



In-Person Satellite Guidelines

Accreditation Provided by Satellite Organizer or 3rd Party Provider(s)

2026 HFSA ASM In-Person Satellite Guidelines

Accreditation Provided by Satellite Organizer or 3rd Party Provider(s)

The 2026 Heart Failure Society of America (HFSA) In-Person Satellite Guidelines provide a comprehensive guide to the requirements for holding an In-Person Satellite (IPS) at the 2026 HFSA Annual Scientific Meeting, to be held October 9 - 12, 2026 at the Phoenix Convention Center in Phoenix, AZ. Satellites will be held at Sheraton Phoenix Downtown. If the satellite organizer is unable to accredit, please reach out to Shauna Wheeler for additional information.

For questions, please contact HFSA Education Staff:

Shauna Wheeler, Director of Continuing Education and Accreditation: Swheeler@hfsa.org

Kris Fridgen, Chief Learning Officer: Kfridgen@hfsa.org

Purpose

IPS are not part of the official scientific program, but they are an important component of the Annual Scientific Meeting (ASM). The educational content is accredited and designed to be scientifically rigorous, evidence-based, fair, and balanced. IPS sessions complement the scientific program by providing additional opportunities for participants to engage in more focused and in-depth conversations on new and emerging clinical options.

IPS Schedule (as of December 2025; times subject to change)

In-Person Satellites are scheduled at times with no or minimal conflict with scientific sessions. IPS can be 60-, 75-, or 90-minute sessions. Friday is reserved for 90-minute sessions only.

Friday, October 9: 8:00 PM - 9:30 PM

Saturday, October 10: 7:00 AM - 8:45 AM and 7:00 PM - 8:30 PM

Sunday, October 11: 7:00 AM - 8:45 AM and 7:30 PM - 9:00 PM

Monday, October 12: 7:00 AM - 8:45 AM

NEW! Evening Satellite Room Upgrade Policy

New this year, Satellite Organizers may purchase an Evening Satellite Room Upgrade to move their program into a larger ballroom space, providing enhanced capacity and an improved attendee experience. This upgrade is available only for evening satellite programs held Friday through Sunday and is subject to availability, with one upgrade offered per evening. The \$10,000 upgrade fee applies per program. Organizers hosting multiple evening satellite programs must purchase the upgrade separately for each program they wish to place in a ballroom. All upgrades are offered on a first-come, first-served basis and must be confirmed in advance by HFSA.

IPS Fee Schedule

HFSA offers satellite organizers the opportunity to secure accreditation outside of HFSA if the provider is an ACCME and/or JA Accredited Provider of continuing medical education.

Below are the fees HFSA will charge for IPS sessions and what it includes:

