

A stylized graphic of a torch with a flame, rendered in various shades of red and pink, positioned on the left side of the page.

American Heart Association Scientific Sessions 2021

EXHIBITOR GUIDE

Table of Content

The guide will provide you with insights into all of the elements of your virtual exhibit, as well as a step-by-step guide on how to ensure your page is show-ready.

- Virtual Exhibit Details
- How to Upload Your Assets on Lennd
- How to Upload Your Video (Vimeo & YouTube) & Video Policy
- Resources
 - Checklist and Important Dates
 - Important Links & Contacts

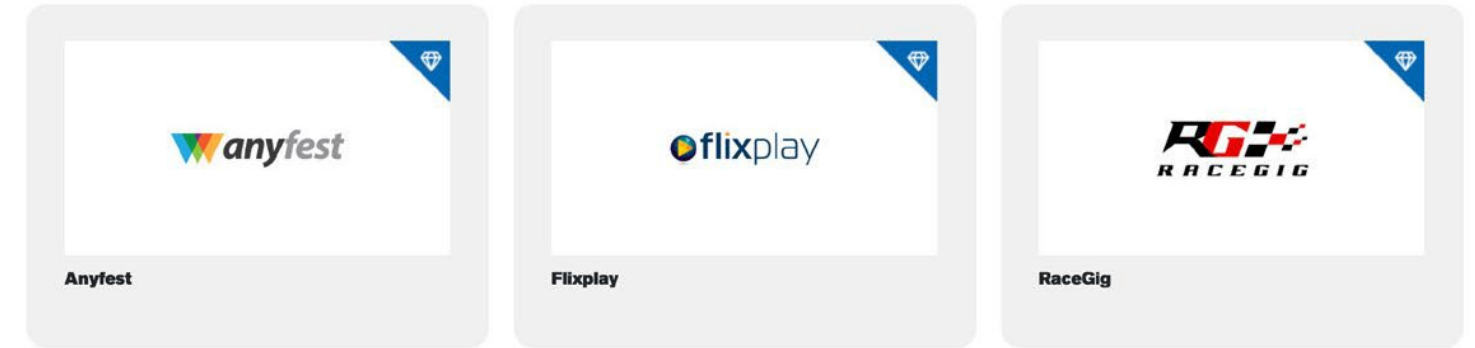
VIRTUAL EXHIBITOR

DETAILS



Exhibitor Tiers

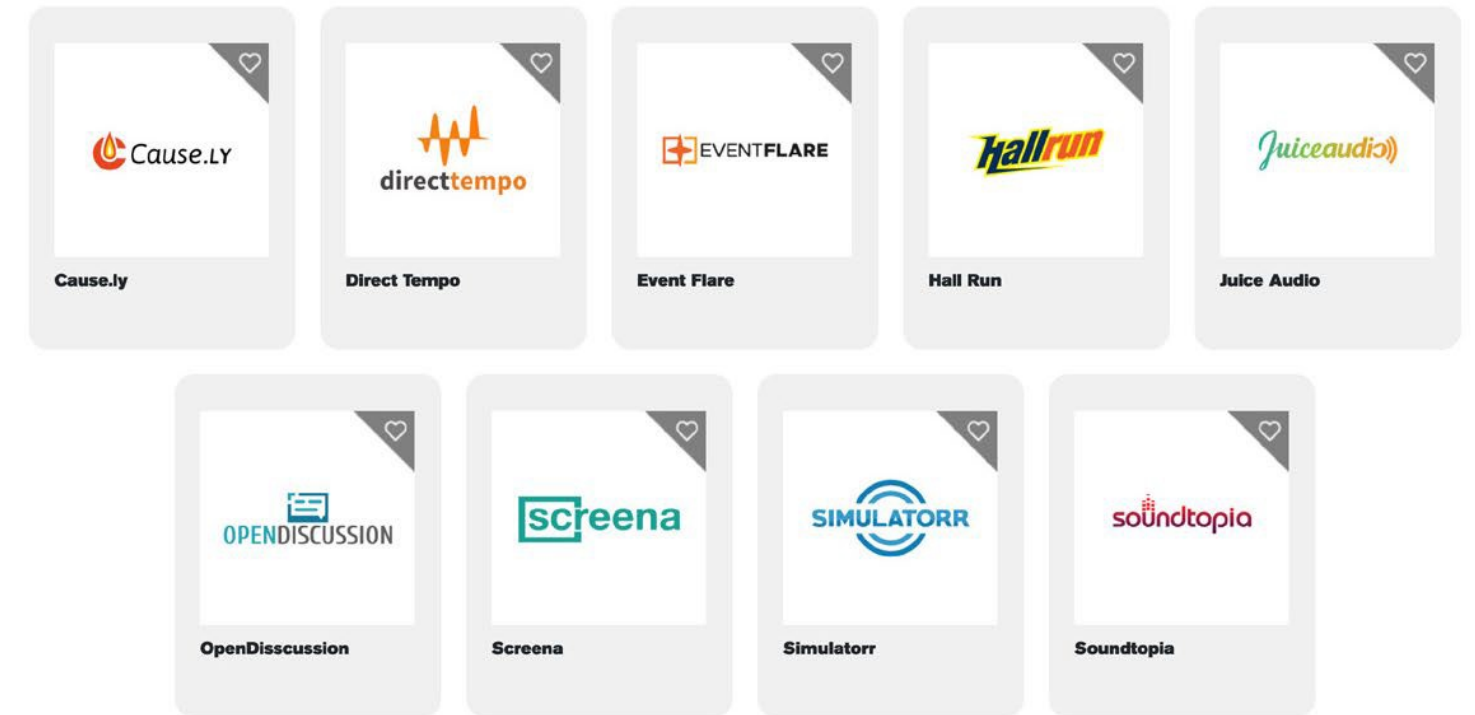
PREMIUM PLUS



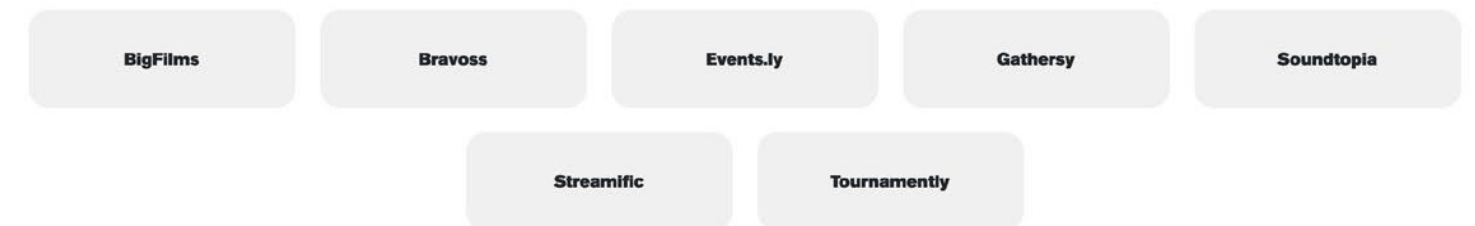
PREMIUM



ENHANCED



ENTRY



Virtual Exhibit Packages

Premium PLUS

\$45,000

- Company Logo on Exhibitor Main Page
- Hero Banner on virtual exhibit
- Company Background
- Company Details (Name, Location)
- Company Description (Limit 2,000 characters)
- Company Web Address (Limit 1)
- External Link to company booth
- Social Media Links
- Product and Service Categories (unlimited)
- Premium Plus placement in Exhibit Hall
- Company Representatives listed on main Exhibit Page (Limit 3)
- Collateral Upload (Limit 5)
- Video Upload (Limit 5)
- Capability to Schedule Meetings
 - 20 representative each with 20 open invites allowed at one time
- Network with attendees (limits based up on number of company representatives)
 - Schedule 1:1 appointments
 - Host group meetings
 - Live Exhibitor chat (optional)
 - Drop a Business Card Functionality
- Access to metric dashboards during the event
- Virtual metric reports post conference
- Pre-registration list (will exclude contact information)
- Lead information post event
- 20 Full conference registrations
- Medical affairs booth – Entry Level Booth Package

Premium

\$25,000

- Company Logo on Exhibitor Main Page
- Hero Banner on virtual exhibit
- Company Background
- Company Details (Name, Location)
- Company Description (Limit 2,000 characters)
- Company Web Address (Limit 1)
- Social Media Links
- Product and Service Categories (unlimited)
- Premium placement in Exhibit Hall
- Company Representatives listed on main Exhibit Page (Limit 2)
- Collateral Upload (Limit 3)
- Video Upload (Limit 3)
- Capability to Schedule Meetings
 - 15 representative each with 15 open invites allowed at one time
- Network with attendees (limits based up on number of company representatives)
 - Schedule 1:1 appointments
 - Live Exhibitor chat (optional)
 - Drop a Business Card Functionality
- Access to metric dashboards during the event
- Virtual metric reports post conference
- Pre-registration list (will exclude contact information)
- Lead information post event
- 15 Full conference registrations

Enhanced

\$10,000

- Company Logo on Exhibitor Main Page
- Company Background
- Company Details (Name, Location)
- Company Description (Limit 2,000 characters)
- Company Web Address (Limit 1)
- Social Media Links
- Product and Service Categories (unlimited)
- Enhanced placement in Exhibit Hall
- Company Representatives listed on main Exhibit Page (Limit 2)
- Collateral Upload (Limit 2)
- Video Upload (Limit 1)
- Capability to Schedule Meetings
 - 5 representative each with 5 open invites allowed at one time
- Network with attendees (limits based up on number of company representatives)
 - Schedule 1:1 appointments
 - Live Exhibitor chat (optional)
 - Drop a Business Card Functionality
- Virtual metric reports post conference
- Lead information post event
- 5 Full conference registrations

Entry

\$3,800

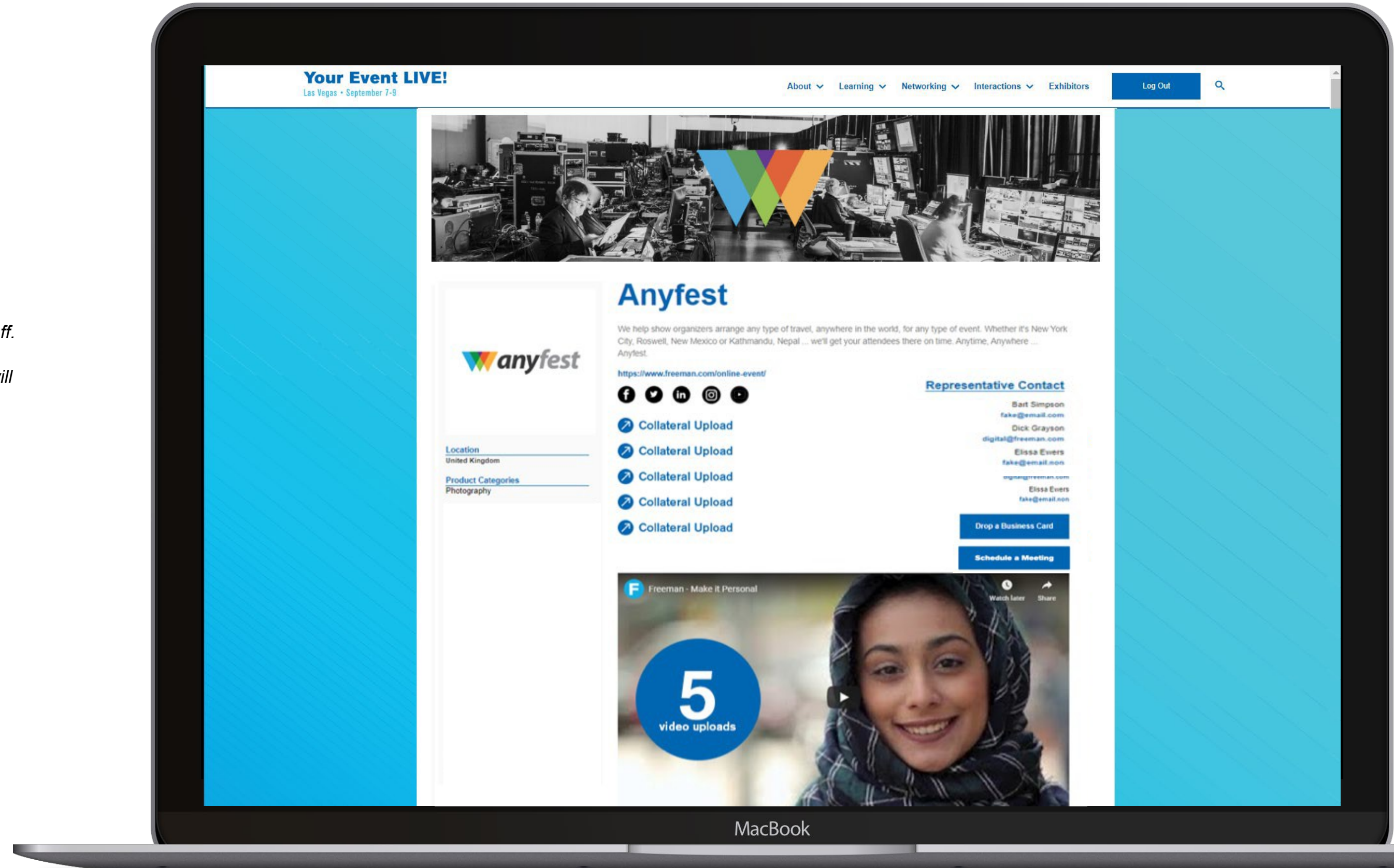
- Company Details (Name, Location)
- Company Description (Limit 2,000 characters)
- Company Web Address (Limit 1)
- Social Media Links
- Product and Service Categories (unlimited)
- Entry Level placement in Exhibit Hall
- Company Representatives listed on main Exhibit Page (Limit 1)
- Collateral Upload (Limit 1)
- Capability to Schedule Meetings
 - 2 representative each with 2 open invites allowed at one time
- Network with attendees (limits based up on number of company representatives)
 - Schedule 1:1 appointments
 - Live Exhibitor chat (optional)
 - Drop a Business Card Functionality
- Virtual metric reports post conference
- Lead information post event
- Full conference registrations

