

Sponsorships and Advertising

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Branding Packages

Enhance your booth presence at ReSS 2023!

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

Diamond Level:

Everything included in Silver, Gold and Platinum Levels, plus:

- Included in the conference Know-Before-You-Go email (*provided sponsorship is secured prior to blast dates*)
- Participation in the Breakfast Pitch, which will be included on the official conference agenda

If the in-person ReSS 2023 must be converted to a virtual meeting, packages will convert to assets on the virtual platform with the same level of visibility for the advertiser. For advertising specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual.

INSERTION ORDER/SPECS

Deadlines

Space reservation: Sept. 22, 2023

Materials due: Sept. 29, 2023

| Rates | |
|----------------|----------|
| Silver Level | \$1,500 |
| Gold Level | \$5,000 |
| Platinum Level | \$10,000 |
| Diamond Level | \$20,000 |



Breakfast Pitch

Showcase your innovation with this targeted audience!

Cost Includes:

- Up to two 15 minute industry presentation/pitches per breakfast
- Acknowledgment on conference website
- Acknowledgment on sponsor signage at conference
- Included in the conference Know-Before-You-Go email and ePreview (*provided sponsorship is secured prior to blast dates*)
- Participation acknowledgement included in the official conference agenda

If the in-person ReSS 2023 must be converted to a virtual meeting, packages will convert to assets on the virtual platform with the same level of visibility for the advertiser. For advertising specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual.

INSERTION ORDER/SPECS

Deadlines

Space reservation: Sept. 22, 2023

Materials due: Sept. 29, 2023

Rate

\$9,000

Limited to two per day



click to enlarge

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

INSERTION ORDER/SPECS

Deadlines

Space reservation: Sept. 22, 2023

Materials due: Sept. 29, 2023

Rate

\$3,500 per insert

All inserts must receive approval from AHA.

- Industry program invitations

If the in-person ReSS 2023 must be converted to a virtual meeting, Conference Bag Inserts will deliver to virtual attendees via the AHA Mobile Meeting Guide App. For advertising specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual.

ePreview

Kickstart your brand exposure with email blasts to more than 180,000 AHA members and targeted resuscitation science professionals!

Broad exposure for your message as members begin making plans to attend ReSS.

Reach: 180,000+ AHA members and targeted resuscitation science professionals before the meeting.

Content: Key planning information and industry programming.

If the in-person ReSS 2023 must be converted to a virtual meeting, the ePreview will deliver 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.

INSERTION ORDER/SPECS

Deadlines

Space reservation: Sept. 27, 2023

Materials due: Oct. 4, 2023

Rates (per issue)

| | |
|----------------|---------------------|
| Leaderboard | \$4,000 (limit one) |
| Premium Banner | \$3,000 (limit two) |

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

click to enlarge

Exclusive Exhibitor Emails

Send your exclusive message to ReSS 2023 attendees!

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

Reach: ReSS 2023 attendees.

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

If the in-person ReSS 2023 must be converted to a virtual meeting, the Exclusive Exhibitor Emails will deliver 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.

INSERTION ORDER/SPECS

Deadlines

Space reservation: Sept. 15, 2023

Materials due: Sept. 22, 2023

Rate

\$5,500 per day

Limited availability.

click to enlarge



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.

If the in-person ReSS 2023 must be converted to a virtual meeting, Learning Studios and Roundtable Discussions will be held on the virtual platform.

click to enlarge

INSERTION ORDER/SPECS

Deadlines

Space reservation: Sept. 22, 2023

Materials due: Sept. 29, 2023

Rates

| | |
|---------------|----------|
| 100 attendees | \$15,500 |
| 75 attendees | \$12,500 |



click to enlarge

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:

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

If the in-person ReSS 2023 must be converted to a virtual meeting, signage will convert to branding on the virtual platform with the same level of visibility for the advertiser. For advertising specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual.

INSERTION ORDER/SPECS

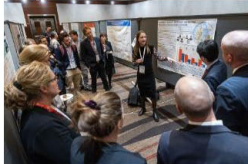
Deadlines

Space reservation: Sept. 22, 2023
Materials due: Sept. 29, 2023

Rates

| | |
|-------------|--------------|
| Meter board | \$2,000 each |
| 22" x 28" | \$600 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.

If the in-person ReSS 2023 must be converted to a virtual meeting, the Poster Reception will convert to poster session marketing on the virtual platform, with the same level of visibility for the advertiser.

INSERTION ORDER/SPECS

Deadlines

Space reservation: Sept. 22, 2023
Materials due: Sept. 29, 2023

Rate

\$8,000
Limited to two per day

Professional Heart Daily and Science News

Reach 300,000 AHA members and cerebrovascular professionals year-round!
Click for more information.

Ask about your AHA exhibitor discount!

ReSS 2023 is planned as an in-person meeting in Philadelphia. 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 herein are based on projected attendance and association membership numbers and, in some cases, projected non-member professionals, and are therefore not guaranteed.