



American Stroke Association

International Stroke Conference

March 17-19, 2021

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ISC21 Marketing Opportunities

Explore innovative opportunities to maximize engagement with attendees at this growing conference of 4,600+ of the world's most influential stroke and cerebrovascular experts.

Overview



ISC physician and other health care professional attendees represent **more than 5 million patients**



4,600+
professional attendees
in 2020



81% of audience
are physicians and nurses/
nurse practitioners/
nurse scientists

All sponsors and advertisers receive corporate name recognition in:
Online Program Planner
ISC Stroke Daily News

**Provided sponsorship or advertising has been secured by publication deadline.*

Opportunity	Price range	Space reservation deadline	Materials due
Meeting News and Navigation Products			
Navigation Video	\$15,000	Feb. 5, 2021	Feb. 12, 2021
Meeting News Central (and Stroke Daily News)	\$5,000-\$10,000	Feb. 5, 2021	Feb. 12, 2021
Email Products			
Registration Email Package	\$10,000	Nov. 30, 2020	Dec. 6, 2020
ePreviews	\$2,805-\$5,000	Varies	Varies
eHighlights	\$2,805-\$5,000	Feb. 11, 2021	Feb. 24, 2021
Exclusive Exhibitor eBlasts	\$15,000	Varies	Varies
Daily Highlights	\$12,000	Feb. 5, 2021	Feb. 12, 2021
Platform Preview and Navigational Video eBlast	\$8,000	Feb. 23, 2021	March 2, 2021
Personal Deliveries			
ISC21 Welcome Kits	\$10,000	Jan. 8, 2021	Jan. 15, 2021
Sponsorships			
Abstracts on Download	\$36,000	Jan. 29, 2021	Feb. 5, 2021
Fireside Chat	\$8,000	Jan. 29, 2021	Feb. 5, 2021
Learning Studio	\$15,000-\$20,000	Jan. 29, 2021	Feb. 5, 2021
Mobile Meeting App	\$2,500-\$25,000	Jan. 29, 2021	Varies
Online Program			

Planner	\$3,500-\$7,000	Jan. 29, 2021	Feb. 5, 2021
Poster Platform	\$10,000	Jan. 29, 2021	Feb. 5, 2021
Simulation Demo	\$10,000	Jan. 29, 2021	Feb. 5, 2021
Sponsored Entertainment Breaks	\$15,000	Jan. 29, 2021	Feb. 5, 2021
Commercial Breaks	\$6,000-\$12,000	Feb. 3, 2021	Feb. 10, 2021
Content Banner Ad	\$6,000	Feb. 3, 2021	Feb. 10, 2021
Social Media Feed	\$25,000	Feb. 3, 2021	Feb. 10, 2021
Tower Ad Banner	\$10,000	Feb. 3, 2021	Feb. 10, 2021

*Sponsorships and advertising are limited, and available on a first-come, first-served basis. Opportunities, rates and deadlines are subject to change.
All rates are net. No agency discounts apply. Cancellations are non-refundable.
All quantities are based on projected attendance.
Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.*

Your sponsorship and advertising dollars count toward exhibiting priority points. Ask your Account Manager for details.

Opportunities



Contact



Bridget Blaney
913-344-1325
Company Names: A-L
bbblaney@ascendmedia.com



Cathleen Gorby (Lead)
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Company Names: E-L
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Maureen Mauer
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Meeting News and Navigation Products



Navigation Video

Help attendees navigate virtual ISC21!

Reach: All registered attendees.

Content Includes: An animated video and navigational PDF to help acclimate attendees to the virtual environment and prepare them to get the most from the event.

- The two-minute video and navigational PDF will reach registered attendees as part of ePreview #3 just days before they log in.
- The video and PDF will also be placed on the virtual event platform for additional assistance.

Supporter receives:

- Logo in the video.
- Leaderboard on the PDF.
- Sponsor recognition in ePreview #3.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Feb. 5, 2021
Materials due: Feb. 12, 2021

Rate

\$15,000

Exclusive Opportunity



Click to enlarge

Meeting News Central (and Stroke Daily News)

Hosting the Stroke Daily News, three ePreviews and one eHighlights, as well as sponsored content, resources and ISC Learning Studios, Meeting News Central is a hub of activity throughout the ISC event cycle.

