

Sponsorships and Advertising

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ePreview

Kickstart your brand exposure with email blasts to more than 100,000 AHA members and targeted vascular professionals!

Broad exposure for your message as members get excited about returning to Vascular Discovery.

Reach: 100,000+ AHA members and targeted vascular professionals in early May 2022.

Content: Key planning information and industry programming.

More than 200,000 opens in 2021!

If the in-person Vascular Discovery 2022: From Genes to Medicine 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 deadline: April 7, 2022
 Materials due: April 14, 2022

Rates (per issue)

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

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 Vascular Discovery 2022: From Genes to Medicine attendees!

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

Reach: Vascular Discovery 2022: From Genes to Medicine attendees.

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

If the in-person Vascular Discovery 2022: From Genes to Medicine 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 deadline: March 17, 2022
 Materials due: March 24, 2022

Rate

\$5,500 per day
 Limited availability.



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Branding Packages

Enhance your booth presence at Vascular Discovery 2022: From Genes to Medicine!

Connect with this key audience through a variety of packages designed for any budget.

Silver Level:

- Acknowledgment on conference website
- Acknowledgment in conference planner
- Acknowledgment on sponsor signage at conference

Gold Level:

Everything included in Silver Level, plus:

- Conference Bag insert
- Company-specific recognition signage at conference

Platinum Level:

Everything included in Silver and Gold Levels, plus:

- Conference attendee list (*does not include email addresses*)
- One mobile push alert
- Exhibit space

If the in-person Vascular Discovery 2022: From Genes to Medicine 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 deadline: March 31, 2022
 Materials due: April 7, 2022

Rates

Silver Level	\$1,500
Gold Level	\$5,000
Platinum Level	\$10,000



Refreshment Break

INSERTION ORDER/SPECS



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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.
- 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.

If the in-person Vascular Discovery 2022: From Genes to Medicine must be converted to a virtual meeting, the Refreshment Break will convert to an activity on the virtual platform with the same level of visibility for the advertiser.

Deadlines

Space reservation deadline: March 31, 2022
Materials due: April 7, 2022

Rate

\$3,000 per break (four available)



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Poster Reception

Stand out at this popular attendee event!

Be the exclusive sponsor of this activity.

Sponsor Recognition Includes:

- One meterboard featuring your organization name or logo and booth number during the poster networking session.
- Recognition as a sponsor in promotional materials.

If the in-person Vascular Discovery 2022: From Genes to Medicine 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 deadline: March 31, 2022
Materials due: April 7, 2022

Rate

\$7,500

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.

If the in-person Vascular Discovery 2022: From Genes to Medicine must be converted to a virtual meeting, Learning Studios and Roundtable discussions will be held on the virtual platform.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: March 31, 2022
Materials due: April 7, 2022

Rates

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



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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 in-person 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

If the in-person Vascular Discovery 2022: From Genes to Medicine must be converted to a virtual meeting, Conference Bag Inserts will deliver to all 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.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: March 31, 2022
Materials due: April 7, 2022

Rate

\$3,500 per insert

All inserts must receive approval from AHA.



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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: Meterboard

If the in-person Vascular Discovery 2022: From Genes to Medicine 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 deadline: March 31, 2022
Materials due: April 7, 2022

Rates

Meterboard	\$2,000 each
22" x 28"	\$600 each

All signage must receive approval from AHA.

The Vascular Discovery 2022: From Genes to Medicine meeting is planned as an in-person meeting in Seattle. If the meeting must be canceled or converted to virtual, AHA/ASA 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.

