

# 2018 SUPPORT OPPORTUNITIES



## 22nd Annual Scientific Meeting

September 15-18, 2018 • Nashville, TN

Gaylord Opryland Hotel & Convention Center

# Nashville

meeting.hfsa.org



# 2018 SUPPORT OPPORTUNITIES

## CME Educational Opportunities

### Industry Supported Programs \$52,000 - \$80,000

The Heart Failure Society of America (HFSA) provides opportunities for industry supported CME-accredited symposia to be held at the 22nd HFSA Annual Scientific Meeting at the Gaylord Opryland Hotel & Convention Center, Nashville, TN. 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 22nd Annual Scientific Meeting of the HFSA.

**All CME Educational Opportunities may be shared with other supporters with sponsor approval.**

#### **1 Hour Satellite Program - \$52,000\***

- 1 chair, 2 presenters maximum
- Honoraria, travel, 1 night lodging (in conference block)
- Meeting room rental and set up (theater only; existing set-up for HFSA program)
- AV support (standard), laptop, timer, podium, microphones, lighting, pipe & drape (if required)
- Attendance tracking
- CME review and credits by HFSA
- HFSA will collect evaluation information
- Distribution/tabulation of online evaluation
- Listing in final program book
- Listing on CME satellite announcement card
- Placement of satellite specific bag insert into official meeting bag (+)
- Posting on web site
- Listing on mobile application
- One-time use of annual meeting registrant email or mailing list
- On-site signage

#### **2 Hour Satellite Program - \$80,000\***

- 1 chair, 4 presenters maximum
- Honoraria, travel, 1 night lodging (in conference block)
- Meeting room rental and set up (theater only; existing set-up for HFSA program)
- AV support (standard), laptop, timer, podium, microphones, lighting, pipe & drape (if required)
- Attendance tracking
- CME review and credits by HFSA
- HFSA will collect evaluation information
- Distribution/tabulation of online evaluation
- Listing in final program book
- Listing on CME satellite announcement card
- Placement of satellite specific bag insert into official meeting bag (+)
- Posting on web site
- Listing on mobile application
- One-time use of annual meeting registrant email or mailing list
- On-site signage

***Note: 1.5 hour satellites may also be accommodated based on availability. Hosting and distribution of online enduring programs based on the satellite can also be accommodated for an additional fee. Please contact HFSA for details.***

### Hands-On Workshops - \$30,000

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, hemodynamics, durable VADs, and Management of Acute Cardiogenic Shock with Peripheral Devices.

In addition to financial support, many of the Hands-On Workshops require the donation of equipment that will be used as part of the workshop. Recognition will be made for financial and equipment support.

For questions or additional information, please email: [education@hfsa.org](mailto:education@hfsa.org) or call 301-312-8635.

(\* ) Amount listed is for HFSA fee only and does not include medical education partner content development or management fees, program materials, or cost associated with enduring activity development or marketing. Please see the comprehensive 2018 Satellite Symposium Guidelines for additional details.

(+ ) Includes the placement of the bag insert. Printing and shipping is the responsibility of the medical education partner.

# 2018 SUPPORT OPPORTUNITIES

## Non-CME Educational Opportunities

### Contemporary Forums - \$45,000

These non-CME educational forums take place in general session rooms (not the Exhibit Hall). Four (4) opportunities are available for Contemporary Forums including:

- Friday, September 14, evening session
- Saturday, September 15, early morning session (two slots available)
- Monday, September 17, evening session

HFSA staff is available to help plan programs. Click to view a complete description of the Contemporary Forums Opportunity and Guidelines.

### Industry Expert Theater - \$12,500 - \$25,000

\$25,000 for 1 Hour

\$12,500 for 30 Minutes

A convenient exhibit floor theater location allows industry experts 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. These promotional presentations are formatted for learning and a great way to provide a higher level of interaction and engagement of professional attendees.

These are non-CME presentations. HFSA provides the space, theater style setting for 175 seats, stage, podium, electrical, sound, 2 lead retrieval scanners, and AV Package – including up to 4 microphones for presenter, panelist, and audience questions, LCD projector with one 9 x 12 screen, sound system, laser pointer, and a dedicated AV technician. Presenter to provide own laptop. Includes complimentary one-time use of HFSA pre-registration list and promotion of theater in HFSA final program, mobile app, session schedule, exhibit hall signage, and an exhibit hall announcement.