Reach: 260,000 (including AHA/ASA members, 2021 registrants and previous conference attendees) through three ePreviews, three Daily Highlights, one eHighlights and three AHA Science News eBlasts.

Content Includes:

- 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.

Meeting News Central Banner Advertising

Stroke Daily News Front Page Ad Package: Stroke Daily News will be published each day of the event on the home page of ISC's Meeting News Central.

- Links to articles in each Daily will deploy in the Daily Highlights emails on March 17, 18 and 19 to 260,000.
- Links to articles in each Daily will also deploy in the AHA/ASA Science News afternoon eBlasts on March 17, 18 and 19 to 260,000.
- Three advertisers receive:
 - A leaderboard, rectangle ad and footer ad each.
 - Ads rotate on the front page of the Stroke Daily News throughout the entire event cycle.*

Late-Breaking Science (LBS) Ad Package:

Three exclusive advertisers receive:

- A leaderboard, rectangle ad and footer ad each.
- Ads rotate on the popular Late-Breaking Science page of Meeting News Central throughout the entire event cycle.*

ISC News Ad Package:

One exclusive advertiser receives:

- A leaderboard, rectangle ad and footer ad each.
- Ads rotate on the ISC News page of Meeting News Central throughout the entire event cycle.*

Exhibit Hall Ad Package:

One exclusive advertiser receives:

- A leaderboard, rectangle ad and footer ad each.
- Ads rotate on the Exhibit Hall page of Meeting News Central throughout the entire event cycle.*

Meeting News Central Advertorial Content

Advantages of advertorial content:

- Receive 53 percent more views than traditional display ads. (*Sharethrough/IPG Media Labs*)
- Not blocked by browsers as "advertising."
- Real-time reporting (see sample in image rotator).

Learning Studios: Expand and extend the visibility of your ISC Learning Studio! As an add-on to your Learning Studio on the ISC virtual platform, you can also now share it on the front page of Meeting News Central.

- Name of your Learning Studio and company name will be listed on the front page of Meeting News Central
- This links to an exclusive page with your full Learning Studio, Half Page ad and a request-for-more-information form.
- Advertiser can add up to 100 words of descriptive copy to appear below the Learning Studio video player.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Feb. 5, 2021
Materials due: Feb. 12, 2021

Rates

Meeting News Central Banner Advertising

Stroke Daily News	\$9,750 (three
Front Page Ad	exclusive display
Package	advertisers)
	\$9,750 (three
LBS Page Ad Package	exclusive display
	advertisers)
	\$9,750 (one
ISC News Ad	exclusive display
Package	advertiser)
	\$9,750 (one
Exhibit Hall Ad	exclusive display
Package	advertiser)

Meeting News Central Advertorial Content

	\$10,000 (in
	addition to
Learning Studios	Learning Studio
	fee)
Industry Resources	\$7,500
Industry Supported	\$5,000
Content	

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

(Advertiser supplies recording, descriptive copy and ad.)

- Gating is available upon request for lead collection.
(Content can be removed if required for compliance.)

Industry Resources: We'll share your research, white papers, ebooks, webinar content or other downloadable files on the front page of Meeting News Central throughout the entire event cycle.*

- Labeled as "Industry Resources," your document name and company name will be listed on the front page of Meeting News Central.
- This links to an exclusive page with your resource, hero image, Half Page ad and a request-for-more-information form.
- Advertiser can add up to 100 words of descriptive copy.
(Advertiser supplies resource, image, descriptive copy and ad.)
- Gating is available upon request for lead collection.
- **BONUS: Links to Industry Resources will be included in ePreviews, Daily Highlights and eHighlights!**

Industry Supported Content:

- Advertiser supplies a 250-word article for publication on Meeting News Central.
- Headline, company name and the words "Supported Content" appear on the front page of Meeting News Central throughout the entire event cycle.*
- Exclusive article page includes the full article, hero image, half-page ad and a request-for-more-information form.
(Advertiser supplies 250 words, image and ad.)

