (Limit 3) [Fig. 4]
- Company Background [Fig. 5]
- Hero Banner on virtual booth [Fig. 6]
- Company Web Address (Limit 1) [Fig. 7]
- Company Details (Name, Location) [Fig. 8]
- Company Description (Limit 2,000 characters) [Fig. 8]
- Company Representatives (Limit 2) [Fig. 8]
- Video Upload (Limit 3) {Fig. 9]
- Capability to Schedule Meetings (10 reps each with 10 open invites, allowed at one time) [Fig. 10]
- Network with attendees (limits based upon number of company representatives) [Fig. 10]
  - Schedule 1:1 appointments
  - Host group meetings
  - Matchmaking functionality
  - Live Exhibitor Chat *(optional)*
- Drop a Business Card Functionality [Fig. 10]
- Access to metric dashboards during the event
- Pre-registration list (Report will not include contact information)
- Virtual Metric Reports post conference
- Lead information post event
- 15 Full Conference Registrations

1 EXHIBITOR LOGO
300px by 300px
JPEG or PNG with white or
transparent background, max 300MB

2 SOCIAL LINKS
Facebook, Twitter, Instagram,
LinkedIn, and YouTube

3 PRODUCT CATEGORIES
PDF format preferred, max 300MB

4 CONTENT DOWNLOADS
PDF format preferred, max 300MB

5 PROFILE BACKGROUND IMAGE
1440px by 1440px
(JPEG or PNG with no text or logos, max 300MB)

6 EXHIBITOR HERO
1325px by 290px
JPEG, PNG, or GIF max 300MB

7 EXHIBITOR WEBSITE

8 COMPANY
Name
Description
(character limit: 2,000)
Location
Contact Info (of company representative)

9 COMPANY VIDEO
Hosted video (YouTube or Vimeo)
Max recommended time: 10 minutes
Preferred video content: featured products + promotions

10 SCHEDULE A MEETING
DROP A BUSINESS CARD
LIVE EXHIBITOR CHAT

Enhanced

Includes

- Enhanced Tier Placement in "exhibit hall"
- Exhibitor Logo [Fig. 1]
- Social Media Links [Fig. 2]
- Product and Service Categories (unlimited) [Fig. 3]
- Collateral Upload (Limit 2) [Fig. 4]
- Profile Background Image [Fig. 5]
- Company Web Address (Limit 1) [Fig. 6]
- Company Details (Name, Location) [Fig. 7]
- Company Description (Limit 2,000 characters) [Fig. 7]
- Company Representatives (Limit 2) [Fig. 7]
- Video Upload (Limit 1) {Fig. 8]
- Capability to Schedule Meetings (5 reps each with 5 open invites, allowed at one time) [Fig. 9]
- Network with attendees (limits based upon number of company representatives) [Fig. 9]
  - Schedule 1:1 appointments
  - Matchmaking functionality
  - Live Exhibitor Chat *(optional)*
- Drop a Business Card Functionality [Fig. 9]
- Virtual Metric Reports post conference
- Lead Information post event
- 5 Full Conference Registrations

5 PROFILE BACKGROUND IMAGE
1440px by 1440px
(JPEG or PNG with no text or logos, max 300MB)

1 EXHIBITOR LOGO
300px by 300px
JPEG or PNG with white or transparent background, max 300MB

6 EXHIBITOR WEBSITE

2 SOCIAL LINKS
Facebook, Twitter, Instagram, LinkedIn, and YouTube

7 COMPANY
Name
Description
(character limit: 2,000)
Location
Contact Info (of company representative)

3 PRODUCT CATEGORIES
PDF format preferred, max 300MB

4 CONTENT DOWNLOADS
PDF format preferred, max 300MB

8 COMPANY VIDEO
Hosted video (YouTube or Vimeo)
Max recommended time: 10 minutes
Preferred video content: featured products + promotions

9 SCHEDULE A MEETING
DROP A BUSINESS CARD
LIVE EXHIBITOR CHAT

Entry Level

Includes

- Entry Level Tier Placement in "exhibit hall"
- Social Media Links [Fig. 1]
- Product and Service Categories (unlimited) [Fig. 2]
- Collateral Upload (Limit 1) [Fig. 3]
- Exhibitor Website (Limit 1) [Fig. 4]
- Company Details (Name, Location) [Fig. 5]
- Company Description (Limit 2,000 characters) [Fig. 5]
- Company Representatives (Limit 1) [Fig. 5]
- Capability to Schedule Meetings (2 reps each with 2 open invites, allowed at one time) [Fig. 6]
- Network with attendees (limits based upon number of company representatives) [Fig. 6]
  - Schedule 1:1 appointments
  - Matchmaking functionality
  - Live Exhibitor Chat *(optional)*
- Drop a Business Card Functionality [Fig. 6]
- Virtual Metric Reports post conference
- Lead information post event
- 2 Full Conference Registrations

1 SOCIAL LINKS
Facebook, Twitter, Instagram, LinkedIn, and YouTube

2 PRODUCT CATEGORIES
PDF format preferred, max 300MB

3 COLLATERAL UPLOAD
PDF format preferred, max 300MB

4 EXHIBITOR WEBSITE

5 COMPANY
Name
Description
(character limit: 2,000)
Location
Contact Info (of company representative)

6 SCHEDULE A MEETING
DROP A BUSINESS CARD
LIVE EXHIBITOR CHAT

White Glove Service

Premium PLUS level only

- Included in your Premium PLUS Exhibit Package is exclusive White Glove Service – you will have a dedicated Exhibit Manager to guide you through the virtual exhibiting process and answer all FAQ's within a 24 hour timeframe.
- This 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 meeting-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 launch.

Checklist

EXHIBITOR TIER
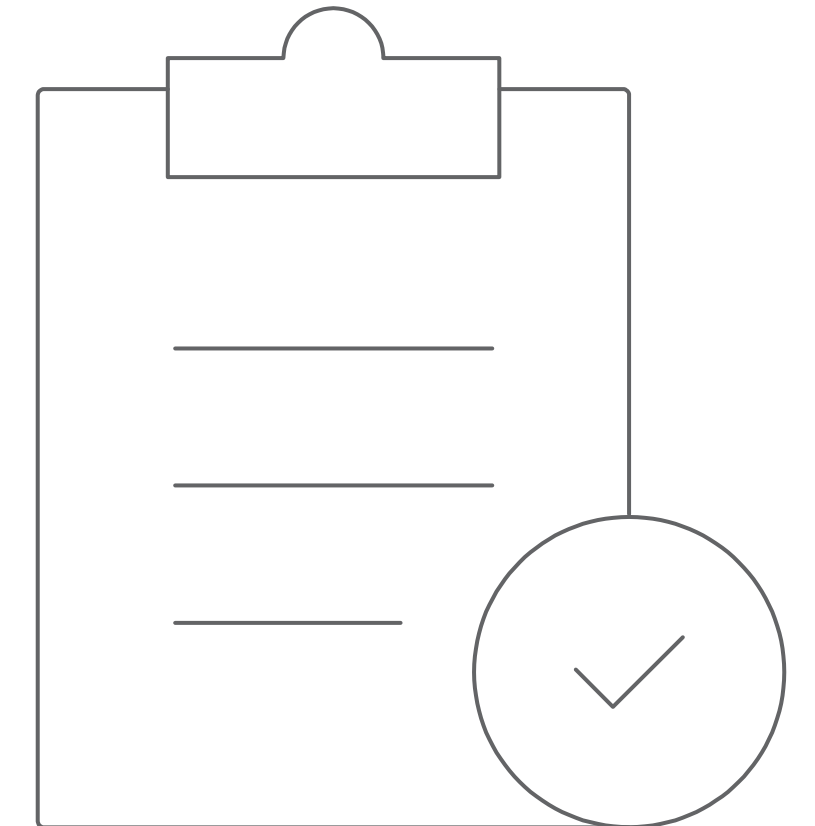
- ❑ Share Exhibitor Main Contact first name, last name, and email with your AHA contact
- ❑ Receive Welcome email with link to Lennd Portal
- ❑ Create your Lennd account by entering your email and creating a password in the Lennd program.
- ❑ Upload Company Logo
- ❑ Upload Hero Banner image
- ❑ Upload Company Background
- ❑ Add Company Name
- ❑ Add Company Description, (2,000 word limit)
- ❑ Add Company Location
- ❑ Add Contact Info of Company Representative

- ❑ Select Product Categories
- ❑ Select Communities to affiliate with
- ❑ Add Social Media Links
- ❑ Add Company Web Address (limit 1)
- ❑ Upload Collateral
- ❑ Upload videos
- ❑ Preview your booth:
  - ❑ Confirm Logos are correctly sized and are not stretched
  - ❑ Preview collaterals – ensure links are correct
  - ❑ Preview videos – ensure correct links provided
- ❑ Approve your booth once complete
- ❑ Meeting Ready!!

