



American
Heart
Association.

Exhibit Prospectus 2021



Opportunities for both
on-site and virtual exhibiting

Scientific Sessions

November 13–15 | Boston, MA + Virtual
Boston Convention and Exhibition Center
#AHA21



It's time to get back to business!

You have the opportunity to reconnect with the Scientific Sessions 2021 audience in-person, while also reaching a simultaneous virtual audience! All on-site exhibitors get an entry-level virtual booth at no additional charge. Upgrades to other booth packages are available.

Attendees who register for the in-person meeting will also have full access to the virtual meeting!



Health and safety protocols will be updated at exhibitatsessions.org.



High-profile attendees at both events!

Scientific Sessions 2019 (Philadelphia)

15,000+
total attendees

12,500+
professional attendees



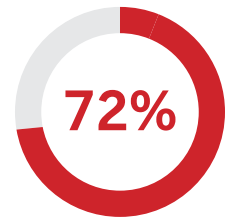
10,100+
physicians and
other cardiology
professionals



1,700+
research
scientists



700+
non-health-care
professionals



72%
of attendees visit
the Science &
Technology Hall

Source: AHA Scientific Sessions 2019 registration data.

Scientific Sessions 2020 virtual audience



14,500+
total attendees

12,900+
professional attendees

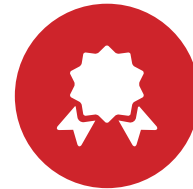


77%
domestic attendees



66%
attendees with direct
patient care

Source: 2020 AHA Scientific Sessions Virtual registration data.



Top specialties in attendance

- Administration
- Cardiology: Clinical EP
- Cardiology: General Cardiology
- Cardiology: Heart Failure
- Cardiology: Interventional
- Cardiology: Pediatric
- Cardiovascular Imaging
- Critical Care/Intensive Care
- Emergency Medicine
- Internal Medicine
- Pharmacy
- Prevention

Source: Combined registration data of:
Scientific Sessions 2020 (Virtual) and
Scientific Sessions 2019 (Philadelphia)



Science & Technology Hall: The top attendee destination

Dedicated hours for visiting booths: More than 17 hours of exhibit time in Boston – 11.5 hours with limited simultaneous educational programming to increase traffic. Virtual exhibits are always open!

Heart Theater in the Round
Health Innovation Pavilion
Networking Lounges

The Heart Hub

The pulse of the Science & Technology Hall! Both official and industry-supported programming are featured in the Heart Hub, drawing attendees in to engage with all the Hall has to offer, with all proper safety precautions.

Simulation Demonstrations
Learning Studios
AHA HeartQuarters



An extensive marketing campaign promotes the Hall before and during Scientific Sessions, including an Attendee Welcome Guide that reaches attendees at their hotels.



Posters integrated into the Science & Technology Hall, bringing traffic to the exhibit floor.



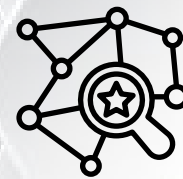
Charging lockers where attendees can power up and get online without leaving the Hall.



The value of exhibiting

All exhibitors receive:

- Complimentary online booth at scientificsessions.org.
- Complimentary booth listing in the On-Site Meeting Guide, *Daily News* and the AHA Mobile Meeting Guide App (provided booth has been secured by publication dates).
- Complimentary marketing toolkit at exhibitatsessions.org.
- Complimentary Full Professional registrations based on square footage or virtual booth package.
- Unlimited Exhibit-Only badges for on-site booth staff and on-site VIP Customer invites.
- Schedule virtual 1:1 appointments based on virtual booth package.
- Complimentary final Scientific Sessions 2020 registration list.
- Opportunity to rent pre- and post-registration list.
- Advance approval and reduced price for hosting Satellite Events in Boston and online.
- Discounted exhibitor housing rates for Boston.



Budget-friendly lists

Low-cost mailing lists are available to all exhibitors and certain Satellite Event holders. Ordering information can be found at exhibitatsessions.org.

