



# ReSS at Sessions

Nov. 13-15, 2021 | Now a fully virtual experience



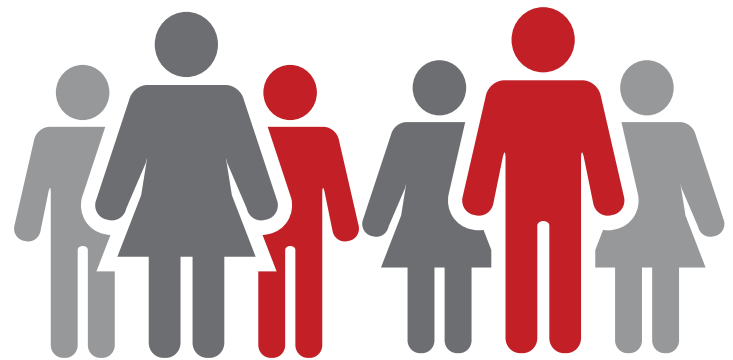
## Connect with this essential audience!

Resuscitation Science 2021 will focus on increasing understanding of the shared pathophysiology between cardiac arrest and traumatic injury at multiple levels of biological organization.

ReSS will provide a unique opportunity for transdisciplinary interactions that rapidly translate advances in the resuscitation field from fundamental to translational to clinical to population science.

### Target Audience

- Emergency physicians
- Trauma surgeons
- Neurosurgeons
- Cardiologists
- Critical-care nurses
- Intensivists
- Emergency medical providers
- Resuscitation educators
- Resuscitation researchers with basic, bioengineering, clinical or other experience related to treating cardiac arrest and trauma



**84%** of attendees are physicians/research scientists and/or other healthcare professionals

Reserve your supporter package by Oct. 11, 2021.

All booth assets are due by Oct. 18, 2021!



# Advertising and Sponsorship Options

## Learning Studio

Show your product or therapeutic treatment to a large audience!

Limited time slots are available for your live or pre-recorded presentation with live Q&A or chat. Sessions are 45 minutes (including Q&A).

Sponsor Recognition Includes:

- Pre-meeting and virtual site promotion by AHA should the topics be confirmed and provided to AHA by due date.
- One of five ePreviews.
- Learning Studio schedule on Sessions 2021 website.
- Learning Studio schedule included in the Sessions Online Planner.
- Learning Studio schedule included in the AHA Daily News.
- AHA Mobile Meeting Guide App.
- One pre-registration list (addresses only).
- Sponsor recognition on the virtual conference website.

\$25,000 for a 30-minute live presentation with live Q&A

Space reservation deadline: Sept. 27  
Title, speaker(s) names and logo due: Sept. 29

## Conference Bag Insert

Include your branding and marketing materials to drive attendees to your booth or program!

\$15,000 (all ReSS and Sessions attendees)  
*Advertiser-supplied are accessible for all attendees via the AHA Mobile Meeting Guide App.*

Space reservation deadline: Oct. 1  
Materials due: Oct. 22

## Virtual Platform 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 or Learning Studio.

### Rates

#### Tower Ad Banner

Vertical ad located on the right side of the screen  
\$4,000 (three available)

#### Content Ad Banner

Horizontal ad located on the middle of the screen  
\$6,000 (three available)

### Deadlines

Space reservation due: Oct. 4  
Materials due: Oct. 11

*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.

Visit [exhibitatsessions.org](http://exhibitatsessions.org) for more information on Satellite Events.



# Advertising and Sponsorship Options (Continued)

## ReSS Conference ePreview/Smart Start

Kickstart your brand exposure with an email blast to registered ReSS attendees!

- Broad exposure for your message as members get excited for ReSS.
- Reach: ReSS registered attendees
- Content: Key planning information, topics to be presented at the meeting and industry programming.
- **New for 2021!** The ReSS ePreview will also be published on the front page of the Conference Coverage Website.

### Rates

**Leaderboard (limit one)**  
 \$400 without channel  
 \$500 with channel

**Premium Banner (limit three)**  
 \$265 without channel  
 \$365 with channel

(or \$1,000 for exclusive sponsorship; \$1,250 with the channel)

### Deadlines

Space reservation due: Oct. 5

Materials due: Oct. 12

Delivery date: Early November

## Conference Coverage Website: ReSS Channel

Multichannel campaign drives attendees to your brand again and again.

- Critical content for AHA members and attendees increases your visibility!
- A 24/7 central location for the Scientific Sessions ePreviews, Daily Highlights Emails and eHighlights, as well as sponsored content and resources. As the push publications are read, each click on an article's "read more" button brings the reader to the Conference Coverage Website.
- Reach: 550,000+ AHA members and cardiovascular disease professionals via a link in ePreviews, Daily Highlights Emails and eHighlights.

### Rates

**Channel Leaderboard**  
 (three rotating in position)  
 \$2,000

**Channel Vertical 300 x 600**  
 (three rotating in position)  
 \$1,500

**Channel Rectangles**  
 (three rotating in position)  
 \$750 (two available)

Deadlines are ongoing.

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