Discover the power of exhibiting at 2024 AHA Conferences

Scientific Sessions 2024
November 15, 2024 | Pre-Sessions Symposia & Early Career Day
November 16-18, 2024 | Chicago, IL
McCormick Place Convention Center

International Stroke Conference 2024
February 6, 2024 | Pre-Cons & Stroke Nursing Symposia
February 7–9, 2024 | Phoenix, AZ
Phoenix Convention Center

EPI | Lifestyle 2024
March 18-21, 2024
Chicago, IL

Vascular Discovery: From Genes to Medicine 2024
May 15-18, 2024
Chicago, IL

Basic Cardiovascular Sciences 2024
July 22-24, 2024
Chicago, IL

Hypertension 2024
September 5-8, 2024
Chicago, IL

Resuscitation Science Symposium 2024
November 16-17, 2024
Chicago, IL
Scientific Sessions exhibitor experiences speak volumes

72% of exhibitors are satisfied with their ability to reach their target audience.

64% of exhibitors are “extremely” or “very” satisfied with their exhibiting experience at Sessions.

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.

Source: 2022 Scientific Sessions exhibitor survey and interviews.
Audience snapshot

10,100+ professional attendees

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

On average, attendees spend more than 3.5 hours in the exhibit hall.

Top 3 Attendees by Registration Category

1. Physician: 51%
2. Other health care professionals: 27%
3. Scientists (all types): 22%

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

69% of attendees visit the exhibit hall to learn more about new products and services.

68% of attendees visit the exhibit hall.

Source: 2022 registration and completed attendee survey data.
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.

The Heart Hub

Unique to American Heart Association conferences, the Heart Hub is the pulse of the Science & Technology Hall. Official and industry-supported programming is featured here, including:

- Learning Studios
- Networking Lounges
- Roundtables
- Case Theater
- Get With The Guidelines® Quality Showcase (QORA)
- Heart Theater
- Simulation Zone
- AHA HeartQuarters ... and more

20+ hours of exhibit time is built in, including 12+ 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.

Complimentary coffee breaks are included in the Hall.

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

**Convention Center Sponsorships**
$1,500-$250,000
- Abstracts on USB
- Ad Banners
- Coffee Breaks in the Science & Technology Hall
- Stairs Graphics, Escalator Graphics, Charging Stations
- Park Benches
- Wi-Fi Sponsorship ... and more

**Email Marketing**
$9,310-$55,000
- Morning Agenda Email
- ePreviews and eHighlights
- Exclusive Exhibitor Emails ... and more

**Hotel Room Marketing**
$15,690-$45,000
- Hotel Key Cards
- Individual Hotel Room Drops
- Doctors Bag ... and more

**On-Site Education and Networking**
$10,000-$70,000
- Meet the Trialist
- Faculty and Council Receptions
- Learning Studios
- Simulation Zone ... and more

**Hotel Sponsorships**
$5,500-$25,000
- Digital Lobby Displays
- Lobby Pillar Wraps
- Elevator Advertising
- Window Clings ... and more

Scan the QR code to view all 2024 marketing opportunities
Exhibiting dates & rates*

Exhibit hours
Saturday, November 16, 2024
9 a.m. - 4:30 p.m. CST

Sunday, November 17, 2024
9 a.m. - 5 p.m. CST

Monday, November 18, 2024
9 a.m. - 3 p.m. CST

On-site renewal rate through November 30, 2023 $38 per sq. ft.

Early Bird rate through April 1, 2024 $40 per sq. ft.

Standard rate starts April 2, 2024 $42 per sq. ft.

There is no additional charge for islands or corners.

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 julie.welsh@heart.org for all new organizations.

Cancellation schedule
Through April 1, 2024
American Heart Association retains 50% of contracted space fees

Beginning April 2, 2024
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 and housing open late summer 2024.

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

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

Ask your account manager for details.

Your exhibits team
Cathleen Gorby (Lead)
Exhibit Sales and Advertising
Company Names E-L
913-344-1305
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Bridget Blaney
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Company Names A-D
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Exhibits/Satellite Events
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Exhibit dates, hours and rates are subject to change.
Exhibit at #ISC24!

