2020 HFSA SPONSORSHIP Opportunities
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*As of January 28, 2020. Subject to change.*
DEAR PROSPECTIVE SUPPORTER:

The Heart Failure Society of America (HFSA) is excited to unveil its Sponsorship, Support and Exhibiting Opportunities for 2020.

HFSA is a professional society devoted exclusively to improving and expanding heart failure care through collaboration, education, research, innovation, and advocacy. Its unique in that it’s the only organization representing all members of the multidisciplinary heart failure team, which includes physicians, nurses, scientists, professors, pharmacists, physician assistants, and its newest membership category – patients and caregivers. We serve as the connection point for engagement between clinicians and patient advocates.

With more than 6 million Americans diagnosed with heart failure and half of them expected to die within five years, HFSA is driven by the primary goal of reducing the burden of heart failure on patients and families worldwide. The following are sponsorship opportunities offered in 2020 to help us accomplish this mission.

The offerings listed provide industry partners with the opportunity for year-round visibility to heart failure care professionals in over 25 countries, as well as patients and caregivers in the United States through targeted activities and events.

The wide array of opportunities provides industry partners the ability to actively support the field of heart failure care and treatment. Take time now to carefully review these opportunities to maximize your company’s visibility in 2020! Please contact Michelle Poinelli, HFSA Director of Development, at 301.312.8635 or mpoinelli@hfsa.org, for additional information.

We welcome support and collaboration from the heart failure community and we look forward to assisting you in achieving your marketing goals.

Best Regards,

John D. Barnes
CEO, Heart Failure Society of America
For all sponsoring and exhibiting inquiries, or to reserve an opportunity, contact:

Michelle Poinelli
Director, Development Heart Failure Society of America (HFSA)
T: +1 301-312-8635 or mpoinelli@hfsa.org
ANNUAL CORPORATE Membership (Non-CME)

Timeframe: JAN 1 – DEC 31

Corporate membership in HFSA offers a unique opportunity for the society's leadership to meet with our corporate partners to discuss how we can work together to reduce the burden of heart failure through education, research, advocacy and innovation. HFSA’s corporate members play a valuable role in helping the society advance its mission and allows us to partner on important issues within the heart failure community.

Corporate membership in HFSA has four levels and is based on a calendar-year.

$52,500 – Gold-Level

COLLABORATION WITH HFSA

- Corporate Member Meeting at HFSA Annual Scientific Meeting (ASM) (4 attendees)
- Meetings with CEO and leadership to discuss the strategic vision of the society and opportunities for collaboration and partnership (AHA or ACC or as requested)
- Option for one small focus group discussion with HFSA members
- Opportunity to collaborate with HFSA on educational programs and initiatives

MARKETING OPPORTUNITIES:

- One dedicated page in the Journal of Cardiac Failure for the purpose of educational literature
- One complimentary use of HFSA member mailing list for distribution of educational literature or materials
- Corporate member logo recognition on HFSA website and in the ASM electronic program book
- Monthly acknowledgment in the Journal of Cardiac Failure
- Acknowledgment during plenary sessions at all HFSA educational meetings including ASM, Board Review Course and Comprehensive HF Review Course & Update
- Use of HFSA Corporate Member Logo

HFSA ASM AND OTHER MEETING BENEFITS:

- Complimentary 10 x 10 exhibit booth at the HFSA's ASM
- One complimentary insert in the virtual bag at ASM or door drop (Subject to HFSA discretion pending logistics at 2020 ASM)
- Two complimentary registrations for HFSA's ASM
- Five invitations to the HFSA President's Reception
- Complimentary table-top exhibits at both the 2020 Comprehensive Heart Failure Review Course & Update and Board Review Course
- Early preview of HFSA ASM Support and Exhibit Opportunities Guide
- Complimentary 30-day access to educational content

$26,250 – Silver-Level

COLLABORATION WITH HFSA

- Corporate Member Meeting at HFSA Annual Scientific Meeting (ASM) (2 attendees)
- Two meetings with CEO and leadership to discuss the strategic vision of the society and opportunities for collaboration and partnership (AHA or ACC or as requested)
- Opportunity to collaborate with HFSA on educational programs and initiatives

