

Sponsorships and Advertising

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Invite attendees to your booth or program with high-profile placements!



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Branding Packages

Enhance your booth presence at EPI|Lifestyle 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 EPI|Lifestyle 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 deadline: Jan. 24, 2023
 Materials due: Jan. 31, 2023

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



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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 begin making plans to attend EPI|Lifestyle.

Reach: 180,000+ AHA members and targeted epidemiology professionals in late February 2023.

Content: Key planning information and industry programming.

More than 40,000 opens in 2021!

If the in-person EPI|Lifestyle 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 deadline: Jan. 12, 2023
 Materials due: Jan. 19, 2023
 Delivery date: Late February 2023

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.



Exclusive Exhibitor Emails

Send your exclusive message to EPI|Lifestyle 2023 attendees!

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

Reach: EPI|Lifestyle 2023 attendees.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Jan. 12, 2023
 Materials due: Jan. 19, 2023

Rate



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

If the in-person EPI Lifestyle 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.

\$5,500 per day
Limited availability.



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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 and digital monitor.
- 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 2023 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, 2023
Materials due: Jan. 31, 2023

Rate

\$3,500 per break (two available per day)



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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.

If the in-person EPI Lifestyle 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.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Jan. 24, 2023
Materials due: Jan. 31, 2023

Rate

\$8,000
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.

If the in-person EPI Lifestyle 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 deadline: Jan. 24, 2023
Materials due: Jan. 31, 2023

Rates

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



Conference Bag Inserts

INSERTION ORDER/SPECS



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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 EPI Lifestyle 2023 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, 2023
Materials due: Jan. 31, 2023

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: Meter board

If the in-person EPI Lifestyle 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 deadline: Jan. 24, 2023
Materials due: Jan. 31, 2023

Rates

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

All signage must receive approval from AHA.

The EPI Lifestyle 2023 meeting 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 are based on projected attendance.*