

# Sponsorships and Advertising

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## Branding Packages

Enhance your booth presence at BCVS 2023!

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

### Silver Level:

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

### Gold Level:

Everything included in Silver Level, plus:

- Conference Bag insert
- Company-specific recognition signage at conference (22" x 28")

### Platinum Level:

Everything included in Silver and Gold Levels, plus:

- Conference attendee list (*does not include email addresses*)
- Exhibit space

*If the in-person BCVS 2023 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: June 9, 2023  
 Materials due: June 16, 2023

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



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 handed to 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 2023 must be converted to a virtual meeting, Conference Bag Inserts will deliver to 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: June 9, 2023  
 Materials due: June 16, 2023

#### Rate

\$3,500 per insert

*All inserts must receive approval from AHA.*

View in browser | #ReSS22

**Resuscitation Science Symposium 2022**  
 Nov. 4-6, 2022 | Hyatt Regency Chicago

**#ReSS22: 2 prime days of speakers, awards and networking**

**Join us for ReSS**  
 ReSS 2022 has lived up two days of exciting primary research with top resuscitation researchers and clinicians. From resuscitation after cardiac arrest to the future of defibrillation, you won't want to miss the insights and lively discussions.

**Members Save Money on Meetings that Matter**

**Register now for #ReSS22**  
 #ReSS22 is Nov. 4-6 at the Hyatt Regency Chicago (151 E. Wacker Drive). Exhibits are located in room Toronto, Ballroom Level (West Tower) and will be open 7:30 a.m.-8 p.m., Saturday, Nov. 5, and 7:30 a.m.-8 p.m., Sunday, Nov. 6. Registration will be in room Hong Kong, Ballroom Level (West Tower) and the hours are: 3:45-5:30 p.m., Friday, 7 a.m.-5:30 p.m., Saturday and Sunday.

## ePreview

Kickstart your brand exposure with email blasts to more than 180,000 AHA members and targeted basic cardiovascular science professionals!

Broad exposure for your message as members begin making plans to attend BCVS.

**Reach:** 180,000+ AHA members and targeted basic cardiovascular science professionals in mid-July 2023.

**Content:** Key planning information and industry programming.

*If the in-person BCVS 2023 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.*

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation: June 23, 2023  
 Materials due: June 30, 2023

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

*A leaderboard and one premium banner must be sold to produce the ePreview.*

**2022 ReSS award winners will be announced**

As part of the ReSS22 meeting, winners of the Lifetime Achievement, Best Champion, Ian G. Jacobs and the Max Harty Vets Awards will be recognized. Also, ReSS will also be receiving recognition for the Best of the Best Abstract Awards and travel stipends.

**ReSS22** featured approximately 22 million people annually in CPR.

**Programming taps cutting-edge science**

ReSS 2022 programming for Nov. 5-8 includes the presentation of the 2022 Lifetime Achievement.

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**Scientific Sessions** NOVEMBER 13-17 A LIVE BROADCAST EVENT

**ProSera Heart**

**The science behind the certainty**

Introducing ProSera Heart – A single, non-invasive, ctDNA blood test for heart transplant monitoring.

**Now Available**

Introducing The ProSera Heart Transplant Assessment Test – a single, non-invasive, ctDNA blood test, for rapid monitoring of heart transplant recipients, brought to you by Natera.

Natera, a recognized leader in cell-free DNA (cfDNA) testing, has performed over 3 million ctDNA tests and published over 40 papers in the field of ctDNA. ProSera Heart leverages our deep scientific expertise in the field to deliver a highly accurate result for your patients.

The ProSera Heart validation study included >100 samples from an IRB approved prospective trial run in 2020-2021. This prospective trial was combined with a >100 samples cohort of previously collected samples for a total validation study size of >200 samples. Through our, non-invasive test, ProSera Heart delivers excellent performance with an area under the curve (AUC) of 0.84\*, addressing the need to monitor for transplant levels for each patient and reducing cost to the health care system. ProSera Heart is easy to use as the patient sample does not need to be spun down or shipped on dry ice.

**Learn More**

To learn more about The ProSera Heart Transplant Assessment Test, visit our website.

Powered with Natera

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## Exclusive Exhibitor Emails

Send your exclusive message to BCVS 2023 attendees!

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

**Reach:** BCVS 2023 attendees.

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

*If the in-person BCVS 2023 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

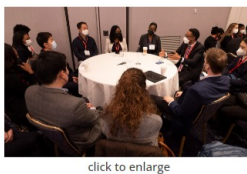
Space reservation: May 26, 2023

Materials due: June 2, 2023

#### Rate

\$5,500 per day

Limited availability.



## 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.

*If the in-person BCVS 2023 must be converted to a virtual meeting, Learning Studios and Roundtable Discussions will be held on the virtual platform.*

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation: June 9, 2023

Materials due: June 16, 2023

#### Rates

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



## 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: Meter board

*If the in-person BCVS 2023 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: June 9, 2023

Materials due: June 16, 2023

#### Rates

Meter board	\$2,000 each
22" x 28"	\$600 each

*All signage must receive approval from AHA.*



click to enlarge

MEETING SUPPORTED BY VIRTUAL



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## Poster Reception

**Stand out at this popular attendee event!**

Be the exclusive sponsor of this activity.

**Sponsor Recognition Includes:**

- One meter board featuring your organization name or logo and booth number during the poster networking session.
- Recognition as a sponsor in promotional materials.
- Four-sided table tents on select guest tables in the area will include your product or branding artwork on three sides, with AHA information on the fourth side.

### INSERTION ORDER/SPECS

**Deadlines**

Space reservation: June 9, 2023

Materials due: June 16, 2023

**Rate**

\$8,000

*Exclusive Opportunity*

*If the in-person BCVS 2023 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.*

### 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!**

*BCVS 2023 is planned as an in-person meeting in Boston. If the meeting must be canceled or converted to virtual, AHA 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 herein are based on projected attendance and association membership numbers and, in some cases, projected non-member professionals, and are therefore not guaranteed.*