

# NEW! Journey Through Sessions

Introducing a fresh way to connect with your target audience at Scientific Sessions 2024! Three conveniently sized publications will feature customized agendas for specific segments of Scientific Sessions attendees:

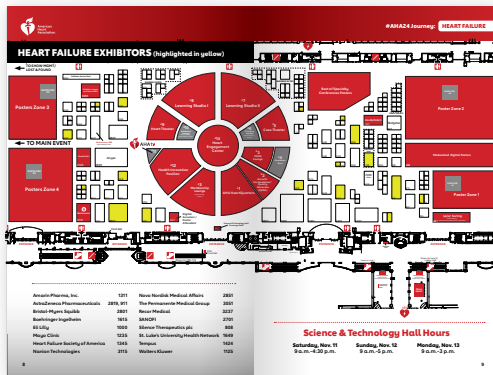
- **Electrophysiology**
- **Heart Failure**
- **Interventional Treatments**



View a mockup of Journey Through Sessions

## Content

- All official and industry programming in each specialty.
- Other activities at Scientific Sessions related to each specialty.
- Exhibit hall color-coded map and list of exhibitors specific to each Journey.



## Distribution

- Literature stands or meterboards in key visible areas.
- Handout staff on Day One explaining and encouraging Journey pick-up.
- Copies to each advertiser for distribution in their booths.



## Deadlines

Space reservation: **Sept. 23, 2024**  
 Materials due: **Sept. 30, 2024**

## Additional exposure

- A Journey channel on the **Conference Coverage Website** will include PDFs of each Journey.
- Promotions in the Journeys in Experience Scientific Sessions, the Daily Newspaper, ePreviews, Morning Agenda Emails and eHighlights email blasts with QR codes to each Journey PDF.
- Three dedicated emails before the meeting to AHA members and cardiovascular disease professionals and registered attendees explaining Journeys. The third email will deploy the day before the meeting to encourage on-site pick up and will link to the PDFs.
- Links in the AHA Mobile Meeting App to Journey PDFs.



## Rates

Back Cover	\$8,000
Inside Front Cover	\$7,000
Full Page (three available)	\$7,000

Contact your account manager for more information:

Cathleen Gorby | 913-344-1305 | cgorby@ascendmedia.com