*This is a general checklist, some items listed here may not be included in your specific tier. Please reference packages above for your specific assets

10.14.20

5PM CDT on October 14

Deadline for Exhibitors to submit all assets

– please ensure all assets (shown in the exhibitor checklist) are submitted, approved and meeting-ready by this date.
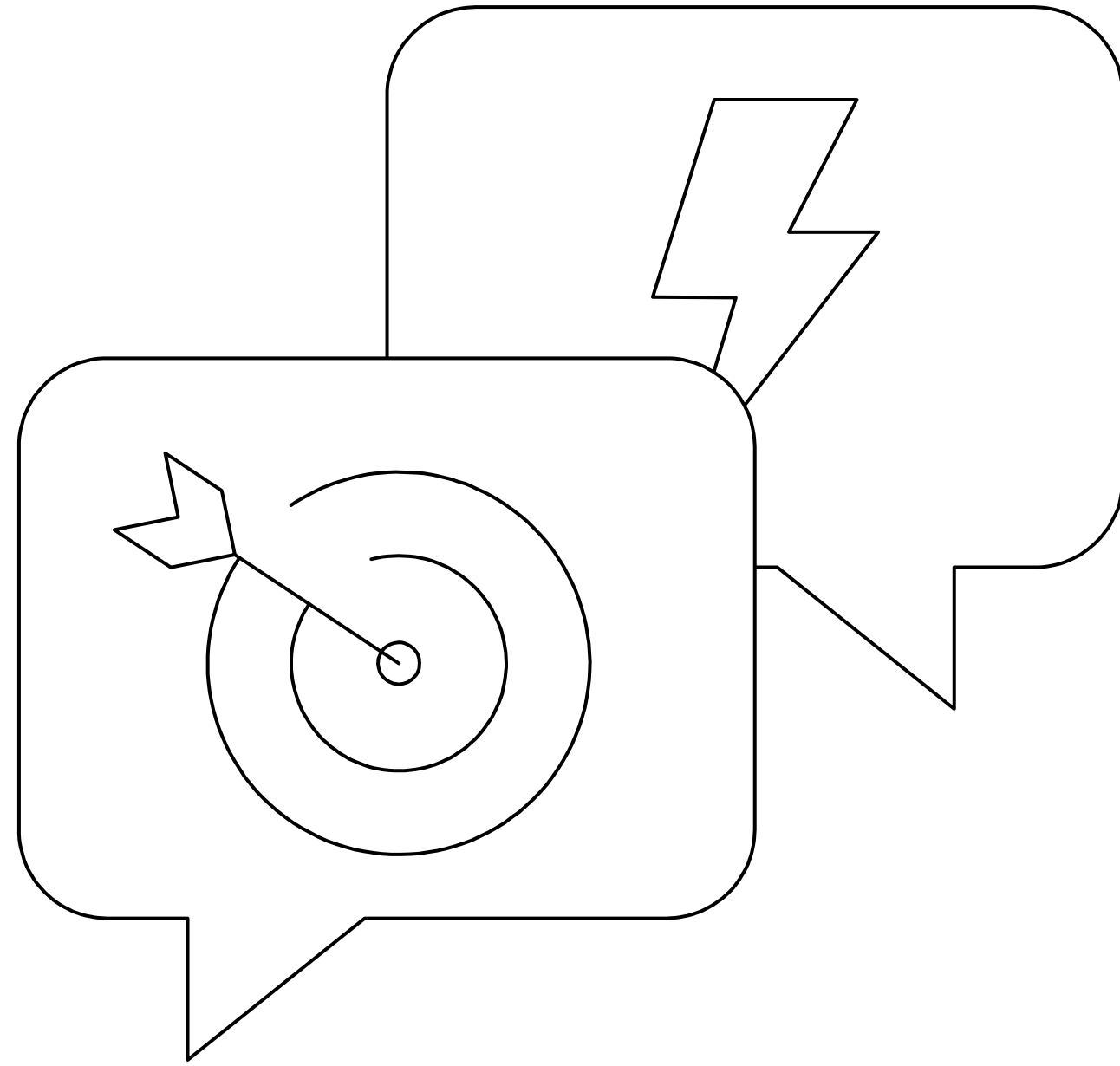
Exhibitor Contact

Andrea Lemos

AHAIndustrySupport@freeman.com

925.381.1265

Resources

Tutorials

Guide for All:

[Freeman OnlineEvent Pro User Guide](#)

For Exhibitors:

[Exhibitor Page: How To](#)

 Contents of an Exhibitor Page
 How to Update Exhibitor Content
 Add a Video

[Grip Matchmaking](#)

 About Grip (Matchmaking): How it works
 Grip Overall Content
 How to Login to Grip (Matchmaking)
 How to Search for a Connection
 How to Request, Accept, Reschedule, Decline or
  Cancel a Meeting
 How to Send a Message/Chat

[Chat](#) (*Optional*)

 About Chat
 How to moderate a Chat
 How to begin a Chat with another user

For Sponsors – Speakers and Ad Opportunities:

[Site Home Page](#)

[Speakers](#)

 About Speakers
 Contents of a Speaker Listing and Detail Page

[Best Practices for Recording at Home](#)

 Tips and Tricks (lighting, audio, WiFi,
  background)
 How to upload your recording

[Sessions and Subsessions](#)

 About Sessions and Subsessions
 Contents of the Session Listing Page and
  Session Video Detail Page

OnlineEvent Pro:
Step by Step Guide to Setting up Your Exhibitor Profile

How to Upload Your Assets
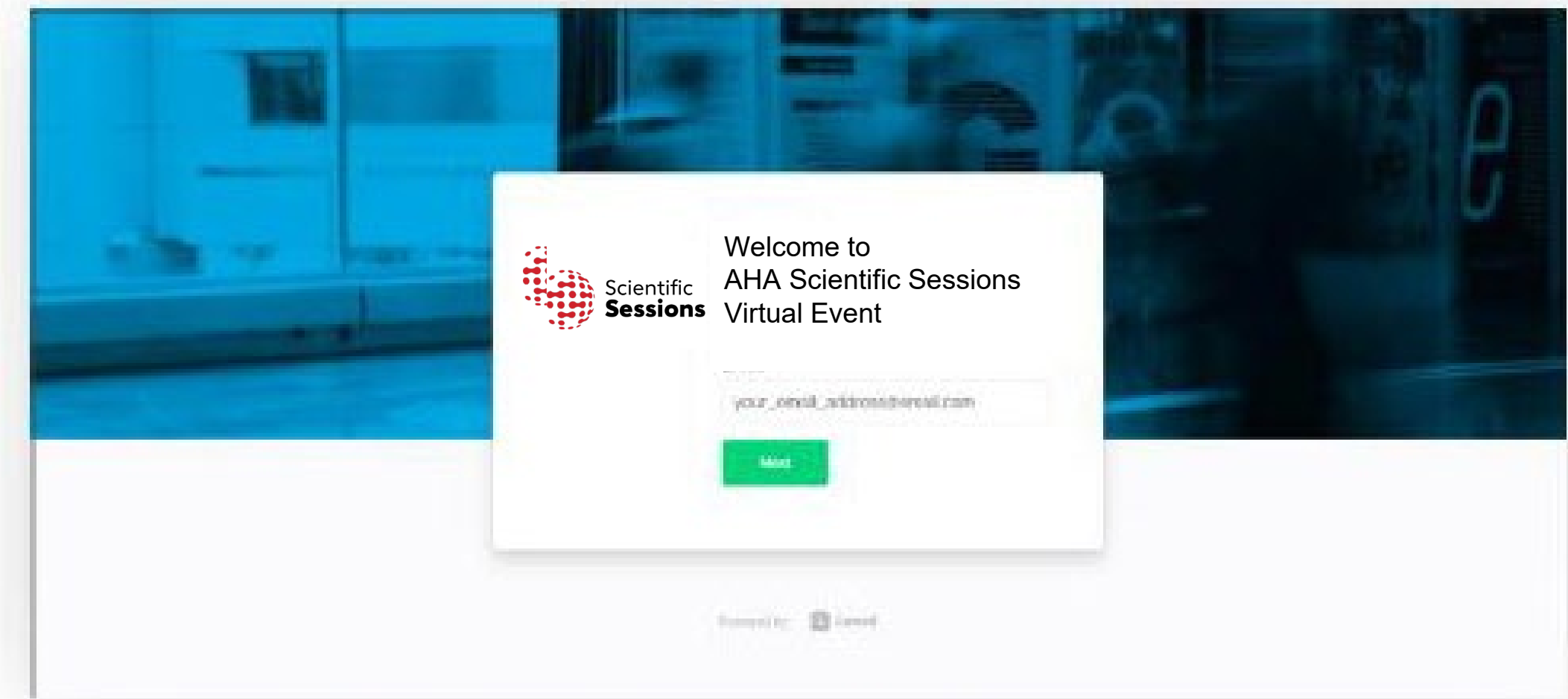
1. An email will be sent to you from LENND to get started on uploading your assets – click the link in the body of the email to access the portal of your event. [Fig. 1]

