

Advancing Excellence in Patient-Centered Science



HFSA

HEART FAILURE SOCIETY OF AMERICA



19th Annual Scientific Meeting HFSA Support Opportunities 2015

Gaylord National Harbor • National Harbor, Maryland

*near Ronald Reagan Washington National Airport

September 26-29, 2015

*The Annual Meeting starts one day earlier this year

CME Educational Opportunities

Industry Supported Programs

HFSA 2015 Annual Scientific Meeting
Gaylord National, Washington, DC
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The HFSA provides opportunities for industry supported CME-accredited symposia to be held at the 2015 HFSA Annual Scientific Meeting, at the Gaylord National, Washington, DC. There is no fee to attend these programs; however, attendees must be registered for the HFSA Annual Scientific Meeting. The HFSA is approved by the Accreditation Council for Continuing Medical Education (ACCME) as an accredited provider of continuing medical education. HFSA will provide CME credit and oversee compliance with ACCME and HFSA guidelines for all satellite symposia held during the 19th Annual Scientific Meeting of the HFSA.

2 Hour Satellite Program:

- \$72,000
- 1 chair, 4 presenters maximum
- Honoraria, travel, 1 night lodging (in conference block)
- Meeting room rental and set up (theater only)
- AV support (standard), laptop, timer
- Attendance tracking
- Podium/microphones/pipe & drape, lighting
- CME review and credits by HFSA
- HFSA will collect evaluation information
- Distribution/tabulation of evaluation form
- Listing in final program book
- Satellite announcement card
- Posting on web site
- Listing on mobile application
- Onsite signage

Hands-On Workshops

Hands-on workshops are designed to provide hands-on learning for small groups of attendees. They typically combine short didactic or case-based presentations with rotations on devices or medical equipment. Because they provide CE credit, they must be planned by HFSA's Program Committee.

Examples of recent hands-on workshops include CRT, durable VADs, and Management of Acute Cardiogenic Shock with Peripheral Devices. If you are interested in supporting a hands-on workshop, at info@hfsa.org. Add topics from Program-at-a-Glance.

- \$30,000

Workshop 1: CRT

Workshop 2: Acute Cardiogenic Shock with Peripherally Implanted Devices

Workshop 3: Echo Made Simple for the Multidisciplinary Heart Failure Team

Workshop 4: Advanced Troubleshooting with Durable VADs

Workshop 5: Cardiopulmonary Function Testing

All sessions on this page may be shared with other supporters with sponsor approval.

1 Hour Satellite Program:

- \$48,000
- 1 chair, 2 presenters maximum
- Honoraria, travel, 1 night lodging (in conference block)
- Meeting room rental and set up (theater only)
- AV support (standard), laptop, timer
- Attendance tracking
- Podium/microphones/pipe & drape, lighting
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Please fax or e-mail this form to: [HFSA \(888\) 213-4417](tel:8882134417).



CME Sponsorship Opportunities Award Sponsors

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Lifetime Achievement Award

This is the most prestigious award given by HFSA. The purpose of this award is to recognize major achievement by an individual who has made a significant and sustained contribution to the field of heart failure in terms of its scientific understanding, epidemiology, clinical care, exemplary leadership or inspirational role model that resulted in an important impact on the field. Sponsor will be mentioned in the press release and ceremony during the Plenary session and recognized in the final program and on the HFSA website.

- \$7,500

Jay N. Cohn Young Investigator Awards

This competition provides an opportunity for ten young investigators to present their research in one of two sessions: basic science session or clinical/integrative physiology. Company support will be identified in the award ceremony and all print materials where this competition is highlighted including the final program. The competition provides a cash award to finalists. A great opportunity to help young investigators to receive well deserved recognition for their hard work and discovery. This includes two awards: the JNC Basic Science Award and the JNC New Investigator Award.

