



American
Stroke
Association.
A division of the
American Heart Association.

Exhibit Prospectus



International Stroke Conference 2024

February 7-9, 2024 | Phoenix, AZ
Phoenix Convention Center

#ISC24
strokeconference.org

exhibitatstroke.org



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Who exhibits at ISC?



*Source: ISC22 post-event exhibitor survey.



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Exhibitor satisfaction

More than
90%

of exhibitors return
the following year*



89%
of exhibitors
say they will
exhibit again*



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



89%
of exhibitors reach
their primary
exhibiting goal*

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."

*Source: ISC22 post-event exhibitor survey



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Audience Snapshot

2023 Attendance

5,600+
total attendees

4,600+
professional
attendees



3,400+
physicians and other
stroke professionals

1,060+
nurses/
nurse practitioners

100+
research scientists

88%
domestic

Top specialties in attendance

- Neurology: Stroke
- Neurology: General
- Neurology: Ischemic Stroke
- Administration
- Emergency Medicine
- Critical Care/Intensive Care
- Neurology: Surgery
- Neurology: Critical Care
- Neurology: Endovascular
- Internal Medicine



Source: ISC23 registration data

exhibitatstroke.org



International Stroke Conference 2024

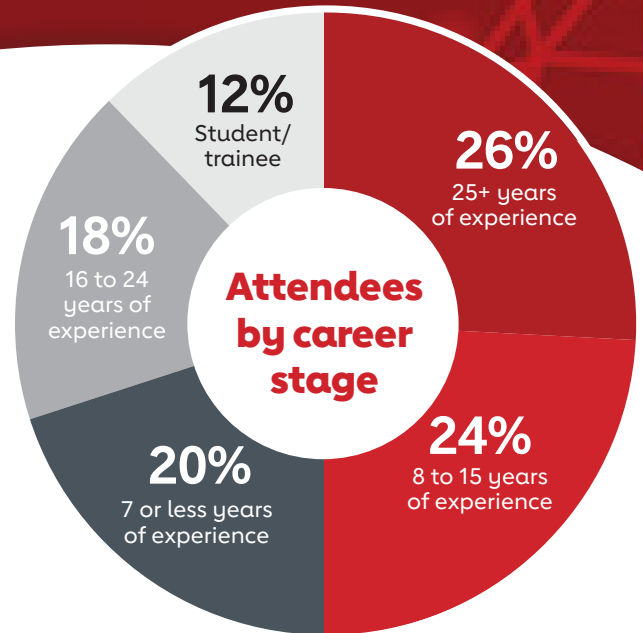
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Audience Snapshot

2023 Attendance

76%
attendee
satisfaction
rating



Of the **83%** of attendees that visited exhibitors, the top three reasons were to:



"I enjoyed seeing the new research and what current best practice is."

– ISC23 Attendee

81% were likely to recommend ISC to professional colleagues



74% were likely to attend the meeting again in 2024

67% were satisfied with the exhibit hall

58% have some influence or the final authority to purchase products and services

Source: ISC23 attendee survey data



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Science & Technology Hall: What the buzz is all about

Innovation Zone includes interactive displays with technologically advanced, immersive training for attendees.

An extensive marketing campaign promotes the Science & Technology Hall to attendees before and during the event.

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

Dedicated exhibit hours give you direct access to more than 4,600 stroke health care professionals.



HeadQuarters

The pulse of the Science & Technology Hall!
HeadQuarters draws attendees in to engage with all the Hall has to offer.

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 educational programming takes place within the Hall and in HeadQuarters.

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 for attendees by the American Heart Association/ American Stroke Association (AHA/ASA).



16 dedicated hours to visit exhibitors in the Science & Technology Hall, including time with limited simultaneous educational programming to increase traffic.

exhibitatstroke.org



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How we help you succeed

Exhibitors receive complimentary:

- Booth listing in the Daily News and the AHA Mobile Meeting Guide App (provided booth has been secured by publication dates).
- Online presence at isc.hub.heart.org.
- Marketing toolkit at exhibitatsessions.org.
- Final ISC23 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 Phoenix.
- Discounted exhibitor housing rates for Phoenix.

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/American Stroke 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/American Stroke Association approval.
- Mailing lists are available for one-time use before or after the International Stroke Conference.





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ISC24 exhibiting dates & rates

Exhibit Hours*

Wednesday, Feb. 7, 2024
9 a.m.-5 p.m.

Thursday, Feb. 8, 2024
9 a.m.-5 p.m.

Breaks*

Hours during which only
limited programming is
taking place:

10:15-10:30 a.m.

