

2026 SPONSORSHIP OPPORTUNITIES



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* No CEUs – Sponsorships/grants to support programs not offering continuing education unit credits

** CEUs – Unrestricted educational grants used to support education offering continuing education credits

ABOUT HFSA



A PROFESSIONAL SOCIETY

devoted exclusively to improving and expanding HF care through collaboration, education, research, innovation, and advocacy

THE ONLY ORGANIZATION

representing all members of the multidisciplinary heart failure team

A CONNECTION POINT

for engagement between clinicians and patient advocates

A ROBUST SOCIETY

comprised of more than 5,000 members (almost 3,000 professional members and over 2,000 patients and caregivers).

Official Society Partner for the Journal of Cardiac Failure, with an impact factor of 8.2

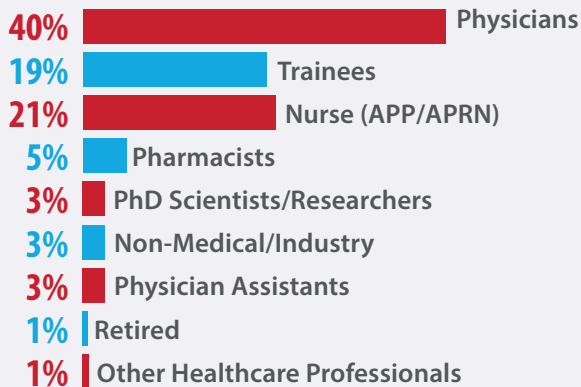
Elevate Your Brand and Support HFSA's Mission

Current estimates are that 6.7 million Americans over the age of 20 have HF which is expected to grow to more than 8.7 million by 2030. The lifetime risk of developing HF has increased to 24% approximately 1 in 4 people will develop HF in their lifetime. * As more people are being impacted by HF, HFSA is driven by the vision of a world of healthier lives for those touched by heart failure.

HFSA has a wide range of sponsorship opportunities to help support its educational initiatives and connect industry with HF care providers. Please review the following offerings and contact Michelle Poinelli—Director of Development at mpoinelli@hfsa.org or 301-312-8635 ext. 228 to discuss options.

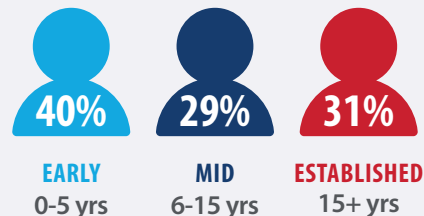
*Heart Failure Society of America (HFSA) hfstats.org, 2025, J Card Fail. 2025 Fonarow et al.

Members by Profession



Members by Career Level

(for those within the medical profession)



Success in 2025 | A Few Highlights

- ▶ Hosted a successful **Devices in Heart Failure Meeting** and **Annual Scientific Meeting** - 2,550+ leaders advancing heart failure therapies.
- ▶ **Published the 3rd annual HF Stats Report** - essential insights driving research and innovation.
- ▶ Expanded patient engagement - **new patient and caregiver webinars** on HF basics, obesity, ATTR, and device care.
- ▶ Launched the national **HF Clinic Database** - a first-of-its-kind resource mapping heart failure care nationwide.
- ▶ Expanded the JCF Family of Journals to **JCF-Intersections**, an open access journal with a focus on heart failure and its various intersections with other disciplines and specialties within the broader cardiovascular community.

ANNUAL CORPORATE MEMBERSHIP

(No CEUs)



Elevate Your Brand and Join HFSA

Increase your exposure, obtain exclusive access, and collaborate with HF leaders! Corporate membership offers a unique opportunity for the society's leadership to meet with our industry partners to discuss how we can work together to reduce the burden of HF through education, research, advocacy, and innovation. Members play a valuable role in helping the society advance its mission and allow us to partner on important issues within the HF community. Below is a summary of the four membership levels and benefits for each, which are based on a calendar year.

