



CORPORATE MEMBER OFFERINGS

Become an HFSA Corporate Member

Engage With Heart Failure Leaders.

Expand Your Reach. Elevate Your Brand.



HFSA



HEART FAILURE SOCIETY OF AMERICA



**ENGAGE.
EXPAND.
ELEVATE.**

Become an HFSA Corporate Member

Leaders in the field of heart failure (HF) — 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!



In less than 10 years, the number of American with HF is expected to grow to 8 million and the risk of developing HF is projected to be one and five at 40 years of age. As more people are being impacted by HF, HFSA is driven by the goal to reduce the burden on patients and families.

WHO IS HFSA?

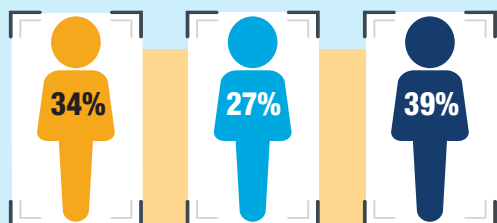
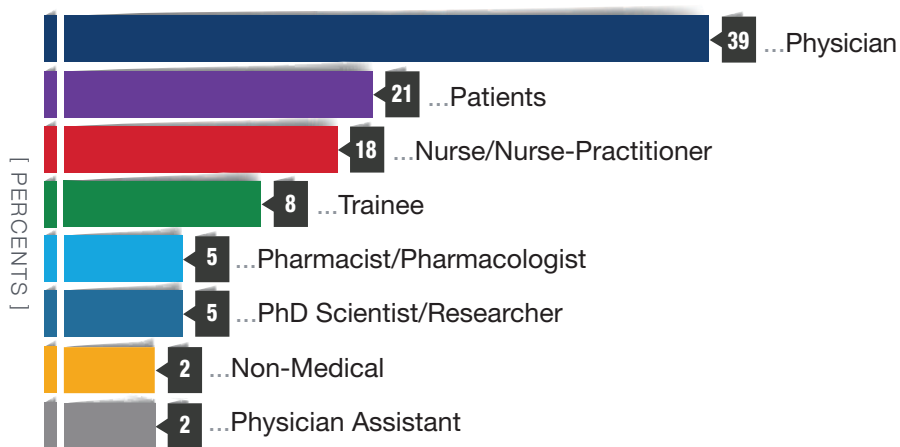
SUCCESS in 2021!

- **A professional society...** devoted exclusively to improving and expanding HF care through collaboration, education, research, innovation, and advocacy
- **The only organization** representing all members of the multidisciplinary HF team
- **A connection point** for engagement between clinicians and patient advocates
- **A robust society** comprised of approximately **2,100 professional members** and its newest membership category of 500 patients and caregivers

Here are a few highlights:

- » Hosted one of the few in-person cardiology meetings in the world, with over 2,300 total participants and 1,100 onsite
- » Developed the Heart Failure Certification Program (HF-Cert) for advanced knowledge of HF which will debut in 2022
- » Launched the Optimal Medical Therapy in Heart Failure (OMT-HF) Certificate Program for providers who are not HF specialists
- » Grew the Heart Failure Research Network to more than 200 members and will continue its expansion
- » Committed to collect data specific to HF and develop an annual report which captures the true depth and breadth of impact of HF in the United States

Members by Profession: [PERCENTS]



Members by Career Level: (for those within the medical profession)

Early (0-5 yrs)	34%
Mid (6-15 yrs)	27%
Established (15+ yrs)	39%



ELEVATE your brand and support our mission by joining HFSA.

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

HFSA Strategic Goals 2022-2024

- **HFSA 365 Community**

Creating a multi-pronged year-round community of heart failure providers, patients and corporations with HFSA acting as a trusted clearinghouse for information on HF

- **Heart Failure Research Foundation**

Establishing a new foundation dedicated funding innovative and impactful HF research

- **Heart Failure Data Initiative**

Developing an annual data report on HF which captures the true depth and breadth of the impact of heart failure in the United States

2021 HFSA CORPORATE MEMBERS

Gold Level



Silver Level



Bronze Level



Contact Us to Join or Renew Today!

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

2022 HFSA CORPORATE MEMBERSHIP DUES AND BENEFITS

<i>Based upon calendar year</i>	Gold Level \$57,500	Silver Level \$29,000	Bronze Level \$17,500	Introductory Level \$8,750
COLLABORATION WITH HFSA				
Meetings with CEO and leadership to discuss the strategic vision of the Society and opportunities for collaboration and partnership (AHA, ACC or as requested)	Unlimited	2	1	1
Invitations to Corporate Member Meeting at HFSA's Annual Scientific Meeting (ASM)	5	3	2	1
Recruitment of HFSA members for one small focus group	✓			
Opportunity to collaborate with HFSA on educational programs and initiatives	✓	✓	✓	
Exclusive Benefit Subscription to CEO Weekly Update	✓	✓	✓	✓
INDIVIDUAL HFSA MEMBERSHIP				
Complimentary individual HFSA memberships for corporate representatives	3	2	1	
New Benefit Discount on individual memberships for additional corporate representatives (new or renewals)	25%	15%	5%	
MARKETING OPPORTUNITIES				
New Benefit Digital banner ads with URL links (2) and a sponsored content article (1) in HFSA's <i>Heart Failure News Round-Up</i> eNewsletter.	✓			
New Benefit E-blast to HFSA Members	✓	✓		
Use of HFSA Corporate Member Logo	✓	✓	✓	
Monthly acknowledgement in Thank You Ad appearing in the <i>Journal of Cardiac Failure</i>	✓	✓	✓	✓ Non-Logo
Corporate member recognition on HFSA Website, ASM program book and during plenary sessions at ASM and Virtual Board Certification Review	✓	✓	✓	✓ Non-Logo
HFSA ANNUAL SCIENTIFIC MEETING (ASM) AND OTHER MEETING BENEFITS				
10 x 10 exhibit booth at ASM (includes five exhibitor registrations)	✓			
Resource page on the Virtual Board Certification Review 2022 (includes two exhibitor registrations)	✓			
Full ASM Registrations (includes CEU)	2	1		
Insert in the ASM Welcome Bag	✓	✓		
Early Preview of HFSA ASM Support and Exhibit Opportunities Guide	✓	✓		
Invitations to HFSA President's Reception at ASM	5	2		



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9211 Corporate Boulevard, Suite 270, Rockville, MD 20850
 301-312-8635 • hfsa.org • [@hfsa](https://twitter.com/hfsa) • mpoinelli@hfsa.org