

Activities supported will include company recognition in appropriate print materials, website, and on-site.

Updated 11/01/2011

name: _____ title: _____

company: _____

address: _____

city: _____ state / province: _____ zip / postal code: _____ country: _____

email address: _____ phone: _____ fax: _____

Please check all activities for which you are interested in providing support and fax to the HFSA (651-642-1502). A formal letter and invoice will be sent to confirm support. Companies providing support will be appropriately recognized.

CME Educational Opportunities (Industry Supported Satellite Programs)

The HFSA provides opportunities for industry supported CME-accredited symposia to be held at the 2012 HFSA Annual Scientific Meeting, Washington State Convention Center, Seattle, WA. There is no fee to attend these programs; however, attendees must be registered for HFSA Annual Scientific Meeting.

The HFSA is approved by the Accreditation Council for Continuing Medical Education (ACCME) as an accredited provider of continuing medical education. HFSA will provide CME credit and oversee compliance with ACCME and HFSA guidelines for all satellite symposia held during the 16th Annual Scientific Meeting of the HFSA.

2 Hour Satellite Program: \$80,000

(5% discount for corporate members)

- » 1 chair, 4 presenters maximum
- » Honoraria, travel, 1 night lodging, meeting registration
- » Meeting room rental and set up (theater only)
- » AV support (standard), laptop, timer
- » RFID (attendance tracking)
- » Podium/microphones/pipe & drape, lighting
- » CME review and credits by HFSA
- » On-site HFSA staff (maximum 2) to distribute and collect evaluation form
- » Distribution/tabulation of evaluation form
- » Listing in final program book
- » Satellite announcement card
- » Posting on web site

Sunday (September 9, 2012) 1:00-3:00 PM

- Symposium (2 hrs)
- Symposium (2 hrs)
- Symposium (2 hrs)
- Symposium (2 hrs)

Sunday (September 9, 2012) 4:00-6:00 PM

- Symposium (2 hrs)
- Symposium (2 hrs)
- Symposium (2 hrs)
- Symposium (2 hrs)

1 Hour Satellite Program: \$48,000

(5% discount for corporate members)

- » 1 chair, 2 presenters maximum
- » Honoraria, travel, 1 night lodging, meeting registration
- » Meeting room rental and set up (theater only)
- » AV support (standard), laptop, timer
- » RFID (attendance tracking)
- » Podium/microphones/pipe & drape, lighting
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Monday (September 10, 2012) 6:45-7:45 AM

- Symposium (1 hr)
- Symposium (1 hr)

Tuesday (September 11, 2012) 7:00-8:00 AM

- Symposium (1 hr)
- Symposium (1 hr)

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Non-CME Educational Opportunities

Hands-On Workshops

These workshops held in the exhibit hall offer an opportunity to provide hands-on user learning to annual HFSA meeting attendees. They allow an exhibitor to combine a presentation by a clinical or technical expert on a specific topic with a tutorial designed to lead attendees through procedures with a particular device, piece of equipment, or workstation. These are not CME presentations.

Each workshop will be held in a meeting room equipped to accommodate up to 20 attendees/session. Room to include classroom seating and basic utilities. Exhibitor responsible for set up, AV, special equipment, etc. Hands-On Workshop Guidelines provided upon request.

- Monday, September 10, 2012 10:00 AM-4:00PM \$35,000
- Tuesday, September 11, 2012 10:00 AM-4:00PM \$35,000

Industry Product Theater

Space to be provided in the Exhibit Hall for exhibitors to hold product related presentations during expo hours.

Presentation times:

- Monday, September 10, 2012 12:45-1:30 PM \$25,000
- Monday, September 10, 2012 6:00-6:45 PM \$25,000
- Tuesday, September 11, 2012 12:45-1:30 PM \$25,000
- Tuesday, September 11, 2012 6:00-6:45 PM \$25,000

Company provides the speakers, and the speakers bring their presentation directly to the product theater. This provides an opportunity to reach the target audience in a forum focusing on specific products and therapeutic treatment. These are not CME presentations.

HFSA provides the venue, with theater seating for about 100 attendees, AV Package (up to 4 microphones for presenter, panelists, and audience questions, LCD projector with one 9 x 12 screen, sound system, laser pointer, dedicated AV technician, presenter to provide own laptop) stage, podium and electrical drop, sound, and lighting. Food and beverage can be ordered directly through Washington State Convention Center at an added cost. Complimentary one time rental of HFSA preregistration list. Promotion of theater in HFSA final program (exhibitor section), session schedule and exhibitor hall signage. Product Theater Guidelines provided upon request.

Advertising Opportunities

Abstract Supplement (Journal of Cardiac Failure)

Distributed in meeting bags and to all subscribers of JCF including HFSA and Japanese Heart Failure Society members. Supplement contains all abstracts accepted for oral presentations, award competitions, and posters.

- \$38,500 outside back cover (4 color) and inside back cover (B&W)
- \$17,500 inside front cover, includes 2 full pages (4 color, and B&W)

Final Program Book (Front, Back)

Advertising in the final program book, distributed to all meeting attendees which is referenced constantly during the annual meeting. The final program contains all educational sessions, exhibits, floor plans, as well as general meeting information. A great opportunity for on-site visibility. Art work to be provided by contributor.

- \$45,500 outside (4 color) and inside back (B&W) cover
- \$22,500 inside (4 color) front cover and page for PI (B&W)

Notebook

Spiral bound notebook. Used by attendees throughout the meeting to take notes from sessions. Artwork to be provided by contributor.

