

Journey through Sessions

Looking for a fresh way to connect with your target audience at Scientific Sessions 2025? Sponsor a Journey through Sessions, featuring conference content specific to specialty segments of attendees.

Three Journeys were published in 2024. Ask your Account Manager about Journeys for 2025.



View the 2024 Scientific Sessions Journeys

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

- 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. 16, 2025**

Materials due: **Sept. 23, 2025**

Additional exposure

- A Journey channel on the **Conference Coverage Website** includes PDFs of each Journey.
- Promotions of the Journeys in Experience Scientific Sessions, the day one Daily Newspaper and ePreview #2. ePreview #3 includes links or QR codes to Journey PDFs.
- Three dedicated emails sent before the meeting to AHA members and cardiovascular disease professionals and registered attendees explaining Journeys. The third email deploys just before the meeting to encourage on-site pick up and links to the PDFs.
- Each email includes a “supported by” message with all advertiser company names and logos included in the blast.
- 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
Single sponsor buyout option	\$40,000

Contact your account manager for more information:

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