Exhibit Prospectus 2023

In-person exhibiting opportunities

Showcase your innovations to influential stroke and cerebrovascular professionals.

International Stroke Conference 2023

February 8–10, 2023 | Dallas, TX
Kay Bailey Hutchison Convention Center

exhibitatstroke.org
StrokeConference.org
Who Exhibits at ISC?

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Category</th>
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</thead>
<tbody>
<tr>
<td>37%</td>
<td>Medical device and equipment</td>
</tr>
<tr>
<td>24%</td>
<td>Other (recruitment, software, telehealth)</td>
</tr>
<tr>
<td>20%</td>
<td>Continuing medical education and publications</td>
</tr>
<tr>
<td>12%</td>
<td>Pharmaceutical companies</td>
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<tr>
<td>10%</td>
<td>Diagnostics</td>
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<tr>
<td>10%</td>
<td>Imaging</td>
</tr>
<tr>
<td>10%</td>
<td>Health IT</td>
</tr>
</tbody>
</table>

89% of exhibitors report accomplishing their primary goal for exhibiting at ISC22

70% of exhibitors reported sales from exhibiting at ISC22

Health protocols will be updated at [https://exhibitatsessions.org/international-stroke/](https://exhibitatsessions.org/international-stroke/)
Exhibitor satisfaction

More than 90% of ISC22 exhibitors were returning exhibitors

89% of ISC22 exhibitors say they will exhibit again in 2023

Best features of exhibiting at ISC according to our exhibitors!

“Exposure at a national and international level.”

“The number of attendees and quality of attendees for our services.”

“The range of attendees (cross-specialty) and the variety of professionals.”

“It was great to meet new doctors and to be able to promote our brand at the conference.”

Source: ISC22 post-event exhibitor survey

Spread your message further with year-round advertising in AHA/ASA’s Professional Heart Daily and Science News.
Audience Snapshot
2022 Attendance

6,600+ total attendees

- 3,280+ physicians and other stroke professionals
- 1,270+ nurses/nurse practitioners
- 420+ research scientists
- 330+ non-health care professionals

Top specialties in attendance
- Neurology: Stroke
- Neurology: General
- Neurology: Ischemic Stroke
- Neurology: Surgery
- Neurology: Interventional
- Neurology: Critical Care
- Administration
- Emergency Medicine
- Critical Care/Intensive Care
- Cardiology: General Cardiology

Source: ISC22 registration data

Health protocols will be updated at https://exhibitatsessions.org/international-stroke/
Audience Snapshot

Q: What were your favorite features of ISC22?

“Networking and seeing colleagues from around the country, the location, the educational content and the exhibitors.”

87% domestic attendees

91% of participants were either “extremely satisfied” or “satisfied” with ISC22.

79% of physicians,
75% of nurse practitioners and
71% of research scientists are “extremely likely” or “very likely” to recommend attending ISC23 to professional colleagues.

Source: ISC22 registration data and post-event attendee surveys.

Attendees by career stage

21% 8 to 15 years of experience
23% 7 or less years of experience
18% 16 to 24 years of experience
27% 25+ years of experience
10% Student/trainee

Spread your message further with year-round advertising in AHA/ASA’s Professional Heart Daily and Science News.
Science & Technology Hall: A top attendee destination

**AHA/ASA HeadQuarters**

The pulse of the Science & Technology Hall! AHA/ASA HeadQuarters draws attendees in to engage with all the Hall has to offer, while incorporating proper health protocols.

Dedicated hours for visiting booths: 16 hours of exhibit time in Dallas, including time with limited simultaneous educational programming to increase traffic.

- **Learning Studios** inside the Science & Technology Hall present 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).

- **Dedicated exhibit hours** give you direct access to thousands of stroke health care professionals.

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

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

- **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.

- **An extensive marketing campaign** promotes the Science & Technology Hall to attendees before and during the event.
The value of exhibiting

- Complimentary online presence at strokeconference.org.
- Complimentary booth listing in Stroke Daily News and the AHA Mobile Meeting Guide App (provided booth has been secured by publication dates).
- Complimentary marketing toolkit at exhibitatsessions.org/international-stroke/.
- Complimentary Full Professional registrations based on square footage.
- Unlimited Exhibit-Only badges for on-site booth staff and on-site VIP Customer invites.
- Complimentary final International Stroke Conference 2022 registration list.
- Opportunity to rent pre- and post-registration list.
- Advance approval and reduced price for hosting Satellite Events in Dallas and online.
- Discounted exhibitor housing rates for Dallas.

Spread your message further with year-round advertising in AHA/ASA’s Professional Heart Daily and Science News.

