

GAIN RECOGNITION AS A LEADER

Become an HFSA Corporate Member

GROW YOUR VISIBILITY

BROADEN YOUR IMPACT





GAIN. GROW. BROADEN.

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!

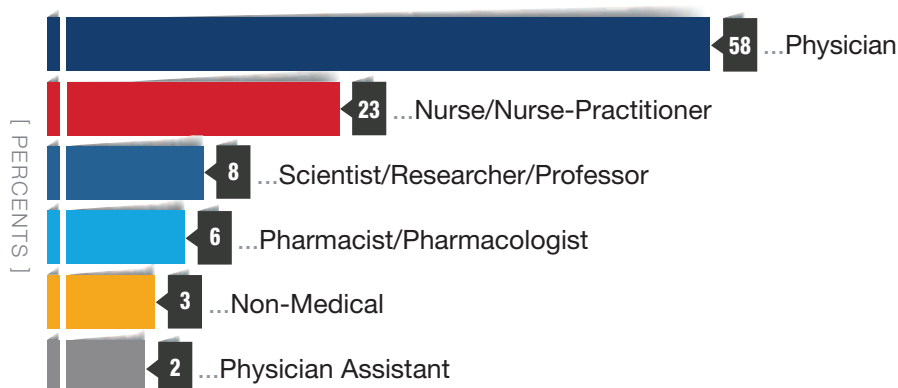
6.5 million Americans have heart failure and half of those people will die within 5 years of diagnosis. Driven by the primary goal of reducing the burden of heart failure on patients and families worldwide, HFSA provides education, research, innovation, and advocacy to the clinicians, researchers, patients, and others with an interest in the field of heart failure.



Who is HFSA?

- The only organization in America **representing all members of the multi-disciplinary 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 over 2,000 members** from 28 countries, with a strong foundation in the U.S.

Members by Profession:

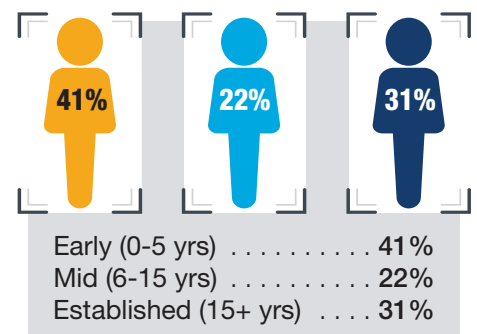


SUCCESS in 2019!

HFSA's Annual Scientific Meeting **grew attendance by 33%** from 2018 to 2019 with **more than 3,000 attendees**

Members by Career Level:

(for those within the medical profession)





2019 CORPORATE MEMBERS

Gold Level



Silver Level



Bronze Level



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.

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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ANNUAL CORPORATE MEMBER DUES AND BENEFITS

Based upon calendar year

\$52,500 GOLD LEVEL

COLLABORATION WITH HFSA

- Corporate Member Meeting at HFSA Annual Scientific Meeting (4 attendees)
- Meetings with CEO and 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

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 Annual Scientific Meeting electronic program book
- Monthly acknowledgment in the *Journal of Cardiac Failure*
- Acknowledgment during plenary sessions at all HFSA educational meetings including the Annual Scientific Meeting, Board Review Course and Comprehensive HF Review Course & Update
- Use of HFSA Corporate Member Logo

HFSA ASM AND OTHER MEETING BENEFITS

- Complimentary 10 x 10 exhibit booth at the HFSA Annual Scientific Meeting
- One complimentary insert in the virtual bag at HFSA's Annual Scientific Meeting or door drop (Subject to HFSA discretion pending logistics at 2020 ASM)
- Two complimentary registrations for HFSA Annual Scientific Meeting
- Five invitations to the HFSA President's Reception
- Complimentary table-top exhibits at both the 2020 Comprehensive Heart Failure Review Course & Update and Board Review Course
- Early preview of HFSA ASM Support and Exhibit Opportunities Guide
- Complimentary 30-day access to educational content

\$26,250 SILVER LEVEL

COLLABORATION WITH HFSA

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

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 Annual Scientific Meeting electronic program book
- Monthly acknowledgment in the *Journal of Cardiac Failure*
- Acknowledgment during plenary sessions at all HFSA educational meetings including the Annual Scientific Meeting, Board Review Course and Comprehensive HF Review Course & Update
- Use of HFSA Corporate Member Logo

HFSA ASM BENEFITS

- One complimentary insert in the virtual bag at HFSA's Annual Scientific Meeting or door drop (Subject to HFSA discretion pending logistics at 2020 ASM)
- One complimentary registration for HFSA Annual Scientific Meeting
- 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

\$15,750 BRONZE LEVEL

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 ACC or as requested)

MARKETING OPPORTUNITIES

- Corporate member logo 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 all HFSA educational meetings including the Annual Scientific Meeting, Board Review Course and Comprehensive HF Review Course & Update
- Use of HFSA Corporate Member Logo

\$7,875 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 ACC)

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, Board Review and Comprehensive Review



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