ABOUT THE AAHFN

The American Association of Heart Failure Nurses (AAHFN), is the only association dedicated to heart failure nursing. The AAHFN Annual Meeting is an essential forum for the presentation of the most current information on clinical care, treatment of patients and research, in the field of Heart Failure provided in a multi-disciplinary and balanced format.

Heart failure nurses including staff nurses, critical care nurses, nurse practitioners, educators, managers, researchers and advanced practice nurses attend the annual meeting. The educational programming includes a combination of guest and member speakers, debates, industry symposia, product theaters, and research in the form of oral abstracts and poster presentations.

Attendees repeatedly stress the important role that the exhibitors and sponsors play in educating them about the latest devices, products and educational materials available. AAHFN strives to maximize foot traffic in the Exhibit Hall through carefully planned breaks, traffic incentives and special events.

CONTACT AAHFN

AAHFN HEADQUARTERS
American Association of Heart Failure Nurses
1120 Route 73, Suite 200
Mt. Laurel, NJ 08054
Toll free: 888-452-2436
General Email: information@aahfn.org
www.aahfnannualmeeting.com

AAHFN MEETINGS TEAM
Caroline Canino
Director of Meetings and Exhibits
Direct Line: 856-380-6844
Email: canino@aahfn.org

Jeana Hoffman
Meeting & Registration Coordinator
Direct Line: 856-380-6917
Email: jhoffman@aahfn.org

WHY EXHIBIT?

With a membership of about 3,000 nurses, dedicated to the care of patients with heart failure, what better opportunity to get your company’s products and services in front of decision makers that are highly involved in patient referrals. If you want to reach this influential audience secure your exhibit space/sponsorship option now.

Given Savannah’s significant history, beautiful summer weather and the vast number of things to see and do, AAHFN anticipates strong attendance. Don’t miss this opportunity to meet face to face with those on the frontlines of heart failure care.

• Attend the only national meeting dedicated to Heart Failure Nursing
• Learn about advances in Heart Failure from experts
• Discover new products and services in the Heart Failure marketplace
• Network with colleagues caring for Heart Failure Patients across practice settings

YOU WILL REACH:

• Advanced Practice Nurses
• Cardiac HF Administrators
• Clinical Directors with Doctoral Preparation
• Educators
• Home Health Nurses
• Inpatient and Outpatient Nurses
• Researchers with Doctoral Preparation

EXHIBIT SCHEDULE:

TIMES ARE SUBJECT TO CHANGE.

Thursday, June 17, 2021
10:00 am – 5:00 pm ET   Exhibit Hall Open
12:15pm – 1:45 pm ET   Dedicated Time/Product Theater Presentations

Friday, June 18, 2021
9:00 am – 5:00 pm ET   Exhibit Hall Open
12:45 pm – 2:15 pm ET   Dedicated Time/Product Theater Presentations
VIRTUAL EXHIBIT EXPERIENCE

Enhanced eBooth—$3,500

Features:
- Includes customized listing with banner
- Description with embedded video capabilities
- Downloadable resources
- Contacts
- Live chat
- Reporting—attendees who visited your eBooth, resource download stats and chat logs

Additional Items:
- 2 complimentary full conference registrations
- Recognition on virtual event platform
- Recognition on the meeting website
- Pre-meeting attendee list distributed upon request
- Post-meeting attendee list upon completion of meeting evaluation

Premium eBooth—$5,000

Features:
- Includes customized listing with banner
- Description with embedded video capabilities
- Downloadable resources
- Contacts
- Live chat
- Virtual showcase (up to 100 participants)
- 1:1 booking system utilizing Zoom rooms
- Reporting—attendees who visited your eBooth, resource download stats and chat log
- Priority Company Listing in Virtual Exhibit Hall

Additional Items:
- 4 complimentary full conference registrations
- Free dedication social media post
- Recognition on virtual event platform
- Recognition on the meeting website
- Pre-meeting attendee list distributed upon request
- Post-meeting attendee list upon completion of meeting evaluation

*Non-profit organizations must hold a current 501(c) 3 designation. Exhibitors, who are defined as non-profit companies, are eligible to receive the reduced booth price of $945 for a maximum of one 10’x10’ booth. Subsequent booths requested are charged the regular booth price.

TERMS OF PAYMENT

A deposit of $750 is required at the time of confirming your space. This payment will go towards your booth. The final payment is due Monday, March 29, 2021.

CANCELLATION SCHEDULE

All cancellations must be submitted in writing by Monday, March 15, 2021. No refunds will be provided after March 15, 2021 and are subject to a $750 non-refundable deposit.
EVENT SUPPORT & MARKETING OPPORTUNITIES

AAHFN offers industry partners the option to support various events to be held in conjunction with the annual meeting. There is not an additional fee for attendees to participate in these events, however, attendees must be registered for the meeting in order to attend.