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 ISC23.
Exhibit Hours
Wednesday, Feb. 8, 2023
9 a.m.-5 p.m. CST
Thursday, Feb. 9, 2023
9 a.m.-5 p.m. CST

Breaks
Hours during which only limited programming is taking place:
10:15-10:30 a.m. CST
12-1:30 p.m. CST
2:30-3 p.m. CST
4-4:15 p.m. CST

Exhibit space rates
Early Bird rate through July 29, 2022 ..................................... $36 per sq. ft.

Standard rate starts Aug. 1, 2022 ......................................... $38 per sq. ft.

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 amy.miller@heart.org for all new organizations.

Cancellation schedule
Through July 29, 2022
AHA/ASA retains 50% of contracted space fees

Beginning Aug. 1, 2022
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 exhibitastroke.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 exhibitastroke.org.

Housing and exhibitor registration opens November 2022.

Your Exhibits Team
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Lauren Belanger
Associate Manager, Exhibits/Satellite Events
214-706-1353
lauren.belanger@heart.org

American Heart Association/American Stroke Association
7272 Greenville Ave.
Dallas, TX 75231-4596
strokeconference.org

Housing: onPeak
855-922-3353
scs@onpeak.com

Registration: Convention Data Services
800-748-3583
internationalstroke@xpressreg.net

Should it be necessary to cancel the in-person portion of International Stroke Conference 2023, 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 ($3,800) 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 2024 (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 ($3,800) incorporated into the physical booth package.

Dates, hours and rates are subject to change.

Health protocols will be updated at https://exhibitatsessions.org/international-stroke/
Meeting News and Navigation
Starting at $750
• AHA Mobile Meeting Guide App
• Attendee Welcome Guide
• Conference Coverage Website
• ISC Stroke Daily News

On-Site Education and Networking
Starting at $1,200
• Fireside Chats
• Learning Studios
• Roundtables
• Job Board Posting

Email Marketing
Starting at $1,000
• ISC Daily Highlights
• ePreviews and eHighlights
• Exclusive Exhibitor Emails

Convention Center Sponsorships
Starting at $750
• Abstracts on USB
• Ad Banners
• Escalator Runners, Floor Decal Graphics, Window Clings
• Hand Sanitizing Stations
• Park Benches
• Coffee Breaks in the Science & Technology Hall

Booth Drivers
Starting at $1,200
• Job Board
• Charging Lockers
• Conference Bag Inserts
• Individual Hotel Room Drops

Virtual Platform Marketing
Starting at $1,200
• Content and Tower Ad Banners
• Learning Studios
• Posters

Opportunities and rates are subject to change.
Satellite Events

Fee structure and time restrictions for Exhibitors, Universities, Non-profits and Non-exhibitors

- 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 at Satellite Events.
- The AHA reserves the right to change the Satellite Event process, date, times, procedures # of slots and any other aspect of the process.
- All Satellite Event application fees are non-refundable.
- Non-profits that have received or anticipate receiving Industry funding to organize a Symposium, Media Event or Social Event must apply under the Industry rate.
- The AHA reserves the right to collect the additional application fees if a non-profit receives Industry funding after application approval has been granted.
- The AHA does not monitor topics/titles, please check website for the most up to date list of topics/titles.

Complimentary with a virtual or in-person Satellite Symposia for 2023

- 2023 attendee list for a promotional physical mailer
- Listing in the Mobile Meeting Guide
- Listing on the AHA Online Program Planner
- Listed in one ePreview
- Listed in the Daily Highlights email/Daily Newspaper