- AHA must approve all mailers prior to the release of the mailing list.
- Exhibitors are strongly encouraged not to print such pieces prior to AHA approval.
- Mailing lists are available for one-time use before or after Scientific Sessions.



Scientific Sessions 2021 exhibiting dates & rates

Exhibit dates

Saturday, Nov. 13, 2021
10:30 a.m.–4:30 p.m. EST

Sunday, Nov. 14, 2021
10:30 a.m.–5 p.m. EST

Monday, Nov. 15, 2021
10:30 a.m.–3 p.m. EST

Breaks

Saturday, Nov. 13, 2021
10:30–11 a.m. EST
Noon–3 p.m. EST
4–4:30 p.m. EST

Sunday, Nov. 14, 2021
10:30 a.m.–1:30 p.m. EST
3–3:30 p.m. EST
4:30–5 p.m. EST

Monday, Nov. 15, 2021
10:30–11 a.m. EST
Noon–3 p.m. EST

Dates, hours and rates are subject to change.

On-site exhibit space rates

Early Bird through
July 15, 2021 \$34 per sq. ft.

Standard Rate starts
July 16, 2021 \$38 per sq. ft.

Includes one entry-level booth in the virtual environment. There is no additional charge for islands or corners.

Public service rate \$20 per sq. ft.

Public service rate is subject to availability. This discounted rate is only available in the nonprofit designated area on the floor. Proof of nonprofit status must be submitted to julie.welsh@heart.org for all new organizations.

Cancellation schedule

Through July 15, 2021
AHA retains 50% of contracted space fees

Beginning July 16, 2021
AHA retains 100% of contracted space fees

AHA requires a 50% deposit before exhibit space will be confirmed. Cancellation or space reduction will result in a 50% penalty. The cancellation policy can be found in the AHA Scientific Conferences Rules & Regulations at exhibitatsessions.org and is a legally binding part of the exhibit space application/contract.

Exhibitor eligibility, space assignment process and priority point schedule are all part of the AHA Scientific Conferences Rules & Regulations. For more information and to apply for space, visit exhibitatsessions.org.

Your sponsorship and advertising dollars count toward your exhibiting priority points.

Ask your account manager for details.

Your exhibits team

Cathleen Gorby (Lead)
Advertising & Exhibitor Sales
913-780-6923
cgorby@ascendmedia.com

Maureen Mauer
Advertising & Exhibitor Sales
913-780-6633
mmauer@ascendmedia.com

Bridget Blaney
Advertising & Exhibitor Sales
773-259-2825
bblaney@ascendmedia.com

Amy Miller
Satellite Events
214-706-1922
amy.miller@heart.org

Should it be necessary for the safety of our members and industry supporters to cancel the in-person portion of Scientific Sessions 2021, the virtual component will be held as planned on the same dates as originally scheduled. Industry supporters will be financially responsible for fees and commitments associated with their virtual exhibit space, which includes the cost for the entry-level booth (\$3,800) incorporated into the physical booth package. All confirmed exhibitors (including those with fees already paid to AHA for physical booths) will be offered the following solutions: 1. Defer payment to Scientific Sessions 2022 (15 priority points); 2. Donate the payment to the American Heart Association (30 priority points); 3. Transfer funds to virtual conference opportunities, which can include sponsorships or exhibit space upgrades; 4. a refund of the physical booth fees less the entry-level virtual booth fee (\$3,800) incorporated into the physical booth package.



