

Exhibit Prospectus 2022

On-site and virtual exhibiting opportunities



Reconnect with the Scientific Sessions audience in-person, while also reaching a simultaneous virtual audience!



Scientific Sessions

Nov. 4, 2022 | Pre-Sessions Symposia & Early Career Day
Nov. 5-7, 2022 | Chicago, IL + Virtual
McCormick Place Convention Center
#AHA22

Exhibit at Scientific Sessions 2022

Let our exhibitors tell you why...

"That center section drew a number of attendees into the hall and kept them there almost to the very end!"

"Our Learning Studio was standing room only again this year."

"We plan to keep Sessions in our schedule every year. The attendees we see here are high-level decision makers."

"AHA has delivered again and we will be back for Scientific Sessions next year. Great conference."

The majority of Scientific Sessions exhibitors say they are satisfied with their ability to:



Educate attendees on their products and services



Build brand awareness

96%

of 2019 in-person exhibitors were repeat exhibitors.



Health and safety protocols will be updated at exhibitatsessions.org.



American Heart Association

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Audience snapshot

In-person audience (2019, Philadelphia)

15,000+
total attendees

10,100+

physicians and
other cardiology
professionals

12,500+
professional
attendees

1,700+

research
scientists

700+

non-health care
professionals

Attendees by Registration Category

(In-Person 2019)

Physician	50%
Research scientist	21%
Non-health care professional	8%
Other health care professional	7%
Nurse	3%
Administrator	3%
Pharmacist	3%
Nurse scientist; nurse practitioner, technician/ technologist; physician assistant; EMTs/various therapists/dieticians	5%

Virtual Audience (2021)

11,500+
total attendees



10,500+ professional
attendees

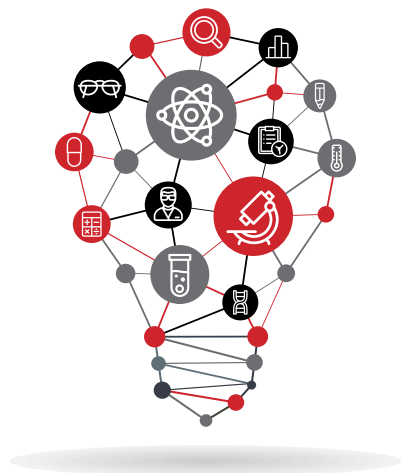
68% domestic
attendees

Attendees by Registration Category

(Virtual 2021)

Physician	61%
Scientist/research scientist/basic scientist	15%
Other health care professional	5.6%
Non-health care professional	2.8%
Administrator	2.4%
Pharmacist	2.2%
Nurse	2.2%
Certified professional in health care	1.8%

Audience snapshot



Top specialties in attendance

- Administration
- Cardiology: Clinical EP
- Cardiology: General
- Cardiology: Heart Failure
- Cardiology: Interventional
- Cardiology: Pediatric
- Cardiology: Prevention
- Cardiovascular Imaging
- Critical Care/Intensive Care
- Emergency Medicine
- Internal Medicine
- Pharmacy

55% of attendees
have purchase influence
or final authority

25% of attendees
are first-time visitors

80% are likely to attend
Scientific Sessions next year

Nearly
90% are likely
to recommend attendance
to a colleague



*Source: 2019 attendee survey.



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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.

72%

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!
- **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.
- **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.
- **VIP passes** are available for your customers to see the Science & Technology Hall.

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:

- Roundtables
- Health Innovation Pavilion
- Networking Lounges
- Simulation Demonstrations
- Learning Studios
- AHA HeartQuarters

82%

of attendees rate the Heart Hub
"good" or "excellent"*

*Source: 2019 attendee survey.

The value of exhibiting

- Complimentary online presence at scientificsessions.org.
- Complimentary booth listing in Your Event Guide, Daily News and the AHA Mobile Meeting Guide App (provided booth has been secured by publication dates).
- Complimentary marketing toolkit at exhibitatsessions.org.
- 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 Scientific Sessions 2021 registration list.
- Opportunity to rent pre- and post-registration list.
- Advance approval and reduced price for hosting Satellite Events in Chicago and online.
- Discounted exhibitor housing rates for Chicago.

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 Scientific Sessions.



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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
- Your Event Guide/On-site Meeting Guide
- Symposia Schedule and Locator Guide

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
- Roundtables
- Scientific Sessions Job Board Posting

Convention Center Sponsorships

Starting at \$5,500

- Abstracts on USB
- Ad Banners
- Column Wraps, Escalator Graphics and Window Clings
- Hand Sanitizing Stations
- Park Benches
- WiFi Sponsorship
- Coffee Breaks in the Science & Technology Hall

Virtual Platform Marketing

Starting at \$1,200

- Content and Tower Ad Banners
- Learning Studios
- Scientific Session Posters

Personal Deliveries

Starting at \$15,230

- Doctors Bag
- Individual Hotel Room Drops

Opportunities and rates are subject to change.

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

Breaks

Saturday, Nov. 5, 2022
9-9:30 a.m. CST
10:30-11 a.m. CST
12-3 p.m. CST
4-4:30 p.m. CST

Sunday, Nov. 6, 2022
9-9:30 a.m. CST
10:30 a.m.-1:30 p.m. CST
3-3:30 p.m. CST
4:30-5 p.m. CST

Monday, Nov. 7, 2022
9-9:30 a.m. CST
10:30-11 a.m. CST
12-3 p.m. CST

Early Bird rate through

April 8, 2022..... \$34 per sq. ft.

