



American  
Heart  
Association.

# 2027

## American Heart Association National ECC Conference

### L I F E S A V E R S   I N   A C T I O N

*Turn everyday Instructors into everyday heroes.  
Highlight stories, real saves, and the ripple effect  
of training communities.*

## **Sponsor & Exhibitor Prospectus**

**March 9 & 10, 2027**  
**Austin, TX**

# Be a Part of the American Heart Association's National ECC Conference:

**Secure your Sponsorship & Exhibit Space Today!**

This 2-day program will feature:

- Peer-to-peer presentations
- Networking with the American Heart Association and your Training Network colleagues
- Association Updates
- Live demonstrations
- Exhibits
- And much more!

## Who Attends?

Network and gain exposure for your organization, services, and products among

- American Heart Association CPR and ECC Instructors
- American Heart Association CPR and ECC Training Center Coordinators & Administrators
- American Heart Association Training Site Coordinators & Administrators
- Resuscitation Science Experts
- Physicians
- Nurses and Nurse Educators
- EMS Professionals
- Cardiologists
- Respiratory Therapists
- Professors
- And others interested in resuscitation.



## Conference Details: March 9 & 10, 2027

### Where:

Renaissance Austin Hotel  
9721 Arboretum Blvd.  
Austin, TX

To Secure your Sponsorship or Exhibit Space, please contact:

Eileen Censullo  
Director of Client Services  
[Eileen.censullo@heart.org](mailto:Eileen.censullo@heart.org)

### March 9:

7:00 a.m. - **Breakfast**  
8:00 a.m. - **Registration**  
9:00 a.m. - 12:00 p.m. - **Sessions**  
12:00 p.m. - 1:00 p.m. - **Lunch**  
1:00 p.m. - 5:00 p.m. - **Sessions**  
6:00 p.m. - 8:00 p.m. - **Reception**

### March 10:

7:00 a.m. - **Breakfast**  
8:00 a.m. - 12:00 p.m. - **Sessions**

All times are Central Time

# Choose Your Sponsorship Level

Answer the call. Show up as a Hero. Lead as a Champion. Act as a Responder. Support as a Lifesaver.

Benefit	Hero Sponsor \$25,000 (Limit 2)	Champion Sponsor \$15,000 (Limit 2)	Responder Sponsor \$10,000 (Limit 3)	Lifesaver Sponsor \$5,000 (Limit 4)	Exhibitor \$2,500 (Limit 12)
Full Conference Access	✓	✓	✓	✓	✓
Logo on AHA Conference Website	✓	✓	✓		
Logo on Conference Program	✓	✓	✓		
EXHIBIT PRESENCE Exhibit Space + Lead Retrieval + Meals	4 representatives	3 representatives	2 representatives	2 representatives	2 reps.
Signage at Registration	✓	✓	✓	✓	
Attendee Bag Item (small giveaway or marketing literature - sponsor provided)	Provides official attendee bag + branded giveaway	✓	✓	✓	
Sponsor Activation Opportunities	Choose One Premier Activation (Exclusive): <ul style="list-style-type: none"> <li>• <b>*Evening Reception Sponsor March 9, 2027, 6-8:00pm (Exclusive - 1 available)</b></li> <li>• Lunch Sponsor (High-visibility)</li> </ul>	Choose One Featured Activation: <ul style="list-style-type: none"> <li>• <b>*NEW*</b> Custom Cowboy Hat Station (High engagement!)</li> <li>• Breakfast Sponsor (High-attendance touchpoint)</li> <li>• Badge Lanyard Sponsor (Full attendee visibility)</li> </ul>	Choose One Engagement Activation: <ul style="list-style-type: none"> <li>• Survivor Story Sponsor (Inspiring keynote moment)</li> <li>• Selfie Station or Photo Booth (Interactive experience)</li> <li>• Peer-to-Peer Session (Thought leadership opportunity)</li> </ul>	Choose One Brand Visibility Activation: <ul style="list-style-type: none"> <li>• Registration Area</li> <li>• Nutrition Break</li> <li>• Logo on Bathroom Mirror Clings</li> </ul>	NO ACTIVATION INCLUDED
On-Site Brand Presence & Engagement	<b>*Welcoming remarks and table at reception (See Details Below)</b>  Welcoming remarks at lunch	Introduction of NOL Session and optional staff at NOL booth  Welcoming remarks at breakfast	Logo at sponsored photo area and company staff presence option  Moderator for Peer-to-Peer	Logo at sponsored area and company staff presence	
Branded Materials at Activation	✓	✓	✓	✓	
Recognition During Opening General Session	✓	✓			

**Looking to enhance your presence even further?**

Explore our Premium Add-On Opportunities for additional visibility, engagement, and exclusive brand experiences.

## 2027 National ECC Conference

# Premium Sponsorship Add-On Opportunities

Stand out. Be seen. Be experienced.

These premium add-ons are designed to enhance your conference presence through high-impact visibility, meaningful engagement, and memorable attendee experiences. Available exclusively to confirmed sponsors, these opportunities position your brand for deeper engagement and elevated visibility.

**Hero and Champion Sponsors receive first priority access to all add-on opportunities. Availability is limited.**

### PREMIER BRAND VISIBILITY OPPORTUNITIES

#### Hotel Experience Sponsor – \$10,000 (Exclusive)

- Branded hotel key cards
- Presence at hotel check-in (materials or signage)

**Eligibility:** Hero (priority), Champion (if available)

#### Conference T-Shirt Sponsor – \$8,500

Your brand worn throughout the conference.

- Logo placement on official conference staff shirts

**Eligibility:** Hero, Champion, Responder

#### Attendee Lounge Sponsor – \$7,500

- Branded lounge area for networking and relaxation
- High-traffic attendee environment
- Opportunity for soft engagement with attendees

**Eligibility:** Hero, Champion, Responder

#### Training Network Recognition Sponsor – \$6,500

Celebrate the heroes of the AHA training network.

- Sponsorship of recognition or award moments
- Verbal acknowledgment and logo during programming

**Eligibility:** Hero, Champion, Responder

### \*EXCLUSIVE SPONSORSHIP OPPORTUNITY DETAILS

#### Evening Reception Sponsor – \$25,000 (Exclusive – 1 available)

March 9, 2027, 6-8:00pm

Welcome table upon arrival with company signage

Welcoming remarks

Offer giveaways at reception

### SIGNATURE EXPERIENCE OPPORTUNITIES

#### Wellness Sponsor – \$5,000

- Sponsorship of morning walk and/or stretch breaks
- Verbal recognition + signage
- Opportunity to provide branded wellness items

**Eligibility:** Hero, Champion, Responder

#### Charging Station Sponsor – \$4,000

- Branding at charging stations throughout the venue

**Eligibility:** Hero, Champion, Responder

#### Hydration Sponsor – \$3,500

- Branding at water refill stations

**Eligibility:** Hero, Champion, Responder, Lifesaver

#### Conference Communication Sponsor – \$3,500 per send (5 available)

- Sponsored email distributed to registered attendees
- Options for pre-event, during, or post-event messaging

**Eligibility:** Hero, Champion, Responder

#### Student Access Sponsor – \$3,500

Support the next generation of lifesavers.

- Covers attendance for 10 students
- Recognition as a supporter of education and access

**Eligibility:** Hero, Champion, Responder, Lifesaver



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