Premium PLUS

\$45,000

Includes

- Hero Banner on virtual exhibit
- Company Background
- Company Details (Name, Location)
- Company Description (Limit 2,000 characters)
- Company Web Address (Limit 1)
- External Link to company booth
- Social Media Links
- Product and Service Categories (unlimited)
- Premium Plus placement in Exhibit Hall
- Company Representatives listed on main Exhibit Page (Limit 3)
 - *Please note: The company representatives is not a list of booth staff. It is for you to add to your virtual exhibit for attendees to reference. Most sponsors provide generic sales email or marketing email. It will just populate on your booth for reference/as an FYI to attendees.*
- Collateral Upload (Limit 5)
- Video Upload (Limit 5)
- Capability to Schedule Meetings
 - 20 representative each with 20 open invites allowed at one time
- Network with attendees (limits based up on number of company representatives)
 - Schedule 1:1 appointments
 - Host group meetings
 - Live Exhibitor chat (optional)
 - Drop a Business Card Functionality
- Access to metric dashboards during the event
- Virtual metric reports post conference
- Pre-registration list (will exclude contact information)
- Lead information post event
- 20 Full conference registrations
- Medical affairs booth – Entry Level Booth Package

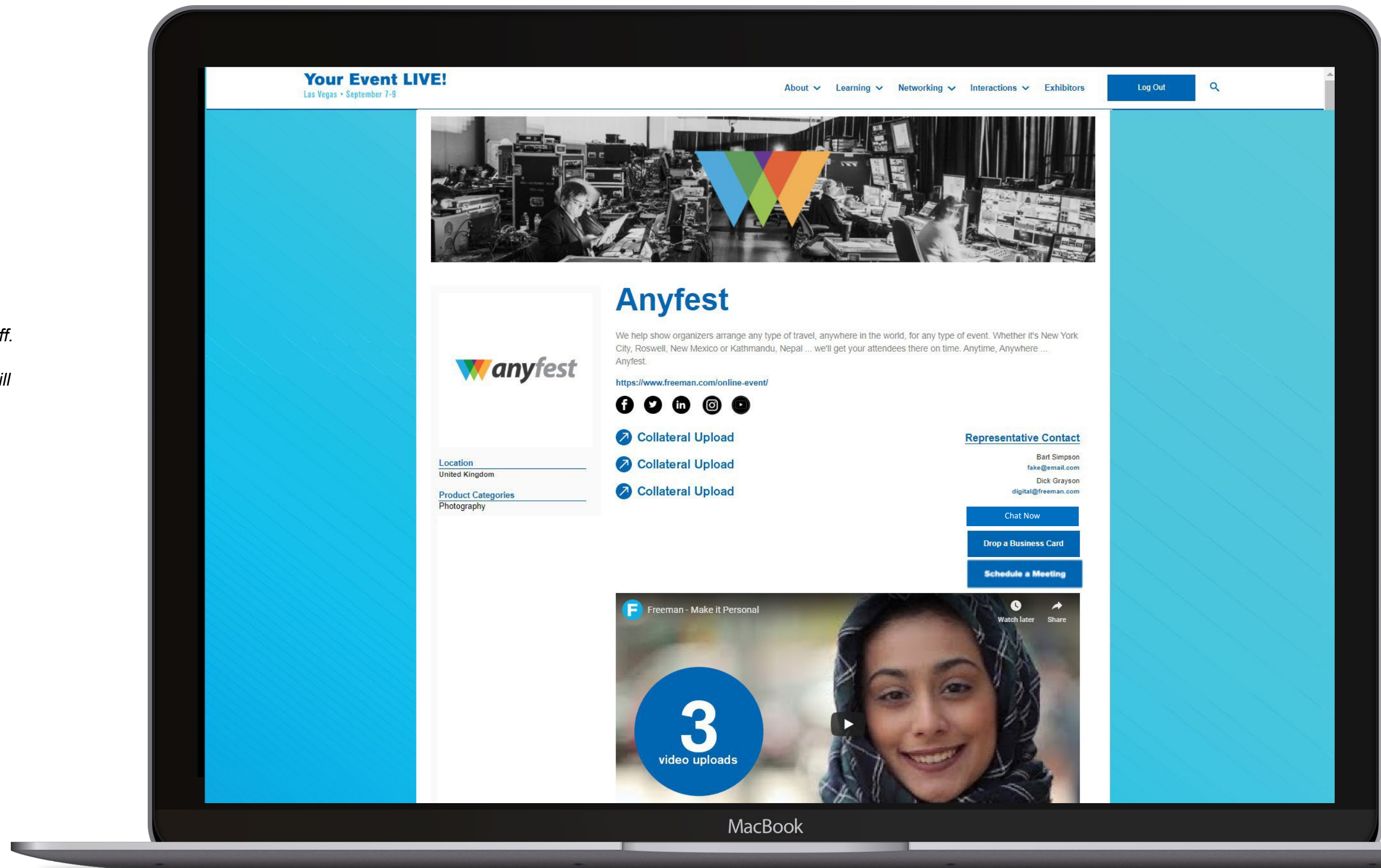


Premium

\$25,000

Includes

- Company Logo on Exhibitor Main Page
- Hero Banner on virtual exhibit
- Company Background
- Company Details (Name, Location)
- Company Description (Limit 2,000 characters)
- Company Web Address (Limit 1)
- Social Media Links
- Product and Service Categories (unlimited)
- Premium placement in Exhibit Hall
- Company Representatives listed on main Exhibit Page (Limit 2)
 - *Please note: The company representatives is not a list of booth staff. It is for you to add to your virtual exhibit for attendees to reference. Most sponsors provide generic sales email or marketing email. It will just populate on your booth for reference/as an FYI to attendees.*
- Collateral Upload (Limit 3)
- Video Upload (Limit 3)
- Capability to Schedule Meetings
 - 15 representative each with 15 open invites allowed at one time
- Network with attendees (limits based up on number of company representatives)
 - Schedule 1:1 appointments
 - Live Exhibitor chat (optional)
 - Drop a Business Card Functionality
- Access to metric dashboards during the event
- Virtual metric reports post conference
- Pre-registration list (will exclude contact information)
- Lead information post event
- 15 Full conference registrations

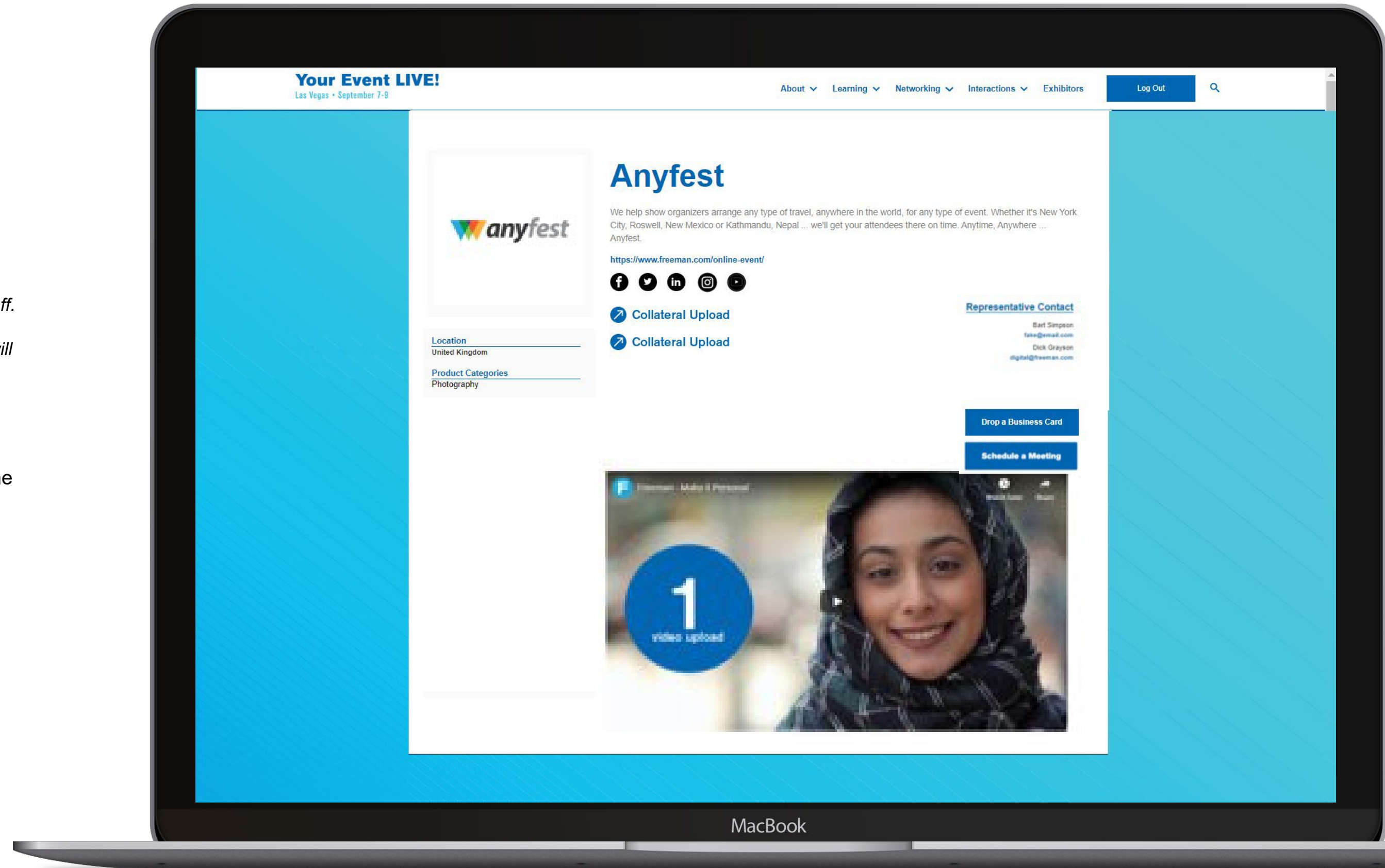


Enhanced

\$10,000

Includes

- Company Logo on Exhibitor Main Page
- Company Background
- Company Details (Name, Location)
- Company Description (Limit 2,000 characters)
- Company Web Address (Limit 1)
- Social Media Links
- Product and Service Categories (unlimited)
- Enhanced placement in Exhibit Hall
- Company Representatives listed on main Exhibit Page (Limit 2)
 - *Please note: The company representatives is not a list of booth staff. It is for you to add to your virtual exhibit for attendees to reference. Most sponsors provide generic sales email or marketing email. It will just populate on your booth for reference/as an FYI to attendees.*
- Collateral Upload (Limit 2)
- Video Upload (Limit 1)
- Capability to Schedule Meetings
 - 5 representative each with 5 open invites allowed at one time
- Network with attendees (limits based up on number of company representatives)
 - Schedule 1:1 appointments
 - Live Exhibitor chat (optional)
 - Drop a Business Card Functionality
- Virtual metric reports post conference
- Lead information post event
- 5 Full conference registrations