MARKETING OPPORTUNITIES:

- One complimentary use of HFSA member mailing list for distribution of educational literature or materials
- Corporate member logo recognition on HFSA website and in the ASM electronic program book
- Monthly acknowledgment in the Journal of Cardiac Failure
- Acknowledgment during plenary sessions at all HFSA educational meetings including ASM, Board Review Course and Comprehensive HF Review Course & Update
- Use of HFSA Corporate Member Logo

(Silver Level Benefits on following page)
$26,250 – Silver-Level [cont]

HFSA ASM BENEFITS

- One complimentary insert in the virtual bag at the ASM or door drop (Subject to HFSA discretion pending logistics at 2020 ASM)
- One complimentary registration for HFSA’s ASM
- Two invitations to the HFSA President’s Reception
- Early preview of HFSA ASM Support and Exhibit Opportunities Guide
- Complimentary 30-day access to educational content post ASM

$15,750 – Bronze-Level

COLLABORATION WITH HFSA

- Corporate Member Meeting at HFSA Annual Scientific Meeting (ASM) (1 attendee)
- One meeting with CEO and leadership to discuss the strategic vision of the society and opportunities for collaboration and partnership (AHA or ACC or as requested)

MARKETING OPPORTUNITIES

- Corporate member logo recognition on HFSA website and in the ASM electronic program book
- Monthly acknowledgment in the Journal of Cardiac Failure
- Acknowledgment during plenary sessions at all HFSA educational meetings including ASM, Board Review Course and Comprehensive HF Review Course & Update
- Use of HFSA Corporate Member Logo

$7,875 Introductory Level

*Only available for first-time members for one year*

COLLABORATION WITH HFSA

- Corporate Member Meeting at HFSA Annual Scientific Meeting (1 attendee)
- One meeting with CEO and leadership to discuss the strategic vision of the Society and opportunities for collaboration and partnership (AHA or ACC)

MARKETING OPPORTUNITIES

- Corporate member recognition (non-logo) on HFSA website and in the Annual Scientific Meeting electronic program book
- Acknowledgment during plenary sessions at all HFSA educational meetings including the Annual Scientific Meeting, Board Review and Comprehensive Review
The Heart Failure Patient and Education Program offers live presentations throughout the United States as well as webinar presentations. The intended audience for the presentations is heart failure patients, caregivers, and families. HFSA has prepared a series of standardized educational presentations designed to help patients learn to live successfully with heart failure. They are developed to be informative and to provide practical information on a specific topic that is useful to both patients and their families.

The presentations represent the collective expertise and best practices for heart failure by the members of the HFSA. Currently, HFSA offers the following seven presentation topics, which are delivered by heart failure specialists:

1. Heart Failure: Diagnostic Testing and Advanced Therapies
2. Heart Failure: Medications and Challenges of Multiple Medications
3. Heart Failure: Moods in Heart Failure and Caregiver Challenges
4. Heart Failure: Activity and Diet
5. Heart Failure: Clinical Trials – A Patient-Centered Tutorial
6. Heart Failure: and Diabetes
7. Advance Heart Failure: When Patients Should Seek Help

For 2020, we anticipate reaching more than 1,000 patients and caregivers through 10 live presentations and 5 webinars. The patient webinar series will be maintained on the HFSA website to allow patients, caregivers, and family members access to these presentations throughout the year. HFSA will continue its partnerships with Mended Hearts and Mended Little Hearts to help schedule live presentations around the country.

HFSA is currently working with Mended Hearts on five live events scheduled in Florida, Texas, California, and Indiana between January and May 2020. More events will be added to this partnership as they are scheduled.

HFSA is also working with other patient organizations to broaden its reach to patients and caregivers by providing heart failure experts to present at their events. HFSA provides educational materials, such as the series of eleven patient education modules, for distribution at these events.

