2021 Commercial Support Prospectus

Connect year-round with the world’s leaders in advanced heart and lung failure
The International Society for Heart and Lung Transplantation (ISHLT) is an international not-for-profit, multidisciplinary professional organization dedicated to improving the care of patients with advanced heart or lung disease through transplantation, mechanical support and innovative therapies via research, education, and advocacy.

Who We Are

Professional Communities

Members engage in one or more of 10 ISHLT Professional Communities where they NETWORK, SHARE EXPERTISE, and ADVANCE KNOWLEDGE in their specialty.

The Professional Communities are the GRASS ROOTS SOURCE of scientific and medical content expertise for ISHLT programs and services.

LEARN MORE

For more information on the structure of ISHLT, visit ishlt.org/about-ishlt.
How We Practice

Interdisciplinary Networks

We leverage the value of our MULTIDISCIPLINARITY to deliver on our mission by organizing into 4 core therapy/disease-focused practice areas called Interdisciplinary Networks:

- Advanced Heart Failure and Transplantation
- Advanced Lung Failure and Transplantation
- Mechanical Circulatory Support
- Pulmonary Vascular Disease (PAH & CTEPH)

This interdisciplinary focus is a unique aspect of ISHLT and a primary value for our members and industry partners as it brings ALL DECISION MAKERS (surgeons, physicians, allied health professionals, and scientists) together to solve problems in managing advanced heart and lung disease.

Each Network is comprised of MEMBERS FROM EACH PROFESSIONAL COMMUNITY according to their therapy/disease area of practice.
About the 2021 Annual Meeting & Scientific Sessions

ISHLT’s Annual Meetings are attended by the world’s premier specialists in treating advanced heart and lung disease. Participation is organized around the care team, ISHLT’s unique interdisciplinary focus.

The virtual Annual Meeting creates a range of possibilities to make the meeting more accessible to more people – your opportunity to connect with medical professional from the transplant community all over the world. The schedule provides maximal flexibility and the easy access to the scientific program and networking opportunities.

NOTE: Participation as a supporter of the Annual Meeting & Scientific Sessions does not require securing an Industry Showcase booth.

Learn more at isHLT.org/ishlt2021.
The ISHLT Annual Meeting & Scientific Sessions will feature a virtual industry showcase with fully customizable booths, enabling exhibitors to upload videos and other marketing materials. Additionally, you will be able to engage in live one-on-one or group video meetings with attendees who visit your booth or schedule meetings.

Company booth information and resources must be uploaded no later than: Friday, 2 April.

Industry Showcase booth includes:
- Company name, contact information and a unique company URL
- Company description
- Searchable Product/Services categories
- Resources you provide (PDFs, JPGs, YouTube videos)
- Virtual Lead Retrieval
- Networking with attendees via attendee-scheduled appointments, opportunity to host group or individual meetings, and your listing in a search of exhibitors based on products/services and area of interest

Dedicated Industry Showcase Hours:
- Monday, 26 April 9:00 – 9:30 a.m. ET
- Tuesday, 27 April 11:15 – 11:45 a.m. ET

Industry Theater Session
7 one-hour, non-CME sessions available

Broadcast Event - $15,000 USD
- 100 attendee maximum
- Live text chat and text-only Q&A
- Recording of session will be broadcast at the designated time only and not otherwise available to attendees

Broadcast & On-Demand Event - $45,000 USD
- No limit on number of attendees
- Live text chat & text Q&A for 45 minutes + 15 minute live Q&A session on screen
- Recording will be available on virtual platform for 3 months after the meeting

Recording of Session in MP4 Format Due: Friday, 26 March

Companies who wish to conduct an Industry Theater Session must comply with the Industry Theater Session Policies and submit an Industry Theater Application Form for approval. Event applications due no later than Friday, 12 March. Sessions may not exceed 60 minutes.
- Session time cannot conflict with ISHLT programming. Session times will be assigned by ISHLT.
- Two (2) Industry Events will be held concurrently in each session hour: One (1) Corporate Event and one (1) Industry Theater Session.

Specifications and Support Includes
- Live text chat function for questions and interaction during the session.
- Company logo may be included in presentation slides.
- The following prominently placed text must be added to introduction slide: “This is an independent Non-CME event and is not an official part of the ISHLT Annual Meeting & Scientific Sessions.”
- Industry Event title must lead with “Non-CME Industry Event offered by XCOMPANY NAMEX – XSESSION TITLEX.”
- Session title, date and time will be listed in the meeting schedule, on the virtual platform and the ISHLT website.
- Supporting company must pre-record the session in an MP4 format Friday, 26 March, to be uploaded to the site. It will be released to attendees at designated program time.
**Corporate Event**

7 one-hour sessions available

A Corporate Event is any hour-long, non-CME symposium, seminar, workshop, investigator meeting, marketing event, etc., which is funded, organized or offered by any for-profit commercial organization.