Time for meetings are limited and an exhibit booth is required. Commitment for the Industry Expert Theater (including program description and faculty) must be made by July 17, 2018 to be included in the conference program and other marketing opportunities.

Food and beverage can be ordered directly through the Gaylord Opryland at an added cost. Please review the [2018 Industry Expert Theater Guidelines](#) for additional details .

## Awards

These sponsorships cover cash awards and/or travel expenses for awardees.

### Lifetime Achievement Award - \$7,500

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.

Recent Lifetime Achievement Award winners include Barry H. Greenberg, MD, FHFA (2017); Marc Pfeffer, MD, PhD, FHFA (2016); and Sidney Goldstein, MD, FHFA (2015).

# 2018 SUPPORT OPPORTUNITIES

## Jay N. Cohn (JNC) Young Investigator Awards - \$10,000

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 fantastic opportunity to help young investigators receive well deserved recognition for their hard work and discovery.

This includes two awards:  
JNC Basic Science Award  
JNC New Investigator Award

## Nursing Research Award - \$5,000

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.

## Nursing Leadership Award - \$5,000 (Support Both Clinical Excellence and Nursing Leadership Awards \$7,500)

The purpose of the Nursing 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 2014 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.

## Clinical Excellence Award - \$5,000 (Support Both Clinical Excellence and Nursing Leadership Awards \$7,500)

To recognize and support clinical nursing excellence by a nurse who works directly with heart failure 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.

## **Receptions & Special Events**

### Receptions - Varies

Make sure your brand is front and center at one of the many receptions throughout the meeting. Beverages and hors d'oeuvres provided. Artwork for up to two (2) promotional signs to be submitted by supporter. Corporate support will be identified in final program, on signage at the event and within invitations sent to attendees. Sponsors are invited to attend (10 invitations per sponsor). Receptions are open to shared sponsorship.

### **Presidents Reception - \$30,000**

The purpose of the Presidents Reception is to honor our incoming and outgoing Presidents and provide a unique networking opportunity between senior and emerging leaders in heart failure. The reception is by invitation-only and will include the following invitees: HFSA President, Board and Committee members, Past Presidents, early career professionals, new HFSA members, HFSA fellows, international faculty, and corporate sponsors of the reception. We expect approximately 500 people will attend the reception.

### **Nurses Reception - \$18,000**

The Nurses Reception offers all nurses attending the meeting to network with friends and colleagues. The HFSA Nurse Award Winners and Research Award finalists will be honored during this reception. The Nurses Reception is open to all nurses with an expected attendance of 300 people.

### **Pharmacists Reception - \$12,000**

The Pharmacists Reception is a can't miss opportunity to network with faculty and colleagues, and make new connections in the heart failure community. The Pharmacists Reception is open to all pharmacists attending the meeting with an expected attendance of 150 people.

# 2018 SUPPORT OPPORTUNITIES

## Exhibit Hall & Posters Opening Reception - \$50,000

The opening of the exhibit hall and posters is an exciting evening for all meeting attendees. The supporter of the reception will be recognized through the hall announcement system during the reception.

## Nurses Luncheon - \$10,000

The purpose of the Nurses Luncheon is to provide an opportunity for our diverse group of nurses to network as well as provide the HFSA Nursing Committee insight on how HFSA can continue to engage the nursing community, ideas for future nursing programs, and encourage nurses to take an active role in HFSA. A buffet lunch is provided. Artwork for up to two (2) promotional signs to be submitted by supporter. Corporate support will be identified in final program, on signage at the event and within invitations sent to attendees.

## Fellow & Early Career Lounge - \$20,000

A unique lounge for fellows and early career professionals to network and make new connections in the heart failure community. The lounge will offer a comfortable environment for conversation, a chance to take a quiet break, a place to charge your phone, or get in those extra steps on a treadmill. The lounge will include comfortable furnishings, power to charge devices, treadmill, television, and beverages. The lounge will only be accessible to fellows and early career meeting attendees. Sponsors will have access to the lounge. Artwork for two (2) promotional signs to be submitted by supporter. Corporate support will be identified in final program and signage. This opportunity is open to multiple sponsors.

