

Sponsorships and Advertising

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Branding Packages

Enhance your booth presence at EPI|Lifestyle 2024!

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

INSERTION ORDER/SPECS

Deadlines

Space reservation: Feb. 7, 2024
 Materials due: Feb. 14, 2024

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



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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 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

INSERTION ORDER/SPECS

Deadlines

Space reservation: Feb. 7, 2024
 Materials due: Feb. 14, 2024

Rate

\$4,000 per insert

All inserts must receive approval from AHA.



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 2024.

Content: Key planning information and industry programming.

INSERTION ORDER/SPECS

Deadlines

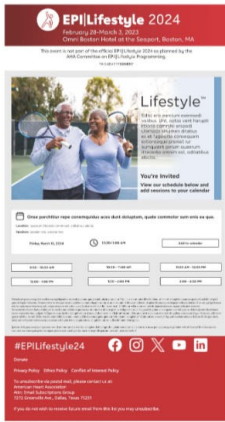
Space reservation: Jan. 26, 2024
 Materials due: Feb 2, 2024

| Rates (per issue) | |
|-------------------|---------------------|
| Leaderboard | \$3,250 (limit one) |
| Premium Banner | \$2,300 |

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



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Exclusive Exhibitor Emails

Send your exclusive message to EPI | Lifestyle 2024 attendees!

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

Reach: EPI | Lifestyle 2024 attendees.

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

Include a calendar link to get your program or event on attendee schedules!

INSERTION ORDER/SPECS

Deadlines

Space reservation: Jan. 26, 2024
Materials due: Feb. 2, 2024

Rate

\$4,500 per day
Limited availability.



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Hearts Diversity Reception

Be a part of this important networking opportunity!

The Hearts Diversity Reception is a networking event that's part of the P.E.E.R. Diversity Program (Promoting the Engagement and Exposure of Students to Scientific Research). This program brings UREG undergrads to EPI | Lifestyle for a half day, and includes an NHLBI trainee session, a panel discussion on choosing a career in science, a tour of the poster session and the Hearts Diversity Reception.

Scheduled for Tuesday, March 19, at 7-8 p.m., we anticipate approximately 150+ to join us in Chicago this year.

Sponsor recognition includes:

- Five tickets to the reception.
- Opportunity for a member of the sponsor's leadership (i.e., President, CMO) to deliver the "Welcome" remarks. Remarks will be limited to 90 seconds and may not be commercial in nature.
- **Sponsorship recognition in the following (provided sponsorship has been secured by publication date):**
 - Corporate logo on signage
 - Recognition on the reception ticket
 - Recognition in the Conference Planner/Agenda
 - Recognition in one Know Before You Go email

INSERTION ORDER/SPECS

Deadlines

Space reservation: Jan. 26, 2024
Materials due: Feb. 2, 2024

Rate

\$25,000
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.

INSERTION ORDER/SPECS

Deadlines

Space reservation: Feb. 7, 2024
Materials due: Feb. 14, 2024

Rates

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



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:

INSERTION ORDER/SPECS

Deadlines

Space reservation: Feb. 7, 2024
Materials due: Feb. 14, 2024



click to enlarge

- Option 1: 22" x 28"
- Option 2: Meter board

| Rates | |
|-------------|--------------|
| Meter board | \$2,500 each |
| 22" x 28" | \$850 each |

All signage must receive approval from AHA.



click to enlarge

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: Feb. 7, 2024
Materials due: Feb. 14, 2024

Rate
\$8,000

Exclusive Opportunity



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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.

INSERTION ORDER/SPECS

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Space reservation: Feb. 7, 2024
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Rate

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

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.

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.*