



2023 SPONSORSHIP OPPORTUNITIES



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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 HF team

A CONNECTION POINT FOR ENGAGEMENT

between clinicians and patient advocates

A ROBUST SOCIETY

comprised of over 2,200 professional members and its newest membership category of nearly 1,000 patients and caregivers

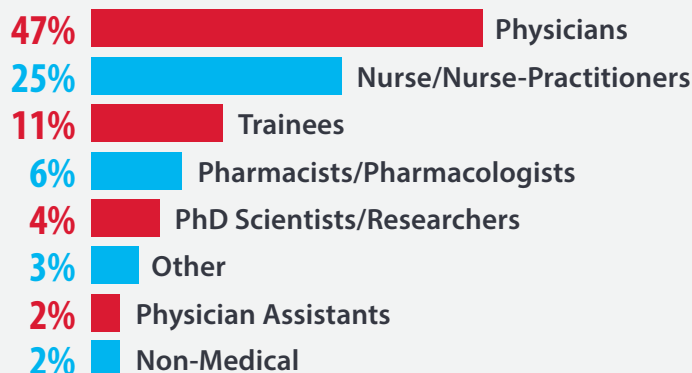
ELEVATE YOUR BRAND

AND SUPPORT HFSA'S MISSION

In less than 10 years, the number of Americans with heart failure (HF) is expected to grow to 8 million and the risk of developing HF is projected to be 1 out of 5 at 40 years of age. As more people are being impacted by HF, HFSA is driven by the goal to reduce the burden on patients and families.

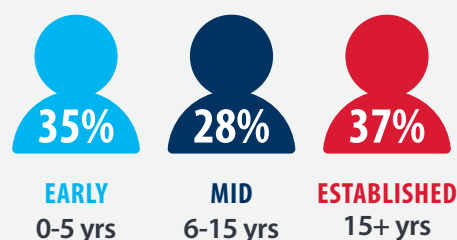
HFSA has a wide range of sponsorship opportunities to help support its educational initiatives and connect industry with heart failure care providers. Please review the following offerings and contact Michelle Poinelli—Director of Development at mpoinelli@hfsa.org / 301-312-8635 ext. 228 to discuss options.

Members by Profession



Members by Career Level

(for those within the medical profession)



SUCCESS IN 2022 | A FEW HIGHLIGHTS

- ▶ Hosted one of our **most successful Annual Scientific Meetings (ASM)** yet, with over 2,600 registrants
- ▶ **Launched the Heart Failure Certification Program (HF-Cert)** for advanced knowledge of HF
- ▶ Grew the number of graduates of the **Optimal Medical Therapy in Heart Failure (OMT-HF) Certificate Program** for providers who are not HF specialists
- ▶ Made the commitment to **collect data specific to HF** and develop an annual report which **captures the true depth and breadth of the impact of HF in the United States**

ANNUAL CORPORATE MEMBERSHIP

(No CEUs)



CORPORATE MEMBER OFFERINGS

Become an HFSA Corporate Member

ENGAGE EXPAND ELEVATE



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. Corporate members play a valuable role in helping the society advance its mission and allow us to partner on important issues within the HF community.