- \$10,000

Nursing Research Award

This competition provides an opportunity for five nurse researchers to present their research. Company support will be identified in the award ceremony and all print materials where this competition is highlighted including the final program. The competition provides a cash award to finalists.

- \$5,000

Annual Clinical Excellence in Nursing Award

To recognize and support clinical nursing excellence by a registered nurse who works directly with heart failure (HF) patients, their families, and other nurses providing HF services. Sponsor will be mentioned in the press release and ceremony during the Plenary session and recognized in the final program and the HFSA website.

- \$5000 (Both Clinical Excellence and Nursing Leadership Nursing awards \$7,500)

Annual Nursing Leadership Award

The purpose of the Leadership Award is to recognize extraordinary achievement and excellence in Nursing Leadership that improves outcomes of patients with heart failure. This award was initiated in 2013 to differentiate from clinical excellence for the nurses that give so much of their valuable time outside of the clinical setting. Sponsor will be mentioned in the press release and ceremony during the Plenary session and recognized in the final program and the HFSA website.

- \$5,000 (Both Clinical Excellence and Nursing Leadership Nursing awards \$7,500)

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Non-CME Educational Opportunities

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Product Theater

Space to be provided in the Exhibit Hall for exhibitors to hold product related presentations during expo hours.

- \$25,000

Company provides the speakers, and the speakers bring their presentation directly to the product theater. This provides an opportunity to reach the target audience in a forum focusing on specific products and therapeutic treatment. These are not CME presentations. HFSA provides the venue, with theater seating, AV Package (up to 4 microphones for presenter, panelists, and audience questions, LCD projector with one 9 x 12 screen, sound system, laser pointer, dedicated AV technician, presenter to provide own laptop) stage, podium and electrical drop, sound, and lighting. Food and beverage can be ordered directly through the Gaylord National Harbor at an added cost. Complimentary one time use of HFSA pre-registration list. Promotion of theater in HFSA final program (exhibitor section), session schedule and exhibitor hall signage.

Unofficial Events

Any organization wanting to hold an event during the Annual Meeting must submit an application and get approval by HFSA.

- \$150 Academic/Government activities
- \$400 All Others

Non CME General Sponsorship Opportunities

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Receptions

HFSA multidisciplinary receptions are open to all attendees and are a great opportunity to meet them in an informal setting. Make sure your brand is front and center at one of the many receptions throughout the meeting. Beverages and hors d'oeuvres provided. Artwork to be submitted by supporter. Corporate support identified in final program at the event. Sponsors are invited to a hotel.

- \$20,000 Nurses Reception
- \$20,000 Pharmacists Reception
- \$20,000 Fellows Reception

Coffee/Beverage Stations

Stations will be placed in the Exhibit Hall for breaks between sessions. Support recognition will be posted on the coffee stations and on printed materials and signs and identified in the final program.

- \$20,000 per break

Annual Meeting Exhibit Opportunities

- \$35 sq ft. (10x10 minimum) until July 3, 2015
- \$37.50 sq ft. (10x10 minimum) after July 3, 2015

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Advertising Opportunities

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Conference Bags

All attendees receive a conference bag. Branding opportunity for sponsor provides prominent display of company logos. Artwork to be supplied by sponsor.

- \$10,000

Conference Bag Insert

This provides an opportunity to reach all professional attendees and increase your company's visibility by providing an insert in the attendee conference bag. Inserts are restricted to flat items, such as flyers or CDs, and may be no larger than a one-page, two-sided flyer 8 1/2" x 11" (except HFSA satellite program flyers). Information may include product or service promotion, or satellite program flyer (HFSA CME programs only). Printing and shipping are the responsibility of the supporter. Artwork to be approved by HFSA prior to printing. Materials must be on site by Tuesday, September 22, 2015. Quantity recommended: 2,000.

- \$2,500 per piece

Notebook

Spiral bound notebook. Used by attendees throughout the meeting to take notes from sessions. Artwork to be provided by contributor.