Advance rate starts

April 9, 2022..... \$36 per sq. ft.

Standard rate starts

May 7, 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 8, 2022

AHA retains 50% of contracted space fees

Beginning April 9, 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

Amy Miller
Exhibits Manager/Satellite Events
214-706-1922
amy.miller@heart.org

Julie Welsh
Senior Manager, Exhibits
214-706-1943
julie.welsh@heart.org

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.*

Satellite Event options Open June 1, 2022

- 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.
- The AHA reserves the right to change the process, date, times, procedures, number of events and any other aspect of the process.
- All application fees are nonrefundable.
- 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 reserves the right to collect the additional application fees if a nonprofit receives Industry funding after application approval has been granted.
- The AHA does not monitor topics or titles. Please check <https://professional.heart.org/en/meetings/scientific-sessions> for the most up-to-date list of topics/titles.

Complimentary with a Satellite Symposia or in-person event for 2022:

2022 attendee list for a promotional physical mailer

- Listing in the AHA Mobile Meeting Guide App
- Listing on the AHA Online Program Planner
- Listed in the Your Event Guide/On-site Meeting Guide and one ePreview
- Listed in the Daily Newspaper
- A link to Satellite Events in the Daily Highlights eblasts deployed during Scientific Sessions

APPLY HERE



Event type	Fee	Sponsor type	Thursday, Nov. 3	Friday, Nov. 4	Saturday, Nov. 5	Sunday, Nov. 6	Monday, Nov. 7	Tuesday, Nov. 8
Committee Meeting	\$500	University/ Nonprofit	No restrictions	No restrictions	6–7:30 a.m. CST or 6–9 p.m. CST	6–7:30 a.m. CST or 6:30–9 p.m. CST	6–7:30 a.m. CST or 6–8 p.m. CST	No restrictions
	\$1,000	Exhibitor						
	\$4,800	Non-Exhibitor						
Focus Group	\$500	University/ Nonprofit	No restrictions	No restrictions	6–7:30 a.m. CST or 6–9 p.m. CST	6–7:30 a.m. CST or 6:30–9 p.m. CST	6–7:30 a.m. CST or 6–8 p.m. CST	No restrictions
	\$1,000	Exhibitor						
	\$4,800	Non-Exhibitor						
Hospitality Room or Staff Meeting	\$500	University/ Nonprofit	No restrictions	No restrictions	No time restrictions	No time restrictions	No time restrictions	No restrictions
	\$1,000	Exhibitor						
	\$4,800	Non-Exhibitor						
Investigator Meeting	\$1,500	University/Non-Profit	No restrictions	No restrictions	6–7:30 a.m. CST or 6–9 p.m. CST	6–7:30 a.m. CST or 6:30–9 p.m. CST	6–7:30 a.m. CST or 5–8 p.m. CST	No restrictions
	\$5,000	Exhibitor						
	\$8,800	Non-Exhibitor						
Media Event	\$1,500	University/ Nonprofit	No restrictions	No restrictions	6–7:30 a.m. CST or 6–9 p.m. CST	6–7:30 a.m. CST or 6:30–9 p.m. CST	6–7:30 a.m. CST or 5–8 p.m. CST	No restrictions
	\$15,000	Exhibitor						
	\$18,800	Non-Exhibitor						
Symposia or Social Event	\$5,000	University/ Nonprofit without industry support	5:30–8 p.m. CST or 7–8:30 p.m. CST	5:30–8 p.m. CST or 7–8:30 p.m. CST	6–7:30 a.m. CST or 6–7:30 p.m. CST or 7:30–9 p.m. CST	6–7:30 a.m. CST or 6:30–9 p.m. CST	6–7:30 a.m. CST or 5–6:30 p.m. CST or 6:30–8 p.m. CST	No restrictions
	\$45,000 a.m. event	Exhibitor or University/ Nonprofit with industry support						
	\$55,000 p.m. event		Limit three per time slot	Limit three per time slot	Limit three per time slot	Limit three per time slot	Limit three per time slot	
	\$65,000 a.m./p.m. event	Non-Exhibitor						

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.

Virtual Satellite Event options Open June 1, 2022

Virtual symposia must be closed captioned.

Event type	Fee	Sponsor type	Saturday Nov. 5	Sunday Nov. 6	Monday, Nov. 7
<ul style="list-style-type: none"> • Live Component Symposia • 30-minute breaks in between sessions • Pre-recorded Symposia • 15-minute breaks in between sessions 	Exhibitors, Universities and Nonprofits \$55,000	<ul style="list-style-type: none"> • Live component • Live presentation or pre-recorded with live Q&A, chat or polling • Pre-recorded 	6-7:30 a.m. CST or 6-9 p.m. CST Limit two per time slot	6-7:30 a.m. CST or 6:30-9 p.m. CST Limit two per time slot	6-7:30 a.m. CST or 5-8:30 p.m. CST Limit two per time slot
<ul style="list-style-type: none"> • Live Component Symposia • 30-minute breaks in between sessions • Pre-recorded Symposia • 15-minute breaks in between sessions 	Non-Exhibitor \$75,000	<ul style="list-style-type: none"> • Live component • Live presentation or pre-recorded with live Q&A, chat or polling • Pre-recorded 	6-7:30 a.m. CST or 6-8:30 p.m. CST Limit two per time slot	6-7:30 a.m. CST or 6:30-9 p.m. CST Limit two per time slot	6-7:30 a.m. CST or 6-8:30 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 June 1, 2022.

APPLY HERE



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