Sponsorship Tiers and Recognition
Sponsors will receive logo recognition in the following three tiered levels of support on HFSA’s Website, digital marketing, and slide presentation. Additionally, all sponsors would be recognized on the print promotional materials for the slide at live events, which is distributed in cooperation with HFSA’s partners.

- Gold-Level: $50,000
- Silver-Level: $25,000
- Bronze-Level: $15,000

It is anticipated that at least one new presentation topic will be developed in 2020 to add to the seven existing presentations in this series. Gold-Level sponsors will also have an opportunity to meet with HFSA program staff to discuss potential new topics for future presentation development, which will be considered by HFSA’s Patient Committee. Additionally, Gold-Level sponsors may have an opportunity to distribute patient-educational materials at the live events (subject to approval by HFSA and its partner host organization).
Heart Failure Patient and Caregiver Day is an exciting program, which offers a unique opportunity for patients and caregivers to connect and learn from each other as well as leading experts.

HFSA hosted a completely reimagined and highly successful Patient and Caregiver Day on September 14, 2019 in conjunction with its 23rd Annual Scientific Meeting.

The event was comprised of three panels moderated by local heart failure clinicians. Panelists were mostly heart failure patients and caregivers from the local area, recommended by local HF clinics. In addition, local providers participated in the Q&A following each panel to help ensure an interactive discussion with the audience.

- Panel I: Heart Failure with Preserved EF and Heart Failure with Reduced EF. What do these diagnoses mean to me?
- Panel II: Advanced Heart Failure and Therapies: What steps do I need to take?
- Panel III: The Future of Heart Failure: What does it mean for patients to be part of the research?

Planning is already underway for the 2020 event and HFSA is continuing to step-up the program with the following enhancements:

- Expanding its reach to patients and caregivers by not only providing the option to attend in-person, but also to participate via a live webcast of the event which then will remain available to the public on the HFSA website.
- Recording interviews with patients and caregivers that would be made available to top tier sponsors.
- Providing a health station to ensure adequate medical equipment is available on-site to check vitals and provide a place for patients to rest if necessary.
- Hosting a networking reception to allow attendees time to talk among themselves, as well as with speakers, clinicians, participating patient organizations, and sponsors.

The event will continue to provide tables for patient organizations and sponsors to display and distribute heart failure educational materials and will make it easier for attendees to bring these materials home by providing branded bags.

Four levels of support are available for this exciting and expanding program. The benefits for each tier are as follows:

[Sponsorship levels described on following page]
PATIENT AND CAREGIVER DAY (Non-CME)

(Continued)

**Platinum-Level - $75,000**
- Logo inclusion on HFSA branded attendee bag
- Collaboration with HFSA regarding interview questions for the video testimonials of heart failure patients and caregivers
- Access to video testimonials from onsite interviews with heart failure patients and caregivers attending Patient and Caregiver Day
- Two one-page bag inserts (Artwork must be approved by HFSA prior to printing. No larger than 8 ½” x 11”. Printing and shipping are the responsibility of the sponsor.)
- Four (4) invitations for sponsor representatives to attend the lunch
- Opportunity to include up to three (3) branded trinkets (i.e. pens, magnets, notepads, etc. Subject to approval by HFSA)
- Table-top exhibit in the designed Patient and Caregiver Day registration area
- Walk-in slide (Artwork must be approved by HFSA)
- Sponsorship acknowledgement during the program and lunch, which will be webcast to a larger audience than those attending in person
- Prominent name and logo placement on all printed and online materials related to the program, including the HFSA website, social media channels and all program communication

**Gold-Level - $50,000**
- Access to video testimonials from onsite interviews with heart failure patients and caregivers attending Patient and Caregiver Day
- One-page bag insert (Artwork must be approved by HFSA prior to printing. No larger than 8 ½” x 11”. Printing and shipping are the responsibility of the sponsor.)
- Three (3) invitations for sponsor representatives to attend the lunch
- Opportunity to include up to three (3) branded trinkets (i.e. pens, magnets, notepads, etc. Subject to approval by HFSA)
- Table-top exhibit in the designed Patient and Caregiver Day registration area
- Walk-in slide (Artwork must be approved by HFSA)
- Sponsorship acknowledgement during the program and lunch, which will be webcast to a larger audience than those attending in person
- Prominent name and logo placement on all printed and online materials related to the program, including the HFSA website, social media channels and all program communication