**Broadcast & On-Demand Event - $45,000 USD**
- No limit on number of attendees
- Live text chat & text Q&A for 45 minutes + 15 minute live Q&A session on screen
- Recording will be available on virtual platform for 3 months after the meeting

**Recording of Session in MP4 Format Due: Friday, 26 March**

Companies who wish to conduct a Corporate Event must comply with the [Corporate Event Policies](#) and submit a [Corporate Event Application Form](#) for approval. Event applications due no later than Friday, 12 March. Sessions may not exceed 60 minutes.

- Session time cannot conflict with ISHLT programming. Session times will be assigned by ISHLT.
- Two (2) Industry Events will be held concurrently in each session hour: One (1) Corporate Event and one (1) Industry Theater Session.

**Specifications and Support Includes**
- Live text chat function for questions and interaction during the session.
- Company logo may be included in presentation slides.
- The following prominently placed text must be added to introduction slide: “This is an independent Non-CME event and is not an official part of the ISHLT Annual Meeting & Scientific Sessions.”
- Industry Event title must lead with “Non-CME Industry Event offered by XCOMPANY NAMEX – XSESSION TITLEX.”
- Session title, date and time will be listed in the meeting schedule, and on the virtual platform and mobile app.
- Supporting company must pre-record the session in an MP4 format Friday, 26 March, to be uploaded to the site. It will be released to attendees at designated program time
- If 15-minute live Q&A session is needed, program recording cannot exceed 45 minutes.
RELATIONSHIP AND THOUGHT LEADERSHIP OPPORTUNITIES

Conversation Starter Networking Lounge
$10,000 USD per lounge

Your Own Topic
• Your private virtual lounge. Invite participants, open to all, or a combination.
• 50-attendee maximum, 20-attendee recommended.
• 30 minutes

Networking Lounge Title, Logo & Minimercial Due: Friday, 26 March

Create your own virtual networking or VIP experience! The limit is your imagination: a coffee klatch, happy hour or roundtable discussion on a particular topic. You develop the program; we provide the space for a maximum of 50 attendees.

Networking Lounge may not conflict with ISHLT programming, but will be scheduled during breaks.

Specifications and Support Includes
• Access to a virtual networking lounge on the meeting platform.
• Ability to allow specific attendees access to the lounge by invitation.
• Minimercial video can play prior to pre-identified attendee entering the lounge (MP4 file, Maximum of 15 seconds and 20 MB)
• Company logo and custom network lounge title prominently placed on the networking lounge page (Logo: 300 pixels wide x 200 pixels high, PNG file)

ISHLT Component Lounge
• Named sponsorship and visible presence in ISHLT lounges for Professional Communities, Early Career and Trainee Members, and other key society components
• Open attendance; 50-attendee maximum, 20-attendee recommended.
• 30 minutes

ISHLT will create networking lounges focused on:
• ISHLT’s Professional Communities, the entry point to the Society
• Mentor and mentee connections
• “Meet the Expert” sessions for early career participants

Specifications and Support Includes:
• Access to a virtual networking lounge on the meeting platform.
• Ability to briefly address the group OR play a minimercial video prior to attendees entering the lounge (MP4 file, Maximum of 15 seconds and 20 MB)
• Company logo and custom network lounge title prominently placed on the networking lounge page (Logo: 300 pixels wide x 200 pixels high, PNG file)
Event Media & Communications

Your message, delivered to attendees’ inboxes at key times. One exclusive support opportunity is available for each option listed below. All banner ads should be 600 pixels wide x 150 pixels high and 90 PPI in PNG or JPEG format.

Wednesday “Invite a Friend” Broadcast Email - $5,000 USD, Exclusive
An email to registered attendees sent Wednesday, 17 March, encourages attendees to invite a friend to attend ISHLT2021. **Specifications and Support Includes:**

- A banner ad at the bottom of the email
- **Banner ad due: Wednesday, 24 February**

“Prepare Your Schedule” Broadcast Email - $5,000 USD, Exclusive
An email to registered attendees sent Monday, 29 March, to prepare your ISHLT 2021 schedule. **Specifications and Support Includes:**

- A banner ad at the bottom of the email
- **Banner ad due: Monday, 8 March**

Thursday “Invite a Friend” Broadcast Email - $5,000 USD, Exclusive
An email to registered attendees sent Thursday, 8 April, encourages attendees to invite a friend to attend ISHLT2021. **Specifications and Support Includes:**