2026 HFSA CORPORATE MEMBER DUES AND BENEFITS

Benefits	Gold \$69,500	Silver \$34,500	Bronze \$23,000	Intro \$11,500 <small>(available to new members for 1 year)</small>
COLLABORATION WITH HFSA				
Gold Corporate Member Roundtable to discuss current status of heart failure field with HFSA leadership	1 CEO/senior rep			
Meetings with HFSA member leadership to discuss the strategic vision of the Society and opportunities for collaboration and partnership (ACC, virtual meeting in the 4th quarter or upon request)	Unlimited	2	1	1
Invitations to Corporate Member Networking Event at HFSA Annual Scientific Meeting (ASM)	5	3	2	1
Post company press releases related to heart failure on HFSA website and Heart Failure News Weekly eNewsletter	✓	✓	✓	
Subscriptions to CEO Report and HFSA's Heart Failure News Weekly eNewsletter	✓	✓	✓	✓
INDIVIDUAL HFSA MEMBERSHIP				
Organizational access to HFStats.org to read and download statistical HF data in the form of graphics, PowerPoint slides, fact sheets, etc. Updated annually, HFStats.org is an exclusive HFSA professional member benefit	✓	✓	✓	
MARKETING OPPORTUNITIES				
HFSA Website Banner Ad - one banner with URL for one month (hfsa.org site averages 60,800+ views per month)	1 Banner Ad			
HFSA's Heart Failure News Weekly eNewsletter - one digital banner ad with URL (5,800 approximate reach and 49% open rate, 4.9% click rate)	1 Banner Ad			
eBlast to HFSA Members	✓	✓		
Use of HFSA Corporate Member Logo	✓	✓	✓	
Corporate member recognition with company URL on HFSA website	✓	✓	✓	✓ <small>Non-Logo</small>
Acknowledgement on the <i>Journal of Cardiac Failure</i> site	✓	✓	✓	✓ <small>Non-Logo</small>
HFSA ANNUAL SCIENTIFIC MEETING (ASM)				
10x10 exhibit booth at ASM with HFSA Gold Corporate Member floor cling recognition	✓			
Gold-Colored ASM Lanyards so HFSA leadership can easily identify company representatives	✓			
Appear as a Featured Exhibitor on ASM mobile app	✓			
Full ASM Registration (eligible to earn CEU)	2	1		
Early Preview and Application for HFSA ASM Support and Exhibit Opportunities	15 Days	10 Days		
Insert in the Virtual ASM Welcome Bag	✓	✓		
Corporate member recognition onsite at ASM	✓	✓	✓	✓ <small>Non-Logo</small>

DIGITAL ADVERTISING

(No CEUs)



eNewsletter Advertising

HFSA publishes a weekly eNewsletter, the Heart Failure News Weekly, which provides a snapshot of the latest news and trends in the field of heart failure and transplant cardiology. The eNewsletter consolidates news from important cardiology sources such as the *Journal of Cardiac Failure*, *Cardiology Business News*, *JAMA*, *Medscape*, and other leading media publications and scientific journals. The Heart Failure News Weekly keeps HF professionals informed on important topics that may impact their day-to-day lives. Subscribers are board-certified physicians, nurses, nurse practitioners, physician associates, pharmacists, and others working in the field.

REACH

Approximately **5,800** heart failure professionals reached with each issue

AVERAGE OPEN RATE 45%

Rates and Placements

SOV Top Banner

Premium leaderboard position at the top of the eNewsletter guarantees all readers will see your ad when they open the newsletter.

- Ad Specs: JPEG, PNG | 634x90px | Max Size: 150KB
- Valid URL
- Fixed Banner ads specs: 634x90px

Sponsored Content

Share industry content in this section which combines an image and text in a compelling manner. All below materials must be submitted at the same time.

- Ad Specs: JPEG, PNG | 150x170px | Max Size: 150KB
- Text Specs: 100 characters max for title plus 300 characters max for written content.

The screenshot shows the HFSA logo and 'Heart Failure News Weekly' title. Below the title is a 'View HFSA News' button. A blue bar highlights a 'Top Banner 634x90' placement. Below this, there are three content blocks: 1) A text-based article titled 'Cardiovascular disease still the No. 1 cause of death in the world' with a 'MORE' link. 2) A 'Sponsored Content' block featuring a blue 'Graphic 150x170' placeholder and a text block with a 'MORE' link. 3) A text-based article titled 'Extracorporeal Membrane Oxygenation for Graft Dysfunction Early after Heart Transplantation: A Systematic Review and Meta-analysis' with a 'MORE' link.