## Faculty & Supporter's Lounge - \$25,000

The Faculty and Supporter's Lounge will offer HFSA's approximately 300 meeting faculty and 2018 supporters the opportunity to have a private area to network and relax. The lounge will include comfortable furnishings, power to charge devices, and refreshments. The lounge will only be accessible to meeting faculty and individuals who supported HFSA with a financial contribution in 2018. Corporate sponsors of the lounge will have access to the lounge. Artwork for two (2) promotional signs to be submitted by supporter. Corporate support will be identified in final program and signage. This opportunity is open to multiple sponsors.

## Coffee Stations and Branded Reusable Coffee Cups - \$30,000

Attendees rank the availability of coffee high in satisfaction when evaluating the overall meeting. At registration, each attendee will be provided a reusable coffee cup branded with the sponsor logo/messaging for use during the entire meeting and beyond. Coffee stations will be placed in the Exhibit Hall for breaks between sessions. Support recognition will be posted on the coffee station signage, reusable coffee mugs, printed materials, and in the final program.

## **Hotel Marketing Opportunities**

### Hotel Key Cards

\$20,000

\$30,000 (Key Cards & Key Holders)

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, the Gaylord Opryland. Artwork to be provided by sponsor. Additional hotel fees may apply and will be the sponsor's responsibility.

### Custom Do Not Disturb Cards/Door Hangers - \$10,000

Custom Do Not Disturb Cards/Door Hangers to showcase your corporate logo or product. Front and back art (full color) cards/door hangers will be placed in HFSA sleeping rooms of meeting attendees in contracted meeting hotel: Gaylord Opryland. Artwork to be provided by sponsor. Additional hotel fees may apply and will be the sponsor's responsibility.

# 2018 SUPPORT OPPORTUNITIES

## Custom Personalized Phone Greetings - Call for pricing

Do you want to share a recorded message with HFSA meeting attendees? Provide your own recorded message for the hotel to play as a voicemail for each of your attendees, or provide a script that you would like one of the hotel operators to read as a voicemail message for each attendee. Voicemail message recordings and/or script to be provided by the sponsor. Additional hotel fees may apply and will be the sponsor's responsibility.

## Hotel Door Drops - Varies

Grants company permission to arrange a door drop at the Gaylord Opryland. 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. Discount available for additional piece(s) distributed the same day.

\$3,500 per piece (privilege only)

Second piece \$1,300 each item with drop

Additional hotel fees will apply and will be the sponsor's responsibility.

## High Definition Designated Channel - Call for pricing

Create a unique channel for HFSA meeting attendees to be viewed on sleeping room televisions. Video and materials for channel to be provided by sponsor. Call for additional details.

## **Branding Opportunities**

### Lanyard Sponsorship - \$15,000

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

### Conference Bags - \$15,000

All attendees receive a conference bag with program information, lanyard, and special event information inside. Branding opportunity for sponsor provides prominent display of company logo. Artwork to be supplied by sponsor.

### Networking Lounge - \$15,000

Make sure your brand is front and center in this casual setting developed to encourage networking and interaction with attendees and sponsors. Lounge includes comfortable seating, meeting table for group conversations, and power for device charging. Artwork to be submitted by supporter. Corporate support identified in final program, in on-site signage, and as part of HFSA marketing to attendees. Food and beverage may be ordered directly through the hotel at the sponsor's expense.

### Networking Zone - \$20,000

Exhibit Hall Entrance Networking Zone: Display your company name and logo to each attendee as they enter the foyer of the exhibit hall. Sitting area to include two (2) loveseats, four (4) chairs, and power strips to charge devices.

