

# 2018 INDUSTRY EXPERT THEATER



## 22nd Annual Scientific Meeting

September 15-18, 2018 • Nashville, TN

Gaylord Opryland Hotel & Convention Center

# Nashville

meeting.hfsa.org



# 2018 INDUSTRY EXPERT THEATER

## Purpose

Industry Expert Theater are non-CME educational activities held in dedicated space in the Exhibit Hall. They provide an opportunity for product-specific education. Only exhibitors are eligible to conduct an Industry Expert Theater. Industry Expert Theater cannot offer continuing education credit.

## Industry Expert Theater

The fee for Industry Expert Theaters are:

**60 minutes:** \$25,000      **30 minutes:** \$12,500

### Industry Expert Theaters include:

- Theater seating up to 175 in a dedicated space in the Exhibit Hall
  - Audiovisual (up to 4 microphones for presenter, panelists, audience questions)
  - LCD projector
  - 9 x 12 screen
  - Sound system
  - Laser pointer
  - AV technician
  - Stage, podium
  - Electrical drop
  - Sound and lighting
  - One-time use of pre-registration list to market session
  - Two (2) lead retrieval scanners
- Sponsor to provide staff to scan attendee badges*

### In addition, HFSA provides publicity via the following:

- Signage outside the Exhibit Hall
- A one-page listing (text inserted in the program booklet)
- An email blast to registrants about Exhibit Hall events
- Slide reminders in the scientific sessions

See Important Dates on page 4

## Industry Expert Theater Hours

Saturday, Sunday and Monday, September 15 - 17, 2018.  
Multiple times are available each day depending on Industry Expert Theater duration.

## Content

It is the responsibility of the sponsor to adhere to FDA regulations and all other applicable industry guidelines concerning the discussion of products and services. Companies are encouraged to check with their medical affairs/compliance staff regarding these issues.

Products displayed at the Industry Expert Theater must meet FDA guidelines and be FDA approved. Applicants are reminded of the FDA restrictions on the promotion of investigational and pre-approved, drugs, devices and procedures. For more information visit the Guidance page on the FDA website.

Presentations may reference scientific program or poster content, but should not be identical. Presentations referencing scientific session content may take place only after the relevant scientific session has occurred. HFSA reserves the right to have the scientific program chair review and approve Industry Expert Theater content. Faculty assignments for the HFSA scientific program will take precedence over Industry Expert Theater scheduling. HFSA reserves the right to deny an Industry Expert Theater application if there is potential faculty overlap or if the content is in conflict with a session being developed for the scientific program.

## How to Apply

1. Complete the attached form
2. Submit application form by:

**Mail:** Heart Failure Society of America, Inc.  
9211 Corporate Blvd.  
Suite 270  
Rockville, MD 20850

**Email:** [pmcgary@hfsa.org](mailto:pmcgary@hfsa.org)

**Fax:** (301) 798-7794

For more information contact HFSA at (301) 312-8635 or [info@hfsa.org](mailto:info@hfsa.org).

# 2018 INDUSTRY EXPERT THEATER

## Speakers

It is the responsibility of the sponsor to ensure that all individuals involved with the planning, production, and marketing of the Industry Expert Theater are aware of and abide by the Industry Expert Theater Guidelines. All speakers must be registered attendees at the meeting. If a speaker's presentation is similar to his or her presentation in a scientific session, the scientific session should precede the Industry Expert Theater.

## Set Up

Sponsors will have access to the Industry Expert Theater space one hour before the assigned presentation time. Seating, AV, stage, lighting, and other physical arrangements cannot be altered or removed. Space will be reserved in the back of the Industry Expert Theater for food, should the sponsor decide to offer a modest meal or snack.

Sponsors may request the option to video or digitally record their Industry Expert Theater presentations. Upon approval sponsor will be responsible for making all arrangements for said recording with HFSA's audio visual partner.

## Signage

Industry Expert Theater presentations will be listed near the entrance to the Exhibit Hall. Industry Expert Theater sponsors are permitted to supplement this with floor standing signage immediately at the entrance of the Exhibit Hall and the entrance of the Industry Expert Theater only. Signs must be professionally printed, no larger than 30 x 39 and may be ordered through Freeman or a contractor of the applicant's choosing. Proposed copy of signage must be approved by the HFSA prior to printing. A maximum of two signs may be displayed.