- \$15,000 outside (4 color) cover

Abstract Supplement (Journal of Cardiac Failure)

Distributed in meeting bags and to all subscribers of JCF including HFSA and Japanese Heart Failure Society members. Supplement contains all abstracts accepted for oral presentations, award competitions, and posters. Artwork to be provided by contributor.

- \$25,000 outside back cover (4 color) and inside back cover (4 color)
- \$15,000 inside front cover (4 color)
- \$15,000 inside back cover (4 color)

Final Program Book

Advertising in the final program book, which is referenced constantly during the annual meeting and distributed to all meeting attendees, is a great opportunity for on-site visibility. The final program contains all educational sessions, schedule-at-a-glance, exhibitor listings, floorplans, as well as general meeting information. An added bonus is that the HFSA program book is often shared post-conference with colleagues and co-workers. Art work to be provided by contributor.

- \$25,000 outside back cover and inside back cover (4 color)
- \$15,000 inside (4 color) front cover and one full page ad inside (B&W)
- \$15,000 inside (4 color) back cover and one full page ad inside (B&W)

Lanyard Sponsorship

Have attendees "wear" your corporate logo all-conference long. Imagine thousands of walking advertisements promoting your brand.

- \$15,000

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Advertising Opportunities (continued)

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Hotel Door Drops

Grants company permission to arrange a door drop at the Gaylord National Harbor. Door drops allow company to increase visibility to registered attendees identified in the HFSA room block. All arrangements and costs associated with the actual door drop are the company's responsibility. Artwork to be approved by HFSA prior to granting permission.

- \$3,500 per piece (privilege only); Second piece \$1,500 each additional item w/drop In room options available, call for pricing

Hotel Key Cards

Room keys are used by attendees over four days providing great visibility for your corporate logo or product. Front and back art (full color) Key cards will be issued for the HFSA contracted hotel: Gaylord National. Artwork to be provided by contributor.

- \$20,000

Hotel Sleeve cards

Front and back art (full color) Gaylord National Harbor requires verbiage to be included on the back.

- \$15,000

Technology/Digital Advertising

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With technology advancing at a rapid pace, give your company the ultimate visibility by sponsoring official meeting applications, WiFi and digital signage. Company logo to appear on homepage of application. Organization to provide artwork.

Meeting App for Smartphones

- Landing Page sponsorship \$20,000
- Rotating Banner Ads \$5,000
- Priority listing (max 3) \$1,000 company receives prominent placement (top) when attendees enter exhibitor page
- Enhanced listing (max 3) \$5,000 display company logo on exhibitor list and on interactive exhibit floor plan.

WiFi/Power Zone Sponsorship

An exciting sponsorship opportunity: Associate your brand with wireless internet capability for all attendees while in the exhibit hall. Your corporate name and logo appear on signs announcing the availability of WiFi throughout the exhibit hall, as the WiFi Access page, and on inserts in attendee bags that show the log-in information. Prominent signage makes it clear that your company is a market leader.

- \$20,000
- \$25,000 with recharging station

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Technology/ Digital Advertising (Cont..)

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Enduring Materials (Sessions OnDemand)

This allows a company to sponsor putting all scientific sessions online and available to all attendees after the Annual Meeting.

- \$20,000

Digital Reader Boards

A great opportunity to display your company. Name of company or image on the 15" reader board outside of each session room. Artwork to be provided by company.

- \$7,500

Digital Advertising

New this year, HFSA will be utilizing video monitors to display information about the meeting and about your company. Video monitors will be placed outside each session room, in the exhibit hall and in strategic locations through the convention space.

- Session room monitors will display abstracts specifically chosen by the planning committee for their relevance to the content being presented. Company logo displayed between sessions.
- Strategically placed (high traffic areas) Exhibit hall and convention center monitors used to advertise your company or products(s). Artwork provided by contributor.
- \$25,000

Broadcast Channel in all hotel rooms

Put your company on TV by sponsoring a channel in all HFSA conference block hotel rooms. All content must be reviewed and approved by HFSA and hotel management prior to production.