## **Exhibit Opportunities**

\$35 sq. ft. (10 x 10 minimum) until June 30, 2018

\$37.50 sq. ft. (10 x 10 minimum) after June 30, 2018

# 2018 SUPPORT OPPORTUNITIES

## Advertising Opportunities

### Abstract Supplement (Journal of Cardiac Failure) - \$15,000 - \$25,000

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 - \$15,000 - \$25,000

Advertising in the final program book, which is referenced constantly during the annual meeting and distributed to all meeting attendees, is a terrific opportunity for onsite visibility. The final program contains all educational sessions, schedule-at-a-glance, exhibitor listings, floor plans, as well as general meeting information. An added bonus is the HFSA program book is often shared post-conference with colleagues and co-workers. Artwork to be provided by sponsor and must be received no later than August 1, 2018. No extensions can be made on artwork due date.

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

\$15,000 inside (4 color) front cover and one full page ad inside page next to front inside cover (B&W)

\$15,000 inside (4 color) back cover and one full page ad inside page next to back cover (B&W)

\$2,000 for additional B&W pages (available only to purchaser of cover ads)

### Notebook - \$15,000

Spiral bound notebook. Used by attendees through the meeting to take notes from sessions. Artwork to be provided by sponsor. Includes back cover ad (4 color) and inside front-page ad (B&W).

### Conference Bag Insert - \$2,500 per piece

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 and service promotion, or satellite program flyer (HFSA CME program only). Printing and shipping are the responsibility of the sponsor. Artwork to be approved by HFSA prior to printing. Materials must be on site by Wednesday, September 5, 2018. Quantity recommended: 2,000

## Technology and Digital Advertising Opportunities

With technology advancing at a rapid pace, give your company the ultimate visibility by sponsoring official meeting applications, WiFi, and digital signage.

### Digital Advertising - \$25,000

HFSA will utilize video monitors to display daily session information as well as general conference announcements. Strategically placed outside each session room and in high traffic areas of the conference, each will display a listing of the day's activities on half of the screen, with the other half available for sponsor presentations or videos (no volume). Artwork to be provided by contributor a minimum of 45 days prior to the start of the meeting. Digital advertising will not be posted during separately sponsored programs/events.

### High Definition Designated Channel – Hotel Front Desk - \$10,000 per monitor or \$15,000 for two monitors

A fantastic opportunity to display your company as hotel guests arrive and depart the Gaylord Opryland. Place your company name or logo on the Cascades Lobby Front Desk monitors to be viewed from Friday through Monday. Artwork to be provided by sponsors. Two (2) monitors available.

# 2018 SUPPORT OPPORTUNITIES

## Charging Stations - \$9,000 per station

Mobile phones, iPads, and computers have all become a part of the conference experience and all need to be recharged frequently. Brand your company name, logo, or product with the only ability in the convention center to charge electronic devices (standard outlets are not available) and save attendees from the dreaded "low battery" signal. Multiple opportunities are available for charging stations, and prominent placement will be given to those companies who secure sponsorship the earliest.

## Meeting App - Landing Page - \$20,000

HFSA has progressively moved from more traditional program book content to the mobile app in the past few years. The meeting app is launched 30 days prior to the meeting and is promoted heavily by HFSA. In 2017, the mobile app was utilized by 4,000 unique devices, the mobile app traffic accounted for 110,000 session views, and sponsor ads received over 14,000 clicks.

The Meeting App Landing Page Sponsorship includes Landing Page recognition and internal banner graphic. Both can be linked to your in-app exhibitor listing or an external URL. The web version of the meeting app will launch in May/June 2018. The sponsor of the meeting app will be included on the web version if sponsorship is secured by April 30, 2018.

### **Additional in-app opportunities are available including:**

- Rotating Banner Ads – Available through HFSA's technology partner Experient.
- Priority Exhibitor Listing – Your company receives prominent placement (top) when attendees access the exhibitor module of the meeting app. Available through HFSA's technology partner Experient.
- Enhanced Listing – Display your company listing on the exhibitor list and the interactive exhibit hall floor plan. Available through HFSA's technology partner Experient.

## WiFi Sponsorship - \$25,000

WiFi is of paramount importance to attendees and is clearly a prominent opportunity for company branding. The increased use of social media, meeting and mobile apps, and online surveys makes WiFi more necessary than ever. Present yourself as a market leader. Your company name and logo will appear on multiple signs, the WiFi access page, and bag inserts.

