

## Meeting News and Navigation

Print this page

**AHA Mobile Meeting Guide App**

**ASAtv**

**Attendee Welcome Guide**

**Conference Bag Inserts**

**Conference Coverage Website**

**ISC Stroke Daily News**

**Photo Gallery Sponsorship**



click to enlarge

### AHA Mobile Meeting Guide App

Your brand in the hands of attendees!

**Reach:** International Stroke Conference 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 ISC25.
- App is web-based and downloadable for all smartphone platforms and web-enabled devices.

**76% of professional attendees downloaded the app for ISC23**

**Single Sponsorship**



**Enhanced Exhibitor Listing**



**Alert Notification**



#### INSERTION ORDER/SPECS

Deadlines	Space Reservation	Materials Due
Single Sponsorship	Sept. 27, 2024	Oct. 4, 2024
Alert Notification	Jan. 8, 2025	Jan. 15, 2025
Enhanced Exhibitor Listing	Jan. 8, 2025	Jan. 15, 2025

#### Rates

Single Sponsorship	\$35,000
Enhanced Exhibitor Listing (limit five)	\$5,000
Alert Notifications	\$3,500



click to enlarge

### ASAtv

A streaming meeting news broadcast

- Showcase your brand to 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 ISC25.
- ASAtv will be distributed via several touchpoints throughout the conference.
- Exhibitors can participate in four ways: Daily Title Sponsor, Advertorial Videos, Commercial Break Upgrades or Exhibitor Clips (see below).

**Title Sponsor**



**Advertorial Videos**



**Commercial Break Upgrades**



**Exhibitor Clips**



#### INSERTION ORDER/SPECS

Deadlines	Space Reservation	Materials Due
Title Sponsor	Nov. 1, 2024	Nov. 8, 2024
Advertorial Video and Commercial Break	Dec. 20, 2024	Jan. 10, 2025
Exhibitor Clip	Jan. 8, 2025	Jan. 15, 2025

#### Rates

Title Sponsor (exclusive all days)	\$250,000
Advertorial Videos (per two- to three-minute advertorial)	\$5,000
Commercial Break Upgrade	\$2,500
Exhibitor Clips (per 30-second clip)	\$1,000



click to enlarge

### Attendee Welcome Guide

Your message greets attendees first as they arrive at their hotels!

**Reach:** International Stroke Conference attendees on-site and prospective attendees via an ePreview.\*

**Distribution:**

- On-site at headquarter hotel front desks.
- Included as a link to attendees with the final ePreview, sent days before the meeting.
- Also available on the front page of the Conference Coverage Website.

**Content:** Information and key details attendees need to get their experience at ISC25 off to a great start.

#### INSERTION ORDER/SPECS

**Deadlines**

Space reservation: Jan. 7, 2025  
Materials due: Jan. 14, 2025

**Rate**

\$12,075

*Exclusive Opportunity*

Advertiser receives front cover banner logo recognition and the back cover ad of the printed guide, as well as front page branded exposure on the Conference Coverage Website.



click to enlarge

## Conference Bag Inserts

Include your booth or program invitation in the official ISC25 conference bag!

**Reach:** International Stroke Conference professional attendees.

**Distribution:** Advertiser-supplied inserts in the conference bag are handed to attendees.

**Content:**

- Booth announcements and demo schedules
- Promotional materials
- Industry program invitations
- Product samples (Dependent on association policies. Contact your account manager for details.)

### INSERTION ORDER/SPECS

**Deadlines**

Space reservation: Jan. 7, 2025  
Materials due: Jan. 14, 2025

**Rate**

\$11,000 per insert

*Limit five advertiser-supplied inserts.*



click to enlarge

## Conference Coverage Website

Visit the Conference Coverage Website

**ROS ads provide major exposure on the 24/7 central location for conference coverage!**

The Conference Coverage Website is the home for the ISC ePreviews, ISC Morning Agenda and eHighlights, as well as sponsored content. As the push publications are read, each click on an article's "read more" button brings the reader to the Conference Coverage Website.

Run-Of-Site Ads



Featured Exhibitors



High-Performance Ad/ePreview Bundle



**Site metrics (2023):\***

- 33,474 page views
- 12,399 users
- 15,331 sessions

**Reach:** Links to the site are included in ePreviews, ISC Morning Agenda and eHighlights, each of which are sent to 300,000+ AHA/ASA members and stroke and cerebrovascular professionals.

**Content:**

- Scientific breakthroughs and the late-breaking science presented at the conference.
- Information on Learning Studios and Satellite Symposia.
- Hot-button topics, can't-miss sessions and interactive activities.

