



Scientific Sessions



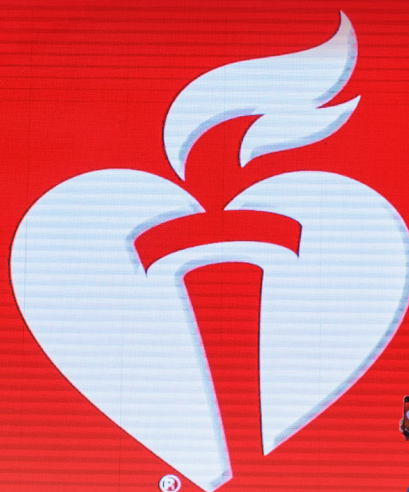
American
Heart
Association.

Nov. 10, 2023 | Pre-Sessions Symposia & Early Career Day

Nov. 11-13, 2023 | Scientific Sessions

Philadelphia, PA | Philadelphia Convention Center

#AHA23



2023 Exhibit Prospectus

Get face time with
influential cardiologists





2022 Exhibitor Satisfaction Scores 64%

of exhibitors are "extremely" or "very" satisfied with their exhibiting experience at Sessions.

72%

of exhibitors are satisfied with their ability to reach their target audience

228

Average leads per exhibitor with a lead retrieval device

What our exhibitors say...

"Scientific Sessions is exceptional, with a high caliber of attendees unmatched at any of the other meetings where we exhibit."

"The Heart Hub is a fantastic center of activity."

"The exhibit hall was busy. We identified more leads than expected and had a great meeting."



73%

of 2022 exhibitors with a goal, said they reached their goal.

88%

of exhibitors have either already renewed their exhibit space for 2023 or are "extremely" or "very" likely to do so.



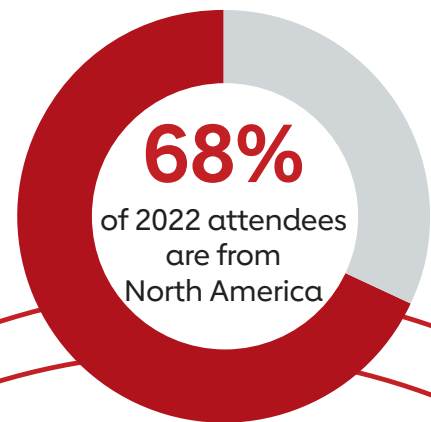
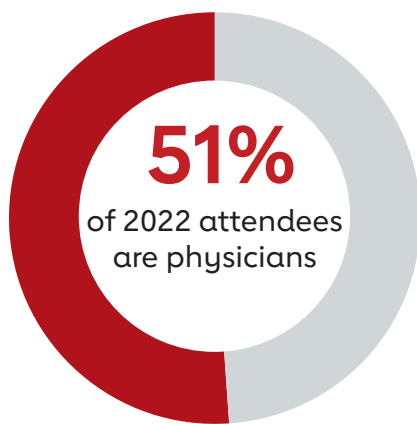
Audience snapshot

2022 Chicago attendance:

12,000+
total attendees

Top 3 Attendees by Registration Category

Physician	51%
Scientists (all types)	22%
Other health care professionals	27%



Top specialties in attendance (in order)

Cardiology: General
Internal Medicine
Cardiology: Heart Failure
Cardiology: Pediatric
Cardiology: Electrophysiology
Administration
Cardiology: Interventional
Cardiology: Prevention
Biological Sciences
Cardiology: CV Imaging
Emergency Medicine
Epidemiology

Attendees by career stage

27%

25+ years since degree

14%

16 to 24 years
since degree

18%

8-15 years since degree

15%

7 or less years
since degree

27%

Student/trainee



Audience snapshot



68% of attendees
visit the exhibit hall.

Attendee satisfaction scores
from Scientific Sessions 2022

75% of attendees are "extremely"
or "very" likely to recommend
Scientific Sessions to a colleague.

70% of attendees are
"extremely" or "very"
likely to attend again next year.

69% of attendees are
"extremely" or "very"
satisfied with their Sessions experience.

Why Sessions attendees visit the exhibit hall:



2022 attendees, on average,
spent more than 3.5 hours
in the exhibit hall



69% to learn more about
new products/services



56% to see the **latest techniques**



36% to network with **colleagues**



35% to network with **exhibitors**



35% to get the **latest education**

Science & Technology Hall

The American Heart Association's Scientific Sessions boasts an unparalleled exhibit hall experience in the Science & Technology Hall. A multifaceted strategy draws attendees in and keeps them engaged.

