



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%

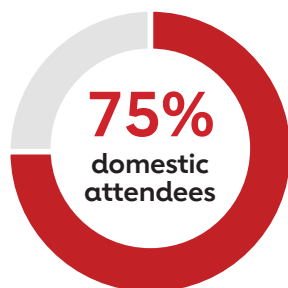
of exhibitors with a goal, said they reached their goal.

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.

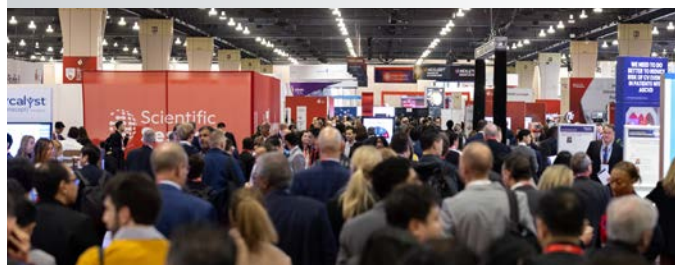
Attendee satisfaction scores
from Scientific Sessions 2023

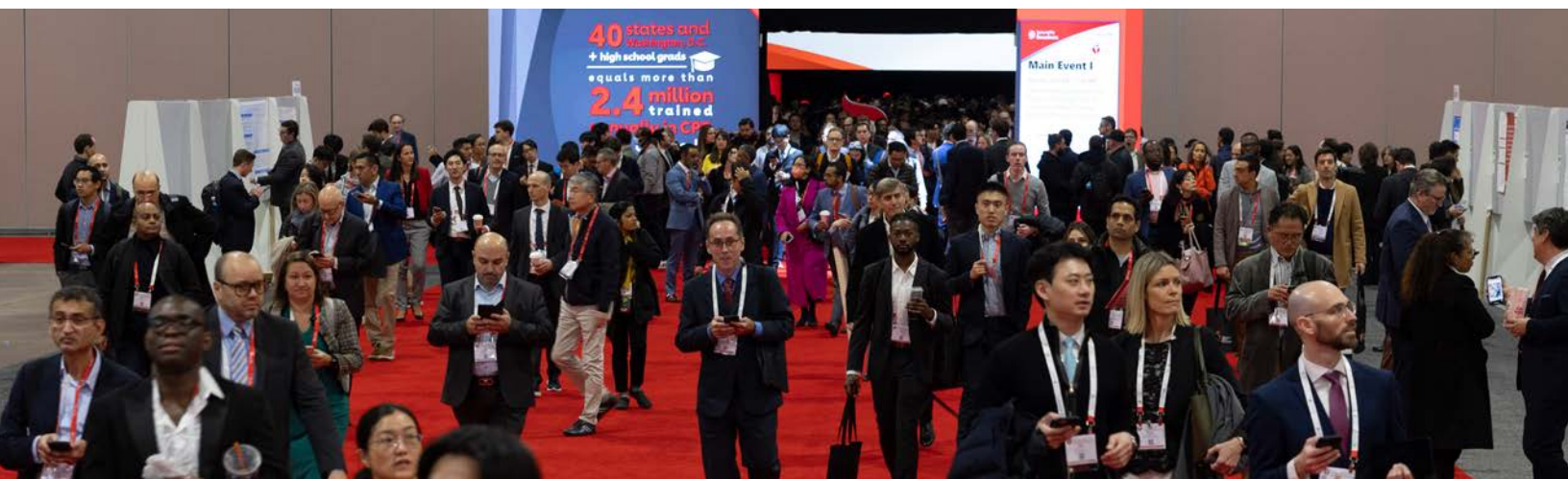
74%

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

Industry Presentation Packages

Maximize attendance for your program with targeted messaging delivered to Scientific Sessions attendees!

Program Package #1

Delivered to all members and attendees

- ePreview Leaderboard, Premium Banner or Traffic-Driving Content Ad
- Morning Agenda Email (single sponsored)

Rate: \$19,150

Program Package #2

Distributed to attendees on-site

- Doctors Bag Insert
- On-Site Meeting Guide Full Page or Half Page

Rates:

- With On-Site Meeting Guide Full Page: **\$22,200**
- With On-Site Meeting Guide Half Page: **\$20,565**

Program Package #3

Advance and on-site delivery

- ePreview Leaderboard, Premium Banner or Traffic-Driving Content Ad
- Doctors Bag Insert

Rate: \$22,590

Build your own package!

We will work with you to personalize your bundle. Select from the tactics listed above to create a package that best fits your needs.



Learning Studio hosts who advertised or sponsored at 2023 AHA Scientific Sessions **received 3x more leads at their programs** than those who did not!



