Sponsorship Packages and Exhibitor Prospectus
The HFSA Virtual Annual Scientific Meeting 2020
Where heart failure teams gather... virtually!

The HFSA Virtual Annual Scientific Meeting 2020 offers the latest science and research in heart failure. Featuring a robust multidisciplinary program for everyone on the heart failure team, the Virtual Annual Scientific Meeting will include many of the core elements of the popular traditional in-person meeting with some exciting twists that the virtual approach allows. Registrants will be able to participate in the meeting live as well as have access to OnDemand content after the meeting – including Virtual Exhibits and Industry Theaters!

The HFSA's Virtual Annual Scientific Meeting 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. It is the CAN'T-MISS meeting for all members of the heart failure care team, featuring a robust, team-based educational program taught by a multidisciplinary line-up of industry experts. We are excited to offer this year’s program in a virtual format so we can engage with even more members of the heart failure team!

Why You Should Sponsor or Exhibit

The HFSA Virtual Annual Scientific Meeting is the best venue to showcase your company's products and services to thousands of key thought leaders and decision-makers in the field of heart failure.

- With limited opportunities for face-to-face meetings in a world battling COVID-19, join us on our virtual platform and broaden your reach!
- The HFSA Annual Scientific Meeting is one of the industry's fastest growing symposiums with a 30% increase in attendance from 2018 to 2019, topping 3,000 registered attendees. We are expecting to reach even more heart failure professionals worldwide in a virtual format!
- The content (including Industry Theaters and Exhibits) will remain available to registered attendees for 90 days post meeting.
- The digital footprint that attendees leave behind in a virtual meeting environment will be made available to you for your sponsored Industry Theaters and your exhibit booth. We will provide metrics of your booth visitors and theater attendees after the conclusion of the meeting.
- Interact with visionary leaders in the heart failure field who are interested in keeping up with the latest treatments, technologies and products.
- Reach all members of the heart failure team, including cardiologists, CV surgeons, physicians, nurses, pharmacists, researchers, and health care administrators around the globe at this one-stop meeting.

The attendees are primarily professionals dedicated to research and clinical care of patients with heart failure. They are highly motivated and interested in keeping abreast of the latest developments and advances in the treatment and care of heart failure patients. HFSA does not collect NPI numbers of attendees.

hfsa.org/annualscientificmeeting
Overview of Sponsorship Packages

**New this year,** HFSA is offering Sponsorship Packages with benefits that will allow you to enhance your visibility, promote your brand, and broaden your reach like never before!

Exciting new engagement benefits such as:

- Logo recognition as HFSA Virtual Annual Scientific Meeting 2020 Sponsor throughout the meeting and beyond
- Timed pop-up announcements directing attendees to booths, presentations, or external URLs
- Direct access to attendees through email engagement via the platform
- Premium booth placement showcasing top tiers first