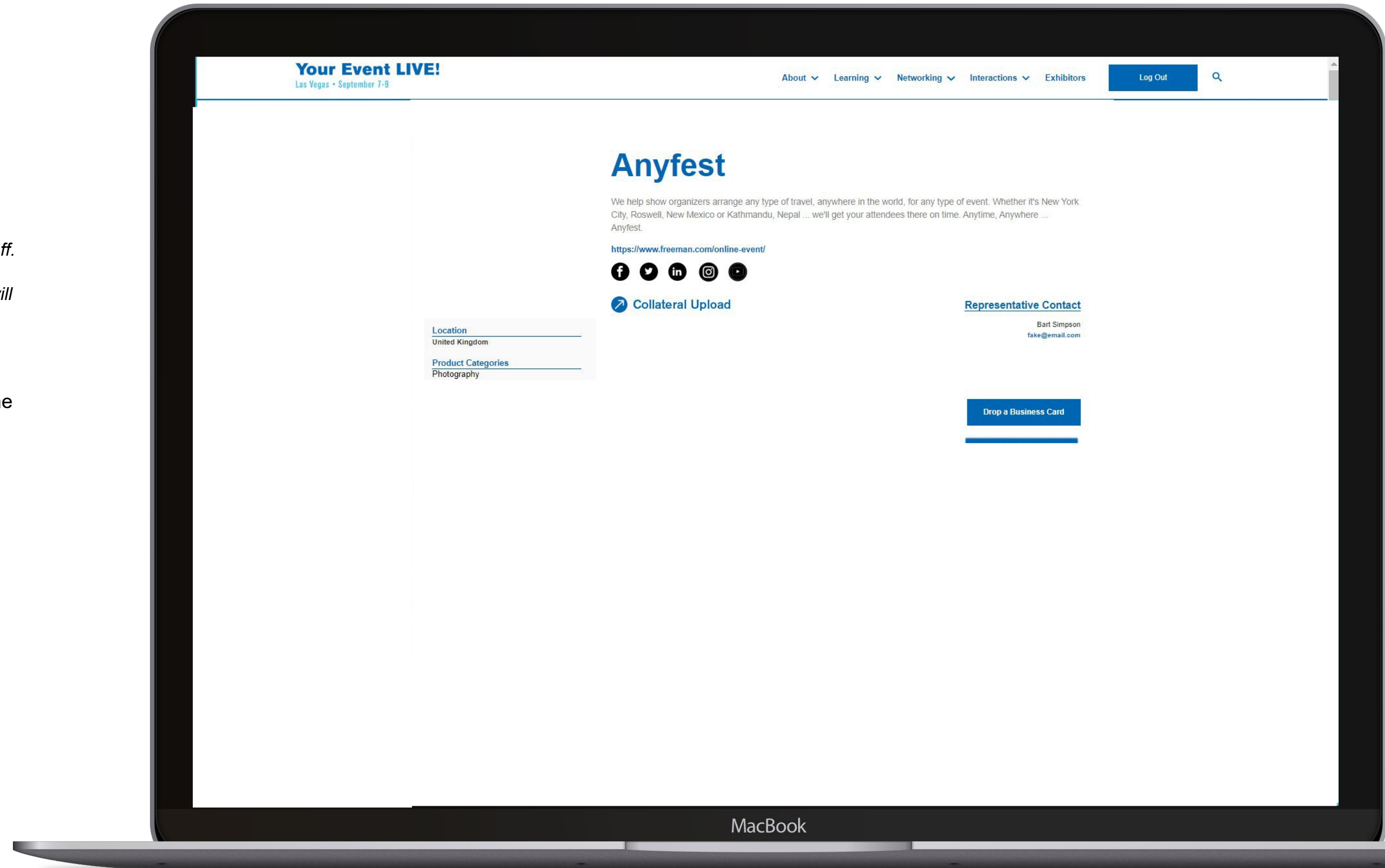
MacBook

Entry Level

\$3,800

Includes

- Company Details (Name, Location)
- Company Description (Limit 2,000 characters)
- Company Web Address (Limit 1)
- Social Media Links
- Product and Service Categories (unlimited)
- Entry Level placement in Exhibit Hall
- Company Representatives listed on main Exhibit Page (Limit 1)
 - *Please note: The company representatives is not a list of booth staff. It is for you to add to your virtual exhibit for attendees to reference. Most sponsors provide generic sales email or marketing email. It will just populate on your booth for reference/as an FYI to attendees.*
- Collateral Upload (Limit 1)
- Capability to Schedule Meetings
 - 2 representative each with 2 open invites allowed at one time
- Network with attendees (limits based up on number of company representatives)
 - Schedule 1:1 appointments
 - Live Exhibitor chat (optional)
 - Drop a Business Card Functionality
- Virtual metric reports post conference
- Lead information post event
- Full conference registrations



HOW TO UPLOAD YOUR ASSETS in LENND



Virtual Exhibit Specs

Please refer to the exhibitor detail page for information on your specific tier

EXHIBITOR LOGO

300px by 300px
JPEG or PNG with white or transparent background, max 300MB
This logo will be used on Exhibitor Listing Page
Must include company name.

SOCIAL LINKS

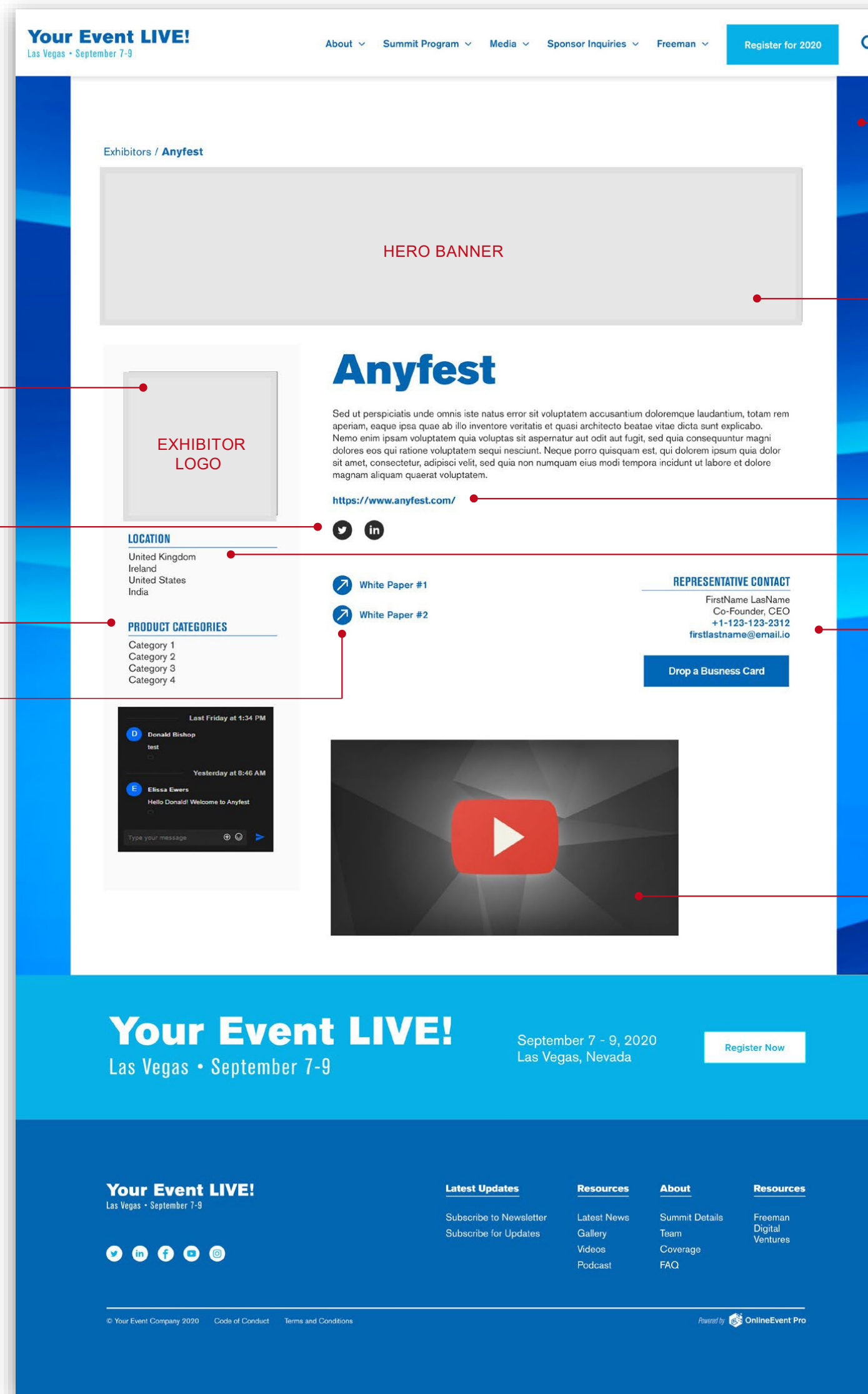
Facebook, Twitter, Instagram, LinkedIn, and YouTube

PRODUCT CATEGORIES

Select a number of categories for attendees to use to filter during live show days.

CONTENT DOWNLOADS

PDF format preferred, max 300MB
Max 5 downloads per page



COMPANY BACKGROUND

1440px by 1440px
(JPEG or PNG with no text or logos,
max 300MB)

HERO BANNER

1325px by 290px
JPEG, PNG, or GIF max 300MB

EXHIBITOR WEBSITE

Link to your website (www.anyfest.com)

COMPANY

Name Description (character limit:
2,000)
Location
Representative Contact (this is different from your
booth staff)

COMPANY VIDEO

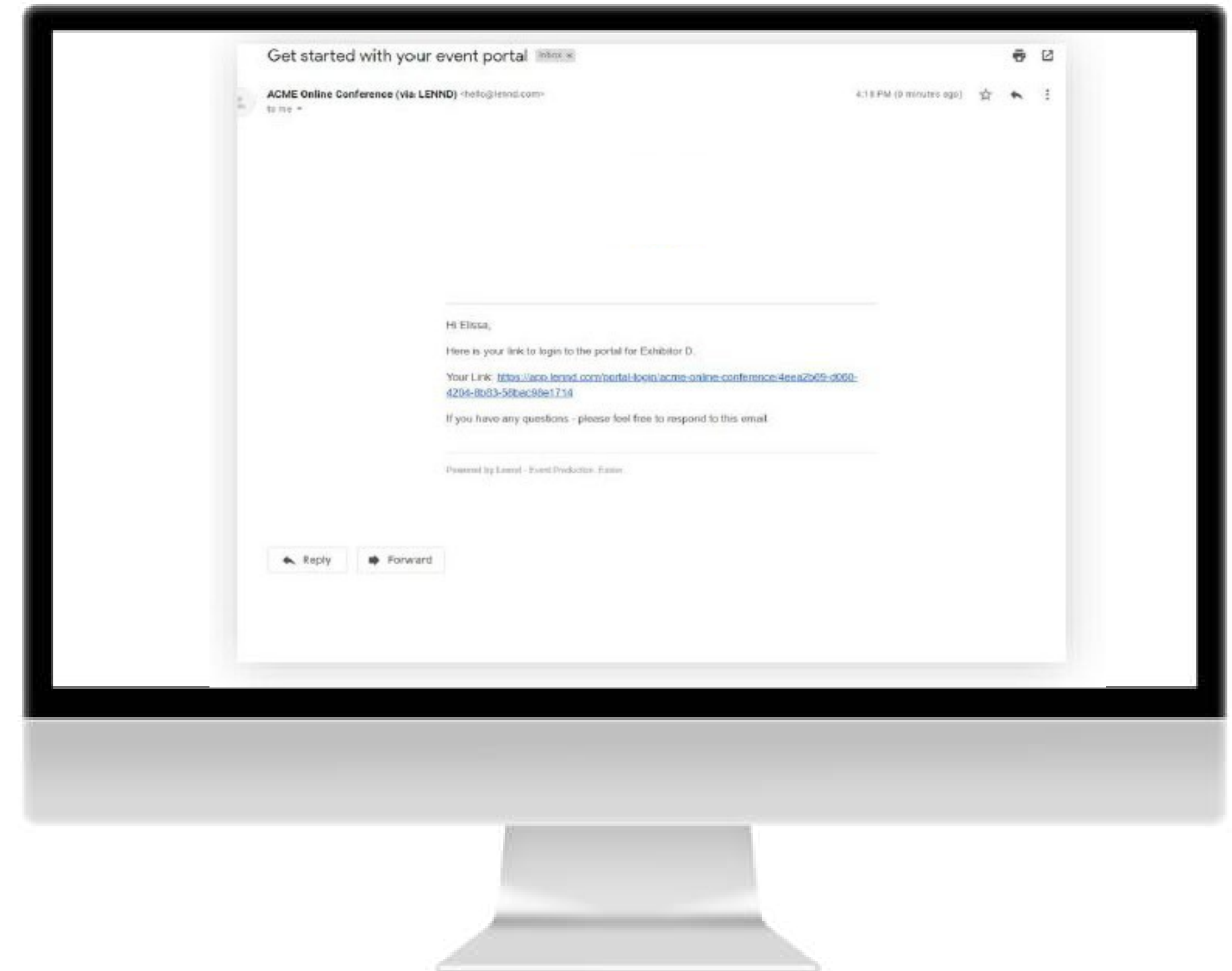
Hosted video (YouTube or Vimeo)
Max recommended time: 10minutes
Preferred video content: featured products +
promotions

How to Upload your Assets

STEP 1

You will receive a welcome email from **AHAIndustrySupport@freeman.com**. This will include the link to LENND, the portal to upload booth assets. Please click the link in the body of the email to access the portal for your event.

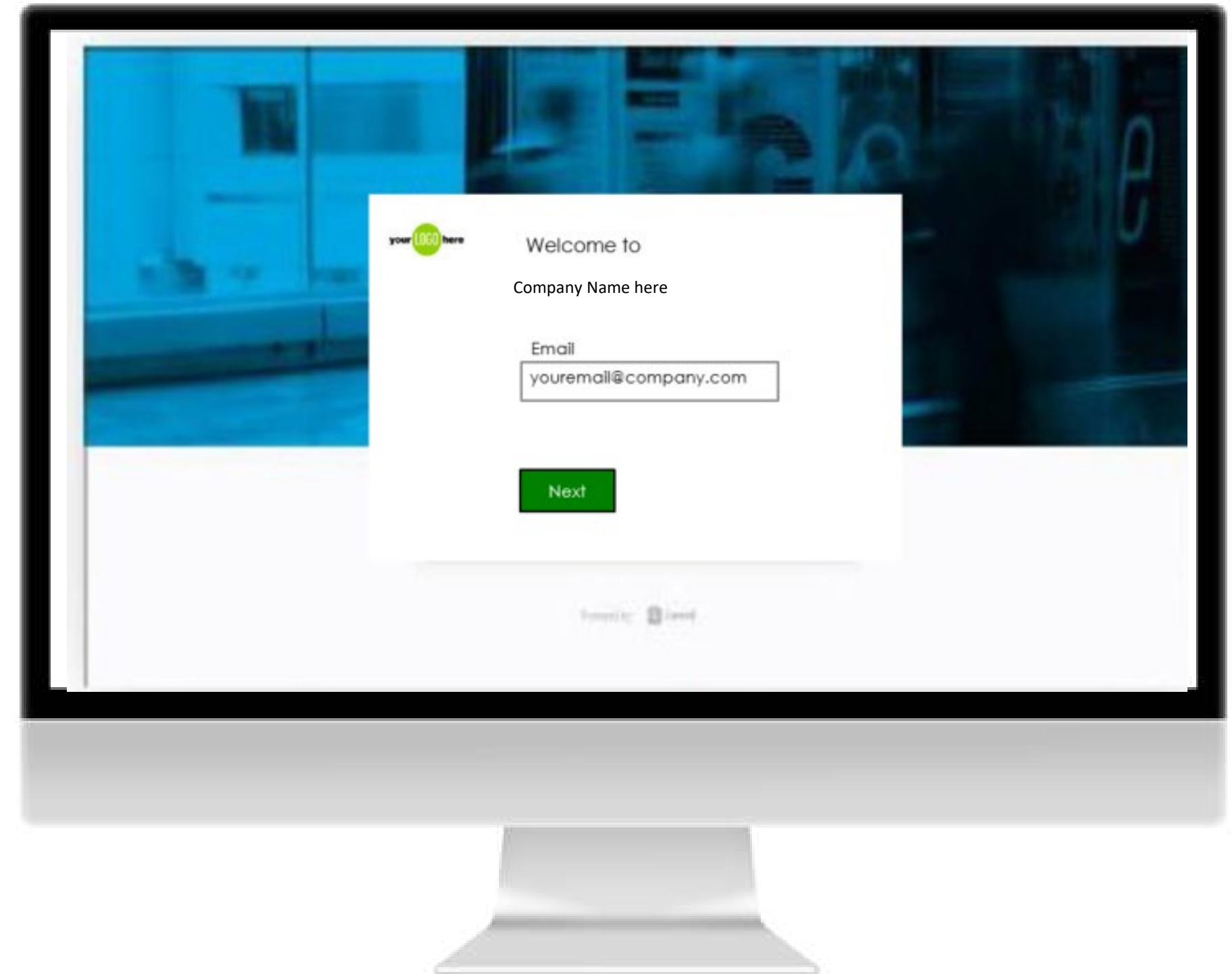
You will receive this email by August 27, 2021.