20+ hours of exhibit time is built in, including 11.5 hours with limited simultaneous educational programming to increase traffic.

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 are integrated into the Science & Technology Hall, bringing traffic to the exhibit floor.

The Heart Hub

Unique to American Heart Association conferences, the Heart Hub is the pulse of the Science & Technology Hall. Attendees thrive on the official and industry-supported programming featured here.

Programming includes:

- Braindates
- Health Innovation Pavilion
- AHA HeartQuarters
- Learning Studios
- Networking Lounges
- Roundtables



Complimentary coffee breaks are included in the Hall.

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

How we help you succeed

Exhibitors receive complimentary:

- Booth listing in the On-Site Meeting Guide, Daily News and the AHA Mobile Meeting Guide App (provided booth has been secured by publication dates).
- Online presence at **scientificsessions.org**.
- Marketing toolkit at **exhibitatsessions.org**.
- Final Scientific Sessions 2022 registration list.
- Full professional registrations based on square footage.
- Unlimited exhibit-only badges for on-site booth staff and on-site VIP customer invites.
- Opportunity to rent pre- and post-registration list.
- Advance approval and reduced price for hosting Satellite Events in Philadelphia.
- Discounted exhibitor housing rates for Philadelphia.

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**.
- The American Heart Association must approve all mailers prior to the release of the mailing list.
- Exhibitors are strongly encouraged not to print such pieces prior to American Heart Association approval.
- Mailing lists are available for one-time use before or after Scientific Sessions.



Capitalize on your booth investment

Your booth reservation isn't complete until you tell attendees where to find you! Reach attendees with proven marketing assets that result in:

- Brand awareness
- Lead generation
- Boosted engagement
- Increased booth traffic and program attendance



Meeting News and Navigation

\$580-\$250,000

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

Email Marketing

\$9,310-\$55,000

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

On-Site Education and Networking

\$10,000-\$70,000

- Health Innovation Pavilion
- Learning Studios
- Roundtables

Convention Center Sponsorships

\$1,500-\$100,000

- Abstracts on USB
- Ad Banners
- Coffee Breaks in the Science & Technology Hall
- Column Wraps, Escalator Graphics, Window and Door Clings, and more!
- Park Benches
- Wi-Fi Sponsorship

Hotel Room Marketing

\$15,690-\$45,000

- Hotel Key Cards
- Individual Hotel Room Drops
- Doctors Bag

Hotel Sponsorships

\$6,500-\$40,000

- Column Wraps
- Elevator and Escalator Clings
- Skybridge Signage and more

Exhibiting dates & rates*

Exhibit hours

Saturday, Nov. 11, 2023
9 a.m.-4:30 p.m. ET

Sunday, Nov. 12, 2023
9 a.m.-5 p.m. ET

Monday, Nov. 13, 2023
9 a.m.-3 p.m. ET

Breaks

Saturday, Nov. 11, 2023
9-9:30 a.m. ET
10:30-11 a.m. ET
12-3 p.m. ET
4-4:30 p.m. ET

Sunday, Nov. 12, 2023
9-9:30 a.m. ET
10:30 a.m.-1:30 p.m. ET
3-3:30 p.m. ET
4:30-5 p.m. ET

Monday, Nov. 13, 2023
9-9:30 a.m. ET
10:30-11 a.m. ET
12-3 p.m. ET

*Exhibit dates, hours and rates are subject to change.

Early Bird rate through

April 3, 2023.....\$36 per sq. ft.

Standard rate starts

April 4, 2023\$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 julie.welsh@heart.org for all new organizations.

Cancellation schedule

Through March 31, 2023

American Heart Association retains 50% of contracted space fees

Beginning April 3, 2023

American Heart Association retains 100% of contracted space fees

The American Heart Association requires a 50% deposit before exhibit space will be confirmed. Cancellation or space reduction will result in a 50% penalty. Cancellation details, exhibitor eligibility, space assignment process and priority point schedule are all part of the American Heart Association Scientific Conferences Rules & Regulations. The cancellation policy includes reduction of booth size. For more information and to apply for space, visit exhibitatsessions.org.

Registration opens summer 2023.

Your sponsorship and advertising dollars count toward your exhibiting priority points.

Ask your account manager for details.

Your exhibits team

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