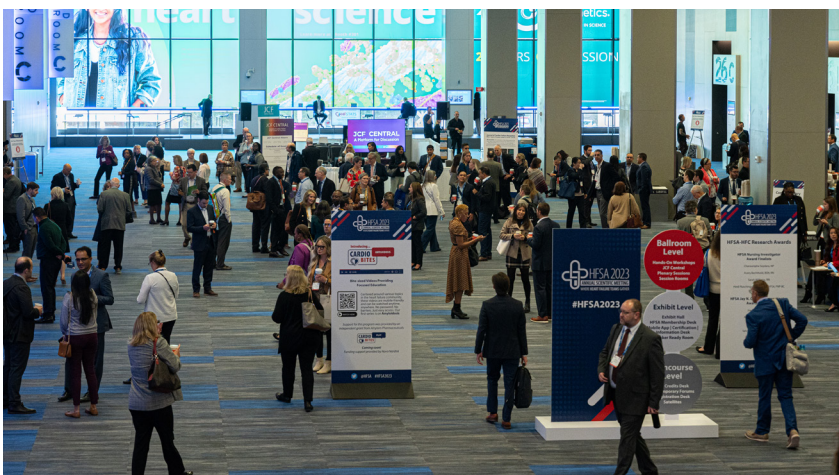


# 2024 SPONSORSHIP OPPORTUNITIES



# TABLE OF CONTENTS



About HFSA .....	3
Annual Corporate Membership .....	4
Digital Advertising.....	5
Heart Failure Clinic Database (NEW) .....	7

## **NON-CONTINUING EDUCATION (NO CEUs) OPPORTUNITIES**

*Sponsorships/grants to support programs not offering continuing education unit credits*

Heart Failure Patient & Caregiver Webinar Series (No CEUs) (NEW).....	8
Industry Perspective Program (No CEUs).....	9
CardioBites (NEW) .....	10

## **CONTINUING EDUCATION (CEUs) OPPORTUNITIES**

*Non-restricted educational grants to support programs offering continuing education unit credits*

Heart Failure Seminars (CEUs) .....	11
-------------------------------------	----

## **HFSA ANNUAL SCIENTIFIC MEETING (ASM) .....**

12

AHFTC Board Certification Review Tabletop Exhibits .....	12
--	----

HFSA Annual Scientific Meeting (ASM) .....	13
--	----

Industry Expert Theaters (No CEUs)

Industry Innovation Events (No CEUs)

Exhibits (No CEUs)

Sponsorship and Advertising (No CEUs)

In-Person Satellites (CEUs)

# ABOUT 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

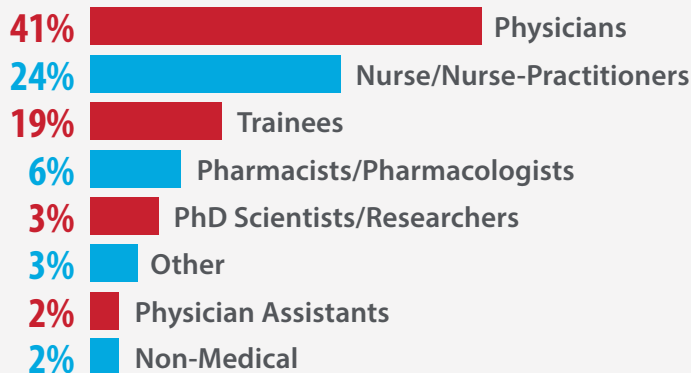
comprised of 4,500 members, consisting of 2,800+ professional members and almost 1,700 patients and caregivers.

## ELEVATE YOUR BRAND AND SUPPORT HFSA'S MISSION

In less than 6 years, the number of Americans with heart failure (HF) is expected to grow to 8 million and the risk of developing HF is projected to be 1 out of 5 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.