	1-4 weeks	5-12 weeks	13-26 weeks
Banner	\$1,100/wk	\$900/wk	\$795/wk
Sponsored Content	\$1,800/wk	\$1,300/wk	\$1,180/wk
Banner + Sponsored Content	\$3,000/wk	\$2,400/wk	\$1,900/wk

For digital advertising sales and placement inquiries in the Heart Failure News Weekly, please contact the Formedics team - Krissy Gutowski (krissy.gutowski@formedics.com) or Erica Armstrong (erica.armstrong@foremedics.com)

Digital Advertising Production Details

All final ad materials must be submitted to Soc_AdOps@formedics.com 10 days prior to the date of ad placement. Ad materials not received by this date may result in the select ad placement date to change. Please make sure to include 'HFSA' in the email subject line - this is required for proper routing and timely processing. Ad placement dates are assigned on a first-come, first-served basis, subject to availability.

DIGITAL ADVERTISING

(No CEUs)



HFSA Website Advertising

HFSA's website (hfsa.org) is the go-to website for professionals working in the cardiology subspecialty of heart failure. A multidisciplinary audience of professionals – from board certified physicians to pharmacists, nurse practitioners, and more – visit the HFSA website daily to access resources and learn about upcoming meetings and educational opportunities unique to the heart failure space – an opportunity that is unmatched across competitors' websites.

Traffic on the hfsa.org site averages **over 11,800 page views per month!** Capture this traffic through banner advertising on hfsa.org.

Website Ad Placements

Horizontal banner ads to appear on the hfsa.org homepage and select interior pages*. Two fixed ad placements are available, sold in one (1) month increments:

Position 1 This ad appears in a prime position at the top of the homepage and select interior pages*.

Position 2 This ad appears in a prominent position at the upper-midway point on the homepage and is strategically placed immediately below important content on select interior pages*.

SOV% Each ad position allows for three (3) ads running concurrently and appearing in a randomized order. Ads must be purchased for a designated position based on availability. Creative cannot be changed at any point within the purchased month.

- Ad Specs: JPEG, PNG | 970x90px plus mobile optimized ad** sized 300x250px | Max Size: 150KB
- Fixed Banner ad specs: 728x90, 320x50 and 970x90
- Valid URL

**Mobile-optimized ad will appear when visitors access the site from a mobile device. Standard horizontal banner will appear when visitors access the site from a desktop device.



Your ad will be shown on the HFSA home page and thousands of content pages!

Website Ad Rates

	1-3 months	4-6 months	7-9 months	10+ months
Position 1	\$2,000/mo	\$1,600/mo	\$1,280/mo	\$1,025/mo
Position 2	\$1,500/mo	\$1,200/mo	\$975/mo	\$775/mo

For digital advertising sales and placement inquiries on HFSA.org, please contact the Formedics team- Krissy Gutowski (Krissy.gutowski@formedics.com) or Erica Armstrong (erica.armstrong@formedics.com).

DIGITAL ADVERTISING

(No CEUs)



JCF Engage eNewsletter

This weekly eNewsletter provides the global heart failure community with easily digestible messages from Dr. Mentz and Dr. Lala regarding the latest hot topic from JCF. Each newsletter begins with a personal introduction by Drs. Mentz and Lala, followed by four articles of interest around specific themes. For major papers from HFSA, ie. Scientific Statements, simultaneous papers published around major cardiology meetings and announcements important to the community, additional JCF Engage newsletters are sent.