How to Upload your Assets

STEP 2

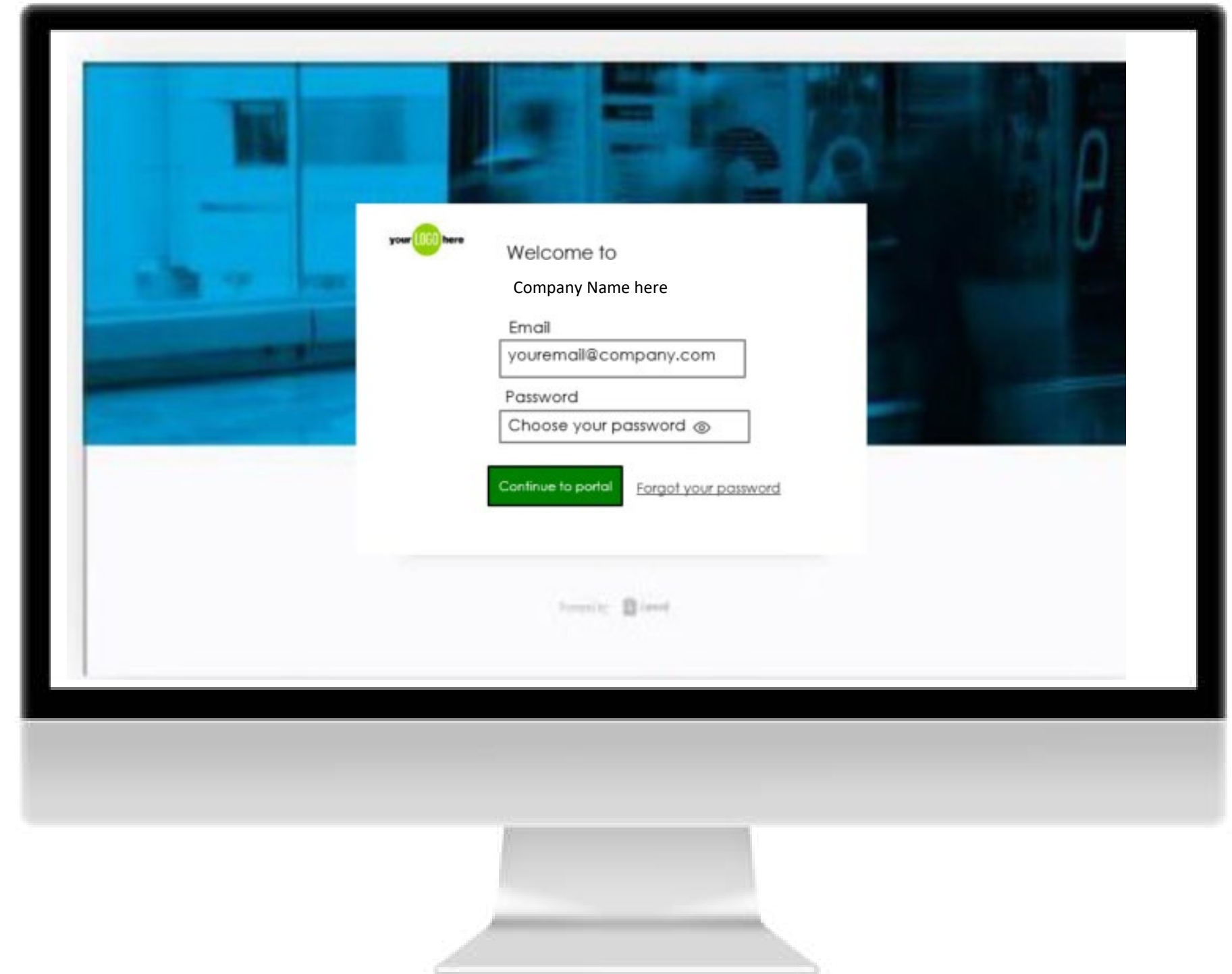
When you land on the portal homepage, enter your email address and click “Next”



How to Upload your Assets

STEP 3

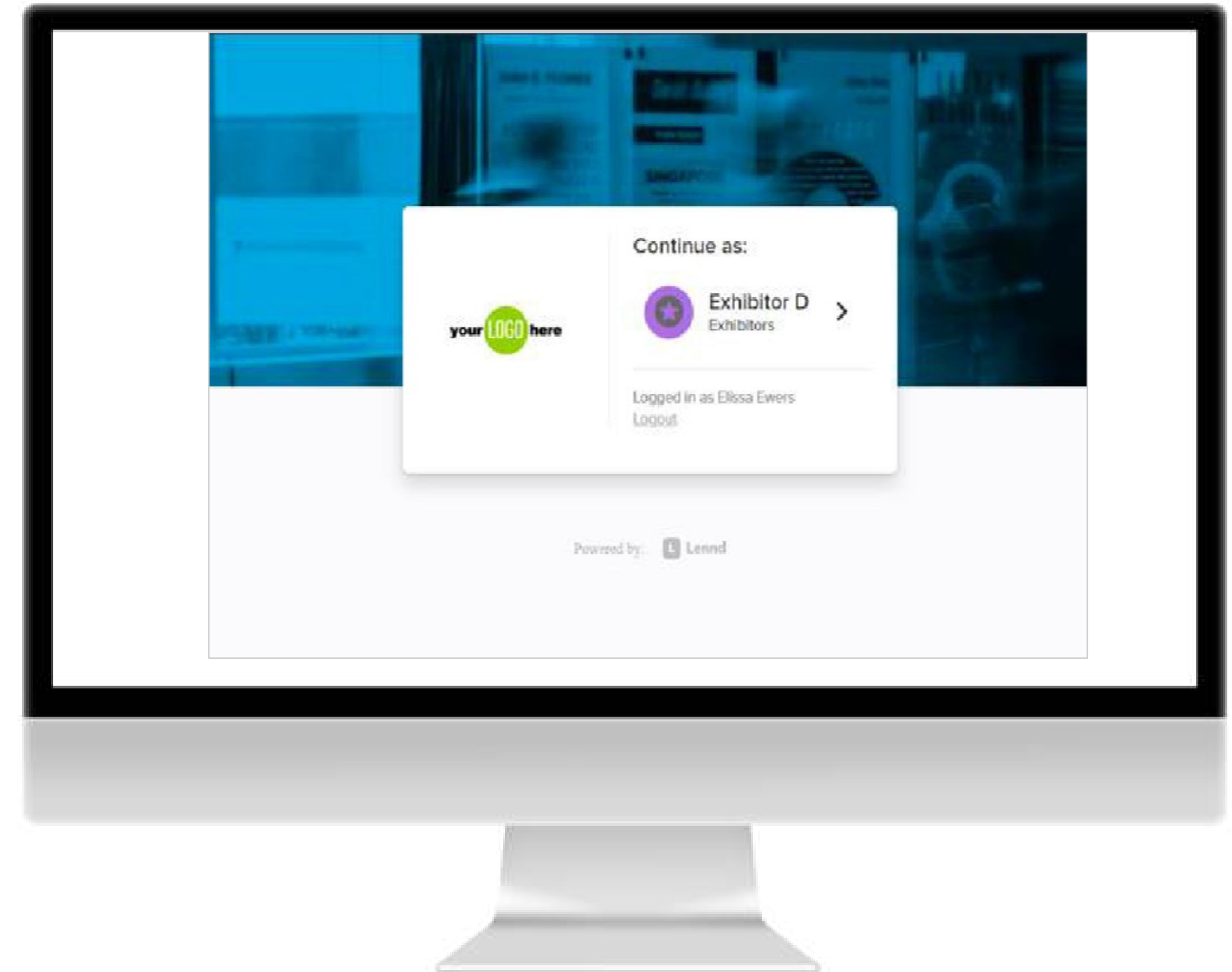
Create your account password and click “Continue to portal”



How to Upload your Assets

STEP 4

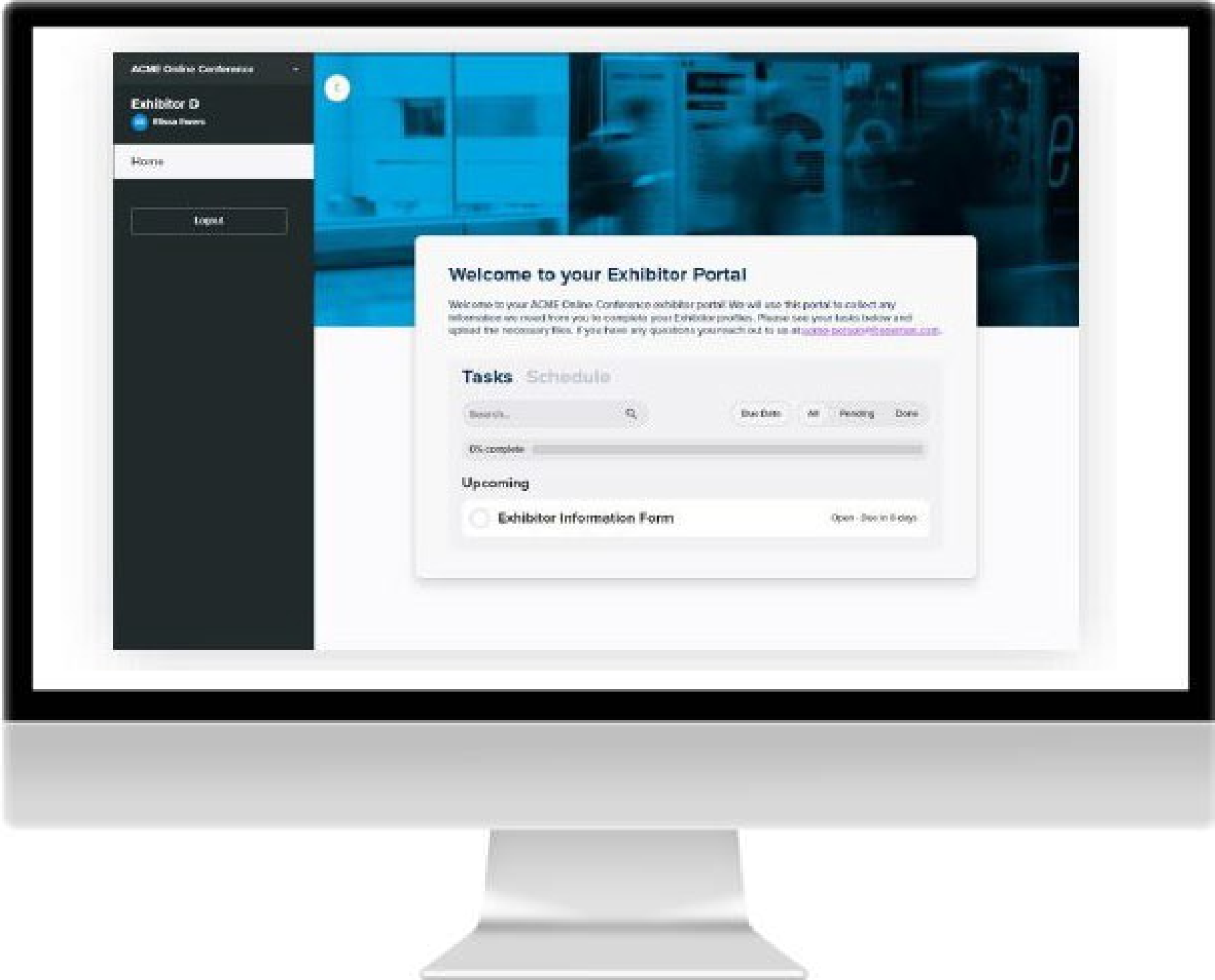
The screen will show “Continue as” and the name of your company - click your company name to continue.



