



ISHLT

International Society for Heart and Lung Transplantation

Commercial Support Prospectus

- **Connect year-round with the world's leaders in advanced heart and lung failure.**

www.isHLT.org



ISHLT

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. Within each Network, these members address their professional needs and the needs of their patients from a truly interdisciplinary perspective that mirrors how care is delivered.



> Connect year-round with the world's leaders in advanced heart and lung failure.

Partner with ISHLT to gain visibility, build vital relationships and position your products with top leaders in the advanced heart and lung failure communities. Opportunities to reach and engage with key decision makers worldwide are available throughout the year.



ISHLT 2021

TORONTO, CANADA & VIRTUALLY

APRIL 27-30

ABOUT THE ISHLT 2021 (HYBRID) ANNUAL MEETING AND SCIENTIFIC SESSIONS

ISHLT2021 is the largest, most influential interdisciplinary gathering for medical professionals in thoracic transplant, MCS, and advanced heart and lung failure. Attracting 4,000 healthcare professionals from around the world, this four-day meeting delivers the most sought-after

research and latest technologies while sharing knowledge for the purpose of improving patient care within the field. **ISHLT2021 is being planned as a hybrid event, where we will connect with the ISHLT community both in Toronto and around the world, in person and virtually.**

The health and safety of ISHLT members, attendees, exhibitors, and staff is the highest priority of ISHLT and the Metro Toronto Convention Centre. We will follow strict protocols to ensure safety and cleanliness measures, and will share detailed guidelines with all attendees regarding cleanliness, social distancing measures, wearing of face coverings, and managing attendee flow. Learn more at ishlt.org/ishlt2021.



ISHLTV

ABOUT ISHLTV

ISHLTV provides virtual education and connections for our community with live, recorded and digital content. ISHLTV content integrates expertise from ISHLT's 10 Professional Communities around four interdisciplinary areas: Advanced Heart Failure and

Transplantation, Advanced Failure and Transplantation, Mechanical Circulatory Support, and Pulmonary Vascular Disease (PAH & CTEPH). Learn more at ishlt.org/ishltv.

FUTURE OPPORTUNITIES

NEW! ISHLT is developing regional meeting programming, scheduled to take place in Q4 of 2021. Additional information about these events and support opportunities will be shared as it becomes available.

LEARN MORE

ISHLT invites ideas and suggestions to enhance our members' and attendees' experience. Contact [Jacky Schweinzer](#), CMP, Director, Meetings and Industry Partnerships, to create a custom support package that will meet your objectives.

Relationship and Thought Leadership Opportunities

ISHLT 2021

ANNUAL MEETING AND SCIENTIFIC SESSIONS - ONSITE AND VIRTUAL

> EXHIBITION SPACE

Learn more about the exhibition at ishlt.org/ishlt2021 or download the [Exhibitor Prospectus](#) and find out why exhibiting at ISHLT2021 is a must!



> CORPORATE EVENT

A Corporate Event is any activity (staff meeting, sales meeting, press conference, symposium, seminar, workshop, dinner, reception, investigator meeting, advisory board meeting, marketing event, etc.) funded, organized, or offered by any for-profit commercial organization and held in the Toronto area from Sunday, April 25 through Friday April 30, 2021.

Companies who wish to conduct a Corporate Event must comply with the [Corporate Event Policies](#) on page 15 and submit a [Corporate Event Application Form](#) for approval. Events for health care professionals (HCPs) approved by ISHLT prior to **FEBRUARY 15, 2021** will be included in the printed Pocket Guide and the Mobile App.

**Corporate events for health care professionals (HCPs) held at the Metro Toronto Convention Centre (excluding networking-only events) are required to secure a virtual add-on event with a fee of \$15,000 USD in addition to any in-person fees.*

Contact Jacky Schweinzger (jacky.schweinzger@ishlt.org / +1-847-409-9756) to discuss a custom package.



