



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...

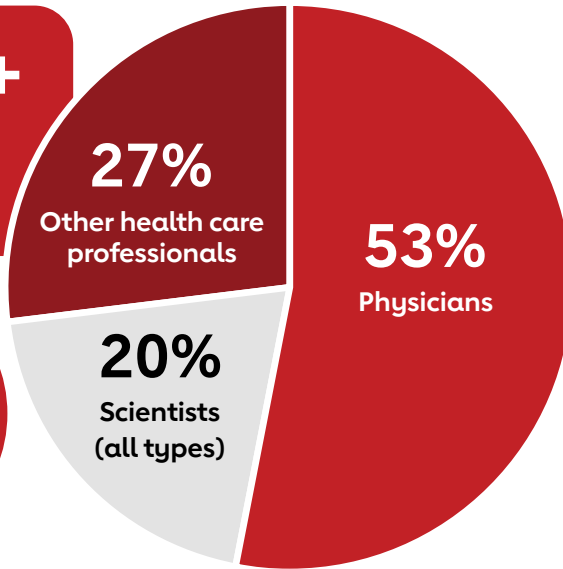
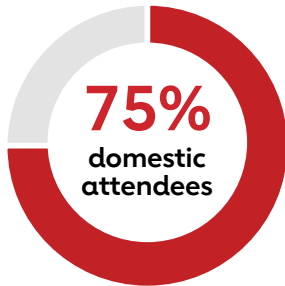
“Scientific Sessions is exceptional, with a high caliber of attendees unmatched at any of the other meetings where we exhibit.”

73%  
of exhibitors with a goal, said they reached their goal.

# 2023 Audience snapshot

## 12,900 total attendees

**10,300+**  
professional attendees



## 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

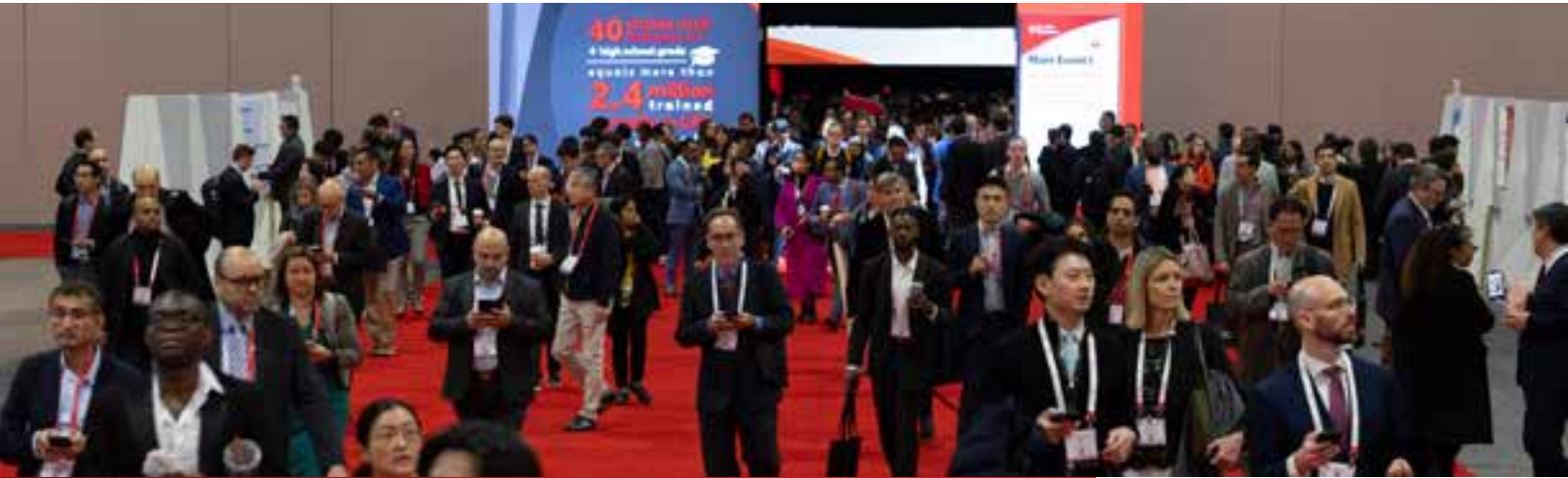
# 74%

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 Heart Association approval.
- Mailing lists are available for one-time use before or after Scientific Sessions.



# 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](#) 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  
 Company Names E-L  
 913-344-1305  
[cgorby@ascendmedia.com](mailto:cgorby@ascendmedia.com)

**Bridget Blaney**  
 Advertising & Exhibitor Sales  
 Company Names A-D  
 773-259-2825  
[bblaney@ascendmedia.com](mailto:bblaney@ascendmedia.com)

**Maureen Mauer**  
 Advertising & Exhibitor Sales  
 Company Names M-Z  
 913-344-1321  
[mmauer@ascendmedia.com](mailto:mmauer@ascendmedia.com)

**Julie Welsh**  
 Director Exhibits and Sponsorship  
 214-706-1943  
[julie.welsh@heart.org](mailto:julie.welsh@heart.org)

**Lauren Belanger**  
 Associate Manager Exhibits/Satellite Events  
 214-706-1353  
[lauren.belanger@heart.org](mailto:lauren.belanger@heart.org)

# Industry Presentation Packages

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



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

## 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.



**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



# First-Time Exhibitor Bundle

Introducing a special First-Time Exhibitor Bundle, complete with plenty of perks designed to set you up for success at Scientific Sessions.

