

2021 Sponsorship and Advertising Opportunities

Innovative opportunities to showcase your brand and maximize engagement with meeting attendees

Overview

Scientific Sessions 2019 Philadelphia Audience



15,000+ total attendees
12,500+ professional attendees

Scientific Sessions 2020 Virtual Audience



14,500+ total attendees
12,900+ professional attendees

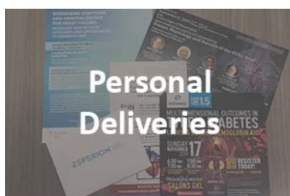


66% attendees with direct patient care

Exhibit dates: November 13-15, 2021
 On Demand until December 15, 2021

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Opportunities



Meeting News and Navigation

Opportunity

Price range

Space reservation deadline

Materials due

AHA Mobile Meeting Guide App	\$5,000-\$75,000	Varies	Varies
Conference Coverage Website	\$2,345-\$10,000	Sept. 22, 2021	Sept. 29, 2021
Ads on Article Pages	\$5,000	Sept. 22, 2021	Sept. 29, 2021
Podcast Channel on the Conference Coverage Website	\$10,000	Sept. 22, 2021	Sept. 29, 2021
Conference Bag Inserts	\$15,000	Oct. 1, 2021	Oct. 22, 2021
AHA TV	\$7,000	Varies	Varies
Symposia Schedule and Locator Map	\$4,190-\$9,590	Oct. 6, 2021	Oct. 13, 2021
Attendee Welcome Guide	\$25,000	Oct. 15, 2021	Oct. 22, 2021
Daily Newspaper	\$10,000-\$25,000	Oct. 15, 2021	Oct. 22, 2021
On-Site Meeting Guide	\$580-\$20,035	Oct. 18, 2021	Oct. 25, 2021

Email Marketing

Opportunity	Price range	Space reservation deadline	Materials due
Log-In Credential Emails	\$10,000	Oct. 15, 2021	Oct. 22, 2021
Registration Email Package	\$35,000	Oct. 18, 2021	Oct. 22, 2021
ePreviews	\$8,000-\$10,000	Varies	Varies
Exclusive Exhibitor Email	\$25,000	Varies	Varies
eHighlights	\$8,000-\$10,000	Varies	Varies
Daily Highlights Email	\$15,000	Oct. 13, 2021	Oct. 20, 2021

Virtual Platform Marketing

Opportunity	Price range	Space reservation deadline	Materials due
Learning Studios	\$30,000-\$45,000	Sept. 3, 2021	Oct. 13, 2021
Fitness Breaks	\$8,500-\$25,000	Sept. 7, 2021	Sept. 14, 2021
Scientific Sessions Posters	\$65,000	Sept. 7, 2021	Sept. 14, 2021
Abstracts on Download	\$85,000	Sept. 24, 2021	Oct. 1, 2021
AHA TV	\$7,000	Varies	Varies
Simulation Demonstration	\$15,000	Oct. 4, 2021	Oct. 10, 2021
Tower Ad Banner	\$15,000	Oct. 4, 2021	Oct. 11, 2021
Content Ad Banner	\$10,000	Oct. 4, 2021	Oct. 11, 2021
Virtual Commercial Breaks	\$10,000-\$20,000	Oct. 4, 2021	Oct. 11, 2021
Scientific Sessions Job Board Posting	\$1,200-\$1,800	Oct. 15, 2021	Oct. 22, 2021

Personal Deliveries

Opportunity	Price range	Space reservation deadline	Materials due
Individual Hotel Room Drops	\$28,050-\$45,000	Oct. 4, 2021	Oct. 11, 2021
Doctors Bag Insert	\$15,230	Oct. 18, 2021	Oct. 25, 2021
Doctors Bag Premium	\$28,740	Oct. 18, 2021	Oct. 25, 2021

AHA Scientific Sessions 2021 includes both in-person and virtual programming and events. If the in-person portion of the meeting must be canceled, all marketing from the physical assets of the meeting will be seamlessly transitioned to the virtual environment as outlined herein. Advertisers preparing materials specific to a booth or program 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 non-refundable.
All quantities are based on projected attendance and room blocks.
Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.

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