Add an Exclusive Email Invitation to all attendees for even more exposure for your program! **\$25,750**

Industry Session Spotlight pages in the On-Site Meeting Guide

Promote your program on special pages in the comprehensive guide to Scientific Sessions!

- Four ads per page
- \$2,000 per ad
- Page buy-out available!

Packages available to promote:

Learning Studios • Heart Theater presentations • Meet the Trialists • Roundtables • Satellite Symposia



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 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.

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)
Exhibit Sales
and Advertising
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Exhibits/Satellite Events
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lauren.belanger@heart.org

Satellite Event options Open May 1, 2024

- 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.
- The AHA reserves the right to change the process, date, times, procedures, number of events and any other aspect of the process.
- All application fees are nonrefundable.
- Nonprofits that have received or anticipate receiving Industry funding to organize a Symposium, Media Event or Social Event must apply under the Industry rate.
- The AHA reserves the right to collect the additional application fees if a nonprofit receives Industry funding after application approval has been granted.
- The AHA does not monitor topics or titles. Please check <https://professional.heart.org/en/meetings/scientific-sessions> for the most up-to-date list of topics/titles.
- Credit card payments will be subject to a 3% convenience fee.

Complimentary with a Satellite Symposium event for 2024:

- Listing in the AHA Mobile Meeting Guide App
- Listing on the AHA Online Program Planner
- Listed in the On-Site Meeting Guide and one ePreview
- Listed in the Morning Agenda Email and Daily Newspaper

Event type	Fee	Sponsor type	Thursday, Nov. 14	Friday Nov. 15	Saturday Nov. 16	Sunday Nov. 17	Monday Nov. 18	Tuesday Nov. 19
Committee Meeting	\$575	University/Nonprofit	No restrictions	No restrictions	6:30-8 a.m. CST 6-7:30 p.m. CST 7:30-9 p.m. CST	6:30-8 a.m. CST 6-7:30 p.m. CST 7:30-9 p.m. CST	6:30-8 a.m. CST 6-7:30 p.m. CST 7:30-9 p.m. CST	No restrictions
	\$1,200	Exhibitor						
	\$5,000	Non-Exhibitor						
Focus Group	\$575	University/Nonprofit	No restrictions	No restrictions	6:30-8 a.m. CST 6-7:30 p.m. CST 7:30-9 p.m. CST	6:30-8 a.m. CST 6-7:30 p.m. CST 7:30-9 p.m. CST	6:30-8 a.m. CST 6-7:30 p.m. CST 7:30-9 p.m. CST	No restrictions
	\$1,200	Exhibitor						
	\$5,000	Non-Exhibitor						
Hospitality Room or Staff Meeting	\$575	University/Nonprofit	No restrictions	No restrictions	No restrictions	No restrictions	No restrictions	No restrictions
	\$1,200	Exhibitor						
	\$5,000	Non-Exhibitor						
Investigator Meeting	\$1,800	University/Nonprofit	No restrictions	No restrictions	6:30-8 a.m. CST 6-7:30 p.m. CST 7:30-9 p.m. CST	6:30-8 a.m. CST 6-7:30 p.m. CST 7:30-9 p.m. CST	6:30-8 a.m. CST 6-7:30 p.m. CST 7:30-9 p.m. CST	No restrictions
	\$5,500	Exhibitor						
	\$9,000	Non-Exhibitor						
Media Event	\$1,800	University/Nonprofit	No restrictions	No restrictions	6:30-8 a.m. CST 6-7:30 p.m. CST 7-8:30 p.m. CST	6:30-8 a.m. CST 6-7:30 p.m. CST 7-8:30 p.m. CST	6:30-8 a.m. CST 6-7:30 p.m. CST 7-8:30 p.m. CST	No restrictions
	\$16,000	Exhibitor						
	\$19,000	Non-Exhibitor						
Symposia or Social Event	\$6,500	University/Nonprofit without industry support	6-7:30 p.m. CST 7:30-8:30 p.m. CST Limit three per time slot	6:30-8 a.m. CST 6-7:30 p.m. CST 7-8:30 p.m. CST Limit three per time slot	6:30-8 a.m. CST 6-7:30 p.m. CST 7-8:30 p.m. CST Limit three per time slot	6:30-8 a.m. CST 6-7:30 p.m. CST 7-8:30 p.m. CST Limit three per time slot	6:30-8 a.m. CST 6-7:30 p.m. CST 7-8:30 p.m. CST Limit three per time slot	
	\$45,000 a.m. event	Exhibitor or University/Nonprofit with industry support						
	\$55,000 p.m. event							
	\$65,000 a.m./p.m. event	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.

Please refer to the Scientific Conference Rules and Regulations at exhibitatsessions.org for further governing restrictions. All event applications are subject to the approval of American Heart Association show management based on the event definitions outlined herein.