

## Virtual Platform Marketing

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**Icon Key**

Traffic-building product



### Wellness Challenge



- Be the exclusive sponsor of the ISC22 Wellness Challenge!
- Prominent visibility on the Wellness Challenge leaderboard, a flat-panel media screen.
- 30-second corporate or product full-motion video or stationary ad on leaderboard and digital signage, positioned in high-traffic areas of the convention center.
- Corporate or product graphic incorporated into the Wellness Challenge booth, where all participants will pick up an activity tracker.
- Corporate recognition on the registration webpage, opening screen of app and in emails.
- Attendees will be asked to register for the Wellness Challenge online and download an app.

INSERTION ORDER/SPECS

**Deadlines**  
 Space reservation deadline: Oct. 15, 2021  
 Materials due: Oct. 29, 2021

**Rate**  
 \$30,000  
*Exclusive Opportunity*



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### Abstracts on Download



- Abstracts on Download provide a means for medical professionals to have easy and enduring access to the abstracts from the International Stroke Conference.
- Users will be allowed to quickly access the information in the abstracts through searches on key words, abstract title, and author's names.
- Accessible via a branded banner on the virtual platform.
- Abstracts on Download can be distributed directly from the contributor's booth to maximize easy visitation.
- A total of 2,500 USBs will be produced for distribution by the sponsor – with any remaining USBs to be distributed by AHA/ASA at other cerebrovascular relevant conferences throughout the year.

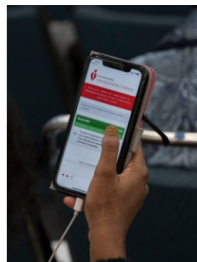
**Sponsor Recognition Includes:**

- Contributor corporate logo on the USB case packaging.
- Corporate logo recognition on the opening screen.
- Corporate recognition on all marketing pieces, including ads and on-site signage.

INSERTION ORDER/SPECS

**Deadlines**  
 Space reservation deadline: Nov. 17, 2021  
 Materials due: Dec. 1, 2021

**Rate**  
 \$36,000  
*Exclusive Opportunity*



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### AHA Mobile Meeting Guide App



**Your brand in the hands of all attendees!**

**Reach:** in-person and virtual attendees.

**Content:** 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.

**Distribution:**

- Available for download before, during and after ISC22.
- App is web-based and downloadable for all smartphone platforms and web-enabled devices.

INSERTION ORDER/SPECS

| Deadlines                  | Space Reservation Deadline | Materials Due |
|----------------------------|----------------------------|---------------|
| Single Sponsorship         | Dec. 15, 2021              | Jan. 5, 2022  |
| Enhanced Exhibitor Listing | Jan. 7, 2022               | Jan. 14, 2022 |
| Conference Bag Insert      | Jan. 7, 2022               | Jan. 19, 2022 |
| Alert Notification         | Jan. 14, 2022              | Jan. 21, 2022 |

**Rates**

|   |          |
|---|----------|
| Single Sponsorship  | \$25,000 |
| Conference Bag Inserts (in-person and virtual via the AHA Mobile Meeting Guide App) | \$10,500 |
| Enhanced Exhibitor Listing  | \$5,000  |
| Alert Notification  | \$3,500  |

- Single Sponsorship
- Conference Bag Inserts
- Enhanced Exhibitor Listing
- Alert Notification

*If the in-person ISC22 must be canceled, the Mobile 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 only.*



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### Content Ad Banner



- Ad banners will be available on the home page of the conference virtual platform.
- Horizontal ad located on the middle of the screen of the home page on the virtual platform.

INSERTION ORDER/SPECS

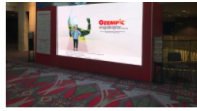
**Deadlines**  
 Space reservation deadline: Dec. 15, 2021  
 Materials due: Jan. 7, 2022

**Rate**  
 \$6,000 each (eight available)



### Digital Signage/ Virtual

INSERTION ORDER/SPECS



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## Commercial Breaks



- Quickly grab attendees' attention with your company, product or industry event information on the virtual platform and on AHA/ASA's highly visible digital signage in the convention center.
- Your 15- or 30-second video will also be played before and after industry events on the virtual platform.
- 31 65-inch high-definition LED screens will also be strategically located throughout the convention center to maximize exposure and visibility (audio and video).