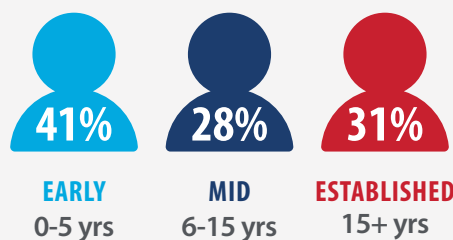
HFSA has a wide range of sponsorship opportunities to help support its educational initiatives and connect industry with HF care providers. Please review the following offerings and contact Michelle Poinelli—Director of Development at [mpoinelli@hfsa.org](mailto:mpoinelli@hfsa.org) or 301-312-8635 ext. 228 to discuss options.

## Members by Profession



## Members by Career Level

(for those within the medical profession)



## SUCCESS IN 2023 | A FEW HIGHLIGHTS

- ▶ Hosted another **successful Annual Scientific Meeting (ASM)** fully in person with almost 2,300 attendees
- ▶ **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.
- ▶ 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

# ANNUAL CORPORATE MEMBERSHIP

(No CEUs)



## ELEVATE YOUR BRAND AND JOIN HFSA

Increase your exposure, obtain exclusive access, and collaborate with HF leaders! Corporate membership 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 HF through education, research, advocacy, and innovation. Members play a valuable role in helping the society advance its mission and allow us to partner on important issues within the HF community. Below is a summary of the four membership levels and benefits for each, which are based on a calendar year.

### 2024 HFSA CORPORATE MEMBER DUES AND BENEFITS

Calendar Year: January 1 - December 31, 2024

Benefits	Gold \$63,000	Silver \$31,500	Bronze \$21,000	Intro \$10,500
<b>COLLABORATION WITH HFSA</b>				
Gold Corporate Member Roundtable to discuss current status of heart failure field with HFSA leadership	1 CEO/senior rep			
Meetings with HFSA member leadership to discuss the strategic vision of the Society and opportunities for collaboration and partnership (AHA, ACC or upon request)	Unlimited	2	1	1
Invitations to Corporate Member Networking Event at HFSA Annual Scientific Meeting (ASM)	5	3	2	1
Post company press releases related to heart failure on HFSA website and Heart Failure News Weekly eNewsletter	✓	✓	✓	
Subscriptions to CEO Report and HFSA's Heart Failure News Weekly eNewsletter	✓	✓	✓	✓
<b>INDIVIDUAL HFSA MEMBERSHIP</b>				
Complimentary individual HFSA memberships for corporate representatives	3	2	1	
Discount for individual memberships for additional corporate representatives (new or renewals)	25%	15%	5%	
<b>MARKETING OPPORTUNITIES</b>				
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 News Weekly eNewsletter - one digital banner ad with hyperlink and discount to purchase other opportunities like sponsored content and/or additional banners (4,000 approximate reach and 56% average 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 hyperlink on HFSA website	✓	✓	✓	✓ Non-Logo
Acknowledgement on the <i>Journal of Cardiac Failure</i> site	✓	✓	✓	✓ Non-Logo
<b>HFSA ANNUAL SCIENTIFIC MEETING (ASM)</b>				
10 x 10 exhibit booth at ASM with HFSA Gold Corporate Member floor cling recognition	✓			
Gold-Colored ASM Lanyards so HFSA leadership can easily identify company representatives	✓			
<b>New</b> 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	✓	✓		
Corporate member recognition on ASM signage and in plenary session slides	✓	✓	✓	✓ Non-Logo

New members limited to 1 year

# DIGITAL ADVERTISING

(No CEUs)



## ENEWSLETTER ADVERTISING

HFSA publishes a weekly eNewsletter, the Heart Failure News Weekly, which provides a snapshot of the latest news and trends in the field of heart failure and transplant cardiology. The eNewsletter consolidates news from important cardiology sources such as the *Journal of Cardiac Failure*, *Cardiology Business News*, *JAMA*, *Medscape*, and other leading media publications and scientific journals. Delivered to the inbox of over 4,000 users, the Heart Failure News Weekly keeps HF professionals informed on important topics that may impact their day-to-day lives. Subscribers are board-certified physicians, nurses, nurse practitioners, physician associates, pharmacists, and others working in the field.

### REACH

Approximately **4,000** heart failure professionals reached with each issue

**OPEN RATE 56%**

## ENEWSLETTER RATES AND PLACEMENTS

### Top Banner

Premium leaderboard position at the top of the eNewsletter guarantees all readers will see your ad when they open the newsletter.

