



American Stroke Association.

## International Stroke Conference

Exhibiting and Marketing Opportunities

March 17-19, 2021

### **American Stroke Association International Stroke Conference 2021 Exhibitor FAQs**

#### **My company has confirmed and paid towards a booth for ISC21 in-person, what are my options?**

- You will be given the opportunity to transition your booth payment to a booth with the virtual platform. Should you opt not to have a booth with ISC21 virtual, you have the following options.
  - Donate the 2021 booth payment to AHA: receive 30 priority points
  - Transition 2021 payment to 2022: receive 5 priority points
  - Request a Refund of 2021 payment: No priority points earned for 2021

#### **Are priority points given for ISC21 Virtual booths?**

- Yes, the following Priority points are earned for ISC21 virtual booths:
  - Premium Plus: 15
  - Premium: 10
  - Enhanced: 8
  - Entry: 5

#### **When are the deadlines for a booth at ASA International Stroke Conference 2021?**

- Space reservations close Feb. 3, 2021.
- Booth materials are due to ASA Feb. 3, 2021.

#### **How many attendees are expected at the virtual event?**

- 5,000 virtual attendees

#### **What draws attendees to the International Stroke Conference?**

- Hundreds of Live and OnDemand courses that include CME hours. Conference attendees will be able to access this CME through April 16, 2021.
- Learn more about CME programming here:  
<https://professional.heart.org/en/meetings/international-stroke-conference/programming/continuing-education>
- Opportunities for Maintenance of Certification.
- Opportunities for networking with colleagues and prestigious thought-leaders.
- Access to Late Breaking Clinical Trials
- Happy hours and attendee engagement activities during the evening.

## **What booth options do I have in the virtual event?**

- There are four booth levels to choose from, each with varying levels of benefits. For complete exhibit offerings visit <https://exhibitatsessions.org/international-stroke/>.
- At a minimum, each booth includes:
  - Company Details (name, location)
  - Company Description (2,000 character limit)
  - Company Web Address (one)
  - Social Media Links
  - Product & Service Categories (unlimited)
  - 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 ASA drive traffic to virtual exhibit booths?**

- An extensive marketing campaign promotes the virtual Exhibit Hall before, during and after the conference with links and reminders to visit the exhibit hall included in ePreview, Daily Agenda and other eBlasts.

## **What are the exhibit hours?**

- Exhibits are open daily March 17-19, 2021.
- Exhibits remain accessible through the OnDemand period closing April 16, 2021.
- Industry hours are Wednesday-Friday: 1:00 PM – 5:00 PM with Satellite Events and attendee engagement activities from 5:00 PM – 6:30 PM. All hours are listed in CST.

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

- 8:00–11:30 a.m. CST: ASA programming and exhibits.
- 1:00–4:45 p.m. CST: Industry supported programming and exhibits.
- 5:00pm–6:30 CST: social / networking/Satellite Events

## **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 ASA 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, the Learning Studio will be promoted, and attendees can add it to their schedules. Learning Studios will live on the event platform through April 16, 2021.
- ASA has many sponsorship opportunities throughout the environment, all of which will link to your booth.
- ASA is also offering several promotional opportunities that will allow you to promote your booth. You can learn more about sponsorship and promotional opportunities before, during and after ISC21 at <https://ratecards.ascendeventmedia.com/isc21/>.

## **My company already has a corporate virtual booth. Can this booth be placed in the ISC21 virtual platform?**

- You can link to your own virtual booth from the hero image within your ASA Premium Plus booth.
- The Premium Plus booth level provides an External Link 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.
- All sponsorship ad banners must link directly to your virtual booth on the ISC21 meeting platform.

## **Can I have reps in my booth? If so, how many?**

- Yes, every level of booth at ISC21 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 level, you may host small group meetings throughout the day for up to 12 people.

## **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.
- Depending on your booth level, you can host group meetings for up to 50 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 ISC21 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 ASA 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 an Attendees button on the Networking portion of the platform. 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 April 16, 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. You will also receive metric reporting.

### **How long will the International Stroke Conference 2021 be OnDemand?**

- The event will be on demand through April 16, 2021, with exhibitor booths open and available for attendees to visit.

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

- Once you have booked your booth for ISC21, ASA 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 Exhibit 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 date

### **Can I get the mailing list of attendees?**

- Exhibitors may purchase the mailing list for \$0.28/per report or \$750 for the post-event list. The list will be available for purchase in late January/early February 2021. A link to order the mailing list will be added here when available.

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

- Yes, at the Premium PLUS level you will have one group meeting URL for your company use for up to 50 people at a time.

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

- Yes, ASA will provide a series of navigational videos and tools to assist attendees in having the best user experience possible during the ISC21 virtual conference.
- There will also be a staffed help chat during the conference.