INDUSTRY SUPPORTED SYMPOSIA

A Supported Symposium is a great opportunity to reach a large group of professionals and present information on Heart Failure using your company’s products or services.

These are 60-minute educational sessions to be held throughout our AAHFN 17th Annual Meeting program*. These sessions include the following elements:

- Experienced AAHFN event Moderator to facilitate session and live Q&A
- Polling within the session
- All sessions will be recorded and available on-demand for attendee viewing post event
- Ability to play a 30–90 second video at the start of your session
- List of all contact information for those that attended your session
- One complimentary virtual tote bag insert
- Special marketing of all Symposia sessions via AAHFN emails and social media
- Included in the main program schedule on the conference website and virtual event platform

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<tbody>
<tr>
<td>CE Symposium</td>
<td>$30,000</td>
<td>Educational presentation to be created, managed and executed by AAHFN and awarded continuing education credits.</td>
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<tr>
<td>Non-CE Symposium</td>
<td>$25,000</td>
<td>Educational presentation to be created, managed and executed by the supporting company and produced on our virtual event platform.</td>
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*AAHFN prohibits symposium from being held by any company who is not an exhibitor of AAHFN. Symposia have specific rules and regulations. AAHFN does not guarantee attendance. Attendance depends on date, time, topic, and the marketing efforts of the sponsoring company.
INDUSTRY SPONSORED
PRODUCT THEATERS

PRODUCT THEATER: $10,000 PER 30 MINUTES

These presentations are sold in 30 minute increments and provide industry sponsors the vehicle to have experts of their choosing present clinical updates to educate attendees on current therapies, disease states, product and innovation. These promotional presentations are formatted for learning and provide a great environment for attendee engagement. These sessions will be non-CE and must be approved by the AAHFN staff in advance. These sessions include the following elements:

- Experienced AAHFN event Moderator to facilitate session and live Q&A
- Polling within the session
- All sessions will be recorded and available on-demand for attendee viewing post event
- List of all contact information for those that attended your session
- Special marketing of all Product Theater presentations via AAHFN emails and social media
- Included in the main program schedule on the conference website and virtual event platform

ADDITIONAL VIRTUAL SPONSORSHIP & MARKETING OPPORTUNITIES

- AAHFN Happy Hour
- Email Blast
- Session Commercial
- Spotlight Section on AAHFN Site
- Virtual Coffee Break
- Virtual Meeting Sponsor
- Virtual Tote Bag
- Virtual Tote Bag Insert
- Virtual Photo Booth
- Walking Challenge
- And more!

To secure one or more of these opportunities, or to collaborate to customize an opportunity that fits your needs, contact Caroline Canino at ccanino@aahfn.org or 856-380-6844.
EXHIBITOR RULES AND REGULATIONS

AAHFN show management shall have full power in the interpretation and enforcement of all rules and regulations governing exhibitors. All matters and questions not covered by the regulations shall be subject to the final judgment and decision of AAHFN. The rules and regulations may be amended at any time by AAHFN and the amendments shall be binding upon the exhibitor equally with these rules and regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing, before or during AAHFN, and may be given to any authorized agent or representatives of the exhibitor.

EXHIBIT ELIGIBILITY

All products and services exhibited must be germane to the study and practice of heart failure management/care/education and have appropriate governmental and agency approval, if applicable. AAHFN retains the sole authority to determine the eligibility of any company and/or its product. AAHFN reserves the right to refuse applications from organizations not meeting standard requirements or expectations.

AMERICANS WITH DISABILITIES ACT (ADA)

Consistent with the Americans with Disabilities Act (ADA), it is the policy of AAHFN to provide reasonable accommodation when requested by a qualified attendee or exhibitor with a disability, unless such accommodation would cause an undue hardship. The policy regarding requests for reasonable accommodation applies to all aspects of registration through the conclusion of this event. If reasonable accommodation is needed, please contact Caroline Canino at ccanino@aahfn.org.

CONDUCT—VIRTUAL BOOTH

- AAHFN does not endorse any products or services related to the exhibits that have been accepted for display during this event.
- To attend sessions, exhibitors must register as an event attendee.
- Virtual exhibit booths must be staffed at all times during dedicated exhibit hall hours. Attendees expect to meet with exhibitors beginning with the opening time through the closing time.
- Educational contact hours, contact educational units or continuing education credits are not available to attendees as part of your virtual booth.
- Distribution of marketing materials by exhibitors or attendees is not permitted.
- Exhibitors may not advertise or display goods in their booth other than those manufactured or sold by them in the regular course of business.
- AAHFN reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the event.
- Exhibit personnel may not enter another exhibitor’s booth without obtaining permission.
- Virtual exhibit booths are regularly inspected during this event. AAHFN staff advises exhibitors of any inappropriate content or deviation from exhibit rules. Exhibitors must make all corrections requested by Exhibit Management at their own expense or risk removal from the Exhibit Hall without notice and without obligation for a refund.

