

ASCEND MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media LLC (dba Ascend Media)
All advertising subject to AHA approval.



American Heart Association.

EPI|Lifestyle 2024

March 18-21, 2024 | Hilton Chicago | Chicago, IL

	Advertiser/Sponsor	Agency	Bill To	Materials From
Company Name				
Contact Name				
Address				
City, State Zip				
Contact Phone				
Contact Email				

SPONSORSHIPS AND ADVERTISING

Branding Packages

- Silver Level _____ \$2,000
- Gold Level _____ \$6,000
- Platinum Level _____ \$10,000

Conference Bag Inserts _____ \$4,000 per insert

ePreview

- Leaderboard (limit one) _____ \$3,250
- Premium Banner _____ \$2,300

Exclusive Exhibitor Emails _____ \$4,500 per day

Hearts Diversity Reception _____ \$25,000

Learning Studios or Roundtable Discussions

- 100 attendees _____ \$17,500
- 75 attendees _____ \$15,000

On-Site Signage

- Meterboard _____ \$2,500 each
- 22" x 28" _____ \$850 each

Poster Reception

_____ \$8,000

Refreshment Break

(two available per day) _____ \$4,500 per break

The EPI|Lifestyle 2024 meeting is planned as an in-person meeting in Chicago. 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.

Please write your initials next to selected ad sizes.

Payment is due upon receipt or no later than Friday, Feb. 2, 2024

TOTAL AMOUNT: \$ _____

SIGN AND RETURN TO: Cathleen Gorby | Ascend Media | cgorby@ascendmedia.com

By signing this agreement, you are agreeing to Ascend Media's Terms and Conditions enclosed and attached to this Advertising Agreement

Ascend Media Account Manager Signature Date

Advertiser/Sponsor/Agency Signature Date

Ascend Media Account Manager Printed Name

Advertiser/Sponsor/Agency Printed Name

Advertiser/Sponsor/Agency Company Name

To pay by credit card, please contact your Account Manager by phone or email. Credit card payment is quick, easy and secure.



401 SW Ward Rd, Suite 210,
Lee's Summit, MO 64083

PO Box 1411
Lee's Summit, MO 64063

Each party agrees that the electronic signatures, whether digital or encrypted, of the parties included in this Agreement, are intended to authenticate this writing and to have the same force and effect as manual signatures.



ADVERTISING TERMS AND CONDITIONS

This agreement is between Ascend Integrated Media, LLC (dba Ascend Media) and the Advertiser/Sponsor and its Agency as listed on the attached "Advertising Agreement - Insertion Order".

TERMS AND CONDITIONS

1. Insertion orders, advertisements and space reservations are subject to materials approval and the provisions of the current rate card.
2. Cancellations are non-refundable.
3. Requested ad positions are not guaranteed unless the Advertiser/Sponsor or its Agency purchases a "special position" at an additional cost.
4. Advertiser/Sponsor and/or Agency will not be allowed to revise materials which are not received by Ascend Media's published "materials due" date.
5. Advertiser/Sponsor agrees that Ascend Media's liability (if any) on account of omissions or errors in purchased products and/or services shall in no event exceed the amount of charges for the products and/or services which were omitted or in which the error occurred, and such liability shall be discharged by (abatement of the charges) or (an advertising allowance) commensurate with the error for the particular products and/or services in which the omission or error occurred, but in no event exceeding the contract price of the particular products and/or services in which the omission or error occurred. No adjustment is applicable to any free products and/or services.
6. Ascend Media is not liable for any costs or real or consequential damages resulting from the failure to produce purchased products and/or services.
7. Ascend Media is not liable for any delays in delivery or for non-delivery of purchased products and/or services due to factors beyond the control of Ascend Media.
8. No conditions other than those set forth herein will be binding on Ascend Media unless specified in writing by Ascend Media. Ascend Media will not be bound by conditions printed or appearing on insertion orders, purchase orders, or similar documents when such conditions conflict with any provision contained
9. A \$500 late fee may be charged for materials received after the materials due deadline.

