

### 2022 **Conference Exhibiting Opportunities**

# Welcome back to in-person **AHA Conferences!**

02

Scientific Sessions 2022

Nov. 5-7, 2022

McCormick Place Convention Center



06 International Stroke Conference 2022

Feb. 9-11, 2022

**Ernest N. Morial Convention Center** 

New Orleans, LA

EPI Lifestyle 2022

March 1-4, 2022

Hilton Chicago, Chicago, IL

11) Vascular Discovery: From Genes to Medicine 2022

May 12-14, 2022

Sheraton Grand Seattle, Seattle, WA

(12) Quality of Care and Outcomes Research 2022

May 13-14, 2022

Hyatt Reston, Reston, VA

13 Basic Cardiovascular Sciences 2022

July 25-27, 2022

Hilton Chicago, Chicago, IL

Hupertension 2022

September 7-10, 2022 Hilton San Diego Bayfront

San Diego, CA

ReSS at Sessions 2022

Nov. 4-6, 2022

Hyatt Regency, Chicago, IL



### Exhibit at Scientific Sessions 2022

Reconnect with the Scientific Sessions audience in-person, while also reaching a simultaneous virtual audience! All on-site 2022 exhibitors get an entry-level virtual booth at no additional charge. Upgrades to other booth packages are available.

#### **Audience Snapshot**

IN-PERSON AUDIENCE (2019, Philadelphia)

15,000+
Total Attendees

1,700+
Research Scientists

12,500+
Professional Attendees

700+
Non-Health-care
Professionals

#### **VIRTUAL AUDIENCE (2020)**

14,500+

**Total Attendees** 



66%
Attendees with
Direct Patient Care

12,900+

Professional Attendees



77%
Domestic
Attendees

# Top Specialties in Attendance

Administration

Cardiology: Clinical EP

Cardiology: General

Cardiology

Cardiology: Heart Failure

Cardiology: Interventional

Cardiology: Pediatric

Cardiology: Prevention

Cardiovascular Imaging

Critical Care/Intensive Care

**Emergency Medicine** 

Internal Medicine

Pharmacy

Source: 2019 and 2020 registration data.



# Science & Technology Hall: A Top Attendee Destination

Scientific Sessions' attendees know where to find the education and networking they crave - in the Science & Technology Hall! AHA employs a proven strategy to ensure that cardiovascular professional attendance in the exhibit hall is strong.

of attendees visit the Science & Technology Hall

- More than 20 hours of exhibit time - 11.5 hours with limited simultaneous educational programming to increase traffic. Virtual exhibits are always open!
- 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.
- **VIP passes** are available for your customers to see the Science & Technology Hall.
- Complimentary coffee breaks in the Hall
- Rapid-Fire Forums, located in each poster area, draw attendees in for original science presentations and interactions with abstract authors.

#### 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.

#### Programming includes:

- Heart Theater in the Round
- Health Innovation Pavilion
- Networking Lounges
- Simulation Demonstrations
- Learning Studios
- AHA HeartQuarters



### Set Your Booth Up for Success

Your booth reservation isn't complete until you tell attendees where to find you! Enhance your presence at Scientific Sessions, and in many cases, reach an additional 550,000 AHA members and cardiovascular disease professionals.

Marketing opportunities are available in a variety of categories – and for a variety of budgets.



#### **Meeting News and Navigation**

Starting at \$580

- AHA Mobile Meeting Guide App
- Attendee Welcome Guide
- Conference Coverage Website
- Daily Newspaper
- On-Site Meeting Guide
- Symposia Schedule and Locator Map

#### **Email Marketing**

Starting at \$8,000

- Daily Highlights Email
- ePreviews and eHighlights
- Exclusive Exhibitor Emails

#### **On-Site Education and Networking**

Starting at \$4,500

- Fireside Chats
- Health Innovation Pavilion
- Learning Studios
- Networking Lounge Sponsorships

#### **Convention Center Sponsorships**

Starting at \$5,500

- Abstracts on Download
- Ad Banners
- Column Wraps, Escalator Graphics and Window Clings
- Hand Sanitizing Stations
- Park Benches
- WiFi Sponsorship

#### Virtual Platform Marketing

Starting at \$1,200

- Content and Tower Ad Banners
- Job Board Postings
- Simulation Demonstration

#### Personal Deliveries

Starting at \$15,230

- Doctors Bag
- Individual Hotel Room Drops

Opportunities and rates are subject to change.



# 2022 Exhibiting Dates & Rates

#### **Exhibit Hours**

Saturday, Nov. 5, 2022 9 a.m.-4:30 p.m. CST

Sunday, Nov. 6, 2022 9 a.m.-5 p.m. CST

Monday, Nov. 7, 2022 9 a.m.-3 p.m . CST

#### On-site exhibit space rates

Early Bird through Feb. 25, 2022 ...... \$34 per sq. ft. Advance Rate starts April 1, 2022 ...... \$36 per sq. ft. Standard Rate starts April 2, 2022......\$38 per sq. ft.