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

2023 HFSA Corporate Member Dues and Benefits

Based upon calendar year

	Gold Level \$60,000	Silver Level \$30,000	Bronze Level \$20,000	Introductory Level \$10,000
COLLABORATION WITH HFSA				
Meetings with HFSA member leadership and senior staff to discuss the strategic vision of the Society and opportunities for collaboration and partnership (AHA, ACC or as requested)	Unlimited	2	1	1
Gold Corporate Member Roundtable to discuss the status of heart failure field with HFSA Executive Committee at HFSA Annual Scientific Meeting	1 (CEO/senior representative)			
Invitations to Corporate Member Meeting at HFSA Annual Scientific Meeting	5	3	2	1
Share your company press releases related to heart failure for posting in HFSA's Heart Failure News Round-up eNewsletter and on its website	✓	✓	✓	
Opportunity to collaborate with HFSA on educational programs and initiatives	✓	✓	✓	
Subscriptions to CEO Weekly Report and HFSA's Heart Failure News Round-up eNewsletter	✓	✓	✓	✓
INDIVIDUAL HFSA MEMBERSHIP				
Complimentary Individual HFSA Memberships for corporate representatives	3	2	1	
Discount for Individual Memberships for additional corporate representatives (new or renewals)	25%	15%	5%	
MARKETING OPPORTUNITIES				
NEW HFSA Website Banner Ad one complimentary ad for one month and discount to purchase additional ads	1 Banner Ad 25% Discount			
eBlast to HFSA Members	✓	✓		
Digital banner ad with URL link and sponsored content article in HFSA's weekly Heart Failure News Round-Up eNewsletter	1 Banner Ad 1 Content Article 25% Discount	1 Banner Ad 15% Discount	5% Discount	
Use of HFSA Corporate Member Logo	✓	✓	✓	
Corporate member recognition on HFSA website, ASM program, during plenary sessions, and AHFTC Board Certification Review	✓	✓	✓	✓ Non-Logo
Monthly acknowledgement in Thank You Ad appearing in the Journal of Cardiac Failure	✓	✓	✓	✓ Non-Logo
HFSA Annual Scientific Meeting (ASM) and other Meeting Benefits				
10 x 10 Exhibit Booth at ASM	✓			
Full ASM Registrations (includes potential to earn CEU)	2	1		
Insert in the Virtual ASM Welcome Bag	✓	✓		
Early Preview of HFSA ASM Support and Exhibit Opportunities Guide	✓	✓		

DIGITAL ADVERTISING

(No CEUs)



ENEWSLETTER ADVERTISING

HFSA publishes a weekly eNewsletter, the Heart Failure Weekly News Round-Up, 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. Delivered to the inbox of over 3,000 users, the Heart Failure Weekly News Round-Up keeps heart failure 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 **3,000** heart failure professionals reached with each issue

OPEN RATE 45%

RATES AND PLACEMENTS

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

Sponsored Content

Share industry content in this section which combines an image and text in an intersecting and 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.
- Valid URL

	1-4 weeks	5-12weeks	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

HFSA Corporate Members receive complimentary ads and discounts on additional ad purchases. (Gold 25%, Silver 15%, and Bronze 5%). Contact Michelle Poinelli at mpoinelli@hfsa.org for membership information.

PRODUCTION DETAILS

All final ad materials must be submitted to marketing@hfsa.org 10 business days prior to the date of ad placement. Ad materials not received by this date may result in the selected ad placement date to change. Date of ad placement is on a first come, first served basis based on availability.



NEWSLETTER ADVERTISING GUIDELINES

1. Banners may be placed according to the date preference of the sponsor with respect to blackout dates, current availability, and all deadlines and specifications for creative materials. Read below for details.
2. Banner placement is restricted to a total of 1 banner and 1 sponsored content per newsletter.
3. Banner spots are available on a first-come, first-served basis; across all HFSA programs offering advertising in the newsletter
4. Final, publication-ready materials must be received by HFSA staff 10 business days preceding the newsletter send date – NO EXCEPTIONS. If not received by this date, it may be bumped to the next available week on the calendar in which there is availability. Purchaser will have the choice to bump to an alternative available date at that time.
5. If creative materials are received and do need meet the specification requirements, they will be returned to the purchaser to be corrected. If incorrect materials are received after the deadline, they may be bumped to the next available week on the calendar in which there is availability. Purchaser will have the choice to bump to an alternative available date at that time.
6. Blackout dates occur in which no newsletter is sent. These dates include:
 - 4 weeks surrounding the Annual Scientific Meeting. This includes 2 weeks prior to the meeting, the week-of the meeting, and the week following. In 2023: September 22 and 29, October 6 and 13
 - 3 weeks surrounding the HFSA Virtual AHFTC Board Certification Review 2023. This includes 1 week prior to the meeting, the week-of the meeting, and the week following. 2023 dates TBD.
 - The week of the Thanksgiving Holiday. 2023: November 24
 - The last two weeks of the year. 2023: December 22, 29
 - Other blackout dates may occur at the discretion of staff
7. At the discretion of staff, the Heart Failure Weekly News Round-Up may be distributed on a day other than Friday with no advance notice to advertisers.
8. If purchasing both the Banner and Sponsored Content, the purchaser may opt to include both in one issue if there is availability; or opt to place creative in different issues
9. Metrics to be sent no earlier than 7 business days after the email is sent. Metrics will include overall open and click rate percentages.