<table>
<thead>
<tr>
<th>Event type</th>
<th>Fee</th>
<th>Sponsor type</th>
<th>Tuesday Feb. 7</th>
<th>Wednesday Feb. 8</th>
<th>Thursday Feb. 9</th>
<th>Friday Feb. 10</th>
<th>Saturday Feb. 11</th>
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</thead>
<tbody>
<tr>
<td>Committee Meeting</td>
<td>$100</td>
<td>University/Nonprofit</td>
<td>6:30-8 a.m. CST</td>
<td>5:30-7 p.m. CST</td>
<td>6-7:30 a.m. CST</td>
<td>6-7:30 a.m. CST</td>
<td>1-9 p.m. CST</td>
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<tr>
<td></td>
<td>$500</td>
<td>Exhibitor</td>
<td>7-8:30 p.m. CST</td>
<td>7-8:30 p.m. CST</td>
<td>7-8:30 p.m. CST</td>
<td>7-8:30 p.m. CST</td>
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<tr>
<td></td>
<td>$4,300</td>
<td>Non-Exhibitor</td>
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<tr>
<td>Focus Group</td>
<td>$100</td>
<td>University/Nonprofit</td>
<td>6:30-8 a.m. CST</td>
<td>5:30-7 p.m. CST</td>
<td>6-7:30 a.m. CST</td>
<td>6-7:30 a.m. CST</td>
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<td></td>
<td>$4,300</td>
<td>Non-Exhibitor</td>
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<tr>
<td>Hospitality Room or Staff Meeting</td>
<td>$100 (up to 50 people)</td>
<td>University/Nonprofit</td>
<td>No restrictions</td>
<td>No restrictions</td>
<td>No restrictions</td>
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<td>No restrictions</td>
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<tr>
<td></td>
<td>$500 (up to 50 people)</td>
<td>Exhibitor</td>
<td>7-8:30 p.m. CST</td>
<td>7-8:30 p.m. CST</td>
<td>7-8:30 p.m. CST</td>
<td>7-8:30 p.m. CST</td>
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<tr>
<td></td>
<td>$1,000 (100-300 people)</td>
<td>University/Nonprofit</td>
<td>No restrictions</td>
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<tr>
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<td>$4,800</td>
<td>Non-Exhibitor</td>
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<tr>
<td>Investigator Meeting</td>
<td>$100</td>
<td>University/Nonprofit</td>
<td>6:30-8 a.m. CST</td>
<td>5:30-7 p.m. CST</td>
<td>6-7:30 a.m. CST</td>
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<tr>
<td></td>
<td>$1000</td>
<td>Exhibitor</td>
<td>7-8:30 p.m. CST</td>
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<td></td>
<td>$4,800</td>
<td>Non-Exhibitor</td>
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<tr>
<td>Media Event</td>
<td>$100</td>
<td>University/Nonprofit</td>
<td>6:30-8 a.m. CST</td>
<td>7-8:30 p.m. CST</td>
<td>6-7:30 a.m. CST</td>
<td>6-7:30 a.m. CST</td>
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<td>$3,000</td>
<td>Exhibitor</td>
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<td>7-8:30 p.m. CST</td>
<td>1-9 p.m. CST</td>
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<tr>
<td></td>
<td>$4,800</td>
<td>Non-Exhibitor</td>
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<tr>
<td>Symposia or Social Event</td>
<td>$2,500</td>
<td>University/Nonprofit (Non-Industry Supported)</td>
<td>6:30-8 a.m. CST</td>
<td>5:30-7 p.m. CST</td>
<td>6-7:30 a.m. CST</td>
<td>6-7:30 a.m. CST</td>
<td>6-7:30 a.m. CST</td>
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<tr>
<td></td>
<td>$30,000</td>
<td>Exhibitor or University/Nonprofit (Industry Supported)</td>
<td>7-8:30 p.m. CST</td>
<td>Limited to three slots for each a.m./p.m.</td>
<td>Limited to three slots for each a.m./p.m.</td>
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<td>Limited to three slots for each a.m./p.m.</td>
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<tr>
<td></td>
<td>$40,000</td>
<td>Non-Exhibitor</td>
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</tbody>
</table>

The words “Paid Advertisement” must be included in a clearly legible font size, in Helvetica (or similar type font), at the top of any advertisement/sponsorship asset (such as signage, doctors bags, fliers, etc.) promoting any event or program offering CME.

Health protocols will be updated at https://exhibitatsessions.org/international-stroke/
## Virtual Satellite Event options

Virtual symposia must be closed captioned.

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Fee</th>
<th>Tuesday Feb. 7</th>
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</tr>
</thead>
</table>
| Extended time symposia live (linking off) or pre-recorded with the option of live Q&A, Q&A and/or polling | Exhibitor, University or Nonprofit $30,000 | 6:30-8 a.m. CST  
5:30-7 p.m. CST  
7-8:30 p.m. CST  
Limit two per time slot  | 6-7:30 a.m. CST  
7-8:30 p.m. CST  
Limit two per time slot  | 6-7:30 a.m. CST  
7-8:30 p.m. CST  
Limit two per time slot  | 6-7:30 a.m. CST  
1-8:30 p.m. CST  
Limit two per time slot  |
| Extended time symposia live (linking off) or pre-recorded with the option of live Q&A, Q&A and/or polling | Non-Exhibitor $40,000 | 6:30-8 a.m. CST  
5:30-7 p.m. CST  
7-8:30 p.m. CST  
Limit two per time slot  | 6-7:30 a.m. CST  
7-8:30 p.m. CST  
Limit two per time slot  | 6-7:30 a.m. CST  
7-8:30 p.m. CST  
Limit two per time slot  | 6-7:30 a.m. CST  
7-8:30 p.m. CST  
Limit two per time slot  |

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 Sept. 14, 2022.

The words “Paid Advertisement” must be included in a clearly legible font size, in Helvetica (or similar type font), at the top of any advertisement/sponsorship asset (such as signage, doctors bags, fliers, etc.) promoting any event or program offering CME.

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.

### APPLY HERE

Spread your message further with year-round advertising in AHA/ASA’s Professional Heart Daily and Science News.