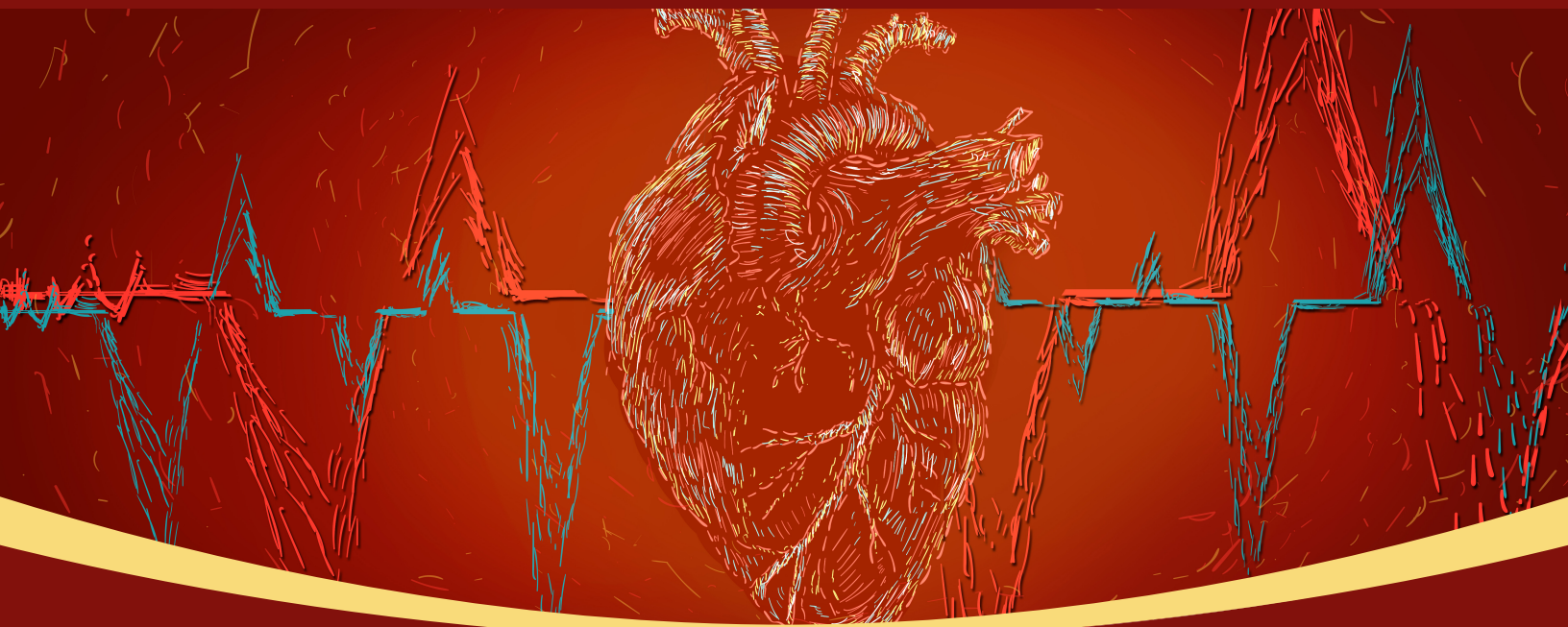


A Medscape **LIVE!** CONFERENCE



2nd ANNUAL



GOING BACK TO
The **HEART** *of*
CARDIOLOGY 2021

A Medscape Cardiology/theHeart.org
Virtual Conference for Practicing Clinicians

SAVE THE DATE
DECEMBER 6–10, 2021



VIRTUAL EVENT

SPONSORSHIP AND EXHIBIT PROSPECTUS

www.medscape.org/heartofcardiology

the
heart.orgSM

Medscape[®]
Cardiology

Dear Cardiology Colleagues:

It is my pleasure and privilege to welcome you to the **2nd Annual Going Back to the Heart of Cardiology 2021 Virtual Conference**. This year's conference will build on the success of last year's event which included more than 2,500 registered attendees and raised \$55,000 as a charitable donation to WomenHeart. Over the 1-week period, from December 6-10, 2021, this innovative CME/CE experience will take you on a unique learning journey, which begins when you enter the **Virtual Conference Center**. In this space, 6 live streamed sessions, each running for 3 hours, will present the latest education in cardiology and discuss practical application of emerging advances into clinical care. The comprehensive agenda includes the most relevant topics that impact cardiology practice today. At a glance, these are:

- Session I: Heart Failure
- Session II: Arrhythmias, Antithrombotic and Antiplatelet Therapy
- Session III: Lipid Management
- Session IV: Cardiometabolic Disease
- Session V: New Approaches in Device-Based care
- Session VI: Precision Medicine for Treatment of Rare Diseases in Cardiology

Nationally renowned faculty experts will engage you and your fellow learners in the live virtual sessions. Take a seat in the **Live Theater**, where audience interaction will be enhanced by polling and ample time for Q&A. You will not be denied opportunities to share best practices and to find solutions to your most difficult clinical challenges.

And, as in any live conference venue, you will find robust opportunities to interact with your colleagues beyond the educational sessions. There is much to explore, and comfortable walking shoes are not required! I encourage you to take full advantage of these conference features, in which you can

- Benefit from peer-to-peer learning in the **Virtual Poster Hall**
- Network with other cardiology specialists and practitioners in the **Lounge**
- Interact with conference faculty via intimate virtual **Meet the Faculty** sessions
- Enjoy friendly and fast-paced competition via **MedChallenge**
- Visit booths in the **Exhibit Hall** (without lugging a tote bag)

As outlined in the program, each of the 6 live sessions will be held on different days starting in the evening hours at 6:00. ET. Should you be unable to attend, each recorded and accredited session will be available for on-demand access until March 2022. After that, an enduring summary webcast and downloadable components will be available on Medscape Cardiology/theheart.org, on a webpage dedicated specifically to this conference. The educational content will be CME/CE-certified for an additional year.

Once again, Welcome! I hope you will enjoy this one-of-a-kind virtual conference, benefit from the learning opportunities, and gather many clinical pearls to “bring home” to your practice!

Sincerely,

Robert Harrington, MD

Conference Chair

Arthur L. Bloomfield Professor of Medicine

Chair, Department of Medicine

Stanford University School of Medicine

OVERVIEW

Medscape Cardiology/theHeart.org is holding a virtual conference, featuring topics with direct impact on cardiology practice. This initiative features 6 live streamed, 3-hour sessions over a 1-week period. Each 3-hour session will include 4 to 6 faculty presentations on the featured topic with live web-streamed discussion and Q&A. In addition, each session will be available for immediate on-demand access, and enduring components will be available on a collection page on the Medscape Cardiology/theheart.org website.

Target Audience

This activity is intended 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.

SESSION HIGHLIGHTS

- Heart Failure : Keeping Beat Up with the Beat of Latest Developments
- Arrhythmias, Anticoagulation, and Antiplatelet Therapy
- Lipid Management Review /Tips From the Experts: CV Risk Reduction and Cardioprevention at Its Finest
- The New Cardiometabolic Strategy From A to Z
- Innovations in Cardiology: New Approaches in Device-Based CV Care to Cardiology
- Precision Medicine for Treatment of Rare Diseases in Cardiology

CHAIR



Robert Harrington, MD

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

MODERATORS



C. Michael Gibson, MD

Professor of Medicine
Division of Cardiology
Interventional Cardiology Section
Harvard Medical School
Boston, Massachusetts



Fatima Rodriguez, MD

Assistant Professor of Medicine
Stanford University Medical Center
Stanford, CA

AGENDA

MONDAY, DECEMBER 6, 2021 | 6:00–9:00 PM EST

SESSION I

Heart Failure: Keeping Beat Up with the Beat of Latest Developments

Optimizing Guideline-Directed Management of HFrEF Patients: Where Are We in 2021

SGLT2 Inhibitors in Clinical Cardiology: Current and Future Directions in HF

Breakthroughs in HFrEF: New and Emerging Treatment Strategies for Advanced Disease

The Evolving Story of HFpEF: Current and Future Management Approaches

Clinical Use of Biomarkers to Guide HF Management: Who, What, How, and When?

HF Patient Management in the Era of COVID-19

Making Essential Treatment Choices in HF: Which Therapy for Which Patient?