- A banner ad at the bottom of the email
- **Banner ad due: Thursday, 18 March**

“Event is Next Week” Broadcast Email - $10,000 USD, Exclusive
An email to registered attendees sent Friday, 16 April, with final details regarding ISHLT 2021. **Specifications and Support Includes:**

- A banner ad at the bottom of the email
- **Banner ad due: Friday, 26 March**

“Event is Tomorrow” Broadcast Email - $10,000 USD, Exclusive
An email to registered attendees sent Friday, 23 April, with a final reminder and details regarding ISHLT 2021. **Specifications and Support Includes:**

- A banner ad at the bottom of the email
- **Banner ad due: Friday, 2 April**

Daily Conference Newsletter Broadcast Email - $20,000 USD for 5 issues, Exclusive
Distributed to all delegates via email. Your 4-color advertisement in this newsletter prominently positions your company’s message in front of members and delegates, every day of the meeting. **Specifications and Support Includes:**

- Single advertiser gets a banner ad at the bottom of the email
- **Banner ad due: Friday, 2 April**

Broadcast Emails
$2,500 USD Each - 5 Opportunities

Includes one email blast sent by ISHLT to all pre-registrants of the ISHLT Annual Meeting who have opted in to receive information from ISHLT supporters regarding their products, programs and services. Perfect for notifying ISHLT delegates in advance of the products you will be displaying or about corporate events/industry theaters you will be conducting.

- Fully coded HTML email content must be received by ISHLT 14 days in advance of your target send date. ISHLT reserves the right to review and approve your email or to suggest a different send date for your email.
- Event announcement and/or event invitations must include the following text placed prominently and in a font size large enough to be easily read: “This is an independent event/product and not an official part of the ISHLT Annual Meeting & Scientific Sessions.”
Put your company’s message right in ISHLT 2021 attendees’ hands by supporting the mobile app version of the virtual platform. Consistently rated a favorite by users (translating into over 137,000 splash page views per event!), the mobile app is the go-to resource guide for meeting attendees.

**Artwork Due: Friday, 26 March**

**Specifications and Support Includes**
- Branded splash page linking app users to content or a website (artwork provided by supporter and approved by ISHLT)
- Banner ad inside the app (artwork provided by supporter and approved by ISHLT)

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**Poster Session Supporter**

$25,000 USD, Exclusive

Show your support of our poster presenters by supporting this important session. Attendees will be able to view posters, which include a pan and zoom feature for better readability, and listen to a brief recorded talk by each poster presenter.

**Artwork Due: Friday, 26 March**

**Specifications and Support Includes**
- Company banner ad to appear on top of the Poster Session page
- Artwork to be provided by supporter and approved by ISHLT; 2500 pixels wide X 160 pixels high / Maximum: 1MB).

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**Discussion Board/Social Feed Supporter**

$15,000 USD, Exclusive

Your company’s skyscraper, vertical ad will be visible to all attendees while they view and contribute to the Discussion Board section of the virtual platform.

**Artwork Due: Friday, 26 March**

**Specifications and Support Includes**
- Company’s skyscraper ad to appear on right side of Discussion Board page (artwork to be provided by supporter and approved by ISHLT; Vertical image / 160 pixels wide X 600 pixels high / Maximum: 1 MB).
It’s always exciting to receive something in the mail! Get your brand in attendees’ hands prior to the conference by providing an item to be included in the ISHLT Swag Box. Select, create, produce and provide a logo item, which attendees will receive prior to the conference (early bird registrants).

**Deadline for arrival at fulfillment facility:**
Monday, 1 March

**Specifications and Support Includes**
- ISHLT will be responsible for distributing item, in one box, to attendees.
- ISHLT must approve item in advance. Extra charges may apply for oversize items.
- ISHLT will create and deliver one box to all meeting participants. The box will include materials from all participating sponsors.

**Get in the Swag Box**
$25,000 USD per item, 3 Available

Add your message on the ISHLT 2021 home page, a frequent stop for our members with more than 3,000 views during a meeting cycle. Ad space in a prominent location is available on the ISHLT 2021 home page and can be linked directly to your organization’s website.

**Pricing:**
- $1,500 USD per month
- $4,050 USD for 3 months (10% discount off the per month rate)

**Specifications:**
- Lower Right Box (366 pixels wide x 416 pixels high)
- Format must be in JPG, JPEG, PNG or GIF and at least 90 DPI
- Maximum file size is 256 MB

**Current Availability for 2021:**
- February
- June
- July
ISHLT Year-Round Opportunities

ISHTLv provides virtual education and connections for our community with live, recorded and digital content. ISHTLv content integrates expertise from ISHLT’s ten (10) Professional Communities around four (4) interdisciplinary areas: Advanced Heart Failure and Transplantation, Advanced Lung Failure and Transplantation, Mechanical Circulatory Support, and Pulmonary Vascular Disease (PAH & CTEPH).