DIGITAL ADVERTISING

(No CEUs)

The Heart Failure Society of America 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 52,000 page views per month!** Capture this traffic through banner advertising on hfsa.org.

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*.

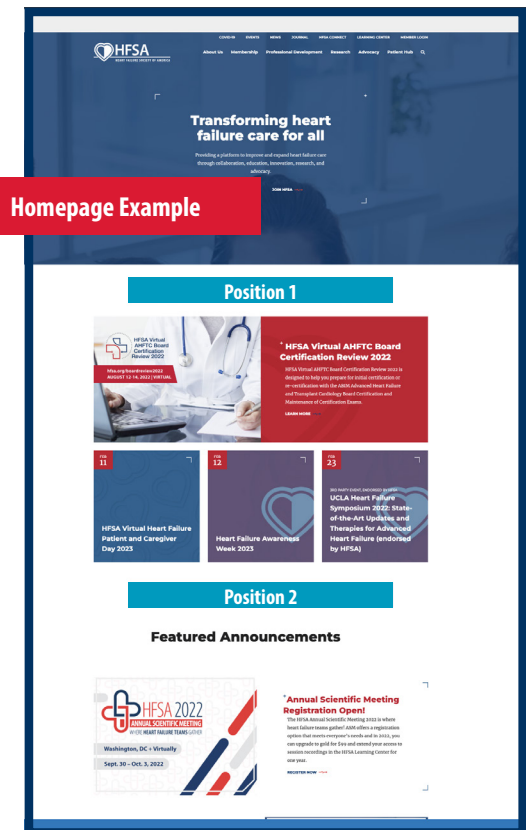
*See guidelines on page 4 for exclusions noted in #6 and #7

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

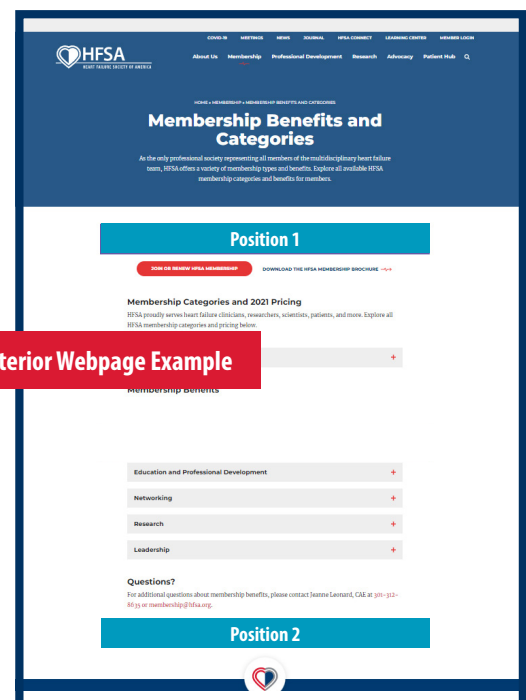
- Ad specs: JPEG, PNG | 970x90px plus mobile optimized ad** sized 300x250px | Max Size: 150KB
- Fixed banner ads only (no rotating/rich media advertisements)
- Valid URL

**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. See guidelines on page 4 for full details.

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



Interior Webpage Example





Ad materials not received by this date may result in the selected ad placement date to change. See guidelines for full details. Date of ad placement is on a first come, first served basis based on availability.