### Sponsored Content

Share industry content in this section which combines an image and text in an intersecting and compelling manner.

The screenshot shows the HFSA logo and 'Heart Failure News Weekly' title. Below the title is a 'View HFSA News' button. A blue bar indicates a 'Top Banner 634x90' placement. Below this, there are three content blocks: 1) A text-based article titled 'Cardiovascular disease still the No. 1 cause of death in the world' with a 'MORE' link. 2) A 'Sponsored Content' block featuring a blue 'Graphic 150x170' placeholder and a text snippet. 3) A text-based article titled 'Extracorporeal Membrane Oxygenation for Graft Dysfunction Early after Heart Transplantation: A Systematic Review and Meta-analysis' with a 'MORE' link.

	1-4 weeks	5-12 weeks	13-26 weeks
<b>Banner</b>	\$1,100/wk	\$900/wk	\$795/wk
<b>Sponsored Content</b>	\$1,800/wk	\$1,300/wk	\$1,180/wk
<b>Banner + Sponsored Content</b>	\$3,000/wk	\$2,400/wk	\$1,900/wk

HFSA Corporate Members receive complimentary ads and discounts on additional ad purchases. (Gold 25%, Silver 15%, and Bronze 5%). Contact Michelle Poinelli at [mpoinelli@hfsa.org](mailto:mpoinelli@hfsa.org) for membership information.

## DIGITAL ADVERTISING PRODUCTION DETAILS

All final ad materials must be submitted to [marketing@hfsa.org](mailto:marketing@hfsa.org) 10 business days prior to the start of the date in which the ad is scheduled to run.

## DIGITAL ADVERTISING GUIDELINES

Additional details and terms are outlined [here](#) in HFSA's Digital Advertising Guidelines.

# DIGITAL ADVERTISING

(No CEUs)



## HFSA WEBSITE ADVERTISING

HFSA’s website (hfsa.org) is the go-to website for professionals working in the cardiology subspecialty of heart failure. A multidisciplinary audience of professionals – from board certified physicians to pharmacists, nurse practitioners, and more – visit the HFSA website daily to access resources and learn about upcoming meetings and educational opportunities unique to the heart failure space – an opportunity that is unmatched across competitors’ websites.

Traffic on the hfsa.org site averages **over 52,000 page views per month!** Capture this traffic through banner advertising on hfsa.org.

## WEBSITE AD PLACEMENTS

Horizontal banner ads to appear on the hfsa.org homepage and select interior pages\*. Two fixed ad placements are available, sold in one (1) month increments:

**Position 1** This ad appears in a prime position at the top of the homepage and select interior pages\*.

**Position 2** This ad appears in a prominent position at the upper-midway point on the homepage and is strategically placed immediately below important content on select interior pages\*.

\*See guidelines for exclusions noted in #6 and #7

Each ad position allows for three (3) ads running concurrently and appearing in a randomized order. Ads must be purchased for a designated position in one-month increments, based on availability. Creative cannot be changed at any point within the purchased month.



Interior Webpage Example

Your ad will be shown on the HFSA home page and thousands of content pages!

## WEBSITE AD RATES

	1-3 months	4-6 months	7-9 months	10+ months
<b>Position 1</b>	\$2,000/mo	\$1,600/mo	\$1,280/mo	\$1,025/mo
<b>Position 2</b>	\$1,500/mo	\$1,200/mo	\$975/mo	\$775/mo

Gold HFSA Corporate Members receive one complimentary banner ad and a 25% discount on additional purchases. Silver HFSA Corporate Members receive a 15% discount on purchases. Contact Michelle Poinelli at [mpoinelli@hfsa.org](mailto:mpoinelli@hfsa.org) for membership information.

# HEART FAILURE CLINIC DATABASE

(No CEUs)



There is no organization that currently maintains a database of the location and services of HF clinics in the United States utilizing a standard definition. To address this need for accurate and current HF clinic information, HFSA has launched the Heart Failure Clinic Database project, with a goal to collect, verify, manage, and provide comprehensive information on HF clinics.

