

# 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.

## Additional exposure

- A Journey channel on the **Conference Coverage Website** will include PDFs of each Journey.
- Promotions of the Journeys in Experience Scientific Sessions, the Day One Daily Newspaper and ePreview #2 and #3 blasts with links or 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 just before the meeting to encourage on-site pick up and will link to the PDFs.
- Each email will include a “brought to you by” message with all advertiser company names and logos included in the blast.
- Links in the AHA Mobile Meeting App to Journey PDFs.

## Distribution

- A double-sided display wall with pockets near the concierge desk.
- Handout staff on Day One with custom aprons and message paddles explaining and encouraging Journey pick-up.
- Copies in lounges, HeartQuarters and information booths.
- Copies to each advertiser for distribution in their booths.



## Deadlines

Space reservation: **Sept. 23, 2024**

Materials due: **Sept. 30, 2024**

## Rates

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

Contact your account manager for more information:

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