

Virtual Platform Marketing

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Icon Key

- Traffic-building product
- Reach all meeting attendees
- Reach all in-person attendees only
- Reach all AHA Members
- Push product
- Personal delivery
- Lead-generating product
- Product has frequency
- Branding product



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Learning Studios



Showcase your product or therapeutic treatment to a large audience!

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 four ePreviews.
- Learning Studio schedule on Sessions 2022 website.
- Learning Studio schedule included in the Sessions Online Planner.
- Learning Studio schedule included in the AHA Daily News.
- Recognition on the AHA Mobile Meeting Guide App.
- One pre-registration list (addresses only).
- Included in on-site and virtual sponsorship recognition signage and ads.

See on-site Learning Studio details.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: TBD
 Materials (title, speaker names, brief description and logo) due: TBD

Virtual only with extended virtual access (Monday only)

Simulive (pre-recorded) with Q&A	\$30,000
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Virtual only during unopposed time, with extended virtual access (Monday only)

Simulive (pre-recorded) with Q&A	\$35,000
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Rates include AHA-required closed captioning, which will be added to your program by AHA.



click to enlarge

Social Media Gallery



Sponsor the page where everyone is talking!

Reach: Scientific Sessions attendees and all AHA social media followers.

Content:

- Support the page where attendees can follow the social chatter in real time on #AHA22 without ever leaving the meeting!
- Located on the virtual platform, the Social Media Gallery will be promoted throughout the event.
- Supporter receives recognition on the home page.
- Tweetorials are also available in the Social Media Gallery.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Aug. 26
 Materials due: Sept. 16

Rates

Social Media Wall Exclusive Sponsorship Opportunity	\$15,000
Tweetorial	\$7,000 each

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



Scientific Sessions Posters



- Posters are located in multiple Poster Zones throughout the Science & Technology Hall.
- Posters are also available to users through an open-access library.
- 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.
- On-site signage guides in-person attendees to Poster Zones, while online posters are 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 Posters website.
- Corporate recognition at the Basic Science Poster Reception area.
- In-person and virtual corporate recognition.

INSERTION ORDER/SPECS

Deadlines

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

Rate

\$70,000
 Exclusive Opportunity



Mobile Meeting Guide App



INSERTION ORDER/SPECS

Single Sponsorship Deadlines



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 2022.
- App is web-based and downloadable for all smartphone platforms and web-enabled devices.

Single Sponsorship

Enhanced Exhibitor Listing

Alert Notification

Conference Bag Inserts

If the in-person AHA Scientific Sessions 2022 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.

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

Enhanced Exhibitor Listing Deadlines

Space reservation deadline: Sept. 23
Materials due: Sept. 30

Alert Notification and Conference Bag Inserts Deadlines

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

Rates	
Single Sponsorship	\$80,000
Alert Notifications	\$5,000
Enhanced Exhibitor Listing	\$7,500
Conference Bag Inserts	\$20,000 (limit five)



AHAtv



A new streaming meeting news broadcast

- Showcase your brand to all attendees in an engaging and dynamic way.
- Produced by AHA Leadership and the Science News team, AHAtv will highlight the best moments and top science presented at AHA Scientific Sessions 2022.
- AHAtv will be distributed via several touchpoints throughout the conference, both in-person and on the virtual platform.
- Exhibitors can participate in four ways: Daily Title Sponsor, Advertorial Videos, Commercial Break Upgrades or Exhibitor Clips (see below).

Daily Title Sponsor

Daily videos are a highlight of the day's event.

Sponsor Recognition Includes:

- Sponsor's watermark displayed throughout the AHAtv Daily Videos.
- Sponsor's logo in the opening animation of the Daily Videos.
- Insertion of a sponsor-provided commercial of up to 30 seconds each day of sponsorship.
- Recognition in the following (provided sponsorship has been secured by publication date):
 - One ePreview
 - Conference Daily Newspaper
 - On-Site Meeting Guide/Your Event Guide
 - Conference website

Advertorial Videos

View an example

- Advertorials give sponsors an opportunity to showcase new products or services on AHAtv.
- 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 Digital Signage can also place those same commercials on AHAtv for an upgrade fee.

Exhibitor Clips

View an example

- On-camera interviews are filmed on-site, edited and produced pre-event.
- Exhibitors will receive these files after the event for their own promotional uses.
- Priced per 30-second clip.

INSERTION ORDER/SPECS

Commercial Break Upgrade Deadlines

Sales reservation deadline: Sept. 9
Materials due: Sept. 23

Advertorial Video Deadlines

Sales reservation deadline: Sept. 23
Pre-recorded materials due: Sept. 30

Exhibitor Clips Deadlines

Sales reservation deadline: Sept. 23
Materials due: Sept. 30

If you are interested in recording your presentation on-site please contact your sales representative.

Rates	
Daily Title Sponsor (per day)	\$35,000
Daily Title Sponsor (exclusive all days)	\$100,000
Advertorial Video (per two- to three-minute advertorial)	\$7,000
Commercial Break Upgrades	\$6,000
Exhibitor Clip (per 30-second clip)	\$1,000 each



Simulation Demonstration



INSERTION ORDER/SPECS

Deadlines



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.

Space reservation deadline: Sept. 12
 Materials (title, speaker names, brief description and logo) due: Sept. 19
 Pre-recorded videos due: Oct. 7

Sponsor Recognition Includes:

- Pre-meeting promotion by AHA should the topics be confirmed and provided to AHA by due date.
- One of four ePreviews.
- Simulation schedule on the Scientific Sessions 2022 website.
- Simulation schedule included in the Conference Planner.
- Simulation schedule included in the AHA Daily News.
- Sponsor recognition in the AHA Mobile Meeting Guide App.

Rate
 \$15,000



Abstracts on USB



- Abstracts on USB provide a means for medical professionals to have easy and enduring access to the abstracts from Scientific Sessions.
- Users can quickly access the information in the abstracts through searches on key words, abstract title, and author's names.
- **Abstracts on USB can be distributed directly from the contributor's booth to maximize 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.
- Corporate logo recognition on the opening screen.
- Corporate recognition in on-site signage and on the virtual platform.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 16
 Materials due: Sept. 23

Rate
 \$75,000

Exclusive Opportunity
Includes standard production fees.



click to enlarge

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: Sept. 23
 Materials due: Sept. 30

Rate
 \$15,000 each (eight available)

Icon Key

- Traffic-building product
- Reach all meeting attendees
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- Reach all AHA Members
- Push product
- Personal delivery
- Lead-generating product
- Product has frequency
- Branding product

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 projected attendance.