

Sponsorships and Advertising

PRINT THIS PAGE



click to enlarge

Branding Packages

Enhance your booth presence at EPI|Lifestyle 2022!

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 EPI|Lifestyle 2022 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: Jan. 24, 2022
Materials due: Jan. 31, 2022

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



click to enlarge

ePreview

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

Broad exposure for your message as members get excited about returning to EPI|Lifestyle.

Reach: 180,000+ AHA members and targeted epidemiology professionals in late February 2022.

Content: Key planning information and industry programming.

More than 40,000 opens in 2021!

If the in-person EPI|Lifestyle 2022 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 deadline: Jan. 12, 2022
Materials due: Jan. 19, 2022
Delivery date: Late February 2022

Rates (per issue)	
Leaderboard	\$1,500 (limit one)
Premium Banner	\$1,000



Exclusive Exhibitor Emails

Send your exclusive message to EPI|Lifestyle 2022 attendees!

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

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Jan. 12, 2022
Materials due: Jan. 19, 2022

Learning Studio
 An interactive, 30-minute session designed to engage attendees and provide a platform for showcasing your latest product or service. Sessions are held in a virtual environment, allowing for a more dynamic and engaging experience.

Learning Studio II
 A 30-minute session designed to engage attendees and provide a platform for showcasing your latest product or service. Sessions are held in a virtual environment, allowing for a more dynamic and engaging experience.

Learning Studio III
 A 30-minute session designed to engage attendees and provide a platform for showcasing your latest product or service. Sessions are held in a virtual environment, allowing for a more dynamic and engaging experience.

Panel Discussion
 A 30-minute session featuring industry experts and thought leaders. Sessions are held in a virtual environment, allowing for a more dynamic and engaging experience.

Keynote
 A 30-minute session featuring a prominent industry leader. Sessions are held in a virtual environment, allowing for a more dynamic and engaging experience.

Workshop
 A 30-minute session designed to engage attendees and provide a platform for showcasing your latest product or service. Sessions are held in a virtual environment, allowing for a more dynamic and engaging experience.

Breakout Session
 A 30-minute session designed to engage attendees and provide a platform for showcasing your latest product or service. Sessions are held in a virtual environment, allowing for a more dynamic and engaging experience.

Networking Session
 A 30-minute session designed to engage attendees and provide a platform for showcasing your latest product or service. Sessions are held in a virtual environment, allowing for a more dynamic and engaging experience.

Poster Reception
 A 30-minute session designed to engage attendees and provide a platform for showcasing your latest product or service. Sessions are held in a virtual environment, allowing for a more dynamic and engaging experience.

Refreshment Break
 A 30-minute session designed to engage attendees and provide a platform for showcasing your latest product or service. Sessions are held in a virtual environment, allowing for a more dynamic and engaging experience.

Exhibitor Reception
 A 30-minute session designed to engage attendees and provide a platform for showcasing your latest product or service. Sessions are held in a virtual environment, allowing for a more dynamic and engaging experience.

Registration
 A 30-minute session designed to engage attendees and provide a platform for showcasing your latest product or service. Sessions are held in a virtual environment, allowing for a more dynamic and engaging experience.

Check-in
 A 30-minute session designed to engage attendees and provide a platform for showcasing your latest product or service. Sessions are held in a virtual environment, allowing for a more dynamic and engaging experience.

Event Overview
 A 30-minute session designed to engage attendees and provide a platform for showcasing your latest product or service. Sessions are held in a virtual environment, allowing for a more dynamic and engaging experience.

Event Schedule
 A 30-minute session designed to engage attendees and provide a platform for showcasing your latest product or service. Sessions are held in a virtual environment, allowing for a more dynamic and engaging experience.

Event Location
 A 30-minute session designed to engage attendees and provide a platform for showcasing your latest product or service. Sessions are held in a virtual environment, allowing for a more dynamic and engaging experience.

Event Contact
 A 30-minute session designed to engage attendees and provide a platform for showcasing your latest product or service. Sessions are held in a virtual environment, allowing for a more dynamic and engaging experience.

click to enlarge

000011.

Reach: EPI | Lifestyle 2022 attendees.

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

If the in-person EPI | Lifestyle 2022 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.

Rate
 \$5,500 per day
Limited availability.



click to enlarge

Refreshment Break

Give attendees a break – and some coffee!

Your signage is front and center at this go-to station for attendees in need of a pick-me-up.

Sponsor Recognition Includes:

- Signage at the coffee service table, with company name or logo and booth number on a meter board.
- Opportunity to provide branded cups, napkins or coffee sleeves for the coffee break service. *Sponsor is responsible for providing and shipping items to hotel.*
- Recognition as a sponsor in promotional materials.

If the in-person EPI | Lifestyle 2022 must be converted to a virtual meeting, the Refreshment Break will convert to an activity on the virtual platform with the same level of visibility for the advertiser.

INSERTION ORDER/SPECS

Deadlines
 Space reservation deadline: Jan. 24, 2022
 Materials due: Jan. 31, 2022

Rate
 \$3,000 per break (two available per day)



click to enlarge

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 EPI | Lifestyle 2022 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: Jan. 24, 2022
 Materials due: Jan. 31, 2022

Rate
 \$7,500
Exclusive Opportunity



click to enlarge

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 EPI | Lifestyle 2022 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 deadline: Jan. 24, 2022
 Materials due: Jan. 31, 2022

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



Conference Bag Inserts

Introduce your brand and product information to attendees.

INSERTION ORDER/SPECS



click to enlarge

include your branding and marketing materials to arrive 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 EPI|Lifestyle 2022 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.

Deadlines

Space reservation deadline: Jan. 24, 2022
Materials due: Jan. 31, 2022

Rate

\$3,500 per insert

All inserts must receive approval from AHA.



click to enlarge

AHA Mobile Meeting Guide App

Put your brand in the hands of all attendees!

The AHA Mobile Meeting Guide App 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.

- Available for download before, during and after EPI|Lifestyle 2022.
- App is web-based and downloadable for all smartphone platforms and web-enabled devices.

Single Sponsorship:

- Corporate recognition on opening app screen (PNG format).
- Corporate banner ad at top of main menu page (PNG format).
- Corporate recognition in pre-conference marketing pieces (provided sponsorship has been secured by publication date).
- One complimentary mobile alert notification.

Alert Notifications:

- Similar to a text message but it goes through the app itself.
- Real-time marketing for promotion of your booth activity, program or company.
- App users will receive new announcements during the conference.
- Limit three per day.

If the in-person EPI|Lifestyle 2022 must be converted to a virtual meeting, the AHA 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.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Jan. 24, 2022
Materials due: Jan. 31, 2022

Rates

Single Sponsorship	\$10,000
Alert Notifications	\$500 each



click to enlarge

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 EPI|Lifestyle 2022 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: Jan. 24, 2022
Materials due: Jan. 31, 2022

Rates

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

All signage must receive approval from AHA.

The EPI|Lifestyle 2022 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.

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.