

Meeting News and Navigation

PRINT THIS PAGE

AHA Mobile Meeting Guide App	AHAtv	Attendee Welcome Guide	Conference Bag Inserts	Conference Coverage Website
Daily Newspaper	Final Program	On-Site Meeting Guide	Poster Hall Map	Symposia Schedule and Locator Guide



AHA Mobile Meeting Guide App

[VIEW ENVISION DETAILS](#)

Your brand in the hands of attendees!

Reach: Scientific Sessions 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 2023.
- App is web-based and downloadable for all smartphone platforms and web-enabled devices.

Single Sponsorship

Enhanced Exhibitor Listing

Alert Notification

*If the AHA Scientific Sessions 2023 meeting must be converted to virtual, the Mobile Meeting Guide 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: July 29
 Materials due: Aug. 4

Alert Notification Deadlines

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

Enhanced Exhibitor Listing Deadlines

Space reservation deadline: Oct. 11
 Materials due: Oct. 18

Rates

Single Sponsorship	\$80,000
Alert Notifications	\$5,000
Enhanced Exhibitor Listing (limit three)	\$7,500



click to enlarge

AHAtv

[VIEW ENVISION DETAILS \(TITLE SPONSOR\)](#)

[VIEW ENVISION DETAILS \(DAILY SPONSOR\)](#)

A streaming meeting news broadcast

- Showcase your brand to 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 2023.
- AHAtv will be distributed via several touchpoints throughout the conference.
- 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
 - 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.

INSERTION ORDER/SPECS

Daily/Title Sponsor Deadlines

Sales reservation deadline: July 28
 Materials due: Aug. 11

Commercial Break Upgrade Deadlines

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

Advertorial Video Deadlines

Sales reservation deadline: Oct. 6
 Pre-recorded materials due: Oct. 13

Exhibitor Clips Deadlines

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

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

Rates

Title Sponsor (exclusive all days)	\$250,000
Daily Sponsor (per day)	\$80,000
Advertorial Video (per two- to three-minute advertorial)	\$8,000
Commercial Break Upgrades	\$6,000
Exhibitor Clip (per 30-second clip)	\$1,500 each

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.



click to enlarge

Attendee Welcome Guide

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

Reach: Scientific Sessions attendees on-site and prospective attendees via an ePreview.*

Distribution:

- On-site at headquarter hotel front desks.
- Emailed as a link to attendees in one ePreview.
- Also available on the front page of the [Conference Coverage Website](#).

Content: Information and key details 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 front page branded exposure on the [Conference Coverage Website](#).

**If the AHA Scientific Sessions 2023 meeting must be converted to virtual, the Attendee Welcome Guide will be sent to 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: Sept. 22
Materials due: Sept. 29

Rate

\$25,000

Exclusive Opportunity



click to enlarge

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 to attendees.*

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 AHA Scientific Sessions 2023 meeting must be converted to virtual, 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. 11
Materials due: Oct. 18

Rate

\$20,000 per insert

Limit five advertiser-supplied inserts.



click to enlarge

Conference Coverage Website

Run-of-Site Banners include all display ads on the home page, news channel pages and all articles pages!

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

View the Conference Coverage Website

Ads rotate in all display ad positions throughout the [Conference Coverage Website](#) during the entire event cycle.*

Includes the following display ads on the home page and news channel pages:

- Leaderboard (970 x 90) and Mobile Leaderboard (300 x 50)
- Vertical (300 x 600)
- Rectangle (300 x 250)

Leaderboard and rectangle ads also appear on all article pages.

Leaderboard also appears on the Industry Highlights channel.

ROS ads in some channels populate with content level.

Five advertisers receive 20% SOV each.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Space is limited and available until sold out.

Materials due: For exposure from first launch, we encourage materials be sent by Sept. 15, 2023

The Conference Coverage Website is regularly updated which allows for a confirmation of your plans at any time until the limited ad positions are sold out.