**Silver-Level - $25,000**
- Two (2) invitations for sponsor representatives to attend the lunch
- Table-top exhibit in the designed Patient and Caregiver Day registration area
- Walk-in slide (Artwork must be approved by HFSA)
- Opportunity to include up to two (2) branded trinkets (i.e. pens, magnets, notepads, etc. Subject to approval to HFSA)
- Sponsorship acknowledgement during the program and lunch, which will be webcast to a larger audience than those attending in person
- Prominent name and logo placement on all printed and online materials related to the program, including the HFSA website, social media channels and all program communication

**Bronze Level - $15,000**
- One (1) invitation for sponsor representative to attend the lunch
- Opportunity to include one (1) branded trinkets (i.e. pens, magnets, notepads, etc. Subject to approval to HFSA)
- Sponsorship acknowledgement during the program and lunch, which will be webcast to a larger audience than those attending in person
- Prominent name and logo placement on all printed and online materials related to the program, including the HFSA website, social media channels and all program communication
Given the growing number of people being diagnosed with heart failure, HFSA is expanding its multi-faceted awareness initiative beyond Heart Failure Awareness Week in 2020, scheduled for February 9-15, to become a year-round effort.

The awareness initiative is communications-focused and aims to reach more than 4 million patients, caregivers, healthcare professionals, and the general public. It will promote heart failure awareness, patient education, and heart failure prevention. Campaign features in 2020 include:

- Mini heart failure awareness campaigns highlighting a new theme every month
- New podcast with two series: one clinician-focused, one patient-focused
- Strategic advertising campaign utilizing ad re-targeting, social media boost advertising, and geo-targeting
- Twitter Takeover and Chat
- Heart Failure Awareness Turnkey Kit
- Stronger partnerships and social media toolkit for supporter's use
- Social media sharing and promoters

Four levels of support are available for this exciting expanded program. Sponsor benefits range from collaboration with HFSA in selecting and developing the content for the monthly themes to audio ads for the podcasts. All sponsors will receive recognition in this highly visible campaign through print and online materials.

[Sponsorship levels described on following page]
Platinum Level - $75,000
- Promotion of your brand with four live 30-second audio ads (two pre-roll and two-post roll) on a podcast and in the written show notes on the podcast page on HFSA's website.
- Opportunity to partner with HFSA in selecting and developing content for a monthly theme, HFSA reserves the right to have final approval of all content.
- Prominent name and logo placement on all printed and online materials related to the program.
- Announcement of partnership on HFSA Twitter account.
- Sponsor recognition on the HFSA website, social media channels and all program communication.
- A final report of the program metrics.

Gold Level - $50,000
- Promotion of your brand with two live 30-second audio ads (one pre-roll and one-post roll) on a podcast and in the written show notes on the podcast page on HFSA's website.
- Opportunity to partner with HFSA in selecting and developing content for a monthly theme, HFSA reserves the right to have final approval of all content.
- Prominent name and logo placement on all printed and online materials related to the program.
- Announcement of partnership on HFSA Twitter account.
- Sponsor recognition on the HFSA website, social media channels and all program communication.
- A final report of the program metrics.

Silver Level - $25,000
- Promotion of your brand with one live 30-second post-roll audio ad on a podcast and in the written show notes on the podcast page on HFSA's Website.
- Opportunity to partner with HFSA in selecting and developing content for a monthly theme, HFSA reserves the right to have final approval of all content.
- Prominent name and logo placement on all printed and online materials related to the program.
- Announcement of partnership on HFSA Twitter account.
- Sponsor recognition on the HFSA website, social media channels and all program communication
- A final report of the program metrics.

Bronze Level - $15,000
- Prominent name and logo placement on all printed and online materials related to the program.
- Sponsor recognition on the HFSA website, social media channels and all program communication.
- A final report of the program metrics.