- \$17,500 outside (4 color) and inside back (B&W) cover
- \$12,500 Inside (4 color) front cover and page for PI (B&W)

On-site Highlighter

Advertise in the on-site meeting highlighter. A copy is provided in each attendee meeting bag.

- \$6,250 full back page 4-color advertisement
- \$3,500 4-color advertisement (+ product insert if applicable) inside the highlighter

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Hotel Door Drops

Grants company permission to arrange a door drop at the Sheraton Seattle Hotel. Door drops allow company to increase visibility to registered attendees identified in the HFSA room block. All arrangements and costs associated with the actual door drop are the company's responsibility. Artwork to be approved by HFSA prior to granting permission.

- \$2,000 per piece (privilege only)

Hotel Key Cards

Room keys are used by attendees over four days providing great visibility for your corporate logo or product. Key cards will be issued for the HFSA contracted hotel: Sheraton Seattle Hotel. Artwork to be provided by contributor.

- \$22,500

Conference Bag Pen

Sponsorship of the pen entitles you to the exclusive right to place a promotional pen inside the congress bag distributed to all attendees. Contributor is responsible for the production and shipment of pens,

- \$5,500

Conference Bag Insert

This provides an opportunity to reach all professional attendees and increase your company's visibility by providing an insert in the attendee congress bag. Inserts are restricted to flat items, such as flyers or CDs, and may be no larger than a one-page, two-sided flyer 8 1/2" x 11" (except HFSA satellite program flyers). Information may include product or service promotion, or satellite program flyer (HFSA CME programs only). Printing and shipping are the responsibility of the supporter. Artwork to be approved by HFSA prior to printing. Materials must be on site by Tuesday, September 4, 2012. Quantity recommended: 2,000.

- \$3,500 per piece

Abstracts on Thumb Drive

An exclusive opportunity to distribute the 2012 HFSA abstracts on thumb drives from your company's booth. The thumb drive will contain all the accepted abstracts presented at the 2012 HFSA Scientific Meeting. Your company logo and/or name to be placed on 1,000 thumb drives. Availability of these thumb drives at company booth will be advertised on a voucher included in the HFSA congress bag. Artwork (one side only) to be provided in a timely manner.

- \$21,500

Email Stations

Attendees have the convenience of checking their e-mail (printing available) at computer stations in the exhibit hall. Company URL will be the home page and screen saver to display company logo. Art work to be provided by contributor.

- \$19,500 e-mail station (4 computers, 1 printer)

Water Breaks

Bottled water will be available during the daily refreshment break in designated areas. Display your company name and logo on the bottle label. Company may also place a limited number of bottles in their exhibit space. Contributor to provide artwork.

- \$11,500 (for 3,000 bottles, 500 to be put out for each break, Mon - Tues, remainder placed in contributing Exhibitor's Booth).

Water Stations

Stations will be strategically placed throughout the HFSA convention center space. Contributor to provide artwork for cups (company logo only). Support recognition will be posted on water stations.

- \$10,000

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Other Support Opportunities

Faculty Reception/Dinner

Provides a unique opportunity to mingle with the thought leaders in the field of heart failure. Company representatives of contributor are invited. Corporate support identified on dinner invitations and publicly recognized at the dinner. Expected attendance is 200.

- \$44,500

Poster Receptions

Poster receptions take place Monday and Tuesday 5:30-7:00 PM in the Exhibit Hall (Washington State Convention Center). Attendees look forward to this session as time to visit exhibits and posters. Refreshments and hors d'oeuvres provided. Napkins with company logo included. Artwork to be submitted by supporter. Corporate support identified in final program book and on signage near food stations in the Exhibit Hall.

- \$42,500 (Monday 9/9/12)
 \$42,500 (Tuesday 9/10/12)

Refreshment Breaks

Refreshment breaks take place 10:00-10:30 AM and 3:30-4:00 PM on Monday and Tuesday in the Exhibit Hall. Wednesday morning break is in the scientific session area. Cups and napkins with company logo included. Artwork to be submitted by supporter. Corporate support identified in program book and on signage near break stations.

- \$6,500/break (5 total available)

Welcome Reception

Opening reception takes place on Sunday evening 6:00-8:00 PM in the Exhibit Hall (Washington State Convention Center). Mingle with attendees as they enjoy refreshments and hors d'oeuvres while visiting the exhibits. Napkins with company logo included. Art work to be submitted by supporter. Corporate support identified in final program book and on signage near food stations.

- \$65,500

Awards/Trainee Travel Grants

Jay N. Cohn Young Investigator Awards

This competition provides an opportunity for ten young investigators to present their research in one of two sessions: basic science session or clinical/integrative physiology. Company support will be identified in all print materials where this competition is highlighted including the final program. The competition provides a cash award to all finalists. A great opportunity to help young investigators to receive well deserved recognition for their hard work and discovery.

- \$20,000

Nursing Research Award

This competition provides an opportunity for five nurse researchers to present their research. Company support will be identified in all print materials where this competition is highlighted including the final program. The competition provides a cash award to all finalists.

- \$10,000

Trainee Travel Grants

These \$500 travel grants are awarded to cardiology trainees to help defray their travel expenses for those who have had their posters accepted for presentation at the HFSA Annual Scientific Meeting. Contributor will be acknowledged in the final program and recipients' letter of award will acknowledge contributors.

- \$8,000 (funds 16 cardiology trainees)