Fee Schedule:	
Morning Satellite - 60 minutes	\$63,500
Morning Satellite - 75 minutes	\$70,350
Morning Satellite - 90 minutes	\$76,650
Evening Satellite - 60 minutes	\$80,850
Evening Satellite - 75 minutes	\$86,600
Evening Satellite - 90 minutes	\$92,400
NEW! Evening Satellite Room Upgrade Includes an upgrade to a large ballroom for evening satellite programs only, available Friday–Sunday. Availability is limited to one per evening and offered on a first-come, first-served basis.	\$10,000
Accreditation Enhancements:	
Additional Health Professional Credits If the satellite organizers want to offer additional health professional credits, (e.g., nurse, physician assistant and/or pharmacy), HFSA can serve as the accreditor for that individual accreditation.	
Additional Credit Fees:	
American Board of Internal Medicine (ABIM MOC)	\$2,600
Accreditation Council for Pharmacy Education (CPE)	\$2,600
American Academy of Physician Assistants (AAPA CME)	\$2,100
American Nurses Credentialing Center (NCPD)	\$2,100
Enduring Opportunity Add-ons:	
Permission to Live Stream IPS Externally The live stream will be posted on the ASM Mobile App. The pass-through link for participants should be provided to the HFSA, by the satellite organizer, two weeks prior to the event date. <i>This fee does not include the cost of live streaming. Live stream costs are the responsibility of the satellite organizer.</i>	\$5,250
Pass-through link housed in HFSA Learning Center 12-month pass-through link in HFSA Learning Center for Enduring Programs. Link provided by satellite organizer to HFSA. <i>Please note: ASM 2026 OnDemand launches in the Learning Center no sooner than 30 days post meeting.</i>	\$5,250
NEW! Pass-Through Link Marketing Upgrade Includes a 30-day scrolling tile in the HFSA Learning Center Features banner. Satellite Organizer selects the month at purchase. Only one satellite may be featured per month. Multiple months may be purchased at the listed rate.	\$2,500
Promotional Opportunity Add-Ons:	
Inserts in Hotel Door Bags <i>Does not include creative services, print production, and shipping.</i>	\$6,300
Pre-Registration List A one-time-use mailing address list is included (1 month prior). If email addresses are desired, an upgrade is required.	Included (<i>Email Upgrade: \$2,100</i>)
Additional Pre-Registration List A one-time-use email address list (2 weeks prior) <i>The email upgrade at 1 month prior is not required to purchase this option.</i>	\$3,900
Premium Pre-Registration List Bundle (2) TWO separate one-time-use Pre-Registration lists with email addresses. The first list will be sent one month before the meeting, and the second two weeks prior.	\$5,500
Push Notifications on ASM Mobile App One (1) push notification sent via the ASM mobile app. <i>(The notice will go out 24 hours prior to the program.)</i>	\$5,500
NEW! Rotating Mobile App Featured Banner Ad Banner will appear on the agenda pages within the mobile app in a rotating sequence, displayed for 6 seconds per cycle. Limited slots available; first come, first served.	\$4,200
NEW! Dedicated eBlast to ASM Registrants A dedicated eblast sent to meeting registrants, who have opted-in to third-party communications. A limited number of dates are available to purchase.	\$5,500

Responsibilities

Below is an outline of what is included in the HFSA IPS Fee for Satellite Organizers securing their accreditation.

Satellite Organizer or 3 rd Party Accreditation	Provided by HFSA	NOT Provided by HFSA
HFSA Committee Review and Approval of IPS Program Proposal.	✓	
HFSA Accreditation		✓
Review and Approval of Program Materials & Slides		✓
Meeting Room Assignment	✓	
Session Time/Date Assignment	✓	
Meeting Space	✓	
Meeting Room Set-Up Coordination		✓
Modest Food/Beverage • Additional F&B can be provided by the satellite organizer at their expense	✓	
HFSA Created Signs (One sign listing all satellites and one with pockets to insert flyers.)	✓	
Additional Signage <i>See details under IPS Logistics</i>		✓
Promotion in ASM Materials • Posted on the HFSA website and ASM Mobile App • Included in comprehensive satellite email blast	✓	
One-time use of Pre-Registration Mailing List • Opportunity for Satellite Organizers to upgrade to email list and additional usage available	✓	
Complimentary Registrations • (1) One ASM Full Conference Registration • (2) Two 1-Day Conference Registrations (to be used on the day of the assigned IPS only)	✓	
Hotel Contact Information	✓	
Honoraria		✓
Travel Accommodations		✓
Audio Visual Freeman AV is the official provider of all programming at ASM. Freeman must be used for the program.		✓
Audience Response/Polling		✓
Pre- and Post-Test		✓
Program Evaluation		✓
Outcomes Reporting		✓
On-site Staffing		✓
Badge Scanners and Staff		✓

Cancellation & Refund Policy

A refund (minus an \$11,000 administrative fee) will be granted for cancellations received on or before June 5, 2026. A 50% refund will be granted during the period of June 6, 2026 - August 7, 2026. No refunds will be issued for cancellations after August 7, 2026 at 11:59 PM ET.

When significant delays might compromise educational quality, HFSA reserves the right to terminate the IPS at any stage in the planning process.

HFSA Required Documentation

A signed HFSA Collaboration Agreement is required from the Satellite Organizer.

2026 IPS Target Dates

Early submissions are encouraged. Time slots and room assignments will be handled on a first-come, first-served basis. Priority placement will be given to IPSs that highlight innovation in topics, speakers and/or teaching methods.

