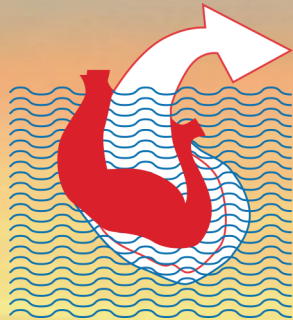


HEART FAILURE MANAGEMENT 2024



PRECISION MEDICINE TO PERSONALIZE CARE

Exhibit Prospectus

JULY 18-21, 2024

OMNI HOTEL • AMELIA ISLAND, FLORIDA

INVITATION TO EXHIBIT

On behalf of course director Kirkwood Adams, Jr., MD, I am writing to request your support as an exhibitor for the upcoming conference Heart Failure Management 2024: Precision Medicine to Personalize Care. This program, which was first held in 1986, and continuously for the past 30 years, will be held at the Omni Amelia Island Hotel on July 18-21, 2024.

The intended audience for the conference is health care providers who focus on heart failure management including cardiologists, nurse practitioners, physician assistants, and pharmacists who specialize in this cardiovascular area. In addition, electrophysiologists and cardiothoracic surgeons who utilize device therapy and advanced surgical options for the treatment of heart failure are targeted. Our conference includes a large and dedicated faculty (over 50 faculty attendees), composed of well-recognized experts in heart failure from the disciplines of pharmacy, medicine and nursing, who contribute academic and practical clinical expertise and interact with conference participants throughout the meeting. We anticipate having approximately 200 attendees in addition to our faculty at the meeting. This conference provides a great opportunity to make and solidify professional relationships, and fulfill your marketing needs and sales objectives through person-to-person communication and marketing.

A draft agenda can be found on the program website at heartfailure.cme.ufl.edu.

Exhibits will be located in the dedicated exhibit hall in the Amelia Ballroom 3 & 4 which is located adjacent to the General Session room. Please submit the [Exhibitor Contract](#) if you are able to participate, and review the information in this prospectus for important details. Please note, the Exhibitor Contract is due as soon as your organization has approved participation, and payment is expected prior to the conference.

We appreciate your support of our programs, and hope that you and/or another representative will be able to join us. Please don't hesitate to contact us if you have any questions or need additional information .

Best,



Gianna Gamache, CMP

CME Conference Manager

UF Continuing Medical Education

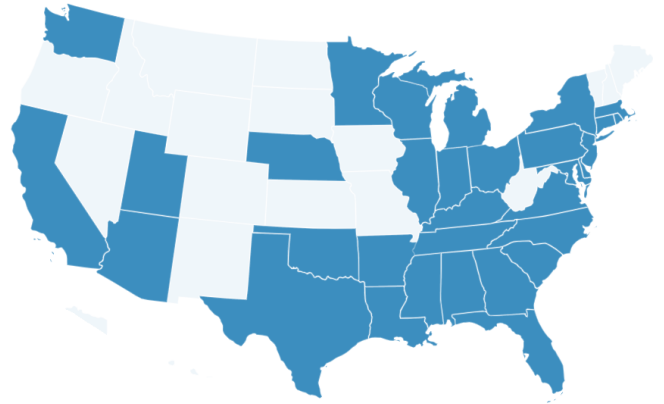
PO Box 100233, Gainesville, FL 32610

352-733-0155 phone

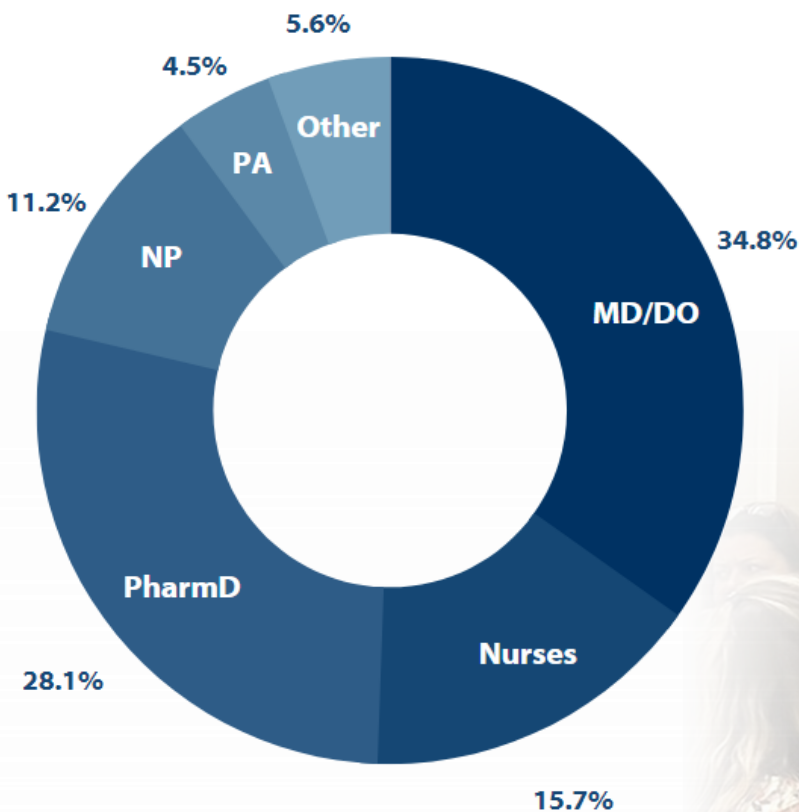
352-733-0007 fax

Profile of Attendees

Attendees have hailed from over **34 states** since 2015, with the majority of attendees living and practicing in the **Southeast**. On average, almost **60%** of conference attendees are **MDs** or **Nurse Practitioners**.