**Bonus exposure on the Conference Coverage Website!**

An Industry Highlights channel will be published on the Conference Coverage Website, which will include a schedule of Industry Programs. All Individual Hotel Room Drop supporters will have an "article" related to their insert within this channel labeled "paid advertising content." A link to the Industry Highlights page will be included in each day's ISC Morning Agenda.

\*Data collected Jan. 1-March 31, 2023.

### INSERTION ORDER/SPECS

**Deadlines**

Space reservation: Space is limited and available until sold out.

Materials due: For exposure from first launch, we encourage materials be sent by Dec. 20, 2024.

*The Conference Coverage Website is regularly updated which allows for a confirmation of your plans at any time until the limited ad positions are sold out.*

**Rates**

ROS All Positions (two available)	\$10,000
ROS Leaderboard (two available)	\$7,400
ROS Rectangle Ad (two available)	\$5,700
ROS Vertical Ad (two available)	\$3,000
High-Performance Ad/ePreview Bundle	\$6,500
Featured Exhibitors	\$5,000

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

**Ask about High-Performance Ad/ePreview Bundles!**

### Months of exposure!

The Conference Coverage Website will launch in January 2025. You can link your advertorials, programs and resources on this official AHA/ASA branded site in your own promotions long after the event is over!

*(Ads and content will remain on the site until the first 2026 ePreview is produced. Length of advertiser exposure is dependent on date of purchase. Ads and content can be removed if requested.)*



## ISC Stroke Daily News

Huge visibility for your message every day of the meeting!

Live coverage of ISC25 is delivered to select hotel rooms in Phoenix and via distribution ambassadors at the convention center on Feb. 5 and 6, 2025

**Reach:** Attendees plus additional AHA/ASA members and stroke and cerebrovascular professionals via a link in each day's ISC

### INSERTION ORDER/SPECS

**ISC Stroke Daily News Deadlines**

Space reservation: Jan. 7, 2025  
Materials due: Jan. 14, 2025

**Rates (includes both issues)**

Back Cover	\$10,580
------------	----------



click to enlarge

#### Morning Agenda email.\*

##### Content:

- Late-breaking science from ISC25.
- Need-to-know news and event coverage, including key events, recommendations from the program chair and CME credit information.
- Snackable takeaways, including "Pearls" from colleagues, social media and blog highlights, Q&As and infographics.
- Articles from each day's daily are also posted on the [Conference Coverage Website](#).

##### Distribution:

- Delivered to attendee hotel room doors at select conference hotels and also personally handed to attendees as they enter the convention center.
- A PDF version of the ISC Stroke Daily News is also posted to the [Conference Coverage Website](#) and the [Professional Heart Daily website](#).

##### Map Sponsorship Includes:

- Full Page ad immediately preceding or adjacent to the exhibit hall map.
- Banner ad on the map page.
- Your logo and booth highlighted on the map.

Map Sponsorship	\$10,285
Inside Front Cover	\$9,535
Inside Back Cover	\$8,515
Full Page	\$6,945
Full Page PI space	\$5,550
Front Page Banner Ad	\$6,695
Junior Page	\$5,550
Junior Page PI space	\$4,565
Half Page	\$4,865
Quarter Page	\$2,500
Product & Services Showcase Ad	\$1,220
Enhanced Exhibitor Listing	\$305



click to enlarge

## Photo Gallery Sponsorship

Sponsor the photo gallery on the official International Stroke Conference meeting news site, housed in an exclusive channel of its own.

##### Sponsorship includes:

- A "brought to you by" inclusion in the channel.
- An exclusive leaderboard in the photo gallery channel, and a leaderboard and rectangle ad on the gallery page.
- Five company images, logos or photos that will be interspersed between the official photos.
- Promotion of the photo gallery in the Daily Newspaper with a QR code, and in the eHighlights with a "Check out the photo gallery, brought to you by XXX" type of message.

#### INSERTION ORDER/SPECS

##### Deadlines

Space reservation/materials due:  
For exposure from first launch, we encourage materials to be sent by Dec. 20, 2024.

##### Rate

\$5,000  
*Exclusive Opportunity*

### Professional Heart Daily and Science News

Reach 300,000 AHA/ASA members and cerebrovascular professionals year-round! [Click for more information.](#)

Ask about your AHA/ASA exhibitor discount!

*ISC25 is planned as an in-person meeting in Los Angeles. If the meeting must be canceled or converted to virtual, the American Heart Association/American Stroke Association 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.*

*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 print ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).*

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

*All quantities herein are based on projected attendance and association membership numbers and, in some cases, projected non-member professionals, and are therefore not guaranteed.*