Datapoints collected will include:

- Clinic location
- Services provided
- Staffing levels
- Staff education/experience
- Procedures performed such as heart transplants and left ventricular assist device surgery
- Research conducted
- Information about the clinics' methods for personalizing patients' medication dosing

Additional data points will be added over time to ensure a robust, accurate picture of each HF clinic.

The importance of having accurate and up-to-date information about these clinics cannot be overstated, as it can greatly benefit everyone involved in the HF community including health care professionals, patients, medical device manufacturers, and pharmaceutical companies. HFSA intends for the HF Clinic Database to be a resource for all stakeholders.

## CORPORATE SUPPORT

HFSA seeks support from multiple industry companies to help fund the development of the Heart Failure Clinic Database. The following two support tiers are being offered:

### Industry Partners - \$50,000

- Logo recognition for the duration of the inaugural year on the database, HFSA website landing page, and in promotional materials such as emails.
- Status updates in the CEO Weekly Report.
- Banner ad on the database for the duration of the inaugural year.
- Unlimited number of complimentary data inquiries within the first year based on defined user interface fields.
- One representative to serve on the Industry Working Group for the Clinic Database throughout the development and initial launch. The Industry Working Group will provide input and recommendations for consideration to HFSA.

### Industry Supporters - \$25,000

- Non-logo recognition throughout the inaugural year of the program to include all program materials, HFSA website, promotion, and status updates in the CEO Weekly Report.
- 50 data inquiries per year based on defined user interface fields.

## TIMELINE

The project is estimated to take approximately six to eight weeks to complete. HFSA hopes to be able to complete it by the end of this year.



HFSA has a long history of offering education and networking opportunities to patients and caregivers. Since 2019, HFSA has hosted Heart Failure Patient and Caregiver Day (PCD) annually, as an in-person or virtual event, with an average number of registrants of 185, and the 2022 recorded program reached an all-time high of 780 OnDemand views.

HFSA has reimagined the concept of PCD into shorter, live webinars focusing on specific topics. This year, three webinars are being planned to address the following topics:

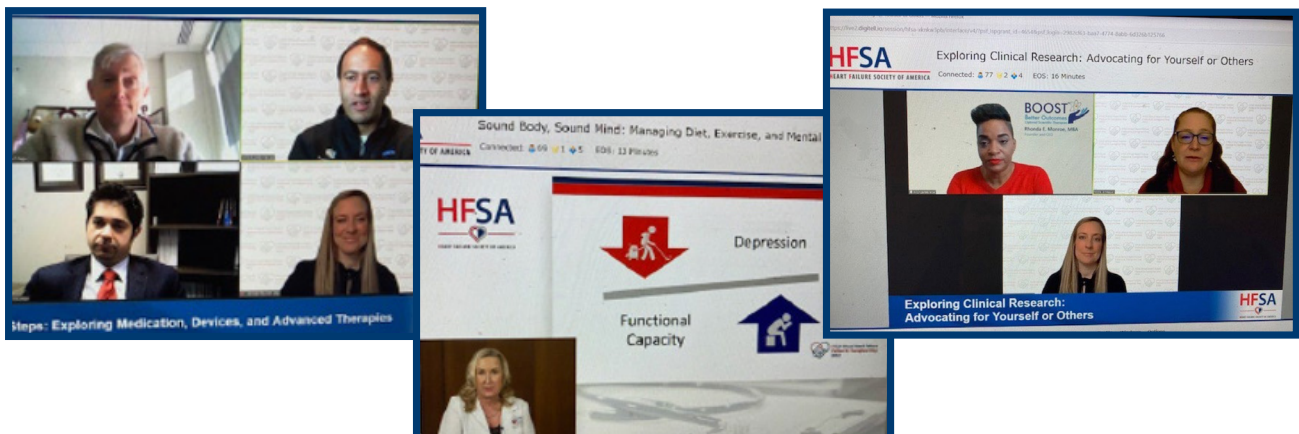
- Cardiac Amyloidosis: The Heart of the Matter - June 6
- Hypertrophic Cardiomyopathy - September 12
- Medication/Lifestyle Management – November 14 (tentative date)

The virtual format will allow for broader audience participation and a deeper dive into important issues affecting patients living with HF. Each webinar will be hosted by an HF specialist and a patient who will share their perspectives. The 60-minute events will include live, interactive question-and-answer sessions and chat features, allowing for dialogue throughout. The meeting platform will remain active for OnDemand viewing 90 days after the event. The recorded webinar will also be accessible on HFSA's YouTube channel for a wider reach.

