2021 HFSA SPONSORSHIP Opportunities
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*As of March 10, 2021. Subject to change.*
DEAR PROSPECTIVE SUPPORTER:

As we start a new year, the Heart Failure Society of America (HFSA) is excited to unveil its Sponsorship, Support and Exhibiting Opportunities for 2021.

The wide array of opportunities provides industry partners the ability to actively support the field of heart failure care and treatment as well as year-round visibility to heart failure care professionals and patients through targeted activities and events.

HFSA is a professional society devoted exclusively to improving and expanding heart failure care through collaboration, education, research, innovation, and advocacy. Its unique in that it’s the only organization representing all members of the multidisciplinary heart failure team, which includes physicians, nurses, scientists, professors, pharmacists, physician assistants, and its newest membership category – patients and caregivers. We serve as the connection point for engagement between industry, clinicians and patient advocates.

With more than 6 million Americans diagnosed with heart failure and half of them expected to die within five years, HFSA is driven by the primary goal of reducing the burden of heart failure on patients and families worldwide. The following are sponsorship opportunities offered in 2021 to help us accomplish this mission.

Take time now to carefully review these opportunities to maximize your company’s visibility in 2021! Please contact Michelle Poinelli, HFSA Director of Development, at 301.312.8635 or mpoinelli@hfsa.org, for additional information.

We welcome support and collaboration from the heart failure community, and we look forward to assisting you in achieving your marketing goals.

Best Regards,

John D. Barnes, CEO

Heart Failure Society of America
For all sponsoring and exhibiting inquiries, or to reserve an opportunity, contact:

Michelle Poinelli
**HFSA Director of Development**
Heart Failure Society of America (HFSA)
T: +1 301-312-8635 or mpoinelli@hfsa.org
Corporate membership in HFSA 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 heart failure through education, research, advocacy and innovation. HFSA's corporate members play a valuable role in helping the society advance its mission and allows us to partner on important issues within the heart failure community.

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

**$55,000 – Gold-Level**

**COLLABORATION WITH HFSA**

- Corporate Member Meeting at HFSA Annual Scientific Meeting (ASM) (4 attendees)
- Meetings with CEO and leadership to discuss the strategic vision of the society and opportunities for collaboration and partnership (AHA 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 logo recognition on HFSA website and in the ASM electronic program book
- Monthly acknowledgment in the *Journal of Cardiac Failure*
- Acknowledgment during plenary sessions at all HFSA educational meetings including ASM and HFSA Virtual Board Certification Review 2021
- Use of HFSA Corporate Member Logo

**HFSA ASM AND OTHER MEETING BENEFITS:**

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

**$27,500 – Silver-Level**

**COLLABORATION WITH HFSA**

- Corporate Member Meeting at HFSA Annual Scientific Meeting (ASM) (2 attendees)
- Two meetings with CEO and leadership to discuss the strategic vision of the society and opportunities for collaboration and partnership (AHA 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

[Silver Level Benefits on following page]
ANNUAL CORPORATE Membership (No CEUs)

[Continued] $27,500 — Silver-Level

MARKETING OPPORTUNITIES

- One complimentary use of HFSA member mailing list for distribution of educational literature or materials
- Corporate member logo recognition on HFSA website and in the ASM electronic program book
- Monthly acknowledgment in the Journal of Cardiac Failure
- Acknowledgment during plenary sessions at all HFSA educational meetings including ASM and HFSA Virtual Board Certification Review 2021
- Use of HFSA Corporate Member Logo

HFSA ASM BENEFITS

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

$16,500 — Bronze-Level

COLLABORATION WITH HFSA

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

NEW BENEFIT – INDIVIDUAL HFSA MEMBERSHIP

- One complimentary individual HFSA membership for a corporate representative

MARKETING OPPORTUNITIES

- Corporate member logo recognition on HFSA website and in the ASM electronic program book
- Monthly acknowledgment in the Journal of Cardiac Failure
- Acknowledgment during plenary sessions at all HFSA educational meetings including ASM and HFSA Virtual Board Certification Review 2021
- Use of HFSA Corporate Member Logo

$8,275 Introductory Level

*Only available for first-time members for one year*

COLLABORATION WITH HFSA

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

MARKETING OPPORTUNITIES

- Corporate member recognition (non-logo) on HFSA website and in the Annual Scientific Meeting electronic program book
- Acknowledgment during plenary sessions at all HFSA educational meetings including the Annual Scientific Meeting and HFSA Virtual Board Certification Review 2021
Heart Failure Patient and 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 heart failure experts.