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

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 April 1, 2022

AHA retains 50% of contracted space fees

#### Beginning April 2, 2022

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

Should it be necessary for the safety of our members and industry supporters to cancel the in-person portion of Scientific Sessions 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 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 2023 (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.

### It's time to get back to business!

Explore opportunities for both on-site and virtual exhibiting at the International Stroke Conference 2022. You have the opportunity to reconnect with this critical 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.

#### **Audience Snapshot**

#### **IN-PERSON AUDIENCE (2020, Los Angeles)**

4,600+

professional attendees, including:\*



**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.\*



physicians and other health-care professionals 1,000+

nurses/nurse practitioners/ nurse scientists 500+

research scientists



non-health-care professionals

# Top 10 specialties in attendance in 2020

Neurology: Stroke

Administration

Neurology: General

**Emergency Medicine** 

Critical Care /Intensive

Care

Neurology: Ischemic

Stroke

Neurology: Surgery

Internal Medicine

Neurology: Critical Care

Cardiology: General

Cardiology

### VIRTUAL AUDIENCE (2021)



6,200+

professional attendees



**80%** 

domestic attendees

Source: ISC21 virtual registration data.

<sup>\*</sup> ISC20 registration data and post-event exhibitor survey.

# Science & Technology Hall: A top attendee destination

Dedicated hours for visiting booths: 14 hours of exhibit time in New Orleans, including time with limited simultaneous educational programming to increase traffic. Virtual exhibits are always open!

### 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 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 are 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.



# ISC22 exhibiting dates & rates

#### **Exhibit Hours**

**Wed., Feb. 9, 2022** 8:30 a.m.-5 p.m. CST

**Thursday, Feb. 10, 2022** 8:30 a.m.-5 p.m. CST

#### **Breaks**

Hours during which only limited programming is taking place:

8:30-9 a.m. CST 10:30-11 a.m CST 12:30-2 p.m. CST 3-3:30 p.m. CST 4:30-5 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

Dates, hours and rates are subject to change.

#### 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.

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

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 <code>julie.welsh@heart.org</code> 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 now open. **View OnPeak**. Exhibitor registration opens Dec. 8, 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

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, including HTML code and spaces)	<b>√</b>	✓	✓	<b>✓</b>
Company web address (Limit one. Restricted to corporate website link only with exhibit company name in the URL link.)	<b>✓</b>	<b>√</b>	<b>√</b>	<b>✓</b>
External link to company booth	✓	n/a	n/a	n/a
Social media links	✓	✓	✓	✓
Product and service categories (unlimited)	✓	✓	✓	<b>√</b>
Placement in exhibit hall	Premium Plus tier	Premium tier	Enhanced tier	Entry-Level tier
Company representatives listed on main exhibit page (limit)	З	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	<b>√</b>	✓	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.

#### Cancellation schedule

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March 1-4, 2022 | Chicago, IL Hilton Chicago

The EPI | Lifestyle 2022 conference will focus on development and application of translational and population science to prevent heart disease and stroke, and foster cardiovascular health. This conference is designed to benefit researchers, public health practitioners and clinicians.

For more information and to apply online, visit exhibitatsessions.org/epilifestyle

### **Audience Snapshot**

**In-Person Audience (2019)** 



770+

professional attendees, including:

620+

physicians/research scientists

50+

non-health-care professionals

80+

other health-care professionals

15+

nurses/nurse practitioners/nurse scientists

#### **Target Audience**

- Physicians
- Epidemiologists
- Dietitians
- Nutritional scientists
- Exercise physiologists
- Behavioral scientists

- Biostatisticians
- Pharmacists
- Physician assistants
- Nurses
- School health professionals

View AHA Rules & Regulations at **exhibitatsessions.org**.

All rates are net. Cancellations are nonrefundable. Dates are subject to change.

Source: 2019 and 2021 registration data.



May 12-14, 2022 | Seattle, WA Sheraton Grand Seattle

Sponsored and organized by the AHA Councils on Arteriosclerosis, Thrombosis and Vascular Biology and Peripheral Vascular Disease, and in collaboration with the AHA Council on Genomic and Precision Medicine, the meeting will provide unique opportunities to meet with colleagues from around the world with wide-ranging research interests and expertise for the timely exchange of information about new and emerging scientific research in the areas of arteriosclerosis, thrombosis, vascular biology, peripheral vascular disease, genomics and precision medicine.

