



International Stroke Conference 2022

February 9–11, 2022 | New Orleans, Louisiana + Virtual
Ernest N. Morial Convention Center



American Heart Association.

#ISC22
#StrokeNursing22



Exhibit Prospectus 2022

Explore opportunities
for both on-site and virtual exhibiting

exhibitatstroke.org





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It's time to get back to business!

You have the opportunity to reconnect with the International Stroke Conference 2022 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 exhibitastroke.org.



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INTERNATIONAL STROKE CONFERENCE 2020 AUDIENCE

4,600+ professional attendees, including:*



physicians and other health care professionals



nurses/nurse practitioners/nurse scientists



research scientists



non-health-care professionals



81% of audience are physicians and nurses/nurse practitioners/nurse scientists.*



82% domestic attendees.*



ISC physician and other health care professional attendees represent **more than 5 million patients**.*



Nearly **80%** of exhibitors reported high satisfaction rates for connecting with their target audiences at ISC20.*



84% exhibitor satisfaction rate for ISC20.*



Nearly **75%** of respondents stated that ISC is better than other competing meetings.*

ISC21 virtual audience



6,200+

professional attendees



80%

domestic attendees

Source: ISC21 virtual registration data.

*ISC20 registration data and post-event exhibitor survey.



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AHA/ASA members are ready to get back to business!



74%

are likely to attend in-person events.



77%

will participate in more than one in-person event in the next 18 months.



82%

have been vaccinated. An additional 14% plan to be as soon as they are able.

Source: AHA member survey conducted March 29–April 5.

Top 10 specialties in attendance in 2020

1. Neurology: Stroke
2. Administration
3. Neurology: General
4. Emergency Medicine
5. Critical Care /Intensive Care
6. Neurology: Ischemic Stroke
7. Neurology: Surgery
8. Internal Medicine
9. Neurology: Critical Care
10. Cardiology: General Cardiology

ISC Conference Highlights



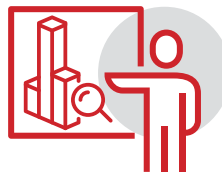
500+

presentations in 22 categories



300+

invited presentations from leaders in stroke science



1,400+

abstracts accepted and presented either by oral or poster presentation



70+

late-breaking science abstracts

Data based on ISC20 information.



Science & Technology Hall: The top attendee destination

Dedicated hours for visiting booths: 13 hours of exhibit time in New Orleans, including time with limited simultaneous educational programming to increase traffic. Virtual exhibits are always open!

Charging Lockers
Simulation Demonstrations

AHA HeadQuarters

The pulse of the Science & Technology Hall! Stroke Central will draw attendees in to engage with all the Hall has to offer, with all proper safety precautions.

Learning Studios
Stroke Central



Learning Studio inside the Science & Technology Hall presents the latest advances in stroke and cerebrovascular product and therapeutic treatments, with complimentary snacks and lunches provided by the American Heart Association/American Stroke Association (AHA/ASA).



Official educational programming in the Science & Technology Hall focuses on the latest in stroke and cerebrovascular medicine and treatment. Poster and Moderated Poster presentations take place adjacent to the Hall, while additional education programming takes place within the Hall and in Stroke Central.



Dedicated exhibit hours give you direct access to more than 4,600 stroke health care professionals.



An extensive marketing campaign promotes the Science & Technology Hall to attendees before and during the event.



Simulation Demonstrations interactive displays with technologically advanced, immersive training for attendees..



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



VIP passes (distributed by you) encourage your customers to visit the Science & Technology Hall.



The value of exhibiting

All exhibitors receive:

- Complimentary online booth at strokeconference.org.
- Complimentary booth listing in the *Daily News* and the AHA/ASA Mobile Meeting Guide App (provided booth has been secured by publication dates).
- Complimentary marketing toolkit at exhibitatstroke.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 International Stroke Conference 2021 registration list.
- Opportunity to rent pre- and post-registration list.
- Advance approval and reduced price for hosting Satellite Events in New Orleans and on the virtual platform.
- Discounted exhibitor housing rates for New Orleans.