For the past two years, HFSA has hosted a completely reimagined and highly successful Patient and Caregiver Day. In 2019 it was held in conjunction with HFSA's Annual Scientific Meeting in Philadelphia, PA, and in 2020 it was hosted on a virtual platform and promoted internationally.

The objectives of this annual event are to:

- Provide easy-to-understand and engaging patient education on all aspects of heart failure treatment and management,
- Help patients and caregivers understand heart failure and empower them to discuss management and treatment options with their healthcare provider, and
- Encourage patients to utilize resources available to them in their community that offer support and encouragement in the management of heart failure.

More than 250 registered for the 2020 virtual event with 140 unique attendees participating. The reach was further expanded as the virtual site remained active for 90 days and then the educational sessions archived in HFSA's Learning Center for patients and caregivers to access on-demand at no-charge. The event featured three sections:

- Highlights from the HFSA 2020 ASM, including updates on clinical trials update, and COVID-19.
- Living with Heart Failure, focusing on virtual visits, advocating for yourself, cost of care, and mental health.
- Interactive Breakout Sessions, allowing for interaction on specific topics like being newly diagnosed; advanced therapies such as LVAD and transplant; keeping a sound mind and body; managing diabetes and other co-morbidities; and a closer look at research and clinical trials.

Planning is already underway for 2021 for a hybrid event bridging in-person and virtual participation as well as on-demand options. HFSA will continue to partner with patient organizations and allow them the opportunity to share their educational materials. Sponsorship opportunities also allow our industry partners more participation and access via four-tiered support levels. The following is a listing of the tiers and possible benefits, which may be revised as the event planning evolves:

[Sponsorship levels described on following page]

The following sponsorship benefits are draft and may be revised as the event planning evolves.
PATIENT AND CAREGIVER DAY (No CEUs)

[Continued]

**Platinum-Level - $75,000**
- Opportunity to be a Named Sponsor of Two (2) Break-Out Sessions (sessions can have multiple sponsors) (in-person and virtual)
- Verbal Recognition as Platinum Sponsor in Welcome Remarks (in-person and virtual)
- Logo Recognition as Platinum Sponsor on Welcome Page (virtual)
- Announcement of Platinum Sponsorship on HFSA Twitter Account
- Logo inclusion on HFSA branded attendee bag (in-person)
- Three (3) inserts for the in-person and/or virtual meeting bag (Artwork must be approved by HFSA) (in-person and virtual) Printing and shipping are the responsibility of the sponsor (in-person)
- Seven (7) invitations for sponsor representatives to attend
- Table-top exhibit in the designated Patient and Caregiver Day registration area (in-person) or resource page (virtual)
- Pre-Meeting Slide to play in continuous loop with other promotional materials before the meeting starts and breaks (Artwork must be approved by HFSA) (in-person and virtual)
- Tiered logo recognition on all printed and online materials related to the program, including the HFSA website, social media channels and all program communication (in-person and virtual)

**Gold-Level - $50,000**
- Opportunity to be Named Sponsor of One (1) Break-Out Session (session can have multiple sponsors) (in-person and virtual)
- Verbal Recognition as Gold Sponsor in Welcome Remarks (in-person and virtual)
- Logo Recognition as Gold Sponsor on Welcome Page (virtual)
- Announcement of Gold sponsorship on HFSA Twitter Account
- Two (2) inserts for the in-person and/or virtual meeting bag (Artwork must be approved by HFSA) (in-person and virtual) Printing and shipping are the responsibility of the sponsor (in-person)
- Five (5) invitations for sponsor representatives to attend
- Table-top exhibit in the designated Patient and Caregiver Day registration area (in-person) or resource page (virtual)
- Pre-Meeting Slide to play in continuous loop with other promotional materials before the meeting starts and breaks (Artwork must be approved by HFSA) (in-person and virtual)
- Tiered logo recognition on all printed and online materials related to the program, including the HFSA website, social media channels and all program communication (in-person and virtual)

