



American Heart Association
Scientific Sessions

Exhibiting + Marketing Opportunities

November 10, 2023 | Pre-Sessions Symposia & Early Career Day
November 11-13, 2023 | Philadelphia, PA + Virtual
Philadelphia Convention Center

AHA Advertising and Sponsorship Opportunities.

We are confident Scientific Sessions 2023 will be a resounding success, and we are thrilled to have your organization be part of it. We would be delighted to discuss the various advertising options and tailor a package that best aligns with your marketing objective.

We have outlined a few opportunities below and a more complete list of assets can be found here:

<https://ratecards.ascendeventmedia.com/aha23/>

On-Site Meeting Guide

Printed Guided used by attendees to navigate the conference center and their schedules during Scientific Sessions.

PDF link it sent via email to reach the full AHA membership!

Content: Main Event schedules, Philadelphia floor plans, Exhibitor listings, Industry supported program schedules... and much more.

Distribution: Distribution ambassadors hand out the guides at the entrances to the Science & Technology Hall for several hours each day.

Advertising Opportunities include but not limited to:

- Full Pg, 4C \$10,010
- Full Pg, BW (PI) \$4,490
- Half Pg, 4C \$7,830
- Highlighted Listing with Logo \$580

- Sponsor the Onsite Meeting Guide eBlast .Includes Banner ad. \$5,000

Deadlines

Space reservation deadline: Sept. 1

Materials due: Sept. 8

Daily Newspaper

Showcase your brand with attendees every day of the meeting!

Live coverage of Scientific Sessions is printed overnight and delivered to the convention center and key hotels each morning. A PDF of the Daily Newspaper is housed on the Conference Coverage Website. A link to the PDF is included in each morning's Daily Highlights Email.

Reach: Attendees plus 550,000+ AHA members and cardiovascular disease professionals via a link in each day's Daily Highlights Email.*

Content:

- Late-breaking science from Scientific Sessions 2023.
- Need-to-know news and event coverage, including key events, recommendations from the program chair and CME credit information.
- Articles from each day's daily are also posted on the Conference Coverage Website.

Distribution:

- Delivered to hotel rooms in Philadelphia and via distribution ambassadors at the convention center on Nov. 11, 12 and 13.
- A PDF of the Daily Newspaper is housed on the Conference Coverage Website.
- A link to the PDF is included in each morning's Daily Highlights Email.

Deadlines:

Space reservation deadline: Sept. 29

Materials due: Oct. 6

Attendee Welcome Guide -Exclusive . \$25,000. 100% SOV

Attendee welcome publication puts your brand front and center with attendees!

Distribution:

- On-site at headquarter hotel front desks.
- Emailed as a link to attendees in one ePreview.
- Also available on the front page of the Conference Coverage Website.

Content: Information and key details attendees need to get their experience at Sessions off to a great start.

Advertiser receives:

- Back Cover ad placement and Front cover banner logo recognition of the printed guide
- Branded recognition on the home page of AHA's Conference Coverage Website.

Deadlines:

Space close: Sept. 22

Materials due: Sept. 29

Rate: \$25,000

ePreviews

Reach pre-registered attendees + AHA membership prior to Sessions as they are preparing schedules.

Broad exposure for your message as members make their plans for attending Scientific Sessions.

Reach: 550,000+ AHA members and cardiovascular disease professionals in the weeks leading up to the event.

Content: Key planning information, industry programming and not-to-miss activities.

Ad links to URL address you provide.

Ad rates: (per ePreview)

Leaderboard: \$11,290 .

Premium Banner: \$9,310

Traffic Driving Content Ads. \$10,000

Deadlines vary depending on the ePreview beginning with Aug. 18 space close for ePreview #1.

Late Breaking Science included in ePreviews #3

Promote your industry program with ePreview #4 to make sure you have great attendance!

Exclusive Exhibitor eMail Exclusive. 100% SOV. Average open rate in 2022 63%-

- Your content! Your message is emailed exclusively to all registered attendees – in-person and virtual. A very limited opportunity.
- Your email is sent by AHA as the association does not sell their members or attendees email addresses.
- ****Advertiser provides email content to be distributed, subject to AHA approval.**
- Delivery Dates available prior to Sessions, during Sessions and post-Sessions.

Rate: \$25,750 per

LIMITED availability.

Morning Agenda Email. 100% SOV

Your brand delivers the daily agenda to attendees – exclusively!

Daily visibility for your message in this quick-read email sent each morning of the event.

Reach: Attendees, plus 550,000+ AHA members and cardiovascular disease professionals.

Content: Key sessions and activities happening each day.

Sponsor will receive a Leaderboard and Premium Banner on the email.

Available: Nov. 12 and 13, 2023.

Deadlines

Space reservation deadline: Oct. 6

Materials due: Oct. 13

Rate

\$18,500 per day

Exclusive Daily Opportunity

Doctors Bag Insert

Increase your booth traffic and program participation with a delivered invitation!

Delivered directly to thousands of hotel rooms each evening, with bonus handout at entrances of the convention center during the morning hours of Scientific Sessions. Inserts are also available to attendees online (see below).

Reach:*

- 4,000 hotel room and convention center deliveries to attendees.

Distribution: Doctors Bag will be delivered to attendee hotel rooms the evenings of Nov. 10 and 11, 2023, with bonus handout at the convention center the following morning. In addition, a link in each Daily Highlights drives attendees, AHA members and other professionals to the Industry Highlights channel of the Conference Coverage Website, where the inserts are placed for online viewing (see below).

An Industry Highlights channel will be published on the Conference Coverage Website, which will include a [schedule of Industry Programs](#). All Doctors Bag supporters will have an “article” related to their insert within this channel labeled “paid advertising content.” In addition, a link to the Industry Highlights channel will be included in each day’s Daily Highlights.

Deadlines:

Space reservation due: Oct. 6

Printed inserts due: Oct. 13

Rate: \$15,690 per insert, per day

[Exhibit details and prospectus](#)

[Advertising and Sponsorship Opportunities](#)

[AHA Marketing Promotional Toolkit 2023](#)

[Click here](#) for the AHA Conference Coverage Website

Cathleen Gorby

Senior Account Manager | AHA Scientific Sessions Advertising, Sponsorship and Exhibit Sales

Ascend Media LLC

t: 913-344-1305 | e: cgorby@ascendmedia.com