

ENGAGE WITH HEART FAILURE LEADERS

Become an HFSA Corporate Member

EXPAND YOUR REACH

ELEVATE YOUR BRAND



HFSA 2021 Corporate Member Offerings



ENGAGE. EXPAND. ELEVATE.

Become an HFSA Corporate Member

Leaders in the field of heart failure — here's your opportunity to connect and deepen your level of engagement within this specialty area.

JOIN the Heart Failure Society of America (HFSA) today!



As the number of Americans with heart failure is expected to grow to 8 million people in the next ten years, HFSA is driven by the goal to reduce the burden on patients and families.



SUCCESS in 2020!

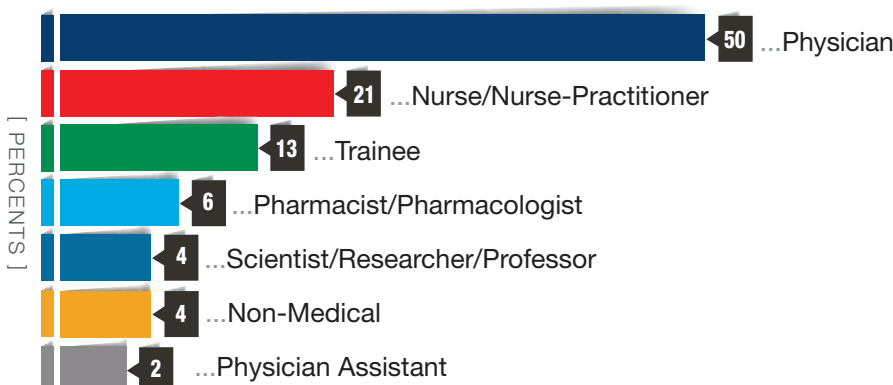
Here are a few highlights:

- Earned Joint Accreditation
- Created COVID-19 Resource Center
- Launched Patient Hub and HF Awareness 365 Campaign
- Increased Research Network to more than 100 institutions
- Hosted Virtual Annual Scientific Meeting with 2,000+ attendees, 70+ sessions and 43 industry supporters

Who is HFSA?

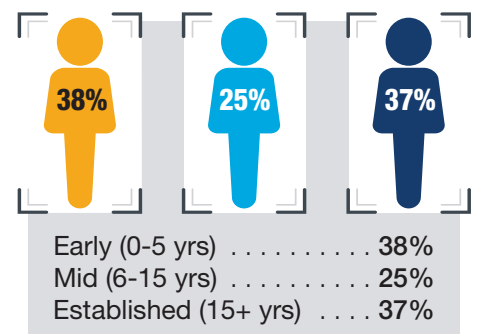
- The only organization **representing all members of the multidisciplinary heart failure team**
- A professional society **devoted exclusively to improving and expanding heart failure care through collaboration, education, research, innovation, and advocacy**
- A connection point for engagement between clinicians and patient advocates
- A robust society, **comprised of approximately 2,000 members** from 28 countries, with a strong foundation in the U.S.

Members by Profession: [PERCENTS]



Members by Career Level:

(for those within the medical profession)



2020 HFSA CORPORATE MEMBERS

Gold Level

AMGEN

Cardiology

AstraZeneca



Cytokinetics

NOVARTIS



HFSA Strategic Initiatives

• Certification

Establish a state-of-the-art certification program specifically for heart failure.

• Awareness

Increase the awareness of heart failure among the general public and key stakeholders like primary care and internal medicine physicians.

• Research

Become the leading catalyst of heart failure research.

• Education

Increase innovative education opportunities for heart failure care providers to include more regional events.

• International

Be the recognized international leader for the heart failure profession.

Silver Level

ABIOMED
Recovering hearts. Saving lives.

AKCEA
THERAPEUTICS

Alnylam
PHARMACEUTICALS

**Boehringer
Ingelheim**

Lilly

Daiichi-Sankyo

MERCK
INVENTING FOR LIFE

Bronze Level

Abbott



**Boston
Scientific**
Advancing science for life™

GETINGE

Janssen | PHARMACEUTICAL COMPANIES OF
Johnson & Johnson

Medtronic
Further, Together

MYOKARDIA

Otsuka

relypsa
A Vifor Pharma Group Company

scPharmaceuticals

Introductory Level

Eidos Therapeutics

Stealth BioTherapeutics

**ELEVATE your
brand and support
our mission by
joining HFSA.**

- Increase Your Exposure
- Obtain Exclusive Access
- Collaborate with Heart Failure Leaders

Contact Us to Join or Renew Today!