- \$7,500

Cyber Lounge

Attendees have the convenience of checking their e-mail at computer stations in the exhibit hall. Company URL will be the home page and screen saver to display company logo. Art work to be provided by company.

- \$15,000 e-mail station

Mobile Charging Stations

Looking for a great way to connect your company with attendees? How about offering them an opportunity to charge their mobile device compliments of your branded mobile charging station? Station will be placed in a high traffic area which is sure to draw attention.

- \$9,000 each

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Advertising Opportunities (continued)

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Banners/Wraps/Wall Clings

Opportunities to advertise your company logo throughout the meeting space in high visibility areas. Various sizes available. Company to submit artwork to HFSA:

- Exhibit Hall Entrance Networking Zone: Display your company name and logo to each attendee as they enter the foyer of the exhibit hall. 240"x60" vinyl banner single sided. Sitting area to include 2 loveseats and 4 chairs: **\$20,000**
- Exhibit Hall Entrance Unit: Spanning two entrances to enter exhibit hall, panels are available to display your company name and logo: **\$12,000**
- Exhibit Hall Entrance Banner: Display your company name and logo to each attendee as they enter the foyer of the exhibit hall. 240"x60" vinyl banner single sided: **\$15,000**
- Exhibit Hall Sponsor Wall: Display your company name and logo to each attendee as they exit the exhibit hall. 240"x84" of available space for you to display your message: **\$17,500**
- Exhibit hall level mirror clings: Display your company name and logo on 2 mirrors in a high traffic area outside the exhibit hall. There is 1 mirror located on each side of the registration counter. A great way to put your company in front of attendees as soon as they arrive for the HFSA conference and any time they have a question for staff. Clings are 40"w x 98"h: 1 Mirror: \$7,500 Both Mirrors: **\$10,000**
- Potomac Conference Room Foyer Window Clings: Catch the eye of each attendee as they gaze at the view of the Potomac River when they attend sessions in the Potomac conference rooms. 16 spaces are available for Window cling sizes of 114 1/2" w x 57"h. Each cling **\$5,000**. Discount available for 4 or more clings.
- Potomac Conference Room Foyer meeting room mirror clings: Catch the eye of attendees as they walk the halls from session to session. 2 mirrors are available and are 40"w x 128"h. 1 mirror: \$8,000 - Both mirrors: **\$12,000**
- Maryland Conference Room Foyer Window clings: A great opportunity to gain exposure with attendees as they attend sessions and meetings in the Maryland conference rooms. Cling size is 75.5"w x 46.5"h. Multiple spaces available. 1 window: \$8,000 2 windows: **\$12,000**. Column of 3 windows (pending availability) **\$15,000**
- Maryland Conference Room Foyer Mirror Clings: Catch the eye of attendees as they walk the halls from session to session. 2 mirrors are available and are 40"w x 128"h. 1 mirror: **\$8,000** - Both mirrors: **\$12,000**
- Maryland Conference Room Hallway Banners: A lot of bang for the buck with these large opportunities to give your company presence. Banner size is 300"w x 96" h. several locations to choose from: **\$12,000**
- National Harbor Conference Room Foyer Mirror Clings: Catch the eye of attendees as they walk the halls from session to session. 6 mirrors on 2 different sizes available: Large mirrors (3) 31.75W x 100" h: **\$7,500** each; Small mirrors (3) 31.75"w x 80"h: \$6,500 each.
- Standing panels throughout the registration area, outside of exhibit hall and other locations throughout the session space. 38" x 87" double-sided **\$5,000**.

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Activities supported will include company recognition in appropriate print materials, website, and on-site.

name: _____ title: _____

company: _____

address: _____

city: _____ state / province: _____ zip / postal code: _____

address: _____

country: _____

email address: _____ phone: _____ fax: _____

Program/Event/Advertising Description:

Cost: _____

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