	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

1. Banners may be placed according to the month preference of the advertiser with respect to current availability and all deadlines and specifications for creative materials.
2. Banner spots are available on a first-come, first-served basis.
3. Final, publication-ready materials must be received by HFSA staff 10 business days prior to the date of ad placement – NO EXCEPTIONS. If publication-ready ad materials are not received by this date, the ad may be bumped to the next available month on the calendar in which there is availability for that ad position (position 1 or position 2). If there is no availability within the calendar for that position, ad may be switched to an alternative position if a spot is available. Finally, if there is zero availability left within the calendar for either position, the ad may run for a partial month, within the month it was purchased, with the start date determined by HFSA staff based on the receipt of publication-ready creative, upload time, etc.
4. If creative materials are received and do not meet the specification requirements, they will be returned to the advertiser to be corrected. If incorrect materials are received after the deadline, they may be bumped to another date based on availability. Please see #3.
5. Advertisers may submit one ad design per position, per month within the two ad sizes requested (two sizes to ensure optimization across all platforms). Creative cannot be changed at any point within the purchased month. If an advertiser wishes to run two distinct advertisements, they must purchase a separate ad position within the same month or a different month, based on availability.
6. Advertising will not appear on event pages or the news blog.
7. In accordance with ACCME regulations, advertisements may not be juxtaposed with, appear in line with, appear adjacent to, or be linked to continuing medical education content.
8. Metrics to be sent no earlier than 10 business days following end of ad duration. Metrics will include overall impressions, clicks and CTR.
9. HFSA, in its sole discretion, retains the right to discontinue posting of any advertisement previously accepted.
10. HFSA will not accept advertisements that, in the sole opinion of HFSA, make unsubstantiated claims of therapeutic benefit for a particular product(s). HFSA may require an advertiser to provide valid, reliable scientific data to support any claims made in the advertisement. In addition, HFSA will not accept advertising in any form for any products or services known to be harmful to health (e.g., tobacco products).
11. HFSA will only accept clinical trial advertisements if such advertisements are for the purpose of recruiting patients for legally permissible clinical trials.



Heart Failure Patient & 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 from leading HF experts.

We are excited that HFSA's highly successful Heart Failure Patient & Caregiver Day is transitioning back to an in-person format this year! The event will be held on Friday, October 6, 2023, in conjunction with HFSA's Annual Scientific Meeting in Cleveland, Ohio.

More than 270 participants registered for the 2022 virtual event which featured the following interactive heart failure sessions and demonstrations:

- ▶ Newly Diagnosed: Resources and Support for Patients and Caregivers
- ▶ Next Steps: Exploring Medication, Devices, and Advanced Therapies
- ▶ Exploring Clinical Research: Advocating for Yourself or Others
- ▶ Exercise Demonstration Break
- ▶ Sound Body, Sound Mind: Managing Diet, Exercise, and Mental Health
- ▶ Heart Healthy Cooking Demonstration

Planning is already underway for 2023. Registration will continue to be free to patients and caregivers. HFSA is planning to continue partnership with patient organizations and allow them the opportunity to share their educational materials. Sponsorship opportunities will also allow our industry partners more participation and access via four tiered support levels.





TENTATIVE SUPPORT OPPORTUNITIES

Four levels of support are available for this exciting and expanded program. The following is a list of the tiers and tentative benefits, which may be revised as planning evolves.

TENTATIVE BENEFITS* <i>*Subject to Change as Event Planning Evolves</i>	PLATINUM (\$75,000)	GOLD (\$50,000)	SILVER (\$25,000)	BRONZE (\$15,000)
Logo inclusion on HFSA Patient and Caregiver Day Branded Bag	✓			
Opportunity for Sponsor Video or Comments at the Start of Program. Up to 60 seconds.	✓			
Verbal Recognition in Welcome Remarks by Host	✓	✓		
Insert(s) in Pre-Meeting Email	3	2	1	
Table-top Exhibit in Designated Patient and Caregiver Day Registration Area	✓	✓	✓	
Pre-Meeting Slide to Play in Continuous Loop <i>(PowerPoint to play in room prior to start and during breaks)</i>	✓	✓	✓	
Invitation(s) to Sponsor Representative(s) to Attend	7	5	3	1
Announcement on Twitter	✓	✓	✓	✓
Tiered Logo Recognition Onsite <i>(as well as HFSA website, social media channels, and program communication)</i>	✓	✓	✓	✓



Given the growing number of people being diagnosed with HF, HFSA has expanded its multi-faceted awareness initiative beyond Heart Failure Awareness Week, into a year-round effort. The awareness initiative is communications-focused with a historical reach of approximately 14 million patients, caregivers, healthcare professionals, and the public.