TARGETED REACH

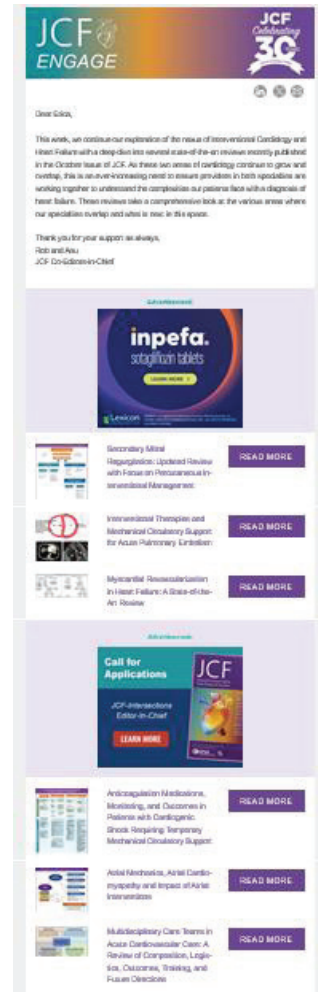
- 7,090** JCF authors and HFSA Members
- 4,000** Japanese Heart Failure Society Members
- 307** Indian Heart Failure Society Members
- 97** Korean Heart Failure Society Members

AVERAGE OPEN RATE 25%+

BUDGET \$5,000 eNL (eNewsletter)

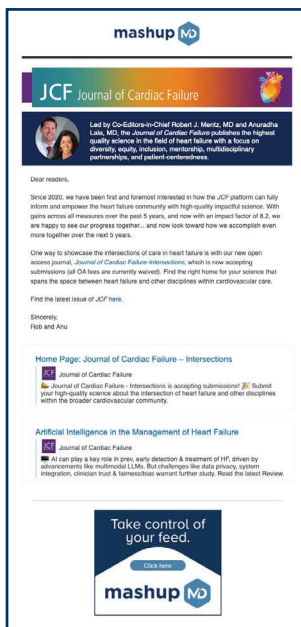
Ad Specs:

- 468x60px
- 300x250 px square
- 200x200
- 336x280
- 300x600



Mashup MD x JCF KOL-Curated eNL

100% SOV within the KOL-curated email newsletter based on a disease state/topic hashtag, aligning your brand message with the latest trending news from social media.



TARGETED REACH

9,000+ sends per email to MashupMD Cardiology Database Contextual ads

AVERAGE OPEN RATE 35%

BUDGET \$8,000 PER eNL (3 eNewsletter minimum)

Ad Specs:

- 468x60 px
- 300x250 px square
- 250x250
- 336x280
- 300x600

For more information about these two opportunities to support JCF, please contact the Formedics team - [Krissy Gutowski \(krissy.gutowski@formedics.com\)](mailto:krissy.gutowski@formedics.com) or [Erica Armstrong \(erica.armstrong@formedics.com\)](mailto:erica.armstrong@formedics.com).



HFSA offers industry partners a unique opportunity to support high-quality, patient- and caregiver-focused educational webinars that improve understanding of heart failure (HF) and empower informed, shared decision-making.

These programs are developed with a strong emphasis on scientific credibility and trust, reaching patients, caregivers, clinicians, and the wider HF community through a respected national organization dedicated exclusively to HF care.

Program Overview & Audience Reach

HFSA has a long-standing commitment to delivering trusted education, resources, and connections for patients and caregivers affected by HF. Our programs are designed to enhance quality of life by equipping individuals with the knowledge and tools needed to better understand and manage HF.

Virtual education removes geographic, financial, and mobility barriers, allowing HFSA to reach diverse and underserved populations nationwide. Caregivers—who play a critical yet often overlooked role in care coordination and adherence—are a key part of our audience. On-demand access further extends reach and longevity,

Program Highlights:

- Live virtual webinars and on-demand recordings are offered at no cost to patients and caregivers.
- Past webinars have demonstrated strong, consistent engagement, with:
 - ~150 pre-registrants per webinar
 - ~450 on-demand views per program
- Educational topics have spanned the HF continuum, including HF fundamentals, obesity, amyloidosis (ATTR), cardiovascular devices, hypertrophic cardiomyopathy (HCM), and more.

Industry Partnership Opportunity

HFSA values industry insight into emerging areas of HF care and is seeking industry partners to collaborate on identifying high-impact educational webinars that matter most to patients and caregivers.

