

## Sponsorships and Advertising

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Invite attendees to your booth or program with high-profile placements!



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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 2023.

**Content:** Key planning information and industry programming.

**More than 200,000  
 opens in 2021!**

*If the in-person Vascular Discovery 2023: 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, 2023  
 Materials due: April 14, 2023

#### Rates (per issue)

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

*A leaderboard and one premium banner must be sold to produce the ePreview.*



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### Exclusive Exhibitor Emails

**Send your exclusive message to Vascular Discovery 2023: From Genes to Medicine attendees!**

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

**Reach:** Vascular Discovery 2023: From Genes to Medicine attendees.

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

*If the in-person Vascular Discovery 2023: 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, 2023  
 Materials due: March 24, 2023

#### Rate

\$5,500 per day  
 Limited availability.



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### Branding Packages

**Enhance your booth presence at Vascular Discovery 2023: 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 on sponsor signage at conference

#### Gold Level:

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation deadline: March 31, 2023  
 Materials due: April 7, 2023

#### Rates

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

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

*If the in-person Vascular Discovery 2023: 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.*



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## Continental Breakfast

### What attendees' appetites with a branded breakfast station!

Your brand is the first thing attendees see in the morning.

**Sponsor Recognition Includes:**

- Signage at the Continental Breakfast, with company name or logo and booth number on a meter board.
- 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.
- Sponsor may, at its own cost, provide branded cups, napkins or coffee sleeves to enhance this sponsorship. *Sponsor is responsible for providing and shipping items to hotel.*
- Recognition as a sponsor in promotional materials.

*If the in-person Vascular Discovery 2023: From Genes to Medicine must be converted to a virtual meeting, the Continental Breakfast will convert to an activity on the virtual platform with the same level of visibility for the advertiser.*

### INSERTION ORDER/SPECS

**Deadlines**

Space reservation deadline: March 31, 2023  
Materials due: April 7, 2023

**Rate**

\$8,000



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## Refreshment Break

### 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 and digital monitor.
- 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 2023: 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.*

### INSERTION ORDER/SPECS

**Deadlines**

Space reservation deadline: March 31, 2023  
Materials due: April 7, 2023

**Rate**

\$3,500 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 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 Vascular Discovery 2023: 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, 2023  
Materials due: April 7, 2023

**Rate**

\$8,000

*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:**

### INSERTION ORDER/SPECS

**Deadlines**

Space reservation deadline: March 31, 2023  
Materials due: April 7, 2023

**Rates**

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

- 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 2023: From Genes to Medicine must be converted to a virtual meeting, Learning Studios and Roundtable discussions will be held on the virtual platform.*



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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 2023: 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, 2023  
Materials due: April 7, 2023

#### 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: Meter board

*If the in-person Vascular Discovery 2023: 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, 2023  
Materials due: April 7, 2023

#### Rates

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

*All signage must receive approval from AHA.*

*The Vascular Discovery 2023: From Genes to Medicine meeting is planned as an in-person meeting in Boston. 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 are based on projected attendance.*