



**American  
Stroke  
Association.**  
A division of the  
American Heart Association.



# International Stroke Conference 2025

February 5-7, 2025 | Los Angeles, CA  
Los Angeles Convention Center



## Exhibit Prospectus

#ISC25  
[strokeconference.org](http://strokeconference.org)

[exhibitatstroke.org](http://exhibitatstroke.org)



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## Exhibit at #ISC25

### Exhibitors know the value of being at this premier conference:

- ✓ "This is the only Stroke meeting we do. It's the best one."
- ✓ "This is a good meeting because it covers both neuro and cardiology."
- ✓ "We've been exhibiting here about seven years. It's always a good show. I like that it's two days. Everything is concentrated."



# 95%

of 2024 exhibitors either already renewed their booth space for 2025, or say they are "extremely" or "very" likely to do so.



# 82%

of 2024 exhibitors were either "extremely" or "very" satisfied with exhibiting at ISC24.





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## Audience Snapshot

2024 Attendance



**6,000+**  
total attendees

**5,000+** professional attendees



**74%** of 2024 attendees visited the Science & Technology Hall.

**3,300+**

physicians and other stroke professionals

**500+**  
scientists (all types)

**1,200+**  
nurses/nurse practitioners

**87%**  
domestic

**81%**

of 2024 attendees said they were likely to recommend ISC to professional colleagues.

**81%**

of 2024 attendees are involved in direct patient care.

Source: ISC24 registration data and post-event attendee survey.





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## Science & Technology Hall:

### Where innovation and inspiration converge



### HeadQuarters

The pulse of the Science & Technology Hall! HeadQuarters draws attendees in to engage with all the Hall has to offer.

#### Innovation Zone

includes interactive displays with technologically advanced, immersive training for attendees.



#### Dedicated exhibit hours

give you direct access to thousands of stroke health care professionals.



#### An extensive marketing campaign

promotes the Science & Technology Hall to attendees before and during the event.



#### Educational programming in the Science & Technology Hall

focuses on the latest in stroke and cerebrovascular medicine and treatment. Poster and Moderated Poster presentations take place adjacent to the Hall, while additional educational programming takes place within the Hall and in HeadQuarters.



**VIP passes** (distributed by you) encourage your customers to visit the Science & Technology Hall.



**Learning Studios** inside the Science & Technology Hall present the latest advances in stroke and cerebrovascular product and therapeutic treatments, with complimentary snacks and lunches provided for attendees by the American Heart Association/American Stroke Association (AHA/ASA).



**16 dedicated hours to visit exhibitors in the Science & Technology Hall**, including time with limited simultaneous educational programming to increase traffic.



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## How we help you succeed

### Exhibitors receive complimentary:

- Booth listing in the Daily News and the AHA Mobile Meeting Guide App (provided booth has been secured by publication dates).
- Online presence at [isc.hub.heart.org](http://isc.hub.heart.org).
- Marketing toolkit at [exhibitatsessions.org](http://exhibitatsessions.org).
- Final ISC24 registration list.
- Full professional registrations based on square footage.
- 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 Los Angeles.
- Discounted exhibitor housing rates for Los Angeles.



### 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](http://exhibitatsessions.org).
- The American Heart Association/American Stroke 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/American Stroke Association approval.
- Mailing lists are available for one-time use before or after the International Stroke Conference.





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## ISC25 exhibiting dates & rates

### Exhibit Hours\*

Wednesday, Feb. 5, 2025  
9 a.m.-4 p.m. PST

Thursday, Feb. 6, 2025  
9 a.m.-4 p.m. PST

### Breaks\*

Hours during which only limited programming is taking place:

10:15-10:30 a.m. PST  
12-1:30 p.m. PST  
2:30-3 p.m. PST

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

### Exhibit space rates

Advance rate through July 26, 2024 ..... \$40 per sq. ft.

Standard rate begins  
July 29, 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 [amy.miller@heart.org](mailto:amy.miller@heart.org) for all new organizations.*

### Cancellation schedule

#### Through July 26, 2024

American Heart Association/American Stroke Association retains 50% of contracted space fees

#### Beginning July 29, 2024

American Heart Association/American Stroke Association retains 100% of contracted space fees

*American Heart Association/American Stroke Association requires a 50% deposit before exhibit space will be confirmed. Cancellation or space reduction will result in a 50% penalty. The cancellation policy can be found in the American Heart Association/American Stroke Association Scientific Conferences Rules & Regulations at [exhibitatstroke.org](http://exhibitatstroke.org) and is a legally binding part of the exhibit space application/contract.*

*Exhibitor eligibility, space assignment process and priority point schedule are all part of the American Heart Association/American Stroke Association Scientific Conferences Rules & Regulations. For more information and to apply for space, visit [exhibitatstroke.org](http://exhibitatstroke.org).*

