

Convention Center Sponsorships

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Icon Key

Traffic-building product



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Ad Banner



- Available in multiple, high-visibility locations throughout the convention center.
- Sponsor may select location.

VIEW DETAILS AND LOCATIONS

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 7
 Materials due: Sept. 14

Rate

\$20,000 each



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Column Wraps



- Secure prime real estate at the convention center with corporate or product branding on high-visibility columns located throughout the convention center.
- Packaged in groups of three.

VIEW DETAILS AND LOCATIONS

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 7
 Materials due: Sept. 14

Rate

\$20,000 per group of three



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Communication Center



- Scientific Sessions attendees can access the internet, search for other attendees, print airline boarding passes and claim CME credit from the AHA Communication Center.
- Sponsor receives corporate recognition on all login screens.
- Sponsor may place a corporate or product graphic on panels incorporated into the structures.

VIEW DETAILS AND LOCATIONS

INSERTION ORDER/SPECS

Deadlines

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 Materials due: Sept. 14

Rate

\$20,000



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Escalator Graphics



Sponsor receives corporate or product advertising on the median or floor decals or glass railing (depending on location) and glass panel sides of selected elevator banks.

VIEW DETAILS AND LOCATIONS

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 7
 Materials due: Sept. 14

Rate

\$30,000-\$55,000 per location



Fitness Breaks



The in-person and virtual Fitness Break schedules will be included in the Sessions Online Planner.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 7
 Materials due: Sept. 14

**Sponsorship Includes:**

- Prominent sponsor recognition both on-site and on the virtual platform
- A professional instructor
- One of five ePreviews
- An AHA Mobile Meeting Guide App push alert to promote the session

Rate

\$8,500 per day
\$25,000 for three days



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Lighted Kiosks



- Dramatic LED kiosks highlight your corporate or product brand in vivid color.
- One advertiser per kiosk, with double-sided graphics on six-foot structures, located in high-traffic areas of the convention center.

[VIEW DETAILS AND LOCATIONS](#)

INSERTION ORDER/SPECS**Deadlines**

Space reservation deadline: Sept. 7
Materials due: Sept. 14

Rate

\$12,000 each (eight available)



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Hand Sanitizing Stations



- Hand Sanitizing Stations will be available in multiple, high-visibility locations throughout the convention center.
- Corporate branding only.

[VIEW DETAILS AND LOCATIONS](#)

INSERTION ORDER/SPECS**Deadlines**

Space reservation deadline: Sept. 7
Materials due: Sept. 14

Rate

\$5,500 per set of two (12 available)
\$30,000 exclusive



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Puppy Snuggles



- Connect Sessions attendees with their best partner yet: a puppy!
- Your brand will be featured prominently in the dedicated Puppy Snuggle play area located between escalators from the North Lobby.

Sponsor Recognition Includes:

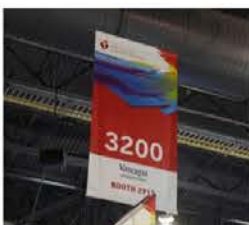
- Marketing in one printed material.
- One daily AHA Mobile Meeting Guide App push alert promoting Puppy Snuggles, prominently featuring sponsor logo.
- Recognition on supporter wall at conference.

INSERTION ORDER/SPECS**Deadlines**

Space reservation deadline: Sept. 7
Materials due: Sept. 14

Rate

\$35,000
Exclusive Opportunity



Science & Technology Hall Aisle Signs



- Your corporate or product logo appears on all directional aisle signage throughout the Science & Technology Hall.
- Print area approximately 4' x 2'.

[VIEW DETAILS AND LOCATIONS](#)

INSERTION ORDER/SPECS**Deadlines**

Space reservation deadline: Sept. 7
Materials due: Sept. 14

Rate

\$60,000
Exclusive Opportunity



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Science & Technology Hall Coffee Breaks



There will be a minimum of two refreshment stations serving coffee, hot tea and water in high-traffic areas in the Science & Technology Hall. Breaks will be refreshed two times on Saturday and Monday, and three times on Sunday.

Sponsor Recognition Includes:

- One monitor next to refreshment stations to play sponsor-provided 15-second video/commercial.
- Opportunity to provide napkins, cup sleeves or cups (no larger than 10 oz.) with company (corporate or product) logo. *Sponsor is responsible for providing and shipping items to convention center.*
- Recognition as a sponsor in the following publications (provided sponsorship has been secured by publication date):
 - On-Site Meeting Guide
 - Daily Newspaper
 - Final Program

INSERTION ORDER/SPECS

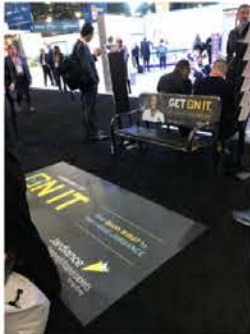
Deadlines

Space reservation deadline: Sept. 7
Materials due: Sept. 14

Rate

\$10,000 per day
Includes both stations

[VIEW DETAILS AND LOCATIONS](#)



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Science & Technology Hall Park Benches



Grab the attention of professional attendees as they walk through the Science & Technology Hall!