How to Upload your Assets

STEP 5

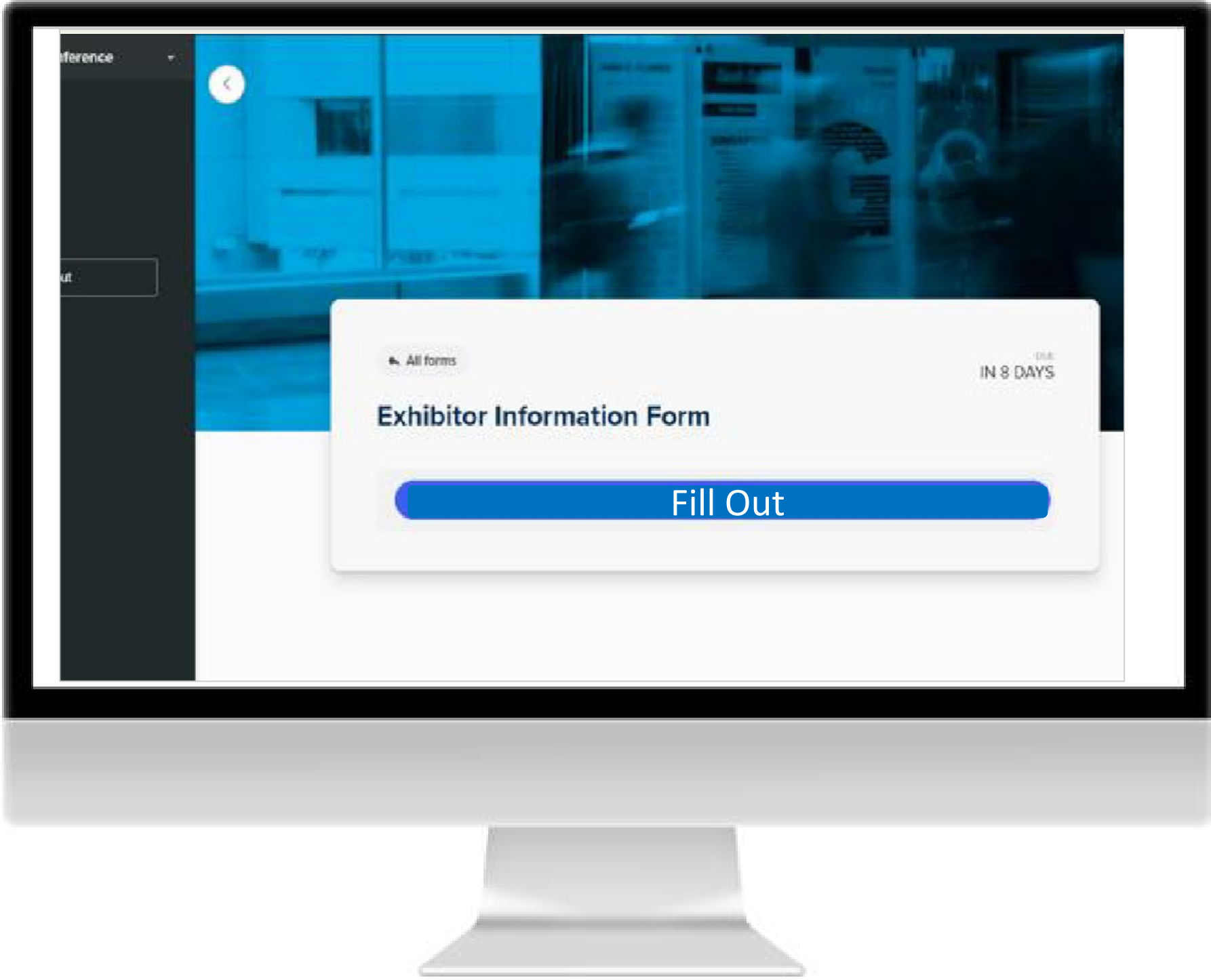
The portal homepage will show the list of tasks you have due for your event - click “Exhibitor Information Forum” to submit assets needed for your Exhibitor Detail Page.



How to Upload your Assets

STEP 6

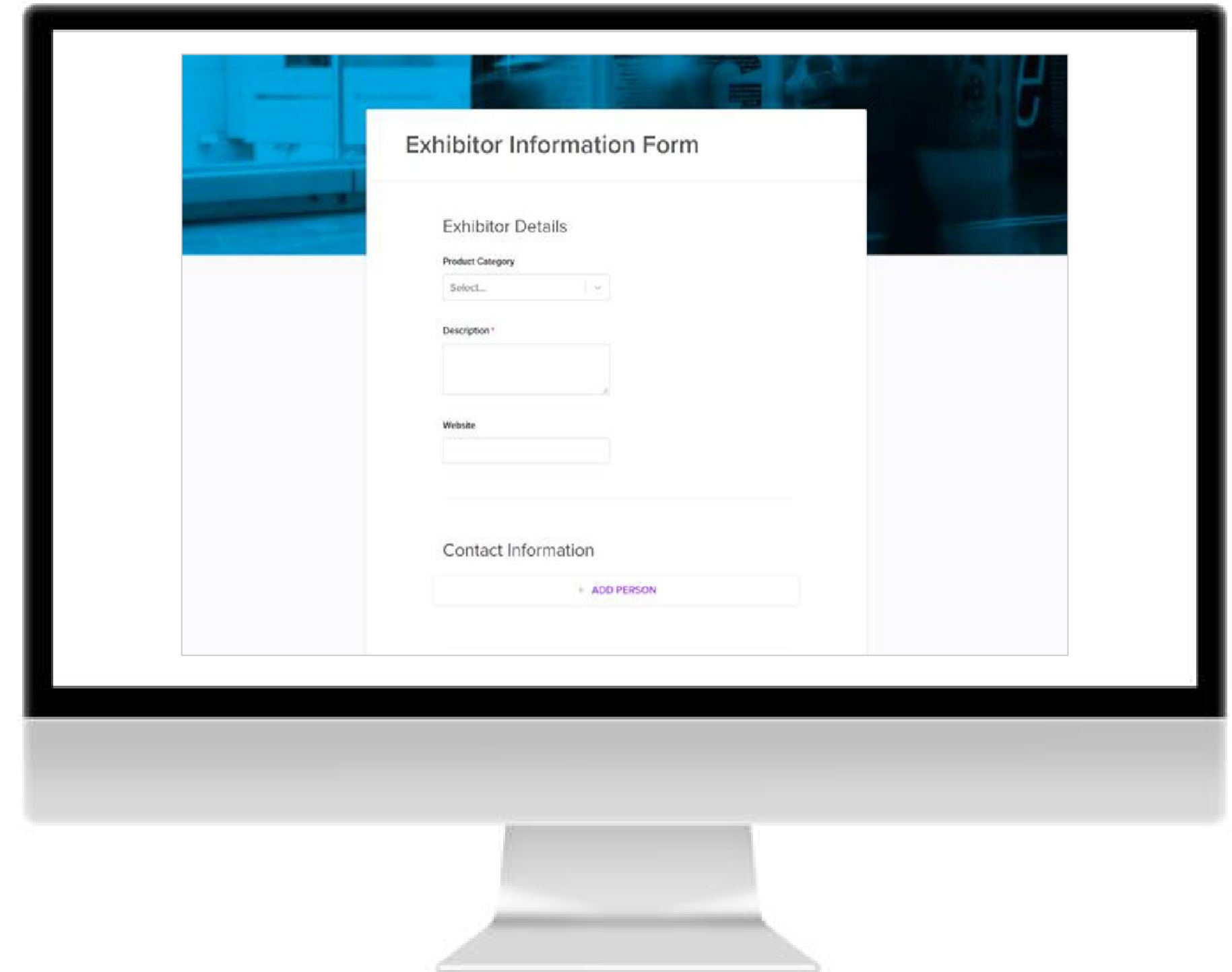
Click “Fill Out”



How to Upload your Assets

STEP 7

Fill in/select information for each field on the form



The image shows a computer monitor displaying a web form titled "Exhibitor Information Form". The form is divided into two main sections: "Exhibitor Details" and "Contact Information".

Exhibitor Details

- Product Category:** A dropdown menu with "Select..." as the current selection.
- Description:** A text input field with an asterisk indicating it is required.
- Website:** A text input field.

Contact Information

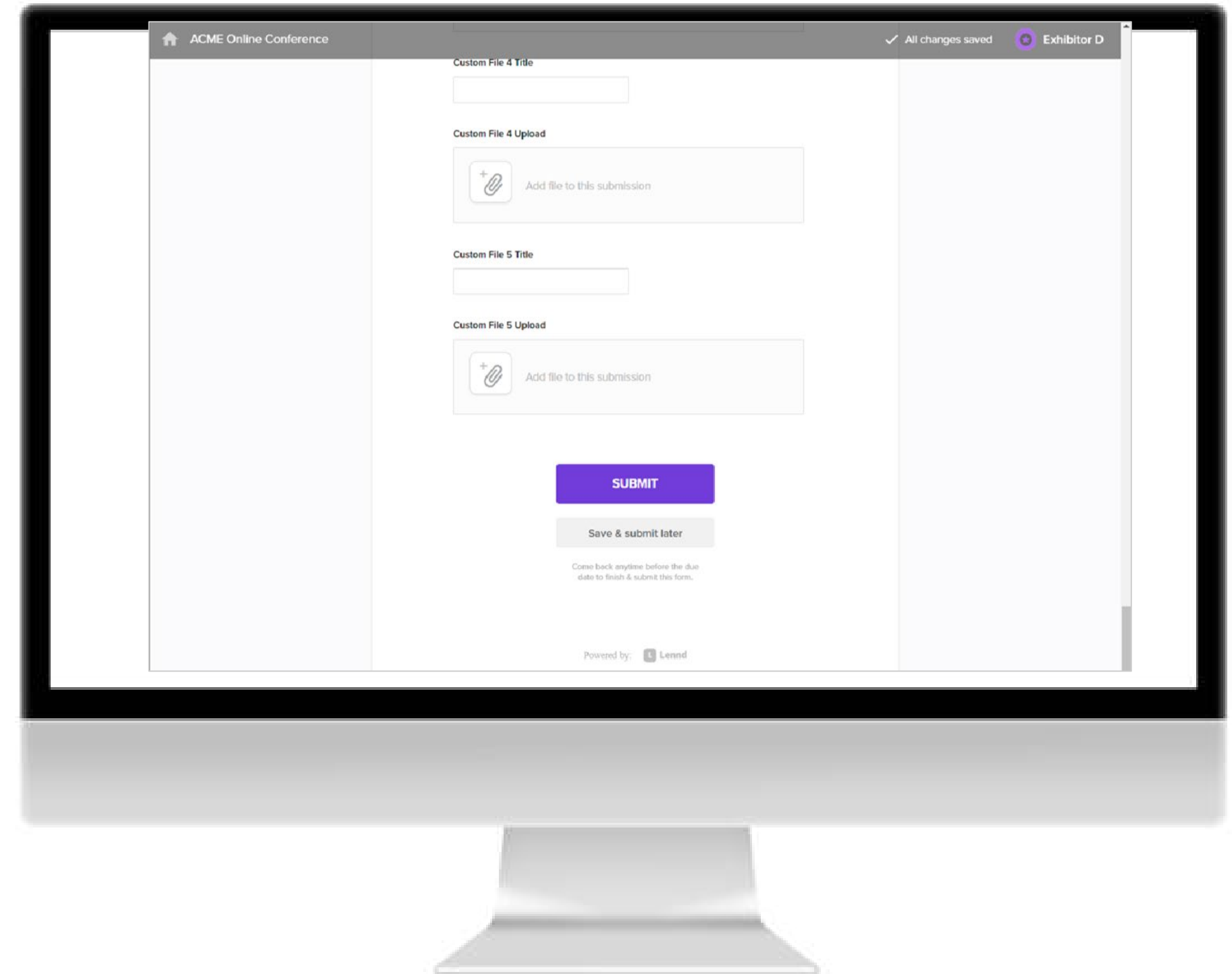
- A text input field with a purple "+ ADD PERSON" button next to it.

How to Upload your Assets

STEP 8

You will be able to upload files to the form, including your company logo, hero image, and any content downloads for your Exhibitor Detail Page - as you attach files, specify the file name in the “**Custom File Title**” box.