<table>
<thead>
<tr>
<th>Patron</th>
<th>$115,000</th>
<th>VIP</th>
<th>$70,000</th>
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<tbody>
<tr>
<td>Exclusive Logo Recognition on the Meeting Login Landing Page</td>
<td>Logo Featured in Sponsor Signage in Main Lobby with Link to one Exhibit Booth</td>
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<tr>
<td>Premium Logo Recognition in Main Lobby</td>
<td>Industry Theater *</td>
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<tr>
<td>Logo Featured in Sponsor Signage in Main Lobby with Link to one Exhibit Booth</td>
<td>One (1) 60-minute Industry Theater (non-CME)</td>
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<td>Industry Theater *</td>
<td>Option to purchase a second Theater for $20,000</td>
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<tr>
<td>• Two (2) 60-minute Industry Theaters (non-CME)</td>
<td>One dedicated tweet from @hfswa the day of the theater and two post-meeting tweets to promote during 90-day active period</td>
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<td>• Prime time slot</td>
<td>• Branding in Industry Theater</td>
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<tr>
<td>• One dedicated tweet from @hfswa the day of the theater and two post-meeting tweets to promote during 90-day active period</td>
<td>Three Options for Recording: “Simu-live,” fully recorded, and livestreamed (details in Industry Theater section on page 8)</td>
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<tr>
<td>• Branding in Industry Theater</td>
<td>Four (4) Pop-up Announcements (excluding CME sessions)</td>
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<tr>
<td>• Three Options for Recording: “Simu-live,” fully recorded, and livestreamed (details in Industry Theater section on page 8)</td>
<td>Three (3) In-Event Email Messages</td>
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<tr>
<td>Seven (7) Pop-up Announcements (excluding CME sessions)</td>
<td>Up to two (2) Exhibit Booths (unused booth space cannot be substituted)</td>
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<td>Five (5) In-Event Email Messages</td>
<td>• Recognition as VIP Sponsor on booth</td>
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<td>Up to two (2) Exhibit Booths (unused booth space cannot be substituted)</td>
<td>• Premium placement (booths will be placed in order of sponsorship levels highest to lowest)</td>
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<td>• Recognition as Patron Sponsor on booth</td>
<td>• Posting of up to twenty (20) videos, downloads, or URLs</td>
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<td>• Premium placement (booths will be placed in order of sponsorship levels highest to lowest)</td>
<td>• Online Chat option during Exhibit Hall Hours on Saturday and Sunday</td>
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<td>• Option to link to a customized booth developed by the sponsor on an external platform (coding and specifications must be reviewed by platform provider before final approval to ensure seamless meeting experience for attendees)</td>
<td>• Participation in gamification to draw attendance to the Exhibit Hall</td>
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<tr>
<td>• Posting of unlimited videos, downloads, and URLs</td>
<td>Metrics on booth visitors and attendees who have engaged with your brand (per GDPR excludes attendees who opt-out of receiving third-party communications)</td>
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<td>• Online Chat option during Exhibit Hall Hours on Saturday and Sunday</td>
<td>Twenty (20) complimentary corporate registrations (non-CME)</td>
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<td>• Participation in gamification to draw attendance to the Exhibit Hall</td>
<td>One (1) insert in pre-meeting email</td>
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<td>Metrics on booth visitors and attendees who have engaged with your brand (per GDPR; excludes attendees who opt-out of receiving third-party communications)</td>
<td>Verbal recognition as Patron Sponsor in President’s Welcome</td>
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<td>Thirty (30) complimentary corporate registrations (non-CME)</td>
<td>Announcement of sponsorship on HFSA Twitter account</td>
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<td>Two (2) inserts in pre-meeting email</td>
<td>VIP Sponsor Recognition in the following:</td>
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<td>Verbal recognition as Patron Sponsor in President’s Welcome</td>
<td>• Exhibit Hall Lobby</td>
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<tr>
<td>Announcement of sponsorship on HFSA Twitter account</td>
<td>• Registration Page and Email Registration Confirmation</td>
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<td>Patron Sponsor Recognition in the following:</td>
<td>• Pre-Meeting Promotional Email Blast</td>
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<tr>
<td>• Exhibit Hall Lobby</td>
<td>• Journal of Cardiac Failure ad recognizing all meeting sponsors</td>
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<tr>
<td>• Registration Page and Email Registration Confirmation</td>
<td>Journal of Cardiac Failure ad recognizing all meeting sponsors</td>
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<tr>
<td>• Pre-Meeting Promotional Email Blast</td>
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Overview of Sponsorship Packages [continued]

**Premium $30,000**

- Industry Theater *
  - One (1) 45-minute Industry Theater (non-CME)
  - Branding in Industry Theater
  - Three Options for Recording: “Simu-live,” fully recorded, and livestreamed (details in Industry Theater section on page 8)
- Two (2) Pop-up Announcements (excluding CME sessions)
- One (1) In-Event Email Message
- One (1) Exhibit Booth
  - Recognition as Premium Sponsor on booth
  - Premium placement (booths will be placed in order of sponsorship levels highest to lowest)
  - Posting of up to fifteen (15) videos, downloads, or URLs
  - Online Chat option during Exhibit Hall Hours on Saturday and Sunday
  - Participation in gamification to draw attendance to the Exhibit Hall
- Metrics on booth visitors and attendees who have engaged with your brand (per GDPR excludes attendees who opt-out of receiving third-party communications)
- Ten (10) complimentary corporate registrations (non-CME)
- Announcement of sponsorship on HFSA Twitter account
- Premium Sponsor Recognition in the following:
  - Exhibit Hall Lobby
  - Registration Page and Email Registration Confirmation
  - Pre-Meeting Promotional Email Blast
  - *Journal of Cardiac Failure* ad recognizing all meeting sponsors

**Benefactor $10,000**

- One (1) Pop-up Announcement (excluding CME sessions)
- One (1) Exhibit Booth
  - Recognition as Benefactor Sponsor on booth
  - Premium placement (booths will be placed in order of sponsorship levels highest to lowest)
  - Posting of up to twelve (12) videos, downloads, or URLs
  - Online Chat option during Exhibit Hall Hours on Saturday and Sunday
  - Participation in gamification to draw attendance to the Exhibit Hall
- Metrics on booth visitors and attendees who have engaged with your brand (per GDPR excludes attendees who opt-out of receiving third-party communications)
- Seven (7) complimentary corporate registrations (non-CME)
- Announcement of sponsorship on HFSA Twitter account
- Benefactor sponsor recognition in the following:
  - Exhibit Hall Lobby
  - Registration Page and Email Registration Confirmation
  - Pre-Meeting Promotional Email Blast
  - *Journal of Cardiac Failure* ad recognizing all meeting sponsors

*Industry Theater – At the Virtual Annual Scientific Meeting, the formerly known Industry Expert Theaters and Contemporary Forums fall under this category.*
Virtual Exhibit Hall Opportunities

The HFSA Virtual Exhibit Hall offers you the opportunity to promote your products and services to an audience comprised of all members of the heart failure care team. Virtual booths are available in two levels featuring exciting features like videos, branded banners, live chats with attendees, and more!