**Experience the branding and buying power of AHA's Scientific Sessions for yourself!**



Turnkey standard Freeman booth package  
*Easy ordering; regular rates.*



Complimentary 2024 pre-registration mailing list to promote your booth.  
*Email addresses not included.  
Exhibitor must request the pre-registration list at time of booth reservation.*

**20% off advertising in all media products**

*(Excludes Exclusive Exhibitor Emails and Individual Hotel Room Drops.)*

**All first-time exhibitors will be promoted at the meeting by AHA as follows:**



## Doctors Bag

An insert with all first-time exhibitors will be included in the AHA Doctors Bag and delivered to 4,000 attendees either at their hotel rooms or in the convention center.



## Conference Coverage Website

A first-time exhibitor list will be published on the Industry Highlights Channel of the Conference Coverage Website. This list will be promoted via:

- QR codes on "You Are Here" signage in the Science & Technology Hall
- The Attendee Welcome Guide\*
- A link in all three eDailies



## Experience Scientific Sessions

All first-time exhibitors will have their company name highlighted in the exhibitor listings of *Experience Scientific Sessions* publication.

**This is a limited time offer. Act now!**

**Cathleen Gorby, Senior Account Manager | 913-344-1305 | cgorby@ascendmedia.com**

*A first-time exhibitor is any company that has not exhibited at AHA's Scientific Sessions since 2019.*

*\*Pending Attendee Welcome Guide sponsorship.*



Nov. 15, 2024 | Pre-Sessions Symposia & Early Career Day  
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# Health Innovation Pavilion:

## A home for all things health technology at Scientific Sessions

Join us in driving innovation and shaping the future of health care in the Health Innovation Pavilion. A premier destination on the Science and Technology Hall floor, this exclusive space is designed to showcase Health Tech and Innovation programming and other related content. Seamlessly integrated into the overall program, the pavilion enhances the attendee experience with its cutting-edge educational offerings and serves as a thriving hub for the rapidly expanding realm of technology and innovation. This space also serves as the site for the AHA Health Tech competition where groundbreaking ideas come to life! Elevate your brand presence and engage with our influential audience through unique sponsorship opportunities.

### Components of the pavilion are:

- Theater or stage area for individual speakers, panels and the Health Tech Competition, including full audio/video to engage the audience and extend the reach of the presentations.
- Health Tech & Innovation Showcase area where companies can showcase or demo their products.
- Health Tech Simulation Demonstration
- Networking opportunities help build recognition of your product or service.

### LOCATION

#### Science & Technology Hall

McCormick Place Convention Center

### DATES & HOURS

#### Set-Up

Friday, Nov. 15 | 12-5 p.m.

#### Science & Technology Hall Hours

Saturday, Nov. 16 | 9 a.m.-4:30 p.m.

Sunday, Nov. 17 | 9 a.m.-4:30 p.m.

Monday, Nov. 18 | 9 a.m.-3 p.m.

#### Move-Out

Monday, Nov. 18 | 3-7 p.m.

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

### Included benefits:

#### All levels include:

- 2 exhibitor full conference registrations
- Unlimited Science & Technology Hall exhibitor passes
- Sponsor recognition in:
  - Experience Scientific Sessions
  - Daily Newspaper
- AHA Mobile Meeting Guide App exhibitor listing

### Exhibit booth options:

#### Option 1: \$5,000

- Health Innovation Pavilion Pod Structure

#### Option 2: \$12,500

- 10'x10' booth with monitor
- 1 lead retrieval unit

#### Option 3: \$15,500

- 10'x20' booth with monitor
- 1 lead retrieval unit

#### Option 4: \$25,000

- 10'x10' booth with monitor
- 1 lead retrieval unit
- Digital signage (15 seconds)

Apply for  
booth space  
through the  
Exhibitor Portal

### Programming highlights

- Digital health in underserved areas
- AI in practice: What works and what doesn't work
- Pediatric technologies: wearables and devices for congenital heart defects
- Digital therapeutics features and regulatory features
- Health technologies impact on cardiology over the last 100 years and what the future holds
- Human Centered Design and the development of health technology



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](http://ahahealthtech.org).

# Learning Labs

Hold your own educational programming in the Science & Technology Hall

**Promoted by AHA through official channels!**



A schedule of all Learning Lab programs, with locations, dates and times, will be integrated into AHA official conference programs and the mobile app.\*

Learning Labs will also be promoted via a house ad in the Daily Newspaper and *Experience Scientific Sessions*, a digital house ad in an ePreview, a full list of Learning Labs on the meeting's official news website, signage at the convention center, an insert in the Doctors Bag, table tents in the convention center and on meeting room slides.\*

*Learning Lab programming will need to be provided to AHA by educational categories (such as heart failure, interventional, etc.) and will appear in these sections of the official program.*

## Learning Lab Costs

20 x 20 = \$26,400

20 x 30 = \$33,000

30 x 30 = \$42,900

*(Fees do not include furniture, electricity, A/V, food & beverage.)*



Learning Lab exhibitors will be provided **one 2024 pre-registration list** (addresses only) for pre-meeting promotion.



