



American Heart Association®

Scientific Sessions

Scientific Sessions 2020 – Industry Support FAQs

Q. I am an exhibitor and/or sponsor. What are the opportunities to participate in the virtual format?

A. The American Heart Association is committed to providing opportunities to conduct business during this challenging time. AHA is currently expanding its virtual opportunities to meet the needs of all stakeholders. These virtual enhancements and digital experiences will provide you with an opportunity to further extend your reach both pre- and post- conference. Our exhibit team will be reaching out to each of you to discuss how our new format can help you achieve your unique business objectives in new innovative ways. **Q. As an exhibitor, how will my financial commitments to Scientific Sessions 2020 be reallocated?**

Q. Exhibiting companies are offered the following options for their current financial commitments to Scientific Sessions 2020

A. Companies may donate their financial investment to The American Heart Association

The American Heart Association is actively working to reduce the impact of the Coronavirus. AHA established a \$2.5M rapid research fund to fast-track scientific research to better understand COVID-19 and its interaction with cardiovascular and cerebrovascular diseases. Your donation would not only support these initiatives but will enable our beloved Scientific Sessions to continue to disseminate the latest advancements in science to colleagues around the world. In recognition of your generosity, exhibitors that request to donate their payment to The American Heart Association will receive recognition of their contribution throughout the virtual event in 2020 and exhibitors will be granted 30 priority points for 2020 that will be added to their current priority point total prior to space assignments for 2021.

Companies can transfer their investments into virtual opportunities:

AHA is committed to providing opportunities to conduct business during this challenging time. AHA is currently expanding its virtual opportunities to meet the needs of all stakeholders. These virtual enhancements and digital experiences will provide you with an opportunity to further extend your reach both pre- and post- conference. Our exhibit team will be reaching out to each of you to discuss how our new format can help you achieve your unique business objectives in new innovative ways. We will customize packages that will help you achieve valuable ROI in this new virtual format. Each exhibitor will receive priority points based upon their level of participation.

Companies may defer their 2020 payments to the 2021 event:

Exhibitors that request to defer their Scientific Sessions 2020 payments to the 2021 event will have 100% of their 2020 payments applied to their exhibit space request for the 2021 event. Exhibitors that defer

their payments are granted 15 priority points for 2020 that will be added to their current priority point total prior to space assignments for 2021.

We realize that each exhibitor has specific needs and regulatory obligations, should the options above not align with those, please know we will work with your team to create a customized experience to meet your unique business objectives.

Q. Are there any incentives for AHA 2020 Exhibitors?

- A. Yes, exhibitors that decide to donate their financial commitment to the American Heart Association will in exchange will be granted 30 priority points and those that choose to defer their commitments to the 2021 event will be granted 15 priority points. These will be added to their current priority point total prior to space assignments for 2021.

Q. I am a sponsor/advertiser, how will my financial commitment be converted into the virtual environment?

- A. Companies are offered the following options for their current financial commitments to Scientific Sessions 2020

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Companies can transfer their investments into virtual opportunities:

AHA is committed to providing opportunities to conduct business during this challenging time. AHA is currently expanding its virtual opportunities to meet the needs of all stakeholders. These virtual enhancements and digital experiences will provide you with an opportunity to further extend your reach both pre- and post- conference. Our sponsorship team will be reaching out to each of you to discuss how our new format can help you achieve your unique business objectives in new innovative ways. We will customize packages that will help you achieve valuable ROI in this new virtual format.

Companies may defer their 2020 payments to the 2021 event:

Sponsors/Advertisers that request to defer their Scientific Sessions 2020 payments to the 2021 event will have 100% of their 2020 payments applied to their sponsorships for the 2021 event.

Sponsors/Advertisers that defer their payments are granted 15 priority points for 2020 that will be added to their current priority point total prior to space assignments for 2021.

Q. I am a Cardiovascular Expert Theater sponsor. How will these be converted into the virtual environment? Will I have the same time slot as I did for the in-person meeting?

A. Scientific Sessions 2020 will provide opportunities for all of our industry supporters to interact with meeting participants including Cardiovascular Expert Theater sponsors. Theater events can take place digitally just as they would typically in the in-person event. We are working to identify the components and will customize packages for our virtual Cardiovascular Expert Theaters. These events will also get exposure post-conference for additional exposure.

Q. I am a Satellite Event Holder. Can I hold my event online?

A. Scientific Sessions 2020 will provide opportunities for all of our industry supporters to interact with meeting participants including Satellite Event holders. Satellite events can take place digitally just as they would typically in the in-person event. We are working to identify the components and will customize packages for our virtual event holders. These events will also get exposure post-conference for additional exposure.

Q. Why did you make the decision to go 100% virtual, what considerations went into the decision?

A. This decision was made carefully and after thorough examination of all the risks and benefits – health and safety, travel restrictions, among many. The health and well-being of our members, participants and staff are our utmost priority.

Q. Is this the first time the American Heart Association has had to alter the format of Scientific Sessions?

A. We have held two successful specialty scientific conferences virtually since March:

- Vascular Discovery: From Genes to Medicine, May 5-7, 2020; and
- Quality of Care and Outcomes Research (QCOR) Scientific Sessions, May 15-16, 2020 (100% virtual).

We will hold two additional, 100% virtual meetings before Scientific Sessions:

- the Basic Cardiovascular Science Scientific Sessions, July 27-30, 2020; and
- the Hypertension Scientific Sessions, September 10-13, 2020.

The AHA's Scientific Sessions have not been altered previously, with the exception of a four-year hiatus during World War II, from 1943-1946.

Q. What are the plans for the program – will the meeting remain the same format of Saturday through Monday, up to 12 hours/day?

A. With these considerations in mind, the virtual Scientific Sessions will be held online from Friday, November 13 through Tuesday, November 17, 2020. This will maintain the shared, collective experience both simultaneously and allowing for live interaction with speakers. Attendees will be able to access to hearing the scientific information together with colleagues. The program is being designed to ensure:

- Participation from anywhere in the world
- Connecting and engaging with a wider global audience of your peers
- Basic, Clinical, and Population Science Communities
- Late-Breaking Science
- COVID-19 Hot Topic Sessions
- Cardio-Oncology Sessions
- Early Career and FIT Programming

Q. What are the benefits of presenting Scientific Sessions virtually? Does it have the potential to expand the audience to people who otherwise might not have access to the meeting?

A. We do hope that offering Scientific Sessions digitally during these unprecedented times will provide greater opportunity for participation, increasing our reach and impact. Heart disease is the number one cause of death in the U.S. and the world, so the value and urgency of the global scientific research presented during our annual Scientific Sessions conference are critical.

Q. Will everyone have to register for the meeting and what will the registration costs be for the virtual meeting?

A. Yes, everyone needs to register. Registration will open in mid-August, and the registration fees will be \$99 for AHA members and \$199 for non-AHA members.

Q. Will CME and MOC credits still be available in the virtual format?

A. Yes, both Continuing Medical Education and Maintenance of Certification credits will be available.

Q. Will the sessions be recorded and available on demand daily, after Scientific Sessions or will they be provided only in a live format?

A. Scientific Sessions 2020 programming will be presented in a combination of formats to include live, simulated-live and on-demand offerings.

Q. How will this change affect Late-Breaking Science abstracts?

A. At this time, the schedule for submissions for Late-Breaking Science will not change: the abstract submission deadline is August 10, 2020 at 6:00 PM CDT.

Staff contacts:

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