Lower support levels will be accepted and will receive name recognition on printed materials.
As management guidelines and therapeutic approaches continue to evolve, clinicians involved in the management of patients with HF are challenged to provide effective care. To address the need for evidence-based approaches to managing patients to reduce adverse outcomes and improve quality of life, HFSA will be offer the Comprehensive HF Review on an annual basis.

This 2.5-day course will speak to heart failure diagnosis and treatment, incorporate results of new research studies, put an increased focus on practical management recommendations and address issues encountered in practice. The educational format will focus on practical management issues through the delivery of evidence-based presentations including guidelines-based practice recommendations, breakout sessions and case studies.

The course is expected to draw an audience of 150+ cardiologists, internist, cardiovascular nurses, clinical pharmacists and other professions with a special interest in HF. An agenda, faculty list and CME information will be available by June 1st and posted on HFSA's website. The 2019 program agenda can be found here.

**CME Educational Support Opportunities**

Support through unrestricted educational grants will be used to fund fellow attendees and defray costs associated with faculty expenses, learning materials, meetings room and CME requirements. Food and beverage provided to attendees will be paid for out of attendee registration fees, not funds from company support. Sponsors will be acknowledged in accordance with ACCME standards within the course materials, on program signage and at the podium.

**GRANT SUPPORT LEVELS:**

- $5,000 - $50,000 based on unrestricted educational grant request
Non-CME Support Opportunities

Companies interested in interacting and showcasing their products at a smaller, more intimate regional event should consider the following opportunities:

**TABLE-TOP EXHIBITS: $2,500**

**Exhibit rate includes:**
- One (1) table-top (6 feet) with 2 chairs
- Two (2) complimentary exhibitor meeting registrations
- Post-conference meeting registrant list
- Company name published in the program and acknowledgement of support on signs at the event

Exhibitor badges will allow admission to the sessions based upon available space and at the discretion of HFSA. Table top assignments will be based upon previous support of HFSA programs and the date applications are received. Exhibitor applications will be available on HFSA’s Website four months prior to the event.

**HANDS-ON WORKSHOP SPONSORSHIP (NON-CME): $20,000**

There is an opportunity to sponsor one Hands-on Workshop as part of the Comprehensive Heart Failure Review & Update. This non-CME workshop will provide attendees with hands-on, small-group learning experiences focused on specific devices or procedures. A sponsor could combine brief presentations or case studies with tutorials on equipment or procedures. The time allotted for the Hands-on Workshop can be used in whatever way is deemed most effective.

**The following is provided:**
- Seating (up to 100)
- Tables for equipment or educational materials
- Standard electrical drop
- Lighting
- Podium
- Microphone
- Sound system
- Laser pointer
- Projection screen
- LCD projector
- AV technician

Exhibitor badges will allow admission to sessions based upon available space and at the discretion of HFSA. Table top assignments will be based upon previous support of HFSA programs and the date applications are received. Exhibitor applications will be available on HFSA’s Website four months prior to the event.
The 2020 HFSA Board Certification Review Course content is based on the ABIM content blueprint for the certification examination in Advanced Heart Failure and Transplant Cardiology. This 2.5 day live course has been designed based on the competencies identified with practice in the area of AHFTC which include epidemiology, causes and management of patients with heart failure, management of hospitalized patients, management of comorbidities, cardiac surgery in heart failure, medical management of the heart transplant patient and patients with mechanical circulatory support, and evaluation and management of patients with pulmonary arterial hypertension.

This activity will be comprised of renowned HF experts presenting curriculum tailored to the ABIM examination through concise didactic presentations, case studies, and panel discussions. An audience response system (ARS) will be utilized throughout all presentations and to deliver ABIM style questions in designated session time. Additional question and answer periods with faculty will enable attendees to drive the discussion of according to their most pressing clinical challenges. A reading list compiled for the activity contains additional references regarding guideline- and evidence-based therapy.