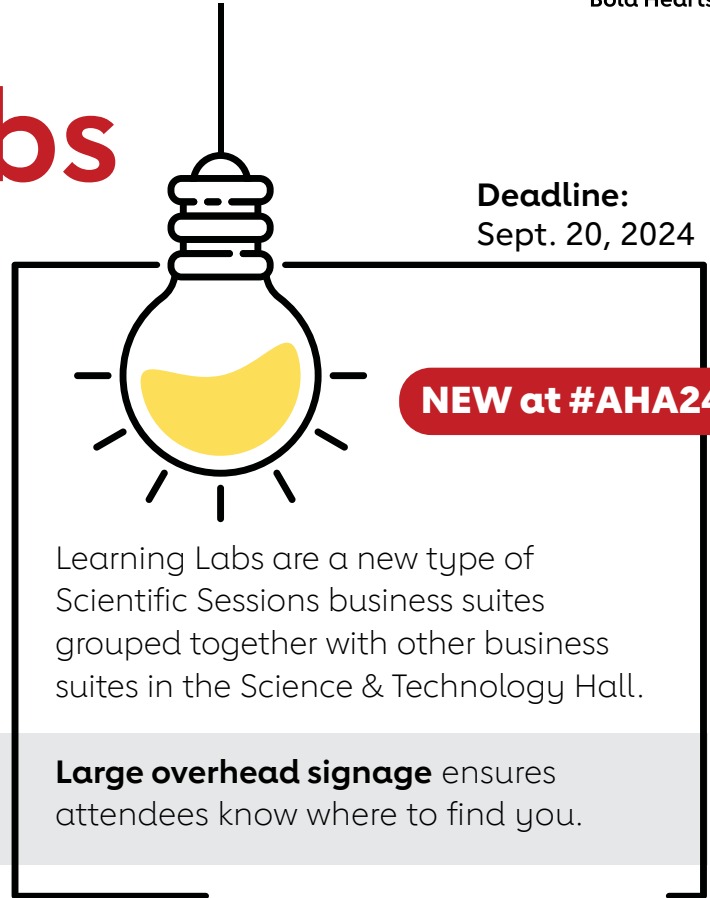
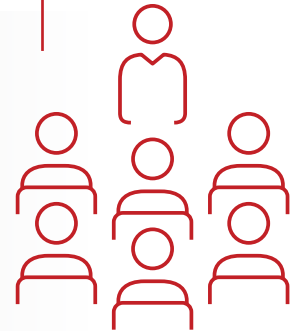
Exhibitors are also allowed to include their **program schedule on the walls** of their Learning Lab.



**Programming in your Learning Lab is allowed anytime the Science & Technology Hall is open. There is no limit to the number of programs you can hold.**

*(You will be required to disclose that this is not "official AHA programming.")*

*Learning Labs should have seating for no more than 20 people. This is meant to be an intimate educational experience. No microphones or other sound amplification are allowed.*



**Deadline:**  
Sept. 20, 2024

**NEW at #AHA24!**

Learning Labs are a new type of Scientific Sessions business suites grouped together with other business suites in the Science & Technology Hall.

**Large overhead signage** ensures attendees know where to find you.

**Don't miss this opportunity to share your expertise with cardiologists, and to have your programming promoted by AHA!**

Cathleen Gorby, Senior Account Manager  
913-344-1305 | cgorby@ascendmedia.com

# Recruit top talent at Scientific Sessions!

Hiring? There's no better recruitment opportunity than Scientific Sessions to find qualified candidates!



The Scientific Sessions Recruitment Package gives you the tools you need to attract top talent during the conference. Package includes:

Exhibit pod in the Science & Technology Hall with:



Corporate or product advertising on the outside panel sides



Electrical service



Two Science & Technology Hall exhibit passes

Company name recognition in the following (provided sponsorship has been secured by publication date):

Conference Daily Newspaper

AHA Mobile Meeting Guide App



Added visibility:

- One 11" x 17" sign on the AHA Recruitment Wall
- An AHA Job Board posting on [professionaljobs.heart.org](https://professionaljobs.heart.org)
- Inclusion in the AHA Jobs Guide ([view the 2023 publication](#))
- A listing in AHA membership Job Flash email.

Rate: \$15,000 per package

Deadlines:

Space reservation: Sept. 6, 2024

Materials due (graphics, open position information and company logo): Sept. 13, 2024

Secure your recruitment package today!  
Contact your account manager for more information:

Cathleen Gorby | 913-344-1305 | [cgorby@ascendmedia.com](mailto:cgorby@ascendmedia.com)

# 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
- Stair 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

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

- 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  
or [click here](#) to view all  
2024 marketing opportunities

# 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 Symposia 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	University/Nonprofit with industry support						
	\$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](http://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.