> **INDUSTRY THEATER SESSION**

Onsite OR Virtual: \$8,000 USD for 30 minutes/\$15,000 USD for 1 hour

Onsite AND Virtual (live streaming): \$16,000 USD for 30 minutes / \$30,000 USD for 1 hour

Provide meeting delegates with information on current therapies and products in a 30-minute or hour-long session. Your session will take place in a dedicated area in the Exhibit Hall with the option to broadcast live, to our virtual audience. Only companies exhibiting at ISHLT2021 may conduct an Industry Theater Session.

SPONSORSHIP INCLUDES:

- Appropriate room set (with social distancing measures in place) and standard A/V equipment.
- Promotion in the Pocket Guide and on the mobile app (for sessions approved by ISHLT prior to **FEBRUARY 15, 2021**).

LOGISTICAL DETAILS:

- Room set with social distancing measures in place includes: theater style seating for 100, riser, head table for 4 people, standing podium
- Audio visual includes: 1 Podium Microphone, 1 Lavalier Microphone, 2 Head Table Microphones, 2 Aisle Microphones, 1 LCD projector, 1 Screen, Sound System, 1 Laser Pointer, dedicated AV Technician, Presenter must provide own laptop.
- Catering is the sponsoring company's responsibility. Only beverages and box lunches are permitted. Reception catering is permitted only if the session takes place concurrently with the evening reception.
- The company is responsible for additional cleaning and costs associated in accordance with health and safety guidelines.
- All print or digital invitations, brochures, flyers, signs, etc. must be approved by ISHLT and must carry the following easily readable text placed prominently: **"THIS IS AN INDEPENDENT EVENT AND IS NOT AN OFFICIAL PART OF THE ISHLT ANNUAL MEETING AND SCIENTIFIC SESSIONS."**

Exhibitors who wish to conduct an Industry Theater Session must submit an [Industry Theater Session Application Form](#) for approval.

ISHLT 2021 CONTINUED

> PROFESSIONAL COMMUNITY NETWORKING EVENT

Onsite AND Virtual: \$10,000 USD (10 Available - one for each Professional Community)

ISHLT's Professional Communities are the entry point to the Society where new members are welcomed, mentors and mentees connect, and old friends meet up. Supporting one of these events can position you as a leader in that community. Ten opportunities are available, one for each of the following communities: Anesthesiology and Critical Care, Cardiology, Cardiothoracic Surgery, Infectious Diseases, Nursing & Allied Health, Pathology, Pediatrics, Pharmacy, Pulmonology, and Research & Immunology.

SPONSORSHIP INCLUDES:

- Opportunity to briefly address the group (onsite and virtual)
- Branding with sponsor logo (onsite and virtual)
- Light snack and refreshments (onsite only)



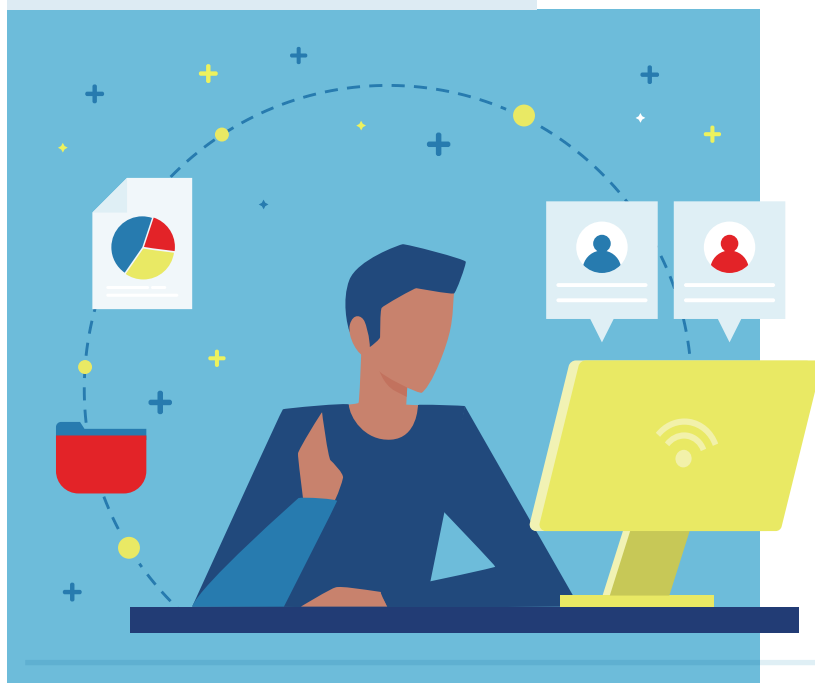
> VIP LOUNGE

\$10,000 USD per day / \$30,000 USD for 4 days (1 sponsor per day or 1 sponsor for the entire meeting)
Includes virtual networking space (maximum of 20 total attendees at a time).

