

A Medscape **LIVE!** CONFERENCE

CME/CE



3rd ANNUAL

GOING BACK TO

The HEART *of* CARDIOLOGY

DECEMBER 3–5, 2022

HILTON LA JOLLA TORREY PINES
LA JOLLA, CALIFORNIA



HYBRID EVENT



SPONSORSHIP AND EXHIBIT PROSPECTUS

www.medscape.org/heartofcardio22

Hosted by

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heart.orgSM

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Cardiology

PROGRAM INFORMATION

OVERVIEW

Medscape Cardiology/theHeart.org is holding the 3rd Annual Going Back to the Heart of Cardiology conference December 3–5 at the Hilton Torrey Pines in LaJolla, California. We are excited that this year's conference will be hybrid – live in-person, as well as live-streamed. The conference features topics with direct impact on cardiology practice. This year's features 8 sessions. Each session will include 4 to 6 faculty presentations on the featured topic with discussion and Q&A. In addition to the general session CME/CE content the conference will also feature industry expert sessions, numerous branding opportunities, as well as a vibrant live exhibit and poster hall.

TARGET AUDIENCE

The conference provides practice-changing content for cardiologists, diabetologists and endocrinologists, primary care physicians (PCPs), nephrologists, nurses, nurse practitioners (NPs), physician assistants (PAs) and any other healthcare practitioners (HCPs) involved in the care of patients at risk for cardiovascular (CV) events.

COURSE DIRECTOR



Robert Harrington, MD

Arthur L. Bloomfield Professor of Medicine
Chair, Department of Medicine
Stanford University
Palo Alto, California

CO-CHAIRS/PLANNING COMMITTEE



Fatima Rodriguez, MD

Assistant Professor of Medicine
Stanford University Medical Center
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Deepak Bhatt, MD, MPH

Professor of Medicine
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Cardiovascular Programs
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Anne Curtis, MD, MACP

SUNY Distinguished Professor
Charles and Mary Bauer Professor and Chair
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Javed Butler, MD, MBA, MPH

Patrick H. Lehan Chair
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Professor of Physiology
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Jackson, Mississippi

For additional information contact Devin Gregorie at dgregorie@MedscapeLIVE.com, (516) 381-8613.

PROGRAM INFORMATION

CO-CHAIRS/PLANNING COMMITTEE



James Januzzi, MD

Professor of Medicine
Division of Cardiology
Massachusetts General Hospital Faculty
Baim Institute Clinical Research Institute
Harvard Medical School
Boston, Massachusetts



Christian Ruff, MD, MPH

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Harold Dauerman, MD

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Manesh Patel, MD

Chief
Division of Cardiology
Division of Clinical Pharmacology
Duke University
Durham, North Carolina



Esther Kim, MD, MPH

Associate Professor of Medicine;
Medical Director, Vascular Laboratory;
Vanderbilt University Medical Center;
Nashville, Tennessee

For additional information contact Devin Gregorie at dgregorie@MedscapeLIVE.com, (516) 381-8613.

PRELIMINARY AGENDA (Pacific Time)

Day 1 | Saturday, December 3, 2022

7:30 AM – 10:30 AM PT

Virtual Session

Cath Lab Challenge

Session Co-Chairs: Harold L. Dauerman, MD; Ajay Kirtane, MD; Manesh Patel, MD

10:45 AM – 4:45 PM PT

Independent Medscape Symposia

5:00 PM – 6:15 PM PT

Welcome Reception in Exhibit Hall

Poster Presentations

6:45 PM – 8:45 PM PT

Welcome Reception and Happy Hour

DAY 2 | Sunday, December 4, 2022

7:10 AM – 7:55 AM PT

Industry Expert Session (Non-CME)

8:05 AM – 8:45 AM PT

Welcome and Keynote Presentation

SESSION I

Heart Failure and Myocardial Disease

Session Co-Chairs: Javed Butler, MD, MPH, MBA, James Januzzi, MD, FACC, FESC, Shelley Zieroth, MD

8:45 AM – 10:45 AM PT

Part I

- **Presentation 1**

Diving Into the New Heart Failure Guidelines: Top Takeaways From the Experts

- **Presentation 2**

Optimizing Guideline-Directed Medical Therapy Today: Are You Up to the Challenge?

- **Presentation 3**

The Newest Pillar in Heart Failure: What You Need to Know About SGLT2 Inhibitors

- **Presentation 4**

The Ever-Evolving Heart Failure Armamentarium: Focus on New and Emerging Strategies for Advanced Disease

- **Interactive Panel Discussion and Q&A**

Agenda subject to change | Please refer to the virtual platform for the most up-to-date information

PRELIMINARY AGENDA (Pacific Time)

10:15 AM – 10:45 AM PT

Break/Exhibits

10:45 AM – 12:45 PM PT

Part II

- **Presentation 5**

Breaking Ground in Heart Failure With Preserved Ejection Fraction: Evolving Data and Treatment Strategies

- **Presentation 6**

Unfolding the Mystery of Transthyretin Amyloidosis: What Do Heart Failure Specialists Need to Know?