Throughout the year, HFSA will tell the story of HF treatment, with four core chapters: Healthy Living with HF, Heart Failure Management, Living with Related Conditions, and the Future of HF Care. Within each chapter is a series of topics related to the chapter's main theme and specific to patient care and wellness. Each topic will be explored through the sharing of information, resources, tools, and patient perspectives to inspire discussions and build engagement with HFSA's members and social media audience. This approach allows each topic to be explored from a holistic perspective, ensuring that no critical information pertaining to the topic is left untouched.

THEME-BASED CONTENT WILL INCLUDE:

- ▶ eNewsletter
- ▶ Heart Failure Beat: Healthy Living Podcast
- ▶ HFSA Blog Posts
- ▶ Social Media Posts
- ▶ Sponsor Materials External Resources
- ▶ Strategic Advertising
- ▶ Infographics
- ▶ HFSA Website content
- ▶ Social Media content for sharing
- ▶ Social Media Polls and Questions

The following is a tentative schedule.

Themes are developed with HFSA's sponsors, partners, and leadership.

Healthy Living with Heart Failure	March 2023	Diet/Nutrition/Exercise
	April 2023	Medication Management (Regimen & Costs)
	May 2023	Mental Health (Mental Health Awareness Month)
Heart Failure Management	June 2023	Heart Failure Under/Over 50
	July 2023	Pregnancy and Heart Failure
	August 2023	Patient/Provider Communication • Telehealth
Living with Related Conditions	September 2023	Cardiomyopathy • Dilated Cardiomyopathy (DCM) Includes peripartum • Hypertrophic Cardiomyopathy (HCM) • Arrhythmogenic Right Ventricular Cardiomyopathy (ARVC)
	October 2023	Amyloidosis • Primary Amyloidosis (AL) • Secondary Amyloidosis (AA) • Familial ATTR Amyloidosis • Transthyretin amyloid cardiomyopathy (ATTR-CM)
	November 2023	Diabetes and HF (American Diabetes Month)



The Future of Heart Failure Care	December 2023	Treatment Advances/ New Medications
	January 2024	Devices and Technology on the Horizon
	February 2024	Disparities in HF and HF Awareness Week
To Be Determined	March 2024	Best Resources for New Patients
	April 2024	Clinical Trials
	May 2024	Important Milestones

SUPPORT OPPORTUNITIES

Four levels of support are available for this exciting and expanded program. Sponsorship recognition for the initiative will run through May 2024. The benefits for each tier are as follows:

	PLATINUM (\$75,000)	GOLD (\$50,000)	SILVER (\$25,000)	BRONZE (\$15,000)
Podcast Ads <i>Promotion of your brand with audio ads on a podcast and in the written show notes archived on HFSA's Website*</i>	3 1 pre-roll 1 mid-roll 1 post-roll	2 1 pre-roll or mid-roll 1 post-roll	1 1 post-roll	
Blog Posts <i>Non-branded, non-promotional blog posts (approximately 250-500 words) related to theme. Posts will be promoted on social media channels and included in patient eNewsletter.**</i>	6	4	2	
Banner Ads <i>in the Heart Failure Awareness 365 eNewsletter to use throughout the calendar year.***</i>	10	8	4	2
Instagram Polls and Questions <i>Instagram (up to 4/month of which up to 2/month may be non-branded sponsored)****</i>	4	2		
Opportunity to contribute non-branded, patient education materials for distribution via social media as related to the theme	✓	✓	✓	
Collaborate with HFSA in selecting and developing content for theme	✓	✓	✓	
Prominent name and/or logo placement <i>on all printed and online material related to the program, including the Heart Failure Awareness 365 eNewsletter</i>	✓	✓	✓	✓
Announcement of partnership on HFSA Twitter account	✓	✓	✓	✓
A final report of the program metrics	✓	✓	✓	✓