Task	Target Completion Date
Faculty and topics approved by HFSA Program Review Committee (PRC)	15 business days from the time of receipt of IPS form
Payment of fee for IPS	<i>Within 30 days</i> of invoice
Final program details (title, description, time, learning objectives, faculty, registration link, etc.) to be used on hfsa.org, mobile app and ASM printed materials.	August 14, 2026
Final 1-page virtual bag insert submitted to HFSA	September 4, 2026
Purchase add-ons such as mobile app push notifications	September 4, 2026
One-time mailing list from HFSA provided to Satellite Organizers (Email upgrade and additional use available)	September 11, 2026
Livestreaming pass-through link due to HFSA	September 21, 2026
Second One-Time mailing list, if purchased provided to Satellite Organizers	September 25, 2026

IPS Planning Process

Status of Approved Grant Proposals

When funding has been approved, the proposed IPS needs to be reviewed by the Satellite Review Committee (SRC). A template will be sent to complete. Programs included in grant proposals are regarded as preliminary until approved by the SRC.

Once approved by the SRC, HFSA will provide the required statements for materials to the Satellite Organizers. It is the responsibility of the Satellite Organizer to adhere to the specifications provided by HFSA when developing program materials, slides, websites, activity announcements, and any other materials developed for the IPS.

NOTE: As part of the SRC review, it is determined if the proposed program appropriately reflects the HFSA Diversity, Equity, and Inclusion Policy. It is advised that the Satellite Organizers keep this in mind when budgeting for and selecting faculty.

Important Considerations in Planning Process

Fair Balance

The information presented in an IPS must be balanced. If the focus of the IPS is a new drug in a class, reasonable time should be spent on other drugs in the class. Comparisons must be fair. HFSA is committed to allowing high-level, well-balanced education during its ASM. Each IPS program is monitored by HFSA staff and evaluated by attendees. If the evaluations or monitor reports provided to HFSA indicate bias, the program will undergo further review by the HFSA Satellite Review Committee (SRC), the Chief Learning Officer, and, if necessary, by the Ethics Taskforce.

Ethical Considerations

Satellite Organizers agree to abide by Joint Accreditation guidelines prohibiting attempts to influence speakers or program planning. A key statement in those guidelines is that:

An accredited provider must ensure that the following decisions were made free of the control of commercial interests:

- Selection of all persons and organizations that will be in a position to control the continuing education content.
- Selection of educational methods.
- Evaluation of the activity.
- Identification of educational needs.
- Determination of educational objectives.
- Selection and presentation of content.

Inappropriate attempts to influence speakers will be referred to the HFSA Ethics Taskforce and/or Board of Directors for review.

IPS Logistics

Scientific Meeting Registration

ASM registration for speakers is not included in the fee. If an accredited provider wants to provide registration to the ASM for the speakers, please reach out to HFSA staff for the group registration process.

Program Registration

All in-person attendees must be registered for the 2026 HFSA Annual Scientific Meeting to attend an IPS. If a live stream is arranged by the Satellite Organizer, the live stream can be made available to non-HFSA registered attendees if desired.

Gifts

In accordance with Joint Accreditation standards and industry best practices, no gifts, branded items, or promotional materials of any kind may be distributed to registrants before, during, or after the activity. This includes, but is not limited to, pens, bags, notepads, lanyards, or other giveaways.

Food and Beverage

Satellite organizers may not distribute food or beverage items separate from those provided by HFSA as part of official meeting functions. If a Satellite Organizer chooses to supplement HFSA-provided refreshments, such arrangements must comply with the Physician Payments Sunshine Act and maintain compliance with all applicable Joint Accreditation standards for independence and transparency.

Signage

Satellite organizers are allowed to create the following additional signs:

- One sign to be placed at the door (placed two hours prior to start time)
- One sign in HFSA registration area (no larger than a meter panel) (placed no earlier than Friday, October 9 at 5:00 PM and removed immediately following the conclusion of the program)
- One directional sign in hotel (placed the day of IPS and removed immediately following the conclusion of the program)
- No more than two directional staff holding signs in hotel and/or convention center/hotel connector (day of IPS)

Registration Desk

Satellite organizers are allowed one table outside of the IPS room. The table will be placed two hours prior to the start time.

Publicity & Materials

Mailings, Door Drops, & Other Announcements

In addition to publicity provided by HFSA, announcements may be sent to pre-registrants or other groups and door drops may be distributed at the meeting hotel.