**The Satellite Event application process for the International Stroke Conference 2025 in Los Angeles, CA, will be open in the summer of 2024.**

### Contact 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)

**Amy Miller**  
Exhibit Manager  
214-706-1992  
[amy.miller@heart.org](mailto:amy.miller@heart.org)

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

**American Heart Association/ American Stroke Association**  
7272 Greenville Ave.  
Dallas, TX 75231-4596  
[strokeconference.org](http://strokeconference.org)

**Housing: onPeak**  
855-922-3353  
[scs@onpeak.com](mailto:scs@onpeak.com)

**Registration: Convention Data Services**  
800-748-3583  
[internationalstroke@xpressreg.net](mailto:internationalstroke@xpressreg.net)



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## ISC Innovation Zone

### Showcase your newest innovations!

The ISC Innovation Zone is dedicated to helping companies show off their latest technologies and innovations in stroke and cerebrovascular care. Overhead signage directs attendees to this special area in the Science & Technology Hall.



### Included benefits

#### 10'x10' exhibit booth includes:

- 1 table
- 2 chairs
- Carpet
- Electrical service
- General Wi-Fi connection
- Booth identification sign

#### Two exhibitor full conference registrations

#### Unlimited Science & Technology Hall exhibitor passes

#### One lead retrieval unit

#### AHA Mobile Meeting Guide App listing

#### Sponsor recognition in:

- Daily Newspaper
- ISC Conference Coverage Website

**Rate**  
**\$6,000**

### Location

**Science & Technology Hall**  
Los Angeles Convention Center

### Dates and Hours

#### Set-Up

Tuesday, Feb. 4 | 12-5 p.m. PST

#### Science & Technology Hall Hours

Wednesday, Feb. 5 | 9 a.m.-4 p.m. PST

Thursday, Feb. 6 | 9 a.m.-4 p.m. PST

#### Move-Out

Thursday, Feb. 7 | 4-10 p.m. PST

Friday, Feb. 8 | 8 a.m.-5 p.m. PST

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



### Deadline

#### Space reservation

Dec. 6, 2024

**Secure  
your  
space  
today!**



American Heart Association.  
Center for Health  
Technology & Innovation

The ISC Innovation Zone is a product of the Innovators' Network, 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/ASA through official channels!**



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

Learning Labs will also be promoted via a house ad in the Daily Newspaper, a digital house ad in an ePreview, and an editorial mention in the Morning Agenda emails. A full list of Learning Labs will be published on the meeting's official news website and signage at the convention center.\*

*Learning Lab programming will need to be provided to AHA/ASA by educational categories (such as aneurysms and vascular malformations, brain health, imaging, 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 2025 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/ASA programming.")*



**Deadline:**  
Dec. 6, 2024

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

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

*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.*



**Don't miss this opportunity to share your expertise with stroke and cerebrovascular professionals, and to have your programming promoted by AHA/ASA!**

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

\* Materials (program title, speaker names, times, categories, brief descriptions and logo) are due by Dec. 13, 2024, in order to be included in official programming. Please note: Information can still be collected after this date, but we cannot guarantee it will be in the pre-conference marketing.





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## Get the word out

Enhance your booth presence at ISC25 with marketing assets that build brand awareness, boost engagement, increase attendee traffic and help you generate more leads!

### Meeting News and Navigation

\$305-\$250,000

- AHA Mobile Meeting Guide App
- ASAtv
- Attendee Welcome Guide
- Conference Coverage Website
- ISC Daily News and more!

### On-Site Education and Networking

\$10,000-\$40,000

- Game of Strokes
- Pre-Conference Luncheon
- Learning Studios

### Email Marketing

\$3,505-\$13,500

- ePreviews and eHighlights
- Exclusive Exhibitor Emails
- ISC Morning Agendas and more!

### Convention Center Sponsorships

\$1,000-\$250,000

- Charging Lounge
- Coffee Breaks in the Science & Technology Hall
- Escalator Graphics, Stacked Meter Cubes, Planter Boxes
- Digital Signage
- Lanyards
- Headshot Lounge and more!

