2018 INDUSTRY CONTEMPORARY FORUMS

HFSA
HEART FAILURE SOCIETY OF AMERICA

22nd Annual Scientific Meeting

September 15-18, 2018 • Nashville,TN

Gaylord Opryland Hotel & Convention Center

Nashville

meeting.hfsa.org

2018 Industry Contemporary Forums

Industry Contemporary Forum Hours & Purpose

These Non-CME educational forums take place in general session rooms (not the exhibit hall). Four opportunities are available for contemporary forums including:

- Saturday, September 15, early morning – SOLD
- Saturday, September 15, mid-day lunch – SOLD
- Saturday, September 15, evening
- Sunday, September 16, early morning
- Sunday, September 16, evening
- Monday, September 17, early morning
- Monday, September 17, evening

Industry Contemporary Forums will be offered during any available timeslot prior to or after daily HFSA Scientific Sessions and may coincide with another Industry Contemporary Forum or Satellite Symposium.

Industry Contemporary Forum Fee

These Non-CME educational forums take place in general session rooms (not Exhibit Hall).

(1) 60 or 90 minute sessions: $35,000 - $45,000 Fee includes:

- Forum/Classroom seating for up to 250 in a designated session room utilizing standard HFSA room set (combination of classroom, theater, rounds and standing tables)
- Audiovisual (up to 4 microphones for presenter, panelists, audience questions)
- Front (direct) projection
- Lectern laptop for speaker
- Projection screen
- Confidence Monitor
- Lectern or lavaliere microphone for speakers
- Panel table microphones
- Riser/staging for up to 6 presenters
- Standing aisle microphones
- Speaker timer
- Lighting and sound technician

In addition, HFSA provides publicity via the following:

- Signage outside the meeting area
- Listing in the program booklet, in the attendee mobile app and on the HFSA conference website
- An email blast to registrants

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 Contemporary Forum 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 content.

Speakers

It is the responsibility of the sponsor to ensure that all individuals involved with the planning, production, and marketing of the Industry Contemporary Forum are aware of and abide by the Industry Contemporary Forum Guidelines. Speakers may be either meeting attendees, speakers, or abstract presenters. If a speaker's presentation is similar to his or her presentation in a scientific session, the scientific session should precede the Industry Contemporary Forum. All Industry Contemporary Forum speakers are required to be registered as attendees at the meeting.

Set Up

Sponsors will have access to the Industry Contemporary Forum 30 minutes to an hour before the assigned presentation time. Seating, AV, stage, lighting, and other physical arrangements cannot be altered or removed. Sponsors may request the option to video or digitally record their Industry Contemporary Forum presentations. Upon approval sponsor will be responsible for making all arrangements for said recording with HFSA's audio-visual partner.

The Presentation Management System used for the Scientific Meeting sessions will not be available to sponsors. All presentation materials should be available on portable media to load directly to the session room computer prior to the session.

AV Enhancements or Additions

Plans to audio- or video-record the forum or to use audience response systems or other AV equipment not provided by HFSA must be approved. AV enhancements cannot interfere with the existing meeting room set-up, including the stage, lights, draping, seating, microphones, and projection. If AV enhancements are planned, a specific request for additional activities should be submitted by August 1st. Anything considered after that date will be at HFSA's discretion. HFSA is not responsible for the costs or arrangements.

Promotional Materials

HFSA's promotion of the Industry Contemporary Forum is indicated above. Because Industry Contemporary Forums are still new to the HFSA Annual Scientific Meeting, additional publicity is strongly recommended. Options include mailings to pre-registrants, door drops, announcements in meeting bags, or display ads in the hotel or outside the meeting hall. See Support Opportunities on the HFSA website for specifics.

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

- The term "scientific session" should not be used in reference to an Industry Contemporary Forum.
- All materials promoting the Industry Contemporary Forum must include the following two statements:
  - ✓ "This Industry Contemporary Forum is not part of the scientific program as planned by the HFSA Program Committee. This event is neither sponsored or endorsed by 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 a 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 pre-registered mailing list (available after August 1, 2018). Membership mailing list is also available for rent. Please contact HFSA for additional information.

Signage

Arrangements for placing Industry Contemorary Forum posters in the lobby of the Gaylord Opryland Hotel and Convention Center should be made directly with the hotel after review and approval by HFSA. One poster can be placed in the registration area and outside the forum meeting room. 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. Directional signs will be provided by HFSA. No materials can be distributed within the Gaylord Opryland without prior written approval by HFSA. Signs may not be placed in other venues or other areas of the Gaylord Opryland Hotel and Convention Center.

Giveaways

Companies are permitted to distribute from the Industry Contemporary Forum 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 page 10 of the Exhibitor Prospectus.

Changes in Schedule and Locations

HFSA reserves the right to change location of the Industry Contemporary Forum. 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 Contemporary Forum sponsors. HFSA will attempt to accommodate requests when deemed appropriate.

Cancellations

If the Industry Contemporary Forum sponsor cancels, the Contemporary Forum slot will be forfeited. Notification of applicant's decision to cancel an Industry Contemporary Forum time slot must be submitted in writing. HFSA retains the right to utilize cancelled Forum time slots at its discretion. No refunds will be issued for cancellations. HFSA reserves the right to revoke a Contemporary Forum 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 Contemporary Forum guidelines may be removed from the Forum 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 return of rental shall be made.

Note: *These Industry Contemporary Forum 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 the Industry Contemporary Forum will be enforced.*

Signature Agreement

By your signature, you are agreeing to abide by the qualifications and terms stipulated in the HFSA Industry Contemporary Forum Guidelines and Exhibitor Prospectus at the HFSA 22nd Annual Scientific Meeting.

Company Representative Signature: _____

Comapny Representative Name: _____

Date: _____

HFSA Use Only

☐ Approved ☐ Not Approved

HFSA: _____ Date: _____

Forum Information

Title of forum:

Name and description of topic update/product/service/treatment:

Name(s) of presenters/speakers:

Brief description of activity:

HFSA Use Only

☐ Approved ☐ Not Approved

HFSA: _____ Date: _____