*Host-read ads may be accepted as well as pre-recorded ads. Total spots available per episode: One (1) 30-second pre-roll; One (1) 30-second post-roll; One (1) 15-second mid-roll. NOTE: Ads from different sponsors may appear on same episode, as each episode has three (3) total spots available. Advertising sponsors' name and logo to appear on episode webpage in show notes, hyperlinked to designated URL. HFSA has discretion to add more than one post-roll ad opportunity to popular episodes (limited to no more than 3 post-roll ads per episode) and to limit the number of ads appearing from the same sponsor in one episode.

**Up to three (3) blog posts per month, placement based on capacity, sponsor level, and HFSA discretion

*** No more than two ads from one organization may appear within one eNewsletter. Limitation of four ads total appearing in each eNewsletter. Placement will be based on sponsor level and discretion HFSA.

**** Platinum and gold sponsors can submit non-branded questions to be asked through Instagram poll stickers and question stickers. As of February 2023, HFSA's Instagram Channel has 570+ followers. Polls and questions typically return results of 20+ responders. Timing of poll questions and final language is at the discretion of HFSA staff. Content must adhere to character counts imposed by Instagram. More details will be available in HFSA sponsored Instagram poll and question sticker guidelines.



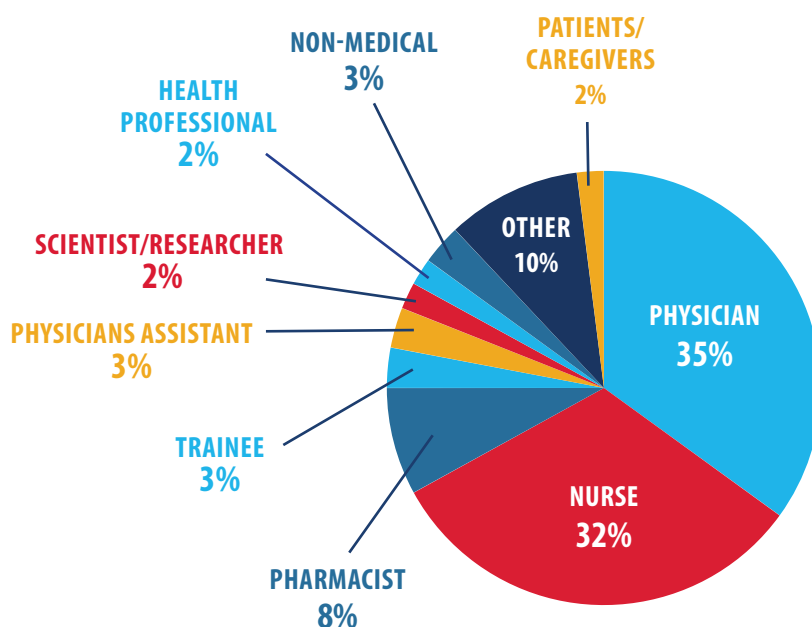
Tap into HFSA's extensive database of HF team members to promote your latest products, services, and technology or provide education on disease state awareness, new procedures or clinical trials. HFSA's Industry Perspective Program provides a platform to host recorded webinars in the HFSA Learning Center and promotes them to a targeted audience of HF specialists and/or patients and caregivers hungry for high-quality education.

INDUSTRY PARTNERS PLAN AND RECORD THE EDUCATIONAL CONTENT. HFSA PROVIDES:

- ▶ The host platform for up to two years
- ▶ Access to 3,200+ dedicated heart failure professionals and/or patients and caregivers
- ▶ Marketing deliverables such as email announcements, social media posts, and digital advertising
- ▶ Quarterly reporting of who is accessing your content in the HFSA Learning Center

HFSA's unique multidisciplinary membership assures a broad reach to HF specialists, including physicians, nurses, scientists, pharmacists, and physician assistants as well as patients and caregivers. With an extensive database of more than 2,100+ HF specialists, comprised of active and non-active members and a dedicated mailing list of more than 1,100 HF patients and caregivers, you will reach an active audience who are eager to receive the latest industry news.