Through this partnership model:

- Industry sponsors can help inform educational priorities and unmet patient needs.
- HFSA works closely with sponsors to ensure educational topics reflect shared priorities.
- Sponsors are positioned as trusted stakeholders supporting education that advances HF care beyond the clinic.

The result is relevant, timely, and meaningful education that benefits patients, improves outcomes, and builds a stronger HF community—while aligning your organization with HFSA's trusted leadership in HF care

Webinar Format

- 45–60 minutes featuring expert HF clinicians and patient perspectives.
- Live audience engagement through Q&A and interactive chat.
- On-demand availability on HFSA's YouTube channel.



Promotion and Digital Amplification

Each webinar is supported by a robust, multi-channel promotional strategy, including:

- Email outreach to HFSA’s 2,300+ patients and caregiver members.
- Inclusion in the HFSA Heart Failure Awareness 365 eNewsletter sent to over 2,600 emails.
- Promotion on HFSA patient-focused social media channels — Instagram (over 2,300 followers) and Facebook (over 9,500 followers).
- Digital advertising (Google and paid social).

Timeline

12 weeks to plan and execute a webinar once the topic has been identified and sponsorship funding confirmed.

Corporate Sponsorship Opportunities (Per Webinar)

HFSA values industry input on educational priorities and offers two sponsorship tiers designed to meet varying engagement goals:

• Gold Sponsor — \$45,000

Highest level of visibility and digital amplification. Prominent recognition across all promotional channels. Positions sponsor as a lead supporter of HF patient education.

• Silver Sponsor — \$30,000

Meaningful visibility in a shared sponsorship model. Webinar proceeds once multiple co-sponsors are secured.

Webinar Sponsor Benefits	Gold \$45,000	Silver \$30,000
Opportunity to provide input on Webinar Content, Format, and Speaker Recommendations for review by the HFSA Patient Committee.	✓	
Suggest up to 3 Audience Response Questions (non-branded).	✓	
Opportunity to provide a Pre-Recorded Video (up to 180 seconds) played at Closing (also included in OnDemand content).	✓	
Short Video Clips (30–60 seconds each) created from the webinar and formatted for YouTube Shorts. 2–4 clips developed for post-webinar amplification. Includes End-Frame Acknowledgement : “Full program available on our YouTube channel / Sponsored by [Sponsor Name]”	✓	
Sponsorship Recognition in webinar materials including: <ul style="list-style-type: none"> • Pre-Webinar Promotion • Pre-Meeting Slide to play in continuous loop with other promotional materials before webinar starts • Final Webinar Recording Embedded via YouTube on the HFSA Landing Page with sponsor logo • Sponsor acknowledgement in First Two Lines of the YouTube Video Description, improving discoverability in Google and YouTube search results • Pinned YouTube Comment acknowledging sponsorship in prominent view 	✓	✓
Opportunity to provide a PDF Insert in Email to Registrants sent before webinar	✓	✓
Opportunity to provide a Pre-Meeting Slide to play in continuous loop with other promotional materials before webinar starts	✓	✓
Resource Page on Virtual Event Site . Includes logo, company name, description, contact, and website link. Posting of 3 videos, downloads, or URLs	✓	✓
Announcement of Sponsorship across HFSA patient-focused Social Media Channels , including Instagram (over 2,000 followers) and Facebook (over 7,600 followers)	✓	✓



CardioHub is dedicated to enhancing the knowledge and expertise of HFSA members by providing a diverse array of educational products. Our offerings are designed to engage the entire heart failure team, deepen their understanding of heart failure, and provide valuable learning opportunities throughout the year.

The components of CardioHub include:

CardioBites | 4 modules starting at \$52,000

A series of three minute explainer videos focused on a key topic in heart failure treatment and care. Considered foundational education

CardioBites+ | 2 modules starting at \$60,000

A longer version of CardioBites, with microlearning videos (10 minutes or less in length) with in-depth information on a key topic in heart failure

Cardio Town Hall | Starting at \$50,000 per Town Hall

A 45-minute virtual live seminar with 2-3 speakers and includes an opportunity for the audience to pose questions to the speakers. The topic and discussion has a clinical focus and often builds upon a CardioBites series. The seminar is recorded and available on YouTube. The program would include a downloadable list of questions/answers. Sponsoring company recommends the topic and includes an optional opportunity to kick off the Cardio Town Hall

CardioAbstracts | Pricing starts at \$40,000

Previously presented abstracts are presented using white-board technology with key take aways and the author summarizing the abstract in 60-seconds. Includes a downloadable pdf.