*Length of advertiser exposure dependent on date of purchase.

**As with display ads, all advertorial content is subject to AHA approval.

Nine full months of exposure!

With nine full months of online exposure, you can link your advertorials, resources and Learning Studios on this ISC-branded site in your own promotions long after the Stroke event is over!
(Content can be removed if required for compliance.)

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Email Products



Registration Email Package

Your corporate logo in an email during the registration process.

Reach: All registrants

Exclusive Opportunity Includes: Corporate logo recognition on registration confirmation emails to all registered attendees. Registration opens Dec. 16.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Nov. 30, 2020
Materials due: Dec. 6, 2020

Rate

\$10,000

Exclusive Opportunity

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



Click to enlarge

ePreviews

Kickstart your brand exposure with email blasts to more than 260,000.

Reach: 260,000 AHA/ASA members, 2021 registrants and previous conference attendees

Content Includes: Each issue previews a wide range of topics to be presented during the conference, including industry events and the Exhibit Hall activities.

Average unique open rate: 12.6%
Average unique click-through rate: 3.1%

New enhanced version allows for exhibitor videos!

- Send in a 15-second video to entice attendees to look for you during the event.
- Videos will be inserted into the ePreview and housed on [Meeting News Central](#).
- Only one advertiser-supplied video per issue.

**Length of advertiser exposure dependent on date of purchase.*

INSERTION ORDER/SPECS

Deadlines

ePreview #1: Mid-February

ePreview #2: Late February

ePreview #3: Early March

Space
Reservation
Deadline

Jan. 11, 2021

Jan. 25, 2021

Feb. 1, 2021

Materials
Due

Jan. 18,
2021

Feb. 1,
2021

Feb. 8,
2021

Rates (per issue)

Video (one per issue only)

\$5,000

Leaderboard

\$3,240

Premium Banner (each)

\$2,805

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



eHighlights

Wrap up your meeting with a post-event follow-up to 260,000.

Reach: 260,000 AHA/ASA members, 2021 registrants and previous conference attendees

Content Includes: A summary wrap-up of the entire conference, including late-breaking science, key events, awards, sessions and science.

Unique open rate: 14.7%
Unique click-through rate: 4.2%

New enhanced version allows for exhibitor videos!

- Send in a 15-second video to entice attendees to look for you during the event.
- Videos will be inserted into the eHighlights and housed on [Meeting News Central](#).
- Only one advertiser-supplied video per issue.

**Length of advertiser exposure dependent on date of purchase.*

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Feb. 11, 2021
Materials due: Feb. 24, 2021

Rates

Video

\$5,000

Leaderboard

\$3,240

Premium Banner (each)

\$2,805

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



Click to enlarge

Exclusive Exhibitor eBlasts

Send an exclusive message to ISC Conference attendees!

Reach: Your email message is delivered to all ISC 2021 attendees.

Content Includes: Advertiser-supplied materials, subject to AHA/ASA approval.

INSERTION ORDER/SPECS

Pre-Meeting Deadlines

#1: Deploys March 10

#2: Deploys March 15

#3: Deploys March 16

Space
Reservation
Deadline

Jan. 25, 2021

Jan. 25, 2021

Jan. 25, 2021

Materials
Due

Feb. 1,
2021

Feb. 1,
2021

Feb. 1,
2021

During Meeting Deadlines

Day #1: Deploys March 17

Day #2: Deploys March 18

Day #3: Deploys March 19

Space
Reservation
Deadline

Feb. 3, 2021

Feb. 3, 2021

Feb. 3, 2021

Materials
Due

Feb. 10,
2021

Feb. 10,
2021

Feb. 10,
2021

Post-Meeting Deadlines	Space Reservation Deadline	Materials Due
#1: Deploys March 23	Feb. 8, 2021	Feb. 15, 2021
#2: Deploys March 24	Feb. 8, 2021	Feb. 15, 2021
Rate \$15,000		

Exclusive emails are limited to one per day during the event, three pre- and two post-ISC.
All digital ads will include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).



