

Virtual Platform Marketing

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Icon Key

- Traffic-building product
- Reach all meeting attendees
- Reach all in-person attendees only
- Reach all AHA/ASA Members
- Push product
- Personal delivery
- Lead-generating product
- Product has frequency
- Branding product



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Abstracts on USB

GET MORE DETAILS ON ENVISION



- Abstracts on USB provide a means for medical professionals to have easy and enduring access to the abstracts from the International Stroke Conference.
- Users can quickly access the information in the abstracts through searches of key words, abstract title and author's names.
- **Abstracts on USB can be distributed directly from the contributor's booth to maximize 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 relevant cerebrovascular conferences throughout the year.
- Also accessible via a branded banner on the virtual platform, and (optionally) from within supporters' virtual booth.

Sponsor Recognition Includes:

- Contributor corporate logo on the USB case packaging.
- Corporate logo recognition on the opening screen.
- Corporate recognition in on-site signage and on the virtual platform.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Nov. 18, 2022
Materials due: Dec. 2, 2022

Rate

\$36,000
Exclusive Opportunity



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AHA Mobile Meeting Guide App



Feature your brand on the app attendees use to schedule their day!

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 ISC23.
- 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	Nov. 18, 2022	Dec. 2, 2022
Alert Notification	Jan. 6, 2023	Jan. 20, 2023
Conference Bag Insert	Jan. 6, 2023	Jan. 13, 2023
Enhanced Exhibitor Listing	Jan. 6, 2023	Jan. 13, 2023

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

3,000+ downloads
in 2022!

Single Sponsorship

Conference Bag Inserts

Enhanced Exhibitor Listing

Alert Notification

*If the in-person ISC23 must be canceled, 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 only.



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ASAtv



A streaming meeting news broadcast

- Showcase your brand to all attendees in an engaging and dynamic way.
- Produced by AHA/ASA Leadership and the Science News team, ASAtv will highlight the best moments and top science presented at ISC23.
- ASAtv will be distributed via several touchpoints throughout the conference, both in-person and on the virtual platform.
- Exhibitors can participate in four ways: Daily Title Sponsor, Advertorial Videos, Commercial Break Upgrades or Exhibitor Clips (see below).

Daily Title Sponsor

Daily videos are a highlight of the day's event.

Sponsor Recognition Includes:

- Sponsor's watermark displayed throughout the ASAtv Daily Videos.
- Sponsor's logo in the opening animation of the Daily Videos.
- Insertion of a sponsor-provided commercial of up to 30 seconds each day of sponsorship.
- Recognition in the following (provided sponsorship has been secured by publication date):
 - One ePreview
 - Daily Newspaper
 - Conference website

Advertorial Videos

View an example

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

Commercial Break Upgrades

Advertisers purchasing Digital Signage can also place those same commercials on ASAtv for an upgrade fee.

Exhibitor Clips

View an example

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

INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
Daily Title Sponsor	Nov. 18, 2022	Dec. 2, 2022
Advertorial Video and Commercial Break	Dec. 22, 2022	Jan. 13, 2023
Exhibitor Clip	Jan. 6, 2023	Jan. 13, 2023

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
Commercial Break Upgrade	\$2,000
Exhibitor Clips (per 30-second clip)	\$750



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ISC23 ePosters



- ePosters are in an open-access library that allows attendees to view the latest scientific and medical posters.
- Both in-person and virtual users will be allowed to quickly access the information on the posters through searches on key words, title, and author's names.
- ePosters will be accessible to all attendees via a branded banner on the virtual platform, and (optionally) from within supporters' virtual booth.

Sponsorship Includes:

- Corporate logo recognition on the opening screen of the ePosters website.
- Corporate recognition on in-person and virtual signage.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Dec. 16, 2022
Materials due: Jan. 6, 2023

Rate

\$10,000
Exclusive Opportunity



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Learning Studios



Showcase your product or therapeutic treatment to a large audience!

Pre-recorded or linked to sponsor microsite only (no live-streaming) with extended virtual access OnDemand through Feb. 10, 2023.

Sponsor Recognition Includes:

- Pre-meeting and virtual site promotion by AHA/ASA should the topics be confirmed and provided to AHA/ASA by due date.
- Acknowledgment in one ePreview.
- Learning Studio schedule on ISC23 website.
- Learning Studio schedule included in the Sessions Online Planner.
- Learning Studio schedule included in the ISC Stroke Daily News.
- Recognition on the AHA Mobile Meeting Guide App.
- One pre-registration list (addresses only).

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Dec. 16, 2022
Materials due: Jan. 6, 2023

Rates (Feb. 10 only)	
Morning	\$18,000
Afternoon	\$18,000

(Pre-recorded or linked to sponsor microsite only - no live-streaming.)

- Included in on-site and virtual sponsorship recognition signage and ads.

See on-site Learning Studio details.



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Digital Signage/Commercial Break



- Quickly grab attendees' attention with your company, product or industry event information on AHA/ASA's highly visible digital signage in the convention center.
- The LED screens will be strategically located throughout the convention center to maximize exposure and visibility (audio and video).

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Jan. 6, 2023
Materials due: Jan. 13, 2023

Rates

30-second ad	\$14,500 (limit five)
15-second ad	\$8,000 (limit five)



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Virtual 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: Jan. 6, 2023
Materials due: Jan. 13, 2023

Rate

\$8,000 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.
- Promoted on the Conference Coverage Website and the ISC Stroke Daily News.
- Also included in Digital Signage/Commercial Break and the AHA Mobile Meeting Guide App.
- Job Board Postings are included in the AHA/ASA Membership Job Board.
- Job Board Postings are also included in the AHA/ASA Membership Job Flash Email, distributed to 48,000+ cerebrovascular professionals, bi-weekly on Wednesdays (two per month).

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Jan. 13, 2023
Materials due: Jan. 20, 2023

Rates

30 days	\$1,200
60 days	\$1,800

Spread your message further with year-round advertising in AHA's Professional Heart Daily and Science News. Ask your account manager for details.

Icon Key



If the in-person ISC23 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.