


Virtual Platform Marketing

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Icon Key

 Traffic-building product



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Learning Studios



Show your product or therapeutic treatment to a large audience! Limited time slots are available for your live or pre-recorded presentation with live Q&A or chat. Sessions are 45 minutes (including Q&A).

Sponsor Recognition Includes:

- Pre-meeting and virtual site promotion by AHA should the topics be confirmed and provided to AHA by due date.
- One of five ePreviews.
- Learning Studio schedule on Sessions 2021 website.
- Learning Studio schedule included in the Sessions Online Planner.
- Learning Studio schedule included in the AHA Daily News.
- AHA Mobile Meeting Guide App.
- One pre-registration list (addresses only).
- Sponsor recognition on the virtual conference website.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 3
 Title, speaker(s) names and logo due: Sept. 29

Virtual only with extended virtual access

Simulive (pre-recorded) with Q&A	\$30,000
Live with Live Q&A	\$40,000
Simulive (pre-recorded) with Live Q&A	\$40,000

Virtual only during unopposed time, with extended virtual access

Simulive (pre-recorded) with Q&A	\$35,000
Live with Live Q&A	\$45,000
Simulive (pre-recorded) with Live Q&A	\$45,000

Rates include AHA required closed captioning, which will be added to your program by AHA.



Fitness Breaks



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

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

INSERTION ORDER/SPECS

Deadlines

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

Rate

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



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



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

INSERTION ORDER/SPECS

Deadlines

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

Rate

\$85,000
Exclusive Opportunity

- Contributor corporate logo on the USB case packaging and disc.
- 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.



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



Simulation Demonstration



A 20-minute demonstration of your technologies in a hands-on and engaging forum where attendees can watch firsthand the innovations of the medical industry.

Sponsor Recognition Includes:

- Pre-meeting and virtual site promotion by AHA should the topics be confirmed and provided to AHA by due date
- One of five ePreviews
- Simulation schedule on the Scientific Sessions 2021 website
- Simulation schedule included in the Sessions Online Planner
- Simulation schedule included in the AHA Daily News
- AHA Mobile Meeting Guide App
- Sponsor recognition on the virtual conference website

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Oct. 4
Materials (title, speaker names) due: Oct. 10
Pre-recorded videos due: Oct. 13

Rate

\$15,000



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Tower Ad Banner



- Located on the home page, your animated banner ad will be highly visible to attendees and will link to your virtual booth.
- Vertical ad located on the right-side of the screen on the home page.

INSERTION ORDER/SPECS

Deadlines

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

Rate

\$15,000 each (eight available)



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Content Ad Banner



- Ad banners will be available on the home page of the conference virtual platform.
- Horizontal ad located on the middle of the screen of the home page.

INSERTION ORDER/SPECS

Deadlines

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

Rate

\$10,000 each (eight available)



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Virtual Commercial Breaks



- Quickly grab attendees' attention with your company, product or industry event information on the virtual platform.
- Your 15-, 30- or 60-second video will be played before and after industry events on the virtual platform.

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)



Scientific Sessions Job Board Posting



- Are you hiring? Looking for qualified candidates?
- Posting your organization's available employment opportunities on the conference job board will help you reach the attention of TOP candidates.

Sponsorship Includes:

- Your posting on the conference virtual platform.
- Your posting in the conference Daily Newspaper.
- Your posting on the AHA Membership Job Board.
- Your posting included in the AHA Membership Job Flash email, distributed to 48,000+ cardiovascular professionals twice monthly.
- Your posting included in the AHA Mobile Meeting Guide App.

INSERTION ORDER/SPECS

Deadlines

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

Rates

30 days	\$1,200
60 days	\$1,800

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.