### Enhanced Exhibit Booth $5,000

- One (1) Exhibit Booth
- Recognition as Enhanced Exhibitor
- Enhanced Booth placement following meeting Sponsors (booths will be placed in order of sponsorship levels from highest to lowest)
- Posting of up to eight (8) videos, downloads, or URLs
- Online Chat option during Exhibit Hall Hours on Saturday and Sunday
- Participation in gamification to draw attendance to the Exhibit Hall
- Metrics on booth visitors and attendees who have engaged with your brand (per GDPR excludes attendees who opt-out of receiving third-party communications)
- Five (5) complimentary corporate registrations (non-CME)

### Basic Exhibit Booth $2,500

- One (1) Exhibit Booth
- Online Chat option during Exhibit Hall Hours on Saturday and Sunday
- Posting of up to five (5) videos, downloads, or URLs
- Participation in gamification to draw attendance to the Exhibit Hall
- Metrics on booth visitors and attendees who have engaged with your brand (per GDPR excludes attendees who opt-out of receiving third-party communications)
- Two (2) complimentary corporate registrations (non-CME)

### Standard Virtual Booth Features

- Company Description (Logo, Text - 300 characters)
- Display Panel (Welcome video, text, or images)
- Resource Panel (Videos, PDF documents, links)
- Interaction Panel (staff contacts, group video chat/private Zoom, messaging, schedule meeting)
- “Submit an Inquiry” panel
- Full analytics on booth traffic

### Virtual Exhibit Hall Hours

The Exhibit Hall will open on Wednesday, September 30, 2020, and will remain accessible throughout the full course of the meeting and for an additional 90-days post-meeting.

### Gamification

HFSA is planning several engaging and exciting activities to drive attendance to the Exhibit Hall, including a game with a leader board, prizes for most visited exhibits and prizes for longest exhibitor engagements. More information to be announced at a later date.

### Dedicated Virtual Exhibit Hall -

**Live Industry Chat Hours:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>Saturday, October 3</td>
<td>1:15 PM – 02:45 PM</td>
</tr>
<tr>
<td>Sunday, October 4</td>
<td>1:15 PM – 02:45 PM</td>
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</tbody>
</table>

Take part in live discussions with attendees during Industry Chats! During this time, attendees are encouraged to visit your virtual booth and ask questions about your products and services. You won’t want to miss out on this scheduled opportunity to connect directly with attendees. During those times, it is mandatory to be available in the chat room. During all other times, availability in the chat room is at the exhibitor’s discretion.
<table>
<thead>
<tr>
<th>DAY</th>
<th>TIMES</th>
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<tbody>
<tr>
<td>WED, SEPTEMBER 30, 2020</td>
<td>04:30 PM – 05:45 PM . . . . . . . . . . . . . Satellite Symposia, Industry Theaters</td>
</tr>
<tr>
<td>Express Day</td>
<td>06:00 PM – 08:15 PM . . . . . . . . . . . . . Scientific Sessions</td>
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<td></td>
<td>08:30 PM – 09:30 PM . . . . . . . . . . . . . Satellite Symposia, Industry Theaters</td>
</tr>
<tr>
<td>THUR, OCTOBER 1, 2020</td>
<td>04:30 PM – 05:45 PM . . . . . . . . . . . . . Satellite Symposia, Industry Theaters</td>
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<tr>
<td>Express Day</td>
<td>06:00 PM – 08:15 PM . . . . . . . . . . . . . Scientific Sessions</td>
</tr>
<tr>
<td></td>
<td>08:30 PM – 09:30 PM . . . . . . . . . . . . . Satellite Symposia, Industry Theaters</td>
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<tr>
<td>FRI, OCTOBER 2, 2020</td>
<td>04:30 PM – 05:45 PM . . . . . . . . . . . . . Satellite Symposia, Industry Theaters</td>
</tr>
<tr>
<td>Express Day</td>
<td>06:00 PM – 08:15 PM . . . . . . . . . . . . . Scientific Sessions</td>
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<tr>
<td></td>
<td>08:30 PM – 09:30 PM . . . . . . . . . . . . . Satellite Symposia, Industry Theaters</td>
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<tr>
<td>SAT, OCTOBER 3, 2020</td>
<td>10:00 AM – 11:30 AM . . . . . . . . . . . . . Scientific Sessions</td>
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<tr>
<td>Full Day</td>
<td>11:45 AM – 01:15 PM . . . . . . . . . . . . . Plenary Session and President’s Remarks</td>
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<td></td>
<td>01:15 PM – 02:45 PM . . . . . . . . . . . . . Live Virtual Exhibit Hall, Live Exhibitor &amp; Poster Chats, Satellite Symposia (01:30 – 02:45 PM)</td>
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<td></td>
<td>03:00 PM – 07:00 PM . . . . . . . . . . . . . Scientific Sessions</td>
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<tr>
<td>SUN, OCTOBER 4, 2020</td>
<td>10:00 AM – 01:15 PM . . . . . . . . . . . . . Scientific Sessions</td>
</tr>
<tr>
<td>Full Day</td>
<td>01:15 PM – 02:45 PM . . . . . . . . . . . . . Live Virtual Exhibit Hall; Live Exhibitor &amp; Poster Chats, Satellite Symposia (01:30 – 02:45 PM)</td>
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<tr>
<td></td>
<td>03:00 PM – 07:00 PM . . . . . . . . . . . . . Scientific Sessions</td>
</tr>
<tr>
<td>MON, OCTOBER 5, 2020</td>
<td>04:30 PM – 05:45 PM . . . . . . . . . . . . . Satellite Symposia, Industry Theaters</td>
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<tr>
<td>Express Day</td>
<td>06:00 PM – 08:15 PM . . . . . . . . . . . . . Scientific Sessions</td>
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<td></td>
<td>08:30 PM – 09:30 PM . . . . . . . . . . . . . Satellite Symposia, Industry Theaters</td>
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<tr>
<td>TUES, OCTOBER 6, 2020</td>
<td>04:30 PM – 05:45 PM . . . . . . . . . . . . . Satellite Symposia, Industry Theaters</td>
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<tr>
<td>Express Day</td>
<td>06:00 PM – 08:15 PM . . . . . . . . . . . . . Scientific Sessions</td>
</tr>
<tr>
<td></td>
<td>08:30 PM – 09:30 PM . . . . . . . . . . . . . Satellite Symposia, Industry Theaters</td>
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*Subject to change. Eastern Time*
Active for 90 days