Rates

ROS Banners (all available display ads on the home page and news channel pages)	\$20,000 (five available)
High-Performance Ads	\$7,685
Featured Exhibitors	\$5,000

The words "Fair Advertisment" will be centered above each digital ad (and adverstorial content) in at least 10-point Helvetica (or similar type font).

92,000 unique page views in 2022!

[Featured Exhibitors \(click for details\)](#)

[High-Performance Ads \(click for details\)](#)

2022 High-Performance Ads averaged 29,520 impressions and 169 clicks!

Reach: Links to the site are included in ePreviews, ISC Daily Highlights and eHighlights, each of which are sent to 550,000+ AHA members and cardiovascular disease professionals.

Content:

- Scientific breakthroughs and the late-breaking science presented at Scientific Sessions.
- Information on Learning Studios and Satellite Symposia.
- Hot-button topics, can't-miss sessions and interactive activities.

An Industry Highlights channel is published on the Conference Coverage Website, which includes a schedule of Industry Programs. All Doctors Bag and Individual Hotel Room Drop supporters will have an "article" related to their insert within this channel labeled "paid advertising content." A link to the Industry Highlights page will be included in each day's Daily Highlights.

**Length of advertiser exposure dependent on date of purchase.*

Months of exposure!

The Conference Coverage Website will launch in September 2023. You can link your advertorials, programs and resources on this official AHA-branded site in your own promotions long after the event is over!

(Ads and content will remain on the site until the first 2024 ePreview is produced. Length of advertiser exposure is dependent on date of purchase. Ads and content can be removed if requested.)



click to enlarge

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. A PDF of the Daily Newspaper is housed on the Conference Coverage Website. A link to the PDF is included in each morning's Daily Highlights Email.

Reach: 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 2023.
- Need-to-know news and event coverage, including key events, recommendations from the program chair and CME credit information.
- Articles from each day's daily are also posted on the Conference Coverage Website.
- Snackable takeaways, including "Pearls" from colleagues, social media and blog highlights, Q&As and infographics.

Distribution:

- Delivered to hotel rooms in Philadelphia and via distribution ambassadors at the convention center on Nov. 11, 12 and 13.
- A PDF of the Daily Newspaper is housed on the Conference Coverage Website.
- A link to the PDF is included in each morning's Daily Highlights Email.

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 AHA Scientific Sessions 2023 meeting must be converted to virtual, a link to the PDF Daily Newspaper will be sent to attendees, AHA members and cardiovascular disease professionals as a PDF attached to each day's Daily Highlights Email. The 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

Daily Newspaper deadlines
Space reservation deadline: Sept. 29
Materials due: Oct. 6

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
	\$20,000 all three issues
Junior Page	\$13,000 two issues
	\$11,500 one issue
Additional Junior Page PI (in conjunction with Junior Ad purchase only)	\$10,000 all three issues
Full Page	\$13,500 per issue



click to enlarge

Final Program

[VIEW ENVISION DETAILS](#)

The official source for Scientific Sessions 2023 programming

Reach: Scientific Sessions attendees.

Content: Scientific Sessions program schedules, facility maps and other important information.

Distribution: Distributed to Scientific Sessions attendees at the convention center.

Advertiser receives Inside Back Cover and Back Cover Ads. Advertiser can enhance their ads online by linking to corporate or product websites.

If the AHA Scientific Sessions 2023 meeting must be converted to virtual, the Final Program sponsorship will transition to an option of equal value and exposure. 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: Aug. 11
Materials due: Aug. 18

Rate
\$30,000
Exclusive Opportunity



On Site Meeting Guide

INSERTION ORDER/SPECS



click to enlarge

Sponsor the email that sends the On-Site Meeting Guide to registered attendees!
\$5,000

On-Site Meeting Guide

A critical publication for attendees

Reach: Attendees, plus 550,000+ AHA members and cardiovascular disease professionals via a stand-alone email and a link in one ePreview.*

Content:

- Main Event schedules.
- Philadelphia floor plans.
- Exhibitor listings.
- Industry event information.
- 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.
- Publication will also be emailed to attendees via a link in a stand-alone email one week prior to the meeting.
- A PDF version of the guide will be placed on the home page of the Conference Coverage Website.
- A link to the guide will be included in one ePreview, 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.