[Fig. 2]
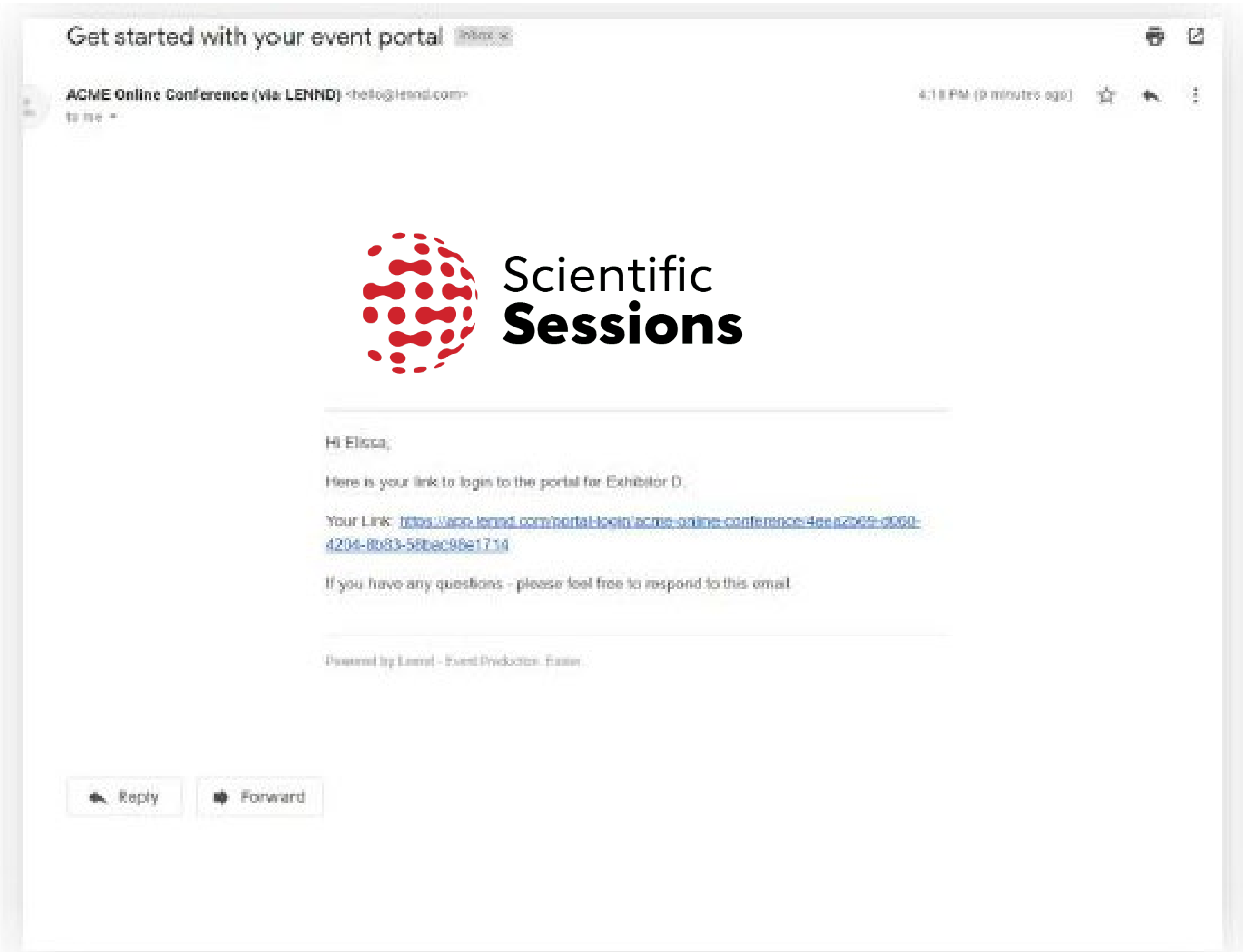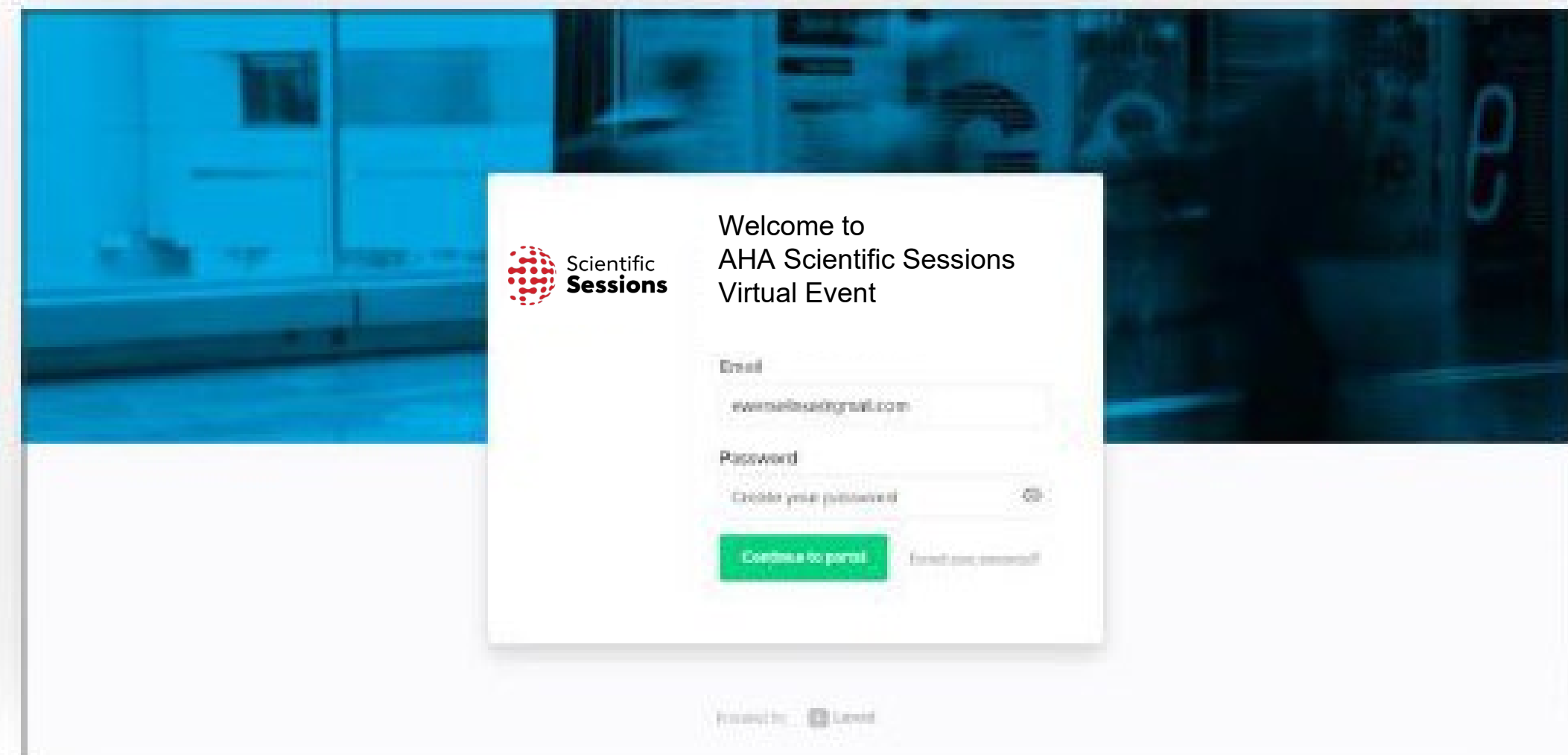
2. When you land on the portal homepage, enter your email address and click "Next" [Fig. 2]

[Fig. 3]