The course is expected to draw an audience of 200 + physicians who plan to take the ABIM AHFTC initial board certification or re-certification exam in fall 2020. This course also draws additional physicians and others on the HF team who are looking for a comprehensive update. An agenda, faculty list and CME information will be available in March 2020 and posted on HFSA’s website.

CME Educational Support Opportunities
Support through unrestricted educational grants will be used to fund fellow attendees and defray costs associated with faculty expenses, learning materials, meetings room and CME requirements. Food and beverage provided to attendees will be paid for out of attendee registration fees, not funds from company support. Sponsors will be acknowledged in accordance with ACCME standards within the course materials, on program signage and at the podium.

GRANT SUPPORT LEVELS:

• $5,000 - $50,000 based on unrestricted educational grant request

Non-CME Support Opportunities

TABLE TOP EXHIBITS: $2,500

Exhibit rate includes:
• One (1) table-top (6 feet) with 2 chairs
• Two (2) complimentary exhibitor meeting registrations
• Post-conference meeting registrant list
• Company name published in the program and acknowledgement of support on signs at the event

Exhibitor badges will allow admission to sessions based upon available space and at the discretion of HFSA. Table top assignments will be based upon previous support of HFSA programs and the date applications are received. Exhibitor applications will be available on HFSA’s Website four months prior to the event.
HFSA currently endorses a number of local or regional HF courses meeting certain criteria. These courses constitute an informal network of HF education for cardiologists, primary care physicians, nurse practitioners, pharmacists, and other health professionals throughout the US. HFSA proposes to formalize this network in order to share educational resources and provide targeted HF education. HFSA Endorsement criteria can be found here.

Through this network HFSA works to obtain educational grants to provide education on a specific HF topics. Once a grant is secured, HFSA will work with member institutions to develop a presentation on that topic—identifying speakers, collecting disclosure information, developing slides and supporting materials. Member institutions will have the opportunity to include targeted education in their courses, pending review and approval of their planning committees. Member institutions will provide the credit, as they currently do. HFSA will cover all speaker expenses and provide a grant to each school to offset marketing and other course-related expenses, excluding food. Evaluation data from each course will be pooled and analyzed by HFSA and returned in aggregate to HFEN members for comparison purposes.

These regional opportunities are tailored to specific HF topics as identified annually through the HFSA Education Committee. Support levels vary and are dependent upon number of endorsed programs participating in the targeted educational topic. If you are interested in learning more about the HF educational network for targeted education, please contact Jaime Abreu at jabreu@hfsa.org.
HFSA is excited to announce the release of a new Learning Management System (LMS) in early 2020. This directly expands HFSA’s ability to offer high quality and timely heart failure education through a “smart” platform with enhanced distribution channels targeted toward a variety of learners that makeup the HF care team, including primary care providers both domestically and globally. It is HFSA's goal to enhance adoption and adherence of heart failure guidelines and evidence-based therapies with the ultimate goal of changing patient outcomes with new webinars and enduring activities.

Support for these programs will be sought through unrestricted educational grants on a program basis.
OPTIMAL MEDICAL THERAPY (OMT) CERTIFICATE Program

HFSA is investigating the possibility of developing a core curriculum that will provide clinicians with core knowledge, competencies and expertise necessary to provide and evaluate guideline-directed medical therapy for patients with heart failure and reduced ejection fraction.

It is the goal of HFSA to help ensure that patients with heart failure receive the highest quality, evidence-based, guideline-directed care. In many care settings, there are gaps, variations, and disparities in the use and dosing of guideline-directed medical therapies for heart failure. There is an important (and currently incompletely met) need to improve the knowledge base and clinical skill set of clinicians regarding optimal use and dosing of guideline-directed medical therapy. With new and expanded indications for structural interventions, devices, and monitoring technology for patients with heart failure, along with increased need for organizing multidisciplinary heart teams, the need for clinicians with competencies in achieving optimal medical therapy for heart failure is expected to grow.

