CORPORATE MEMBER OFFERINGS

ENGAGE
with Heart Failure Leaders

EXPAND
Your Reach

ELEVATE
Your Brand

Become an HFSA Corporate Member

January 1 – December 31, 2024
Become an HFSA Corporate Member

- Establish your company as a leader in the heart failure (HF) community
- Connect with HFSA leadership and deepen your level of engagement within this specialty area
- Year-round promotion of your brand to HFSA’s membership and its network of 4,000+ HF professionals
- Opportunities to partner and collaborate on important issues within the field of HF
- Four different membership tiers offer an array of valuable benefits, ranging from marketing deliverables like digital ads and member eBlasts to annual meeting perks

Together, we can significantly reduce the burden of HF on patients and families.

WHO IS HFSA?

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 nearly 2,600 professional members and over 1,400 patients and caregivers

SUCCESS IN 2023

A FEW HIGHLIGHTS

- Completed the inaugural HF Stats report, the first comprehensive data collection to fully capture the depth and breadth of the impact of HF in the U.S.
- Hosted another successful Annual Scientific Meeting fully in person with almost 2,300 registrants
- Created a new HFSA Practice and Patient Department to oversee programs like the Heart Failure Certification Program and the Optimal Medical Therapy in Heart Failure Certificate Program

Members by Profession

- 41% Physicians
- 24% Nurse/Nurse-Practitioners
- 19% Trainees
- 6% Pharmacists/Pharmacologists
- 3% PhD Scientists/Researchers
- 3% Other
- 2% Physician Assistants
- 2% Non-Medical

Members by Career Level

(for those within the medical profession)

- 41% EARLY
  0-5 yrs
- 28% MID
  6-15 yrs
- 31% ESTABLISHED
  15+ yrs
Elevate your brand by joining HFSA

- Increase your exposure
- Obtain exclusive access
- Collaborate with heart failure leaders

Strategic Initiatives

**Certification**
Recognize providers who have demonstrated advanced-level knowledge and skill in HF services

**Research**
Be a leading resource for HF research

**Education**
Increase innovative education opportunities for HF care providers

**Data**
Develop an annual data report on heart failure in the United States (HF Stats™)

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2023 HFSA Corporate Members

**GOLD LEVEL**

- **Alnylam**
- **AstraZeneca**
- **Boehringer Ingelheim**
- **Lilly**
- **Bristol Myers Squibb**
- **CVRx**
- **Cytokinetics**
- **Daiichi-Sankyo**
- **Lexicon pharmaceuticals**
- **MERCK**
- **NOVARTIS**
- **novo nordisk**
- **Pfizer**
- **scPharmaceuticals**

**SILVER LEVEL**

- **ABIOMED**
- **BAYER**
- **bridgebio**
- **CareDx**
- **GETINGE**
- **IMPULSE DYNAMICS**
- **nuwellis**
- **Roche**

**BRONZE LEVEL**

- **Abbott**
- **attralus**
- **Boston Scientific**
- **DAXOR**
- **Edwards**
- **Medtronic**
- **OM1**
- **Otsuka**
- **REGENERON**
- **V-WAVE**

Contact us to join or renew today!

Michelle Poinelli • HFSA Development Director • 301-312-8635 x228 • mpoinelli@hfsa.org
### 2024 HFSA Corporate Member Dues and Benefits

**Calendar Year: January 1 – December 31, 2024**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Intro</th>
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</thead>
<tbody>
<tr>
<td><strong>Gold Corporate Member Roundtable</strong> to discuss current status of heart failure field with HFSA leadership</td>
<td>1 CEO/senior rep</td>
<td>Unlimited</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Meetings with HSFA member leadership to discuss the strategic vision of the Society and opportunities for collaboration and partnership (AHA, ACC or upon request)</td>
<td>Unlimited</td>
<td>2</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Invitations to Corporate Member Networking Event at HFSA Annual Scientific Meeting (ASM)</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Post company press releases related to heart failure on HFSA website and Heart Failure Weekly News Round-up eNewsletter</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
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<tr>
<td>Subscriptions to CEO Report and HFSA’s Heart Failure Weekly News Round-up eNewsletter</td>
<td>✔</td>
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### INDIVIDUAL HFSA MEMBERSHIP

| Complimentary individual HFSA memberships for corporate representatives | 3 | 2 | 1 |
| Discount for individual memberships for additional corporate representatives (new or renewals) | 25% | 15% | 5% |

### MARKETING OPPORTUNITIES

| HFSA Website Banner Ad - one banner for one month and discount to purchase additional banners (hfsa.org site averages 52,000+ views per month) | 1 Banner Ad | 25% Discount | 15% Discount |
| HFSA’s Heart Failure Weekly News Round-Up eNewsletter – one digital banner ad with URL link and discount to purchase other opportunities like sponsored content and/or additional banners (3,000 approximate reach and 45% open rate) | 1 Banner Ad | 25% Discount | 1 Banner Ad / 15% Discount | 5% Discount |
| eBlast to HFSA Members | ✔ | ✔ |
| Use of HFSA Corporate Member Logo | ✔ | ✔ | ✔ |
| Corporate member recognition with company URL link on HFSA website | ✔ | ✔ | ✔ | ✔ [Non-Logo] |
| Acknowledgement on the *Journal of Cardiac Failure* site | ✔ | ✔ | ✔ | ✔ [Non-Logo] |

### HFSA ANNUAL SCIENTIFIC MEETING (ASM)

| 10 x 10 exhibit booth at ASM with new HFSA Gold Corporate Member floor cling recognition | ✔ |
| New Gold-Colored ASM Lanyards so HFSA leadership can easily identify company representatives | ✔ |
| New Appear as a Featured Exhibitor on ASM mobile app | ✔ |
| Full ASM Registrations (eligible to earn CEU) | 2 | 1 |
| Early Preview and Application for HFSA ASM Support and Exhibit Opportunities | 15 Days | 10 Days |
| Insert in the Virtual ASM Welcome Bag | ✔ | ✔ | ✔ [Non-Logo] |
| Corporate member recognition in ASM program, onsite signage and plenary sessions | ✔ | ✔ | ✔ [Non-Logo] |