### Deadlines

Space reservation deadline: Dec. 15, 2021  
Materials due: Jan. 7, 2022

| Rates        |                          |
|--------------|--------------------------|
| 30-second ad | \$14,500<br>(limit five) |
| 15-second ad | \$8,000<br>(limit five)  |



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## Tower Ad Banner



- Located on the home page, your animated banner ad will be highly visible to attendees and will link to your virtual booth.
- A vertical ad located on the right side of the screen on the home page, your animated banner ad will be highly visible to attendees and will link to your virtual booth.

### INSERTION ORDER/SPECS

### Deadlines

Space reservation deadline: Dec. 22, 2021  
Materials due: Jan. 7, 2022

### Rate

\$10,000 each (eight available)



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## Job Board Posting



- Are you hiring? Looking for qualified candidates?
- Posting your organization's available employment opportunities on the conference job board will help you reach the attention of TOP candidates.

### INSERTION ORDER/SPECS

### Deadlines

Space reservation deadline: Jan. 4, 2022  
Materials due: Jan. 7, 2022

| Rates   |         |
|---------|---------|
| 30 days | \$1,200 |
| 60 days | \$1,800 |



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## AHA TV



- Produced by AHA Leadership and the Science News team, AHA TV will highlight the best moments and top science presented at ISC22.
- AHA TV will stream to screens located in the convention center and in attendee hotel rooms.
- It will also stream to the opening home page of the virtual platform and be promoted throughout the site.
- AHA TV will also be shown on the Professional Heart Daily site.
- Exhibitors can participate in two ways: Advertorial Videos or Exhibitor Clips (see below).

### Advertorial Videos:

- Advertorials give sponsors an opportunity to showcase new products or services on AHA TV.
- News crews will film, produce and edit a two- to three-minute video for participating exhibitors.
- Videos will be shown multiple times each day between stories.
- Videos will be given to exhibitors post conference for their own marketing use.

### Exhibitor Clips:

- On-camera interviews filmed, edited and produced pre-event.
- Exhibitor will receive these files before the event for their own promotional uses.
- Priced per 30-second clip.

### INSERTION ORDER/SPECS

### Deadlines

Space reservation deadline: Jan. 7, 2022  
Materials due: Jan. 19, 2022

| Rates   |          |
|---|----------|
| Daily Title Sponsor (exclusive all days)                  | \$40,000 |
| Daily Title Sponsor (per day)                             | \$20,000 |
| Advertorial Videos (per two- to three-minute advertorial) | \$5,000  |
| Exhibitor Clips (per 30-second clip)                      | \$750    |



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## Social Media Gallery and Lounge



### Sponsor the page where everyone is talking!

Reach: ISC22 attendees and all AHA/ASA social media followers

### Content:

- Support the page where attendees follow the social chatter in real time on #ISC22!
- Located on the virtual platform and on two monitors in the Social Media Lounge in the Science & Technology Hall.
- Supporter receives recognition on the home page of the virtual platform and on monitors and signage in the lounge.
- Tweetorials are also available in the Social Media Gallery.

### INSERTION ORDER/SPECS

### Deadlines

Space reservation deadline: Jan. 7, 2022  
Materials due: Jan. 14, 2022

| Rates  |              |
|--|--------------|
| Social Media Wall and Lounge Exclusive Sponsorship Opportunity | \$20,000     |
| Tweetorial   | \$4,000 each |

The words "Paid Advertisement" will be centered above each digital (and advertorial content) in at least 10-point Helvetica (or similar type font).

If the in-person ISC22 must be canceled, AHA/ASA and Ascend Media will transition advertisers to options of equal value and exposure. Advertisers preparing materials specific to a booth or program are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.

All rates are net. No agency discounts apply. Cancellations are nonrefundable.

All quantities are based on projected attendance.