In 2022, HFSA's Learning Center had a total of 7,200 active visitors. To date, the Industry Perspective Program has had more than 1,000 users since its launch.



FEES

Basic cost is \$20,000 per webinar. Discount for a series of multiple webinars within a few months can be considered upon a case-by-case basis.

HFSA SPOKE PROGRAMS

(CEUs)



ONDEMAND WEBINAR: CREDIT OFFERED: CEU AND MOC

HFSA is releasing two (2) OnDemand spoke programs on Cardiac Transplantation and MCS/Shock in 2023. These programs will feature presentations by renowned heart failure experts from the highly rated HFSA Board Certification Review 2022 program. These will target a broad audience of heart failure specialists and experts, and will be available in the HFSA Learning Center for one year.

For interest in supporting the HFSA Board Certification Review 2022 spoke programs, contact Cynthia Miranda at cmiranda@hfsa.org.



(CEUs)



HFSA is excited to announce the release of its new Heart Failure Seminars. These 60-90 minute programs will focus on a specific HF topic.* Each seminar will consist of presentations given by renowned HF experts, engaging panel discussions, and opportunities for audience participation. Developed and delivered by a multidisciplinary team of HF experts, the seminars are ideal for physicians, nurses, nurse practitioners, pharmacists, scientists, and health care professionals who specialize in or have an interest in HF. The first program will be offered in February 2023 on Ischemic and Valvular Heart Disease.

► 2023 planned seminars include: HF Devices, Iron Deficiency, and Sleep

Support for each program will be sought through unrestricted educational grants based on the topic of each program. Grant monies will be used to fund fellow attendees and defray costs associated with faculty expenses, learning materials, meeting platform and CEU requirements. Sponsors will be acknowledged in accordance with ACCME standards within the course platform.

For interest in supporting the 2023 seminars or topic ideas for 2024, please contact Cynthia Miranda at cmiranda@hfsa.org.

CEU EDUCATIONAL OPPORTUNITIES: INDUSTRY SUPPORTED PROGRAMS

HFSA provides opportunities for industry supported CEU-accredited programs throughout the year. The Heart Failure Society of America is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team. It is the policy of HFSA to ensure balance, independence, objectivity, and scientific rigor in all continuing education (CE) activities, free from the appearance of or actual conflicts of interest (COI).



Don't miss the opportunity to showcase your company's products and services and promote your brand at one of the only meetings devoted exclusively to HF.

Attendance is growing again! Last year, HFSA hosted a highly successful meeting with almost 2,700 registrants (2,300 onsite), which is building back up to its record high of 3,000 attendees in 2019.

Access to ASM Exhibits and Sponsorship Prospectuses and Applications including 2023 pricing will be posted to [HFSA's Website](#) in April.

Last year, the Industry Theaters and Exhibit Hall sold out! Be sure to reserve your space early!

If you want to get a head-start in applying, HFSA's Corporate 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.

INDUSTRY THEATERS (NO CEUS)

A convenient exhibit floor theater location allows exhibitors an opportunity to provide clinical updates and educate attendees on current therapies, disease states, products and pipeline activities while remaining close to the action. Two 60-minute theaters run concurrently during exhibit hall hours.

CONTEMPORARY FORUMS (NO CEUS)

Gives 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 60 to 90 minutes in length 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, Satellite Symposium, and poster sessions.

EXHIBIT BOOTHS (NO CEUS)

Booth assignments will be based on a combination of corporate member status, size of booth, date application is received and previous support/participation in HFSA meetings.

SPONSORSHIP AND ADVERTISING (NO CEUS)

Exceptional sponsorship opportunities to gain widespread exposure at the premier international meeting will be offered, including features from escalator runners to digital ads.

SATELLITE SYMPOSIA (CEUS)

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 2023 satellite guidelines can be found on HFSA's website [here](#) and include the schedule for the 60-90-minute programs, along with respective fee structures. Live-streaming and enduring activities based on live programs will also be available.



hfsa.org

500 N. Washington Street, #10009 | Rockville, MD 20849

(301) 312-8635