We are pleased to announce that the HFSA Virtual Annual Scientific Meeting 2020 (including Industry Theaters & Exhibit Hall) will remain active for 90-days post meeting.

Important Deadlines

Below is an overview of the most important deadlines:

**Virtual Exhibit Booth:**
Deadline to provide company logo, company description, website URL, social media links, contact info, exhibit resources (videos & downloadable documents): Friday, September 11, 2020

Exhibit resources are the collateral/assets you’d like to share with your visitors at your virtual exhibit. They can be in the following formats and are limited to 120MB in size: jpg, jpeg, gif, png, txt, doc, docx, xlsx, ppt, pptx, pdf, pps, odt, ods, odp. Videos should be submitted via URL in either MP4, YouTube or Vimeo format. This process will be coordinated through the exhibit team.

**Industry Theater:**
Deadline to provide final title, description and logo: Wednesday, August 19, 2020
Deadline to provide promotional material for HFSA approval: Wednesday, August 19, 2020
Deadline to schedule recording session with MedscapeLIVE! Production team: Friday, August 21, 2020
Deadline to opt out of making Industry Theater available 90 days post meeting: Friday, Sept. 11, 2020
Deadline to provide pre-recorded link (e.g. MP4) and all materials: Friday, Sept. 11, 2020
Industry Theaters

Available Exclusively to Patron, VIP, and Premium Sponsors

Industry Theaters are non-CME educational activities which will be held in the virtual Industry Theater. They provide an opportunity for product-specific or disease-state education. All content must be approved by HFSA. The sponsor is responsible for content and gives HFSA permission to make the content available 90 days post-meeting unless otherwise specified in writing by sponsor. These theaters replace the previously known “Industry Expert Theaters” and “Contemporary Forums.”

The following are recording options:

- **“Simu-live”:** Faculty presentations are pre-recorded by client/agency or MedscapeLIVE! production team, with a live Q&A or faculty panel discussion at the end of the session. As the session is played, the audience will submit questions via text as the presenter connects to MedscapeLIVE!’s live studio. The moderator will then ask the questions that the audience submitted. The simu-live option is highly recommended to avoid technical disruptions and overtime. It allows the presenter to be recorded in advance and is broadcast as if being livestreamed, with the added benefit of the presenter connecting live into the studio for real-time Q&A.

- **Fully Recorded:** Faculty presentations are pre-recorded as described above and there is no real-time, live Q&A at the end. Presentation is broadcast as recorded during the conference. May be immediately converted to ondemand.

- **Livestreamed:** Faculty presents live in real-time streaming from their home or studio to the meeting audience. Live presentation will be cut off after scheduled time so careful planning is required with your presenters.

The Q&A is text, and the presenter can choose which questions they respond to during that time. The Q&A box may be enabled/disabled within sessions for all presentation formats.

All Industry Theater sessions (regardless of format) are professionally managed during the conference by the production and technical support team. Prior to the event, the MedscapeLIVE! production team will provide training, rehearsal, and technical support. The production team can accept video files in any standard format (like, MP4).

**Time Slots:**

Industry Theaters may coincide with another Industry Theater or Satellite Symposium.

Industry Theaters may coincide with another IT or Satellite Symposium. Times are subject to change. In the event of a time change, the sponsor will be notified immediately.