CardioGraphic | \$10,000

A one-page infographic based on the content of CardioBites, CardioBites+, CardioAbstracts, and/or Cardio Town Hall programs. Must be done in conjunction with another CardioHub product

Cardio Test Your Knowledge | TBD

A slide-based video program. Each slide will include a question, potential answers, graphics, and commentary on the correct answer. Additional resources based on the question will also be provided

Cardio Clinical Challenge | TBD

A case-based program. The video module would include the case, questions, answers, and discussion. Each CCC would include three cases and would run for 15 minutes

CardioPerspectives | TBD

A video commentary on guidelines and/or scientific statements. This could be done for HFSA-created and/or endorsed guidelines, scientific statements, or significant publications (Like HF Stats). The goal of these programs is to increase awareness of newly published/available practice-changing information. Could be one topic expert or a panel discussion as appropriate to the topic

CardioMinute | TBD

A monthly one-minute update on news items from the HFSA News Weekly from the previous month

CardioDebates | TBD

A 30-minute live webinar with two speakers debating a topic, a rebuttal and time for questions and answers

HFSA MEETINGS - EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

(CEU and No CEU Opportunities Available)



ASM 2026 **HFSA ANNUAL SCIENTIFIC MEETING** **Where Heart Failure Teams Gather** **October 9-12 | Phoenix, Arizona**

Don't miss the opportunity to showcase your company's products and services and promote your brand at the only in-person cardiology meeting in 2026 devoted to heart failure. **HFSA's ASM is where heart failure teams gather!**

HFSA's ASM has gained a reputation as an outstanding forum for presentation of the latest information available (clinical and basic research, treatment, and care of patients) in the field of heart failure.

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.

Where and When?

HFSA Annual Scientific Meeting (ASM)

October 9-12, 2026

Phoenix Convention Center, 100 N 3rd Street

Phoenix, AZ 85004

Website: hfsa.org/asm2026

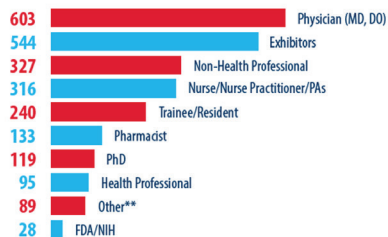
Additional programming at the Sheraton Phoenix Downtown

Who Attends

It is the CAN'T-MISS meeting for all members of the HF care team, featuring a robust, team-based educational program taught by a multidisciplinary line-up of industry experts.

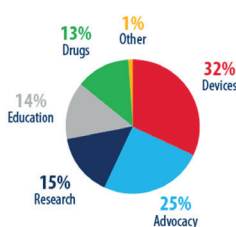


2025 Registration Category

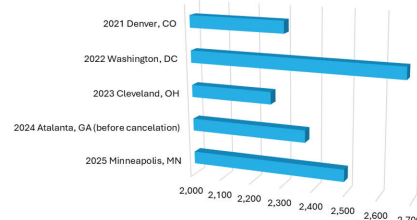


**Includes guests, vendors, press, staff

Areas of Interest



ASM Attendance History



How to Exhibit or Sponsor

Access to ASM Exhibits and Sponsorship Prospectuses and Applications will be posted to [HFSA's Website](https://hfsa.org) in April. If you want to get a head-start in applying, Gold and Silver Members receive exclusive early preview and application. If you haven't checked out all the corporate member benefits, please be sure to do so now on page 4.

HFSA MEETINGS - EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

(CEUs and No CEUs Opportunities Available)



ASM continued...