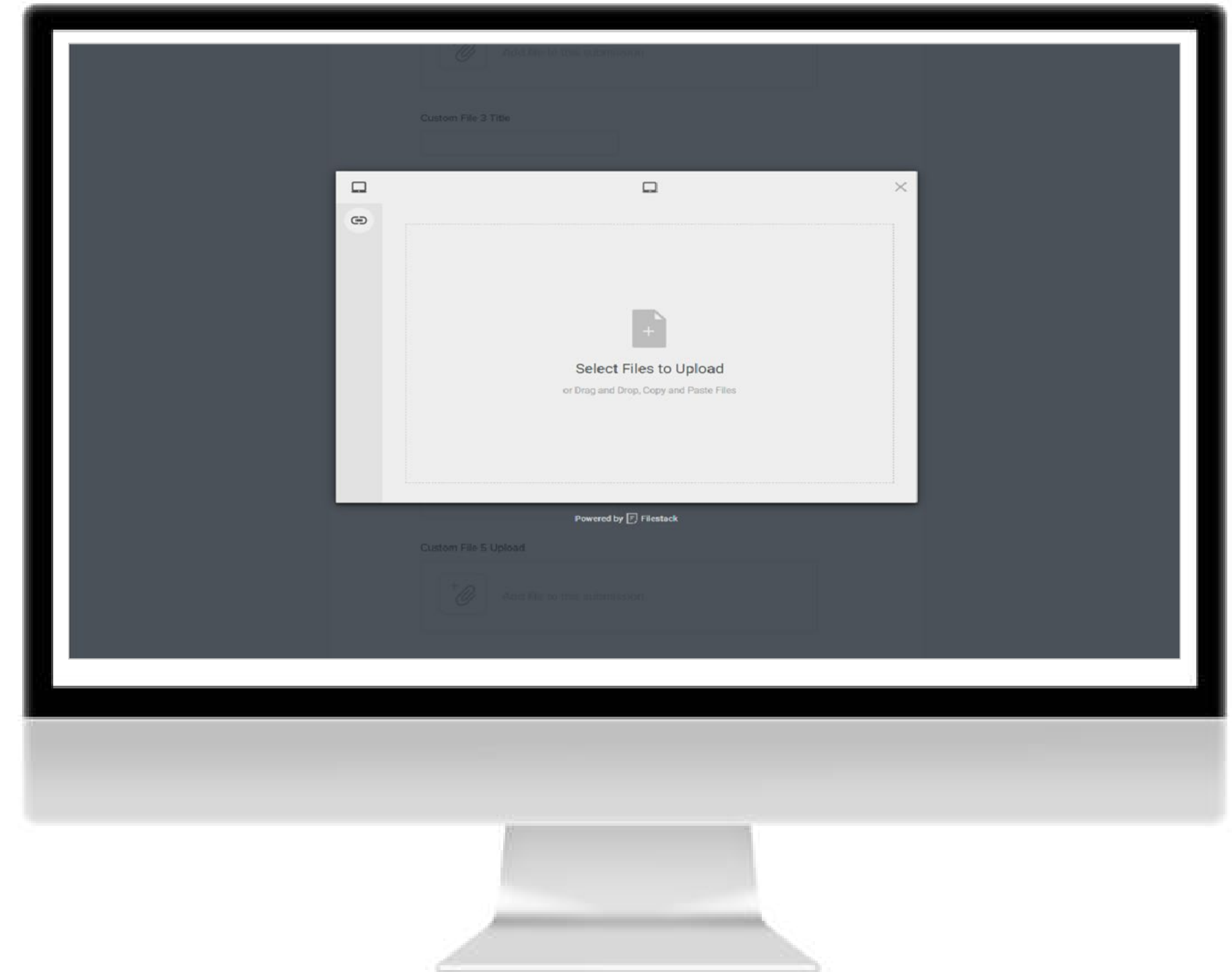
***Please note: When adding the Representative Contacts, this is not a list of booth staff. It is for you to add to your virtual exhibit for attendees to reference. Most sponsors provide generic sales email or marketing email. It will just populate on your booth for reference as an FYI to attendees.*



How to Upload your Assets

STEP 9

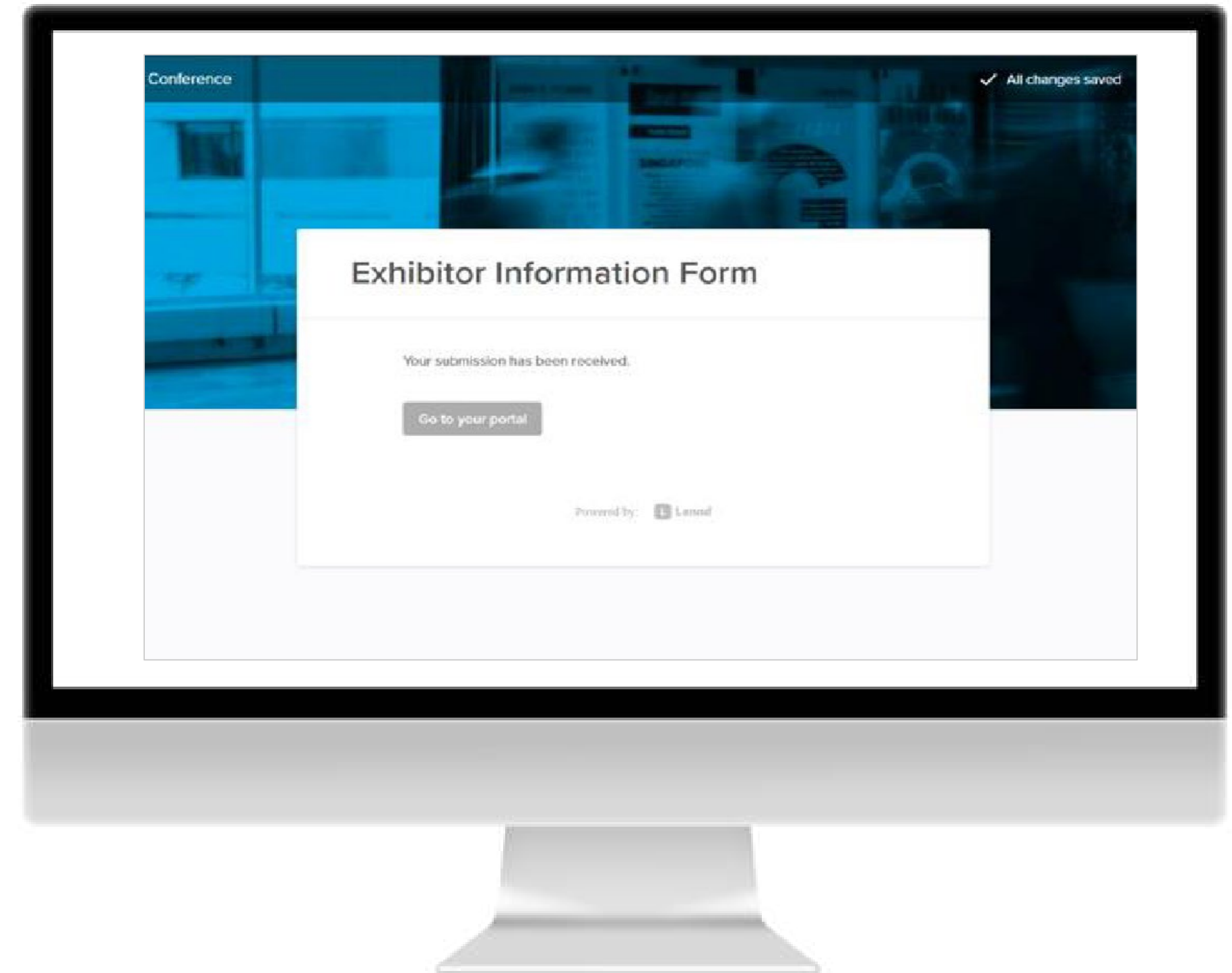
You can either click to upload files or drag files directly from your desktop to upload.



How to Upload your Assets

STEP 10

Once you submit, you will see a confirmation message on your screen - click “Go to your portal”.



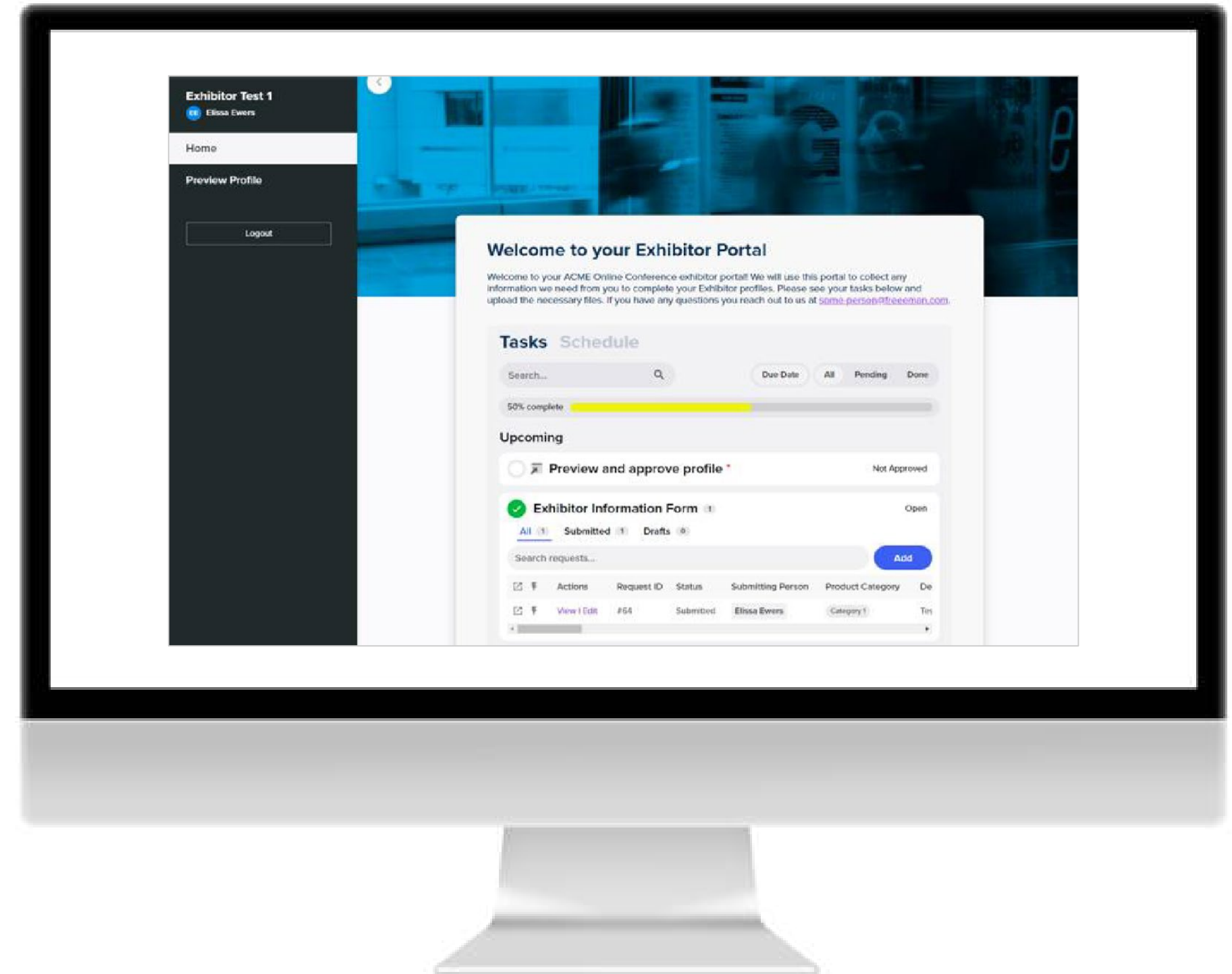
How to Upload your Assets

STEP 11

Once you return to the portal homepage, you will see your list of tasks again - if your completion bar is at 100% you are all set. If the completion bar is not at 100% once all fields have been completed, you will need to preview your page as a file step by clicking **“Preview and approve profile”**

Please note the Preview Page is not the final look. The purpose is to verify and check the following:

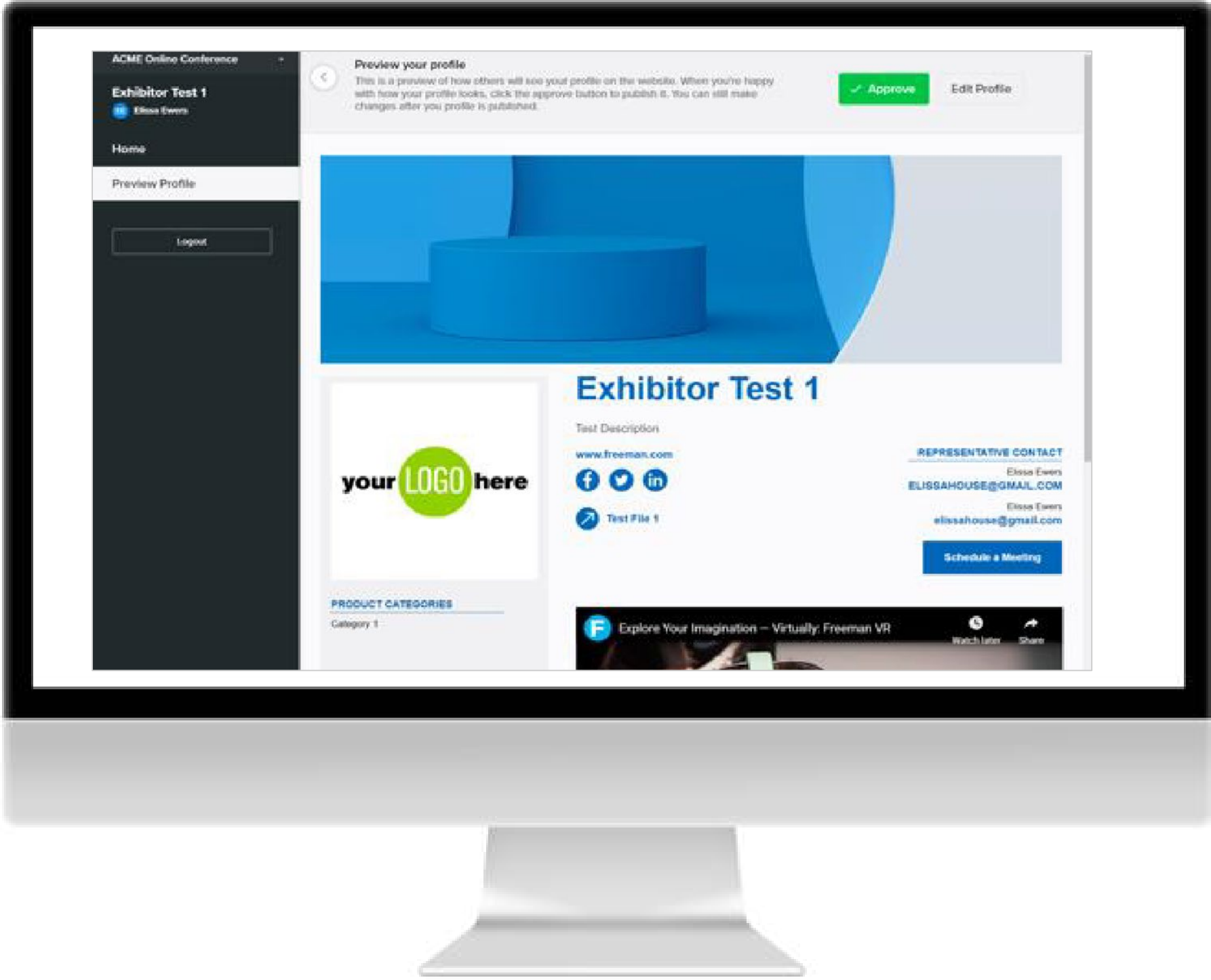
- ❑ *Collateral PDF & Weblinks work*
- ❑ *Videos are playing*
- ❑ *Check on spelling from descriptions, names, emails, etc.*