3. Create your account password and click "Continue to portal" [Fig. 3]

4. The screen will show "Continue as" and the name of your company – click your company name to continue. [Fig. 4]
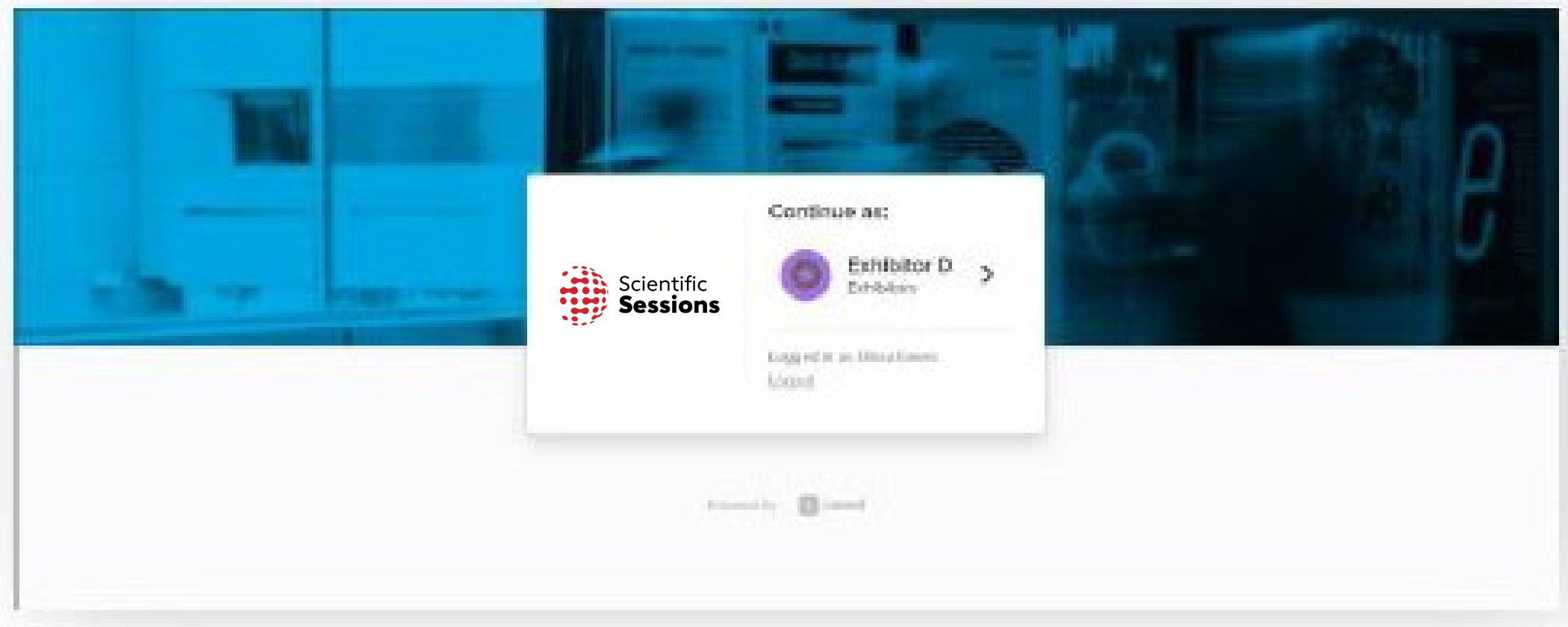
5. The portal homepage will show the list of tasks you have due for your event – click "Exhibitor Information Forum" to submit assets needed for your Exhibitor Detail Page. [Fig. 5]
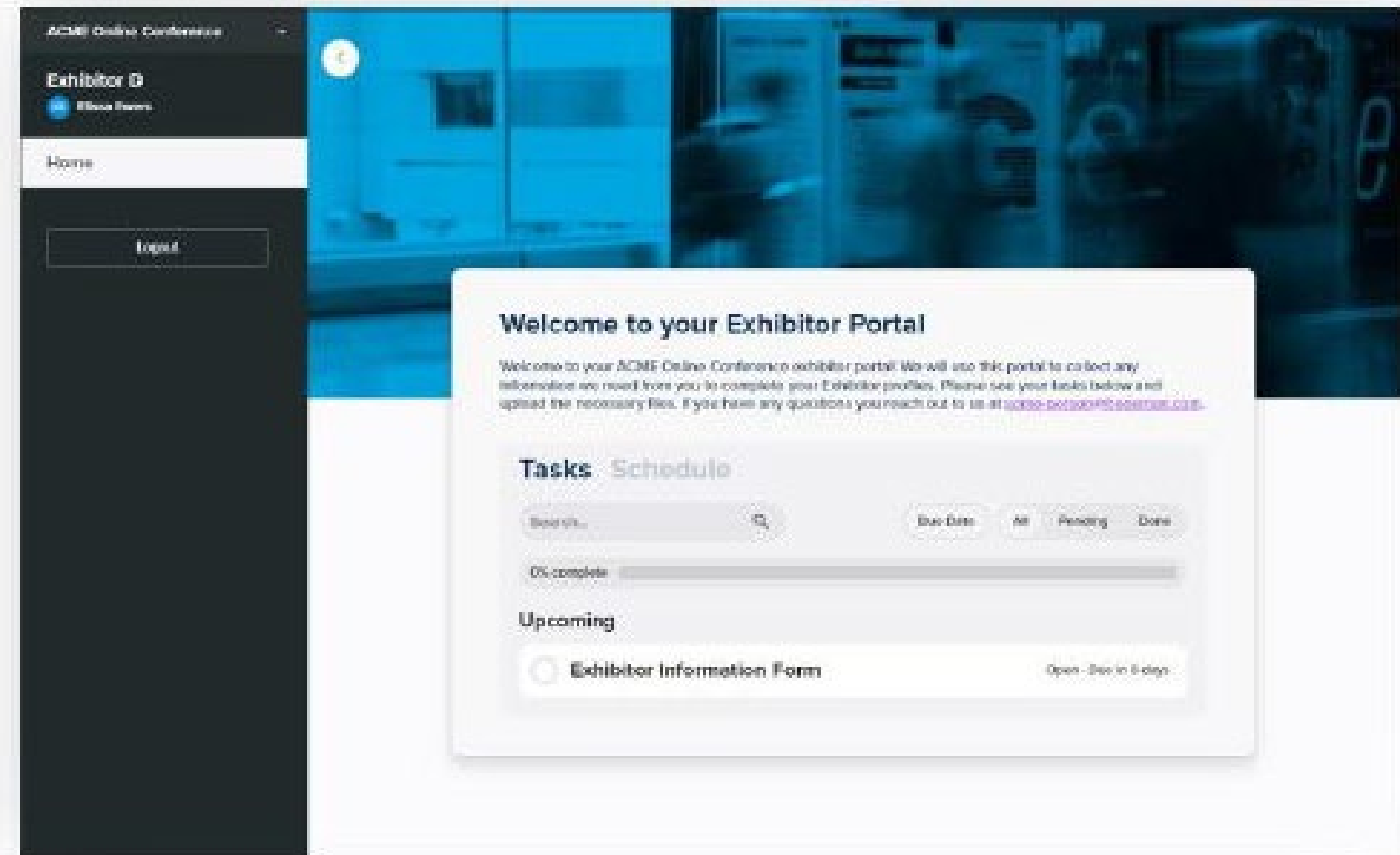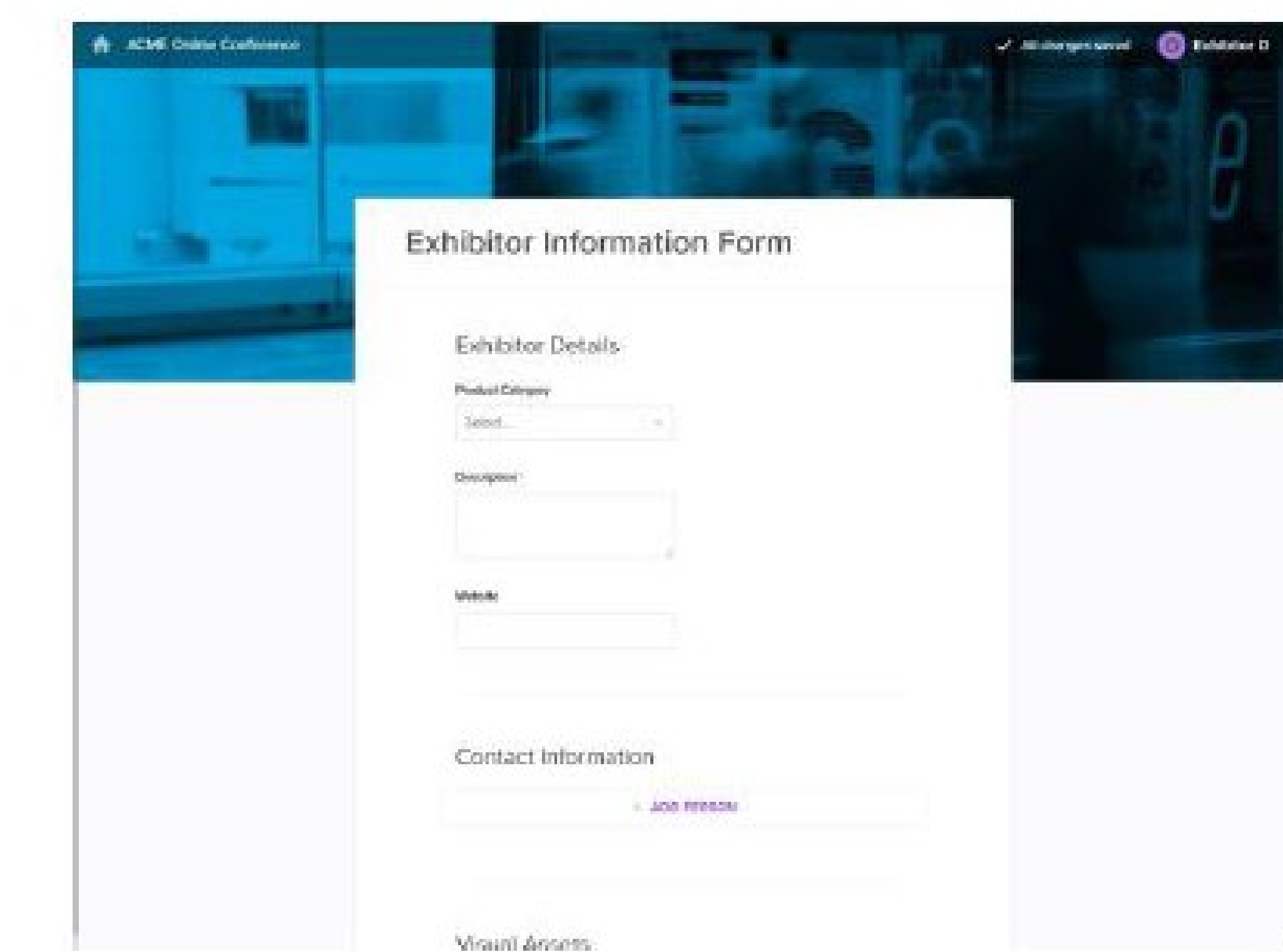
6. Click "Fill Out" [Fig. 6]

[Fig. 6]