## CORPORATE SUPPORT

HFSA will seek multiple industry companies to help fund each webinar. Sponsorships of \$25,000 will be offered for each webinar with the following benefits:

- Opportunity to provide a Pre-recorded Video to be played at the end of the program (*up to 60 seconds*) (*also included in OnDemand content*) (*Video must be approved by HFSA*)
- One PDF Insert in the Pre-Program Email to Registrants (*Artwork must be approved by HFSA*)
- Pre-Meeting Slide to play in continuous loop with other promotional slides before the webinar starts (*Artwork must be approved by HFSA*)
- Resource Page on Virtual Webinar Site (*accessible 90 days post webinar*)
  - Logo, company name, description, contact and website link
  - Posting of three videos, downloads, or URLs
- Announcement of Sponsorship on HFSA patient-focused social media channels Instagram (*over 1,000 followers*) and Facebook (*over 6,000 followers*)
- Recognition in Materials related to the webinar, including the patient webinar webpage







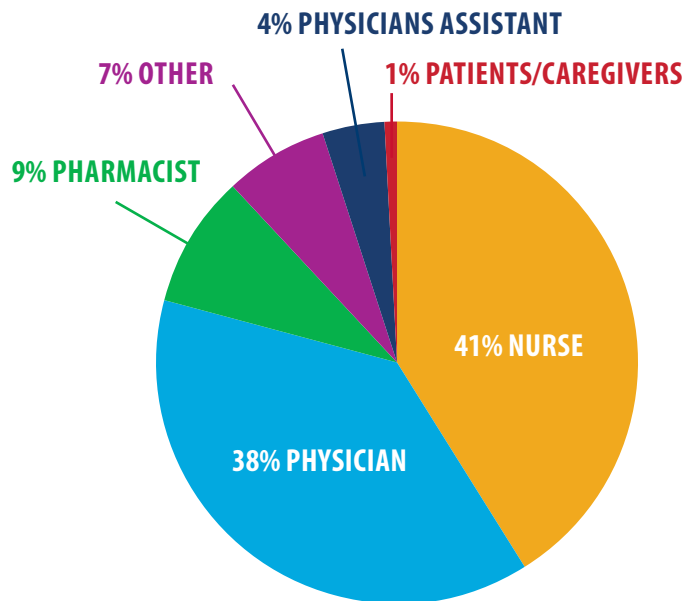
Tap into HFSA’s extensive database of HF team members to promote your latest products, services, and technology or provide education on disease state awareness, new procedures or clinical trials. HFSA’s Industry Perspective Program provides a platform to host recorded webinars in the HFSA Learning Center and promotes them to a targeted audience of HF 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 4,200+ dedicated heart failure professionals and/or patients and caregivers
- Marketing deliverables such as email announcements and social media posts
- Quarterly reporting of who is accessing your content in the HFSA Learning Center

HFSA’s unique multidisciplinary memberships assures a broad reach to HF specialists, including physicians, nurses, scientists, pharmacists, and physician assistants as well as patients and caregivers. With an extensive database of nearly 2,600+ HF specialists, comprised of active and non-active members and a dedicated mailing list of more than 1,600 HF patients and caregivers, you will reach an active audience who are eager to receive the latest industry news.

In 2023, the HFSA Learning Center had a total of 5,700 active visitors. To date, the Industry Perspective Program has had a total of 1,165 users.



**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.

**INDUSTRY PERSPECTIVE GUIDELINES**

Additional details and terms are outlined in Industry Perspective Guidelines, which can be found [here](#).



HF experts face challenges staying up-to-date and providing optimum evidence-based care to their patients. Busy practitioners increasingly utilize online resources for self-directed learning. Incorporating multimedia and other techniques, CardioBites allow learners to focus on specific topics making it easier to fit education into their busy schedules.