- **Presentation 7**

Beyond a Thick Heart: New Horizons in Hypertrophic Cardiomyopathy and Implications for Your Practice

- **Presentation 8**

Right Ventricular Dysfunction in My Patient: Approaches to Conquer Diagnosis and Treatment

- **Presentation 9**

The Role of Digital Health in Heart Failure

- Interactive Panel Discussion and Q&A

12:45 PM – 2:00 PM PT

Lunch/Industry Expert Session (non CME)/Dessert Break

SESSION II

2:00 PM – 4:00 PM PT

Rhythm Disorders: Atrial Fibrillation Insights and Case Considerations

Session Co-Chairs: Anne Curtis, MD, MACP, FACC, FHRS, FAHA, Christian Ruff, MD, MPH

Part I

- **Presentation 1**

Rhythm Disorder Case Challenges: How Would You Approach Rhythm Control?

- **Presentation 2**

Atrial Fibrillation in Your Clinic: What's Your Stroke Prevention Strategy?

- **Presentation 3**

Updates in Atrial Fibrillation: Top Highlights From the Latest Guidelines

- Interactive Panel Discussion and Q&A

- **Presentation 4**

Crossover Clinical Cases

Agenda subject to change | Please refer to the virtual platform for the most up-to-date information

PRELIMINARY AGENDA (Pacific Time)

DAY 2 | Sunday, December 4, 2022

SESSION II

4:00 PM – 4:15 PM PT

Break

4:15 PM – 5:15 PM PT

Special Topic Roundtable Discussions

- *Women and Heart Disease*
- *The COVID Conundrum: Long COVID and Implications for Cardiovascular Risk*
- *Advancing Health Equity in Your Practice: A Recipe for Interprofessional Cardiovascular Success*

6:15 PM – 7:00 PM PT

Meet the Panelists Reception

7:00 PM – 8:00 PM PT

Industry and Faculty Reception

DAY 3 | Monday, December 5, 2022

7:10 AM – 7:55 AM PT

Break

8:05 AM – 8:15 AM PT

Welcome

SESSION III

Cardioprevention, CV Risk Reduction, and Cardiometabolic Updates

Session Co-Chairs: Deepak Bhatt, MD, MPH, Pamela Morris, MD, FACC, FAHA, FASPC, FNLA

8:15 AM – 10:15 AM PT

Part I

- **Presentation 1**
Non-Statin Therapies for Atherosclerotic Cardiovascular Disease Risk Reduction: A Test and Teach Approach
- **Presentation 2**
New Chest Pain Guidelines: Highlights for Your Practice
- **Presentation 3**
Exploring New Targets for Cardiovascular Risk Reduction
- **Presentation 4**
Rare Lipid Disorders: Spotlight on Homozygous Familial Hypercholesterolemia

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PRELIMINARY AGENDA (Pacific Time)

DAY 3 | Monday, December 5, 2022

SESSION III

Cardioprevention, CV Risk Reduction, and Cardiometabolic Updates

Session Co-Chairs: Deepak Bhatt, MD, MPH, Pamela Morris, MD, FACC, FAHA, FASPC, FNLA

8:15 AM – 10:15 AM PT

Part I

- **Presentation 5**
Antiplatelet and Antithrombotic Insights for Primary and Secondary Prevention: Where Are We in 2022?
- Interactive Panel Discussion and Q&A

10:15 AM – 10:45 AM PT

Break/Exhibits

10:45 AM – 12:45 PM PT

Part II

- **Presentation 6**
Addressing the Undertreatment of Hypertension: Who, What, How, Why, and When?
- **Presentation 7**
A Deep Dive Into the Cardio-Renal-Metabolic Pathway
- **Presentation 8**
Why Obesity Matters in Cardiology
- **Presentation 9**
Guideline Recommendations and Treatment Options for Obesity in the Cardiology Patient
- **Presentation 10**
Can You Manage These Cardiometabolic Patients? Put Your Skills to the Test!
- Interactive Panel Discussion and Q&A

12:45 PM – 2:00 PM PT

Lunch/Industry Expert Session (Non CME)/Dessert Break

Agenda subject to change | Please refer to the virtual platform for the most up-to-date information

PRELIMINARY AGENDA (Pacific Time)