Budget-friendly lists

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

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



Booth Drivers

Simulation Demonstration

A 20-minute demonstration of your technologies in a hands-on and engaging forum where attendees can see the innovations of the medical industry.

\$15,000

Space reservation deadline:
Dec. 8, 2021
Materials due: Dec. 15, 2021

Job Board Posting

Are you hiring? Looking for qualified candidates?

Posting your organization's available employment opportunities on the conference job board will help you reach the attention of TOP candidates.

\$1,200 job posted for 30 days
\$1,800 job posted for 60 days

Space reservation deadline: Jan. 4, 2022
Materials due: Jan. 7, 2022

Conference Bag Inserts

- Advertiser-supplied inserts in the Conference Bag for on-site attendees.
- Also placed as PDFs in the AHA Mobile Meeting Guide App.

\$10,500

Space reservation deadline: Jan. 12, 2022
Materials due: Jan. 19, 2022

Mobile Meeting Guide App

Enhanced Exhibitor Listing

Highlight your information within the exhibitor section and upload up to five PDF documents in the exhibitor tab.

\$5,000

Space reservation deadline: Jan. 7, 2022
Materials due: Jan. 14, 2022

Charging Station

- Charging Stations can be placed in your exhibit booth to attract attendees.
- Advertiser-provided 30-second corporate or product video will play in the monitor at the top of the unit, with advertiser corporate or product graphics on the unit.

\$7,000

Deadlines to come.

Alert Notification

- Similar to a text message but it goes through the app itself.
- Real-time marketing for promotion of your booth activity or company.
- App users will receive new announcements during the conference.

\$3,500

Space reservation deadline: Jan. 14, 2022
Materials due: Jan. 21, 2022



ISC22 exhibiting dates & rates

Exhibit Hours

Wednesday, Feb. 9, 2022
8:30 a.m.–4:30 p.m. CST

Thursday, Feb. 10, 2022
8:30 a.m.–4:30 p.m. CST

Breaks

Hours during which only limited programming is taking place:

8:30–8:45 a.m. CST
10:15–10:30 a.m. CST
Noon–1:30 p.m. CST
2:30–3 p.m. CST
4–4:15 p.m. CST

American Heart Association/ American Stroke Association

7272 Greenville Ave.
Dallas, TX 75231-4596
strokeconference.org

General Contractor: Freeman

714-254-3410

Housing onPeak

855-922-3353
scs@onpeak.com

Registration Convention Data Services

800-748-3583
internationalstroke@xpressreg.net

On-site exhibit space rates

Early Bird through
Sept. 30, 2021 \$34 per sq. ft.

Standard Rate starts
Oct. 1, 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 Sept. 30, 2021

AHA/ASA retains 50% of contracted space fees

Beginning Oct. 1, 2021

AHA/ASA retains 100% of contracted space fees

AHA/ASA 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/ASA Scientific Conferences Rules & Regulations at exhibitatstroke.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/ASA Scientific Conferences Rules & Regulations. For more information and to apply for space, visit exhibitatstroke.org.

Housing opens late fall 2021.
Exhibitor registration opens Dec. 15, 2021.

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

Dates, hours and rates are subject to change.

Should it be necessary for the safety of our members and industry supporters to cancel the in-person portion of International Stroke Conference 2022, 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 virtual booth (\$3,400) incorporated into the physical booth package. All confirmed exhibitors (including those with fees already paid to AHA/ASA for physical booths) will be offered the following solutions: 1. Defer payment to International Stroke Conference 2023 (15 priority points); 2. Donate the payment to the American Heart Association/American Stroke 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 (\$3,400) incorporated into the physical booth package.



Virtual ISC22 booth packages

Description	Premium Plus	Premium	Enhanced	Entry-Level
Rate	\$25,000	\$15,000	\$8,000	\$3,400
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
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

Check with your account manager for virtual booth sales and materials deadlines.

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ISC22 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 Aug. 23, 2021.

APPLY HERE



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

- The AHA/ASA is not responsible for attendance/audience generation or guaranteed attendance levels.
- The AHA/ASA 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/ASA reserves the right to collect the additional application fees if a nonprofit receives Industry funding after application approval has been granted.