Interact with key opinion leaders by sponsoring the VIP Lounge, an invitation-only space for ISHLT volunteer leaders, select invited speakers, and VIPs. Those with access can relax and take a break during the meeting, grab a coffee and a snack, and network with fellow ISHLT members in leadership roles, among others.

SPONSORSHIP INCLUDES:

- Named sponsorship and access to the VIP lounge for up to 15 executives/guests per day.
- Costs associated with cleaning, furnishing, branding, A/V and food/beverage are the responsibility of the supporting company.



> **VIRTUAL NETWORKING SPACE** \$7,500 USD (4 Available)

Create your own virtual networking or VIP experience! The limit is your imagination: a happy hour, professional development session, or roundtable discussion. You develop the program; we provide the space - for a maximum of 20 total attendees.

SPONSORSHIP INCLUDES:

- Access to a virtual meeting space during the ISHLT2021 event

> **BUSINESS OFFICE IN THE EXHIBIT HALL** \$5,000 USD per office for 3 days (6 Available)

Need a little extra room? We'll add additional conference space outside of your booth for meetings, staff workspace, or storage. A limited number of 250 square foot offices built in the exhibit hall are available.

SPONSORSHIP INCLUDES:

- Offices include four walls and a lockable door, but no carpet or ceilings. They are not completely soundproof.
- Available daily during exhibit hours from Tuesday - Thursday. Access is provided for booth personnel and registered guests.
- Can be augmented with additional furniture, AV, equipment, etc. These costs and logistics are the responsibility of the exhibiting company, as are costs for additional cleaning.
- Meetings with health care professionals are limited to a maximum of five at a time.

> **PRIVATE OFFICE** \$10,000 USD per office for 3 days (6 available)

Completely private conference space is available for meeting rooms or private offices. A limited number of 500 square foot meeting rooms are available.

SPONSORSHIP INCLUDES:

- Available daily during meeting hours from Tuesday - Thursday.
- Can be augmented with additional furniture, AV, equipment, etc. These costs and logistics are the responsibility of the exhibiting company, as are costs for additional cleaning.
- Meetings with health care professionals are limited to a maximum of five at a time.

YEAR-ROUND OPPORTUNITIES: ISHLTv AND VIRTUAL ENGAGEMENT



> ISHLTV CHAT ROOM

\$10,000 USD (Available based on current webinar schedule)

ISHLTv provides virtual education and connections for our community with live, recorded and digital content. After a webinar presentation, your sponsored chat room will give attendees the opportunity to discuss presentations and engage with one another—and allow your company to position itself as a leader in the space.

SPONSORSHIP INCLUDES:

- A brief opportunity to address the group before discussion begins.
- Branding in the chat room and on promotion of the webinar where appropriate

> VIRTUAL INDUSTRY FOCUS GROUP

\$25,000 USD

Looking for feedback on new discoveries and innovations? These virtual focus groups bring a small, targeted group of members together to discuss a new product, program, or service your company provides.

SPONSORSHIP INCLUDES:

- Branding and promotion
- Provide assistance in identifying potential participants (only those who have opted in to have their information shared)

Marketing and Advertising Opportunities

ISHLT 2021

ANNUAL MEETING AND SCIENTIFIC SESSIONS – ONSITE AND VIRTUAL

DIGITAL

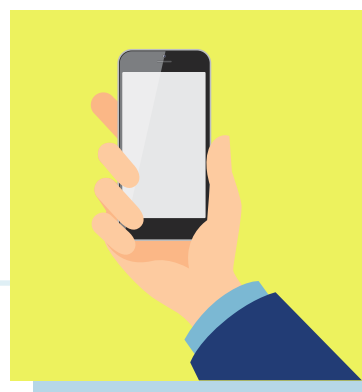
> **MOBILE MEETING APP**

\$25,000 USD, Exclusive

Put your company's message right in ISHLT2021 attendees' hands by sponsoring the Mobile App. 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.