**Silver-Level - $25,000**
- One insert for the in-person and/or virtual meeting bag (Artwork must be approved by HFSA) (in-person and virtual) Printing and shipping are the responsibility of the sponsor (in-person)
- Three (3) invitations for sponsor representatives to attend
- Table-top exhibit in the designated Patient and Caregiver Day registration area (in-person) or resource page (virtual)
- Pre-Meeting Slide to play in continuous loop with other promotional materials before the meeting starts and breaks (Artwork must be approved by HFSA) (in-person and virtual)
- Announcement of Silver sponsorship on HFSA Twitter Account
- Tiered logo recognition on all printed and online materials related to the program, including the HFSA website, social media channels and all program communication (in-person and virtual)

**Bronze Level - $15,000**
- Announcement of Bronze sponsorship on HFSA Twitter Account
- One (1) invitation for sponsor representative to attend
- Tiered logo recognition on all printed and online materials related to the program, including the HFSA website, social media channels and all program communication (in-person and virtual)
HEART FAILURE AWARENESS 365 Initiative (No CEUs)

Monthly: March-February

Given the growing number of people being diagnosed with heart failure, HFSA expanded its multi-faceted awareness initiative beyond Heart Failure Awareness Week, into a year-round effort. The awareness initiative is communications-focused and aims to reach more than 9.5 million patients, caregivers, healthcare professionals, and the general public. It promotes heart failure awareness, patient education, and heart failure prevention. The monthly campaigns highlight different themes and feature:

- eNewsletter pulling together the content from all sources mentioned below to be distributed to patients and caregivers each month
- Heart Failure Beat: Healthy Living Podcast Episode
- HFSA Blog Posts
- Social Media Posts
- Sponsor Materials External Resources
- Strategic Advertising
- Infographics
- HFSA Website
- Social media sharing and promoters

Themes will be developed with HFSA's sponsors, partners, and leadership. The following is a tentative schedule for 2021.

**JANUARY:** Clinical Trials

**FEBRUARY:** Heart Failure Awareness Week / Month – no individual theme

**MARCH:** COVID-19, Virtual Visits, and HF – one year later

**APRIL:** Psychological Aspects of Heart Failure - Mental, emotional and spiritual health around diagnosis, transplant, palliative care, etc.

**MAY:** Costs of Care: Minimizing Financial Hardships

**JUNE:** Heart Failure Across Gender, Age, Race, and Ethnicities

**JULY:** Treatment Plans, Medications, and Cardiac Rehabilitation

**AUGUST:** Managing Diabetes and other co-morbidities

**SEPTEMBER:** The Best Resources for New HF Patients: A patient’s care team, patient advocacy groups, etc. (Heart Failure Patient and Caregiver Day)

**OCTOBER:** Tech in Heart Failure: Wearables, Mechanical Devices (LVAD), Implantable Devices, and Remote Monitoring

**NOVEMBER:** Rare Diseases Education and Awareness

**DECEMBER:** Flashback: Highlights from HFA365 2021
HEART FAILURE AWARENESS 365 Initiative (No CEUs)

[Continued]

Four levels of support are available for this exciting expanded program. Sponsor benefits range from collaboration with HFSA in selecting and developing the content for the monthly themes to audio ads for the podcasts. All sponsors will receive recognition in this highly visible campaign through print and online materials. Sponsorship recognition for the 2021 initiative will run March 2021 through February 2022.

Platinum Level - $75,000

- Promotion of your brand with four live 30-second audio ads (two pre-roll and two-post roll) on a podcast and in the written show notes on the podcast page on HFSA’s Website
- Up to four non-branded, non-promotional blog posts to use throughout the calendar year (approximately 250-500 words) related to a monthly theme* Two posts maximum in one month
- Up to two non-branded Sponsored Content articles included in one or two issues of the Heart Failure Awareness 365 eNewsletter.* Articles may be hosted on organization’s website and thus, open to varying lengths
- Up to six banner ads in the Heart Failure Awareness 365 eNewsletter to use throughout the calendar year.* 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 of HFSA.
- Opportunity to contribute non-branded, patient-education materials for distribution via social media as related to the monthly theme*
- Collaborate with HFSA in selecting and developing content for a monthly theme
- Prominent name and/or logo placement on all printed and online material related to the program, including the monthly Heart Failure Awareness 365 eNewsletter
- Announcement of partnership on HFSA Twitter account
- Sponsor recognition on the HFSA website, social media channels and all program communication
- A final report of the program metrics

