

Meeting News and Navigation

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Critical products that tell attendees what's happening at Scientific Sessions 2021

Icon Key

Traffic-building product



AHA Mobile Meeting Guide App



Your brand in the hands of all attendees!

Reach: In-person and virtual attendees.

Content: Provides attendees with instant access and search capability to detailed educational sessions, faculty, abstracts, event information, exhibitors, hotels, schedule-planning and mapping functionality to help locate a room or exhibit booth.

Distribution:

- Available for download before, during and after Scientific Sessions 2021.
- App is web-based and downloadable for all smartphone platforms and web-enabled devices.

Single Sponsorship

Enhanced Exhibitor Listing

Alert Notification

Conference Bag Inserts

10,558
downloads in
2019 and 3,031
downloads in
2020!

If the in-person AHA Scientific Sessions 2021 must be canceled, the Mobile App will be used for the virtual event. For advertising specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.

INSERTION ORDER/SPECS

Single Sponsorship Deadlines

Space reservation deadline: Sept. 14
Materials due: Sept. 24

Enhanced Exhibitor Listing Deadlines

Space reservation deadline: Oct. 1
Materials due: Oct. 8

Alert Notification and Conference Bag Inserts (in-person and virtual) Deadlines

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

Rates

Single Sponsorship	\$75,000
Alert Notifications	\$5,000 each
Enhanced Exhibitor Listing	\$7,500 each
Conference Bag Inserts (in-person and virtual via the AHA Mobile Meeting Guide App)	\$15,000 (limit five)

Conference Coverage Website

NEW FEATURES FOR 2021!



Multichannel campaign drives attendees to your brand or advertorial again and again

Critical content for AHA members and attendees increases your visibility.

A 24/7 central location for the Scientific Sessions ePreviews, Daily Highlights Emails and eHighlights, as well as sponsored content and resources. As the push publications are read, each click on an article's "read more" button brings the reader to the Conference Coverage Website.

Reach: 550,000+ AHA members and cardiovascular disease professionals via a link in ePreviews, Daily Highlights Emails and eHighlights.

Content:

- Science presented at the conference.
- Information on schedules of industry-supported educational programs to include Learning Studios and Satellite Symposia.
- Hot-button topics and can't-miss sessions.
- Meeting resources for attendees, including the Scientific Sessions: Your Event Guide and Attendee Welcome Guide.

New Feature for 2021! An Industry Highlights channel will be published on the Conference Coverage Website, which will include a schedule of Industry Programs. All Doctors Bag supporters will have an "article" related to their insert within this channel labeled "paid advertising content." Doctors Bag Premium advertisers will also have a rotating leaderboard within this channel. In addition, a link to the Industry Highlights page will be included in each day's Daily Highlights.

Banner Advertising

Advertorial Content

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 22
Materials due: Sept. 29

Deadlines are ongoing. Dates above are noted for maximum exposure.

Banner Advertising

Front Page Leaderboard	\$5,000 (four rotating in position)
Front Page Vertical 300 x 600	\$4,065 (four rotating in position)
Front Page Rectangles (two available)	\$3,125 (four rotating in position)
Front Page Video	\$5,000 (one available)
Channel Leaderboard	\$3,745 (three rotating in position)
Channel Vertical 300 x 600	\$3,045 (three rotating in position)
Channel Rectangles (two available)	\$2,345 (three rotating in position)

Advertorial Content

Industry Content	\$7,685
Industry Resources	\$6,510
Industry Programs	\$10,000

The words "Paid Advertisement" will be centered above each digital (and advertorial content) in at least 10-point Helvetica (or similar type font).



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Up to 12 full months of exposure!

The Conference Coverage Website will launch in September and remain active through Scientific Sessions 2021 and up to the Scientific Sessions 2022 cycle. You can link your advertorials, programs and resources on this official AHA branded site in your own promotions long after the event is over!

(Content can be removed if required for compliance.)



click to enlarge

Ads on Article Pages



Your ad is online next to Late Breaking Science coverage!

Reach: 550,000+ AHA members and cardiovascular disease professionals via article links in ePreviews, Daily Highlights Emails and eHighlights.

Content: As AHA email publications are read, each click on an article's "read more" button brings the reader to an article page on the [Conference Coverage Website](#). Your 300 x 250 ad will be placed at the top of the page on five of these articles – one of which is guaranteed to be coverage of a Late Breaking Science session!

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 22
Materials due: Sept. 29

Rate

\$5,000 per set of five articles (seven packages available)

Deadlines are ongoing. Dates above are noted for maximum exposure.

The words "Paid Advertisement" will be centered above each digital (and advertorial content) in at least 10-point Helvetica (or similar type font).



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Podcast Channel on the Conference Coverage Website



Place your pre-recorded podcast onto the website attendees and non-attendees will use to access all meeting coverage!

Reach: 550,000+ AHA members and cardiovascular disease professionals via article links in ePreviews, Daily Highlights Emails and eHighlights.

