



American
Heart
Association.

2027

American Heart Association

National ECC Training Network Conference

LIFESAVERS IN ACTION

Empower our everyday heroes through peer-to-peer collaboration, tools, and support to provide high-quality CPR training. Showcase inspiring stories and how training impacts our 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 peers
- 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



Scan the QR code to visit the official conference website. Or, visit us at Heart.org/eccconferences

March 9:

7:00 a.m. - **Breakfast and Registration**
8:30 a.m. - **Welcome and Opening Remarks**
9:00 a.m. - 12:00 p.m. - **Sessions**
12:00 p.m. - 1:00 p.m. - **Networking Lunch**
1:05 p.m. - 5:00 p.m. - **Sessions**
6:00 p.m. - 8:00 p.m. - **Reception**

March 10:

7:00 a.m. - **"Meet the Exhibitors" 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 the Association's 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): • *Evening Reception Sponsor March 9, 2027, 6-8:00pm (Exclusive - 1 available) • Lunch Sponsor (High- visibility)	Choose One Featured Activation: • *NEW* Custom Cowboy Hat Station (High engagement!!) • Breakfast Sponsor (High-attendance touchpoint) • Badge Lanyard Sponsor (Full attendee visibility)	Choose One Engagement Activation: • Survivor Story Sponsor (Inspiring keynote moment) • Selfie Station or Photo Booth (Interactive experience) • Peer-to-Peer Session (Thought leadership opportunity)	Choose One Brand Visibility Activation: • Registration Area • Nutrition Break • Logo on Bathroom Mirror Clings	NO ACTIVATION INCLUDED
On-Site Brand Presence & Engagement	*Welcome remarks and table at reception (See Details Below) Welcome remarks at lunch	Introduction of Nation of Lifesavers Session and optional staff at Nation of Lifesavers booth Welcome 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.

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.

*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
- Welcome remarks
- Offer giveaways at reception

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 American Heart Association Training Network.

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

Eligibility: Hero, Champion, Responder

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

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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