ASM Exhibit Space Rate

Become an Exhibitor and connect face-to-face with thousands of key thought leaders in the HF community! Booths are offered at \$45.50 per sq ft. The minimum booth space is a 10'x 10', which is priced at \$4,550. Increments of 100 sq ft can be added. Up to four (4) complimentary Exhibitor Badges per 100 sq ft, up to a maximum of 40 badges. Includes access to scientific sessions as space allows (no CEUs may be earned), and up to 5 additional exhibitor badges may be purchased. **Be sure to reserve your space early for best placement!**

Expo Suites are available to purchase starting at \$10,000, which are convenient meeting space solutions in the exhibit hall. These suites are a hard, wall furnished meeting room where you can hold staff meetings, meet privately with potential clients, conduct investigator meetings or host hospitality events.

Education Sponsorships

Education is a cornerstone of ASM and a primary driver of attendee engagement. HFSA offers industry partners high-impact sponsorship opportunities to connect with and educate the multidisciplinary heart failure care team through high-visibility, strategically designed educational platforms. These opportunities enable companies to share scientific advancements, showcase innovations, and foster dialogue with clinicians and decision-makers. HFSA provides several customizable formats — including Industry Expert Theaters (theaters), Industry Innovation Events (IIE), and CE Satellite Symposia — and our team works collaboratively with sponsors to identify the option(s) that best align with organizational goals and messaging.

Industry Innovation Events (No CEU)

Are you looking for a new and innovative way to showcase your products or provide education? Then, the IIE opportunity is just what you are looking for! IIEs are No CEU activities which are independently organized by sponsors and held before or after official ASM programming. Ideas for activities could include but are not limited to:

- Educational symposia (not eligible for CEU) to provide clinical updates and educate attendees on current therapies, disease states, products, and pipeline activities.
- Demonstration to highlight your product or device.
- A Poster Tour where attendees can learn more about specific research findings.
- Meet and Greet of Panel Discussion with Your KOLs.
- Combine a wellness-activity such as exercise bikes, yoga, or dance workout with education about your latest product.

Eight IIE timeslots are offered in the mornings and evenings before and after official ASM programming. Prices range from \$15,000 to \$35,000 depending upon timeslots.

So, what are you waiting for? Take advantage of this unique opportunity to showcase your products and educate leading heart failure practitioners at your IIE!

Industry Expert Theaters (No CEUs)

Theaters are one of the most sought-after opportunities on the exhibit floor — and they **sell out every year**. Strategically located in a high-traffic, high-visibility area of the exhibit hall, theaters give exhibitors a powerful platform to deliver impactful clinical updates while staying at the center of attendee engagement. These dynamic promotional presentations allow you to educate a highly targeted audience on current therapies, evolving disease states, product innovations, and pipeline developments — all while remaining steps away from the energy and momentum of the exhibit experience.

HFSA MEETINGS - EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

(CEU and No CEU Opportunities Available)



ASM continued...

Designed to drive interaction and meaningful dialogue, theaters elevate your presence beyond the booth. This is your opportunity to capture attention, spark conversation, and position your organization as a leader in advancing patient care.

As non-CE educational activities, theaters provide flexibility to deliver focused, product-specific education in an engaging, high-visibility setting. Eight theaters are offered priced at \$38,500 and \$44,000 depending on assigned timeslot.

Participation is exclusive to exhibitors — and space is limited. Secure your theater early to ensure your brand is front and center where education and innovation meet.

Satellites (CEUs)

In-Person Satellites (IPS) are not part of the official scientific program, but they are an important component of ASM. The educational content is accredited and designed to be scientifically rigorous, evidence-based, fair, and balanced. Satellites 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.

The 2026 IPS guidelines can be found [here](#) on HFSA's website and include the schedule for the 60-, 75- or 90-minute sessions, along with HFSA's fee structure, which ranges from \$63,500 to \$93,400. Enhancements and optional add-on options are also available to purchase for additional fees.

For questions on how to secure your satellite timeslot, please contact HFSA's Education Staff:

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

Kris Fridgen, Chief Learning Officer kfridgen@hfsa.org

Sponsorship and Advertising

Branded sponsorship opportunities place your company in front of thousands of highly engaged clinicians, researchers, and healthcare professionals who are shaping the future of HF treatment. From high-visibility signage and digital placements to attendee engagement opportunities, these sponsorships are designed to maximize your brand exposure throughout the meeting. Many opportunities are limited and sold on a first-come, first-served basis, so we encourage early reservations to secure the most impactful placements. Showcase your commitment to advancing heart failure care while elevating your brand among the leaders of the HF community.