• **Registration Lists:**

A pre-registrant mailing list is included in the IPS fee. Satellite organizers have three email upgrade options. If a Satellite Organizer prefers to send an eblast, emails can be requested in addition to the mailing list for \$2,100 at one month prior to ASM. The HFSA is also offering a Premium Pre-Registration List Bundle. The bundle is \$5,500 and includes two (2) separate one-time-use lists—the first at one month prior to ASM and the second at two weeks prior. Lastly, satellite organizers may also elect to purchase just one (1) email list 15 days prior for an additional \$3,900.

Please note: registration lists will not be provided to organizers with outstanding satellite payments. Organizers are asked to notify the HFSA upon payment submission to ensure timely acknowledgment of funds.

• **Insert in Hotel Door Bags**

There is a \$6,300 fee for the opportunity to insert a flyer into the Hotel Door Bags. It is the Satellite Organizer's responsibility to create, print, and ship the appropriate quantity based on the instructions provided to the Satellite Organizer by HFSA.

Specifications for Promotional Materials

Upon obtaining approval of the proposed IPS, the print and marketing material statements and logos will be provided.

Rotating Mobile App Featured Banner Ad

Satellite Organizers who purchase this add-on may submit a featured banner ad to be displayed in rotation on the ASM mobile app agenda pages. Space is limited; only three satellite banners are available per meeting. Ads will rotate automatically, displaying for 6 seconds per cycle.

Banner Specifications:

To ensure proper display and readability across devices, please submit your graphic according to the following requirements:

- Dimensions: 780w × 160h pixels
- File Format: PNG or JPG
- File Size: Maximum 250 KB (we recommend using tinypng.org for optimization)
- Design Guidance:
 - Ensure all text remains legible when the image is displayed at half-size on mobile.
 - Avoid gradient backgrounds to allow the ad to blend seamlessly with the selected background color.
 - A background color can be selected during upload so that your graphic appears cohesive within the ad space.

Submission Timeline:

Final artwork must be submitted to HFSA no later than Friday, September 11, 2026.

Dedicated Eblast to ASM Registrants

Satellite Organizers may purchase a dedicated eblast to promote their satellite activity directly to ASM registrants. These eblasts are sent by HFSA through our email vendor, Event Technologies, on the organizer's behalf.

Requirements & Deadlines

- All assets must be submitted no later than 10 business days before the confirmed send date.
- Content must be sent to: support@event-techs.com

- HFSA will conduct a content review and approval prior to distribution.
- Due to the tight email schedule surrounding ASM, send dates cannot be changed and deadlines cannot be extended.

Content Guidelines

Please provide:

- Final HTML or text-based email content
- Images optimized for email (PNG/JPG)
- Subject line and preview text (if applicable)
- Preferred call-to-action links
- Optional contact email for registrant inquiries

Pass-Through Link Marketing Upgrade

Submission instructions and technical specifications will be shared with the Satellite Organizer upon confirmation of purchase.

Eligibility:

Registration for the 2026 HFSA Annual Scientific Meeting and an official name badge are required to attend the IPS, excluding faculty presenters and IPS staff.

Use of HFSA Name, Logo, & Insignia

The HFSA name, insignia, logo, or other identifying marks may not be used in signs, advertising, or promotions in any media, or in any literature without the express written permission from HFSA Education Staff. HFSA Annual Scientific Meeting logo may be used on materials to promote IPS.

Satellite Collaboration Statement:

The following statement must appear on all IPS materials:

This Satellite Symposium is presented through a collaboration between [MedEd Company] and the Heart Failure Society of America. The program topic, learning objectives, and faculty have been reviewed and approved by the ASM Satellite Review Committee. Satellite sessions are not a part of the scientific program as planned and executed by the HFSA Program Committee.

General Information - 2026

About HFSA

The Heart Failure Society of America (HFSA) is a professional society devoted exclusively to improving and expanding heart failure care through collaboration, education, research, innovations, and advocacy.

HFSA is the only organization in America representing all members of the multidisciplinary heart failure team, including 5,000+ physicians, nurses, pharmacists, scientists, and patients. HFSA is driven by a vision to reduce the burden of heart failure on patients and families worldwide

About 2026 HFSA Annual Scientific Meeting - Where heart failure teams gather...

HFSA Annual Scientific Meeting: October 9 - 12, 2026

Phoenix Convention Center

100 N 3rd Street

Phoenix, AZ 85004

Website: hfsa.org/asm2026

HFSA's ASM will be an in-person meeting in 2026 and is the only cardiology meeting focused exclusively on heart failure.