## **Banners/Wraps/Wall Cling Opportunities**

A variety of banner placements and sizes are available throughout the hotel, convention center, and atrium to prominently display your company name, logo, and/or product information. These promotional opportunities are in high traffic areas and provide excellent visibility.

### Cascades Lobby Entrance Door Clings - Call for pricing

Greet meeting attendees as they arrive at the Gaylord with your signage on the front entrance doors.

### Presidential Lobby and Railing Banners - Call for pricing

The most effective location for banner placement at the HFSA meeting. Eight (8) banner placement locations available. Banner sizes vary.

### Presidential Lobby Staircase Branding - Call for pricing

Interested in making an enormous impact? This might be the best option. One (1) set of stairs in the Presidential Lobby to the Presidential Portico available.

### Presidential West End Window Art - Call for pricing

Showcase your company or product in the heart of our meeting space.



# 2018 SUPPORT OPPORTUNITIES

## Directional Kiosk Banners or Borders - Call for pricing

Six (6) kiosks available in the HFSA meeting space – One (1) Presidential Lobby, one (1) Presidential Mezzanine, two (2) Tennessee Lobby and two (2) near the Ryman B Exhibit Hall.

## Atrium Lamp Post Banners - Call for pricing

Opportunities available for the Cascades and Garden areas. Cascades offers 25 lamp posts with 45 banner locations. Garden offers 22 lamp posts with 40 banner locations. Banners are 20" W x 30" L, double-sided with a pocket at the top of banner. Poles have one or two banners depending on location.

## Tennessee Lobby Banners - Call for pricing

Place your banner in the heart of the HFSA meeting space. Four (4) banner placement locations available. Banners sizes vary.

## Pub District Railing Banners - Call for pricing

Placement of these banners greet each attendee as they walk to the meeting space. Banner sizes vary.

## Custom Floor Stickers - Call for pricing

Place your brand or message in high traffic areas. Call for location options and specifications.

## Elevator Door Wraps - Call for pricing

One (1) elevator door wrap opportunity available in the Presidential Space.

## **Panels and Signage Opportunities**

Looking for something unique, possibly with movement and depth, that is sure to catch the eye of each attendee? Consider one or more of the following to place your brand or product in front and center each day. Pricing to be determined based on size, location and quantity.

## Convention Center Walkway Standing Panels - Call for pricing

Work with the HFSA decorator to design a piece that is sure to attract the attention of attendees as they enter and leave the convention center each day.

## HFSA Annual Conference Directional Signage - Call for pricing

Convention centers can be confusing. HFSA develops signage to help attendees find their way to key areas of the conference, and places signage in high traffic areas to do so. Add your company name to these highly visible meter boards and be sure to get recognized by attendees.

## Design your own opportunity - Call for pricing

Have a great idea that has worked at other conferences or has your team thought of something new? Share your idea with HFSA to work collaboratively in creating a unique opportunity to support your company or product.

Fees quoted are for the privilege to promote your company and/or product. Additional fees may be incurred to produce banners, wraps, clings, or sponsored items to be distributed or presented to attendees. Sponsoring company will work directly with HFSA's general contractor to develop pieces for distribution. All materials shall be presented to HFSA for review and approval prior to production. HFSA reserves the right to decline use of any promotional materials it deems inappropriate.

# 2018 SUPPORT OPPORTUNITIES

## Application for Support Opportunities

### Contact Information

Company Name:

---

Contact Name:

---

Company Address:

---

City:

State:

Zip Code:

---

Telephone:

Fax:

---

Email:

---

### Program/Event/Advertising Description

### Payment Information

Check\*  American Express\*\*  Visa\*\*  MasterCard\*\*

Account Number:

Expiration Date (mm/yyyy):

---

Name of Card Holder:

---

Event financially supported by:

---

Authorized Signature:

---

Payments may be paid 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 at 9211 Corporate Blvd., Suite 270, Rockville, MD 20850. If paying by credit card, return completed form by fax (301) 798-7794 or email to [info@hfsa.org](mailto:info@hfsa.org). A 3% fee will be added to credit card charges over \$5,000. 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. Cancellations, for any reason including missed deadlines, are non-refundable.

\* Check or money order (in US funds drawn on a US bank) to be made payable to Heart Failure Society of America.

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