



Hypertension 2021


Sept. 27-29, 2021 | A Virtual Experience

Build relationships with an essential audience



Hypertension 2021 Scientific Sessions will focus on recent advances in hypertension research and foster connections among experts in hypertension and its relationship to cardiac and kidney disease, stroke, obesity and genetics.

AHA's Hypertension Scientific Sessions is a collaborative effort between AHA's Council on Hypertension and Council on the Kidney in Cardiovascular Disease.

82%  **of attendees are physicians/physician assistants and/or research scientists**

Estimated 2021 Attendance: 800

2020 Attendance

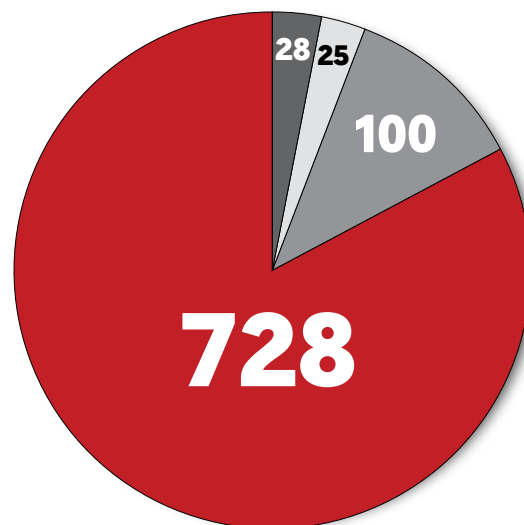
881 Professional Attendees

728 physicians/
physician assistants/
research scientists

100 other health care
professionals

25 non-health care
professionals

28 nurses/nurse
practitioners/nurse
scientists



Target Audience

- Research scientists
- Clinicians
- Healthcare professionals in the fields of:
 - Hypertension research
 - Cardiology
 - Nephrology
 - Endocrinology

Reserve your supporter package by Aug. 9, 2021.
All booth assets are due by Sept. 10, 2021!





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

Advertising Options



Hypertension Conference ePreview

Delivered to:
More than 140,000 professionals

Space reservation deadline: Aug. 24, 2021

Materials due: Aug. 31, 2021

Delivery date: Sept. 21, 2021

Leaderboard: \$1,875

Premium Banner: \$1,250

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).

Hypertension Daily Highlights eBlast

Delivered to:
More than 140,000 professionals

Space reservation deadline:
Aug. 27, 2021

Materials due: Sept. 3, 2021

Delivery dates: Sept. 27, 28 and 29, 2021

\$4,375

Exclusive Daily Sponsorship
Three available



Exclusive Exhibitor Email Blasts

Delivered to:
Registered attendees

Space reservation deadline: Aug. 12, 2021

Materials due: Aug 19, 2021

Delivery dates: Dates available before, during and after the conference

\$6,235

Limited availability

View AHA Rules & Regulations at exhibitatsessions.org.

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



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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: Aug. 27, 2021

Materials due: Sept. 3, 2021

Rate: \$3,000



Deadlines

Space reservation: Aug. 27, 2021

Materials due: Sept. 3, 2021

Pre-recorded videos due: Sept 10, 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.*

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 after the event. (Can be removed upon request.)



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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 after the event. (Can be removed upon request.)

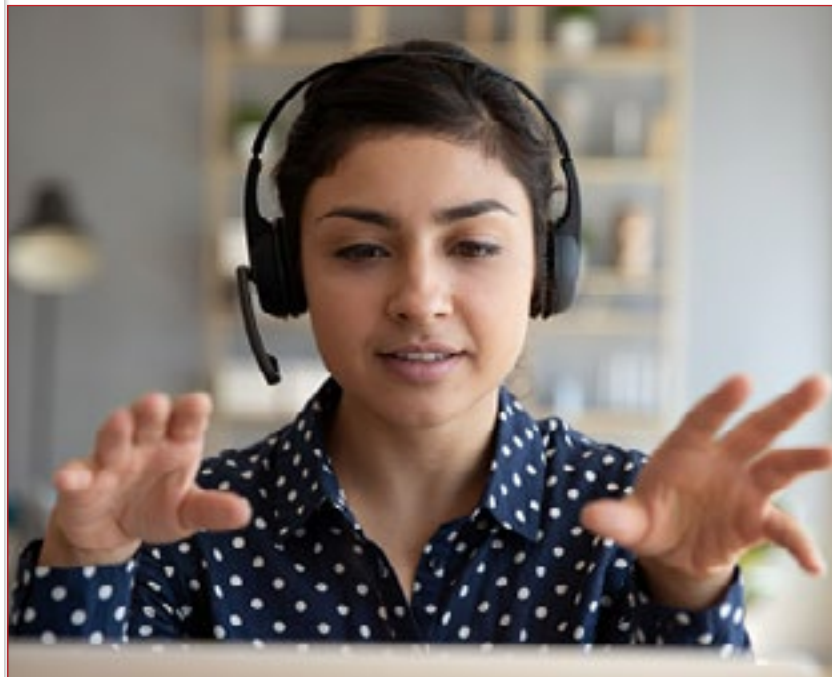
Deadlines

Space reservation: Aug. 27, 2021

Materials due: Sept. 3, 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: Aug. 27, 2021

Materials due: Sept. 3, 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.

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
913-780-6923
cgorby@ascendmedia.com

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



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Panel Discussion with Industry

An Industry panel, led by AHA leadership, will present innovations for remote capture of self-monitored blood pressure and strategies for communication in a manner that meets billing requirements.

Topics to be discussed include:

- Validated BP monitor compatibility
- Local data capture
- Cloud storage
- OMR integration/interpretation platform
- Data security
- Alert management
- Patient communication

Industry partners will also be asked to share contract/billing models, upfront expenses, patient copayments and health equity/access concerns.

This 45-minute panel discussion follows AHA-accredited Sessions during a networking break on Tuesday, September 28, 2021.

In addition to having a representative on the panel, supporter will receive recognition in the following (provided sponsorship has been secured by publication date):

- Hypertension Conference ePreview
- One Hypertension Daily Highlights eBlast
- Panel schedule on Conference 2021 website
- Recognitions on the virtual conference website

Deadlines

Space reservation: Aug. 27, 2021

Materials due: Sept. 3, 2021

Rate: \$1,000 per speaker

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



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Satellite Events

Fee structure and time restrictions for exhibitors, universities and non-profits

- You must be a current exhibitor of Hypertension 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 after 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: Aug. 27, 2021

Materials due: Sept. 3, 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.

Contact your senior account manager to reserve your preferred placement!

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Cathleen Gorby
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