



# Basic Cardiovascular Sciences 2021

Aug. 23-25, 2021 | A Virtual Experience

## Make a connection with basic cardiovascular scientists

Sponsored by the American Heart Association Basic Cardiovascular Sciences Council, the world's leading organization of cardiovascular scientists, BCVS Scientific Sessions attracts leading researchers in fields such as microRNAs, cardiac gene and cell therapy, cardiac development and most recently, tissue engineering and iPS cells.



**Estimated 2021 Attendance: 1,100**

### Target Audience

#### 2020 Attendance

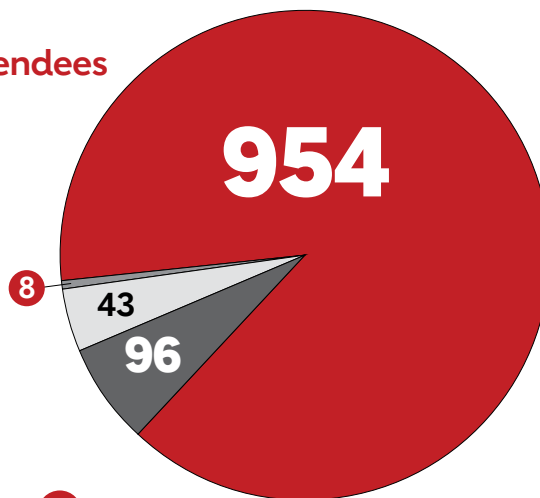
**1,101 Professional Attendees**

**954** physicians/research scientists

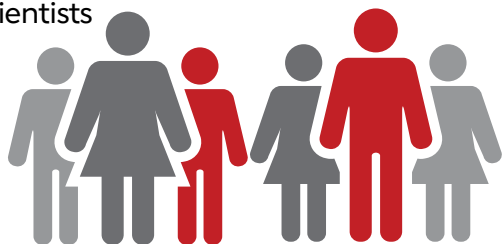
**96** other health care professionals

**43** non-health care professionals

**8** nurses/nurse practitioners/nurse scientists



- Basic cardiovascular scientists
- Molecular/cellular biologists
- Physiologists
- Translational investigators
- Clinical trialists
- Practicing cardiologists
- Cardiovascular nurses and pharmacists
- Scientists and executives from pharmaceutical



**87%** of attendees are physicians and/or research scientists

Reserve your supporter package by July 5, 2021.

All booth assets are due by Aug. 6, 2021!



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## BCVS Supporter Packages

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

Bronze	Non-Profit
<b>\$2,000</b>	<b>\$750</b>
Standard booth	Standard booth
Banner ad on platform	

### View the preliminary schedule!



**PRELIMINARY SCHEDULE**

Contact your senior account manager to reserve your preferred placement!

Cathleen Gorby  
Company Names: E-L; S-Tt  
913-780-6923  
cgorby@ascendmedia.com

Bridget Blaney  
Company Names: A-D; Q-R  
773-259-2825  
bblaney@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 BCVS 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
Schedule 1:1 meetings with attendees	Optional
Host live face-to-face group meetings on exhibitor 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	

View AHA Rules & Regulations at [exhibitsessions.org](http://exhibitsessions.org).

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



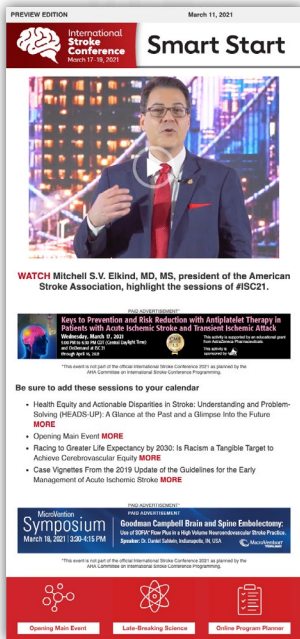
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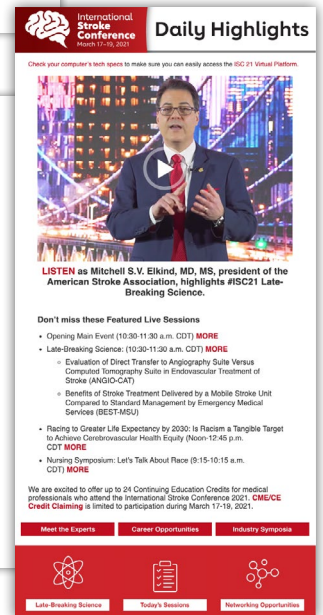
# Think virtual events can't be engaging and interactive? THINK AGAIN!