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<tr>
<th>WED</th>
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* Eastern Time

- Each Industry Theater will feature the branding of the sponsor.
- Industry Theaters will be available for viewing immediately after the presentation for 90 days post-meeting. Sponsors can elect to not have their theater available post-meeting but must notify the meeting organizer, Gudrun Echterhoff, at gudrun@gimeetings.com by September 11, 2020.
- The Q&A box can remain open for a running stream of questions, allowing the sponsor to respond throughout the 90-day period post-meeting.
- Industry Theaters can be archived for one-year in the HFSA Learning Center for an additional fee of $7,500. Archived webinars will be made available to all HFSA members and non-members to view on a complimentary basis.
- Metrics for theater attendees will be provided post-meeting.

**Promotion:**

- Theater will be listed in the primary Virtual Meeting Agenda in the main lobby and in the in the Industry Theater lobby.
- HFSA will provide one (1) pre-meeting and one (1) post-meeting e-blast (inclusive of all theaters) to all registered attendees.
- HFSA offers a one-time complimentary use of pre-registration mailing list (available after September 1, 2020). The mailing may only be conducted through a third-party mail house. List cannot be sent directly to the sponsor and will include attendee names and mailing addresses who opted-in to receive communications. Proposed copy must be approved by HFSA prior to printing. Forward requests to the meeting organizer, Gudrun Echterhoff, at gudrun@gimeetings.com.
Industry Theater Policy & Guidelines

**Content**

It is the responsibility of the sponsor to adhere to FDA regulations and all other applicable industry guidelines concerning the discussion of products and services. Companies are encouraged to check with their medical affairs/compliance staff regarding these issues.

Products displayed at the Industry Theater must meet FDA guidelines and be FDA approved. Applicants are reminded of the FDA restrictions on the promotion of investigational and pre-approved, drugs, devices and procedures. For more information visit the Guidance page on the FDA website.

Presentations may reference scientific program or poster content but should not be identical. Presentations referencing scientific session content may take place only after the relevant scientific session has occurred. HFSA reserves the right to have the scientific program chair review and approve Industry Theater content. Faculty assignments for the HFSA scientific program will take precedence over Industry Theater scheduling. HFSA reserves the right to deny an Industry Theater application if there is potential faculty overlap or if the content is in conflict with a session being developed for the scientific program.

**Speakers**

It is the responsibility of the sponsor to ensure that all individuals involved with the planning, production, and marketing of the Industry Theater are aware of and abide by the Industry Theater Guidelines. If a speaker’s presentation is similar to his or her presentation in a scientific session, the scientific session should precede the Industry Theater.

**Promotional Materials**

HFSA’s promotion of Industry Theaters is noted on page 8 and additional publicity is recommended.

Keep in mind that HFSA does not sponsor or co-sponsor Industry Theaters. Use of the HFSA name, logo or insignia on materials promoting Industry Theaters is prohibited. All materials promoting Industry Theaters should identify the industry sponsor. In addition:

- The term “scientific session” should not be used in reference to an Industry Theater.
- All materials promoting an Industry Expert Theater must include the following statement:

  *This Industry Theater presentation is not part of the scientific program as planned by the HFSA Program Committee. This event is neither sponsored by nor endorsed by HFSA. This event does not qualify for continuing education credit.*

Proposed copy must be submitted to HFSA for approval prior to printing. Please allow 10 days for review.

Distribution of approved materials from the sponsor’s virtual exhibit booth is permitted.

HFSA offers a one-time complimentary use of pre-registration mailing list (available after September 1, 2020). The mailing may only be conducted through a third-party mail house. List cannot be sent directly to the sponsor and will include attendee names and mailing addresses who opted-in to receive communications. Proposed copy must be approved by HFSA prior to printing. Forward requests to the meeting organizer, Gudrun Echterhoff, at gudrun@gmimeetings.com.

**Changes in Schedule**

HFSA reserves the right to alter the day/time if it deems a change would be in the best interest of the Annual Scientific Meeting. All changes will be communicated to Industry Theater sponsors.

**Theater Cancellation**

If sponsor cancels or defaults, the Industry Theater slot will be forfeited with no refund for payments made. Notification of applicant’s decision to cancel an Industry Theater time slot must be submitted in writing. HFSA retains the right to utilize canceled theater time slots at its discretion. No refunds will be issued for cancellations.

**General**

HFSA shall have the authority to interpret and enforce these guidelines. All matters not covered by these guidelines are subject to the decision of HFSA. All decisions so made shall be as binding on all parties as the original guidelines. The sponsor or its designated representative is responsible for knowing all guidelines. A sponsor that fails to observe these conditions or the terms of the Industry Theater guidelines may be removed from the theater without refund, and without limiting any other rights or remedies available to HFSA. These guidelines may be amended at any time by HFSA, and all amendments so made shall be binding on applicants equally with the original guidelines.

The applicant agrees to operate in strict compliance with these guidelines. HFSA reserves the right to reject, remove or prohibit any presentation in whole or in part, or any applicant, or its representative, with or without giving cause. If any sponsor is rejected for violation of these guidelines, or for any other stated reason, no refund shall be made.
Exhibitor Rules and Regulations

These rules and regulations are intended to serve the best interest of the HFSA Virtual Annual Scientific Meeting 2020, the exhibitors and the registered attendees, and to provide notice to applicants and exhibitors of governing rules and regulations. “HFSA” used herein or in subsequent rules or regulations shall mean the Heart Failure Society of America, its committees, agents or employees acting for the management of the Meeting and Exhibition.