Attendee Demographics:



The key target audience for Heart Failure Management 2024 remains the diverse group of cardiovascular health care providers who treat patients with all stages of heart failure. The conference aims to educate attendees in the art and science of optimizing the management of heart failure including the most effective application of devices and advanced therapies.



[Click Here to Exhibit!](#)

EXHIBIT DATES AND HOURS

Please note that while there are dedicated exhibit hours during the conference, **the exhibit hall is open to participants and faculty at all times during the conference.**

If you are signed up for individual days, you can set up 1 hour prior to the start of the day's scheduled exhibit time and break down after the last break that day.

Over 3.5 hours of Exhibit Time!

Thursday, July 18, 2024	
10:00 am – 11:00 am	SET-UP
11:00 am – 12:15 pm	Exhibit Time – Registration
1:20 pm – 1:40 pm	Exhibit Time – Break
3:05 pm – 3:20 pm	Exhibit Time – Break

Friday, July 19, 2024	
7:30 am – 8:00 am	Exhibit Time – Registration and Breakfast
9:20 am – 9:35 am	Exhibit Time – Break
12:20 pm – 12:30 pm	Exhibit Time – Lunch Pick-Up

Saturday, July 20, 2024	
7:15 am – 8:30 am	Exhibit Time – Registration and Breakfast
10:25 am – 10:40 am	Exhibit Time – Break
12:20 pm – 12:30 pm	Exhibit Time – Lunch Pick-Up

Sunday, July 21, 2024	
7:30 am – 8:00 am	Exhibit Time—Registration and Breakfast
Any time after 8:00 am	BREAK-DOWN

FULL CONFERENCE EXHIBIT TIERS

	Number of Reps	Booth Size	Choice on Booth Space	Placement on Exhibitor Acknowledgment Sign & Website	Available Add-Ons
Gold Exhibitors <i>\$12,500</i>	4	Double Booth Space Two 6ft Tabletops or 10x10ft space	1st (if multiple, based on order of sign up)	Top Placement and Individual Recognition on Conference Information Slides	Choice of 2: <ul style="list-style-type: none"> • Break Advertisement <small>(Poster acknowledging company support adjacent to refreshments at [1] break)</small> • Poster Stand Charging Kiosk • Half Page Ad in Final Program Booklet • Full Page Ad/Insert in Welcome Folder
Silver Exhibitors <i>\$7,500</i>	3	Single Booth Space 6ft Tabletop	2nd (if multiple, based on order of sign up)	Middle Placement and Individual Recognition on Conference Information Slides	Choice of 1: <ul style="list-style-type: none"> • Break Advertisement <small>(Poster acknowledging company support adjacent to refreshments at [1] break)</small> • Poster Stand Charging Kiosk • Half Page Ad in Final Program Booklet
Bronze Exhibitors <i>\$5,000</i>	2	Single Booth Space 6ft Tabletop	Assigned	Standard Placement	

Single Day Rates available on Page 6

SINGLE DAY EXHIBIT OPTIONS

	Number of Reps	Booth Size	Choice on Booth Space	Placement on Exhibitor Acknowledgment Sign & Website
Single Day Exhibit \$2,000	2	Single Booth Space 6ft Tabletop	Assigned	Standard Placement
Two Day Exhibit \$3,500	2	Single Booth Space 6ft Tabletop	Assigned	Standard Placement
Three Day Exhibit \$4,500	2	Single Booth Space 6ft Tabletop	Assigned	Standard Placement

PARTICIPANT RAFFLE

We encourage participants to interact with exhibitors by raffling off a prize at the end of the conference. For participants to enter the raffle, they must take their raffle card to all of the exhibitors in the hall and have them sign off. This encourages the participants to interact with every exhibitor in the hall.

PAYMENT INFORMATION

Payments can be made online or by check.

Online

To make your payment online, please visit heartfailure.cme.ufl.edu and click on the exhibits tab. All major credit cards are accepted.

By check

Checks should be made payable to the University of Florida. Our tax ID # is 59-6002052.

All checks sent by **FedEx** should be sent to

UF Continuing Medical Education
1329 SW 16th St, Suite 2106
Gainesville, FL, 32608

All checks sent by **regular mail** should be sent to

UF Continuing Medical Education
P.O. Box 100233
Gainesville, FL, 32610

Our W-9 is available online at heartfailure.cme.ufl.edu/exhibits.