7. Fill in/select information for each field on the form [Fig. 7]
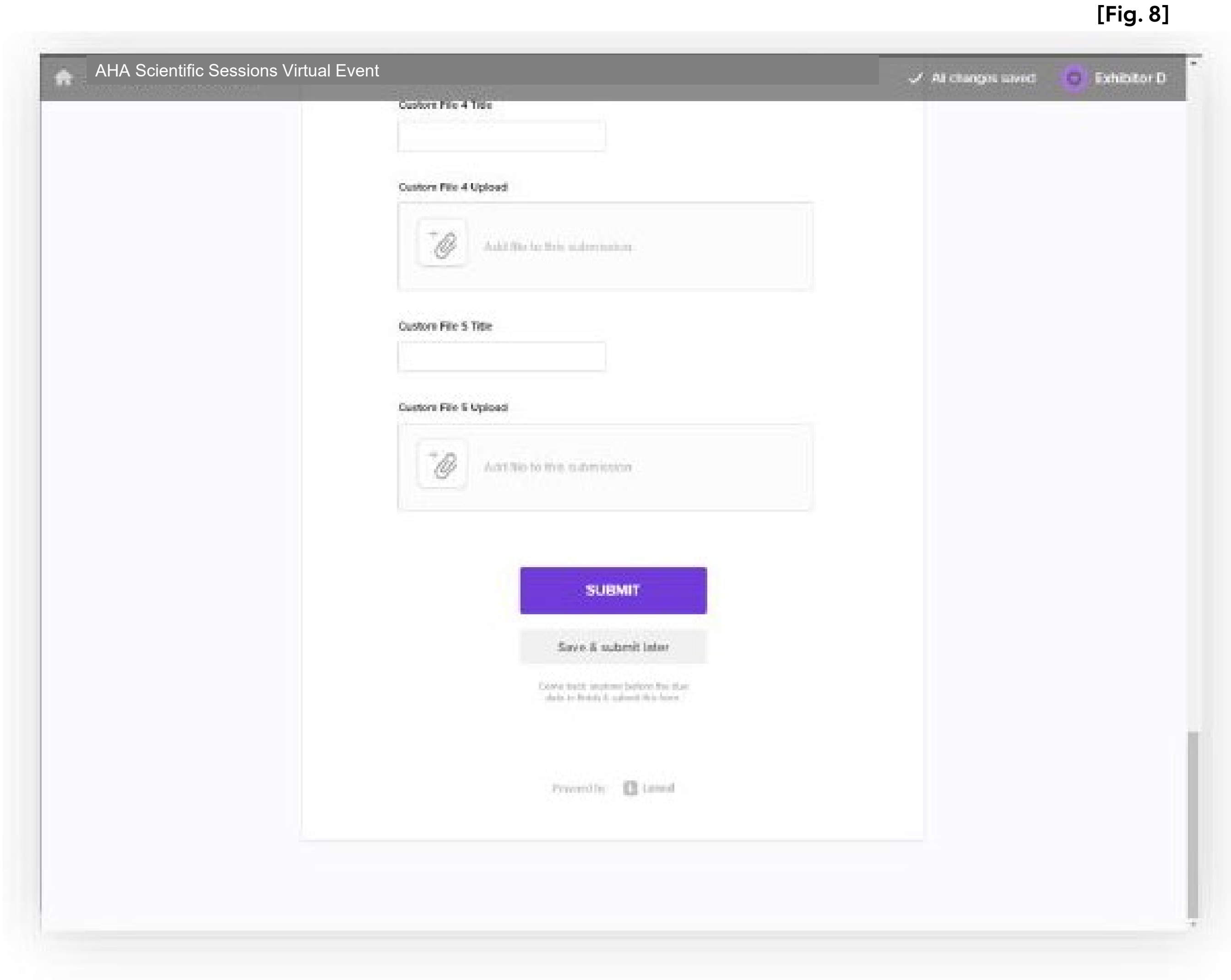

[Fig. 7]

20

[Fig. 8]

8. You will be able to upload files to the form, including your company logo, hero image, and any content downloads for your Exhibitor Detail Page – as you attach files, specify the file name in the "Custom File Title" box. [Fig. 8]

AHA Scientific Sessions Virtual Event

[Fig. 9]