- 70% of exhibitors report sales from exhibiting at ISC*
- 89% of exhibitors reach their primary exhibiting goal*

More than 90% of exhibitors return the following year*

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
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

81% of 2023 attendees said they were likely to recommend ISC to professional colleagues

Top specialties in attendance (in order)
• Neurology: Stroke
• Neurology: General
• Neurology: Ischemic Stroke
• Administration
• Emergency Medicine
• Critical Care/Intensive Care
• Neurology: Surgery
• Neurology: Critical Care
• Neurology: Endovascular
• Internal Medicine

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

1. Learn more about new products/service 71%
2. See the latest techniques 52%
3. Network with exhibitors 50%

Source: ISC23 registration data
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.

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.

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.
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.**

Satellite Event applications for the International Stroke Conference 2024 in Phoenix, AZ, are now open. Scan the QR code to learn more.
To reserve your exhibit space, contact Maureen Mauer at mmauer@ascendmedia.com or 913-344-1321.

View AHA Rules & Regulations at exhibitatsessions.org.

Audience Snapshot

Attendees by specialty:
1. Epidemiology
2. Internal Medicine
3. Nutrition
4. Cardiology Prevention

Physician attendance by specialty:
1. Internal Medicine
2. General Cardiology
3. Epidemiology
4. Cardiology Prevention

Scientist attendance by specialty:
1. Epidemiology
2. Nutrition
3. Behavioral Sciences/Medicine
4. Genetics

Source: 2023 registration data

2023 Attendance

900
Professional attendees, including:
760+
- Physicians
- Scientists: All types

87% of attendees are from the U.S.

86% of attendees are “extremely likely” or “very likely” to recommend EPI | Lifestyle to a colleague.

79% of attendees are “extremely likely” or “very likely” to attend EPI | Lifestyle again in 2024.

Source: 2023 attendee post-meeting survey

Rates

Rates include table, two chairs, wastebasket and two conference registration(s).

Industry: $3,000
Non-profit: $1,200

For more information and to apply online, visit exhibitatsessions.org/epilifestyle

All rates are net. Cancellations are nonrefundable. Dates are subject to change.

Source: 2023 registration data

87% of attendees are from the U.S.

86% of attendees are “extremely likely” or “very likely” to recommend EPI | Lifestyle to a colleague.

Source: 2023 attendee post-meeting survey

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Vascular Discovery: From Genes to Medicine 2024

May 15-18, 2024 | Chicago, IL
Hilton Chicago

Vascular Discovery: From Genes to Medicine provides unique opportunities to meet with colleagues from around the world with wide-ranging research interests and expertise. Attendees enjoy the exchange of information about new and emerging scientific research in the areas of arteriosclerosis, thrombosis, vascular biology, peripheral vascular disease, genomics and precision medicine.

2023 Attendance
730
Professional attendees, including:

77% of attendees were “extremely” or “very” satisfied with Vascular Discovery 2023.

240+
Clinicians

490+
Physicians

490+
Scientists: Basic, clinical, research and translational

Source: 2023 attendee post-meeting survey

Audience Snapshot

Attendees by specialty:
1. Arteriosclerosis
2. Vascular Medicine
3. Surgery: Vascular
4. Biological Sciences

Physician attendance by specialty:
1. Surgery: Vascular
2. General Cardiology
3. Internal Medicine
4. Vascular Medicine

Scientist attendance by specialty:
1. Arteriosclerosis
2. Biological Sciences
3. Vascular Medicine
4. Cell Biology

Source: 2023 registration data

Rates
Rates include table, two chairs, wastebasket and two conference registration(s).

Industry: $3,000
Non-profit: $1,200

For more information and to apply online, visit exhibitatsessions.org/vascular-discovery

All rates are net. Cancellations are nonrefundable. Dates are subject to change.

77% of attendees are “extremely likely” or “very likely” to recommend Vascular Discovery to a colleague.