Daily Highlights

A quick-read email each morning of the conference on March 17, 18 and 19.

Reach: 260,000 AHA/ASA members, 2021 registrants and previous conference attendees.

Content Includes: Key sessions and activities happening each day

Exclusive Daily Opportunity Includes: A leaderboard and footer ad on the email.

Bonus! Daily Highlights emails on March 17, 18 and 19 will be the delivery vehicle for the Stroke Daily News.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Feb. 5, 2021
 Materials due: Feb. 12, 2021

Rate

\$12,000 per day
Exclusive daily sponsorship opportunity.

Delivery dates available: March 17, 18 and 19, 2021.

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



Platform Preview and Navigational Video eBlast

A critical email to all attendees with their log-in credentials and a platform navigation video.

Reach: All ISC21 registered attendees on March 16.

Content Includes: A navigation video to acclimate attendees to the platform, technical guidelines and log-in credentials.

Exclusive Opportunity Includes: A leaderboard and footer ad on the email.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Feb. 23, 2021
 Materials due: March 2, 2021

Rate

\$8,000
Exclusive sponsorship opportunity.

All digital ads will 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.
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Personal Deliveries



ISC21 Welcome Kits

A fun box of AHA/ASA branded gear mailed to the first 1,000 members who register for ISC21. Participants may place an insert in the box to drive attendees to their virtual booth or program.

[INSERTION ORDER/SPECS](#)

Deadlines

Space reservation deadline: Jan. 8, 2021
Materials due: Jan. 15, 2021

Rate

\$10,000 per insert (limit eight)

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Sponsorships



Abstracts on Download

Sponsor attendee access to abstracts from ISC21.

Exclusive Opportunity Includes: Your corporate logo appears exclusively on the opening screen when abstracts are downloaded. Your support package also includes recognition on all marketing pieces, including ads and virtual signage.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Jan. 29, 2021
Materials due: Feb. 5, 2021

Rate

\$36,000

Exclusive Opportunity

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



Fireside Chat

Continue the conversation of research and science with conference attendees!

Opportunity Includes: One thirty-minute conversation for a select group of professionals.

INSERTION ORDER/SPECS

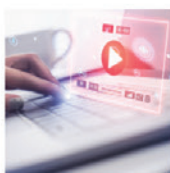
Deadlines

Space reservation deadline: Jan. 29, 2021
Materials due: Feb. 5, 2021

Rate

\$8,000

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



Learning Studio

Showcase your product or therapeutic treatment to a large audience!

Opportunity Includes: Your live or pre-recorded presentation with live Q&A or chat. Afternoon time slots available. Sessions are 45 minutes.

Learning Studios will be added to Meeting News Central after they have aired on the Sessions virtual platform.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Jan. 29, 2021
Materials (title, speaker names, logo) due: Feb. 5, 2021
Pre-recorded videos due: Feb. 15, 2021

Rate

Live presentation with live Q&A: \$20,000

Simulive presentation (pre-recorded) with live Q&A: \$20,000

Simulive presentation (pre-recorded) with chat: \$15,000

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



Mobile Meeting App

The app provides attendees with instant access and search capability to detailed educational sessions, faculty, abstracts, event information, exhibitors and schedule-planning.

Single Sponsorship Includes:

- Corporate logo recognition on opening app screen (PNG format).
- Corporate or product banner ad at the top of main menu page (PNG format).
- Corporate recognition on all marketing pieces (provided sponsorship has been secured by publication date).
- Three complimentary mobile alerts.
- An enhanced exhibitor listing within the mobile app (see below).

Enhanced Exhibitor Listing: Highlight your information within the app's exhibitor section and upload up to five PDF documents in the exhibitor tab.

Alert Notification: Similar to a text message, but it goes through the app. Real-time marketing for promotion of your booth activity or company. App users will receive new announcements during the conference.

Virtual Conference Bag Inserts: Reach professional attendees by placing virtual literature inside the conference mobile app. Limited to five supporters to ensure outstanding exposure. Maximum size of insert is a flat 8-1/2" x 11".