SESSION IV

2:15 PM – 4:15 PM PT

Arterial and Venous Disease Insights

Session Co-Chairs: Manesh Patel, MD, Esther Kim, MD, MPH

- **Presentation 1**
Crossfire Debates in Post-Acute Coronary Syndrome Management
- **Presentation 2**
Chronic Heart Disease Management: Applying New Data to Complex Cases
- **Presentation 3**
Antithrombotic Updates: A New Target on the Horizon?
- **Presentation 4**
Antiplatelet/Antithrombotic Reversal in Action: Current and Emerging Strategies
- **Presentation 5**
Medical Management of Peripheral Artery Disease: Latest Advances and Clinical Implications
- **Presentation 6**
Advancing the Management of Venous Thromboembolism: What the Clinical Cardiologist Needs to Know
- Interactive Panel Discussion and Q&A

4:15 PM PT

Conference Adjourns

GENERAL INFORMATION

INDUSTRY EXPERT SESSION (NON-CME) TIME SLOTS

Morning (Breakfast):

Sunday, December 4, 2022 | 7:10 AM – 7:55 AM PT
Monday, December 5, 2022 | 7:10 AM – 7:55 AM PT

Afternoon (Lunch):

Sunday, December 4, 2022 | 1:00 PM – 1:45 PM PT
Monday, December 5, 2022 | 1:00 PM – 1:45 PM PT

Evening (Dinner):

Saturday, December 3, 2022 | 6:15 PM – 7:00 PM PT
Sunday, December 4, 2022 | 6:15 PM – 7:00 PM PT

- Times are subject to change
- Please note meals are included in the participants registration fee, companies sponsoring Industry Expert sessions do not provide food & beverage. They simply are purchasing the timeslot.

INDUSTRY EXPERT SESSIONS

All industry Expert Session sponsorships include the following promotional items to help create awareness of your session and assist with attendance. Advertisement in on-site conference brochure, insert in conference bag, signs highlighting the industry expert sessions, and MedscapeLive! provided email blasts. All these items must be provided by the sponsoring company, excluding the email blast. For email blast, title of session and speaker name must be provided. Specification and deadline dates for these items will be provided approximately 2 – 3 months prior to the conference. In addition, easels will be provided at each conference for signs and MedscapeLive! will determine appropriate sign placement.

Disclaimer: All promotional items for your industry expert session must contain the following disclaimer: This session is independently organized and not an official part of Going Back to the Heart of Cardiology. CME/CE credit is not provided for this session.

Promotional items for your industry expert session should not contain any mention of food/beverages, please see next bullet point.

Meals during industry expert sessions

All food functions are provided by MedscapeLIVE! as part of the conference and included in registration fees. They are not provided by any sponsor or supporter. Food is provided outside the general session room generally in the exhibit hall area. There should be no mention of food or beverages in invitations or promotional items for the industry expert sessions. MedscapeLIVE! will not provide food and beverage receipts, as these items are not provided by the sponsors. Because all food is part of the CME/CE conference, it is not reportable.

Audio/Visual Equipment

MedscapeLIVE! provides standard AV for industry expert sessions AV includes microphone, laptop, projector, podium, and screen.

For additional information contact Devin Gregorie at dgregorie@MedscapeLIVE.com, (516) 381-8613.

GENERAL INFORMATION

RESIDENT SPONSORSHIP PROGRAM

The Resident Sponsorship Program (RSP) supports resident education and provides real-world training through attendance at Going Back to the Heart of Cardiology. The RSP offers educational and networking activities with an acute focus on the most important issues facing residents in cardiology practice today. The medical education is not only relevant and cutting edge, but the network of personal and professional support is an invaluable investment in each scholar's education, career, and personal growth.

ADVISORY BOARDS

Select sponsorships include advisory boards. Sponsors may also enhance their package with an advisory board for an additional fee. For all advisory boards, MedscapeLive! will secure a room to accommodate a 3-hour long meeting for approximately 10–15 people. If sponsor is interested in inviting meeting attendees, sponsor is to provide MedscapeLive! with an invitation that it will deploy to the selected attendees. Sponsor may contact faculty directly. Advisory boards cannot conflict with MedscapeLive! events or industry expert sessions. Sponsor is responsible for securing AV and food/beverages for the advisory board directly with the hotel. MedscapeLive! to provide sponsor with hotel conference manager contact information. In addition, sponsor is responsible for all management of advisory board, talking points, physician honorarium, etc.

CONFERENCE E-NEWSLETTERS

MedscapeLive!'s monthly Cardiology newsletter, is sent out to all meeting attendees and to our engaged list of cardiologists and allied healthcare professionals. If your sponsorship includes a banner ad, you will need to submit a static banner ad (ad can be a corporate ad or brand specific) in the sizes of 300 x 250 and 728 x 90. E-newsletters do not offer competitive separation amongst brands. Detailed specification information will be provided if E Newsletters are part of your sponsorship. For more extensive conference coverage sponsorship opportunities, please consult with Devin Gregorie.