SPONSORSHIP INCLUDES:

- Branded splash page linking app users to content or a website (artwork provided by sponsor and approved by ISHLT)
- Banner ad inside the app (artwork provided by sponsor and approved by ISHLT)
- Sponsor branding and recognition on-site



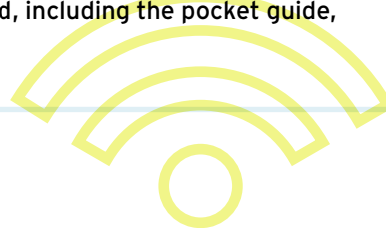
> **WIFI ACCESS FOR DELEGATES**

\$25,000 USD, Exclusive

Help ISHLT2021 delegates stay connected while away from home! Your sponsorship will provide wireless internet access throughout the meeting space.

SPONSORSHIP INCLUDES:

- Splash page/landing screen with your company name and logo (artwork to be provided by sponsor and approved by ISHLT)
- Customizable ISHLT2021 WiFi network username and password, subject to convention center rules
- Acknowledgement as the sponsor wherever WiFi instructions are shared, including the pocket guide, in the mobile app, and on signage throughout the meeting space



> **ONLINE EPOSTER VIEWER**

\$5,000 USD, Exclusive

The ePoster Viewer gives oral and poster presenters the ability to create an online version of their poster presentation. The ePoster Viewer allows scientific content to exist outside the meeting, giving ISHLT delegates and members the opportunity to view the posters online before, during and after the event.

SPONSORSHIP INCLUDES:

- ePoster sign-in page customized with your company name and logo (artwork to be provided by sponsor and approved by ISHLT)

HEALTH AND SAFETY

> FACE COVERINGS

\$25,000 USD

A reusable cotton face covering helps prevent the spread of harmful germs. Your sponsorship shows your dedication to keeping attendees safe—and enjoy extra ROI when attendees take the facemasks home to use again after the meeting ends.

SPONSORSHIP INCLUDES:

- Logo branding on the cotton face covering (artwork provided by the sponsor and approved by ISHLT)



> HAND SANITIZER STATIONS

\$20,000 USD for 10 stations (3 packages available)

Touchless hand sanitizer stands help eliminate germs known to cause sickness. Your sponsorship shows your dedication to the health and wellness of attendees.

SPONSORSHIP INCLUDES:

- Logo branding on each sanitizer station (artwork provided by the sponsor and approved by ISHLT)

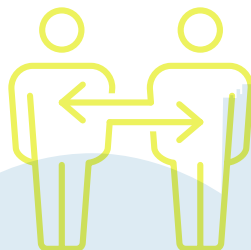
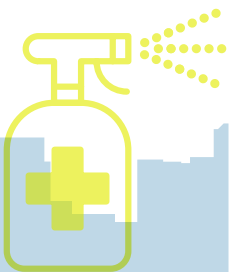
SOCIAL DISTANCING WRIST BANDS

> \$15,000 USD, Exclusive

Social Bands are a silent way for meeting attendees to signal their preference for physical greetings at meetings. A set of red and yellow wristbands are provided at registration, allowing attendees to choose which color to wear depending on their comfort (Red = no contact; Yellow = elbow bump is okay).

SPONSORSHIP INCLUDES:

- Your logo featured on enclosed card with social distancing instructions (artwork provided by the sponsor and approved by ISHLT)
- Your logo featured on signage with wristband instructions
- ISHLT will coordinate production and distribution



> **BADGE LANYARDS**

\$20,000 USD, Exclusive

Badge lanyards are a great option for exposure to every attendee. Add your company name and/or logo and it will go everywhere they go.

SPONSORSHIP INCLUDES:

- Lanyard includes company name and/or logo
- ISHLT will coordinate production and distribution
- All camera-ready artwork must be provided by the sponsor and approved by ISHLT



> **SPEAKER READY ROOM**

\$5,000 USD, Exclusive

Show your support of thought-leaders in the profession by sponsoring the Speaker Ready Room, which is visited by over 750 presenters during the meeting.