12-1:30 p.m.

2:30-3 p.m.

4-4:15 p.m.

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

Exhibit space rates

Standard rate..... \$42 per sq. ft.

There is no additional charge for islands or corners.

Rate includes one entry-level booth on the virtual platform.

Public service rate \$24 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 27, 2023

American Heart Association/American Stroke Association
retains 50% of contracted space fees

Beginning July 28, 2023

American Heart Association/American Stroke Association
retains 100% of contracted space fees

*American Heart Association/American Stroke Association 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 American Heart Association/American Stroke Association
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 American Heart Association/American
Stroke Association Scientific Conferences Rules & Regulations. For more
information and to apply for space, visit exhibitatstroke.org.*

Housing and exhibitor registration will open in December 2023.

**The Satellite Event application process for the
International Stroke Conference 2024 in Phoenix, AZ,
will open in the fall of 2023.**

Contact your exhibits team

Cathleen Gorby (Lead)

Exhibit Sales and Advertising
Company Names E-L
913-344-1305
cgorby@ascendmedia.com

Bridget Blaney

Advertising & Exhibitor Sales
Company Names A-D
773-259-2825
bblaney@ascendmedia.com

Maureen Mauer

Advertising & Exhibitor Sales
Company Names M-Z
913-344-1321
mmauer@ascendmedia.com

Amy Miller

Exhibit Manager
214-706-1992
amy.miller@heart.org

Lauren Belanger

Associate Manager,
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](mailto:internationalstroke@xpressreg.net)



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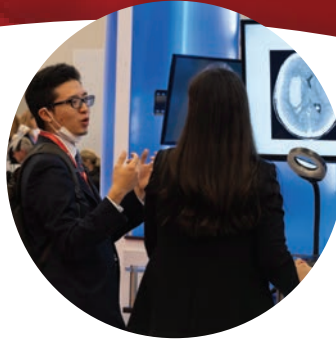


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ISC Innovation Zone

Showcase your new products and services

The **ISC Innovation Zone** helps your company demonstrate new products and services in a forum where attendees can see the latest innovations of the medical industry. Overhead signage directs attendees to this special area in the Science & Technology Hall.



Location

Science & Technology Hall
Phoenix Convention Center

**Register
Now!**



Benefits

10'x10' exhibit booth includes:

- 1 table
- 2 chairs
- Carpet
- Electrical
- General Wi-Fi connection
- Booth identification sign

**Two Science & Technology Hall
exhibitor passes**

One lead retrieval unit

AHA Mobile Meeting Guide App listing

Sponsor recognition in:

- Daily Newspaper
- ISC Conference Coverage Website

**Rate
\$5,000**

Dates and Hours

Set-Up

Tuesday, Feb. 6 | 8 a.m.- 5 p.m. MST

Science & Technology Hall Hours

Wednesday, Feb. 7 | 9 a.m.-5 p.m. MST

Thursday, Feb. 8 | 9 a.m.-5 p.m. MST

Move-Out

Thursday, Feb. 8 | 5-10 p.m. MST

Friday, Feb. 9 | 8 a.m.-5 p.m. MST

*Dates and hours are subject to change.
All times are in Mountain Standard Time (MST).*

Deadline

Space reservation

Dec. 13, 2023



American Heart Association.
Center for Health
Technology & Innovation

The Innovators' Network is a consortium that connects entrepreneurs, providers, researchers and payers to accelerate novel solutions across the health continuum. Joining the Center for Health Technology and Innovation Innovators' Network provides your company with many benefits to help strengthen your company's position in a highly competitive marketplace. Learn more at ahahealthtech.org.



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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

View all ISC24 marketing opportunities



Spread your message further with year-round advertising in Professional Heart Daily and Science News.



Meeting News and Navigation

From \$305-\$250,000

- AHA Mobile Meeting Guide App
- ASAtv
- Attendee Welcome Guide
- Conference Coverage Website
- ISC Stroke Daily News and more!

On-Site Education and Networking

From \$10,000-\$25,000

- Learning Studios
- ISC24 Posters

Email Marketing

From \$3,505-\$13,000

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

Nursing Symposium Marketing

From \$3,505-\$8,000

- ISC Nursing Symposium Coffee & Tea Break
- Nursing Symposium ePreview

Convention Center Sponsorships

From \$750-\$250,000

- Abstracts on USB
- Charging Lounge
- Lanyards
- Puppy Snuggles
- Coffee Breaks in the Science & Technology Hall
- Escalator Graphics, Stacked Meter Cubes, Backlite Kiosks and more!