The HFSA Annual Scientific Meeting has gained a reputation as an outstanding forum for the presentation of the latest information available (clinical and basic research, treatment, and care of patients) in the field of heart failure. It is the CAN'T MISS meeting for all members of the heart failure care team, featuring a robust, team-based educational program taught by a multidisciplinary line-up of industry experts.

The meeting provides a state-of-the-art platform for industry leaders to share experiences and expertise through IPS, lectures, debates, poster presentations, and hands-on workshops while providing attendees with enriching opportunities to network with colleagues. It is the place to be for cutting-edge research, the newest technologies, and proven best practices in heart failure care.

Marketing Deliverable Specifications and Dimensions

Opportunity	Specs/Dimensions	Deadline
Final Program Details To be used at the discretion of HFSA staff on hfsa.org , mobile app and some ASM printed materials	<ul style="list-style-type: none"> • Title • Description • Date/Time • Learning Objectives • Faculty • Registration link 	One month after program approved but no later than July 15
Virtual Bag Insert	8.5" x 11" digital flyer PDF – please do NOT add bleeds to file Vertical orientation Double-sided or single-sided PDFs are acceptable but must open as one file. Files not meeting these criteria will be returned. If files meeting the specifications are not received by the deadline, purchaser may forfeit the opportunity to appear in deliverables such as the eblast inclusive of all Satellites.	September 4, 2026
Push Notifications on ASM Mobile App Purchase a push notification on the ASM mobile app. The notification will be sent 24 hours prior to the program.	The HFSA marketing team will create a message not to exceed 140 characters for optimal mobile viewing.	September 4, 2026

**Each purchase of the HFSA list may be used for a one-time email send. If it is determined that the user has sent more than one email to the list, the purchaser will be penalized. Violation of this policy will result in a one-year prohibition from utilizing an HFSA purchased list.

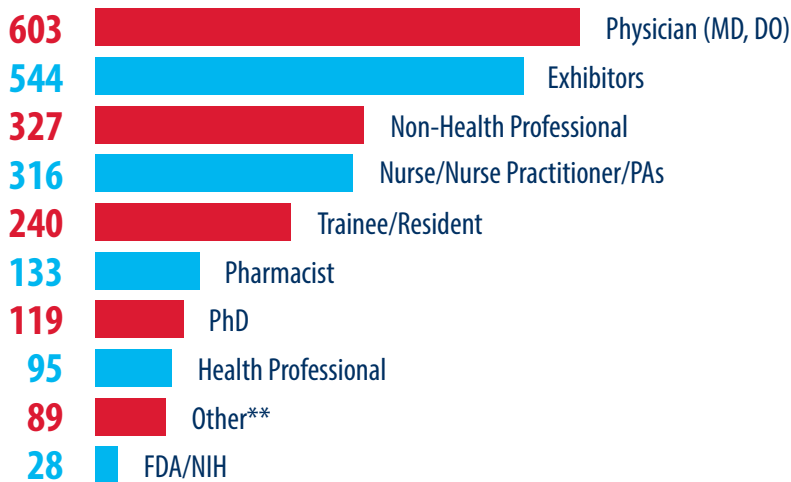
ASM 2025 Registrants



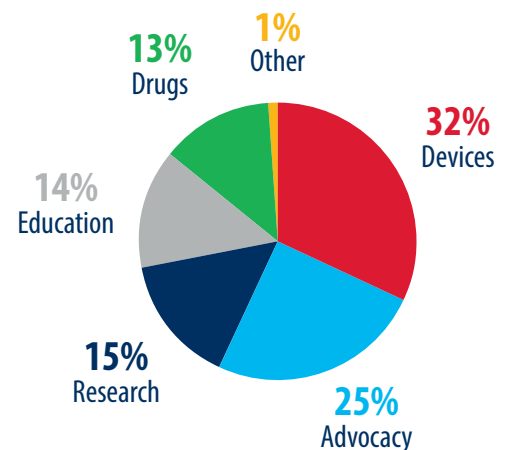
2025 Total Registered Attendees

2,494

2025 Registration Category



Areas of Interest



**Includes guests, vendors, press, staff

2025 Attendance by Career Level