[Sponsorship levels continued on following page]
HEART FAILURE AWARENESS 365 Initiative (No CEUs)

[Continued]

Gold Level - $50,000

- Promotion of your brand with two live 30-second audio ads (one pre-roll and one-post roll) on a podcast and in the written show notes on the podcast page on HFSA's Website
- Up to two non-branded, non-promotional blog posts (approximately 250-500 words) related to a monthly theme*
- One non-branded Sponsored Content in one issue of the Heart Failure Awareness 365 eNewsletter* Articles may be hosted on organization's website and thus, open to varying lengths
- Up to four banner ads in the Heart Failure Awareness 365 eNewsletter to use throughout the calendar year* 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 of HFSA.
- Opportunity to contribute non-branded, patient-education materials via social media as related to the monthly theme*
- Collaborate with HFSA in selecting and developing content for a monthly theme
- Prominent name and/or logo placement on all printed and online materials related to the program, including the monthly Heart Failure Awareness 365 Newsletter
- Announcement of partnership on HFSA Twitter account
- Sponsor recognition on the HFSA website, social media channels and all program communication
- A final report of the program metrics

Silver Level - $25,000

- Promotion of your brand with one live 30-second post-roll audio ad on a podcast and in the written show notes on the podcast page on HFSA's Website.
- One non-branded, non-promotional blog post (approximately 250-500 words) related to a monthly theme*
- Two banner ads in the Heart Failure Awareness 365 newsletter eNewsletter throughout the calendar year* 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 of HFSA.
- Opportunity to contribute non-branded, patient-education materials for distribution via social media as related to the monthly theme*
- Collaborate with HFSA in selecting and developing content for a monthly theme
- Prominent name and/or logo placement on all printed and online materials related to the program, including the monthly Heart Failure Awareness 365 eNewsletter
- Announcement of partnership on HFSA Twitter account
- Sponsor recognition on the HFSA website, social media channels and all program communication
- A final report of the program metrics

Bronze Level - $15,000

- Prominent name and logo placement on all printed and online materials related to the program.
- Sponsor recognition on the HFSA website, social media channels and all program communication.
- A final report of the program metrics

Lower support levels will be accepted and will receive name recognition on printed materials.

* HFSA reserves the right to have final approval of all content
The HFSA Virtual Board Certification Review 2021 will build upon the 2020 course, featuring pertinent presentations from 2020 PLUS new updates and additional content for attendees. The course will feature questions and answer periods with faculty for attendees to drive the discussion according to their most pressing clinical challenges, live faculty panel discussions, an updated 2021 reading list for additional references regarding guideline and evidence-based therapy, and a new and rejuvenated question bank.

The 2021 course will continue to be based on the ABIM content blueprint for the certification and recertification examination in Advanced Heart Failure and Transplant Cardiology. This virtual course has been designed based on the competencies identified with practice in the area of AHFTC which include epidemiology, causes and management of patients with heart failure, management of hospitalized patients, management of comorbidities, cardiac surgery in heart failure, medical management of the heart transplant patient and patients with mechanical circulatory support, and evaluation and management of patients with pulmonary arterial hypertension.

This activity will be comprised of renowned HF experts presenting curriculum tailored to the ABIM examination through concise didactic presentations, case studies, and faculty discussions. An audience response system (ARS) will be utilized within the platform to deliver ABIM style questions in designated session time.

The course is expected to draw an audience of 125 + physicians who plan to take the ABIM AHFTC initial board certification or re-certification exam. This course also draws additional physicians and others on the HF team who are looking for a comprehensive update. More information will be available Spring 2021 and posted on HFSA’s website.

**CEU Educational Support Opportunities**

Support through unrestricted educational grants will be used to fund fellow attendees and defray costs associated with faculty expenses, learning materials, meetings room and CEU requirements. Food and beverage provided to attendees will be paid for out of attendee registration fees, not funds from company support. Sponsors will be acknowledged in accordance with ACCME standards within the course materials, on program signage and at the podium.