SPONSORSHIP INCLUDES:

- Sign at ready room entrance with your company name and/or logo
- Screen saver on all computers will display your company name and/or logo
- All camera-ready artwork must be provided by the sponsor and approved by ISHLT

> **DAILY CONFERENCE COVERAGE NEWSLETTER**

\$3,000 USD per daily issue / \$10,000 USD all four issues

Distributed to all delegates via the mobile app and to all ISHLT members via the ISHLT website, this 4-color advertisement prominently positions your company's message in front of members and delegates.

SPONSORSHIP INCLUDES:

- Banner advertisement at the top of the daily newsletter
- Limit of 1 sponsor per day or 1 sponsor for all four issues
- All camera-ready artwork must be provided by the sponsor and approved by ISHLT





> **BROADCAST EMAIL**

\$2,500 USD, each

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 sponsors 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.

- 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 announcements and/or event invitations must include the following text placed prominently and printed in a size large enough to be easily read: **"THIS IS AN INDEPENDENT EVENT AND IS NOT AN OFFICIAL PART OF THE ISHLT ANNUAL MEETING AND SCIENTIFIC SESSIONS."**

LAST DATE FOR ORDERING AN AN EMAIL: FRIDAY, MARCH 26, 2021

LAST DATE FOR EMAIL DELIVERY: MONDAY, APRIL 12, 2021.

> **ADVERTISEMENT IN PRINTED PROGRAM POCKET GUIDE**

\$15,000 USD (3 available)

Position your company's message in front of our delegates by taking advantage of a 4-color advertisement in the printed program pocket guide.

- Advertising design costs are the responsibility of the company
- ISHLT will coordinate production and distribution of the Pocket Guide
- All camera-ready artwork must be provided by the sponsor and approved by ISHLT
- **DEADLINE FOR ORDER AND PAYMENT: MONDAY, FEBRUARY 15, 2021**
- **DEADLINE FOR FINAL ARTWORK FILES: MONDAY, MARCH 1, 2021.**

> **CONFERENCE BRANDING OPPORTUNITIES**

Please inquire for pricing and branding location options

Make sure your organization is recognized during the meeting. A variety of highly visible branding locations around the Metro Toronto Convention Centre are available.

- ISHLT must approve final signage design and placement in advance
- Costs for production, installation and dismantle will be the responsibility of the company
- Production must be coordinated through GES and installation/dismantle through the Metro Toronto Convention Centre
- These opportunities are limited to ISHLT2021 exhibitors
- **DEADLINE FOR ORDER AND PAYMENT: MONDAY, FEBRUARY 15, 2021**
- **DEADLINE FOR FINAL ARTWORK FILES: MONDAY, MARCH 1, 2021**

Opportunities Beyond the Annual Meeting and ISHLTV

> 2021 MEMBER SURVEY UNDERWRITER

\$20,000 USD, Exclusive

A member needs survey uncovers the reasons why members choose to belong to an association, what motivates them to renew their membership, and why they participate in its programs. Information gathered in the analysis will enable ISHLT leadership and staff develop and improve programs and member benefits within the framework of our mission, delivering more value and continue to engage our members.

SPONSORSHIP INCLUDES:

- Sponsor identified as underwriter of the survey
- Opportunity to provide two questions to survey participants
- Data regarding sponsor's questions will be provided to company; remaining survey data excluded



> ADVERTISE ON THE ISHLT2021 ANNUAL MEETING HOME PAGE

Add your message on the ISHLT2021 home page, a frequent stop for our members with more than 3,000 views during a show cycle. Ad space in a prominent location is available on the ISHLT2021 home page and can be linked directly to your organization's website:

LOWER RIGHT BOX (366 x 416 pixels)

\$1,500 USD per month

\$4,050 USD for 3 months

(a 10% discount off the per-month rate)

\$7,650 USD for 6 months

(a 15% discount off the per-month rate)

- Format must be in jpg, jpeg, png or gif and at least 90 DPI
- Maximum file size is 256 MB

> ISHLTaccess SPONSOR

\$20,000 USD, Exclusive sponsorship for one month (2 issues)

One of ISHLT membership's most valuable benefits, ISHLTaccess is the ISHLT's official newsletter, produced biweekly and sent to approximately 4,000 ISHLT members and supporters. Your support of one month of ISHLTaccess shows your support of the industry.