PAYMENT AND COMMISSIONS POLICY

1. Event products are invoiced upon reservation, and payment is due upon receipt or no later than 45 days prior to the event start date. Non-event products are invoiced upon publication, and payment is due thirty (30) days from the invoice date.
2. Orders for space are accepted subject to Ascend Media's credit requirements. Space reservations or insertion orders for an Advertiser/Sponsor whose account is more than sixty (60) days past due may be refused. Advertisers/Sponsors with delinquent accounts lose their place in any waiting list for consideration of preferred positions.
3. Any outstanding invoice balance over thirty (30) days past due will be assessed 3% interest per month to the extent permitted by law.
4. If Ascend Media takes an Advertiser's/Sponsor's account to collection, the Advertiser/Sponsor agrees to pay all costs associated with the collection, including paying Ascend Media's attorney fees and all court costs, if it is determined by a court of competent jurisdiction that the Advertiser/Sponsor is at fault.
5. Ascend Media reserves the right to hold the Advertiser/Sponsor and/or its Agency jointly and severally liable for such monies as are due and payable to Ascend Media for advertising or sponsorships which the Advertiser/Sponsor or its Agency ordered and which advertising/sponsorship was produced, even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

DIGITAL AD SPECIFICATIONS (WIDTH X HEIGHT)

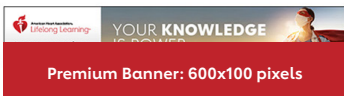
ePreview



Welcome From the Program Chair
Kristie Lancaster, PhD, RD, FAHA, Co-Chair
Welcome to the 2021 EPI|Lifestyle Conference. We will have two days of engaging oral abstract sessions, moderated posters, posters and events. Thursday's keynotes will focus on health equity and CVD, and Friday's will address COVID and CVD. We also have Early Career events and roundtables to network and discuss research.



Take the EPI|Lifestyle Site for a Spin
See everything the one-stop conference resource can do — before the conference even begins! Explore the site now to find where you can access posters, networking sessions, keynote addresses and concurrent sessions. Dive deeper into program details, review speakers and awardees, and renew your AHA membership.



#EPI|Lifestyle21. From the home page, click on "Connect With Colleagues," then update your profile. The more details you provide, the more effective your connections. A completed profile allows you to receive AI recommendations, accept invitations from colleagues, schedule virtual meetings and much more.



Learn With Moderated Posters
Moderated posters are available from 1:45 to 2:45 p.m., Thursday, May 20 and Friday, May 21. Don't miss these opportunities to view posters and gain first-hand insight from the poster authors. Material will address timely topics, including social determinants and health disparities, COVID-19, geographic factors in CVD, nutrition and diet, and more.



Play to Win While at #EPI|Lifestyle21
Be an active participant at this year's meeting — and you may win a complimentary registration for EPI|Lifestyle Scientific Sessions 2022 and a 12-month AHA Professional Membership. It's easy: just collect points. Earn points by leaving a comment in a live chat, joining a live session and through other EPI|Lifestyle activities. Details can be found on the site; click More, then Explore & Win.



Ad Dimensions

Leaderboard
600 x 100 pixels

Premium Banner
600 x 100 pixels

Specifications

- Leaderboard and banner ads must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted.)
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of AHA. We can only provide ad metrics for ads that have an associated hyperlink.
- The maximum ad file size is 100kb-125kb.
- Animated GIF files are accepted, but not all email platforms support animation. If you wish to submit an animated ad, please include all critical information on the first slide. Only one URL is accepted per animated GIF; we do not allow separate URLs embedded in individual frames.

Ascend Ad Tagging Policy for emails

- Ad tagging for email deployment is not available. We can only accommodate static JPEG/PNG or animated GIF and a URL.

Exclusive Exhibitor Email Requirements

- Ascend is responsible for integrating your layout with the event header and footer code.
Advertiser should not include the following elements:
 - Designed headers or footers.
 - "Contact us," "Do not reply" statements, unsubscribe links, mail correspondence references and the like in a footer. These elements will be included by Ascend in an association footer since the email is coming from the association.
 - If you must include this type of information, it can be included in the body of your email.
- Subject lines are limited no more than 10 words.
- All images required should be supplied as 72dpi email-optimized JPG or PNG images
- All links within the email must be hosted externally by the advertiser.
- Final html file, including all graphics must be delivered to Ascend as a zip file to avoid possible file corruption
- Advertisers may include their own UTM tracking codes within their html file but Ascend is unable to test these tags. When email tests are sent to the advertiser, it will be their responsibility to test all internal tracking/tagging.
- While every attempt is made to ensure the accurate deployment of provided content, Ascend cannot be responsible for formatting or text inaccuracies that are caused by a specific browser or setting. This applies to both desktop and mobile deployments.
- **Guidelines for provided code:**
 - 650px width with 25px margins
 - Full width (650px) images for the initial head image, all other content requires 25px padding left/right for a content area of 600px
 - Code should only include:
 - Basic media query in <style> tags for responsive code only
 - Content starting and ending with <table> tags (no header/body tags as that is already part of our template.
 - For responsive, we will allow basic Media Queries for show/hide and basic width handling
 - Code must be run through a validation tool, such as Litmus or EmailOnAcid to confirm responsiveness before submission.