2021 ISHTLv Webinar Series
Fourteen (14) webinars (approximately an hour in length) held between January and November, which will focus on all components of ISHLT.

<table>
<thead>
<tr>
<th>Month</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Deep Dive on JHLT Hot Topics</td>
</tr>
<tr>
<td>March</td>
<td>Hot Topic: COVID-19 Update</td>
</tr>
<tr>
<td>May</td>
<td>2 Webinars: 1 Advanced Heart Failure and Transplantation, 1 Pulmonary Vascular Disease</td>
</tr>
<tr>
<td>June</td>
<td>2 Webinars: 1 Cardiogenic Shock, and 1 Early Career Focused Webinar</td>
</tr>
<tr>
<td>July</td>
<td>2 Webinars: 1 Advanced Lung Failure and Transplantation, 1 Mechanical Circulatory Support</td>
</tr>
<tr>
<td>August</td>
<td>Early Career Focused Webinar</td>
</tr>
<tr>
<td>September</td>
<td>2 Webinars: 1 Advanced Heart Failure and Transplantation, 1 Pulmonary Vascular Disease</td>
</tr>
<tr>
<td>October</td>
<td>Best of ISHLT: Scientific abstract award winners from Annual Meeting</td>
</tr>
<tr>
<td>November</td>
<td>2 Webinars: 1 Advanced Lung Failure and Transplantation, 1 Mechanical Circulatory Support</td>
</tr>
</tbody>
</table>
2021 ISHLTv Webinar Series Support

$55,000 USD

Your support includes all fourteen webinars on ISHLTv for 2021.

**Specifications and Support Includes:**

- **Industry Webinar Content Options**
  - One (1) recorded video content session added to the ISHLTv Industry Webinar page (part of ISHLT’s website), available to ISHLT members for one year. Video content may be uploaded at any time during 2021.
  - OR
  - One (1) live or semi-live webinar – delivered through your platform, including responsibility for registration process. Recorded video content will subsequently be added to the ISHLTv Industry Webinar page (part of ISHLT’s website), available to ISHLT members for one year.
    - Video content may be delivered and/or uploaded to ISHLTv Industry Webinar page no later than mid-November 2021 and scheduled 2 months prior to delivery to ensure appropriate promotion and marketing.
    - Company is responsible for all costs involved in recorded or live webinar, including content development, speaker management and webinar delivery.
    - Live/semi-live webinars cannot conflict with ISHLT webinars or programs, and date and time must be approved by ISHLT.
    - Topic/content must be approved by ISHLT and include the following, prominently placed text: “This is an independent event and is not an official part of ISHLTv”.
    - ISHLT will promote your educational session via ISHLTaccess and social media channels.

- **One advertisement placed on ISHLTv web page (until 31 December 2021).**
  - The ISHLTv web page had 5,362 total views between April – December 2020, which does not account for repeat visitors.

- **Recognition as an ISHLTv webinar series supporter:**
  - Live logo on ISHLTv web page with link to your website.
  - Verbal “thank you” at the beginning of each webinar.
  - Appreciation slide at the beginning of each webinar (name only, no logo).
  - Logo on all ISHLTv promotional broadcast emails and material, and recognition in ISHLTaccess (newsletter), including logo.

- **Five (5) complimentary registrations for each ISHLT webinar.**

- **One broadcast email sent to ISHLTv registrants (who have opted in to receive supporter communications), promoting your educational event or another topic.**
  - ISHLT must approve your email in advance.
  - Email delivery date and time must fall within ISHLT communication schedule, subject to ISHLT approval. Please submit your proposed delivery date and time to the ISHLT team no less than five weeks before you would like to send your email.
  - Approved broadcast email text must be received by ISHLT no later than three weeks prior to the desired send date.
  - Promotion of educational event must include the following, prominently placed text: “This is an independent Event/Product and is not an official part of ISHLTv”.

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The JHLT podcast is now live! The Journal of Heart and Lung Transplantation is available in your earbuds. Each month in a companion piece to the monthly issue, Editor-in-Chief Daniel R. Goldstein, MD, of the University of Michigan, Ann Arbor, MI, USA, will host round table discussions with members of the digital editorial team. Listeners will get quick insights into some of the most compelling and fascinating studies the Journal has to offer.

All podcasts are approximately 20 minutes and are available on several podcast platforms, including Apple Podcasts, Google Play, Spotify and Stitcher.

