



International Stroke Conference 2021 – 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. Exhibiting companies are offered the following options for their current financial commitments to International Stroke Conference 2021

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 International Stroke Conference 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 2021 and exhibitors will be granted 30 priority points for 2021 that will be added to their current priority point total prior to space assignments for 2022.

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 2021 payments to the 2022 event:

Exhibitors that request to defer their International Stroke Conference 2021 payments to the 2022 event will have 100% of their 2021 payments applied to their exhibit space request for the 2022 event. Exhibitors that defer their payments are granted 15 priority points for 2021 that will be added to their current priority point total prior to space assignments for 2022.

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 ISC 2021 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 2022 event will be granted 15 priority points. These will be added to their current priority point total prior to space assignments for 2022.

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 International Stroke Conference 2021

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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 2021 payments to the 2022 event:

Sponsors/Advertisers that request to defer their international Stroke Conference payments to the 2022 event will have 100% of their 2021 payments applied to their sponsorships for the 2022 event.

Sponsors/Advertisers that defer their payments are granted 15 priority points for 2021 that will be added to their current priority point total prior to space assignments for 2022.

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. International Stroke Conference 2021 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. International Stroke Conference 2021 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 International Stroke Conference?

- 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 three additional, 100% virtual meetings before International Stroke:

- the Basic Cardiovascular Science Scientific Sessions, July 27-30, 2020; and
- the Hypertension Scientific Sessions, September 10-13, 2020.
- Scientific Sessions 2020 November 13-17, 2020

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

- A. With these considerations in mind, the virtual International Stroke Conference will be held online from Wednesday, March 17 through Friday, March 19, 2021. 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
- Late-Breaking Science

- COVID-19
- Brain Health
- Neuroendovascular
- Advanced Practice Providers
- Translational Basic Science
- Plus 12 additional specialized categories

- Q. What are the benefits of presenting International Stroke Conference 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 International Stroke Conference digitally during these unprecedented times will provide greater opportunity for participation, increasing our reach and impact. Stroke is the 5th leading cause of death in the U.S. and the world, so the value and urgency of the global scientific research presented during our annual International Stroke 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-December, and the registration fees will be \$49 for AHA members and \$99 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 International Stroke Conference or will they be provided only in a live format?**
- A. International Stroke Conference 2021 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: Wednesday, Nov. 4, 2020 at 11:59 p.m. CT

Staff contacts:

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