

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!

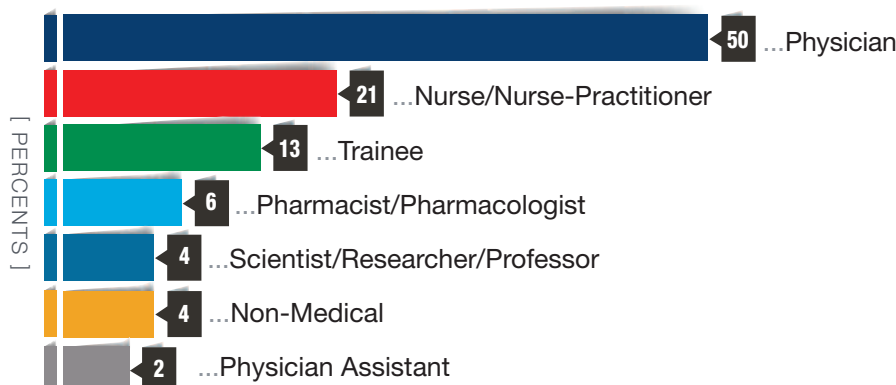
Here are a few highlights:

- 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?

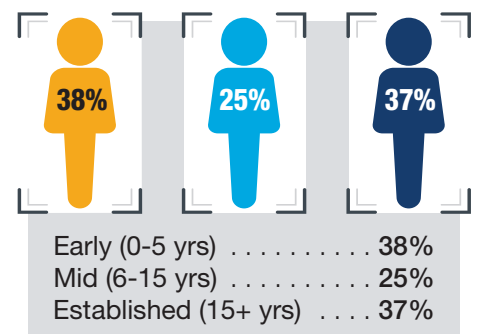
- The only organization **representing all members of the multidisciplinary heart failure team**
- A professional society **devoted exclusively to improving and expanding heart failure care through collaboration, education, research, innovation, and advocacy**
- A connection point for engagement between 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!**

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# 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



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