

Sponsorships and Advertising

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Capitalize on your booth investment with marketing opportunities designed to elevate your brand message.



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Exclusive Exhibitor Emails

Send your exclusive message to BCVS 2022 Scientific Sessions attendees!

Increase the attendance at your program and traffic at your booth.

Reach: BCVS 2022 Scientific Sessions attendees.

Content: Advertiser provides email content to be distributed, subject to AHA approval.

If the in-person BCVS 2022 Scientific Sessions must be converted to a virtual meeting, the Exclusive Exhibitor Emails will deliver 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.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: May 26, 2022
 Materials due: June 3, 2022

Rate

\$5,500 per day
Limited availability.



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Branding Packages

Enhance your booth presence at BCVS 2022 Scientific Sessions

Connect with this key audience through a variety of packages designed for any budget.

Silver Level:

- Acknowledgment on conference website
- Acknowledgment in conference planner
- Acknowledgment on sponsor signage at conference

Gold Level:

Everything included in Silver Level, plus:

- Conference Bag Insert
- Company-specific recognition signage at conference

Platinum Level:

Everything included in Silver and Gold Levels, plus:

- Conference attendee list (*does not include email addresses*)
- One mobile push alert
- Exhibit space

If the in-person BCVS 2022 Scientific Sessions must be converted to a virtual meeting, packages will convert to assets on the virtual platform with the same level of visibility for the advertiser. For advertising specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: June 13, 2022
 Materials due: June 20, 2022

Rates

Silver Level	\$1,500
Gold Level	\$5,000
Platinum Level	\$10,000



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Poster Reception

Stand out at this popular attendee event!

Be the exclusive sponsor of this activity.

Sponsor Recognition Includes:

- One meterboard featuring your organization name or logo and booth number during the poster networking session.
- Recognition as a sponsor in promotional materials.

If the in-person BCVS 2022 Scientific Sessions must be converted to a virtual meeting, the Poster Reception will convert to poster session marketing on the virtual platform, with the same level of visibility for the advertiser.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: June 13, 2022
 Materials due: June 20, 2022

Rate

\$7,500
Exclusive Opportunity



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Learning Studios or Roundtable Discussions

Captivate your audience when you showcase your latest product or service!

You'll also receive additional marketing support to drive attendance.

Cost Includes:

- 30-minute session (morning or afternoon)
- Snacks provided by AHA
- Current year or prior year list of attendees for a promotional mailer (does not include emails)
- Industry Session listing in the conference Know-Before-You-Go email and ePreview (if sponsorship is secured before blast dates)
- Industry Session included on the official conference agenda.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: June 13, 2022
 Materials due: June 20, 2022

Rates

100 attendees	\$15,500
75 attendees	\$12,500

If the in-person BCVS 2022 Scientific Sessions must be converted to a virtual meeting, Learning Studios and Roundtable discussions will be held on the virtual platform.



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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 handed to in-person attendees and accessible via the AHA Mobile Meeting Guide App.

Distribution: Distributed to professional attendees at registration.

Content includes advertiser-provided inserts, such as:

- Booth announcements and demo schedules
- Promotional materials
- Industry program invitations

If the in-person BCVS 2022 Scientific Sessions must be converted to a virtual meeting, Conference Bag Inserts will deliver to all virtual attendees via the AHA Mobile Meeting Guide App. For advertising specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: June 13, 2022
Materials due: June 20, 2022

Rate

\$3,500 per insert

All inserts must receive approval from AHA.



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On-Site Signage

Engage attendees with branded signage that will turn heads!

Corporate or product branding on signage in high-visibility locations.

Choose from two available sizes:

- Option 1: 22" x 28"
- Option 2: Meterboard

If the in-person BCVS 2022 Scientific Sessions must be converted to a virtual meeting, signage will convert to branding on the virtual platform with the same level of visibility for the advertiser. For advertising specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: June 13, 2022
Materials due: June 20, 2022

Rates

Meterboard	\$2,000 each
22" x 28"	\$600 each

All signage must receive approval from AHA.



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ePreview

Kickstart your brand exposure with email blasts to more than 55,000 AHA members and targeted basic cardiovascular science professionals!

Broad exposure for your message as members get excited about returning to BCVS.

Reach: 55,000+ AHA members and targeted basic cardiovascular science professionals in July.

Content: Key planning information and industry programming.

If the in-person BCVS 2022 Scientific Sessions must be converted to a virtual meeting, the ePreview will deliver 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.

8,500+ opens in 2021!

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: June 17, 2022
Materials due: June 24, 2022

Rates (per issue)

Leaderboard	\$4,000 (limit one)
Premium Banner	\$3,000

A leaderboard and two premium banners must be sold to produce the ePreview.

The BCVS 2022 Scientific Sessions meeting is planned as an in-person meeting in Chicago. If the meeting must be canceled or converted to virtual, AHA/ASA will transition advertisers and sponsors to options of equal value and exposure. Advertisers and sponsors preparing materials specific to a booth or program are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.

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

All rates are net. No agency discounts apply. Cancellations are nonrefundable.

All quantities are based on projected attendance.