



# Scientific Sessions



American Heart Association.

November 6-9, 2026 | Scientific Sessions  
November 7-9, 2026 | Exhibits  
McCormick Place Convention Center | Chicago, IL



**82%**

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

## 2026

# Exhibit Prospectus

Your route to the heart of cardiovascular science

#AHA26



- Connect with thousands of decision-makers.
- Showcase your innovations to engaged users.
- Position your brand among cardiovascular leaders.

**Average leads:**  
**250 per exhibitor**  
with a lead retrieval device.



**76%**  
**already renewed**  
their exhibit space or are  
“extremely” or “very”  
likely to do so.



73% reported **satisfaction with brand awareness** from Sessions.



72% reported **satisfaction with customer education** around their products and services.

## What our exhibitors say:

“We had a great experience again this year exhibiting with Scientific Sessions. Attendance was strong, and the quality of engagement was very high. The support provided by the American Heart Association team contributed to a productive experience.”

“Scientific Sessions is one of our best shows every year. We have great booth traffic and the networking is unbeatable.”

“This was our first year exhibiting at Sessions and it was a fantastic experience. We’re looking forward to coming back next year.”



## 2025 Audience

# 12,700+

## total attendees

### Top ten specialties in attendance

(in order by attendance numbers)

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

79%

of attendees are Domestic attendees

# 10,400+

## professional attendees

49% Physicians

23% Scientists (all types)

19% Other health care professionals

9% Non-health care professionals

84%

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

74%

of attendees visit the Science & Technology Hall

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

71%

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

# Science & Technology Hall

The Science & Technology Hall at the American Heart Association's Scientific Sessions goes beyond traditional exhibits, offering a high-energy, interactive environment designed to captivate attendees and inspire meaningful discovery.

**20+ hours of exhibit time is built in**, including 12+ hours with limited simultaneous educational programming to increase traffic.

**An extensive marketing campaign** promotes the Hall before and during Scientific Sessions.

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

**Expanded moderated digital poster presentations** foster interactive dialogue and draw attendees eager to explore cutting-edge science.



**Complimentary coffee breaks** are included in the Hall.

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



## Learn, network, recharge

At the center of Scientific Sessions is a dynamic Science & Technology Hall built for hands-on discovery and engagement. Here, attendees explore cutting-edge education and meaningful conversations via:

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



# Everything you need to succeed

## Exhibitors receive complimentary:

- Booth listing in the Experience Scientific Sessions Final Program, Daily News and the Mobile Meeting Guide App (provided booth has been secured by publication dates).
- Online presence at **scientificsessions.org**.
- Marketing toolkit available online.
- 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.
- Discounted exhibitor housing rates.

## 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**.
- 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.

# Power your presence with targeted marketing

Drive success with marketing solutions that boost your visibility and traffic:

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

## Meeting News and Navigation

**\$4,450–\$250,000**

- Mobile Meeting Guide App
- 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

**\$8,000–\$100,000**

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

## Convention Center Sponsorships

**\$8,500–\$250,000**

- Abstracts on USB
- Ad Banners
- Coffee Breaks in the Science & Technology Hall
- Escalator Graphics
- NEW Charging Pods
- NEW Pickleball
- Park Strip ... and more

## Hotel Sponsorships and Hotel Room Marketing

**\$5,500–\$50,000**

- Hotel Key Cards
- Hotel Room Deliveries
- “Post-It” Style Notes on Hotel Doors
- Doctors Bag
- Elevator Clings
- Column Wraps
- Digital Wall Displays
- Window Clings ... and more

*Opportunities are subject to change.*



Exhibitors who purchased advertising and/or sponsorships at Scientific Sessions received **3.3x more leads** than exhibitors who did not.



Scan the QR code to view all 2026 marketing opportunities

# Exhibiting dates & rates\*

## Exhibit hours

**Saturday, November 7, 2026**  
 9 a.m.-4:30 p.m. CST

**Sunday, November 8, 2026**  
 9 a.m.-4:30 p.m. CST

**Monday, November 9, 2026**  
 9 a.m.-3 p.m. CST

## Breaks

**Saturday, November 7, 2026**  
 9:15-9:45 a.m. CST  
 11 a.m.-1:30 p.m. CST  
 2:45-3:15 p.m. CST

**Sunday, November 8, 2026**  
 9:15-9:45 a.m. CST  
 11 a.m.-1:30 p.m. CST  
 3-3:30 p.m. CST

**Monday, November 9, 2026**  
 9:15-9:45 a.m. CST  
 11 a.m.-1:30 p.m. CST  
 2:45-3 p.m. CST

## Move-in Hours

**Tuesday, November 3, 2026**  
 (any booths 20x20 or larger)  
 8 a.m.-5 p.m. CST

**Wednesday, November 4, 2026**  
 8 a.m.-5 p.m. CST

**Thursday, November 5, 2026**  
 8 a.m.-5 p.m. CST

**Friday, November 6, 2026**  
 8 a.m.-5 p.m. CST

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

Standard rate .....\$48 per sq. ft.

*There is no additional charge for islands or corners.*

Public service rate ..... \$30 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, 2026

American Heart Association retains 50% of contracted space fees

Beginning April 2, 2026

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 2026.**

**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 2026.**

*Your sponsorship and advertising dollars count toward your exhibiting priority points.*

**Ask your account manager for details.**

## Your exhibits team

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