Content: We'll create a separate channel for industry podcasts. You provide a link to your corporate or branded podcast, and we'll post and promote it on a separate podcast channel.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 22
Materials due: Sept. 29

Rate

\$10,000 each*

**A minimum of three podcasts must be sold into the channel for it to be produced.*

Deadlines are ongoing. Dates above are noted for maximum exposure.

The words "Paid Advertisement" will be centered above each digital (and advertorial content) in at least 10-point Helvetica (or similar type font).



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Conference Bag Inserts



Include your branding and marketing materials to drive attendees to your booth or program!

Reach: Advertiser-supplied inserts in the conference bag accessible for all attendees via the [AHA Mobile Meeting Guide App](#) and on the virtual platform.

Distribution: Distributed to professional attendees at registration.

Content:

- Booth announcements and demo schedules
- Promotional materials
- Industry program invitations
- Product samples (Dependent on association policies. Contact your account manager for details.)

If the in-person AHA Scientific Sessions 2021 meeting must be canceled, Conference Bag Inserts will be available on the AHA Mobile Meeting Guide App. For inserts specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Oct. 1
Materials due: Oct. 22

Rate

\$15,000 per insert

Limit five advertiser-supplied inserts.



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AHA TV



A new streaming meeting news broadcast

Produced by AHA Leadership and the AHA Science News team, AHA TV will highlight the best moments and top science presented at Scientific Sessions 2021. AHA TV will stream to the opening home page of the Scientific Sessions virtual platform and be promoted throughout the site. Exhibitors can participate in two ways:

Advertorial Videos

Advertorials give sponsors an opportunity to showcase new products or services on AHA TV. News crews will film, produce and edit a two- to three-minute video for participating exhibitors. The videos will then be shown multiple times each day between stories. Videos will also be given to exhibitors for their own marketing use.

Commercial Break Upgrades

Advertisers purchasing Virtual Commercial Breaks on the platform, can also place those same commercials on AHA TV for an upgrade fee.

INSERTION ORDER/SPECS

Commercial Break Upgrade

Deadlines

Sales reservation deadline: Oct. 4, 2021
Materials due: Oct. 11, 2021

Advertorial Video Project Description Deadlines

Sales reservation deadline: Oct. 15, 2021
Scheduled virtual recording materials due: Oct. 11, 2021
Pre-recorded materials due: Oct. 29, 2021

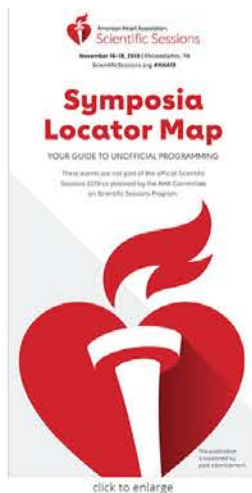
Rate

\$7,000 per two- to three-minute Advertorial Video
\$6,000 Commercial Break Upgrade fee



Symposia Schedule and Locator Map

INSERTION ORDER/SPECS



click to enlarge



A complete guide to Scientific Sessions 2021 symposia – In person and virtual

Reach: In-person and virtual attendees plus 550,000+ AHA members and cardiovascular disease professionals via a link in an email.*

Content: Lists Satellite Event schedules, locations and descriptions for both in-person and virtual symposia, and showcases locations on a map of Boston for the in-person audience.

Distribution:

- Distributed to attendees at registration and in bins throughout the convention center.
- Content from the Symposia Schedule and Locator Guide will be placed on the front page of the [Conference Coverage Website](#), and within the Meeting Resources channel. A link to one or both of these locations will be included in [ePreview #4](#), which showcases industry programming. ePreviews are sent to 550,000+ AHA members and cardiovascular disease professionals
- If a [Doctors Bag](#) is distributed to hotel rooms on Nov. 12, maps will also be inserted into bags.

**If the in-person AHA Scientific Sessions 2021 must be canceled, the Symposia Schedule and Locator Map will still be used as a schedule and promotion for all virtual symposia, and delivered to all attendees plus 550,000+ AHA members and cardiovascular disease professionals via a link in ePreview #4, which showcases industry programming. The publication will also be placed on the virtual platform for easy access for attendees. For advertising specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.*

Deadlines

Space reservation deadline: Oct. 6
Materials due: Oct. 13

Rates	Early Bird Rate by June 30	After June 30
Back Cover Panel	\$8,715	\$9,590
Full Panel	\$6,395	\$7,040
Half Panel	\$3,800	\$4,190



click to enlarge

Attendee Welcome Guide



Attendee welcome publication puts your brand front and center with all attendees!

Reach: In-person and virtual attendees.*

Distribution:

- On-site at headquarter hotel front desks.
- Emailed as a link to all attendees with their virtual log-in credentials.
- Also available on the front page of the [Conference Coverage Website](#) and in the Meeting Resources Channel.

Content: Information and key details both in-person and virtual attendees need to get their experience at Sessions off to a great start.