Michelle Poinelli • HFSA Development Director
301-312-8635, ext. 228 • mpoinelli@hfsa.org

2021 ANNUAL CORPORATE MEMBER DUES AND BENEFITS

Based upon calendar year

\$55,000 GOLD LEVEL

COLLABORATION WITH HFSA

- Corporate Member Meeting at HFSA Annual Scientific Meeting (4 attendees)
- Meetings with CEO & leadership to discuss the strategic vision of the Society and opportunities for collaboration and partnership (AHA or ACC or as requested)
- Option for one small focus group discussion with HFSA members
- Opportunity to collaborate with HFSA on educational programs and initiatives

▶ NEW BENEFIT

INDIVIDUAL HFSA MEMBERSHIP

- Three complimentary individual HFSA memberships for corporate representatives

MARKETING OPPORTUNITIES

- One dedicated page in the *Journal of Cardiac Failure* for the purpose of educational literature
- One complimentary use of HFSA member mailing list for distribution of educational literature or materials
- Corporate member recognition on HFSA website and in the Annual Scientific Meeting electronic program book
- Monthly acknowledgment in the *Journal of Cardiac Failure*
- Acknowledgment during plenary sessions at the Annual Scientific Meeting and Board Review Course
- Use of HFSA Corporate Member Logo

HFSA ANNUAL SCIENTIFIC MEETING (ASM) AND OTHER MEETING BENEFITS

- Complimentary 10 x 10 exhibit booth at ASM
- One complimentary table-top exhibit at the 2021 Board Certification Review Course
- One insert in the virtual bag for ASM
- Two complimentary full ASM registrations
- Early preview of HFSA ASM Support and Exhibit Opportunities Guide
- Five invitations to the HFSA President's Reception at ASM
- Complimentary 30-day access to ASM educational content

\$27,500 SILVER LEVEL

COLLABORATION WITH HFSA

- Corporate Member Meeting at HFSA Annual Scientific Meeting (2 attendees)
- Two meetings with CEO & leadership to discuss the strategic vision of the Society and opportunities for collaboration and partnership (AHA, ACC or as requested)
- Opportunity to collaborate with HFSA on educational programs and initiatives

▶ NEW BENEFIT

INDIVIDUAL HFSA MEMBERSHIP

- Two complimentary individual HFSA memberships for corporate representatives

MARKETING OPPORTUNITIES

- One complimentary use of HFSA member mailing list for distribution of educational literature or materials
- Corporate member recognition on HFSA website and Annual Scientific Meeting electronic program book
- Monthly acknowledgment in the *Journal of Cardiac Failure*
- Acknowledgment during plenary sessions at the HFSA Annual Scientific Meeting and Board Review Course
- Use of HFSA Corporate Member Logo

HFSA ANNUAL SCIENTIFIC MEETING (ASM)

- One complimentary full ASM registration
- One insert in the virtual bag for ASM
- Two invitations to the HFSA President's Reception
- Early preview of HFSA ASM Support and Exhibit Opportunities Guide
- Complimentary 30-day access to ASM educational content

\$16,500 BRONZE LEVEL

COLLABORATION WITH HFSA

- Corporate Member Meeting at HFSA Annual Scientific Meeting (1 attendee)
- One meeting with CEO & leadership to discuss the strategic vision of the Society and opportunities for collaboration and partnership (AHA, ACC or as requested)

▶ NEW BENEFIT

INDIVIDUAL HFSA MEMBERSHIP

- One complimentary individual HFSA membership for a corporate representative

MARKETING OPPORTUNITIES

- Corporate member recognition on HFSA website and Annual Scientific Meeting electronic program book
- Monthly acknowledgment in the *Journal of Cardiac Failure*
- Acknowledgment during plenary sessions at the Annual Scientific Meeting and Board Review Course
- Use of HFSA Corporate Member Logo

\$8,275 Introductory Level

Only available for the first-time members for one year

COLLABORATION WITH HFSA

- Corporate Member Meeting at HFSA Annual Scientific Meeting (1 attendee)
- One meeting with CEO & leadership to discuss the strategic vision of the Society and opportunities for collaboration and partnership (AHA, ACC or as requested)

MARKETING OPPORTUNITIES

- Corporate member recognition (non-logo) on HFSA website and Annual Scientific Meeting electronic program book
- Monthly acknowledgment (non-logo) in the *Journal of Cardiac Failure*
- Acknowledgment during plenary sessions at the Annual Scientific Meeting and Board Review Course



9211 Corporate Blvd., Suite 270, Rockville, MD 20850
301-312-8625 • www.hfsa.org • @hfsa

Become an HFSA Corporate Member