“Exhibitor” used herein or in subsequent rules or regulations shall mean the exhibiting company and its representatives.

The HFSA Virtual Annual Scientific Meeting 2020 includes a trade show designed to provide a showcase of products and services either specifically designed for, or customarily used in, the treatment of heart failure and concomitant medical conditions or for products and services that may be of interest to its members and attendees.

Eligibility to Exhibit

HFSA reserves the exclusive and total right to control all aspects of the conduct of HFSA scientific conferences and specifically reserves the right to determine the acceptability of applications for virtual exhibit booth.

All applications must meet these criteria:

• The products or services to be exhibited are of professional or educational interest or benefit to the registrants and are, in the opinion of the HFSA, related to the field of heart failure clinical practice and research of all disciplines.
• The applicant’s goods or services to be exhibited must be in line with the HFSA's scientific or public policies, positions, and statements or guidelines. This also includes the parent or subsidiary corporation of the applicant or goods and services thereof, which must also be deemed by the HFSA to be consistent with the HFSA's scientific or public policies, positions, statements or guidelines.
• The applicant is reasonably determined by the HFSA to be highly ethical and reputable, and the goods and services to be exhibited are reasonably believed by the HFSA not to be harmful, illegal, ineffective, fraudulent or based on non-proven science.
• The applicant agrees to comply with the HFSA Rules and Regulations governing HFSA scientific conferences.
• The application and required documents must be completely and accurately filled out. Incomplete applications will not be processed. All products and/or services to be exhibited must be listed on the application.
• Only products or services approved by the HFSA may be exhibited.
• The application and required documents must be received prior to the established deadlines.
• All products marketed and promoted at HFSA scientific conferences that are regulated by the Food and Drug Administration (FDA) must meet FDA guidelines or be FDA-approved. HFSA reserves the right to deny exhibit participation of any company requesting to exhibit vitamins and supplements that are not regulated by the FDA. Exhibitors are responsible for ensuring that they are in compliance with all FDA regulations, policies, practices and guidelines, as well as any other industry guidelines pertaining to your participation at any HFSA scientific conference. The HFSA reserves the right to close exhibits should an exhibitor not be in compliance with any of these guidelines.
• The applicant must agree to the payment terms including the cancellation or lowering of sponsorship tier as defined for each HFSA scientific conference.
• Applications may be refused due to space limitations or other reasons determined by the HFSA.
• Upon submitting an application for virtual exhibit booth, the exhibitor agrees that the information contained in this prospectus and the HFSA Rules and Regulations are an integral and binding part of the exhibit space contract and that it is the responsibility of the exhibiting company to distribute information to ensure that all individuals staffing the booth are aware of the Rules and Regulations governing HFSA scientific conferences.

Interpretation of Rules and Regulations

HFSA reserves the right to and has full authority to interpret, amend, and enforce these rules and regulations. Its decisions interpreting and enforcing the rules and regulations are final. Exhibitors agree to and are required to abide by these and all rules and regulations and all amendments and modifications that may hereafter be adopted, which shall be as much a part as though originally incorporated. All issues not addressed herein are subject to the decision of the HFSA, in its sole discretion.

Compliance with Law

Each Exhibitor is required to comply with and abide by all applicable laws, ordinances, regulations, codes, and rules.

Code of Exhibit

One of the purposes of the HFSA Annual Scientific Meeting is to offer companies an opportunity to present information about products or services pertinent to the registrants’ professional interests. The determination of the suitability of conduct of an exhibitor shall be made exclusively by HFSA.
Exhibitor Rules and Regulations [continued]

**Drawing, Contests, Games**

While exhibitors shall not conduct any games, contests, lotteries, raffles or other games of chance; they may conduct drawings that do not involve the requirement of payment or consideration for the chance to play with HFSA’s prior written approval. Requests must be made no later than 60 days prior to the conference. If approval is given, the exhibitor must comply with all HFSA rules, all federal, state and local laws, and convention center rules and regulations. HFSA requires that any prize or award must be considered modest in value and that the opportunity be open to all attendees. The drawing and notification of winner is the responsibility of the exhibitor and must be drawn after the conclusion of the HFSA scientific conference.

**Giveaways**

Exhibitors are permitted to distribute giveaways in accordance with the AMA Ethical Guidelines, which state:

> “Some gifts that reflect customary practices of industry may not be consistent with the principles of medical ethics. To avoid the acceptance or distribution of inappropriate gifts, physicians should observe the following guidelines: Any gifts accepted by physicians individually should primarily entail a benefit to patients or serve an educational purpose for the physician (PhRMA and AdvaMed). Accordingly, textbooks and other gifts are appropriate if they serve a genuine educational function to the patient or physician. Cash payments should not be accepted. Individual gifts of minimal value are permissible as long as the gifts serve a genuine educational value (AMA) and are not branded (PhRMA and AdvaMed).”