[View the 2022 On-Site Meeting Guide](#)

**If the AHA Scientific Sessions 2023 meeting must be converted to virtual, the guide will be reconfigured as a virtual-only guide and sent to attendees plus 550,000+ AHA members and cardiovascular disease professionals via a link in one ePreview. 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.*

Deadlines

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

Rates

Map Sponsorship	\$20,035
Back Cover	\$15,555
Inside Front Cover	\$13,670
Inside Back Cover	\$12,080
Full Page*	\$10,010
Full Page PI	\$4,490
Half Page Horizontal	\$7,830
Quarter Page	\$6,490
On-Site Meeting Guide eblast Banner Ad (two available)	\$5,000
Product Category Display Ad	\$1,650
Highlighted Listing with Logo	\$580

***Use your Full Page ad as an insert in the Doctors Bag!**



click to enlarge

84% of attendees visited the 2022 Scientific Sessions Posters!

Poster Hall Map

The single most in-demand publication at Sessions!

Reach: Scientific Sessions attendees, 84% of whom visit the posters and need a navigation tool.

Distribution:

- Included in registration bag for Sessions attendees!
- In racks at the entrance to each of four poster zones.
- Via distribution ambassadors at the entrance to the Science & Technology Hall.

Content: Map identifies the location of four poster zones throughout the exhibit hall, including poster numbers.

Exclusive Opportunity Includes:

- Sponsor Front Cover logo
- Back Cover ad

If the AHA Scientific Sessions 2023 meeting must be converted to virtual, the Poster Hall Map sponsorship will transition to an option of equal value and exposure 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

Deadlines

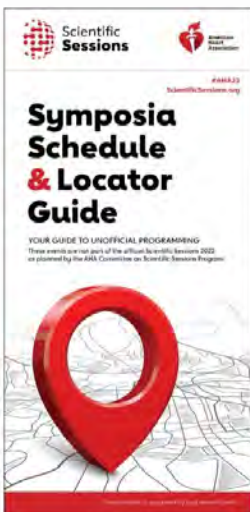
Space reservation deadline: Sept. 22
Materials due: Sept. 29

Rate

\$24,000

Exclusive Opportunity

Map size, specifications and layout subject to change based on facility and poster configuration



click to enlarge

Symposia Schedule and Locator Guide

A complete guide to Scientific Sessions 2023 symposia

Reach: Attendees plus 550,000+ AHA members and cardiovascular disease professionals via a link in an ePreview.*

Content: Lists Satellite Event schedules, locations and descriptions for symposia, and showcases locations on a map of Philadelphia.

Distribution:

- Distributed to attendees via distribution ambassadors at the convention center, with additional distribution at registration and in publication bins.
- The Symposia Schedule and Locator Guide will be placed on the home page of the Conference Coverage Website, and within the Industry Highlights channel.
- A link to the guide will be included in one ePreview, which showcases industry programming. ePreviews are sent to 550,000+ AHA members and cardiovascular disease professionals.
- Symposia Schedule and Locator Guide may also be inserted into the AHA Conference Bags. Ask your account manager for details.

**If the AHA Scientific Sessions 2023 meeting must be converted to virtual, the Symposia Schedule and Locator Guide will be used as a schedule and promotion for all virtual symposia, and sent to attendees plus 550,000+ AHA members and cardiovascular disease professionals via a link in one ePreview, 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.*

INSERTION ORDER/SPECS

Deadlines

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

Rates

Back Cover	\$9,880
Full Panel	\$7,255
Half Panel	\$4,320

Professional Heart Daily and Science News

**Reach 300,000 AHA members and
cerebrovascular professionals year-round!
Click for more information.**

Ask about your AHA exhibitor discount!

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 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 herein are based on projected attendance and association membership numbers and, in some cases, projected non-member professionals, and are therefore not guaranteed.

