EPI | Lifestyle 2021 is now virtual!
Same great conference; enhanced virtual offerings for supporters

The EPI | Lifestyle 2021 conference will focus on health equity and social justice, with keynote sessions highlighting equity and COVID-19, presentation of the latest science on a variety of topics and a robust virtual networking experience.

This conference is designed to benefit researchers, public health practitioners and clinicians.

Estimated 2021 Attendance: 750

<table>
<thead>
<tr>
<th>2020 Attendance</th>
<th>769: Professional Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>599 physicians/research scientists</td>
<td></td>
</tr>
<tr>
<td>103 other health care professionals</td>
<td></td>
</tr>
<tr>
<td>35 non-health care professionals</td>
<td></td>
</tr>
<tr>
<td>32 nurses/nurse practitioners/nurse scientists</td>
<td></td>
</tr>
</tbody>
</table>

Target Audience

- Physicians
- Epidemiologists
- Dietitians
- Nutritional scientists
- Exercise physiologists
- Behavioral scientists
- Biostatisticians
- Pharmacists
- Physician assistants
- Nurses
- School health professionals

78% of attendees are physicians and/or research scientists

Reserve your supporter package by April 30.
All booth assets are due by May 6!
EPI | Lifestyle Supporter Packages

<table>
<thead>
<tr>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Standard booth</td>
<td>Standard booth</td>
</tr>
<tr>
<td>Banner ad on platform</td>
<td>Banner ad on platform</td>
</tr>
<tr>
<td>Link to microsite</td>
<td>Link to microsite</td>
</tr>
<tr>
<td>One promotional notification sent per day to attendees matched by tagged interest</td>
<td>One promotional notification sent per meeting to attendees matched by tagged interest</td>
</tr>
<tr>
<td>Exclusive exhibitor email</td>
<td>Premium banner on ePreview</td>
</tr>
<tr>
<td>50% off a Learning Studio or Roundtable Discussion</td>
<td>25% off a Learning Studio or Roundtable Discussion</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bronze</th>
<th>Non-Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,000</td>
<td>$750</td>
</tr>
<tr>
<td>Standard booth</td>
<td>Standard booth</td>
</tr>
<tr>
<td>Banner ad on platform</td>
<td>Banner ad on platform</td>
</tr>
</tbody>
</table>

Preliminary Schedule
Subject to change

9-9:45 a.m. Industry Programming
10-11 a.m. Official Programming
11-11:15 a.m. Break | Exhibitor Outreach
11:15 a.m. - 12:15 p.m. Official Programming
12:20-12:30 p.m. Break | Exhibitor Outreach
12:30-1:30 p.m. Official Programming
1:30-1:45 p.m. Break | Exhibitor Outreach
1:45-2:45 p.m. Posters

1:45-3:45 p.m. Industry Programming
2:45-3:45 p.m. Networking | Exhibitor Outreach

Contact your senior account manager to reserve your preferred placement!

Bridget Blaney
Company Names: A-D; Q-R
773-259-2825
bblaney@ascendmedia.com

Cathleen Gorby
Company Names: E-L; S-Tt
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cgorby@ascendmedia.com

Maureen Mauer
Company Names: M-P; Tu-Z
913-780-6633
mmauer@ascendmedia.com

Standard Booth
All supporter packages include a standard booth on the JUNO platform

- Logo/listing on exhibit hall page of EPI | Lifestyle Event
- Location on page varies based on supporter level
- Hero image and logo on exhibit page
- Company name, location and web address on exhibit page
- Company description on exhibit page
- Social media links on exhibit page
- Product and service category tags to increase artificial intelligence searchability
- Unlimited for all supporter packages
- Company collateral uploads on exhibit page
- Unlimited for all supporter packages
- Videos on exhibit page (max length: two minutes per video)
  - Limit three
- Live exhibitor public chat board
  - Optional
- Live private one-on-one chat for company representatives
  - Optional
- Interactive polls and questions on exhibitor page
  - Unlimited for all supporter packages
- All access registrations for company booth representatives
  - Number of registrations varies based on supporter level
- Outreaches to attendees
  - Gold: 10 per day
  - Silver: Five per day
  - Bronze: Two per day
  - Non-Profit: One per day
- Schedule 1:1 meetings with attendees
  - Optional
- Host live face-to-face group meetings on exhibit page
  - Optional
- Real-time dashboard lead and metric information during event
- Post-event booth lead reporting
- Participation in gamification
- Access to attendee pre-registration list. Contact information not included.
- A “Don’t Miss” area in booth to promote exhibitor’s upcoming programs or sponsorships

All rates are net. Cancellations are non-refundable. Dates, hours and rates are subject to change.
Advertising Options

**EPI | Lifestyle Conference ePreview**
Delivered to: More than 30,000 professionals  
Space reservation deadline: April 22, 2021  
Materials due: April 26, 2021  
Delivery date: May 17, 2021  
Leaderboard: $1,500  
Premium Banner: $1,000

**EPI | Lifestyle Daily Highlights eBlast**
Delivered to: More than 30,000 professionals  
Space reservation deadline: April 30, 2021  
Materials due: May 4, 2021  
Delivery dates: May 20 and 21, 2021  
$3,500  
Exclusive Daily Sponsorship  
Two available

**Exclusive Exhibitor Email Blasts**
Delivered to: Registered attendees  
Space reservation deadline: April 30, 2021  
Materials due: May 4, 2021  
Delivery dates: Dates available before, during and after the conference  
Leaderboard: $5,500  
Limited availability

All digital ads will include the words “Paid Advertisement” centered at the top of the ad and in at least 10-point Helvetica (or similar type font).

