



Scientific Sessions



American Heart Association.

November 7, 2025 | Pre-Sessions Symposia & Early Career Day

November 8-10, 2025 | Scientific Sessions

Ernest N. Morial Convention Center | New Orleans, LA



2025 Exhibit Prospectus

Reach the heart of the cardiovascular professional community

#AHA25



What our exhibitors say...

90%

of exhibitors at Scientific Sessions are targeting physicians and nurses/nurse practitioners, and 84% are targeting research scientists

"A great experience at Sessions. It's a much better environment for networking than we have experienced at other meetings. I've met more people and have had better conversations than most meetings."

"Booth has been very busy. Great experience."

"Standing room only in our Learning Studio. Booth traffic has been great."

Top five specialties exhibitors are coming to Scientific Sessions to see:

- General Cardiology
- Heart Failure & Cardiomyopathies
- Interventional Cardiology
- Internal Medicine
- Hypertension

71%

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

73%

of exhibitors have either already renewed their exhibit space or are "extremely" or "very" likely to do so.

243

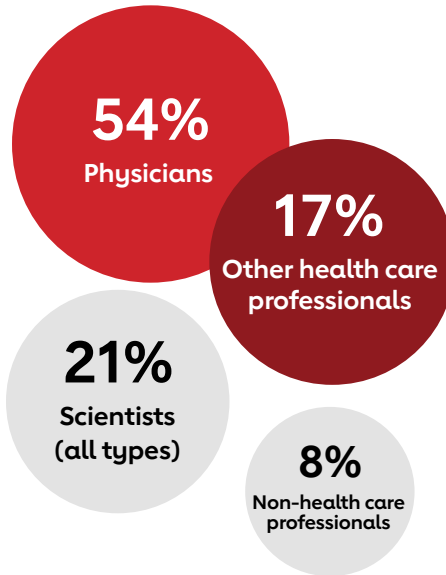
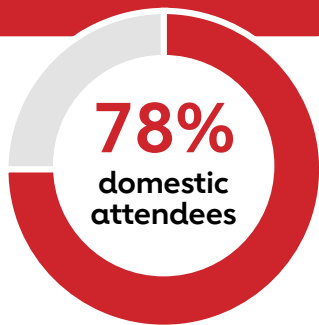
average leads per exhibitor with a lead retrieval device.

Source: 2024 exhibitor survey data.

2024 Audience

12,900+ total attendees

10,400+
professional attendees



Top ten specialties in attendance

(in order by attendance numbers)

- 1 General Cardiology
- 2 Internal Medicine
- 3 Cardiology: Heart Failure
- 4 Cardiology: Interventional
- 5 Cardiology: Electrophysiology
- 6 Cardiology: Pediatric
- 7 Administration
- 8 Cardiology: Prevention
- 9 Cardiology: CV Imaging
- 10 Biological Sciences

Source: 2024 registration data (Chicago).

Attendee satisfaction scores from Scientific Sessions 2024

72%

of attendees are "extremely" or "very" satisfied with their Sessions experience.

84%

of attendees are "extremely" or "very" likely to recommend Scientific Sessions to a colleague.

81%

of attendees visit the exhibit hall.

Two-thirds of attendees who visit the exhibit hall are looking for new products and services.





Science & Technology Hall

The Science & Technology Hall at the American Heart Association's Scientific Sessions is more than an exhibit space—it's a vibrant, interactive hub designed to keep attendees engaged, curious and inspired.

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 Essential Guide to Scientific Sessions that reaches attendees at their hotels.

Posters are integrated into the Science & Technology Hall, bringing traffic to the exhibit floor.

The Heart Hub

At the heart of every AHA conference is the Heart Hub—a dynamic space for discovery and engagement in the Science & Technology Hall. Here, attendees explore cutting-edge education or meaningful conversations via:

- **Learning Studios**
- **Networking Lounges**
- **CardioTalk Theaters**
- **Heart Theaters**
- **Health Innovation Pavilion**
- **Get with the Guidelines Quality Showcase**
- **Simulation Zone**
- **AHA HeartQuarters**
- **... and more**



Complimentary coffee breaks are included in the Hall.

VIP passes are available for your customers to see the Science & Technology Hall.



Your success, our priority

Exhibitors receive complimentary:

- Booth listing in the Experience Scientific Sessions Final Program, 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 Mailing List of 2024 registered attendees, when requested by the exhibiting company.
- 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 mailing list
- Advance approval and reduced price for hosting Satellite Events in New Orleans.
- Discounted exhibitor housing rates for New Orleans.

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.
- A mailer must be submitted and approved prior to the registration list being released. Lists must be requested at time of booth purchase.

Turn your booth into a must-visit destination

Your reservation is just the first step - now boost your visibility! Drive success with marketing solutions that deliver:

- Brand awareness
- Lead generation
- Boosted engagement
- Increased booth traffic and program attendance



Meeting News and Navigation

\$4,320-\$250,000

- AHA Mobile Meeting Guide App
- AHAtv
- Essential Guide to Scientific Sessions
- Conference Coverage Website
- Daily Newspaper
- Experience Scientific Sessions Final Program
- Industry Programming Guide
- Journey through Sessions ... and more

Email Marketing

\$9,310-\$75,000

- Morning Agenda Email
- ePreviews and eHighlights
- Exclusive Exhibitor Emails ... and more

On-Site Education and Networking

\$15,000-\$75,000

- Industry Presentations
- Meet the Trialist
- Membership Lounge ... and more

Convention Center Sponsorships

\$7,500-\$80,000

- Abstracts on USB
- Ad Banners
- Coffee Breaks in the Science & Technology Hall
- Escalator Graphics
- Charging Stations
- NEW! Park Strips
- Wi-Fi Sponsorship ... and more

Hotel Room Marketing and Sponsorships

\$6,500-\$45,000

- Hotel Key Cards
- Hotel Room Deliveries
- Doctors Bag
- Elevator Clings
- Column Wraps ... and more

Citywide Advertising

\$45,000-\$75,000

- Uber Eats
- Uber Rideshare

Opportunities and rates are subject to change.