A certificate program by HFSA for optimal medical therapy for heart failure is intended to provide a core foundation of knowledge and clinical skill set to provide this aspect of care to patients with heart failure. The certificate indicates that training and standards established by HFSA have been met. It will indicate to patients, peers, and health care systems the clinicians who meet the specified knowledge and experience required for the certificate. Performance metrics will be utilized to provide continuous improvement and evaluation.

HFSA seeks support from multiple partners to help fund the Discovery and Program Design Phase of the OMT Certificate Program. HFSA will contract with an experienced health care education consultant to execute a focused, strategic process of discovery and program design for the OMT Certificate program, including a needs analysis and audit of existing content, and gathering/analyzing qualitative and quantitative data about the learner population(s). Additional resources will be requested for implementation once the full scope of the Program Plan has been developed.

Founding Partners - $5,000

Partners will have an opportunity to meet with HFSA leadership to discuss the results of phase one and help plan next steps in the development and implementation of the OMT Certificate Program.
HFSA grew its ASM attendance by 30% breaking a record with 3,000 attendees. Cleveland is expected to also draw many attendees. What better venue to showcase your company’s products and services than at a meeting attended by the key thought leaders and decision makers in the field of heart failure? Don’t miss the opportunity to be part of this important gathering of heart failure professionals. The Exhibits, Industry Expert Theaters, and Contemporary Forums sold out last year. Be sure to submit your applications early to secure your space!

The 2020 ASM Exhibitor and Support Opportunities Prospectuses and Applications will be available in March, including a complete list of award sponsorships, receptions, and events as well as advertising opportunities within the convention center and host hotel.

HFSA’s 2020 Corporate Members will be given an early preview opportunity before the prospectuses are distributed and posted to HFSA’s Website. If you haven’t checked out all the corporate member benefits, please be sure to do so now on pages 3-4.

**Exhibits**

**EXHIBIT BOOTHs**

Booths are in 10’ x 10’ increments.

- **$37.50/sq ft** . . By June 30, 2020
- **$40/sq ft** . . . . After June 30, 2020

**EXPO SUITES**

New this year, HFSA will also offer the opportunity for exhibitors to enclose a booth space, at their expense. These booths will be located toward the back and sides of the exhibit hall to not obstruct views.

- **$40/sq ft** . . . . By June 30, 2020
- **$42.50/sq ft** . . After June 30, 2020

Exhibit rates includes:

- 7” x 44” booth identification sign
- Aisle carpet cleaned daily
- Use of rented floor space
- Exhibitor Hall lighting, air conditioning, heat, perimeter security
- Pipe and show-color drape for in-line booth
- Exhibit service kit
- Access to final digital program book
- Listing in the final digital program book
- Up to 5 complimentary exhibitor registration per 10x10 booth
- Includes access to scientific sessions (no CME), an additional 5 badges are available for $150* each

Booth assignments will be based on date application is received, size of booth and previous support and participation in HFSA meetings.
INDUSTRY EXPERT THEATERS

A convenient exhibit floor theater location allows industry experts an opportunity to provide clinical updates and educate attendees on current therapies, disease states, products and pipeline activities while remaining close to the action in the exhibit hall. These promotional presentations are formatted for learning and a great way to provide a higher level of interaction and engagement of professional attendees.

Theaters are non-CME educational activities and provide an opportunity for product-specific education. Only exhibitors are eligible to conduct an Industry Expert Theater. Two theaters will be running simultaneously in the exhibit hall. A total of eight (8) theaters will be available to purchase. Specific days and times will be noted on the application.

Industry Expert Theater Fee: $27,000 and includes:
- 60 minutes
- Theater seating up to 150 in a dedicated space in the exhibit hall
- Audiovisual (up to 4 microphones for presenter, panelists, audience questions)
- LCD projector
- 9 x 12 screen
- Sound system
- Laser pointer
- AV technician
- Stage, podium
- Electrical drop
- Sound and lighting
- One-time use of pre-registration list to market session
- Two (2) lead retrieval scanners. Sponsor to provide staff to scan attendee badges

In addition, HFSA provides publicity via the following:
- Signage outside the exhibit hall
- A one-page listing (text inserted in the electronic program booklet)
- An email blast to registrants about exhibit hall events
- Slide reminders in the scientific sessions

Food and beverage can be ordered directly through Huntington Convention Center of Cleveland at an additional cost.