Each CardioBites is set up as a series of microlearning modules focused on a key topic in HF treatment and care.

Program overview:

- Each series is comprised of multiple interactive, OnDemand modules, each 2-3 minutes in length
- Each series is focused on one topic in recent advances and emerging trends
- All modules are developed by a task force of interdisciplinary HF team members, designated by HFSA
- Modules are released monthly, giving your brand continued visibility over the course of the series release and beyond
- Intended for cardiologists, interventional cardiologists, primary care physicians, cardiac surgeons, internists, nurse practitioners, physician assistants, nurses, pharmacists, and other health care providers who care for patients with HF

## MARKETING

- Housed on the HFSA YouTube channel for easy access and long-term brand visibility via a direct link. No password needed = no barrier to learning
- One email blast for each module released within the series to HFSA members and non-members
- Promoted on HFSA social media channels and [hfsa.org](http://hfsa.org); included in the HFSA CEO Weekly Report and in the HFSA Learning Center
- Promotion at HFSA Annual Scientific Meeting

## CORPORATE SUPPORT

Varies depending on the number of modules in the series. For example, a six-part series is \$66,000.

Available Add Ons:

- Series or module infographic
- Follow-up HFSA Heart Failure Seminar
- Satellite Symposium at future ASM
- Audience specific versions (e.g., public, nurses, etc.)

## EXAMPLE

CardioBites Series: Amyloidosis



## CONTACT

Kris Fridgen, VP Meetings and Education [kfridgen@hfsa.org](mailto:kfridgen@hfsa.org)

Launched in 2022, the Heart Failure Seminars are 1 to 1.5 hour virtual seminars, which bring together experts in the field to provide an update on key topics. During the live virtual seminar, experts present information relevant to the entire HF care team with live Q&A taking place throughout the seminar. The seminar is then offered OnDemand in the HFSA Learning Center for attendees to access on their own schedule.

2024 planned seminars include (*subject to change*):

- Update in GDMT
- Cardiogenic Shock
- Updates in Advanced Heart Failure
- Myocarditis – Covid Checkpoint Inhibitors and Beyond
- HFpEF
- Amyloidosis

## **CORPORATE SUPPORT**

Support for each program will be sought through unrestricted educational grants based on the respective topics. Grant funds will be utilized to defray faculty expenses, cover learning materials, meeting platform costs and CEU requirements. Sponsors will be acknowledged in accordance with ACCME standards in the course materials.

For inquiries about supporting the Heart Failure Seminars, please contact Cynthia Miranda at [cmiranda@hfsa.org](mailto:cmiranda@hfsa.org).

## **CEU EDUCATIONAL OPPORTUNITIES: INDUSTRY SUPPORTED PROGRAMS**

While HFSA provides opportunities for industry supported CEU-accredited programs throughout the year, its policy is to ensure balance, independence, objectivity, and scientific rigor in all continuing education (CE) activities, free from the appearance of or actual conflicts of interest. HFSA 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.

# HFSA MEETINGS - EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

(CEU and No CEU Opportunities Available)



## HFSA AHFTC Board Certification Review 2024

HFSA is excited to announce the highly anticipated return of the in-person HFSA AHFTC Board Certification Review, which is designed to assist practitioners in preparing for the ABIM Advanced Heart Failure and Transplant Cardiology Board Certification and Maintenance of Certification Exams.

The 2024 course is being held at the Loews Chicago O'Hare Hotel on July 12-14. The program will feature a combination of pre-recorded OnDemand presentations that attendees can access before the event, along with 2.5 days of live, in-person instruction. Aligning with the ABIM blueprint for the examination, the course material will also incorporate session opportunities for attendees to dissect and practice with ABIM-style questions, as well as engage in Q&A discussions with faculty.

The estimated attendance is approximately 250 professionals with physicians representing 80% of the registrants and the remaining would fall into other categories such as nurses, nurse practitioners, and pharmacists.