**Specifications and Support Includes:**

- A thirty (30) second ad placed in the middle of the podcast.
  - The beginning and end of the podcast will mention the supporter, e.g., "You’re listening to the JHLT XTOPIC TITLEX Podcast. This episode is brought to you by our supporter X." The 30 second ad will appear in the middle of the podcast, introduced with something like, "Before we continue, it’s time for a quick word from our supporter, X."
  - Specifications for audio ads are listed below. Supporting company is responsible for recording and sending audio ad to ISHLT by due date, listed below.

  | Ad Length: 30 seconds maximum | Channels – Mono |
  | Stereo Bit Rate - 192 kbps or lower | MP3 File Format Requested |
  | Sample Rate - 44.1 kHz |

- Recognition as a JHLT podcast supporter:
  - Logo on all promotional broadcast emails and material related to the episode in question, and recognition in the ISHLTaccess newsletter, including logo.
  - Logo on the JHLT: Podcast web page associated with podcast episode.

- Support is subject to approval by the JHLT Digital Media Editors. ISHLT will be unable to match monthly podcast content with company’s business interest.

**Remaining 2021 JHLT Podcast Series Release Dates and Ad File Due Dates:**

<table>
<thead>
<tr>
<th>Ad File Due</th>
<th>1 Feb</th>
<th>1 Mar</th>
<th>1 Apr</th>
<th>3 May</th>
<th>1 June</th>
<th>1 Jul</th>
<th>2 Aug</th>
<th>1 Sep</th>
<th>1 Oct</th>
<th>1 Nov</th>
</tr>
</thead>
<tbody>
<tr>
<td>Podcast Release</td>
<td>3 Mar</td>
<td>7 Apr</td>
<td>2 May</td>
<td>2 Jun</td>
<td>7 Jul</td>
<td>4 Aug</td>
<td>8 Sep</td>
<td>6 Oct</td>
<td>3 Nov</td>
<td>8 Dec</td>
</tr>
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</table>
Industry-Created Non-CME Podcast Support

$5,000 USD Per Episode

Your ready-made podcast presented and promoted via the ISHLT podcast platform.

- ISHLT must approve podcast content and date of podcast release in advance.
- Date of podcast cannot conflict with JHLT podcasts, the ISHLT Annual Meeting, ISHLTv webinars or other ISHLT programming.
- Supported podcasts must be scheduled 3 months in advance and should be approximately 20-23 minutes (including supporter mentions at introduction and conclusion).
- Supporting company is responsible for recording content, including all associated costs, and providing the audio file to ISHLT.
- Specifications for podcast audio are listed below:
  
<table>
<thead>
<tr>
<th>Specification</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Length</td>
<td>30 seconds</td>
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</tr>
<tr>
<td>Channels - Mono</td>
<td>MP3 File Format Requested</td>
</tr>
</tbody>
</table>

Specifications and Support Includes:

- ISHLT will publish and distribute your podcast as part of ISHLT podcast network.
- A thirty (30) second ad (recorded by you) placed in the middle of the podcast, plus mention at beginning and end of the podcast that episode is brought to you by supporter company name.
- Supporting company is responsible for making sure the ad and company mention is added to their podcast.
- Recognition as part of the ISHLT podcast network:
  - Supporter logo on all promotional broadcast emails and material related to the podcast, and recognition in the ISHLTaccess newsletter, including logo.
  - Promotion of your podcast by ISHLT, including mentions in social media and ISHLTaccess.
  - Podcast hosted on ISHLT Radio web page (newly created podcast landing page) including company name and logo.

ISHLTaccess Supporter

$20,000 USD - Exclusive Support for 2 Issues

One of ISHLT membership's most valuable benefits, ISHLTaccess is the ISHLT's official newsletter, produced biweekly and sent to more than 3,000 ISHLT members and supporters. Your support of ISHLTaccess shows your support of the industry.

Specifications and Support Includes:

- Total of two articles, features, or infographics (one per issue) about your company or a product (subject to ISHLT editorial review and approval). Word limit is 350.
- Logo and banner ad (artwork provided by the supporter and approved by ISHLT) included in each issue. 600 pixels wide X 150 pixels high / 90 PPI in PNG or JPEG format.
- ISHLT will share ISHLTaccess schedule. Company supporter may select issues, based on availability.

Year-Round Support Application
Your support level will be based on your **total investment** in ISHLT support items.