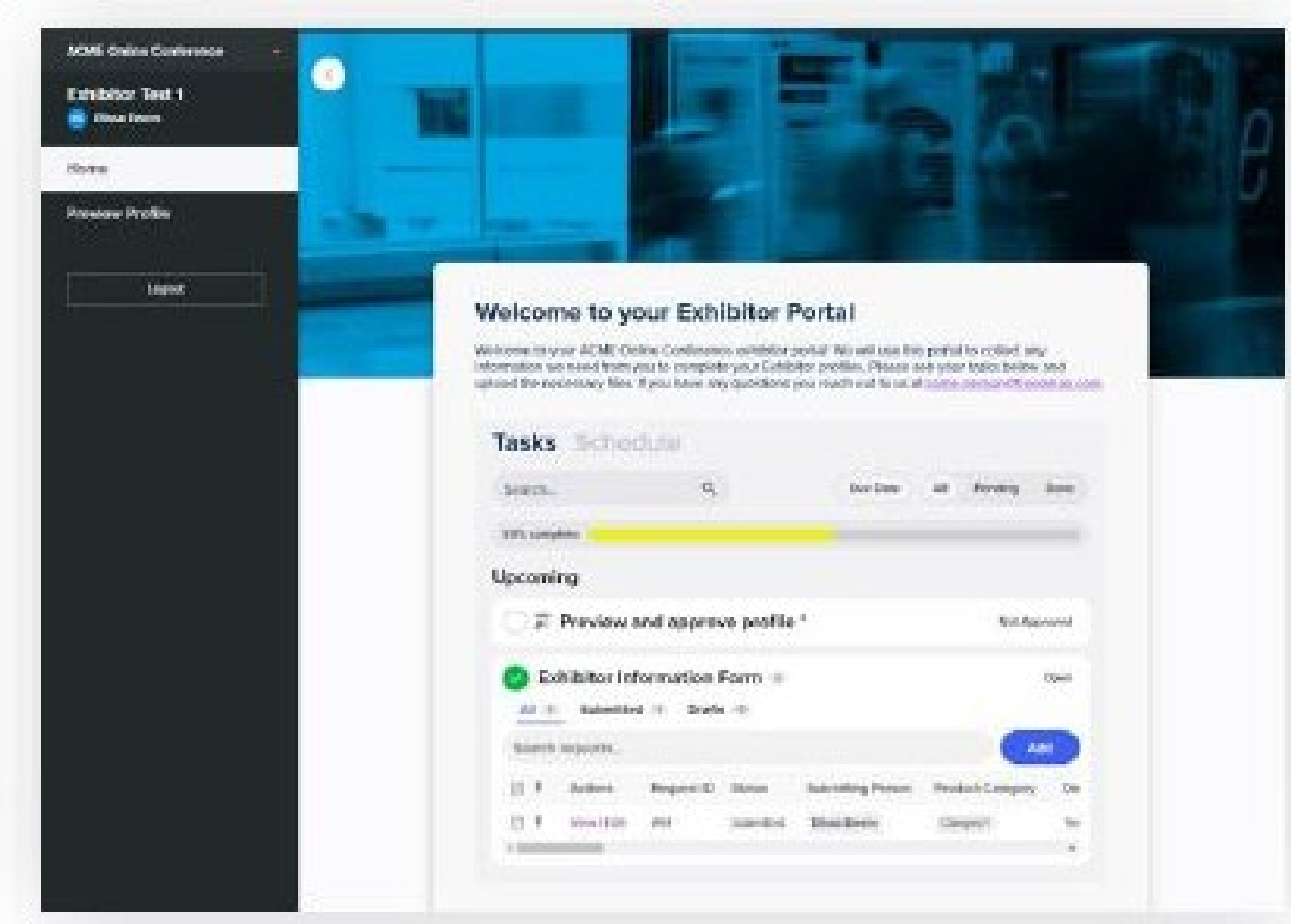9. You can either click to upload files or drag files directly form your desktop to upload. [Fig. 9]
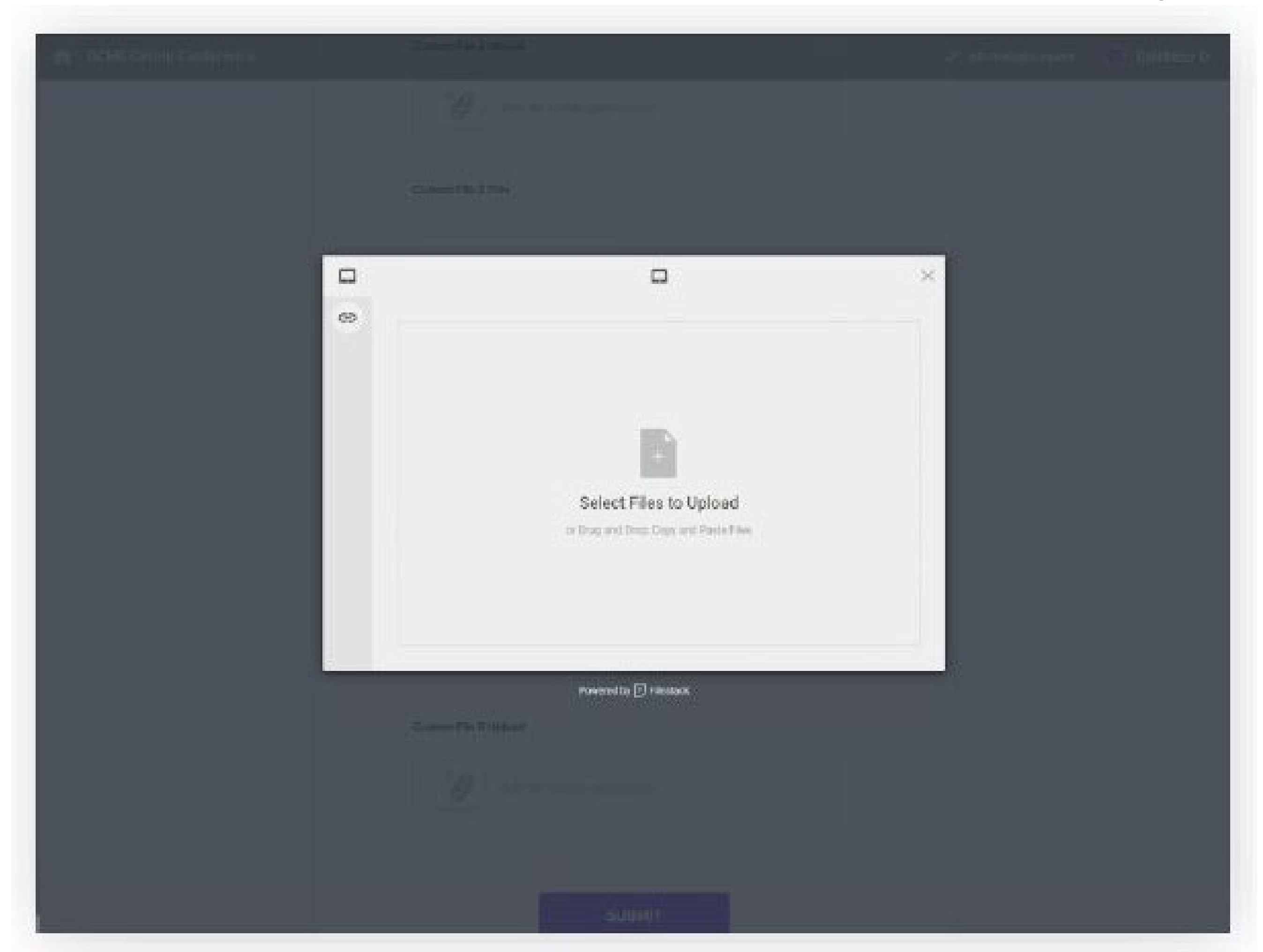
10. Once you submit, you will see a confirmation message on your screen – click "Go to your portal". [Fig. 10]
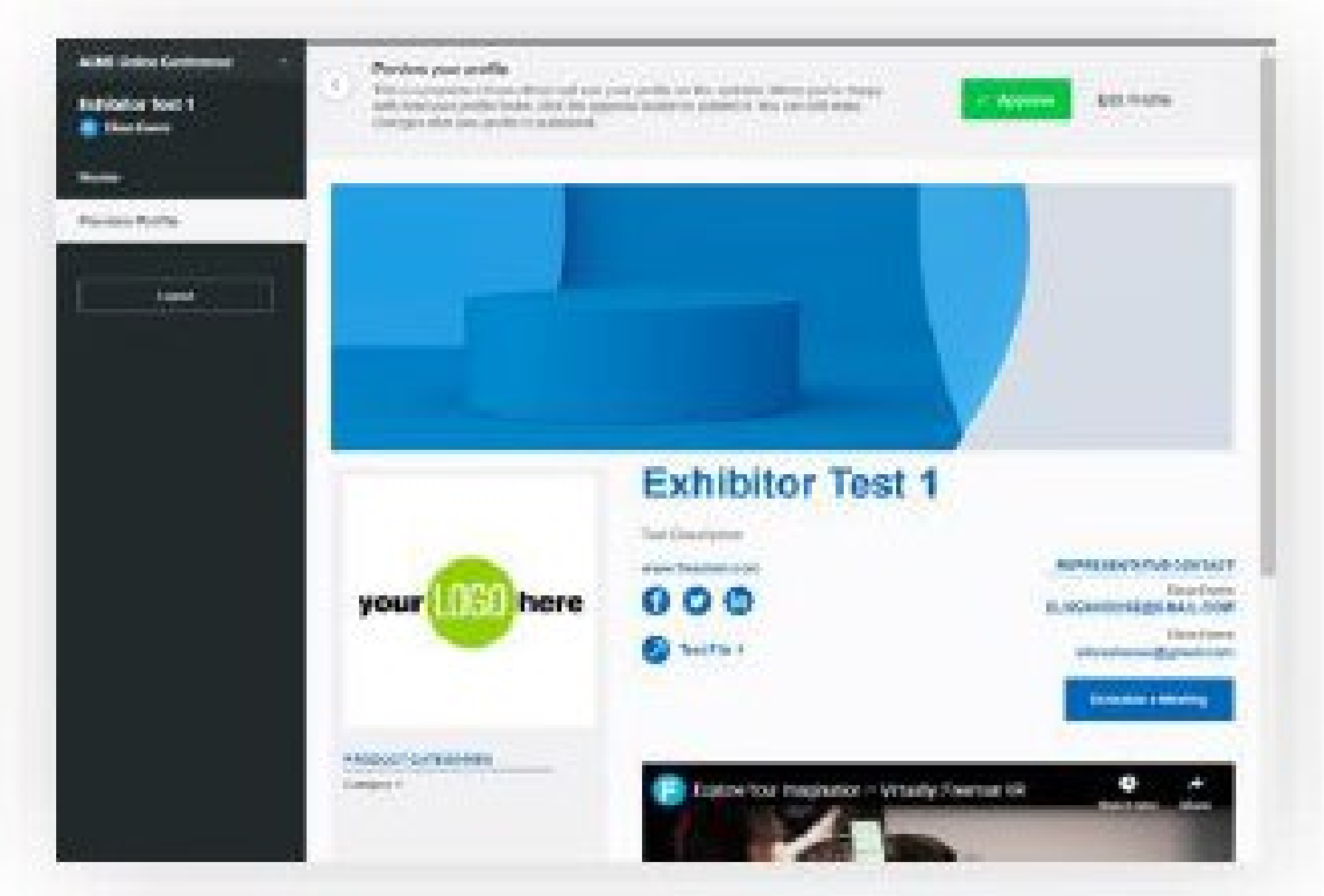
11. Once you return to the portal homepage, you will see your list of tasks again – if your completion bar is at 100% you are all set. If the completion bar is not at 100% once all fields have been completed, you will need to preview your page as a file step by clicking "Preview and approve profile" [Fig. 11]
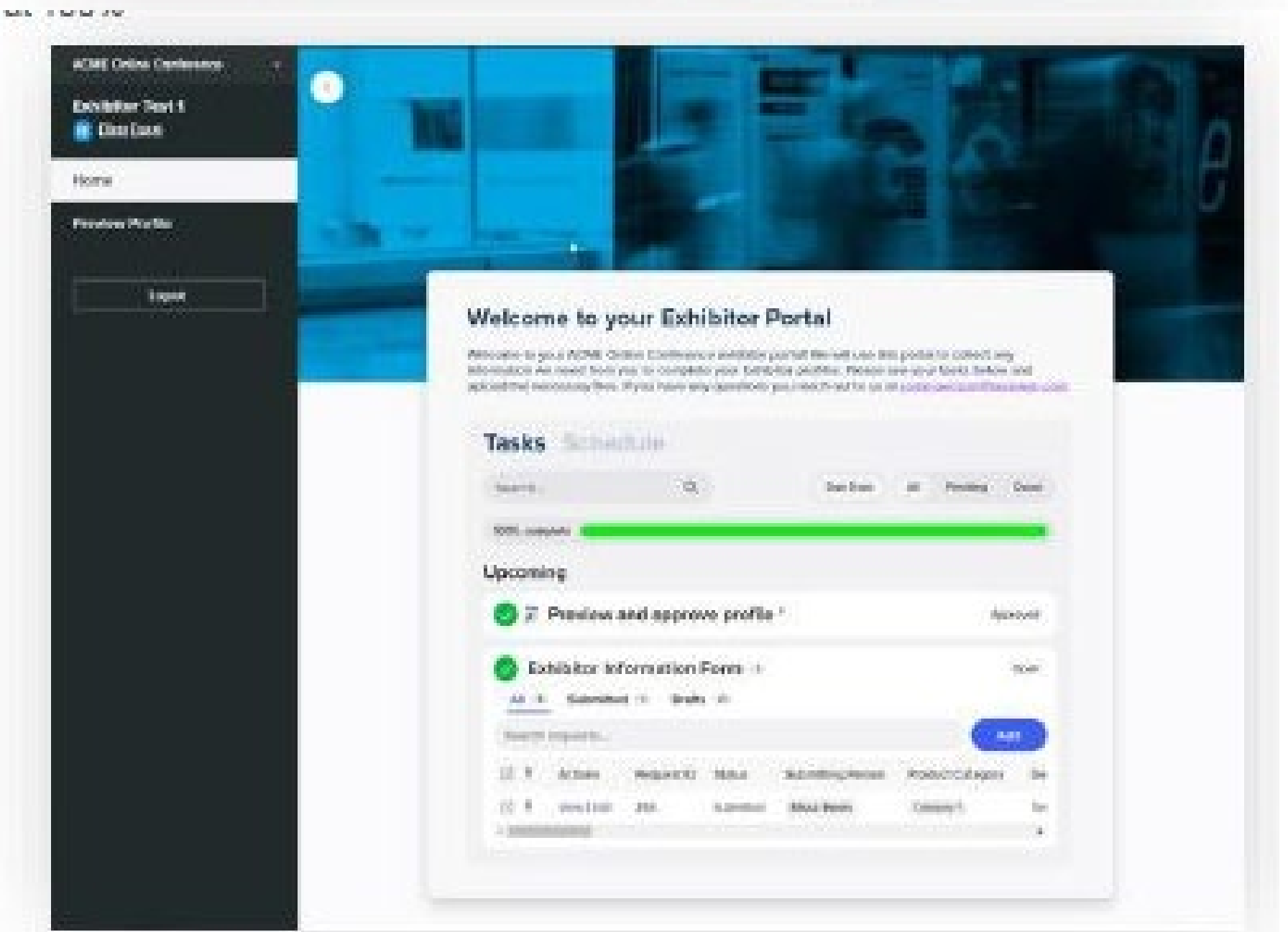
12. Carefully review your profile and click the green "Approve" button at the top of the page if you are satisfied (if you need to make edits, click "Edit Profile". [Fig. 12]