CANCELLATION

All cancellations for sponsorship/exhibit space must be submitted in writing to the attention of AAHFN at information@aahfn.com prior to Monday, March 15, 2021.

EXHIBITOR REGISTRATION

All participants affiliated with the exhibitor must register through the event platform for booth staff access no later than Friday, May 28, 2021. Registered exhibitors must be employed by the exhibiting company or have a direct business affiliation. Registration after the deadline date or on site will result in higher registration fees. The exhibitor badge allows access only to the exhibit hall. Exhibits must be staffed at all times during dedicated hall hours. The AAHFN strictly enforces the opening and closing hours. Companies that do not keep their booths staffed and operating until the official closing time jeopardize their participation at future AAHFN Conferences.

With the exception of the non-profit booth, the booth fee includes two (2) or (4) complimentary full conference registrations, depending on the exhibit package. An allotment of additional exhibitor badges will be available. Please contact AAHFN if you require additional badges. For the additional attendees to earn continuing education credits full conference registration fees apply. Exhibitors are required to register personnel for these complimentary
conference registrations. Registrations are linked to the individual attendees. Each person must have a badge to attend conference events.

HANDOUTS AND GIVEAWAYS
All giveaway items must comply with all guidelines and codes regarding the relationship between the pharmaceutical and medical device/equipment industry healthcare professionals. All items to be distributed must be useful to the participants at the meeting. Distribution of descriptive product literature is permitted.

No unapproved items may be distributed. Any exhibitor found distributing materials that have not been officially accepted will be required to cease distribution immediately.

LIABILITY
ALL exhibitors agree to make no claim of any nature, for any reason whatsoever against AAHFN for loss of information, data, sales leads; theft of intellectual property; trademark infringement; destruction of reputation, nor for damage of any nature, nor for any negligence, malfeasance or misfeasance, nor for failure to hold any portions of the event, in part or total, as scheduled.

AAHFN, including Management, the educational platform or other third-party supporting vendors shall not be responsible for any negative outcomes before, during or after this event.

Should an exhibitor request to present and operate their own eBooth (and not use the platform provided) with the thought of linking from the event platform to their own custom eBooth, AAHFN cannot accept responsibility for negative consequences leading up to, during and after our event such as managing audience expectations, loss of connectivity, loss of data, inability to connect, inability to register, disconnect or any functionality which would hinder the exhibitor’s ability to interact with online attendees.

OUTSTANDING PAYMENTS
Any exhibiting company that has an outstanding balance will be prohibited from exhibiting until this balance has been paid. Outstanding balances may include fees incurred through AAHFN advertising, and sponsorship.

SELLING PRODUCTS OR SERVICES
The AAHFN exhibits are focused on educating attendees by providing information, services and products, and presenting industry trends pertinent to the nurses’ professional interest. Therefore taking orders and selling exhibited products will be permitted. The sale of non-cardiovascular-related products, e.g., bags, T-shirts, umbrellas, golf balls, sunglasses, etc., is strictly prohibited. The exhibit or product display may not be altered to fulfill a transaction. No signage or advertising of product pricing will be allowed. Exhibiting companies that sell taxable goods or services on site are responsible for registering as a dealer with the Texas Department of Revenue.

VIOLATIONS
Violation of any Rules by exhibitor, employees or agents shall annul the right to occupy virtual exhibit space. Exhibitor forfeits all paid monies and is responsible for payment of booth fee and exhibitor services. Upon evidence of violation, Exhibit Management may control access to your exhibit booth, limiting or removing functionality partially or completely. The exhibitor shall pay all expenses and damages AAHFN may incur thereby. In the event of a violation, AAHFN reserves the right to refuse an application for future exhibiting, sponsorship and Corporate Membership.

LOGO REQUIREMENTS AND USE
To ensure that your company receives the highest quality logo recognition, AAHFN must receive your logo in a vector EPS file compatible with Adobe Illustrator, as well as in a JPEG format. The deadline for providing your company logo is Friday, May 21, 2021.

Product vs. Company Logo
Since AAHFN is a 501 (C) 6, certain Tax Code regulations must be followed in order to remain within the qualified sponsorship payment safe harbor. The following are AAHFN’s guidelines for the use of product logos.

• A product logo can be placed on a non-educational sponsored item as sponsorship recognition.
• A product logo cannot be used for general recognition (banners, website listing, publication, etc.)
• The product logo can be a logo only, and cannot contain any quantitative or comparative language, price information or other indications of savings or value, an endorsement or inducement to purchase, sell or use the product or service.