How to Upload your Assets

STEP 12

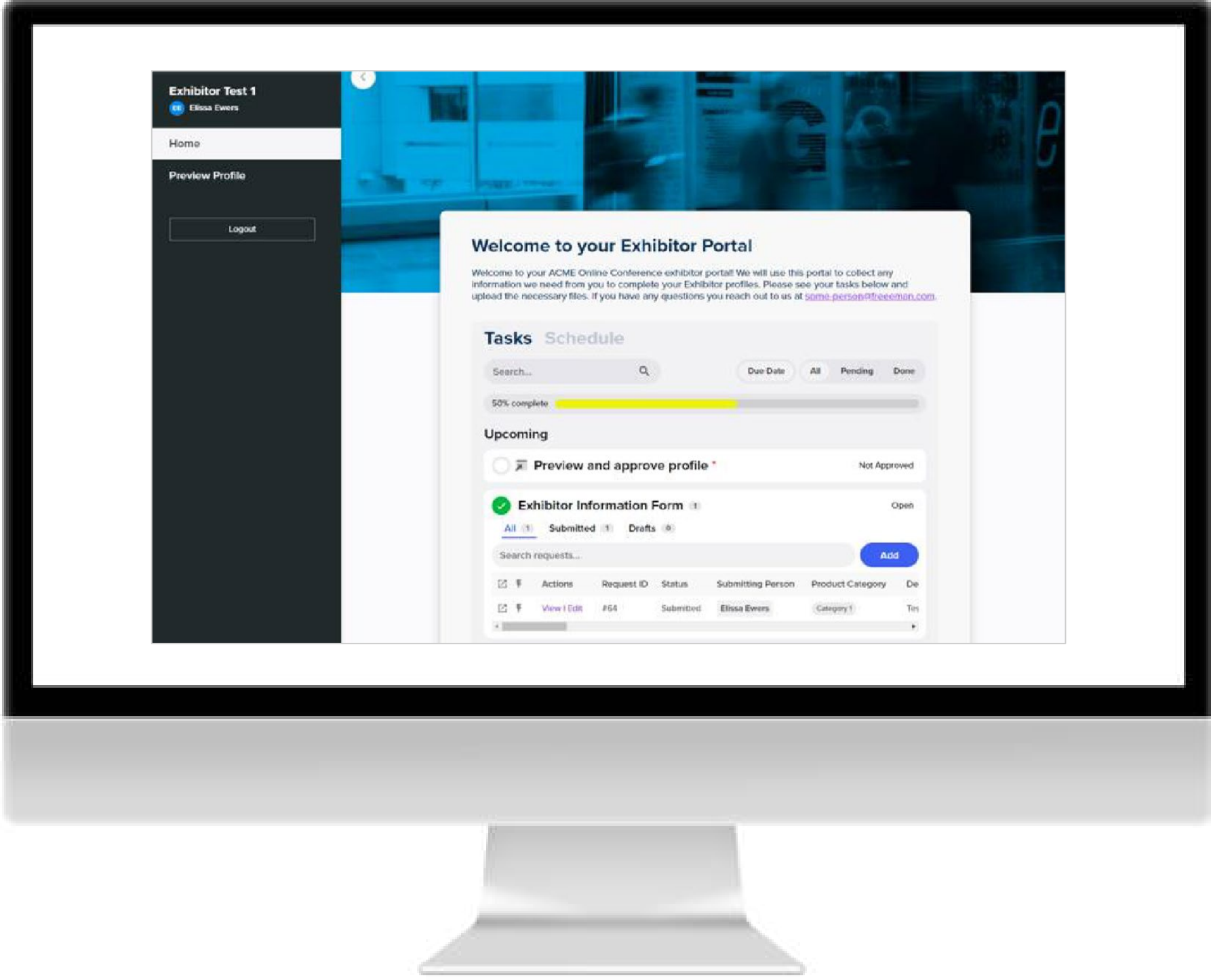
Carefully review your profile and click the green “**Approve**” button at the top of the page if you are satisfied (if you need to make edits, click “**Edit Profile**”)



How to Upload your Assets

STEP 13

Once you return to the portal homepage, you'll see your list of tasks again -if you have successfully completed all the necessary tasks for your event, you'll now see the completion bar at 100%



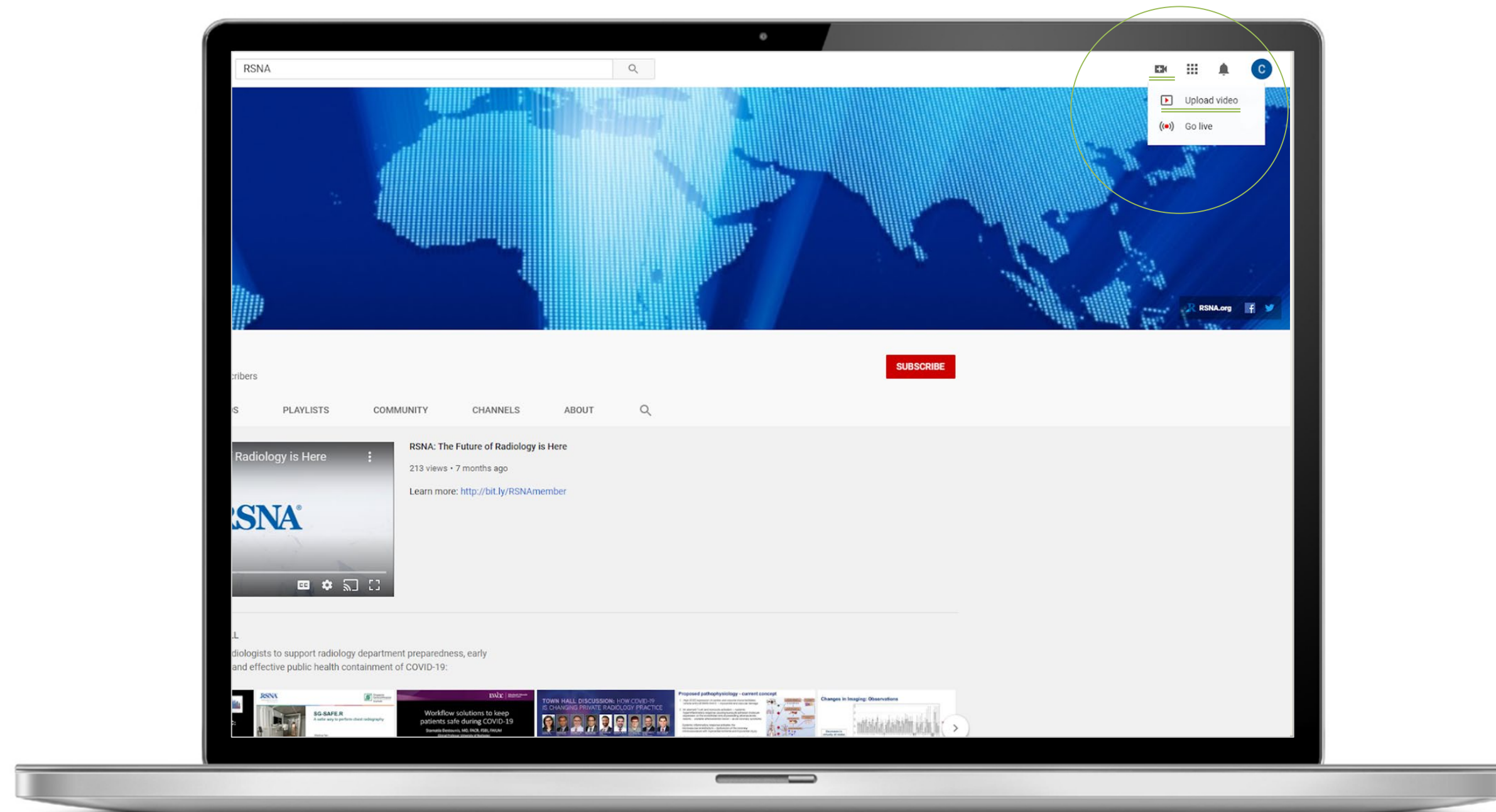
HOW TO UPLOAD YOUR VIDEO in LENND & VIDEO POLICY



Uploading a Video to YouTube

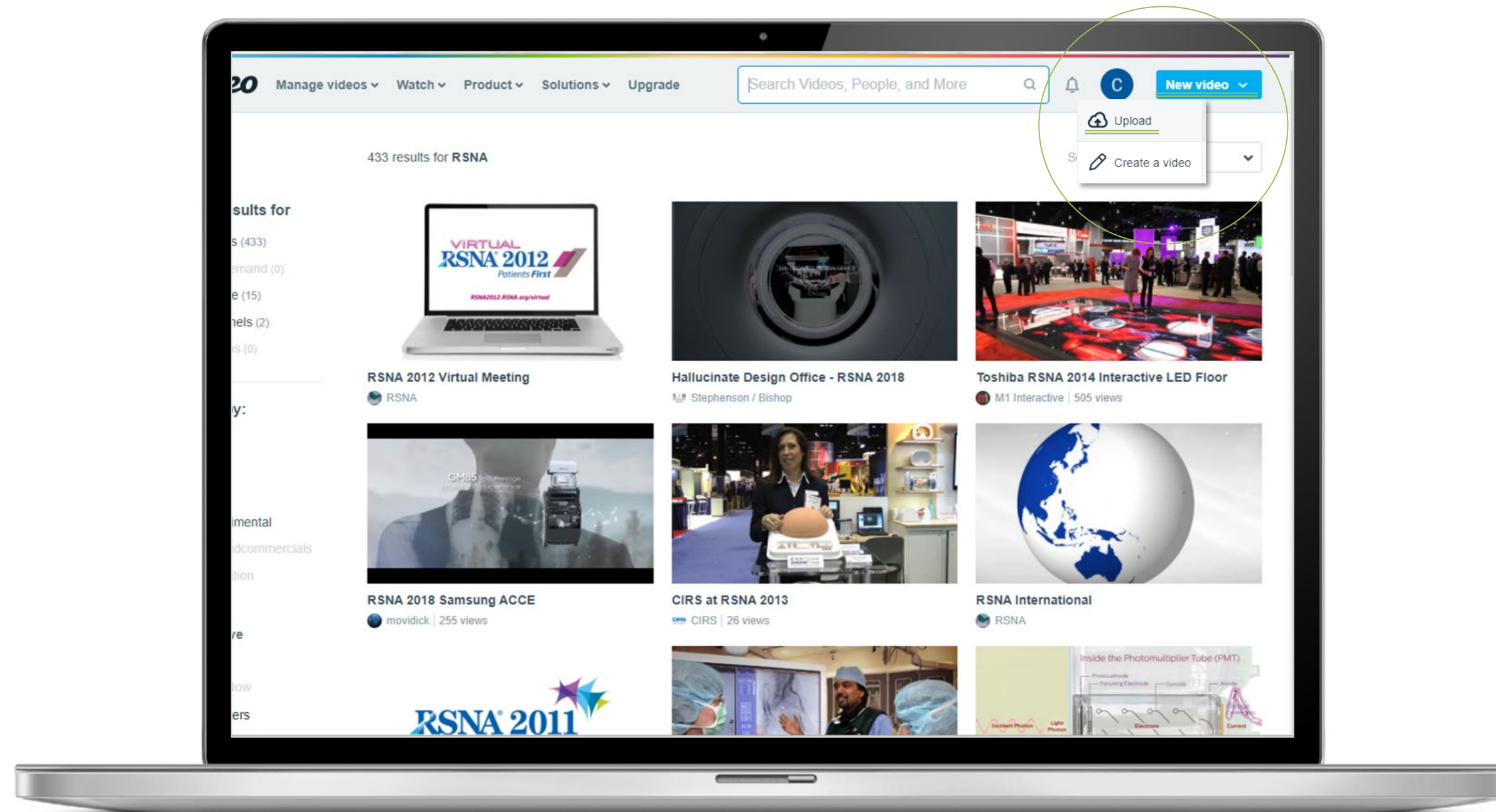
1. Navigate to [YouTube](https://www.youtube.com) in any web browser.
2. Make sure you are logged into your account. If you don't see your account thumbnail in the upper right corner, click "SIGN IN" and enter your Google account information.
 - If you don't have a Google account, click "SIGN IN" then "Create account". You'll then be required to enter a valid email address and create a password.
3. Click the Create a video or Post button at the top right of the screen (looks like a video camera) then click "Upload video."
4. The video upload page should appear. Under "Select files to upload," click "Public" and choose a level of visibility for your video. Important: make sure your video is set to either "Public" or "Unlisted" so it can be viewed on your Exhibitor Detail Page.
5. Click the large arrow to choose the video file, or you can drag the video file onto the page.
6. While the video uploads, you can enter information like the name and description of your video.
7. Click "Publish" to complete the process (you can publish the video while it's still uploading or wait until the upload is complete). Your video won't appear online unless you click "Publish."