For more information and to apply online, visit exhibitatsessions.org/vascular-discovery

### **Audience Snapshot**

**In-Person Audience (2019)** 



870+

professional attendees, including:

790+

clinicians/physicians/ scientists 40+

other health-care professionals

30+

non-health-care professionals

#### **Target Audience**

- Allergy and Immunology
- Arteriosclerosis
- Biochemistry
- Biological Sciences
- Diabetes and Metabolism
- Functional Genomics
- Genetics
- Hematology
- Internal Medicine
- Molecular/Cellular

- Biology
- Nutrition
- Pathology
- Peripheral Artery Disease
- Pharmacology
- Physiology
- Vascular Surgery
- Thrombosis
- Vascular Biology
- Vascular Medicine

View AHA Rules & Regulations at **exhibitatsessions.org**.

All rates are net. Cancellations are nonrefundable. Dates are subject to change.

Source: 2019 and 2021 registration data

# Quality of Care and Outcomes Research Scientific Sessions 2022

May 13-14, 2022 | Reston, VA Hyatt Reston

QCOR 2022 will study patients' experiences with cardiovascular care and leverage these insights to improve the quality of cardiac and stroke care. The meeting will focus on new and developing opportunities, initiatives, projects, policies and research relevant to measuring and improving quality of care and outcomes for people with, or at risk for, cardiovascular disease and stroke.

For more information and to apply online, visit exhibitatsessions.org/qcor

### **Audience Snapshot**

**In-Person Audience (2019)** 



280+

professional attendees, including:

200+

physicians/research scientists

25+

non-health-care professionals

30+

other health-care professionals

20+

nurses/nurse practitioners/nurse scientists

#### **Target Audience**

- Clinicians
- Researchers
- Medical students and trainees
- Nurses
- Pharmacists

- Administrators
- Healthcare and managed care professionals
- Policymakers

Source: 2019 registration data.

View AHA Rules & Regulations at exhibitatsessions.org.

All rates are net. Cancellations are nonrefundable. Dates are subject to change.



July 25-27, 2022 | Chicago, IL Hilton Chicago

Sponsored by the American Heart Association Basic Cardiovascular Sciences Council, the world's leading organization of cardiovascular scientists, BCVS Scientific Sessions attracts leading researchers in fields such as microRNAs, cardiac gene and cell therapy, cardiac development and most recently, tissue engineering and iPS cells.

For more information and to apply online, visit exhibitatsessions.org/bcvs

### **Audience Snapshot**

In-Person Audience (2019)



1,060+

professional attendees, including:\*

physicians/research scientists

70+

non-health-care professionals

other health-care professionals

#### **Target Audience**

- Basic cardiovascular scientists
- Molecular/cellular biologists
- Physiologists
- Translational investigators
- Clinical trialists
- Practicing cardiologists
- Cardiovascular nurses and pharmacists
- Scientists and executives from pharmaceutical and biotechnology firms

Source: 2019 and 2021 registration data.



September 7-10, 2022 | San Diego, CA Hilton San Diego Bayfront

Hypertension 2022 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.

For more information and to apply online, visit exhibitatsessions.org/hypertension

### **Audience Snapshot**

In-Person Audience (2019)



+008

professional attendees, including:

650+

physicians/research scientists

60+

non-health-care professionals

50+

other health-care professionals

20+

nurses/nurse practitioners/nurse scientists

#### **Target Audience**

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

Source: 2019 and 2021 registration data.



#### Held in conjunction with **AHA Scientific Sessions 2022!**

Nov. 4-6, 2022 | Chicago, IL Hyatt Regency

Resuscitation Science 2022 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.

For more information and to apply online, visit exhibitatsessions.org/ress

### **Audience Snapshot**

In-Person Audience (2019)

professional attendees, including:

### **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

465+

physicians/research scientists

nurses/nurse practitioners/nurse scientists

45+

other health-care professionals

35

non-health-care professionals

EMT/Paramedic

Source: 2019 registration data.



# See you in 2022! Save the Dates

### Scientific Sessions 2022

Nov. 5-7, 2022 McCormick Place Convention Center Chicago, IL



#### International Stroke Conference 2022

Feb. 9-11, 2022 Ernest N. Morial Convention Center New Orleans, LA

#### EPI Lifestyle 2022

March 1-4, 2022 Hilton Chicago, Chicago, IL

### Vascular Discovery:

From Genes to Medicine 2022

May 12-14, 2022

Sheraton Grand Seattle, Seattle, WA

#### Quality of Care and Outcomes Research 2022

May 13-14, 2022

Hyatt Reston, Reston, VA

#### Basic Cardiovascular Sciences 2022

July 25-27, 2022

Hilton Chicago, Chicago, IL

#### Hypertension 2022

September 7-10, 2022 Hilton San Diego Bayfront, San Diego, CA

#### ReSS at Sessions 2022

Nov. 4-6, 2022 Hyatt Regency, Chicago, IL