Virtual Scientific Sessions 2021 booth packages

Description	Premium Plus	Premium	Enhanced	Entry-Level
Rate	\$ 45,000	\$ 25,000	\$ 10,000	\$ 3,800
Company logo on exhibitor main page	✓	✓	✓	n/a
Hero banner on virtual booth	✓	✓	n/a	n/a
Company background	✓	✓	✓	n/a
Company details (name, location)	✓	✓	✓	✓
Company description (2,000 character limit)	✓	✓	✓	✓
Company web address (one)	✓	✓	✓	✓
External link to company booth	✓	n/a	n/a	n/a
Social media links	✓	✓	✓	✓
Product and service categories (unlimited)	✓	✓	✓	✓
Placement in exhibit hall	Premium Plus tier	Premium tier	Enhanced tier	Entry-Level tier
Company representatives listed on main exhibit page (limit)	3	2	2	1
Collateral upload (limit)	5	3	2	1
Video upload (limit)	5	3	1	n/a
Capability to schedule meetings (per exhibitor rep, allowed at one time)	20 reps with 20 open invites	15 reps with 15 open invites	5 reps with 5 open invites	2 reps with 2 open invites
Network with attendees in our IN-PLATFORM networking tool (limits based upon number of company representatives)				
Schedule 1:1 appointments	✓	✓	✓	✓
Host group meetings	✓	n/a	n/a	n/a
Live exhibitor chat (optional)	✓	✓	✓	✓
Drop a business card functionality	✓	✓	✓	✓
Access to metric dashboards during the event	✓	✓	n/a	n/a
Virtual metric reports post conference	✓	✓	✓	✓
Pre-registration list (report will not include contact information)	✓	✓	n/a	n/a
Lead information post event	✓	✓	✓	✓
Full conference registrations	20	15	5	2
Medical affairs booth	Entry-Level	n/a	n/a	n/a

Virtual booth sales and materials deadline

Oct. 18, 2021

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Scientific Sessions 2021 in-person Satellite Event options

The term “Satellite Event,” refers to any activity that is independently organized and/or accredited by an organization other than the American Heart Association and held before, during or after an AHA/ASA Scientific Conference.

Dates, times and opportunities will be available May 17, 2021.

APPLY HERE



- Satellite Event start and end times are subject to change based upon completion of the Final Program.

- The AHA is not responsible for attendance/ audience generation or guaranteed attendance levels.
- The AHA reserves the right to change the process, date, times, procedures, number of events and any other aspect of the process.
- All application fees are non-refundable.
- Nonprofits that have received or anticipate receiving Industry funding to organize a Symposia, Media Event or Social Event must apply under the Industry rate.
- The AHA reserves the right to collect the additional application fees if a nonprofit receives Industry funding after application approval has been granted.

- The AHA does not monitor topics or titles. Please check <https://professional.heart.org/en/meetings/scientific-sessions> for the most up-to-date list of topics/titles.

- In-Person Satellite Event holders will have the option to provide a recording for On Demand access on the Freeman platform once the meeting has ended.

Please refer to the Scientific Conference Rules and Regulations at exhibitatsessions.org for further governing restrictions. All event applications are subject to the approval of AHA/ASA show management based on the event definitions outlined herein.

Open May 17, 2021

Event type	Fee	Sponsor type	Friday, Nov. 12	Saturday, Nov. 13	Sunday, Nov. 14	Monday, Nov. 15
Committee Meeting	\$500	University/Nonprofit	No time Restrictions	6–7:30 a.m. EST or 6–8:30 p.m. EST	6–7:30 a.m. EST or 6:30–9 p.m. EST	6–7:30 a.m. EST or 6–8:30 p.m. EST
	\$1,000	Exhibitor				
	\$4,800	Non-Exhibitor				
Focus Group	\$500	University/Nonprofit	No time Restrictions	6–7:30 a.m. EST or 6–8:30 p.m. EST	6–7:30 a.m. EST or 6:30–9 p.m. EST	6–7:30 a.m. EST or 6–8:30 p.m. EST
	\$1,000	Exhibitor				
	\$4,800	Non-Exhibitor				
Hospitality Room or Staff Meeting	\$500	University/Nonprofit	No time Restrictions	No restrictions	No restrictions	No restrictions
	\$1,000	Exhibitor				
	\$4,800	Non-Exhibitor				
Investigator Meeting	\$1,500	University/Non-Profit	No time Restrictions	6–7:30 a.m. EST or 6–8:30 p.m. EST	6–7:30 a.m. EST or 6:30–9 p.m. EST	6–7:30 a.m. EST or 6–8:30 p.m. EST
	\$5,000	Exhibitor				
	\$8,800	Non-Exhibitor				
Media Event	\$1,500	University/Nonprofit	No time Restrictions	6–7:30 a.m. EST or 6–8:30 p.m. EST	6–7:30 a.m. EST or 6:30–9 p.m. EST	6–7:30 a.m. EST or 6–8:30 p.m. EST
	\$15,000	Exhibitor				
	\$18,800	Non-Exhibitor				
Symposia or Social Event	\$5,000	University/Nonprofit without industry support	No time Restrictions Limit 3	6–7:30 a.m. EST or 6–8:30 p.m. EST Limit three per time slot	6–7:30 a.m. EST or 6:30–9 p.m. EST Limit three per time slot	6–7:30 a.m. EST or 6–8:30 p.m. EST Limit three per time slot
	\$45,000 a.m. event	Exhibitor				
	\$55,000 p.m. event	University/Nonprofit with industry support				
	\$65,000 a.m./p.m. event	Non-Exhibitor				