<table>
<thead>
<tr>
<th>Level</th>
<th>Support Benefits</th>
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</table>
| **Pinnacle**
Total Investment $150,000+ USD   | • Recognition in conference materials as Pinnacle Level Supporter.  
• Company logo, description and link to company website within the supporter section of the virtual platform.  
• One rotating 3-second banner ad on virtual platform lobby page (artwork provided by supporter and approved by ISHLT; PNG file/ 1200 pixels wide X 720 pixels high / Maximum: 1mg).  
• Company logo and recognition as Pinnacle Level Supporter on ISHLT2021 web page.  
• Recognition during opening remarks.  
• 8 complimentary full scientific session registrations.  
• Social media recognition (up to 3 times). |
| **Premier**
Total Investment $75,000 - $149,999 USD | • Recognition in conference materials as Premier Level Supporter.  
• Company logo, description and link to company website within the supporter section of the virtual platform.  
• One rotating 3-second banner ad on virtual platform lobby page (artwork provided by supporter and approved by ISHLT; PNG file/ 1200 pixels wide X 720 pixels high / Maximum: 1mg).  
• Company logo and recognition as Premier Level Supporter on ISHLT2021 web page.  
• Social media recognition (up to 2 times). |
| **Partner**
Total Investment $35,000 - $74,999 USD | • Recognition in conference materials as Partner Level Supporter.  
• Company logo, description and link to company website within the supporter section of the virtual platform.  
• Company logo and recognition as Partner Level Supporter on ISHLT2021 web page.  
• Social media recognition (once). |
| **Supporter**
Total Investment $15,000 - $34,999 USD | • Recognition in conference materials as Supporter Level Supporter.  
• Company logo, description and link to company website within the supporter section of the virtual platform.  
• Company logo and recognition as Supporter Level Supporter on ISHLT2021 web page. |
| **Friend**
Total Investment $7,500 - $14,999 USD | • Recognition in conference materials as Friend Level Supporter.  
• Company logo and recognition as Friend Level Supporter on ISHLT2021 web page. |
A Corporate Event is any activity which is funded, organized or offered by any for-profit commercial organization (symposium, seminar, workshop, investigator meeting, marketing event, etc.).

**Guidelines for the presentation of scientific data and cases**

Participants in the ISHLT annual meeting agree and confirm that studies involving human subjects adhere to the principles of the [Declaration of Helsinki](#) of the World Medical Association, adhere to the principles of the [ISHLT Statement on Transplant Ethics](#), and meet the informed consent requirements of the institution and country in which the study was performed.

**Each One-hour Virtual Non-CME Session: $45,000 USD**
- No cap on attendees.
- Recording will be available on the virtual platform for 3 months after the conclusion of the meeting.

**Application and Payment due:** Friday, 12 March

**Recording of Session in MP4 Format due:** Friday, 26 March

**Scheduling**
- Corporate Events can only be scheduled during the available dates and times, listed below, and cannot conflict with ISHLT programming. Session times will be assigned by ISHLT.
- Two (2) Industry Events will be held concurrently in each session hour: One (1) Corporate Event and One (1) Industry Theater Session.
- Every effort will be made to avoid the scheduling of simultaneous Industry Events targeted to the same audience, but ISHLT cannot guarantee conflicts.

**Available Dates / Times (United States Eastern Standard Time)**

- **Sunday, 25 April**
  - 11:30 a.m. – 12:30 p.m.
  - 2:30 p.m. – 3:30 p.m.

- **Monday, 26 April**
  - 9:30 a.m. – 10:30 a.m.
  - 10:45 a.m. – 11:45 a.m.

- **Tuesday, 27 April**
  - 12:45 p.m. – 1:45 p.m.
  - 2:00 p.m. – 3:00 p.m.

- **Wednesday, 28 April**
  - 2:00 p.m. – 3:00 p.m.

**Specifications:**
- Event may not exceed 60 minutes.
- Includes live text chat and text Q&A for 45 minutes during recorded session + 15 minute live Q&A session on screen.
- Live Q&A session must be requested in advance for scheduling of audiovisual staff.
- Industry Event title must lead with “Non-CME Industry Event offered by XCOMPANY NAMEX – XSESSION TITLEX.”
- Session must be pre-recorded by supporting company and provided by Friday, 26 March, to be uploaded to the site and will be released to attendees at designated program time.
- Introduction slide: Company logo may be included. The following prominently placed text must be added: “This is an independent Non-CME event and is not an official part of the ISHLT Annual Meeting & Scientific Sessions.”

**Event Invitations/ Announcements / Publication of Event**
- All invitations, broadcast emails and other materials about Corporate Events to which health care professionals are invited must carry the following text placed prominently and printed in a size large enough to be easily read: “This is an independent Non-CME event and is not an official part of the ISHLT Annual Meeting & Scientific Sessions.”
- All such materials must be approved by ISHLT in advance.
An Industry Theater Session is any hour-long, non-CME session providing information on current therapies and products.