**GRANT SUPPORT LEVELS:**

- $5,000 - $50,000 based on unrestricted educational grant request
HFSA HEART FAILURE EDUCATIONAL NETWORK

Targeted Education (CEU Educational Support)

HFSA currently endorses a number of local or regional HF courses meeting certain criteria. These courses constitute an informal network of HF education for cardiologists, primary care physicians, nurse practitioners, pharmacists, and other health professionals throughout the US. HFSA proposes to formalize this network in order to share educational resources and provide targeted HF education. HFSA Endorsement criteria can be found here.

Through this network HFSA works to obtain educational grants to provide education on a specific HF topic. Once a grant is secured, HFSA will develop a dedicated resource center and further collaborate with participating member institutions to incorporate a presentation on that topic—identifying speakers, collecting disclosure information, developing slides and supporting materials. Member institutions will have the opportunity to include targeted education in their courses, pending review and approval of their planning committees. Member institutions will provide the credit, as they currently do. HFSA will cover all speaker expenses and provide a grant to each program to offset marketing and other course-related expenses, excluding food. Evaluation data from each course will be pooled and analyzed by HFSA and returned in aggregate to HFEN members for comparison purposes.

These regional opportunities are tailored to specific HF topics as identified annually though the HFSA Education Committee. Support levels vary and are dependent upon number of endorsed programs participating in the targeted educational topic. If you are interested in learning more about the HF educational network for targeted education, please contact Jaime Abreu at jabreu@hfsa.org.
HEART FAILURE SOCIETY OF AMERICA 2021 HFSA SPONSORSHIP OPPORTUNITIES

VIRTUAL MEETING SERIES (CEU & No CEUs Opportunities)

HFSA is excited to announce the release of the HFSA Virtual Meeting Series. The Virtual Meeting Series consists of four (4) half-day programs each focusing on a specific HF topic.* Each Virtual Meeting Series Program will consist of presentations given by renowned heart failure experts, engaging panel discussions, and opportunities for audience participation.

The Virtual Meeting Series is developed and delivered by a multidisciplinary team of heart failure experts. The series is ideal for physicians, nurses, nurse practitioners, pharmacists, scientists, and health care professionals who specialize or have an interest in heart failure.

More information regarding the Virtual Meeting Series will be available soon on the HFSA website.

*Topics currently being vetted include (but not limited to): surgery, LVADS, pulmonary hypertensions, electrophysiology in heart failure and interventional cardiology.

CEU Educational Support Opportunities

Support for each program will be sought through unrestricted educational grants based on the topic of each program. Unrestricted educational grants 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.

No CEUs Support Opportunities

Opportunities for industry supported virtual presentations may be available depending each Virtual Meeting Series program. These industry presentations are deemed promotional and cannot provide CEU credit. Industry supported presentations are required to be based on topic of program. More information regarding industry supported virtual presentations will be available as topics are finalized for each program.

CEU WEBINARS (CEU Educational Support)

HFSA was excited to announce the release of a new Learning Management System (LMS) last year. This directly expands HFSA’s ability to offer high quality and timely heart failure education through a “smart” platform with enhanced distribution channels targeted toward a variety of learners that makeup the HF care team, including primary care providers both domestically and globally. It is HFSA’s goal to enhance adoption and adherence of heart failure guidelines and evidence-based therapies with the ultimate goal of changing patient outcomes with new webinars and enduring activities.

Support for these programs will be sought through unrestricted educational grants on a program basis.
INDUSTRY PERSPECTIVE PROGRAM (No CEUs)

Tap into HFSA’s extensive database of heart failure 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 its new state-of-art Learning Center and promotes them to a targeted audience of heart failure 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 5500+ 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’s Learning Center

HFSA’s unique multi-disciplinary membership assures a broad reach to heart failure specialists, including physicians, nurses, scientists, pharmacists, and physician assistants as well as patients and caregivers. With an extensive database of more than 5500+ heart failure specialists, comprised of active and non-active members and a dedicated mailing list of more than 500 heart failure patients and caregivers, you will reach an active audience who are eager to receive the latest industry news.

**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.
The Optimal Medical Therapy in Heart Failure (OMT-HF) Certificate Program is a sophisticated, engaging, and accreditation-ready certificate program for non-heart failure (HF) specialist healthcare providers who prescribe and routinely manage heart failure medications.