SPONSORSHIP INCLUDES:

- One article per issue about your company or a product (subject to ISHLT editorial review and approval)
- Logo and banner ad (artwork provided by the sponsor and approved by ISHLT)

Support Levels

Your support level will be based on your **TOTAL INVESTMENT** in ISHLT sponsorship items.

PINNACLE

TOTAL INVESTMENT:
\$150,000+ USD

- Recognition in conference materials as Pinnacle Level Supporter
- Company logo, description and link to company website within the sponsorship section of the virtual platform
- One rotating 3-second banner ad in the mobile app (artwork provided by sponsor and approved by ISHLT)
- Company logo and recognition as Pinnacle Level Supporter on ISHLT2021 web page
- Recognition during opening remarks
- 1 complimentary meeting room at ISHLT2021
- 6 complimentary full scientific session registrations
- Social media recognition (up to 3 times)

PREMIER

TOTAL INVESTMENT:
\$75,000 USD - \$149,999 USD

- Recognition in conference materials as Premier Level Supporter
- Company logo, description and link to company website within the sponsorship section of the virtual platform
- One rotating 3-second banner ad in the mobile app (artwork provided by sponsor and approved by ISHLT)
- Company logo and recognition as Premier Level Supporter on ISHLT2021 web page
- Social media recognition (up to 2 times)

PARTNER

TOTAL INVESTMENT:
\$35,000 USD - \$74,999 USD

- Recognition in conference materials as Partner Level Supporter
- Company logo, description and link to company website within the sponsorship 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 USD - \$34,999 USD

- Recognition in conference materials as Supporter Level Supporter
- Company logo, description and link to company website within the sponsorship section of the virtual platform
- Company logo and recognition as Supporter Level Supporter on ISHLT2021 web page

FRIEND

TOTAL INVESTMENT:
\$7,500 USD - \$14,999 USD

- Recognition in conference materials as Friend Level Supporter
- Company logo and recognition as Friend Level Supporter on ISHLT2021 web page

Corporate Events Policies and Pricing

A Corporate Event is any activity (staff meeting, sales meeting, press conference, symposium, seminar, workshop, dinner, reception, investigator meeting, advisory board meeting, marketing event, etc.) which is funded, organized, or offered by any for-profit commercial organization and held in the Toronto area between and including Sunday, April 25 - Friday, April 30, 2021.

Upon receiving approval, companies may contact the event venue of their choice to make arrangements. All space rental, room set, AV, food and beverage, publicity, production, cleaning (including additional cleaning protocol based on health guidelines), and other costs associated with Corporate Events are the responsibility of the company.

SCHEDULING

Class B and Class C Corporate Events may not be conducted during the restricted times listed below. **EVENTS ARE LIMITED TO 2 HOURS UNLESS STATED OTHERWISE.** Additional fees apply for additional time. Every effort will be made to avoid the scheduling of simultaneous Corporate Events targeted to the same audience.

RESTRICTED DATES/TIMES

Tuesday	8:00 a.m. - 12:15 p.m.; 1:45 - 5:30 p.m.
Wednesday	8:00 a.m. - 12:30 p.m.; 2:00 - 5:45 p.m.
Thursday	8:15 a.m. - 12:00 p.m.; 1:30 - 5:15 p.m.
Friday	8:15 a.m. - 1:45 p.m.

Should a Corporate Event take place without advance approval from ISHLT or during the restricted times, the sponsoring organization, the supporting organization, and the organizer of the event will be prohibited from conducting a Corporate Event at the following year's meeting and may be prohibited from exhibiting at future ISHLT meetings.

> EVENT PRICING

The fees below apply to any event, regardless of location, including off-site venues. All pricing is in US Dollars. A discount is provided for CME accredited events however, CME is not required for Corporate Events. ISHLT does not provide CME for Corporate Events.