PROMOTIONAL OPPORTUNITIES

Interested? [Email us](#) for pricing and availability of the following promotional opportunities!

Industry Supported Lecture

Capture our audience with a lecture by your company. Your company will receive dedicated time in the exhibit hall during breakfast or lunch for your lecture. The conference organizers will send an email to conference attendees with the details of your Industry Supported Lecture. Your company name, talk title, and speaker will be listed on the agenda included in the attendee welcome packet. (Exhibitor is responsible for coordination of audio visual set-up and equipment, and coordination of speaker and associated expenses.)

Limited Time Slots Available

Reception Advertisement

Join attendees as they network with new and old colleagues, faculty, and friends. Advertising during our reception is a great opportunity to increase your brand awareness! Recognition includes your logo on napkins during our reception (upon request) and your logo on acknowledgement signage located at the reception. Logistics and food and beverage will be managed by the conference.

Please note to comply with industry standards for transfers of value, funds are not applied towards food & beverage expenses



[Click Here to Exhibit!](#)

2024 Topics Include

- **Emerging Strategies for the Early Diagnosis of Heart Failure: Role of Biomarkers and Cardiac Imaging**
- **Electrophysiological Approaches to Arrhythmia Management in Heart Failure**
- **Current Mechanical Circulatory Support Strategies for Advanced Heart Failure**
- **Novel approaches to Fluid Management in Heart Failure: Role of Drugs and Devices**
- **Latest Approaches to Heart Failure Treatment for Hypertrophic and Amyloid Cardiomyopathy**
- **Insights into Current Surgical Strategies for patients with Advanced Heart Failure**
- **Clinical Science to Clinical Care – Making it happen in the CHF Clinic**
- **Exploring Renal Benefits of Pharmacotherapy and Devices in Congestive Heart Failure**
- **Update on Pharmacological Agents for HFpEF – Focus on ARNI and SGLT2i Therapy**
- **Novel Treatment Options for Heart Failure Patients: Review of Late Breaking Trial Results**
- **And more!**

Click [HERE](#) to view the full agenda!

LOCATION INFORMATION

Location:

Omni Amelia Island

39 Beach Lagoon Road

Fernandina Beach, FL 32034



Rates for the conference start at **\$309**. Reservations should be made as soon as possible, but no later than **Monday, June 17, 2024**. Please note that the hotel generally sells out of rooms by April. We strongly recommend that you make your reservation as soon as possible.

To book your room, please call the Omni Amelia Island Hotel at 1-888-261-6161 and reference the Heart Failure Management Conference, or visit heartfailure.cme.ufl.edu/location to book online.

Other hotel options nearby include the [Residence Inn Amelia Island](#), the [Hampton Inn Amelia Island at Fernandina Beach](#), and the [Seaside Amelia Inn](#).

EXHIBIT RULES AND REGULATIONS

Exhibitors agree to hold the University of Florida harmless from and against any and all claims and damages arising out of exhibitors' negligence or willful misconduct as a result of exhibitors exhibiting at Heart Failure Management 2024 on July 18-21, 2024 in Amelia Island, Florida. Exhibitors also agree to abide by policies and regulations of the venue, the Omni Amelia Island.

ACCME Guidelines

No materials promoting the goods and/or services of a commercial entity shall be displayed or distributed in the same room immediately before, during or after an educational activity certified for credit takes place.

Representatives of commercial companies may attend an educational activity but may not engage in sales activities while in the room where the educational activity takes place.

Booth Assignment

Booths will be assigned at the discretion of the CME office. If a specific location is preferred, please notify the CME office and we will do our best to accommodate the request, based on availability.

Exhibit No-Shows

A company that reserves booth space and fails to inform the CME office in writing of its plans not to attend automatically forfeits 100% of the total cost of the exhibit space assigned. Exhibiting companies will be considered a no-show if the booth space is unoccupied by 10am on the day you are scheduled to exhibit.

Subletting Space

Subletting of exhibit space is prohibited. Sharing of exhibit space is not permitted unless it is within divisions of the same company and approved by the CME office.

SHIPPING INFORMATION

Please send all shipments to :

Omni Amelia Island Hotel
Heart Failure Management/ guest name
39 Beach Lagoon Road
Fernandina Beach, Florida 32034

Hotel's Drayage Fees by Weight

- \$5 package up to 5 lbs.
- \$15 package 6-20 lbs.
- \$25 package 21-50 lbs.
- \$50 package 51-100 lbs.
- \$75 package 101-200 lbs.
- \$.50 per pound for any package over 200 lbs.

Incoming boxes will be accepted no earlier than 5 days prior to the first event. The aforementioned fees include handling and storage of boxes one week prior to group arrival; delivery to required meeting room(s); back for pick-up by selected carrier; and storage for 2 days after the group departs.

All shipping costs are the responsibility of the exhibitor.