

Meeting News and Navigation

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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 2024.
- App is web-based and downloadable for all smartphone platforms and web-enabled devices.

[Single Sponsorship](#)

[Enhanced Exhibitor Listing](#)

[Alert Notification](#)

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



click to enlarge

AHAtv

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 highlights the best moments and top science presented at AHA Scientific Sessions 2024.
- Distribution and viewing areas include:
 - Hotel rooms (if Dark Channel is available)
 - Conference Shuttle buses (if bus monitors are available)
 - Conference Coverage Website
 - AHA Mobile Meeting Guide App
 - Link in the Morning Agenda Email
- Exhibitors can participate in four ways (details below): Title Sponsor, Advertorial Videos, Commercial Break Upgrades or Exhibitor Clips.

[Title Sponsor](#)

[Advertorial Videos](#)

[Commercial Break Upgrades](#)

[Exhibitor Clips](#)

INSERTION ORDER/SPECS

Title Sponsor Deadlines

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

Advertorial Video Deadlines

Sales reservation: Oct. 11, 2024
 Pre-recorded materials due: Oct. 18, 2024

Commercial Break Upgrade Deadlines

Sales reservation: Oct. 11, 2024
 Materials due: Oct. 18, 2024

Exhibitor Clips Deadlines

Sales reservation: Oct. 11, 2024
 Materials due: Oct. 18, 2024

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

Rates

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



Attendee Welcome Guide

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

Reach: Scientific Sessions attendees and prospective attendees via an ePreview.

INSERTION ORDER/SPECS

Deadlines

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



click to enlarge

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.

Rate
\$20,000
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.

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.



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Conference Coverage Website

98,000+ unique page views in 2023

[Visit the 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, Morning Agenda 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.

Run-Of-Site Ads

High-Performance Ad/ePreview Bundle

Reach: Links to the site are included in ePreviews, Morning Agenda Emails 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.

Bonus Exposure on the Conference Coverage Website!

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 their insert within this channel labeled "paid advertising content." A link to the Industry Highlights page will be included in each day's Morning Agenda Email.

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. 14, 2024

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 All Positions (three available)	\$20,000
ROS Leaderboard (two available)	\$11,765
ROS Rectangle (two available)	\$9,060
ROS Vertical (two available)	\$4,710
High-Performance Ad/ePreview Bundle	\$10,310

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

Ask about High-Performance Ad/ePreview Bundles!

Months of exposure!

The Conference Coverage Website will launch in September 2024. 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 2025 ePreview is produced. Length of advertiser exposure is dependent on date of purchase. Ads and content can be removed if requested.)



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 day's Morning Agenda Email.

INSERTION ORDER/SPECS

Daily Newspaper deadlines
Space reservation: Oct. 4, 2024
Materials due: Oct. 11, 2024

Rates (per issue, unless otherwise indicated)

click to enlarge

Reach: Attendees plus 550,000+ AHA members and cardiovascular disease professionals via a link in each day's Morning Agenda Email.

Content:

- Late-breaking science from Scientific Sessions 2024.
- 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 Chicago and via distribution ambassadors at the convention center on Nov. 16, 17 and 18, 2024.
- A PDF of the Daily Newspaper is housed on the Conference Coverage Website.
- A link to the PDF is included in each day's Morning Agenda 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.

Back Cover	\$25,000
Inside Front Cover	\$20,000
Map Sponsorship	\$18,750
Inside Back Cover	\$17,500
Inside Back Cover PI space	\$13,000
	\$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)	\$4,430
Full Page	\$13,500



click to enlarge

Final Program

The official source for Scientific Sessions 2024 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.

INSERTION ORDER/SPECS

Deadlines

Space reservation: Aug. 16, 2024
Materials due: Aug. 23, 2024

Rate

\$30,000
Exclusive Opportunity



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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.
- Chicago floor plans.
- Exhibitor listings.
- Industry event 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 2023 On-Site Meeting Guide](#)

INSERTION ORDER/SPECS

Deadlines

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

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

Sponsor the email that sends the On-Site Meeting Guide to registered attendees!

\$5,000

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



click to enlarge

Photo Gallery Sponsorship

Sponsor the popular photo gallery on the official Scientific Sessions meeting news site

The photo gallery is housed in an exclusive channel of its own.

Sponsorship includes:

- A "brought to you by" inclusion in the channel.
- An exclusive leaderboard in the photo gallery channel, and a leaderboard and rectangle ad on the gallery page.

INSERTION ORDER/SPECS

Deadlines

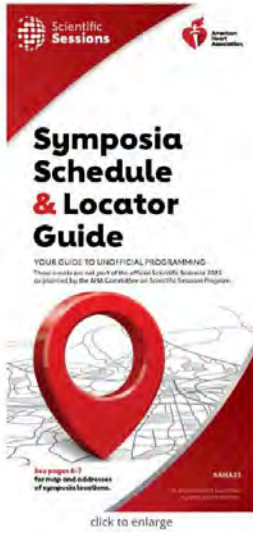
Space reservation/materials due: For exposure from first launch, we encourage materials be sent by Sept. 14, 2024.

Rate

\$10,000

Exclusive Opportunity

- Five company images, logos or photos that will be interspersed between the official photos.
- Promotion of the photo gallery in the Daily Newspaper with a QR code, and in the eHighlights with a "Check out the photo gallery, brought to you by XXX" type of message.



click to enlarge

Symposia Schedule and Locator Guide

A complete guide to Scientific Sessions 2024 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 Chicago.

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.

[View the 2023 Symposia Schedule and Locator Guide](#)

INSERTION ORDER/SPECS

Deadlines

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

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!

The American Heart Association's Scientific Sessions 2024 is planned as an in-person meeting in Chicago. If the meeting must be canceled or converted to virtual, AHA and Ascend Media will transition advertisers to options 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.

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.