The certificate program is being developed following a needs analysis conducted last year, which identified one of the primary reasons that heart failure as a clinical syndrome is not managed optimally is a failure to fully utilize available pharmaceutical therapy and titrate medications to optimal levels. Since non-heart failure specialists manage most of the ongoing care of patients with heart failure, it’s essential to provide them with the core knowledge, competencies and expertise necessary to deliver and evaluate guideline-directed medical therapy to these patients. The program will target the providers who prescribe medications for heart failure: physicians, physician assistants, nurse practitioners, and PharmDs with prescribing privileges.

HFSA seeks support from multiple industry partners to help develop an Optimal Medical Therapy in Heart Failure (OMT-HF) Certificate Program that will enable the clinician to deploy optimal guideline-directed medical therapy to patients and take a self-assessment of their knowledge and subsequent performance metrics. Upon completion of the OMT-HF Certificate Program, the clinician will have the core knowledge, competencies and expertise necessary to provide and evaluate guideline-directed medical therapy for patients with heart failure and reduced ejection fraction.

In the inaugural year of the OMT-HF certificate program, supporters will receive the following recognition:

- **Industry Partners - $50,000**
  - Logo Recognition
- **Industry Supporters - $25,000**
  - Non-logo Recognition

All corporate supporters will be sent a final report in March 2022. Additionally, Industry Partner supporters will have an opportunity to meet with HFSA leadership to discuss the results.
HFSA ANNUAL SCIENTIFIC Meeting 2021
(CEU & No CEUs Opportunities Available)

September 10-13, 2021 • Gaylord Rockies • Denver, CO

HFSA grew its ASM attendance by 30% breaking a record with approximately 3,000 attending its last in-person meeting in 2019 and more than 2,000 registered for its virtual 2020 ASM. In 2021, HFSA is excited to host a hybrid event expanding its reach and maximizing participation with options to attend in-person and virtually.

Don’t miss the opportunity to showcase your company’s products and services and promote your brand at one of the fastest-growing meetings devoted exclusively to heart failure. Industry Expert Theaters and Contemporary Forums sold out for the past two years. Be sure to submit your applications early to secure your space!

The 2021 ASM Sponsorship Opportunities Prospectus and Application will be available in April, including a complete list of in-person and virtual sponsorships. If you want to get a head-start in applying, HFSA’s 2021 Corporate Gold and Silver Members receive an early preview. If you haven’t checked out all the corporate member benefits, please be sure to do so now on pages 3-4.

Exhibits

EXHIBIT BOOTHS

Booths are in 10’ x 10’ increments.

| $37.50/sq ft | . . By June 30, 2021 | $40/sq ft | . . . . After June 30, 2021 |

Exhibit rates includes:
- 7” x 44” booth identification sign
- Aisle carpet cleaned daily
- Use of rented floor space
- Exhibitor Hall lighting, air conditioning, heat, perimeter security
- Pipe and show-color drape for in-line booth
- Exhibit service kit
- Access to final digital program book
- Listing in the final digital program book
- Up to 5 complimentary exhibitor registrations per 10x10 booth
- Includes access to scientific sessions (non-CEU), an additional 5 badges are available for $150* each

Booth assignments will be based on a combination of corporate member status, date application is received, size of booth and previous support/participation in HFSA meetings.
HFSA ANNUAL SCIENTIFIC Meeting
(CEU & No CEUs Opportunities Available)

[Continued]

No CEUs Educational Opportunities

INDUSTRY EXPERT THEATERS

A convenient exhibit floor theater location allows industry experts an opportunity to provide clinical updates and educate attendees on current therapies, disease states, products and pipeline activities while remaining close to the action in the exhibit hall. These promotional presentations are formatted for learning and a great way to provide a higher level of interaction and engagement of professional attendees.

Theaters are non-CEU educational activities and provide an opportunity for product-specific education. Only exhibitors are eligible to conduct an Industry Expert Theater. Two theaters will be running simultaneously in the exhibit hall. A total of eight (8) theaters will be available to purchase. Specific days and times will be noted on the application as well as options to add recording services to stream for virtual audience and on-demand access in HFSA Learning Center.