## TABLETOP EXHIBITS (No CEUs)

A limited number of tabletop exhibits will be available for purchase. The fee to exhibit is \$2,500 and includes:

- One (1) Tabletop (6 feet) with 2 chairs
- Two (2) Complimentary Exhibitor Badges, which will allow admission to sessions based upon available space (no CEU can be earned).
- Post-conference meeting registrant list. (name, city, state and institution)
- Company name published in the program and acknowledgement of support on signs at the event



Don't miss the opportunity to showcase your company's products and services and promote your brand at one of the only meetings devoted exclusively to HF. HFSA's ASM is where HF teams gather!

HFSA's ASM has gained a reputation as an outstanding forum for presentation of the latest information available (clinical and basic research, treatment, and care of patients) in the field of heart failure. It is the CAN'T-MISS meeting for all members of the HF care team, featuring a robust, team-based educational program taught by a multidisciplinary line-up of industry experts.

## WHERE AND WHEN?

HFSA Annual Scientific Meeting

September 27 - 30, 2024

Georgia World Congress Center and Signia by Hilton Atlanta

Atlanta, Georgia

# HFSA MEETINGS - EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

(CEU and No CEU Opportunities Available)



ASM continued...

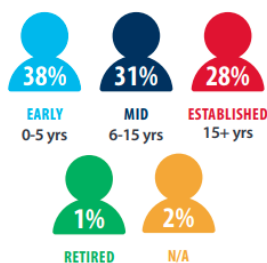
## WHO ATTENDS?

For the past several years, HFSA hosted highly successful meetings with an average of 2,500 registrants, building back up to its record high of 3,000 attendees in 2019. We are excited to be in Atlanta this year, which is highly accessible!

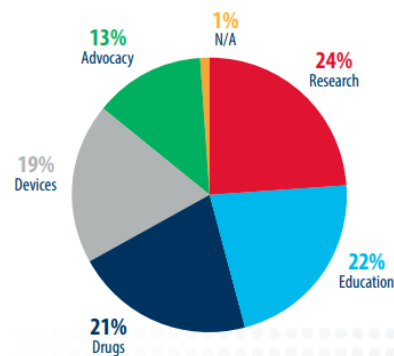
### 2023 Attendance by Category



### 2023 Registrations by Career Level



### Areas of Interest



## HOW TO EXHIBIT OR SPONSOR

Access to ASM Exhibits and Sponsorship Prospectuses and Applications will be posted to HFSA's Website in May. If you want to get a head-start in applying, Gold and Silver Members receive exclusive early preview and application. If you haven't checked out all the corporate member benefits, please be sure to do so now on page 4.

## INDUSTRY EXPERT THEATERS (No CEUs)

Industry Expert Theaters (IETs) are held in a convenient exhibit hall location and allow exhibitors 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. Eight (8) 60-minute theaters are available, priced from \$35,000 to \$40,000, with two running concurrently during exhibit hall hours.

## NEW INDUSTRY INNOVATION EVENTS (No CEUs)

Are you looking for a new and innovative way to showcase your products or provide education? Then, the Industry Innovation Events (IIEs) opportunity is just what you are looking for!

IIEs are non-CEU activities which are independently organized by sponsors and held before or after official ASM programming. Ideas for activities could include but are not limited to:

- Educational symposia (not eligible for CEU) to provide clinical updates and educate attendees on current therapies, disease states, products, and pipeline activities.
- Demonstration to highlight your product or device.
- A Poster Tour where attendees can learn more about specific research findings.
- Meet and Greet or Panel Discussion with Your KOLs.
- Combine a wellness-activity such as exercise bikes, yoga, or dance workout with education about your latest product.

Approximately seven (7) IIE timeslots will be available to purchase ranging from \$17,500 to \$32,500 depending on length and time slot. Take advantage of this unique opportunity to showcase your products and educate leading HF practitioners!

# HFSA MEETINGS - EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

(CEUs and No CEUs Opportunities Available)



ASM continued...

## EXHIBIT BOOTHS AND EXPO SUITES (No CEUs)

Become an Exhibitor and connect face-to-face with thousands of key thought leaders in the HF community! Booths are offered at \$42.50 per square foot. Be sure to reserve your space early for best placement! Booth assignments will be based on a combination of corporate member status, size of booth, date application is received and previous support/participation in HFSA meetings.