ENDURING MATERIALS

Extend your reach of your industry expert sessions or educational posters from conference attendees to the universe of Cardiologists with print supplements from Cardiology News, Enduring materials can include print supplements that are either inserted or polybagged with a select issue of Cardiology News.

BADGES

Each sponsorship package offers a select number of badges. Badges will permit you access to exhibit hall, sessions, and select meeting receptions. All sponsors may purchase additional badges at a reduced rate.

EXHIBITS

8 x 10 exhibit space is included in all the sponsorship packages. If a company does not want to be a sponsor, but would like to exhibit, the exhibit only rate is \$6,000 per conference. The exhibit package includes a 6' draped table, 2 chairs and wastebasket.

PUBLICATION PARTNERS

Cardiology News

Clinical Endocrinology News

THE JOURNAL OF
FAMILY
PRACTICE

Internal Medicine News

Family Practice News

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SPONSORSHIP PACKAGES

CORPORATE BRANDING OPPORTUNITIES

RESIDENT SPONSORSHIP

PROGRAM PACKAGE | \$150,000

- 45-minute independent symposium, morning slot
- Recognition with onsite signage throughout the meeting
- Sponsor of Wine/Cheese Reception at the end of each day (with faculty to attend)

PLATINUM SPONSOR PACKAGE | \$85,000

- 45-minute industry expert session, mid-day slot (2 available)
- Opportunity to host an advisory board (value-added)
- Six promotional banner ads – one banner ad in up to six issues of our monthly Cardiology E-Newsletter that goes to Cardiologists
- Premium exhibit space: 8 x 20 space
- Badges for up to six exhibitors
- Two page, four color ad in on-site conference booklet
- One door drop and insert in conference bag and signs promoting independent symposium
- Inclusion in event eblast dedicated to all industry expert sessions
- Recognition with onsite signage throughout Exhibit/Registration areas and virtual conference platform
- Value-Add: Your live Industry Expert Session will also be live-streamed to the virtual participants and if you give permission will also be available on the virtual conference platform for two months

GOLD SPONSOR PACKAGE I | \$65,000

- 45-minute independent symposium, morning slot (4 available)
- Opportunity to host an advisory board (value-added)
- Premium exhibit space: 8 x 10 space
- Badges for up to five exhibitors
- One page, four color ad in Onsite Program Booklet
- Two promotional banner ads – one banner ad in up to two issues of our monthly Cardiology E-News that goes to cardiologists
- One insert in conference bag and signs promoting the industry expert session
- Inclusion in event eblast dedicated to industry expert sessions
- Recognition with onsite signage throughout Exhibit/Registration areas and virtual conference platform
- Value-Add: Your Industry Expert Session will also be live-streamed to the virtual participants and furthermore will be available on the virtual conference platform for a period of two months post-conference

SILVER SPONSOR PACKAGE | \$40,000

- Exhibit space: 8 x 10 space
- Badges for up to three exhibitors
- One page, four color ad in Exhibitor/Sponsor Guide
- One insert in conference bag
- Recognition with onsite signage throughout Exhibit/Registration areas and virtual conference platform

EXHIBIT ONLY | \$6,000

- Exhibit space: 8 x 10 space
- Badges for up to two exhibitors
- Exhibit Description will be included in the On-site Program Book
- 6' draped table, two chairs and a wastebasket included

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SPONSORSHIP PACKAGES

CORPORATE BRANDING OPPORTUNITIES

A LA CARTE ITEMS

- Charging Stations - \$15,000 (Exclusive)
 - MedscapeLIVE! to place two charging stations outside of session hall. Each station will be branded with sponsor logo and/or custom graphics
 - Sponsor to provide creative according to specs
- Flash Drive - \$10,000 (Exclusive)
 - Have your company logo on an 8GB flash drive that will be placed in each attendee conference bag
- Advisory Board - \$5,000
- Workshop Rooms
 - \$7,500 per day, per room; exclusive time slot, must be Bronze level or higher
- Wi-Fi - \$15,000 (Exclusive)
 - Includes choice of login password
- Hotel Key Cards - \$10,000 (Exclusive)
- Conference Bags - \$10,000 (Exclusive)
 - Company logo on bag given to all attendees
- Door Drop - \$5,000
- Custom Graphics - Mirror clings in ballroom's bathroom: \$7,500
- Custom TV channel - \$8,000
 - Video airs on private channel in the hotel
- Branded Disposable Water Bottles - \$10,000
- Bar Coasters and Beverage Napkins and coffee sleeves
 - At Breaks and Evening Receptions: \$12,000

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Partner or attend live and virtual conferences, join in live and virtual networking, interact with experts in your field, and earn CME/CE credits!

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