## Advertising Options



### BVCS Conference ePreview

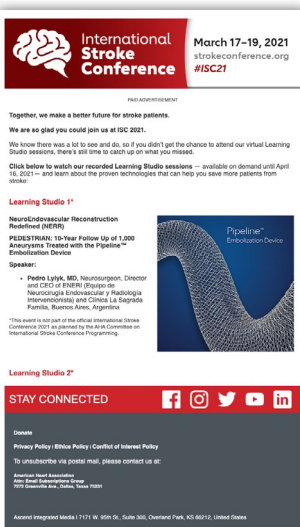
**Delivered to:**  
More than 50,000 professionals  
**Space reservation deadline:** July 21, 2021  
**Materials due:** July 28, 2021  
**Delivery date:** Aug. 18, 2021  
**Leaderboard:** \$1,725  
**Premium Banner:** \$1,150



### BVCS Daily Highlights eBlast

**Delivered to:**  
More than 50,000 professionals  
**Space reservation deadline:**  
July 26, 2021  
**Materials due:** Aug. 2, 2021  
**Delivery dates:** Aug. 23, 24 and 25, 2021  
**\$4,025**  
**Exclusive Daily Sponsorship**  
*Three available*

All digital ads will include the words "Paid Advertisement" centered at the top of the ad and in at least 10-point



### Exclusive Exhibitor Email Blasts

**Delivered to:**  
Registered attendees  
**Space reservation deadline:** July 7, 2021  
**Materials due:** July 14, 2021  
**Delivery dates:** Dates available before, during and after the conference  
**Leaderboard:** \$7,335  
*Limited availability*

View AHA Rules & Regulations at [exhibitatsessions.org](http://exhibitatsessions.org).

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## 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: July 23, 2021

Materials due: July 30, 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 Daily Highlights email blast.
- Live and pre-recorded Learning Studios will be available on the conference virtual platform for 90 days following the event. (Can be removed upon request.)



#### Deadlines

Space reservation: July 23, 2021

Materials due: July 30, 2021

Pre-recorded videos due: July 30, 2021

#### Rate

Live presentation with live Q&A: \$10,090/30 minutes

Simulive presentation (pre-recorded) with live Q&A: \$10,150/30 minutes

Simulive presentation (pre-recorded) with chat: \$6,620/30 minutes

*Rate includes AHA-required closed captioning, which will be added to your program by AHA.*





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## 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 Daily Highlights email blast.
- Roundtables will be available on the conference virtual platform for 90 days following the event. (Can be removed upon request.)

### Deadlines

Space reservation: July 23, 2021

Materials due: July 30, 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 five seconds. Banners can be linked to supporter's virtual booth, Learning Studio or Roundtable Discussion.

### Deadlines

Space reservation: July 23, 2021

Materials due: July 30, 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 BVCS 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 for 90 days following the event
- Listed in ePreview (if symposium is purchased before the ePreview sales close deadline)
- Listed in the Daily Highlights email blast

### Deadlines

Space reservation: July 23, 2021

Materials due: July 30, 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.



## Women in Science Breakfast

Topic: How to be successful publishing during the pandemic and beyond: Editors' perspective

**Date:** Tuesday, August 24, 2021

**Time:** 10:00 AM – 11:00 AM – CDT

### Speaker(s):

**Dr. Jane Freedman**, Editor-in-Chief – AHA/ASA Circulation Research

**Dr. Rong Tian**, Editor-in-Chief – Journal of Molecular and Cellular Cardiology

**Dr. Merry Lindsey**, Editor-in-Chief – American Journal of Physiology-Heart and Circulatory Physiology

**Dr. Joseph Hill**, Editor-in-Chief – AHA/ASA Circulation

Sponsor will receive acknowledgment in the following:

- Pre-Conference email
- Conference Daily Highlights eBlast
- Conference Program
- Sponsorship Recognition signage

Rate: \$5,000

### Deadlines

Space reservation: July 23, 2021

Materials due: July 30, 2021

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