Sponsorship Includes:

- 10 park benches with single graphic panel on each bench
- Floor graphic in front of bench

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 7
Materials due: Sept. 14

Rate

\$30,000
Exclusive Opportunity

[VIEW DETAILS AND LOCATIONS](#)



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Scientific Sessions Posters



- Posters are in an open-access library that allows attendees to view the latest scientific and medical posters.
- Both in-person and virtual users will be allowed to quickly access the information on the posters through searches on key words, title, and author's names.
- Posters will be accessible to all attendees via a branded banner on the virtual platform, and (optionally) from within supporters' virtual booth.

Sponsorship Includes:

- Corporate logo recognition on the opening screen of the ePosters website.
- Corporate recognition at the Basic Science Poster Reception
- Corporate recognition on all marketing pieces, including ads, and in-person and virtual signage/banners.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 7
Materials due: Sept. 14

Rate

\$65,000
Exclusive Opportunity



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Window Clings



- Make an impact on conference attendees as they enter and exit the convention center!
- Promote your company or product on these high-visibility window clings.
- Located on the pedestrian bridge windows overlooking the Science & Technology Hall.
- Includes six clings in a package with three clings on each side of the bridge.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 7
Materials due: Sept. 14

Rate

\$30,000 per package of six



Conference Shuttle Bus Packages



- Shuttle bus service will be provided to official hotels participating in Scientific Sessions.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 17
Materials due: Sept. 24



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- Shuttle bus supporters receive high-level visibility at Scientific Sessions and citywide.
- Advertising packages include 15 buses operating throughout the city Saturday, Nov. 13 through Monday, Nov. 15.
- Exterior bus banners include one banner on the passenger boarding side of each bus (up to four different, four-color product or corporate ads are allowed).
- Headrest covers may have corporate or product ad placement (up to four spot colors per identical piece of artwork).

Rate
 \$40,000 banners only
 \$40,000 headrests only
 \$70,000 exclusive, full package including headrests and banners



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Abstracts on Download



- Abstracts on Download provide a means for medical professionals to have easy and enduring access to the abstracts from Scientific Sessions.
- Users will be allowed to quickly access the information in the abstracts through searches on key words, abstract title, and author's names.
- Abstracts on Download can be distributed directly from the contributor's booth to maximize easy visitation.
- A total of 3,000 USBs will be produced for distribution by the sponsor - with any remaining USBs to be distributed by AHA at other cardiovascular relevant conferences throughout the year including ACC.
- Also accessible via a branded banner on the virtual platform, and (optionally) from within supporters' virtual booth.

Sponsor Recognition Includes:

- Contributor corporate logo on the USB case packaging and disc.
- Corporate logo recognition on the opening screen.
- Corporate recognition on all marketing pieces, including ads and on-site signage.

INSERTION ORDER/SPECS

Deadlines
 Space reservation deadline: Sept. 24
 Materials due: Oct. 1

Rate
 \$85,000
 Exclusive Opportunity



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Charging Stations



- Charging Stations will be available in multiple, high-visibility locations throughout the convention center.
- Charging Stations can also be placed in your exhibit booth to attract attendees.
- Locations vary, but all offer excellent promotional opportunities.
- Advertiser-provided 30-second corporate or product video will play in the monitor at the top of the unit, with advertiser corporate or product graphics on the unit.

VIEW DETAILS AND LOCATIONS

INSERTION ORDER/SPECS

Deadlines
 Space reservation deadline: Sept. 24
 Materials due: Oct. 8

Rate
 \$10,000 each (10 available)



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On-Site Digital Signage/Virtual Commercial Breaks



- Quickly grab attendees' attention with your company, product or industry event information on AHA's highly visible digital signage in the convention center, and on the virtual platform.
- 31 65-inch high-definition LED screens will be strategically located throughout the convention center to maximize exposure and visibility (audio and video).
- Your 15-, 30- or 60-second video will also be played before and after industry events on the virtual platform.

VIEW DETAILS AND LOCATIONS

INSERTION ORDER/SPECS

Deadlines
 Space reservation deadline: Oct. 4
 Materials due: Oct. 11

Rates	
60-second ad	\$20,000 (limit five)
30-second ad	\$15,000 (limit four)
15-second ad	\$10,000 (limit six)



Wi-Fi Sponsorship



- Help attendees get connected at the conference, and get brand recognition to thousands of unique visitors each day!
- Wi-Fi access areas will include all of the conference public areas, concourses and meeting rooms at the convention center.
- Sponsor branding is included on the Wi-Fi login splash page and on signage throughout the convention center with Wi-Fi login instructions.

Sponsor Recognition Includes:

- Final Program
- On-Site Meeting Guide
- Supporter wall at conference

INSERTION ORDER/SPECS

Deadlines
 Space reservation deadline: Oct. 15
 Materials due: Oct. 22

Rate
 \$30,000
 Exclusive Opportunity

VISIT THE ENVISION SITE FOR MORE SPONSORSHIP DETAILS

If the in-person AHA Scientific Sessions 2021 meeting must be canceled, sponsorships will transition to an option of equal value and exposure. For materials specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.

*All rates are net. No agency discounts apply. Cancellations are nonrefundable.
 All quantities are based on a projected attendance and room blocks.
 Sales taxes will be applied to all production charges.*

