

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

Updated 5/24/2010

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name: \_\_\_\_\_ title: \_\_\_\_\_

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company: \_\_\_\_\_

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address: \_\_\_\_\_

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email address: \_\_\_\_\_ phone: \_\_\_\_\_ fax: \_\_\_\_\_

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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.

### **Educational Opportunities (Industry Supported Satellite Programs)**

The HFSA provides opportunities for industry supported CME-accredited symposia to be held at the 2010 HFSA Annual Scientific Meeting, San Diego Convention Center. 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 14th 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
- » Onsite staffing
- » Distribution/tabulation of evaluation form
- » Listing in final program book
- » Satellite announcement card
- » Posting on web site

Sunday (September 12, 2010) 1:00-3:00 PM

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

Sunday (September 12, 2010) 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
- » CME review and credits by HFSA
- » Onsite staffing
- » Distribution/tabulation of evaluation form
- » Listing in final program book
- » Satellite announcement card
- » Posting on web site

Monday (September 13, 2010) 6:45-7:45 AM

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

Tuesday (September 14, 2010) 7:00-8:00 AM

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

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## Promotional 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.

- SOLD** \$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)

### ***Wireless in the convention center:***

Provide wireless service to attendees beginning Sunday 9/12 throughout the HFSA convention space including e-mail stations. Home page to display company logo/advertisement. Artwork to be provided by contributor.

**SOLD** \$27,500

### ***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 Marriott San Diego Hotel and Marina. Artwork to be provided by contributor.

**SOLD** \$22,500

### ***Advertising Banners (new):***

A limited number of banners are available outside the Sails Pavilion at the San Diego Convention Center. Banner may be corporate or product specific. Use the banner to increase onsite visibility. Artwork to be provided by contributor. The banners are round.

- \$8,750 per banner (70.25 inches in diameter)

### ***Conference Bag Insert:***

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 7. Quantity recommended: 2,200.

- \$3,500 per piece

### ***Hotel Door Drops:***

Grants your company permission to arrange a door drop with the Marriott Hotel & Marina. Door drops allows your 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.

- \$1,500 per piece (privilege only)

### ***Abstracts on CD-ROM:***

An exclusive opportunity to distribute the 2010 HFSA abstracts on CDs from your company's booth. The disk will contain all the accepted abstracts presented at the 2010 HFSA Scientific Meeting. Your company logo and name to be placed on the cover and on label artwork of 2,000 CDs. Availability of these CDs at company booth will be advertised on a voucher included in the HFSA congress bag. Artwork to be provided in a timely manner.

- \$19,500

### ***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 onsite visibility. Art work to be provided by contributor.

- SOLD** \$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.

- \$23,500 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 (maximum 1 ad still available)

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***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, 750 to be put out for each break, Mon - Tues).

***Water Stations:***

Stations will be strategically placed throughout the San Diego Convention Center. Contributor to provide artwork for cups (company logo only). Support recognition will be posted on water stations.

- \$10,000

**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.

**SOLD \$44,500**

***Poster Receptions:***

Poster receptions take place Monday and Tuesday 5:30-7:00 PM in the Exhibit Hall (Sails Pavilion, San Diego Convention Center). Attendees look forward to this session as unopposed 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.

- \$55,500 (Monday 9/13/10)
- \$55,500 (Tuesday 9/14/10)

***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.

- \$8,000/break (5 total available)

***Welcome Reception:***

Opening reception takes place on Sunday evening 6:00-8:00 PM in the Exhibit Hall (Sails Pavilion, SDCC). 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.

- \$78,500

***Bag lunches***

Bag lunches will be distributed from the Exhibit Hall on Monday and Tuesday at NOON. Company supporting this food event will be able to distribute a limited number from their exhibit booth. Corporate support identified in final program book and on signage near bag lunch pick up areas.

- \$42,500 (Monday 9/13/10)
- \$42,500 (Tuesday 9/14/10)

**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 15 cardiology trainees)