HFSA Devices Meeting 2026 (CEUs)

The HFSA Devices Meeting 2026 will be held on Friday, October 9, 2026, immediately prior to ASM at the Phoenix Convention Center in Arizona. Plan to attend and support this program by exhibiting and / or purchasing a branded sponsorship opportunity. Last year's meeting sold out with over 400 registered attendees and 40+ exhibitors. You don't want to miss this exciting event!



The full day meeting will include sessions, access to three unique demonstration sessions, an exhibit hall of device vendors, and time to network. Topics of lectures include the changing landscape of heart failure among business aspects and opportunities presented by device interventions to grow the field, the time to trigger device-based therapy, the role of pumps, how to build device and remote monitoring clinics, and the measuring and treatment of congestion. The Discussion Forum

demonstration topics will include When to Use RHC and Exercise Testing, Making A Choice: CCM or Barostim, and Choosing the Remote Monitoring Tool. There will be two industry-inclusive sessions focused on device companies that are running a trial and looking for sites or companies about to launch into a trial, and for device companies with established trials in process.

Trial Tinder and Heart Tank: There will be two sessions focused on trials: Trial Tinder and Heart Tank – The Future in the Making. Exhibitors will be invited to submit applications to present clinical trials (preferably focused on novel technologies) for consideration. Trial Tinder is intended for device companies that are running a trial (in process phase 1 or 2) and Heart Tank is intended for device companies that are pre-clinical or in early planning and looking

HFSA MEETINGS - EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

(CEUs and No CEUs Opportunities Available)



ASM continued...

for sites or companies about to launch into a trial. The focus of the trials should be relevant to the state and use of devices and technologies in heart failure. Submission of trials at different stages of development is encouraged. The guidelines and application process will be posted here soon. For more information, please contact Anna Leong from our Education Staff at aleong@hfsa.org.

The Discussion Forum – Open Mic sessions (formerly known as the Hands On Sessions) will feature expert and early career faculty and industry representatives demonstrating case presentations and the latest equipment, with audience discussion and open question opportunities with the experts. The topics of these sessions will feature When to Use RHC and Exercise Testing, Making A Choice: CCM or Barostim, and Choosing the Remote Monitoring Tool. If you would like information on involvement via in-kind equipment donation for the sessions, please contact Anna Leong from our Education Staff at aleong@hfsa.org.

Exhibit Fees: \$3,150 or can be purchased for \$1,050 as an add-on to an ASM exhibit booth.

The exhibit fee includes:

- One (1) Table (8 feet) is skirted with 2 chairs.
- Two (2) Complimentary Device Exhibitor Badges with the purchase of each tabletop exhibit. Additionally, up to five extra Device Exhibitor Badges can be purchased for \$100 each. Exhibitor Badges will allow access to the educational meeting sessions based upon available space and no CEU can be earned.

Device Meeting-Only Branding Opportunities

A limited number of high-impact, high-visibility branding sponsorships are available for purchase at the HFSA Devices 2026 Meeting. These premium opportunities will be prominently displayed within the dedicated Device Meeting space on Friday, October 9, ensuring strong exposure throughout the program.

This is a strategic opportunity to position your brand directly in front of a highly specialized audience of heart failure clinicians, researchers, and decision-makers actively engaged in device-based innovation and clinical integration.

Secure your sponsorship early to maximize visibility and reinforce your organization's leadership in advancing device therapies in heart failure care.

How to Exhibit or Sponsor

Device exhibits and sponsorships are offered via HFSA's ASM Exhibits and Sponsorship website, which will launch in early April. The link will be posted on [HFSA's Website](#). If you want to get a head-start in applying, Gold and Silver Members receive exclusive early preview and application. If you haven't checked out all the corporate member benefits, please be sure to do so now on page 4.



Contact the Development Team

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HFSA

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