



HFSA

HEART FAILURE SOCIETY OF AMERICA

CORPORATE MEMBER OFFERINGS

ENGAGE EXPAND ELEVATE

with HF Leaders

Your Reach

Your Brand

Become an HFSA Corporate Member



January 1 – December 31, 2025

Become an HFSA Corporate Member

- ▶ Establish your company as a leader in the heart failure (HF) community
- ▶ Connect with HFSA leadership and deepen your level of engagement within this specialty area
- ▶ Year-round promotion of your brand to HFSA's membership
- ▶ Opportunities to partner and collaborate on important issues within the field of HF
- ▶ Four different membership tiers offer an array of valuable benefits, ranging from marketing deliverables like digital ads and member eBlasts to annual meeting perks

Together, we can significantly reduce the burden of HF on patients and families.

WHO IS 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

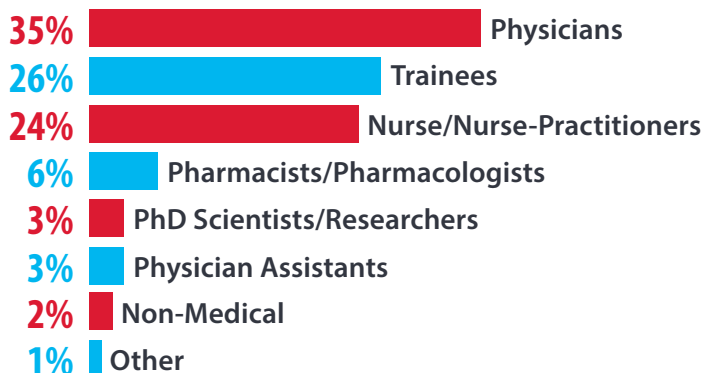
comprised of more than 5,000 members (3,300 professional members and 1,700 patients and caregivers)

SUCCESS IN 2024

A FEW HIGHLIGHTS

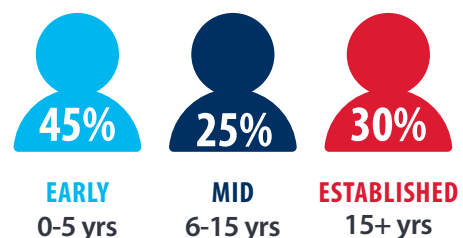
- ▶ Launched HFStats.org, an online repository for key facts and figures essential for understanding, managing and preventing heart failure, and published the **second annual HF Stats report**
- ▶ Introduced a **successful patient webinar series** to effectively educate patients and caregivers on HF including treatment and management
- ▶ Initiated the creation of a **first-ever, National HF Clinic Database**, which fills a critical void in providing accurate and current information on HF clinics around the country

Members by Profession



Members by Career Level

(for those within the medical profession)



Join HFSA now to:

- Elevate your brand
- Gain exclusive access
- Collaborate with heart failure leaders

Strategic Initiatives

Certification Recognize providers who have demonstrated advanced-level knowledge and skill in HF services

Research Be a leading resource for HF research

Education Increase innovative education opportunities for HF care providers

Data Develop an annual data report on heart failure in the United States (HF Stats)

2024 HFSA Corporate Members

GOLD LEVEL



SILVER LEVEL



BRONZE LEVEL



Contact us to join or renew today!

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2025 HFSA Corporate Member Dues and Benefits

Calendar Year: January 1 - December 31, 2025

Benefits	Gold \$66,000	Silver \$33,000	Bronze \$22,000	Intro \$11,000 <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 (AHA, ACC 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				
Complimentary individual HFSA memberships for corporate representatives	3	2	1	
NEW 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 for one month and discount to purchase additional banners (hfsa.org site averages 52,000+ views per month)	1 Banner Ad 25% Discount	15% Discount		
HFSA's Heart Failure News Weekly eNewsletter – one digital banner ad with URL and discount to purchase other opportunities like sponsored content and/or additional banners (5,200 approximate reach and 51% open rate)	1 Banner Ad 25% Discount	1 Banner Ad / 15% Discount	5% Discount	
eBlast to HFSA Members	✓	✓		
Use of HFSA Corporate Member Logo	✓	✓	✓	
Corporate member recognition with company URL on HFSA website	✓	✓	✓	✓ Non-Logo
Acknowledgement on the <i>Journal of Cardiac Failure</i> site	✓	✓	✓	✓ Non-Logo
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	✓	✓	✓	✓ Non-Logo