Signage may only be placed outside the Industry Expert Theater beginning one hour prior to the applicant's time slot and must be removed within 30 minutes of the conclusion of the time slot. Applicants may display signs promoting their Industry Expert Theater within their own contacted exhibit space. Signs may not be placed in other venues or other areas of the Gaylord Opryland Hotel and Convention Center.

## Promotional Materials

HFSA's promotion of Industry Expert Theater is indicated above and additional publicity is strongly recommended. Options include mailings to preregistrants, door drops, announcements in meeting bags, or display ads in the hotel or outside the exhibit hall. See Support Opportunities on the HFSA website for specifics.

Keep in mind that HFSA does not sponsor or co-sponsor Industry Expert Theaters. Use of the HFSA name, logo or insignia on materials promoting Industry Expert Theaters is prohibited. All materials promoting Industry Expert Theaters should identify the industry sponsor. In addition:

- The term "scientific session" should not be used in reference to a Industry Expert Theater.
- All materials promoting Industry Expert Theater must include the following two statements:

***This Industry Expert Theater presentation is not part of the scientific program as planned by the HFSA Program Committee. This event is neither sponsored by nor endorsed by the HFSA.***

***This event does not qualify for continuing education credit.***

Proposed copy must be submitted to HFSA for approval prior to printing. Please allow 5 days for review.

Distribution of approved materials from the sponsor's exhibit booth is permitted. Promotional materials may not be distributed in the aisles, in the Gaylord Opryland Hotel and Convention Center lobbies or public areas, or anywhere else in the Gaylord Opryland Hotel and Convention Center property. Promotional materials, even if approved, may not be handed out anywhere, including restaurants, in front of the hotel or in or around the Gaylord Opryland Hotel and Convention Center. Promotional materials may be sent to the sponsor's in-house mailing lists. HFSA offers a one-time complimentary use of preregistered mailing list (available after August 1, 2018 Membership mailing list is also available for rent. Please contact HFSA for additional information.

# 2018 INDUSTRY EXPERT THEATER

## Important Dates

- Final session title, description, faculty and learning objectives - 60 days prior to meeting start date (**July 17, 2018**)
- Full payment - 30 days prior to meeting start date (**August 16, 2018**)
- Promotional materials submitted for approval - 45 days prior to meeting start date (**August 1, 2018**)

Failure to meet these deadlines will result in the program not being listed in the attendee program book nor in any HFSA promotional materials.

## Giveaways

Companies are permitted to distribute from the Industry Expert Theater nonexclusive giveaways in accordance with AMA Ethical Guidelines. Sponsors are encouraged to review and adhere to other applicable guidelines and codes of ethics related to giveaways, such as the Pharmaceutical Research and Manufacturers of America (PhRMA) Code of Interactions with Healthcare Professionals, Advanced Medical Technology Association (AdvaMed) Code of Ethics on Interactions with Health Care Professionals and the Office of Inspector General's Compliance Program Guidance for Pharmaceutical Manufacturers. Pharmaceutical and device companies are reminded to pay special attention to the recently revised PhRMA and AdvaMed Codes, respectively, which prohibit their members from distributing many traditional giveaway items.

Giveaways should be associated with sponsor products or services or be related to the attendees' work. A giveaway should not exceed a retail value of \$35. Within this limit HFSA encourages all applicants to check with their companies' own medical affairs/ compliance staff for applicable guidelines.

Giveaways should not be associated with a satellite symposium or unofficial event. All giveaways must be registered with the HFSA. Please complete the Booth Activities form available in the HFSA Exhibitor Prospectus.

For additional information on giveaways including which are approved or prohibited, see the 2018 Exhibitor Prospectus.

## Solicitations

The aisles and other spaces in the Exhibit Hall not leased by exhibitors are controlled by HFSA. All distribution of literature or business transactions are restricted to the Industry Expert Theater during the specified time slot. Solicitation in the aisles outside the Industry Expert Theater or intercepting those in attendance for advertising purposes is strictly prohibited.

## Changes in Schedule and Location

HFSA reserves the right to change location of the Industry Expert Theater as shown on the official floor plan. It also reserves the right to alter the time schedule if it deems a change would be in the best interest of the Annual Scientific Meeting. All changes will be communicated to Industry Expert Theater sponsors.

Although HFSA will attempt to accommodate requests for specific Industry Expert Theater slots, no guarantee can be made that a company will be assigned the specific slot requested.

