Commercial Support and Exhibit Opportunities

We are grateful for your partnership and continued support of ISHLT, particularly during these challenging times. While we were forced to cancel the ISHLT 2020 Annual Meeting in Montreal, we are using this disruption as a springboard to launch ISHLTv (v=virtual), a new year-round educational platform to provide content and connections for our community. ISHLTv will integrate live and recorded content, including new content and some content that would have been presented at the 2020 annual meeting in Montreal.

Please join us for a unique opportunity to be part of our new virtual platform, ISHLTv.

ISHLTv will debut with a live webinar on April 29 at 4pm ET. The subject will be COVID-19 and transplantation, including practice guidelines, ethical considerations and experiences from hotspots. Seven more live webinars are scheduled for the rest of 2020. Access to the recordings of live sessions will be available on-demand, along with recorded and digital oral and poster presentations from the 2020 Annual Meeting.

Our intention is to share this content broadly to benefit the community. Access to the debut April 29 webinar will be free and open to all healthcare professionals (with registration). Access to the recorded and digital material and subsequent live webinars will be free and open to all ISHLT members and non-members who had registered for or were scheduled to present at the ISHLT 2020 Annual Meeting in Montreal. Continuing education credit will be offered for physicians, nurses, transplant coordinators and pharmacists.

For questions regarding support partnerships, contact Jacky Schweinzger, CMP, Director, Meetings and Education at jacky.schweinzger@ishlt.org or 972-354-1960.
Commercial Support Opportunities

PREMIER LEVEL -- $55,000

Benefits:
- One (1) recorded video content session added to Industry Partner Supported Education page, as an independent event, which will not be an official part of ISHLTv, but available to meeting registrants.
  - Content must be approved by ISHLT
  - Video content can be uploaded anytime between April – December 2020
  - Instructions will be communicated separately
- Live logo on ISHLTv sponsor page with link to your website, under “Premium Level” banner
- Logo (no website link) on ePresentation Hall landing page
- Verbal “thank you” and appreciation slide at the beginning and end of each Live Learning Event
- Supporter logo on all ISHLTv promotional material
- Recognition in ISHLT Access (newsletter)
- Recognition on ISHLT website
- One email blast sent to ISHLTv registrants (who have opted in).
  - ISHLT must approve your email in advance
  - Partner Supported Education announcements must include the following, prominently placed text: “THIS IS AN INDEPENDENT EVENT AND IS NOT AN OFFICIAL PART OF ISHLTv”.
- Virtual Exhibit Hall Booth

PARTNER LEVEL -- $16,500

Benefits:
- Live logo on ISHLTv sponsor page with link to your website, under “Partner Level” banner
- Logo (no website link) on ePresentation Hall landing page
- Verbal “thank you” and appreciation slide at the beginning and end of each Live Learning Event
- Supporter logo on all ISHLTv promotional material
- Recognition in ISHLT Access (newsletter)
- Recognition on ISHLT website
- One email blast sent to ISHLTv registrants (who have opted in). ISHLT must approve your email in advance
- Virtual Exhibit Hall Booth

SUPPORTER LEVEL -- $7,500

Benefits:
- Live logo on ISHLTv sponsor page with link to your website, under “Supporter Level” banner
- Logo (no website link) on ePresentation Hall landing page
- Supporter logo on all ISHLTv promotional material
- Recognition in ISHLT Access (newsletter)
- Recognition on ISHLT website
- Virtual Exhibit Hall Booth
EXHIBIT BOOTH -- $2,500
The ISHLT Exhibit Hall will allow 24/7 access to medical professionals who are key decisions makers for cardiothoracic products and services.

Benefits:
• Exhibitor profile includes: logo, company description, contact information, video promotion
• Resources page allows you to share handouts, videos, and PowerPoint presentations with attendees
• Registrant list, for those who opt in (name, institution, city and state)
• Access to ISHLTv educational content

Important dates:

Friday, April 17, 2020
• Commitment to support ISHLT
• Submit application
• Provide logo to include with promotional material / add to meeting site

Friday, April 24, 2020
• Upload information to Virtual Exhibit Hall (instructions will be provided)
• Premier Level – Industry Supported Educational video content to ISHLT staff (instructions will be provided) to be available on April 29th launch date. (Note: educational video content can be uploaded for viewing between April-December 2020)

You may apply online here ISHLTv APPLICATION.
Terms and Conditions

Eligibility
Supporters and exhibitors are limited to companies representing products or services which are, in the opinion of ISHLT, related to the field of end stage heart and lung failure and of professional interest/benefit to the meeting attendees. ISHLT reserves the sole authority to control all aspects of ISHLTv 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 ISHLTv Scientific Program Content
Information presented during ISHLTv 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 ISHLTv.

Intellectual Property
Supporter/exhibitor represents and warrants to ISHLT that no materials used in or in connection with its Industry Partner Supported educational content 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/sponsor agrees to immediately notify ISHLT of any information of which the exhibitor/sponsor becomes aware regarding actual or alleged infringement of any third party’s trademarks, copyrights or other intellectual property rights of any third party. The exhibitor/sponsor 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/sponsor 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/sponsor.

Liability
Each supporter/exhibitor agrees to protect, save and keep the International Society for Heart and Lung Transplantation, Digitell 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 ISHLTv. ISHLT is not liable for any errors in any listing or descriptions or for omitting supporter/exhibitor from ISHLTv.

ISHLT will take reasonable measures to ensure ISHLTv is 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 Digitell 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 Digitell’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 ISHLTv 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 support/exhibit application by Friday, April 17, 2020.

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 ISHLTv 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.