Guidelines for the presentation of scientific data and cases
Participants in the ISHLT annual meeting agree and confirm that studies involving human subjects adhere to the principles of the Declaration of Helsinki of the World Medical Association, adhere to the principles of the ISHLT Statement on Transplant Ethics, and meet the informed consent requirements of the institution and country in which the study was performed.

Broadcast Event (One-hour, Virtual, Non-CME): $15,000 USD
- 100 attendee maximum
- Live text chat and text-only Q&A
- Recording will be broadcast at the designated time and not otherwise available to attendees.

Broadcast & On-Demand Event (One-hour, Virtual, Non-CME): $45,000 USD
- No limit on number of attendees.
- Live text chat and text Q&A for 45 minutes + 15 minute live Q&A session on screen
- Recording will be available on the virtual platform for 3 months after the conclusion of the meeting.

Application and Payment due: Friday, 12 March
Recording of Session in MP4 Format due: Friday, 26 March

Scheduling
- Industry Theater Sessions can only be scheduled during the available dates and times, listed below, and cannot conflict with ISHLT programming. Session times will be assigned by ISHLT.
- Two (2) Industry Events will be held concurrently in each session hour: One (1) Corporate Event and One (1) Industry Theater Session.
- Every effort will be made to avoid the scheduling of simultaneous Industry Events targeted to the same audience, but ISHLT cannot guarantee conflicts.

Available Dates / Times (United States Eastern Standard Time)

Sunday, 25 April
11:30 a.m. – 12:30 p.m.
2:30 p.m. – 3:30 p.m.

Monday, 26 April
9:30 a.m. – 10:30 a.m.
10:45 a.m. – 11:45 a.m.

Tuesday, 27 April
12:45 p.m. – 1:45 p.m.
2:00 p.m. – 3:00 p.m.

Wednesday, 28 April
2:00 p.m. – 3:00 p.m.

Specifications:
- Event may not exceed 60 minutes.
- Industry Theater Session title must lead with "Non-CME Industry Event offered by XCOMPANY NAMEX – XSESSION TITLEX."
- Session must be pre-recorded by supporting company and provided by Friday, 26 March, to be uploaded to the site and will be released to attendees at designated program time.
- Introduction slide: Company logo may be included. The following prominently placed text must be added: "This is an independent Non-CME event and is not an official part of the ISHLT Annual Meeting & Scientific Sessions."

Event Invitations / Announcements / Publication of Event
- All invitations, broadcast emails and other materials about Corporate Events to which healthcare professionals are invited must carry the following text placed prominently and printed in a size large enough to be easily read: "This is an independent Non-CME event and is not an official part of the ISHLT Annual Meeting & Scientific Sessions."
- All such materials must be approved by ISHLT in advance.
Eligibility
Supporters and exhibitors are limited to companies representing products or services which are, in the opinion of ISHLT, related to the field of advanced heart and lung failure and of professional interest/benefit to the meeting attendees. ISHLT reserves the sole authority to control all aspects of the ISHLT Annual Meeting & Scientific Sessions, ISHLTv, and any ISHLT event, and to determine the eligibility of any company and/or its product(s). ISHLT reserves the right to refuse applications from companies not meeting standard requirements or expectations.

Use of ISHLT Annual Meeting & Scientific Sessions, ISHLTv, JHLT: The Podcast Scientific Program Content
Information presented during the ISHLT Annual Meeting & Scientific Sessions, ISHLTv and JHLT: The Podcast is the property of ISHLT and the presenter. Information may not be recorded, copied, transferred to electronic format, reproduced or distributed without the written permission of ISHLT and the presenter. Any use of the program content that includes, but is not limited to, live or recorded presentations, audiovisual materials used by speakers without the written consent of ISHLT is prohibited.

Use of ISHLT Name, Logos and/or Acronyms
The names, logos and acronyms of the International Society for Heart and Lung Transplantation are proprietary marks. Use of the names, in any fashion, by any entity, for any purpose, is expressly prohibited without the written permission of ISHLT.

Assignment of Rights
Supporter/exhibitor grants ISHLT the right to use supporter's/exhibitor's name and logo in connection with the promotion and production of the ISHLT Annual Meeting & Scientific Sessions, ISHLTv, JHLT: The Podcast and any ISHLT supported event.

Intellectual Property
Supporter/exhibitor represents and warrants to ISHLT that no materials used in or in connection with its Industry Theater, Corporate Event, Webinar, Podcasts and/or demonstration material, including handouts, videos, and PowerPoint presentations infringe upon the trademarks, copyrights or other intellectual property rights of any third party. The exhibitor/supporter agrees to immediately notify ISHLT of any information of which the exhibitor/supporter becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The exhibitor/supporter agrees to indemnify, defend and hold ISHLT and its agents, employees and successors harmless from and against all losses, damages and costs (including reasonable attorneys' fees) arising out of or related to claims of infringement by the exhibitor/supporter of the trademarks, copyrights and other intellectual property rights of any third party. Notwithstanding the foregoing, ISHLT shall not be liable and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights or other intellectual property of any third party arising out of the actions of an exhibitor/supporter.