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Jan. 29, 2021
Single Sponsorship materials due: Feb. 5, 2021
Enhanced Exhibitor Listing materials due: Feb. 12, 2021
Virtual Conference Bag Inserts materials due: Feb. 19, 2021
Alert Notification materials due: Feb. 26, 2021

Rates

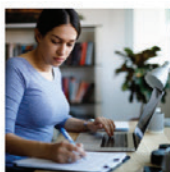
Single Sponsorship (Exclusive): \$25,000

Enhanced Exhibitor Listings: \$5,000 each

Alert Notifications: \$4,000 each

Virtual Conference Bag Inserts: \$2,500 each (limit five)

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



Online Program Planner

The Online Program Planner replaces the Final Program and is the official source for the high-level program schedule, faculty and other important information. The planner will be accessible online for one year, providing an additional 12-months of exposure.

Opportunity Includes: Your banner ad in one of two locations, or receive both positions as the exclusive sponsor. Ads will not rotate.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Jan. 29, 2021
Materials due: Feb. 5, 2021

Rate

\$3,500 each (limited to two)

OR

\$7,000

Exclusive Opportunity

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

page and in at least 10-point Helvetica (or similar type font).



Poster Platform

Exposure for your brand and message each time an attendee visits the ePosters.

Exclusive Opportunity Includes: Corporate logo recognition on the opening screen of the ePosters, with additional recognition on all marketing pieces, including ads and virtual signage.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Jan. 29, 2021
Materials due: Feb. 5, 2021

Rate
\$10,000

Exclusive Opportunity

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



Simulation Demo

Share your innovations with attendees in this engaging forum!

Opportunity Includes: A 20-minute demonstration of your technologies

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Jan. 29, 2021
Materials (title, speaker names, logo) due: Feb. 5, 2021
Pre-recorded videos due: Feb. 15, 2021

Rate
\$10,000

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



Sponsored Entertainment Breaks

Connect with attendees as they participate, take a break and relax.

Exclusive Opportunity Includes: Prominent recognition in the virtual entertainment break area, a professional instructor, marketing in pre-conference emails and a Mobile App Push Alert to promote you as the sponsor. The Entertainment Break schedule will be included in the OASIS Online Program Planner.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Jan. 29, 2021
Materials due: Feb. 5, 2021

Rate
\$15,000

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



Commercial Breaks

Grab attendees' attention by featuring your company, product or industry event on AHA's highly visible digital stage.

Opportunity Includes: Your 15-second video ad played during the 30-minute program breaks between sessions. Videos will be strategically placed in conjunction with AHA promotions to maximize exposure and visibility. Space is limited.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Feb. 3, 2021
Materials due: Feb. 10, 2021

Rate
15-second ad: \$6,000
30-second ad: \$12,000

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



Content Banner Ad

Your message greets attendees as they navigate the conference!

Opportunity Includes: Your 10-second banner ad in rotation, located on the middle of the Home page or bottom of the Speaker page. Banner can be linked to your virtual booth, Learning Studio or Symposia

Banners will be available in multiple, high-visibility locations throughout the conference virtual platform. Sizes and locations vary, but all offer excellent promotional opportunities. Banner links to your virtual booth.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Feb. 3, 2021
Materials due: Feb. 10, 2021

Rate
\$6,000 per banner
Limit Eight

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



Social Media Feed

Sponsor the page where attendees connect and share their conference experiences via social media!

Exclusive Opportunity Includes: One static logo placement on the homepage social feed.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Feb. 3, 2021
Materials due: Feb. 10, 2021

Rate
\$25,000
Exclusive Opportunity

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



Tower Ad Banner

Your animated banner ad will be highly visible to attendees and will link to your virtual booth!

Opportunity Includes: Your 10-second banner ad in rotation, located on the top of the Home page. Banner links to your virtual booth, Learning Studio or Symposia.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Feb. 3, 2021
Materials due: Feb. 10, 2021

Rate
\$10,000 per banner
Limit Eight

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

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