No gifts should be offered or accepted that create an obligation to the physician or registrant. For example, physicians should not accept gifts if they are given in relation to the physician’s prescribing practice. Exhibitors are required to follow the legal and ethical boundaries of giveaways, including the reporting obligations of the Physician Payments Sunshine Act.

Posters (unless educational), newspapers, product literature in “unique” containers or packaging, materials or literature other than product information, novelties or any other non-cardiovascular related product is also prohibited.

Giveaways should be associated with products or services of the Exhibitor and must provide educational value to the physician or the patient.

A giveaway should not exceed a retail value of $10 (PhRMA and AdvaMed). Exhibitors are encouraged to secure HFSA approval before ordering giveaways in case an item is not approved.

**Investigational Products**

All products marketed and promoted in the Exhibit Hall that are regulated by the Food and Drug Administration (FDA) must meet all applicable FDA guidelines and/or must be FDA-approved or meet an applicable exception to the FDA approval requirements. It is the responsibility of the exhibitors to ensure adherence to FDA regulations, policies, practices and guidelines and all other applicable industry guidelines, concerning the demonstration, discussion, use and/ or display of products, technologies and/or services at the HFSA Annual Scientific Meeting.
Terms of Payment and Cancellation for Sponsorships and Exhibits

Payment and Provision in Case of Default
If any Sponsor/Exhibitor fails to pay, when due, any sum required by the Application/Contract for the virtual exhibit booth/sponsorship, or if any Sponsor/Exhibitor fails to meet any term or condition of the contract, or fails to observe and abide by these Rules & Regulations and those outlined on the Application/Contract for a virtual exhibit booth and/or sponsorship, HFSA reserves the right to terminate this contract immediately without refund of any monies previously paid. In any case, no refunds for any reason will be made after September 11, 2020.

Payment and Cancellation
Sponsors/Exhibitors may choose to be invoiced with full payment due within 30 days of issue and at least by September 1, 2020.

Sponsors/Exhibitors must make required payments for their virtual engagements by September 1, 2020. Thereafter sponsors/exhibitors are further responsible for ensuring that there are no outstanding amounts owed by them to HFSA. If payment is not received HFSA will not allow for the display of the Sponsorship/Booth Package or access to their virtual registrations.

If cancellation of booth is made on or before September 11, 2020, 65% of the fee paid will be refunded. No refunds whatsoever will be made on cancellations or requests to reduce package after September 11, 2020.

All requests for virtual engagement cancellation or package reductions, must be made in writing to mpoineili@hfsa.org.
Application for a Virtual Exhibit Booth and/or Sponsorship at HFSA 2020 Virtual Annual Scientific Meeting

Application to sponsor/exhibit September 30 – October 6, 2020 by and between ____________________________________________
Hereinafter called “Sponsor,” and Heart Failure Society of America, hereinafter called “HFSA.”

1. In accordance with the following terms, conditions and regulations governing exhibits of HFSA, the undersigned hereby makes application for a virtual exhibit booth and/or sponsorship, which application, when accepted by HFSA, becomes a contract. Terms and conditions listed in the Sponsorship and Exhibitor Prospectus are a part of this contract.

2. Costs: Select from the following sponsorships or virtual exhibit booth offerings:

   - **Patron Sponsorship (includes two 60-minute theaters and two virtual booths)** ($115,000)
     - Theater #1 will be recorded as:  [ ] Simu-Live  [ ] Fully Recorded  [ ] Livestreamed
     - Theater #2 will be recorded as:  [ ] Simu-Live  [ ] Fully Recorded  [ ] Livestreamed
     - Amount: $__________

   - **VIP Sponsorship (includes one 60-minute theater and two virtual booths)** ($70,000)
     - Theater will be recorded as:  [ ] Simu-Live  [ ] Fully Recorded  [ ] Livestreamed
     - One additional (1) 45-minute Expert Theater ($20,000)
     - Additional Theater will be recorded as:  [ ] Simu-Live  [ ] Fully Recorded  [ ] Livestreamed
     - Amount: $__________

   - **Premium Sponsorship (includes one 45-minute theater and one virtual booth)** ($30,000)
     - Theater will be recorded as:  [ ] Simu-Live  [ ] Fully Recorded  [ ] Livestreamed
     - Archive Theater in HFSA Learning Center for One Year ($7,500 each)
     - Amount: $__________

   - **Benefactor Sponsorship (includes one virtual booth)** ($10,000)
     - Amount: $__________

   - **Enhanced Exhibit Booth** ($5,000)
     - Amount: $__________

   - **Basic Exhibit Booth** ($2,500)
     - Amount: $__________

3. Industry Theaters: Please give a short description of theater(s). The final description, title, speakers is due by August 19, 2020.

4. Exhibit/Sponsor to be listed in the program as followed

   Company Name: __________________________________________________________________________________________
   Street: __________________________________________________________________________________________________
   City/State:   ________________________________________________________      Country: _____________________________

5. Please type or print clearly the name and title of the person who is authorized to sign this contract. This person will receive all future sponsor/exhibit information.