Liability
Each supporter/exhibitor agrees to protect, save and keep the International Society for Heart and Lung Transplantation, X-CD Technologies, Digitell, Libsyn and their respective employees, representatives, agents, successors and assigns forever harmless from any and all loss, cost, damages, liability, expense, lost profits or other indirect, incidental, consequential or exemplary damages for any of their acts, omissions or insufficient participation in connection with the ISHLT Annual Meeting & Scientific Sessions, ISHLTv, JHLT: The Podcast. ISHLT is not liable for any errors in any listing or descriptions or for omitting supporter/exhibitor from the ISHLT Annual Meeting & Scientific Sessions, ISHLTv, JHLT: The Podcast.

ISHLT will take reasonable measures to ensure the ISHLT Annual Meeting & Scientific Sessions, ISHLTv, JHLT: The Podcast are available without interruption. However, difficulties with hardware, software, equipment and services may result in service interruptions. In no event will ISHLT be liable to supporter/exhibitor for any loss, cost or damage that results from any period of downtime.
**Force Majeure**
Neither ISHLT nor X-CD Technologies, Digitell or Libsyn will be responsible for delays and/or defaults in its performance due to causes beyond its reasonable control, including, but without limiting the generality of the foregoing; acts of terrorism, wars, hostilities, revolutions, riots, civil commotion, national emergency, fire or explosion, flood, force of nature, embargoes, accidents, acts of God, or stability or availability of the internet, telecommunication system failure; technology attacks, epidemic; quarantine, viruses; strikes, total or partial failure of transportation and/or transportation facilities, supplies, acts of request of any governmental authority or any other cause beyond ISHLT and X-CD Technologies', Digitell’s or Libsyn’s control.

**Violations**
Violations of any of these rules, regulations and guidelines on the part of the support/exhibitor, employees or agents, shall cancel the right to support and/or occupy space and will forfeit to ISHLT all money that may have been paid. Supporters and exhibitors participating in the ISHLT Annual Meeting & Scientific Sessions, ISHLTv, JHLT: The Podcast are responsible for communicating the rules, regulations and guidelines of ISHLT to their agents, employees, contractors and anyone connected with or authorized by the support/exhibit company.

**Payment and Cancellation**
Total payment in full is due with completed applications by the due dates listed.

If for any reason, a company cancels its support and/or exhibit opportunity commitment after returning the application, full payment is due upon cancellation. There will be no refunds.

**Entire Agreement**
This Agreement will constitute the entire agreement between supporter/exhibitor and ISHLT and may only be modified in writing, signed by both parties. ISHLT’s rights under this Agreement are not deemed waived except as specifically stated in writing and signed by an authorized representative of ISHLT. If any term of this Agreement is declared invalid or unenforceable, the remainder continues in full force and effect. ISHLT may assign this Agreement or its rights or responsibilities hereunder to any other party. ISHLT shall have the sole authority to interpret and enforce all terms and conditions. Any and all matters not specifically covered herein are subject to decision by ISHLT and such decision shall be final. These terms and conditions may be amended at any time by ISHLT upon written notice to all supporters/exhibitors. Supporter/exhibitor expressly agrees to be bound by the terms and conditions set forth herein and by any amendments thereto adopted by ISHLT from time to time.

Any action arising out of this Agreement or the ISHLT Annual Meeting & Scientific Sessions, ISHLTv, JHLT: The Podcast must be brought in courts located in Cook County, Illinois, USA and governed by the laws of the State of Illinois, USA. Supporter/exhibitor hereby consents to the jurisdiction of such courts. ISHLT is entitled to recover reasonable attorneys’ fees and costs in any action to enforce its Agreement. Supporter/exhibitor may not assign this Agreement to any other party, including a successor in interest without the prior written consent of ISHLT, in which circumstance support/exhibitor must guarantee performance of the assigned obligations. This Agreement is binding upon the heirs, successors and permitted assigns of supporter/exhibitor.
Opportunities are available now. Let’s get started!

Visit ishlt.org/ishlt2021 for more information.
Questions?

Jacky Schweinzger, CMP
Director of Meetings and Industry Partnerships

+1 847-409-9756
jacky.schweinzger@ishlt.org

Get in touch with any questions you have about support opportunities, packages, or other opportunities throughout the year.