## Cancellation

If an Industry Expert Theater sponsor cancels or defaults on exhibit space, the Industry Expert Theater slot will be forfeited with no refund for payments made. Notification of applicant's decision to cancel an Industry Expert Theater time slot must be submitted in writing. HFSA retains the right to utilize canceled theater time slots at its discretion. No refunds will be issued for cancellations. HFSA reserves the right to revoke an Industry Expert Theater contract at its sole discretion.

## General

HFSA shall have the authority to interpret and enforce these guidelines. All matters not covered by these guidelines are subject to the decision of HFSA. All decisions so made shall be as binding on all parties as the original guidelines. The sponsor or its designated representative is responsible for knowing all guidelines. A sponsor that fails to observe these conditions or the terms of the Industry Expert Theater guidelines may be removed from the theater without refund, and without limiting any other rights or remedies available to HFSA. These guidelines may be amended at any time by HFSA, and all amendments so made shall be binding on applicants equally with the original guidelines.

The applicant agrees to operate in strict compliance with these guidelines. HFSA reserves the right to reject, remove or prohibit any presentation in whole or in part, or any applicant, or its representative, with or without giving cause. If any sponsor is rejected for violation of these guidelines, or for any other stated reason, no refund shall be made.

***Note: These Industry Expert Theater Guidelines are a supplement to the Exhibitor Prospectus. The rules and regulations set forth in the Exhibitor Prospectus are restated and incorporated herein by reference. Any Exhibitor rules and regulations in the Exhibitor Prospectus that apply to Industry Expert Theaters will be enforced.***

# 2018 INDUSTRY EXPERT THEATER

## Application Form (1/2)

### Contact Information

Company Name:

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Contact Name:

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Company Address:

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City:

State:

Zip Code:

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Telephone:

Fax:

Email:

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### Presentation Times (Times are Subject to Change)

#### One Hour Theater - \$25,000

- Saturday, September 15.....6:15 PM - 7:15 PM
- Sunday, September 16 .....12:00 PM - 1:00 PM
- Sunday, September 16 .....5:15 PM - 6:15 PM
- Monday, September 17.....12:00 PM - 1:00 PM

#### 30 Minute Mini-Theater - \$12,500

- Sunday, September 16 ..... 10:00 AM - 10:30 AM
- Sunday, September 16 .....1:30 PM - 2:30 PM
- Sunday, September 16 .....3:30 PM - 4:00 PM
- Monday, September 17..... 10:00 AM - 10:30 AM

### Industry Expert Theater Preference (Check One):

- One-hour Industry Expert Theater (\$25,000)  30-minute Industry Expert Theater (\$12,500)

### Payment Information

Amount due \$ \_\_\_\_\_ (payment in full required). Payment may be made with Visa, MasterCard, American Express, check or money order (drawn on US banks only). If paying by credit card, you may email this form to pmcgary@hfsa.org or fax this form to (301) 798-7794.

- Check\*  Money Order\*  American Express\*\*  VISA\*\*  MasterCard\*\*

Account Number:

Expiration Date (MM/YY):

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Name of Card Holder:

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Event financially supported by:

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Contact Person:

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Company:

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Address:

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Telephone:

Fax:

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Email:

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Authorized Signature:

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Payments may be made with Visa, MasterCard, American Express, check or money order (drawn on US banks only). Checks or money orders are payable to: Heart Failure Society of America and must accompany this form (mail to the address on page 3). If paying by credit card, return completed form by fax (301) 798-7794 or email to info@hfsa.org. Payment by credit card will incur an additional 3% fee. Payments will be processed after review and approval by HFSA. If paying by check, payment is due 30 days after review and approval. No refunds for any reason, including cancellation of event.

\* **Check or money order to be made payable to:** Heart Failure Society of America (Tax ID: 06-1416238)  
Mail check to: Heart Failure Society of America, 9211 Corporate Blvd., Suite 270, Rockville, MD 20850

\*\* **Credit Cards:** A 3% fee will be added to Credit card charges over \$5,000

## Application Form (2/2)

### Event Information

1. Title of Industry Expert Presentation:
2. Name and description of product/service/treatment:
3. Name(s) of presenters/speakers:
4. Summary presentation (wording provided will appear in printed material):

Theater will not be presented for final review and approval until all areas above have been submitted and may be canceled if deadlines outlined on page 4 are not met. No refund will be provided for theaters denied due to incomplete applications or that fail to meet the published deadlines.

Return completed form to [pmcgary@hfsa.org](mailto:pmcgary@hfsa.org) or by fax (301) 798-7794

**FOR HFSA USE ONLY:**

HFSA: \_\_\_\_\_ Date: \_\_\_\_\_