

Booth Drivers

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Abstracts on USB

AHA Mobile Meeting Guide App

Conference Bag Inserts



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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 of key words, abstract title and author's names.
- 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.
- Abstracts on USB can be distributed directly from the contributor's booth to maximize visitation.

Sponsor Recognition Includes:

- Contributor corporate logo on the USB case packaging.
- Corporate logo recognition on the opening screen.
- One Mobile App alert notification encouraging attendees to pick up a complimentary USB at the sponsor's booth.
- Recognition as a sponsor in the following publications (provided sponsorship has been secured by publication date):
 - Conference Daily Newspaper
 - On-Site Meeting Guide

INSERTION ORDER/SPECS

Deadlines

Space reservation: Sept. 6, 2024
 Materials due: Sept. 13, 2024

Rate

\$75,000
Exclusive Opportunity
Includes standard production fees.



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AHA Mobile Meeting Guide App

73% of 2023 attendees report using the Mobile App

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

INSERTION ORDER/SPECS

Single Sponsorship Deadlines

Space reservation: Aug. 2, 2024
 Materials due: Aug. 9, 2024

Alert Notification Deadlines

Space reservation: Sept. 27, 2024
 Materials due: Oct. 4, 2024

Enhanced Exhibitor Listing Deadlines

Space reservation: Oct. 18, 2024
 Materials due: Oct. 25, 2024

Rates

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

Single Sponsorship



Enhanced Exhibitor Listing



Alert Notification



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.

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.*)

INSERTION ORDER/SPECS

Deadlines

Space reservation: Oct. 18, 2024
 Materials due: Oct. 25, 2024

Rate

\$20,000 per insert

Limit five advertiser-supplied inserts.

Spread your message further with year-round advertising! [Click for more information.](#)
Ask about your AHA exhibitor discount!

If the AHA Scientific Sessions 2024 meeting must be converted to virtual, sponsorships will transition to an option of equal value and exposure. 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.



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