Class B and Class C Corporate Events held at the Metro Toronto Convention Centre (excluding food & beverage events) are required to secure a virtual add-on event at \$15,000 USD, in addition to in-person fees.

Contact Jacky Schweinzger (jacky.schweinzger@ishlt.org / 847-409-9756) to discuss a custom package.

CORPORATE EVENTS CONTINUED

CLASS A EVENT

Includes events up to 4 hours in length with **ONLY COMPANY EMPLOYEES** attending. **RESTRICTED TIMES DO NOT APPLY.**

Prices include meeting space, if available, for up to 4 hours at the Metro Toronto Convention Centre. There is no fee for Class A events held at venues other than the Metro Toronto Convention Centre and no application for such events is required.

1-25 ATTENDEES	26-50 ATTENDEES	51-100 ATTENDEES	101+ ATTENDEES
\$1,000	\$2,000	\$3,000	\$4,000

CLASS B EVENT

Includes all **EVENTS WITH HEALTH CARE PROFESSIONALS (HCPS)** in attendance, whether held at the Metro Toronto Convention Centre or off-site in a hotel, private restaurant dining room or other venue. Prices include meeting space, if available, at the Metro Toronto Convention Centre.

1-15 HCPS	16-25 HCPS	26-50 HCPS	51-100 HCPS	101-200 HCPS	200+ HCPS
\$1,500	\$3,500	\$7,500	\$15,000	\$30,000	\$45,000

CLASS C EVENT

Includes only **CME/CEU-ACCREDITED EVENTS** with health care professionals (HCPs) in attendance, whether held at the Metro Toronto Convention Centre or off-site in a hotel, private restaurant dining room or other venue. Prices include meeting space, if available, at the Metro Toronto Convention Centre. Price does not include CME/CEU accreditation. ISHLT does not provide CME/CEU accreditation for Class C events.

1-15 HCPS	16-25 HCPS	26-50 HCPS	51-100 HCPS	101-200 HCPS	200+ HCPS
\$1,000	\$2,000	\$5,000	\$10,000	\$20,000	\$25,000

> EVENT INVITATIONS/ SIGNAGE/ANNOUNCEMENTS

All invitations, brochures, flyers, 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 event and is not an official part of the ISHLT Annual Meeting and Scientific Sessions." All such materials must be approved by ISHLT in advance and may not be distributed anywhere at the ISHLT meeting venue other than from the exhibitor's booth or via door drops.



CORPORATE EVENTS CONTINUED

SIGNAGE

Placement of promotional signs in the ISHLT meeting venue for Class B and Class C Corporate Events is permitted, subject to the following restrictions and those imposed by the venue:

- No more than 5 promotional signs may be placed in the public spaces of the meeting venue, including directional signs.
- For evening events, signs may be placed no earlier than 7 a.m. on the day of the event.
- For daytime events, signs may be placed no earlier than 2 p.m. on the day prior to the event.
- Signs are not permitted inside any rooms in which ISHLT Scientific Sessions are being conducted.
- Signs may not block any other signage.
- Final determination regarding timing and placement of all signs is at the discretion of ISHLT and the venue.
- Signs must be professionally printed and no larger than 40" wide x 90" tall.
- All signs regarding 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 event and is not an official part of the ISHLT Annual Meeting and Scientific Sessions."
- Sign content must be limited to ISHLT-approved corporate events and industry theaters and may not include information about any ISHLT scientific sessions or presentations.
- Signs that do not adhere to these policies will be removed by ISHLT.

PUBLICATION OF EVENT

A listing of all Class B and Class C Corporate Events that have been approved by February 15, 2021 will be included in the printed Pocket Guide and the mobile app, to include the event name, company name, date, time, and location as listed in the application.

> LEARN MORE

ISHLT invites ideas and suggestions to enhance our members' and attendees' experience. Contact [Jacky Schweinzger](#), CMP, Director, Meetings and Industry Partnerships, to create a custom support package that will meet your objectives.

> SIGN UP

Ready to secure your support?

[Commercial Support Order Form](#)

[Industry Theater Sign Up](#)

[Corporate Event Application](#)