AHA Scientific Sessions 2021 virtual Satellite Event options

The term “Satellite Event,” refers to any activity that is independently organized and/or accredited by an organization other than the American Heart Association and held before, during or after an AHA/ASA Scientific Conference.

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APPLY HERE



- Satellite Event start and end times are subject to change based upon completion of the Final Program.
- The AHA is not responsible for attendance/audience generation or guaranteed attendance levels.
- The AHA reserves the right to change the process, date, times, procedures, number of events and any other aspect of the process.
- All application fees are non-refundable.

- Nonprofits that have received or anticipate receiving Industry funding to organize a Symposia, Media Event or Social Event must apply under the Industry rate.
- The AHA reserves the right to collect the additional application fees if a nonprofit receives Industry funding after application approval has been granted.
- The AHA does not monitor topics or titles. Please check <https://professional.heart.org/en/meetings/scientific-sessions> for the most up-to-date list of topics/titles.
- Virtual symposia must be closed captioned.

Please refer to the Scientific Conference Rules and Regulations at exhibitatsessions.org for further governing restrictions. All event applications are subject to the approval of AHA/ASA show management based on the event definitions outlined herein.

Complimentary with a Satellite Symposia for 2021:

2021 attendee list for a promotional physical mailer

- Listing in the AHA Mobile Meeting Guide App
- Listing on the AHA Online Program Planner
- Listed in the Sessions On Demand following the meeting
- Listed in the On-Site Meeting Guide and one ePreview
- Listed in the Daily Highlights email/Daily Newspaper

Open May 17, 2021

Event type	Fee	Sponsor type	Saturday Nov. 13	Sunday Nov. 14	Monday, Nov. 15
<ul style="list-style-type: none"> • Live Component Symposia • 30-minute breaks in between sessions • Pre-recorded Symposia • 15-minute breaks in between sessions 	<p>Exhibitors, Universities and Nonprofits</p> <p>\$55,000</p>	<ul style="list-style-type: none"> • Live component • Live presentation or pre-recorded with live Q&A, chat or polling • Pre-recorded 	<p>6-7:30 a.m. EST or 6-8:30 p.m. EST</p> <p>Limit two per time slot</p>	<p>6-7:30 a.m. EST or 6:30-9 p.m. EST</p> <p>Limit two per time slot</p>	<p>6-7:30 a.m. EST or 6-8:30 p.m. EST</p> <p>Limit two per time slot</p>
<ul style="list-style-type: none"> • Live Component Symposia • 30-minute breaks in between sessions • Pre-recorded Symposia • 15-minute breaks in between sessions 	<p>Non-Exhibitor</p> <p>\$75,000</p>	<ul style="list-style-type: none"> • Live component • Live presentation or pre-recorded with live Q&A, chat or polling • Pre-recorded 	<p>6-7:30 a.m. EST or 6-8:30 p.m. EST</p> <p>Limit two per time slot</p>	<p>6-7:30 a.m. EST or 6:30-9 p.m. EST</p> <p>Limit two per time slot</p>	<p>6-7:30 a.m. EST or 6-8:30 p.m. EST</p> <p>Limit two per time slot</p>