(Non-CME Educational Opportunities continued on following page)
CONTEMPORARY FORUMS

Four (4) Contemporary Forums are planned for 2020, giving sponsors an opportunity to provide clinical updates and educate attendees on current therapies, disease states, products and pipeline activities in general session rooms. These presentations are typically 90 to 60 minutes in length and formatted for non-CME learning and provide a higher level of interaction and engagement of professional attendees. Forums will be offered during available time slots prior to or after daily HFSA Scientific Sessions and may coincide with another Industry Contemporary Forum or Satellite Symposium. The specific days and times that these forums will be offered will be included in the application.

Industry Contemporary Forum Fee: $30,000 and includes:

- Forum/Classroom seating for up to 250 in a designated session room utilizing standard HFSA room set (combination of classroom, theater, rounds and standing tables)
- Audiovisual (up to 4 microphones for presenter, panelists, audience questions)
- Front (direct) projection
- Lectern laptop for speaker
- Projection screen
- Confidence Monitor
- Lectern or lavaliere microphone for speakers
- Panel table microphones
- Riser/staging for up to 6 presenters
- Standing aisle microphones
- Speaker timer
- Lighting and sound technician
- One-time use of the pre-registration list to market the forum (mailing must be conducted through a mail house)

In addition, HFSA provides publicity via the following:

- Inclusion of an announcement flyer or card regarding the forum in the official meeting envelope/portfolio (graphics to be approved by HFSA; printing and shipping is responsibility of the sponsor).
- Signage outside the meeting area
- Listing in the electronic program booklet, in the attendee mobile app and on the HFSA conference website
- An email blast to registrants
- Slide reminders in the scientific sessions

Food and beverage can be ordered directly through Huntington Convention Center of Cleveland at an additional cost.
HFSA ANNUAL SCIENTIFIC Meeting
(CME & Non-CME Opportunities Available)

[Continued]

CME Educational Opportunities – Industry Supported Programs

The Heart Failure Society of America (HFSA) provides opportunities for industry supported CME-accredited symposia and workshops to be held at the 24th HFSA Annual Scientific Meeting at the Huntington Convention Center. There is no fee to attend these programs; however, attendees must be registered for the 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 24th Annual Scientific Meeting. Support for these programs will be sought through unrestricted educational grants on a program basis.

SATELLITE SYMPOSIAS

Satellite symposia are not part of the scientific program, but they are an important part of the annual meeting and are planned to meet the same standards of evidence, scientific rigor, and fair balance. Satellite symposia provide opportunities to learn about new and emerging clinical options not addressed in the scientific program.

The 2020 satellite guidelines will be released in March and include the schedule for the 60-90 minute programs, along with respective fee structures. Enduring activities based on live programs will also be available. HFSA works with various medical educational partners to develop full programs for unrestricted educational grant submissions.

HANDS-ON WORKSHOPS (CME)

Designed by the HFSA Early Career and ASM Program Committee, these workshops are intended for cardiologists, particularly those in early career. Examples of recent hands on workshops include:

- Trouble shooting Durable LVAD
- Structural Interventions
- Cardiogenic Shock
- Remote Monitoring
- Hemodynamics
- CPET Basics
- CRT

These highly popular sessions typically combine brief didactic and small group case-based presentations with rotations on devices or medical equipment. They are limited to 50-150 participants, depending educational design in order to promote interaction and maximize the effectiveness of the hands-on portion experience. In addition to financial support, many of the Hands-On workshops require in-kind support of equipment that will be used as part of the workshop.

Specific agendas, faculty and CME information will be available by June 1st. Sponsors will be acknowledged in course materials and in the ASM electronic program book.
If you should have any questions regarding sponsorship opportunities, please contact Michelle Poinelli at 301-312-8635, ext. 228 or mpoinelli@hfsa.org.