13. Once you return to the portal homepage, you will see your list of tasks again – if you have successfully completed all the necessary tasks for your event, you will now see the completion bar at 100%. [Fig. 13]
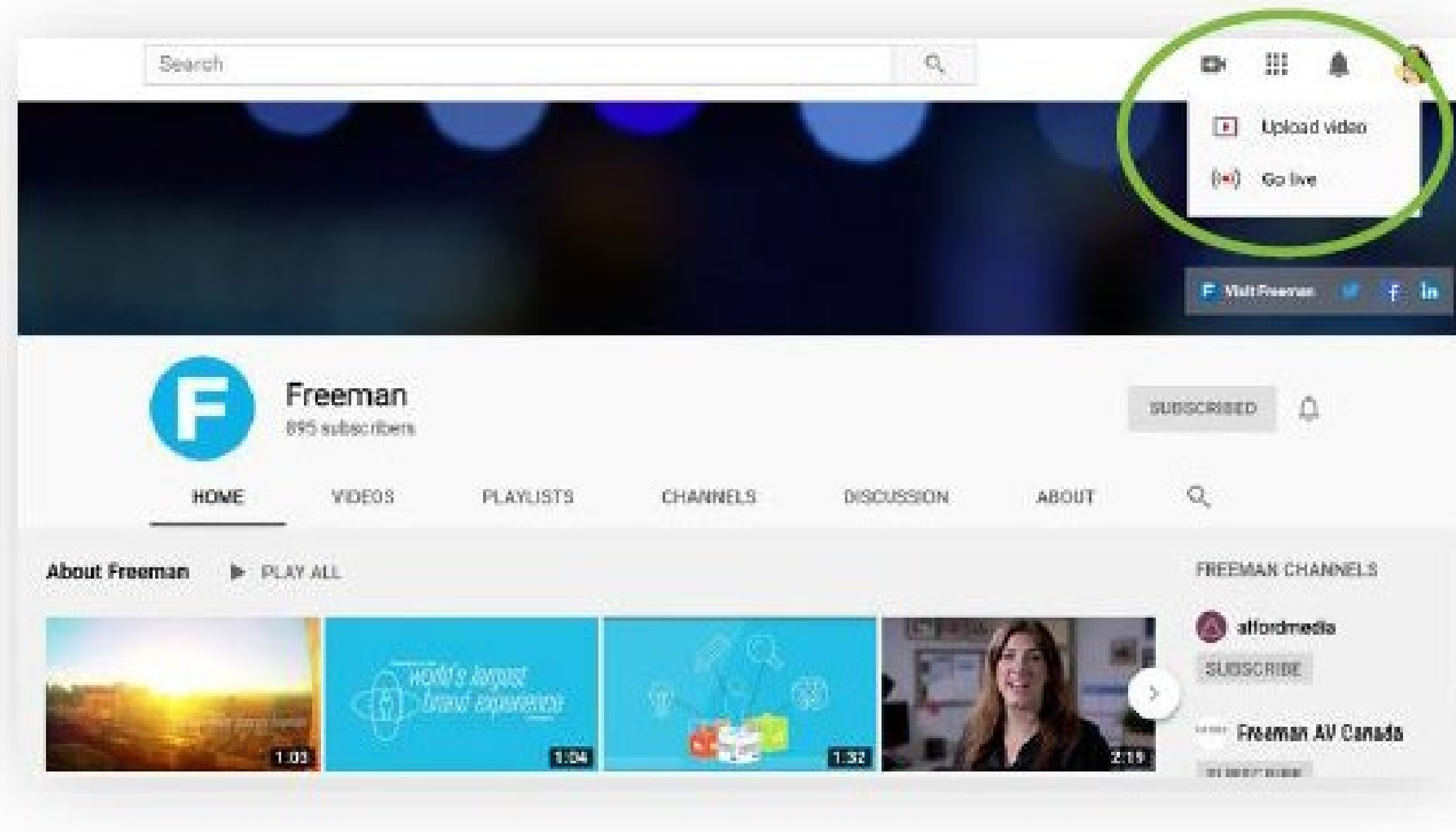
How to Upload Your Video on YouTube

1. Navigate to YouTube in any web browser.

2. Make sure you are logged into your account. If you don't see your account thumbnail in the upper right corner, click "SIGN IN" and enter your Google account information. If you don't have a Google account, click "SIGN IN" then "Create account". You'll then be required to enter a valid email address and create a password.

3. Click the Create a video or Post button at the top right of the screen (looks like a video camera) then click "Upload video."

4. The video upload page should appear. Under "Select files to upload," click "Public" and choose a level of visibility for your video. Important: make sure your video is set to either "Public" or "Unlisted" so it can be viewed on your Exhibitor Detail Page.

5. Click the large arrow to choose the video file, or you can drag the video file onto the page.

6. While the video uploads, you can enter information like the name and description of your video.

7. Click "Publish" to complete the process (you can publish the video while it's still uploading or wait until the upload is complete). Your video won't appear online unless you click "Publish."

Please note: once the video is uploaded, it will take a few minutes to process.

How to Upload Your Video on Vimeo

1. Navigate to Vimeo in any web browser.

2. Make sure you are logged into your account. If you need to create an account, click the "Join" button. You'll then be required to enter a valid email address and create a password.

3. Click the blue New video button at the top right of the screen then click "Upload." Once you click the upload link, you will be taken to the upload page.

4. Click the "Choose a File to Upload" button and this will launch an upload dialog box. Choose the file that you want to upload and then click on "Select." As soon as you click the button, the video will start to be uploaded straight away.

5. While the video uploads, you can enter information like the name and description of your video.

6. To access the privacy settings of your video, click "Settings" under your video, then click the "Privacy" tab. Important: make sure your video is set to "Everyone" so it can be viewed on your Exhibitor Detail Page.

7. As soon as the video is uploaded, the video will then be processed. You can close this page if you want, and Vimeo will handle the conversion automatically. Vimeo will email you once the conversion has finished.

Video Privacy

To ensure your videos are viewable by attendees, it's important to make sure your video privacy settings are set to public.

If you're hosting your video on YouTube, make sure your video is set to either Public or Unlisted. You can choose this setting as you are uploading your video, or you can change it in the settings of your existing published video.

Public videos can be seen and shared by anyone. They are posted on your channel when you upload them and show up in search results and related video lists.