### Booth Drivers

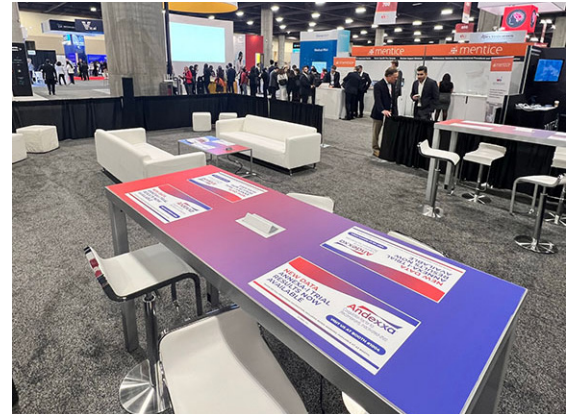
\$3,500-\$35,000

- Abstracts on USB
- Mobile App Push Alerts
- Conference Bag Inserts
- Individual Hotel Room Drops

### Hotel Room Marketing

\$14,500-\$33,250

- Hotel Key Cards
- Individual Hotel Room Drops



View all ISC25 marketing opportunities

Opportunities and rates are subject to change.

# Satellite Events

**APPLY HERE** 

## Fee structure and time restrictions for Exhibitors, Universities, Non-profits and Non-exhibitors

- 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 at Satellite Events.
- The AHA reserves the right to change the Satellite Event process, date, times, procedures # of slots and any other aspect of the process.
- All Satellite Event application fees are non-refundable.
- Non-profits that have received or anticipate receiving Industry funding to organize a Symposia, Media Event or Social Event must apply under the Industry rate.
- AHA reserves the right to collect the additional application fees if a non-profit receives Industry funding after application approval has been granted.

- The AHA does not monitor topics/titles, please check website for the most up to date list of topics/titles.
- A 3% convenience charge will be added to credit card payments.
- Rooms can only be held for 4 hours before assigned time.

## Complimentary with a Satellite Symposia for 2025

- Listing in the Mobile Meeting Guide
- Listing on the AHA Online Program Planner
- Listed in the Stroke OnDemand following the meeting
- Listed one ePreview
- Listed in the Morning Agenda email/Daily Newspaper

Event type	Fee	Sponsor type	Tuesday Feb. 4	Wednesday Feb. 5	Thursday Feb. 6	Friday Feb. 7	Saturday Feb. 8
Committee Meeting	\$175	University/Nonprofit					
	\$575	Exhibitor	6-7:30 a.m. PST 6-7:30 p.m. PST	6-7:30 a.m. PST 6-7:30 p.m. PST	6-7:30 a.m. PST 6-7:30 p.m. PST	6-7:30 a.m. PST 1-8:30 p.m. PST	No restrictions
	\$4,500	Non-Exhibitor					
Focus Group	\$175	University/Nonprofit					
	\$575	Exhibitor	6-7:30 a.m. PST 6-7:30 p.m. PST	6-7:30 a.m. PST 6-7:30 p.m. PST	6-7:30 a.m. PST 6-7:30 p.m. PST	6-7:30 a.m. PST 1-8:30 p.m. PST	No restrictions
	\$4,500	Non-Exhibitor					
Hospitality Room or Staff Meeting	\$175 (up to 50 people) \$300 (50-100 people) \$550 (100-300 people)	University/Nonprofit					
	\$550 (up to 50 people) \$800 (50-100 people) \$1,100 (100-300 people)	Exhibitor	No restrictions	No restrictions	No restrictions	No restrictions	No restrictions
	\$4,800	Non-Exhibitor					
Investigator Meeting	\$175	University/Nonprofit					
	\$1,500	Exhibitor	6-7:30 a.m. PST 6-7:30 p.m. PST	6-7:30 a.m. PST 6-7:30 p.m. PST	6-7:30 a.m. PST 6-7:30 p.m. PST	6-7:30 a.m. PST 1-8:30 p.m. PST	No restrictions
	\$4,800	Non-Exhibitor					
Media Event	\$175	University/Nonprofit					
	\$3,500	Exhibitor	6-7:30 a.m. PST 6-7:30 p.m. PST	6-7:30 a.m. PST 6-7:30 p.m. PST	6-7:30 a.m. PST 6-7:30 p.m. PST	6-7:30 a.m. PST 1-8:30 p.m. PST	No restrictions
	\$4,800	Non-Exhibitor					
Symposia or Social Event	\$3,000	University/Nonprofit (Non-Industry Supported)	6-7:30 a.m. PST 6-7:30 p.m. PST	6-7:30 a.m. PST 6-7:30 p.m. PST	6-7:30 a.m. PST 6-7:30 p.m. PST	6-7:30 a.m. PST 1-8:30 p.m. PST	
	\$30,000	Exhibitor or University/Nonprofit (Industry Supported)	7-8:30 p.m. PST	7-8:30 p.m. PST	7-8:30 p.m. PST		No restrictions
	\$40,000	Non-Exhibitor	Limited to three slots for each a.m./p.m.	Limited to three slots for each a.m./p.m.	Limited to three slots for each a.m./p.m.	Limited to three slots for each a.m./p.m.	

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.

Health protocols will be updated at <https://exhibitatsessions.org/international-stroke/>