   Name: ______________________________________________________________ Title: _________________________________
   Email: ______________________________________________________________  Phone: _______________________________

6. Amount Due (total from section 2) (payment due 30 days after receipt of invoice and by September 1, 2020) . . . . . . . . . . . . $__________

   Payment may be made with VISA, MC, AMEX, check or money order. *Check or money order (in US funds drawn on a US bank) to be made payable to Heart Failure Society of America. **A 3% fee will be added to credit card payments

   Please Invoice - Sponsors/Exhibitors can elect to be invoiced with full payment due within 30 days of issue and by September 1, 2020
   Check*  [ ] Money Order*  [ ] American Express**  [ ] VISA**  [ ] MasterCard**

   Credit Card Information:    Account Number:___________________________________ Expiration Date (MM/YY): __________________
   Name of Cardholder: ________________________________________  Signature: ________________________________________

7. Signature: I have read and understand the Sponsorship Prospectus, including the Industry Theaters Guidelines and Policies and the Exhibitor Rules and Regulations, I am authorized to sign this binding agreement

   Full Name:__________________________________________  Signature:__________________________________________
   Company:__________________________________________  Address:__________________________________________
   City:__________________________  State:__________________________  Zip Code:__________________________

To reserve a sponsorship/virtual exhibit booth, please complete and return this application:

Heart Failure Society of America  •  Attn: Gudrun Echterhoff (Conference Organizer)  •  Email: gudrun@gmimeetings.com
# Sponsorship Breakdowns

<table>
<thead>
<tr>
<th></th>
<th>PATRON Sponsor</th>
<th>VIP Sponsor</th>
<th>PREMIUM Sponsor</th>
<th>BENEFACtor Sponsor</th>
<th>Enhanced Exhibitor Only</th>
<th>Basic Exhibitor Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive Logo Recognition on the Meeting Login Landing Page</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Premium Logo Recognition in Main Lobby</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo Featured w/Link to Booth in Sponsor Signage in Main Lobby</td>
<td>✓  ✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verbal Recognition in President’s Welcome</td>
<td>✓  ✓</td>
<td></td>
<td></td>
<td></td>
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</tbody>
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### Industry Theaters

<table>
<thead>
<tr>
<th>Industry Theaters</th>
<th>(2) 60 Minute Theaters</th>
<th>(1) 60 Minute Theater</th>
<th>(1) 45 Minute Theater</th>
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</thead>
<tbody>
<tr>
<td>Option to Purchase Additional Theater</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dedicated Tweets: (1) Day Of &amp; (2) Post Mtg</td>
<td>✓  ✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Branding in Theater</td>
<td>✓  ✓  ✓</td>
<td></td>
<td></td>
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<tr>
<td>Pop-up Announcements</td>
<td>7 4 2 1</td>
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<td></td>
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<tr>
<td>In-Event Email Messages</td>
<td>5 3 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Corporate Registrations</td>
<td>30 20 10 7 5 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inserts in Pre-Meeting Email</td>
<td>2 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Announcement of Sponsorship on HFSA Twitter</td>
<td>✓  ✓  ✓ ✓  ✓  ✓  ✓  ✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Metrics of Booth and Theater Visitors</td>
<td>✓  ✓  ✓  ✓  ✓  ✓  ✓  ✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Tiered Logo Sponsor Recognition

<table>
<thead>
<tr>
<th></th>
<th>Exhibit Hall Lobby</th>
<th>Registration Page and Email Registration</th>
<th>Pre-Meeting Promotional Email Blast</th>
<th>JCF Ad</th>
<th>Exhibit Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>2 2 1 1 1 1 1</td>
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</tbody>
</table>

### Exhibit Booth

<table>
<thead>
<tr>
<th></th>
<th>Option to Link to Customized Booth</th>
<th>ASM Sponsor/Booth Recognition</th>
<th>“Posting of Videos, Downloads, and URLS”</th>
<th>Online Chat Option</th>
<th>Gamification Inclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>✓</td>
<td>✓</td>
<td>Unlimited</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### Sponsorship Levels

- **PATRON:** $115,000
- **VIP:** $70,000
- **PREMIUM:** $30,000
- **BENEFACTOR:** $10,000
- **Enhanced Exhibitor:** $5,000
- **Basic Exhibitor:** $2,500

<table>
<thead>
<tr>
<th>POSTING OF VIDEOS, DOWNLOADS, AND URLS</th>
<th>Unlimited</th>
<th>20</th>
<th>15</th>
<th>12</th>
<th>8</th>
<th>5</th>
</tr>
</thead>
</table>

| Online Chat Option                      | ✓         | ✓  | ✓  | ✓  | ✓ | ✓ |
| Gamification Inclusion                 | ✓         | ✓  | ✓  | ✓  | ✓ | ✓ |
Virtual Platform

*Virtual meeting renderings subject to change
Virtual Platform [continued]

*Virtual meeting renderings subject to change
Virtual Platform [continued]

*Virtual meeting renderings subject to change
Virtual Platform [continued]

*Virtual meeting renderings subject to change