Unlisted videos can be seen and shared by anyone with the link. Your unlisted videos won't appear to others who visit the "Videos" tab of your channel page. They won't show up in Youtube's search results unless someone adds your unlisted video to a public playlist. You can share an unlisted video's URL with other people. The people you share the video with don't need a Google Account to see the video. Anyone with the link can also re-share it.
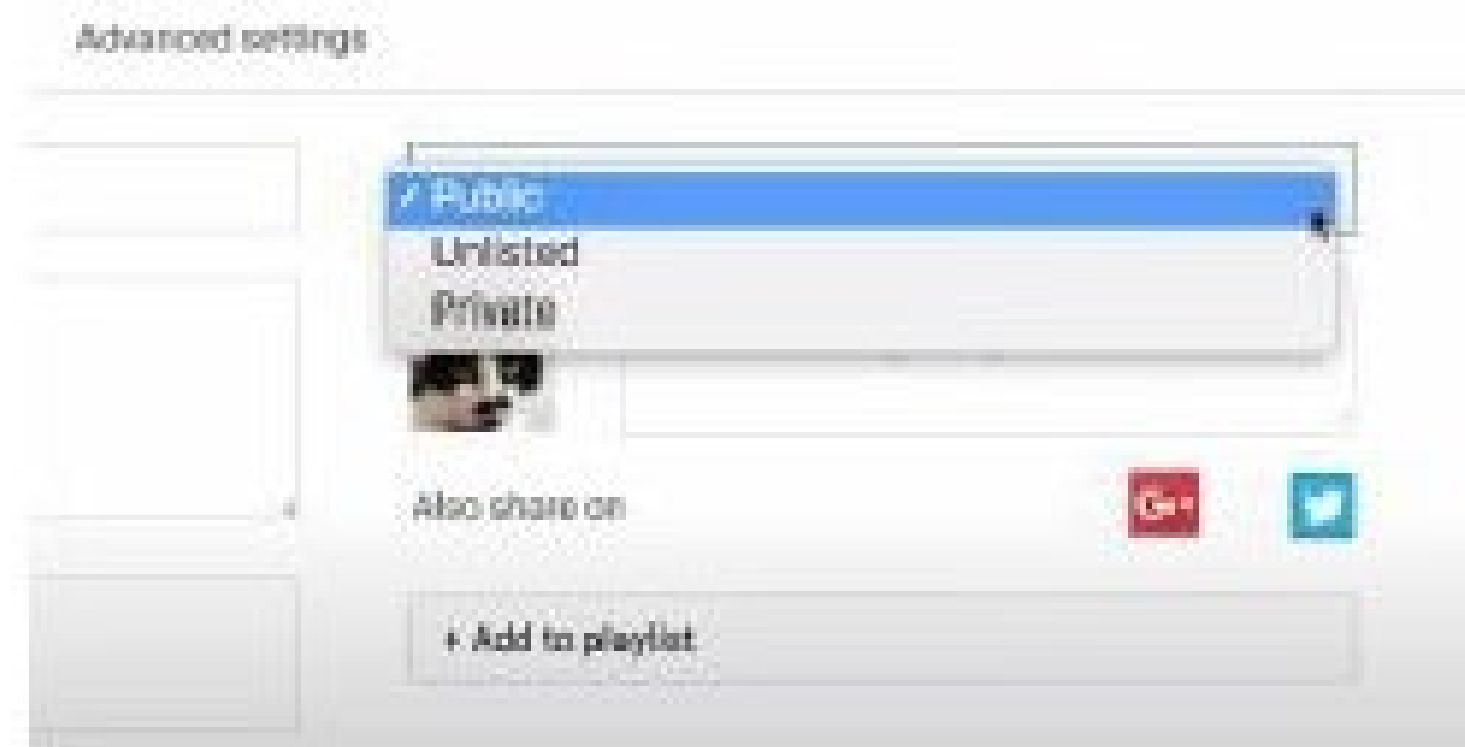
If you're hosting your video on Vimeo, make sure your video is set to Anyone Can See This Video. You can choose this setting either as you are uploading your video, or you can change it in the settings of your existing published video.
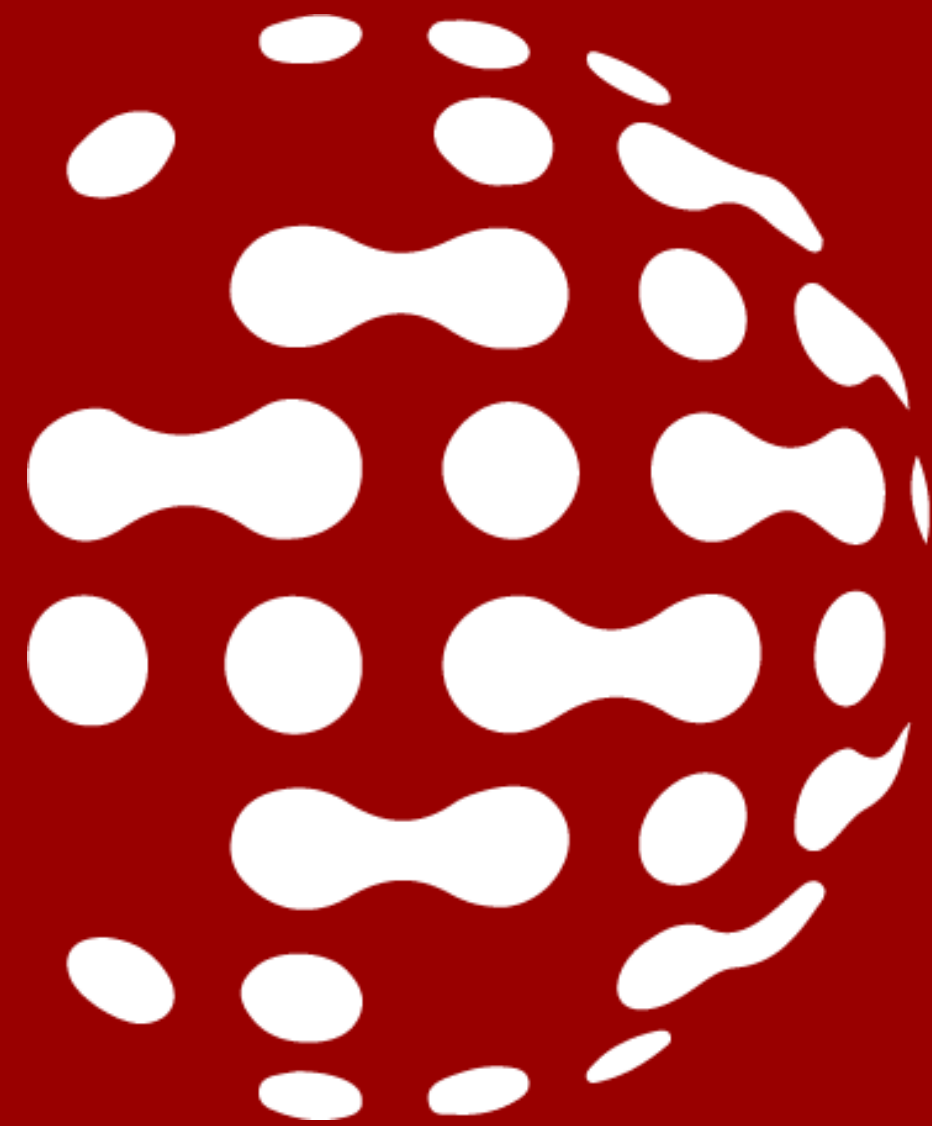
Videos with privacy settings set to Anyone can be seen by anyone and embed privacy set to Anywhere means that anyone can embed your video on an external website.

Please note, If you have a higher tier paid subscription to Vimeo (Pro, Business, or Premium) you'll have a few more options to choose from:
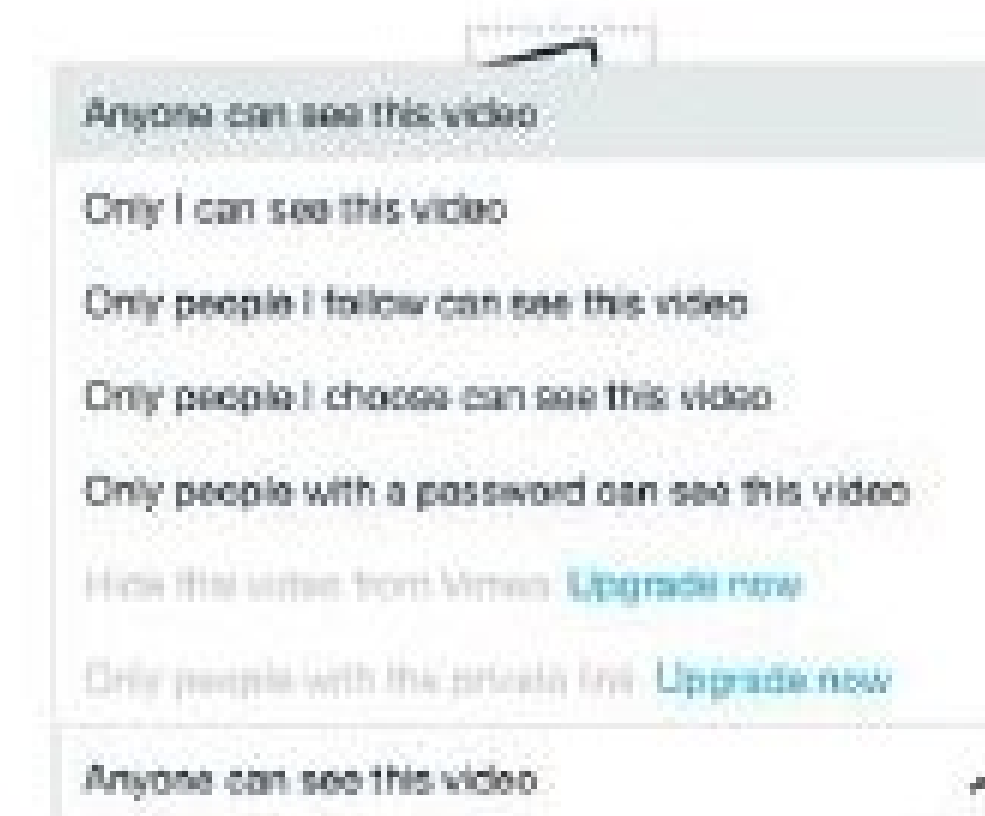
Only people with the private link is a semi-private setting that will make your individual video visible only to people who have the link. Your video's credits will be removed, and the video will be removed from any channels or groups. Please note that anyone with access to this link can share it with anyone else.

Hide this video from Vimeo.com will make the video unable to be accessed on the Vimeo website (unless you are logged in as yourself), but it still can be embedded on other websites.