Industry Expert Theater Fee: $27,000 and includes:
- 60 minutes
- Theater seating up to 150 in a dedicated space in the exhibit hall
- Audiovisual (up to 4 microphones for presenter, panelists, audience questions)
- LCD projector
- 9 x 12 screen
- Sound system
- Laser pointer
- AV technician
- Stage, podium
- Electrical drop
- Sound and lighting
- Two (2) lead retrieval scanners. Sponsor to provide staff to scan attendee badges

In addition, HFSA provides publicity via the following:
- Signage outside the exhibit hall
- A one-page listing (text inserted in the electronic program booklet)
- An email blast to registrants inclusive of all exhibit hall events
- Slide reminders in the scientific session

Food and beverage can be ordered directly through the Gaylord Rockies at an additional cost.

*Seating capacity may change based upon social distancing guidelines

[Non-CEU Educational Opportunities continued on following page]
HFSA ANNUAL SCIENTIFIC Meeting
(CEU & No CEUs Opportunities Available)

[Continued]

CONTEMPORARY FORUMS

Four (4) Contemporary Forums are planned for 2021, giving 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 90 to 60 minutes in length and formatted for non-CEU learning 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 or Satellite Symposium. The specific days and times that these forums will be offered will be included in the application as well as options to add recording services to stream for virtual audience and ondemand access in HFSA Learning Center.

Industry Contemporary Forum Fee: $32,000 and includes:
- Forum/Classroom seating for up to 250* in a designated session room utilizing standard HFSA room set (combination of classroom, theater, rounds and standing tables)
- Audiovisual (up to 4 microphones for presenter, panelists, audience questions)
- Front (direct) projection
- Lectern laptop for speaker
- Projection screen
- Confidence Monitor
- Lectern or lavaliere microphone for speakers
- Panel table microphones
- Riser/staging for up to 6 presenters
- Standing aisle microphones
- Speaker timer
- Lighting and sound technician

Live-streaming and OnDemand options for live contemporary forums will also be available.

In addition, HFSA provides publicity via the following:
- Inclusion of an announcement regarding the forum in the official virtual meeting bag (graphics to be approved by HFSA)
- Signage outside the meeting area
- Listing in the electronic program booklet, in the attendee mobile app and on the HFSA conference website
- Email blast to registrants
- Slide reminders in the scientific sessions

Food and beverage can be ordered directly through Gaylord Rockies at an additional cost.

*Seating capacity may change based upon social distancing guidelines
HFSA ANNUAL SCIENTIFIC Meeting
(CEU & No CEU Opportunities Available)

[Continued]

CEU Educational Opportunities – Industry Supported Programs

The Heart Failure Society of America (HFSA) provides opportunities for industry supported CEU-accredited symposia and workshops to be held at HFSA’s 2021 Annual Scientific Meeting. There is no fee to attend these programs; however, attendees must be registered for the HFSA Annual Scientific Meeting. 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).

SATELLITE SYMPOSIA

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 2021 satellite guidelines will be released in April 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 works with various medical educational partners to develop full programs for unrestricted educational grant submissions.

HFSA will provide physician and nurse CEU credit and oversee compliance with all accreditation guidelines and HFSA satellite guidelines for all satellite symposia held during the Annual Scientific Meeting. Support for these programs will be sought through unrestricted educational grants on an individual program basis.

HANDS-ON WORKSHOPS (CEU)

Designed by the HFSA Early Career and ASM Program Committees, these workshops are intended for cardiologists, particularly those in early career. Examples of recent hands-on workshops include:

- Troubleshooting Durable LVAD
- Structural Interventions
- Cardiogenic Shock
- Remote Monitoring
- Hemodynamics
- CPET Basics
- CRT

These highly popular sessions typically combine brief didactic and small group case-based presentations with rotations on devices or medical equipment. They are limited to 50-150 participants, depending educational design in order to promote interaction and maximize the effectiveness of the hands-on portion experience. In addition to financial support, many of the Hands-On Workshops require in-kind support of equipment that will be used as part of the workshop.

Specific agendas, faculty and CEU information will be available by June 1. Sponsors will be acknowledged in course materials and in the ASM electronic program book.

*Seating capacity may change based upon social distancing guidelines*
If you should have any questions regarding sponsorship opportunities, please contact Michelle Poinelli at 301-312-8635, ext. 228 or mpoinelli@hfsa.org.