Exhibitors who purchased advertising and/or sponsorships at Scientific Sessions received **1.5X more leads than exhibitors who did not.**



Scan the QR code to view all 2025 marketing opportunities

Exhibiting dates & rates*

Exhibit hours

Saturday, November 8, 2025
 9 a.m.-4:30 p.m. CST

Sunday, November 9, 2025
 9 a.m.-4:30 p.m. CST

Monday, November 10, 2025
 9 a.m.-3 p.m. CST

Breaks

Saturday, November 8, 2025
 9:15-9:45 a.m. CST
 11 a.m.-1:30 p.m. CST
 2:45-3:15 p.m. CST

Sunday, November 9, 2025
 9:15-9:45 a.m. CST
 11 a.m.-1:30 p.m. CST
 3-3:30 p.m. CST

Monday, November 10, 2025
 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.

Standard rate\$46 per sq. ft.

There is no additional charge for islands or corners.

Public service rate \$28 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 for all new organizations.

Cancellation schedule

Through April 1, 2025

American Heart Association retains 50% of contracted space fees

Beginning April 2, 2025

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.

Registration and housing open late summer 2025.

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. Satellite Event details will be available spring 2025.

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
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Bridget Blaney
 Advertising & Exhibitor Sales
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Julie Welsh
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Lauren Belanger
 Associate Manager Exhibits/Satellite Events
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lauren.belanger@heart.org



Experience the Future of Health care at the Health Innovation Pavilion

Step into the **Health Innovation Pavilion**, the premier hub for **health tech and innovation** at the **Science & Technology Hall**. Designed to showcase cutting-edge **programming, demonstrations and thought leadership**, this exclusive space fosters collaboration and highlights the **latest advancements shaping health care.**



The Pavilion is home to the **AHA Health Tech Competition**, where groundbreaking ideas take center stage. It also offers **unparalleled sponsorship opportunities**, providing brands with high-impact exposure and direct engagement with **influential health care leaders, innovators and decision-makers.**

Featured Programming

- Opening session & updates from **AHA Center for Health Technology & Innovation leaders**
- **Networking event** with innovators & subject matter experts
- **Health Tech Competition:** Multi-day event
- **AI panels, digital behavioral science workshops & Med Tech Innovator presentations**
- **Data science & health technology:** Strategies for success
- **Code-a-thon finalist presentations:** Bringing AHA CarePlans to life through digital tools
- **AI Award Winner presentations & Innovator Network showcases**

Pavilion highlights

- **Live Speaker Sessions & Panels:** Featuring top experts, panels and the **Health Tech Competition**, supported by full audio/video for an extended audience reach.
- **Health Tech & Innovation Showcase:** Companies present and demo their latest products.
- **Health Tech Simulation Demonstration:** Experience real-world applications of emerging technologies.
- **Networking Opportunities:** Connect with industry leaders and build recognition.



Apply for booth space through the **Exhibitor Portal**

Contact your account manager for more information:

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

Included benefits:

All levels include:

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



Exhibit booth options:

Option 1: \$5,500

- Health Innovation Pavilion Pod Structure

Option 2: \$13,000

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

Option 3: \$16,000

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



LOCATION

Science & Technology Hall

Ernest N. Morial Convention Center

DATES & HOURS

Set-Up

Friday, Nov. 7 | 12-5 p.m. CST

Science & Technology Hall Hours

Saturday, Nov. 8 | 9 a.m.-4:30 p.m. CST

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

Monday, Nov. 10 | 9 a.m.-3 p.m. CST

Move-Out

Monday, Nov. 10 | 3-7 p.m. CST

Dates and hours are subject to change.



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.

Contact your account manager for more information:

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

Learning Labs

Deadline:
Sept. 12, 2025

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 2025 pre-registration list** (addresses only) for pre-meeting promotion.



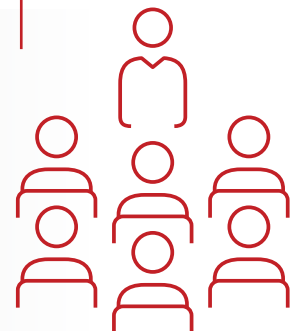
Exhibitors are also allowed to include their **program schedule on the walls** of their Learning Lab.



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 programming.")

Learning Labs have seating for 30-50 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 cardiologists, and to have your programming promoted by AHA!

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 Sept. 27, 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.*

First-Time Exhibitor Bundle

Unlock exclusive perks tailored to ensure your success at Scientific Sessions! The First-Time Exhibitor Bundle provides everything you need to make a strong impact, maximize your visibility, and connect with potential buyers.

Discover the branding opportunities and buying power that only AHA's Scientific Sessions can offer!



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 Essential Guide to Scientific Sessions*
- 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.



Science & Technology Hall Floor Decal

First-time exhibitors will have a special floor decal at the entrance to their booth.

Turnkey standard Freeman booth package

Easy ordering; regular rates.

Complimentary 2025 pre-registration mailing list to promote your booth.

Email addresses not included. Exhibitor must request the pre-registration list at time of booth reservation.

Pre-Show Assistance

Personalized support to help exhibitors with ordering, logistics, and FreemanOnline® navigation.

On-Site Guidance

A dedicated representative provides hands-on assistance from move-in to move-out.

Post-Show Follow-Up

Ensuring satisfaction with invoice reviews, Q&A, and issue resolution.

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 2022.

*Pending Essential Guide to Scientific Sessions sponsorship.