Source: 2023 attendee post-meeting survey

To reserve your exhibit space, contact Maureen Mauer at mmauer@ascendmedia.com or 913-344-1321.
View AHA Rules & Regulations at exhibitatsessions.org.
Sponsored by the American Heart Association Basic Cardiovascular Sciences Council, the world’s leading organization of cardiovascular scientists, BCVS Scientific Sessions attracts leading researchers in fields such as microRNAs, cardiac gene and cell therapy, cardiac development and most recently, tissue engineering and iPS cells.

**2022 Attendance**

755+ professional attendees, including:

- 660+ Physicians
- Scientists: Basic, educator, research, and translational
- 95+ Other health-care professionals
- Non-health-care professionals

Source: 2022 registration data.

**Target Audience**

- Practicing cardiologists
- Basic cardiovascular scientists
- Molecular/cellular biologists
- Physiologists
- Translational investigators
- Clinical trialists
- Cardiovascular nurses and pharmacists
- Scientists and executives from pharmaceutical and biotechnology firms

**Rates**

Rates include table, two chairs, wastebasket and two conference registration(s).

- Industry: $3,000
- Non-profit: $1,200

*For more information and to apply online, visit exhibitatsessions.org/bcvs*

All rates are net. Cancellations are nonrefundable. Dates are subject to change.

To reserve your exhibit space, contact Maureen Mauer at mmauer@ascendmedia.com or 913-344-1321. View AHA Rules & Regulations at exhibitatsessions.org.
Hypertension 2024

September 5-8, 2024 | Chicago, IL
Hilton Chicago

Hypertension 2024 Scientific Sessions will focus on recent advances in basic and clinical hypertension research and foster connections among experts in hypertension and its relationship to cardiac and kidney disease, stroke, obesity and genetics. AHA’s Hypertension Scientific Sessions is a collaborative effort between AHA’s Council on Hypertension and Council on the Kidney in Cardiovascular Disease.

2022 Attendance

500+
- Physicians
- Scientists: Basic, clinical, nurse, research, translational

700 professional attendees, including:

200+
- Other health-care professionals
- Nurses/nurse practitioners
- Non-health-care professionals

Target Audience

- Clinicians
- Research scientists
- Health-care professionals in the fields of:
  - Hypertension research
  - Cardiology
  - Nephrology
  - Endocrinology

Rates

Rates include table, two chairs, wastebasket and two conference registration(s).

Industry: $3,000
Non-profit: $1,200

For more information and to apply online, visit exhibitatsessions.org/hypertension

All rates are net. Cancellations are nonrefundable. Dates are subject to change.

To reserve your exhibit space, contact Maureen Mauer at mmauer@ascendmedia.com or 913-344-1321.
View AHA Rules & Regulations at exhibitatsessions.org.
Resuscitation Science Symposium 2024 will focus on increasing understanding while advancing bench-to-bedside science and community-based approaches at the intersection of cardiopulmonary mechanisms and management within the multidisciplinary aspects of critical care medicine, emergency cardiovascular care and cardiopulmonary resuscitation.

Target Audience
- Emergency physicians
- Trauma surgeons
- Neurosurgeons
- Cardiologists
- Critical-care nurses
- Intensivists
- Emergency medical providers
- Resuscitation educators
- Resuscitation researchers with basic, bioengineering, clinical or other experience related to treating cardiac arrest and trauma

Attendance

615+
professional attendees, including:

465+
- Physicians
- Research scientists

150+
- Other health-care professionals
- Nurses/nurse practitioners
- Non-health-care professionals

Source: 2019 registration data.

Rates
Rates include table, two chairs, wastebasket and two conference registration(s).

Industry: $3,000
Non-profit: $1,200

For more information and to apply online, visit exhibitatsessions.org/ress

All rates are net. Cancellations are nonrefundable. Dates are subject to change.

To reserve your exhibit space, contact Maureen Mauer at mmauer@ascendmedia.com or 913-344-1321.
View AHA Rules & Regulations at exhibitatsessions.org.
See you in 2024!

Save the Dates

Scientific Sessions 2024

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