Expo Suites are available to purchase starting at \$7,500, which are convenient meeting space solutions in the exhibit hall. These suites are a hard, wall furnished meeting room where you can hold staff meetings, meet privately with potential clients, conduct investigator meetings or host hospitality events.

## SPONSORSHIP AND ADVERTISING (No CEUs)

Maximize your investment and ensure the influential attendees you most want to reach are aware of your presence! A wide variety of promotional opportunities have been designed to help meet your objectives and marketing strategy. Many of the opportunities are available in limited quantities.

## SATELLITE SYMPOSIA (CEUs)

In-Person Satellites (IPSSs) are not part of the program, but they are an important part of the annual meeting. The educational content is accredited and designed to be scientifically rigorous, evidence-based, fair, and balanced. IPS sessions complement the scientific program by providing additional opportunities for participants to engage in more focused and in-depth conversations on new and emerging clinical options.

The 2024 IPS guidelines can be found [HERE](#) on HFSA's website and include the schedule for the 60-90 minute programs, along with HFSA's fee structure, which ranges from \$57,750 to \$84,000. Enhancements and optional add-on options are also available to purchase for additional fees.

## NEW HFSA DEVICES IN HEART FAILURE MEETING (CEUs)

The HFSA Devices in Heart Failure: From Mechanisms to Implementation Meeting will be held on Friday, September 27, 2024, immediately prior to HFSA Annual Scientific Meeting in Atlanta, GA.

Plan to support and attend this new HFSA offering on the role of devices in HF.

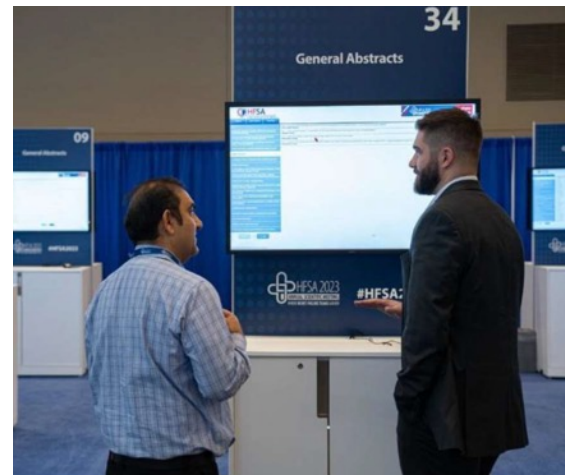
The full day meeting will include sessions, access to three unique hands-on sessions, an exhibit hall of device vendors, and time to network. Topics include the current state of devices in HF, how to start a device program and implement device strategies into clinical management, how to set-up a remote monitoring clinic, and novel devices entering testing. The hands-on sessions will include cardiac catheterization, left ventricular assist devices and temporary mechanical circulatory devices.

## TABLETOP EXHIBITS (No CEUs)

A limited number of tabletop exhibits are available for purchase. The purpose of the exhibits is to provide education for attendees. The plan for exhibit hours is to allow registered attendees to visit the exhibits and learn more about how devices rapidly advancing treatment options in heart failure. HFSA is committed to increasing device education at ASM. The fee is \$1,000 and includes:

- One (1) Tabletop (6 feet) with 2 chairs
- Two (2) Complimentary Exhibitor Badges, which will allow admission to device meeting sessions based upon available space (no CEU can be earned).
- Post-conference device meeting registrant list
- Company name published in the program and acknowledgement of support on signs at the event

Click [here](#) to complete an application. If you would like information on involvement via in-kind equipment donation for the hands-on sessions (cath lab, LVADs and temporary mechanical circulatory devices) please contact Anna Leong at [aleong@hfsa.org](mailto:aleong@hfsa.org).



## Contact the Development Team

Michelle Poinelli – Director of Development at [mpoinelli@hfsa.org](mailto:mpoinelli@hfsa.org)

Taylor DiLuca – Manager of Development at [tdiluca@hfsa.org](mailto:tdiluca@hfsa.org)



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