Advertiser receives front cover banner logo recognition and the back cover ad of the printed guide, as well as a 300 x 600 ad on the digital version on the [Conference Coverage Website](#).

**If the in-person AHA Scientific Sessions 2021 must be canceled, the Attendee Welcome Guide will still be delivered to all attendees digitally. For advertising specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.*

INSERTION ORDER/SPECS

Deadlines

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

Rate

\$25,000

Exclusive Opportunity



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Daily Newspaper



Showcase your brand with attendees every day of the meeting!

Live coverage of Scientific Sessions is printed overnight and delivered to the convention center and key hotels each morning, and sent as a PDF attached to the [Daily Highlights Email](#).

Reach: In-person and virtual attendees plus 550,000+ AHA members and cardiovascular disease professionals via a link in each day's [Daily Highlights Email](#).*

Content:

- Late-breaking science from Scientific Sessions 2021.
- Need-to-know news and event coverage, including key events, recommendations from the program chair and CME credit information.
- Snackable takeaways, including "Pearls" from colleagues, social media and blog highlights, Q&As and infographics.
- Articles from each day's daily are also posted on the [Conference Coverage Website](#).

Distribution:

- Delivered to hotel rooms in Boston and via distribution ambassadors at the convention center on Nov. 13, 14 and 15.
- Also sent as a PDF attached to each day's [Daily Highlights Email](#).
- Daily PDF is also posted on AHA's [Professional Heart Daily page](#).

Map Sponsorship Includes:

- Full Page ad immediately preceding or adjacent to the floor map.
- Banner ad on the map page.
- Your logo and booth highlighted on the map.

**If the in-person AHA Scientific Sessions 2021 must be canceled, the Daily Newspaper will be sent to all attendees and 550,000+ AHA members and cardiovascular disease professionals as a PDF attached to each day's [Daily Highlights Email](#). Daily PDF will also be posted on AHA's [Professional Heart Daily page](#) on the [Conference Coverage Website](#) and on the virtual platform. For advertising specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.*

INSERTION ORDER/SPECS

Deadlines

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

Rates	
Back Cover	\$25,000 per issue
Inside Front Cover	\$20,000 per issue
Map Sponsorship	\$18,750 per issue
Inside Back Cover	\$17,500 per issue
Inside Back Cover PI space	\$13,000 per issue
Junior Page	\$20,000 all three issues \$13,000 two issues \$11,500 one issue
Additional Junior Page space of PI (in conjunction with Junior Ad purchase only)	\$10,000 all three issues
Full Page	\$13,500 per issue



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View the 2019 guide!

On-Site Meeting Guide



A critical publication for both in-person and virtual attendees

Reach: In-person and virtual attendees, plus 550,000+ AHA members and cardiovascular disease professionals via a link in [ePreview #5](#).*

Content:

- Main Event schedules (in-person and virtual)
- Boston floor plans
- Exhibitor listings for all in-person and virtual exhibitors
- Industry event information (both in-person and virtual)
- City attractions and dining information

Distribution:

- Distribution ambassadors hand out the guides at the entrances to the Science & Technology Hall for several hours each day.
- A PDF version of the guide will be placed on the front page of the [Conference Coverage Website](#), and within the Meeting Resources channel. A link to one or both of these locations will be included in ePreview #5 – the Smart Start to Scientific Sessions, sent to 550,000+ AHA members and cardiovascular disease professionals.

Map Sponsorship Includes:

- Banner ad on map page.
- Your booth highlighted on the map along with your logo.
- Company name callout.
- Full Page ad immediately preceding or adjacent to the map.

Drive Booth Traffic!

Use your Full Page ad in the guide as an insert in the Doctors Bag for a packaged rate of \$18,280! (Rate after June 30 is \$20,190.)

*If the in-person AHA Scientific Sessions 2021 must be canceled, the guide will be reconfigured as a virtual-only guide, renamed to Your Event Guide and delivered to all attendees plus 550,000+ AHA members and cardiovascular disease professionals via a link in ePreview #5 – the Smart Start to Scientific Sessions. The guide will also be placed on the virtual platform for easy access for attendees. If advertising is specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Oct. 18
Materials due: Oct. 25

Rates	Early Bird Rate By June 30	Rate After June 30
Map Sponsorship	\$18,210	\$20,035
Back Cover	\$14,140	\$15,555
Inside Front Cover	\$12,425	\$13,670
Inside Back Cover	\$10,980	\$12,080
Full Page*	\$9,105	\$10,010
Full Page Pi	\$4,085	\$4,490
Half Page Horizontal	\$7,115	\$7,830
Quarter Page	\$5,900	\$6,490
Product Category Display Ad	\$1,505	\$1,650
Highlighted Listing with Logo	\$580	\$580

*Request a position within the first 32 pages for a Full Page rate of \$9,580 each.

All print ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).

All rates are net. No agency discounts apply. Cancellations are nonrefundable.

All quantities are based on projected attendance and room blocks.