



American  
Heart  
Association.



# Scientific Sessions

Nov. 15, 2024 | Pre-Sessions Symposia & Early Career Day

Nov. 16-18, 2024 | Scientific Sessions

McCormick Place Convention Center | Chicago, IL

## 2024 Exhibit Prospectus

Access an exceptional audience  
of cardiovascular professionals



#AHA24



## Exhibitor Satisfaction Scores

**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.

**242**

average leads per exhibitor with a lead retrieval device.

**88%**

of exhibitors have either already renewed their exhibit space or are “extremely” or “very” likely to do so.

“AHA has the audience and specialties we want. It’s one of our largest cardiology meetings, where we get to engage with our customers.”

“AHA is a great meeting for us. We want a bigger booth next year.”

**What our exhibitors say...**

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

**73%**

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

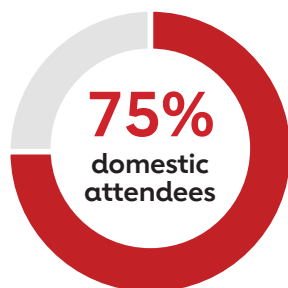


# 2023 Audience snapshot

## 12,900 total attendees

10,300+

professional  
attendees



27%

Other health care  
professionals

20%

Scientists  
(all types)

53%

Physicians

## Top ten specialties in attendance

(in order by attendance numbers)

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

Source: 2023 registration data (Philadelphia).

76%

of all professional attendees are involved in direct patient care.



# Audience snapshot

# 71%

of attendees visit  
the exhibit hall.



## Why Sessions attendees visit the exhibit hall:

68%

To learn about new products/services

48%

To see the latest techniques

37%

To network  
with exhibitors

35%

To network  
with colleagues

33%

To get the  
latest education

Source: 2023 attendee survey data.

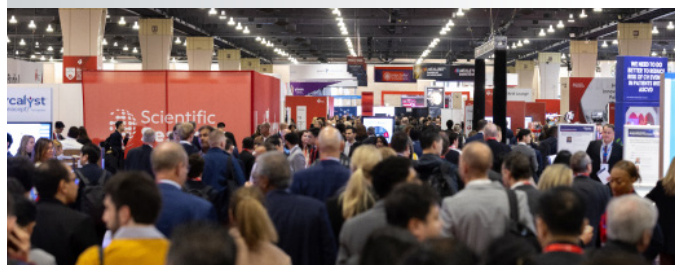
Attendee satisfaction scores  
from Scientific Sessions 2023

# 74%

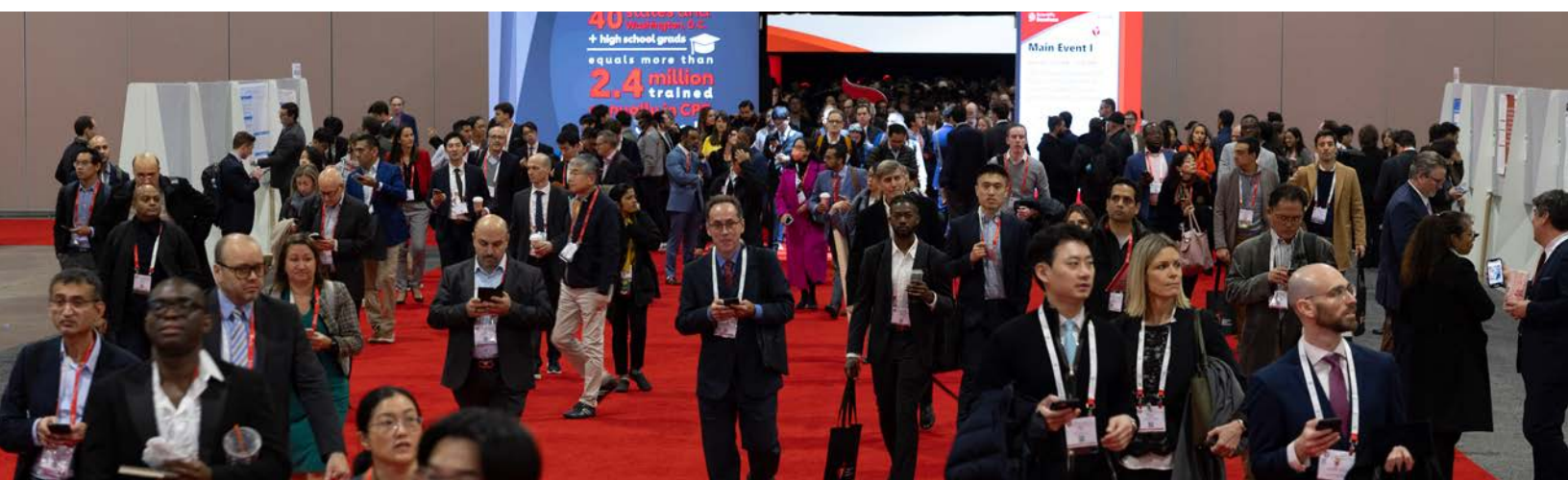
of attendees are “extremely” or “very”  
satisfied with their Sessions experience.

# 75%

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







# 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**
- **Heart Theater**
- **Get With The Guidelines® Quality Showcase (QORA)**
- **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.



# How we help you succeed

- 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 Chicago.
- Discounted exhibitor housing rates for Chicago.

## 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 available **online**.
- Final Scientific Sessions 2023 registration list, when requested by the exhibiting company.
- Full professional registrations based on square footage.

## 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 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 ... and more

## Email Marketing

**\$9,310-\$55,000**

- Morning Agenda Email
- ePreviews and eHighlights
- Exclusive Exhibitor Emails ... and more

## On-Site Education and Networking

**\$25,000-\$250,000**

- Meet the Trialist
- Faculty and Council Receptions
- Learning Studios
- Simulation Zone ... and more

## Convention Center Sponsorships

**\$1,500-\$250,000**

- Abstracts on USB
- Ad Banners
- Coffee Breaks in the Science & Technology Hall
- Stair Graphics, Escalator Graphics, Charging Stations
- Park Benches
- Wi-Fi Sponsorship ... and more

## Hotel Room Marketing

**\$15,690-\$45,000**

- Hotel Key Cards
- Individual Hotel Room Drops
- Doctors Bag ... and more

## Hotel Sponsorships

**\$5,500-\$25,000**

- Digital Lobby Displays
- Lobby Pillar Wraps
- Elevator Advertising
- Window Clings ... and more



Scan the QR code  
or [click here](#) 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. - 4:30 p.m. CST

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

### Breaks

**Saturday, November 16, 2024**  
9:15-9:45 a.m. CST  
11 a.m.-1:30 p.m. CST  
2:45-3:15 p.m. CST

**Sunday, November 17, 2024**  
9:15-9:45 a.m. CST  
11 a.m.-1:30 p.m. CST  
3-3:30 p.m. CST

**Monday, November 18, 2024**  
9:15-9:45 a.m. CST  
11 a.m.-1:30 p.m. CST  
2:45-3 p.m. CST

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

Early Bird rate through

April 1, 2024 .....\$40 per sq. ft.

Standard rate begins

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](mailto: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](http://exhibitatsessions.org).*

**Registration and housing open late summer 2024.**

**We encourage all participants at this year's Scientific Sessions to host a Satellite Event. Scientific Sessions offers a variety of meeting types to help you connect with the scientific community at this once-a-year conference.**



Scan the QR code or [click here](http://exhibitatsessions.org) to view Satellite Event information.

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

*Ask your account manager for details.*

### Your exhibits team

**Cathleen Gorby (Lead)**  
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