View AHA Rules & Regulations at exhibitatssessions.org. All rates are net. Cancellations are non-refundable. Dates, hours and rates are subject to change.
Sponsorship Options

Fireside Chat

Continue the conversation of research and science with conference attendees! You will sponsor one 30-minute meeting for a select group of professionals to continue the discussion from a major program. Fireside chats will be held during the 2:45-3:45 p.m. “networking” hour.

Deadlines
Space reservation: April 22, 2021
Materials due: April 29, 2021
Rate: $3,000

Learning Studios

Show your product or therapeutic treatment to a large audience! Limited morning and afternoon time slots are available for your live or pre-recorded presentation with live Q&A or chat. Sessions are 30 minutes (including Q&A).

- Learning Studios will be promoted (and attendees can access them) on multiple pages within the virtual environment.
- Learning Studios will be included on the official conference agenda.
- Supporter will receive a banner ad and logo on the screen where the Learning Studio is held, a 500-character count company description and up to two company PDFs (optional), and a link to supporter’s booth.
- Learning Studios also will appear in supporter’s booth, and attendees can access them from there.
- Learning Studio sponsor may have a current year or prior year list of attendees for a promotional mailer.
- Learning Studio will be listed in the conference ePreview (if purchased before the ePreviews sales close deadline).
- Learning Studio will be listed in the conference eHighlights email blast.
- Live and pre-recorded Learning Studios will be available on the conference virtual platform until Aug. 23, 2021. (Can be removed upon request.)
Roundtable Discussions

Host your own 30-minute moderated roundtable discussion with up to 40 attendees. Supporter chooses session topics (with AHA approval) and provides the moderator.

- True discussions with attendees who can engage via their cameras and mics.
- Roundtables will be promoted (and attendees can access them) on multiple pages within the virtual environment.
- Roundtable discussions will be included on the official conference agenda.
- Supporter will receive a banner ad and logo on the screen where the roundtable is held, a 500-character count company description and up to two company PDFs (optional), and a link to supporter’s booth.
- Roundtables will also appear in supporter’s booth, and attendees can access them from there.
- Supporter may have two representatives sit in on their roundtable.
- Roundtable sponsor may have a current year or prior year list of attendees for a promotional mailer.
- Roundtable will be listed in the conference ePreview (if purchased before the ePreviews sales close deadline).
- Roundtable will be listed in the conference eHighlights email blast.
- Roundtables will be available on the conference virtual platform until Aug. 23, 2021. (Can be removed upon request.)

Deadlines
Space reservation: April 22, 2021
Materials due: April 29, 2021
Rate: $7,590
Rate includes AHA-required closed captioning, which will be added to your program by AHA.

Banner Ads

Your message greets attendees as they navigate the conference! Three advertisers will rotate in banner positions on select pages of the virtual conference. Each ad will be visible for 5 seconds. Banners can be linked to supporter’s virtual booth, Learning Studio or Roundtable Discussion.

Deadlines
Space reservation: April 22, 2021
Materials due: April 29, 2021
Rate: $2,500
Ads will rotate through all pages
All digital ads will include the words “Paid Advertisement” centered at the top of the ad and in at least 10-point Helvetica (or similar type font).

All banner ads must include “Alt Text” for visually impaired users using screen readers.

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Satellite Events
Fee structure and time restrictions for exhibitors, universities and non-profits
• You must be a current exhibitor of EPI | Lifestyle 2021, university or non-profit organization to hold a Satellite Event.
• The AHA is not responsible for attendance/audience generation or guaranteed attendance levels at Satellite Events.
• The AHA reserves the right to change the Satellite Event process, date, times, procedures, number of events and any other aspect of the process.
• All Satellite Event application fees are non-refundable. Time slots are subject to availability.
• The AHA does not monitor topics/titles, please check website for the most up-to-date list of topics/titles.

Complimentary With a Virtual Satellite Event for 2021
• Current year or prior year list of attendees for a promotional mailer
• Listing on the AHA official conference agenda.
• Listed on the conference virtual platform until Aug. 23, 2021.
• Listed in ePreview (if symposium is purchased before the ePreview sales close deadline)
• Listed in the Daily Highlights email blast

Deadlines
Space reservation: April 22, 2021
Materials due: April 29, 2021
Live presentation with live Q&A: $15,120/ 45 minutes /3:45-4:30 p.m. or 4-4:45 p.m.*
Simulive presentation (pre-recorded) with live Q&A: $15,240/ 45 minutes / 3:45-4:30 p.m. or 4-4:45 p.m.*
Simulive presentation (pre-recorded) with chat: $9,930/45 minutes/ 3:45-4:30 p.m. or 4-4:45 p.m.*
* Limit two per time slot.

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