- The AHA/ASA does not monitor topics or titles. Please check <https://professional.heart.org/en/meetings/international-stroke-conference/programming> for the most up-to-date list of topics/titles.
- In-Person Satellite Event holders will have the option to provide a closed captioned recording for On Demand access on the Freeman platform once the meeting has ended.

Please refer to the Scientific Conference Rules and Regulations at exhibitastroke.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 Aug. 23, 2021

Event type	Fee	Sponsor type	Monday, Feb. 7	Tuesday, Feb. 8	Wednesday, Feb. 9	Thursday, Feb. 10	Friday, Feb. 11
Committee Meeting	\$100	University/Nonprofit	No restrictions	5:30 p.m.-midnight CST	7 p.m.-midnight CST	7 p.m.-midnight CST	1 p.m.-midnight CST
	\$500	Exhibitor					
	\$4,300	Non-Exhibitor					
Focus Group	\$100	University/Nonprofit	No restrictions	5:30 p.m.-midnight CST	7 p.m.-midnight CST	7 p.m.-midnight CST	1 p.m.-midnight CST
	\$500	Exhibitor					
	\$4,300	Non-Exhibitor					
Hospitality Room or Staff Meeting	\$100 (up to 50 people) \$250 (50-100 people) \$500 (100-300 people)	University/Nonprofit	No restrictions	No restrictions	No restrictions	No restrictions	No restrictions
	\$500 (up to 50 people) \$750 (50-100 people) \$1000 (100-300 people)	Exhibitor					
	\$4,800	Non-Exhibitor					
Investigator Meeting	\$100	University/Nonprofit	No restrictions	5:30 p.m.-midnight CST	7 p.m.-midnight CST	7 p.m.-midnight CST	1 p.m.-midnight CST
	\$1,000	Exhibitor					
	\$4,800	Non-Exhibitor					
Media Event	\$100	University/Nonprofit	No restrictions	5:30 p.m.-midnight CST	7 p.m.-midnight CST	7 p.m.-midnight CST	1 p.m.-midnight CST
	\$3,000	Exhibitor					
	\$4,800	Non-Exhibitor					
Symposia or Social Event	\$2,500	University/Nonprofit without industry support	No restrictions	6-8 a.m. CST or 6 p.m.-midnight CST	6-7 a.m. CST or 7 p.m.-midnight CST	6-7 a.m. CST or 7 p.m.-midnight CST	6-7 a.m. CST or 12-4 p.m. CST
	\$30,000	Exhibitor or University/Nonprofit with industry support					
	\$40,000	Non-Exhibitor					



ISC22 virtual Satellite Event options

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- All application fees are non-refundable.

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- The AHA/ASA reserves the right to collect the additional application fees if a nonprofit receives Industry funding after application approval has been granted.
- The AHA/ASA does not monitor topics or titles. Please check <https://professional.heart.org/en/meetings/international-stroke-conference/programming> 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 exhibitatstroke.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 2022:

- 2021 attendee list for a promotional physical mailer
- Listing in the AHA/ASA Mobile Meeting Guide App
- Listing on the AHA/ASA Online Program Planner
- Listed in the Sessions On Demand following the meeting
- Listed in the Stroke Daily News and one ePreview
- Listed in the Daily Highlights email

Open Aug. 23, 2021

Event type	Fee	Wednesday, Feb. 9	Thursday, Feb. 10	Friday, Feb. 11
Extended time Symposia Live or Pre-recorded with the option of Live Q&A, Q&A and/or polling	Exhibitors, Universities and Nonprofits \$30,000	7-8:30 p.m. CST Limit two per time slot	7-8:30 p.m. CST Limit two per time slot	7-8:30 p.m. CST Limit two per time slot
Extended time Symposia Live or Pre-recorded with the option of Live Q&A, Q&A and/or polling	Non-Exhibitor \$40,000	7-8:30 p.m. CST Limit two per time slot	7-8:30 p.m. CST Limit two per time slot	7-8:30 p.m. CST Limit two per time slot