Booth Drivers

From \$3,500-\$30,000

- Mobile App
- Conference Bag Inserts
- Individual Hotel Room Drops

Hotel Marketing and Advertising

From \$5,000-\$33,250

- Hotel Key Cards
- Individual Hotel Room Drops
- Lobby Columns
- Lobby Elevators
- Lobby Video Wall
- Lobby Gobo and more!





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Satellite Events

APPLY HERE



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 Symposia, Media Event or Social Event must apply under the Industry rate.
- 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.
- A 3% convenience charge will be added to credit card payments.
- Rooms can only be held for 4 hours before assigned time.

Complimentary with a Satellite Symposia for 2024

- 2023 attendee list for a promotional physical mailer
- Listing in the Mobile Meeting Guide
- Listing on the AHA Online Program Planner
- Listed in the Stroke OnDemand following the meeting
- Listed one ePreview
- Listed in the Morning Agenda email/Daily Newspaper

Event type	Fee	Sponsor type	Tuesday Feb. 6	Wednesday Feb. 7	Thursday Feb. 8	Friday Feb. 9	Saturday Feb. 10
Committee Meeting	\$175	University/Nonprofit					
	\$575	Exhibitor	6-7:30 a.m. MST 6-7:30 p.m. MST 7:30-9 p.m. MST	6-7:30 a.m. MST 6-7:30 p.m. MST 7:30-9 p.m. MST	6-7:30 a.m. MST 6-7:30 p.m. MST 7:30-9 p.m. MST	6-7:30 a.m. MST 1-8:30 p.m. MST 7:30-9 p.m. MST	No Restrictions
	\$4,500	Non-Exhibitor					
Focus Group	\$175	University/Nonprofit					
	\$575	Exhibitor	6-7:30 a.m. MST 6-7:30 p.m. MST 7:30-9 p.m. MST	6-7:30 a.m. MST 6-7:30 p.m. MST 7:30-9 p.m. MST	6-7:30 a.m. MST 6-7:30 p.m. MST 7:30-9 p.m. MST	6-7:30 a.m. MST 1-8:30 p.m. MST 7:30-9 p.m. MST	No Restrictions
	\$4,500	Non-Exhibitor					
Hospitality Room or Staff Meeting	\$175 (up to 50 people) \$300 (50-100 people) \$550 (100-300 people)	University/Nonprofit					
	\$550 (up to 50 people) \$800 (50-100 people) \$1,100 (100-300 people)	Exhibitor	No restrictions	No restrictions	No restrictions	No restrictions	No Restrictions
	\$4,800	Non-Exhibitor					
Investigator Meeting	\$175	University/Nonprofit					
	\$1,500	Exhibitor	6-7:30 a.m. MST 6-7:30 p.m. MST 7:30-9 p.m. MST	6-7:30 a.m. MST 6-7:30 p.m. MST 7:30-9 p.m. MST	6-7:30 a.m. MST 6-7:30 p.m. MST 7:30-9 p.m. MST	6-7:30 a.m. MST 1-8:30 p.m. MST 7:30-9 p.m. MST	No Restrictions
	\$4,800	Non-Exhibitor					
Media Event	\$175	University/Nonprofit					
	\$3,500	Exhibitor	6-7:30 a.m. MST 6-7:30 p.m. MST 7:30-9 p.m. MST	6:30-8 a.m. MST 6-7:30 p.m. MST 7:30-9 p.m. MST	6-7:30 a.m. MST 6-7:30 p.m. MST 7:30-9 p.m. MST	6-7:30 a.m. MST 1-8:30 p.m. MST	No Restrictions
	\$4,800	Non-Exhibitor					
Symposia or Social Event	\$3,000	University/Nonprofit (Non-Industry Supported)	6-7:30 a.m. MST 6-7:30 p.m. MST 7:30-9 p.m. MST	6-7:30 a.m. MST 6-7:30 p.m. MST 7:30-9 p.m. MST	6-7:30 a.m. MST 6-7:30 p.m. MST 7:30-9 p.m. MST	6-7:30 a.m. MST 1-8:30 p.m. MST	No Restrictions
	\$30,000	Exhibitor or University/Nonprofit (Industry Supported)	Limited to three slots for each a.m./p.m.	Limited to three slots for each a.m./p.m.	Limited to three slots for each a.m./p.m.	Limited to three slots for each a.m./p.m.	No Restrictions
	\$40,000	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.

Health protocols will be updated at <https://exhibitatsessions.org/international-stroke/>