Please note: once the video is uploaded, it will take a few minutes to process.



Uploading a Video to Vimeo

1. Navigate to [Vimeo](https://vimeo.com) in any web browser.
2. Make sure you are logged into your account.
 - If you need to create an account, click the “Join” button. You’ll then be required to enter a valid email address and create a password.
3. Click the blue New video button at the top right of the screen then click “Upload.” Once you click the upload link, you will be taken to the upload page.
4. Click the “Choose a File to Upload” button and this will launch an upload dialog box. Choose the file that you want to upload and then click on “Select.” As soon as you click the button, the video will start to be uploaded straight away.
5. While the video uploads, you can enter information like the name and description of your video.
6. To access the privacy settings of your video, click “Settings” under your video, then click the “Privacy” tab. Important: make sure your video is set to “Everyone” so it can be viewed on your Exhibitor Detail Page.
7. As soon as the video is uploaded, the video will then be processed. You can close this page if you want, and Vimeo will handle the conversion automatically. Vimeo will email you once the conversion has finished.



Video Privacy

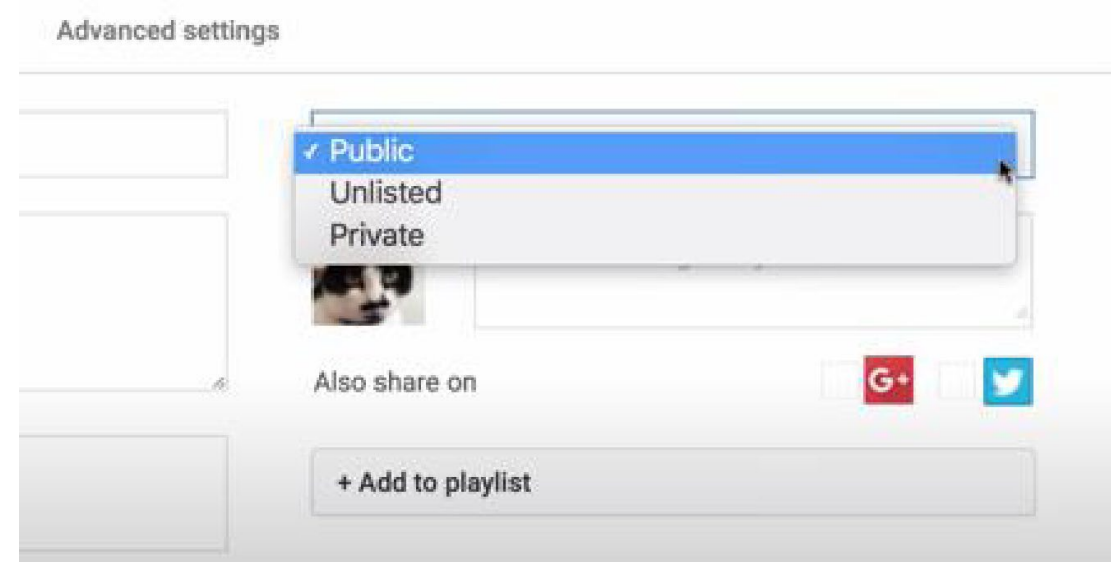
YouTube

If you're hosting your video on **YouTube**, make sure your video is set to either **Public** or **Unlisted**. You can choose this setting either as you are uploading your video, or you can change it in the settings of your existing published video.

Public videos can be seen and shared by anyone. They are posted on your channel when you upload them and show up in search results and related video lists.

Unlisted videos can be seen and shared by anyone with the link. Your unlisted videos won't appear to others who visit the "Videos" tab of your channel page. They won't show up in YouTube's search results unless someone adds your unlisted video to a public playlist.

You can share an unlisted video's URL with other people. The people you share the video with don't need a Google Account to see the video. Anyone with the link can also re-share it.



Vimeo

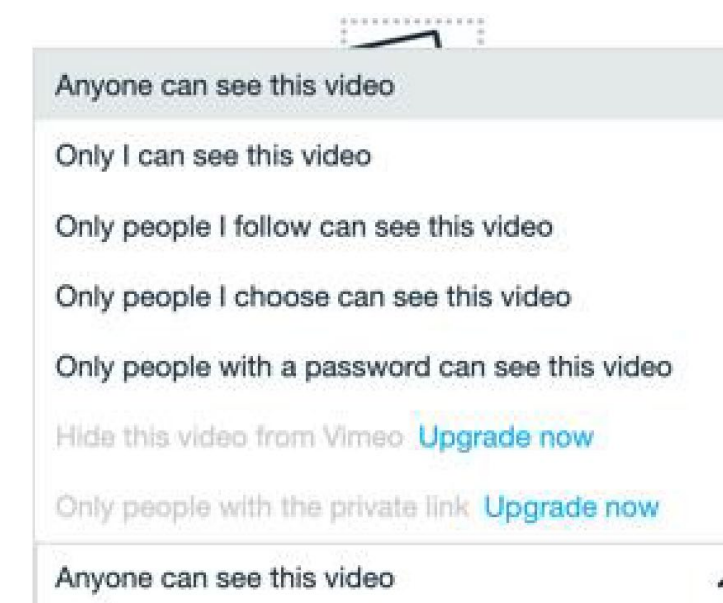
If you're hosting your video on **Vimeo**, make sure your video is set to **Anyone Can See This Video**. You can choose this setting either as you are uploading your video, or you can change it in the settings of your existing published video.

Videos with privacy settings set to **Anyone** can be seen by anyone and embed privacy set to **Anywhere** means that anyone can embed your video on an external website.

Please note: if you have a higher tier paid subscription to Vimeo (Pro, Business, or Premium) you'll have a few more options to choose from:

Only people with the private link is a semi-private setting that will make your individual video visible only to people who have the link. Your video's credits will be removed, and the video will be removed from any channels or groups. Please note that anyone with access to this link can share it with anyone else.

Hide this video from Vimeo.com will make the video unable to be accessed on the Vimeo website (unless you are logged in as yourself), but it still can be embedded on other websites.

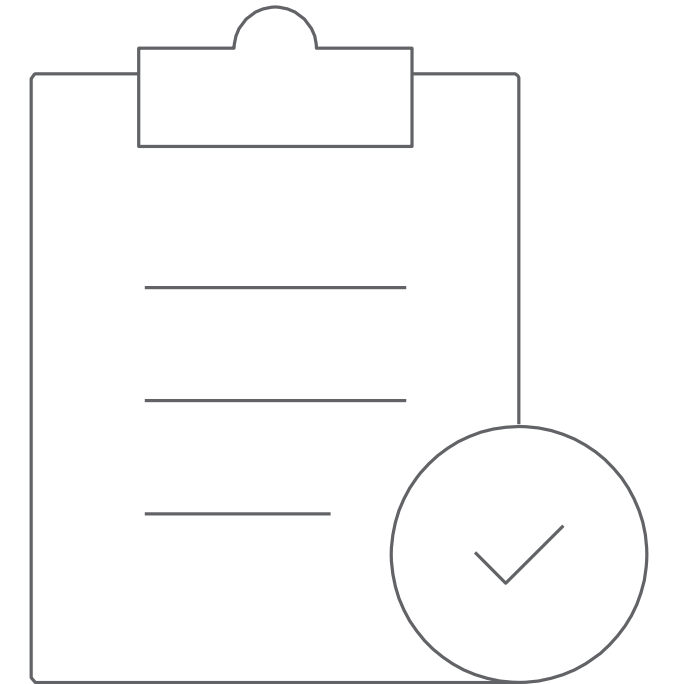


RESOURCES

- Checklist
- Deadlines
- Important Links
- Questions - Contacts



Checklist



- Share Exhibitor Main Contact first name, last name, and email with your AHA contact
- Receive Welcome email with link to Lennd Portal
- Create your Lennd account by entering your email and creating a password in the Lennd program.
- Upload Company Logo
- Upload Hero Banner image
- Upload Company Background
- Add Company Name
- Add Company Description, (2,000 word limit)
- Add Company Location
- Add Contact Info of Company Representative
- Select Product Categories
- Select Communities to affiliate with
- Add Social Media Links
- Add Company Web Address (limit 1)
- Upload Collateral
- Upload videos
- Preview your booth:
 - Confirm Logos are correctly sized and are not stretched
 - Preview collaterals – ensure links are correct
 - Preview videos – ensure correct links provided
- Approve your booth once complete
- Meeting Ready!!

***Please note: When adding the Representative Contacts, this is not a list of booth staff. It is for you to add to your virtual exhibit for attendees to reference. Most sponsors provide generic sales email or marketing email. It will just populate on your booth for reference/as an FYI to attendees.*

*This is a general checklist, some items listed here may not be included in your specific tier. Please reference packages above for your specific assets

****IMPORTANT DATES****

Tuesday, August 24 at 10 am – 11 am CT:

Lennd Webinar Training; you should already receive an invite for this webinar. If not, please email us at AHAIIndustrySupport@freeman.com. We will provide a recording later in the week to share with you.

Friday, August 27:

You will receive an email with a link log in to the Lennd portal to upload begin uploading your content for the virtual exhibit.

Thursday, September 16 at 5:00 pm CT:

Deadline to submit All Assets and approve your form to receive screenshots of your virtual exhibit by the end of September.

**Please ensure all assets (shown in the Exhibitor Checklist) are submitted, approved and meeting ready.*

Monday, October 18 at 5:00 pm CT:

FINAL Deadline to submit All Assets and approve your form. You will receive screenshots of your virtual exhibit by the end of October.

**Please ensure all assets (shown in the Exhibitor Checklist) are submitted, approved and meeting ready.*

IMPORTANT LINKS

- [Training Guide Video \(Lennd\)](#)

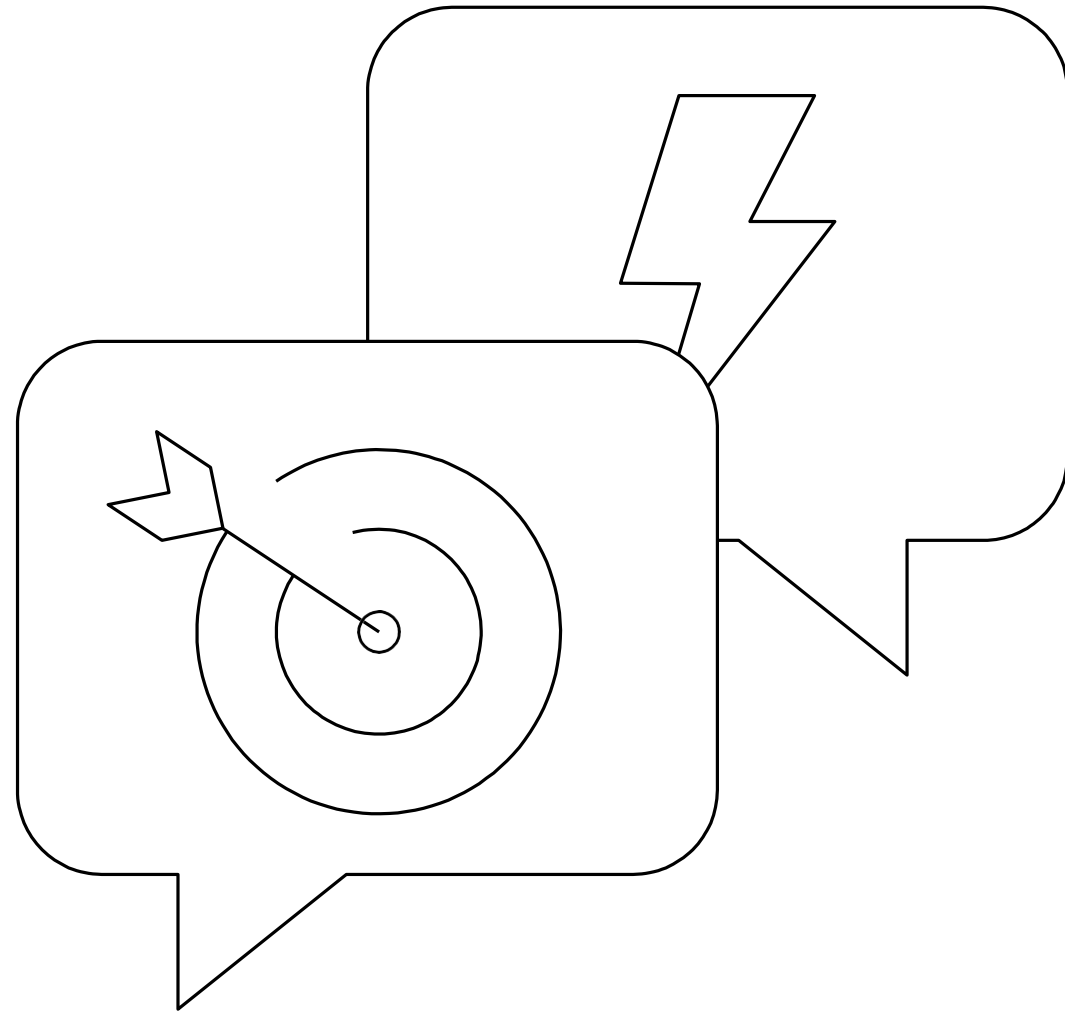
If your page does not load, please copy this link to a new browser:

<https://www.loom.com/share/eec3ca2f66774bc28253d6cc96196067>

- [Exhibitor Prospectus](#)

- [Exhibitor Website](#)

Have Questions?



AHA Exhibitor Contact

Julie Welsh

Senior Manager, Exhibits

Julie.Welsh@heart.org

Platform Technical Support

Vy Lam-My

Exhibitor Manager, Freeman

AHAIIndustrySupport@freeman.com



Thank you!