What If It's Not HF: Finding TTR Amyloidosis in Cardiology Practice

Oral abstract presentations

Panel Discussion and Q&A Session

TUESDAY, DECEMBER 7, 2021 | 6:00–9:00 PM EST

SESSION II

Arrhythmias, Anticoagulation, and Antiplatelet Therapy

Keeping the Beat: Appropriate Management of AF

VTE in Cardiology Practice

New Treatment Paradigms in CAD/PAD

Antiplatelet Agents in Action

Updates in Acute Infection and Thrombosis

Antithrombotic Therapy and Secondary Stroke Prevention

Antithrombotic Management in the Era of COVID-19

Anticoagulation Post-TAVR

Interactive Discussion and Q&A

WEDNESDAY, DECEMBER 8, 2021 | 6:00–9:00 PM EST

SESSION III

Lipid Management Review /Tips From the Experts: CV Risk Reduction and Cardioprevention at Its Finest

Statins and COVID-19... Beyond Lipid Lowering?

Beyond Statins for Lipid Lowering: Updates in Nonstatin/ Emerging Therapies

Lipids/CVD in Complicated Patients

TG Lowering and CVD Risk Reduction

Primary Prevention in High-Risk Patients

Cardioprevention/Antiplatelet Therapy: Updates and Advances

CV Risk Reduction and Cardioprevention in the Era of COVID-19

Case Discussion and Best Practices

Interactive Discussion and Q&A

THURSDAY, DECEMBER 9, 2021 | 6:00–9:00 PM EST

SESSION IV

The New Cardiometabolic Strategy From A to Z

SGLT2s in Patients With T2D and ASCVD or HF

GLP-1s in Patients With T2D and ASCVD

Hypoglycemia and CV Events– What Does the Cardiologist Need to Know?

Role of the Kidney in CVD/T2D

Obesity and Its Impact on Cardiometabolic Comorbidities

Women and Minorities: Cardiometabolic Conditions and Management

Cardiometabolic Management in the Era of COVID-19

Case Discussion and Best Practices

Interactive Discussion and Q&A

AGENDA

FRIDAY, DECEMBER 10, 2021 | 3:00–4:30 PM EST

SESSION V

Innovations in Cardiology: New Approaches in Device-Based CV Care

Will Renal Denervation Have a Major Impact on Blood Pressure Control?

Beyond Blood Pressure Control: Renal Denervation for At-Risk Cardiovascular Conditions: From HF to AF

Tips and Tricks—Using MCS for Cardiogenic Shock

Aortic Stenosis: The Bicuspid Valve Case Challenge

Getting a Fix on AF Burden: Remote Patient Monitoring Options

Interactive Discussion and Q&A

FRIDAY, DECEMBER 10, 2021 | 4:30–6:00 PM EST

SESSION VI

Precision Medicine for Treatment of Rare Diseases in Cardiology

PAH Present and Future: Current Strategies and Emerging Approaches

Hope for HCM: What We Know About Cardiac Myosin Inhibition

Treating ATTR in Cardiology Practice

Advances in HoFH: Present and Emerging Treatment Options

Interactive Discussion and Q&A

SPONSORSHIP OPPORTUNITIES

INDUSTRY EXPERT SESSIONS (IES)

DIAMOND LEVEL | \$85,000

- Two 60 minute industry expert sessions (IES):
1 premier time spot (prior to general sessions) & 1 session in either am or midday; FROR on premier timeslot in 2022
- Also included:
 - Virtual exhibit booth
 - Inclusion in exhibitor gamification program
 - 3 bannerads included on conference platform, location determined by conference,
 - 2-page 4 color ad in program booklet
 - 1 box insert
 - Unlimited attendees
 - 3 invites to virtual faculty reception
 - Value-added: IES posted on conference platform for 2 months post meeting

GOLD LEVEL | \$50,000

- One 60 minute industry expert session; time tbd either morning or mid-day of conference
- Also included:
 - Virtual exhibit booth
 - Inclusion in exhibitor gamification program
 - 1 banner ad on conference platform, location determined by conference,
 - 1 page 4 color ad in program booklet
 - 2 invites to virtual faculty reception
 - 1 box insert
 - 5 attendees
 - Value-added: IES posted on conference platform for 2 months post meeting

All above sponsorships include metrics/attendee information for industry expert session, inclusion in industry sponsored symposium registration page, inclusion in industry sponsored symposium email blasts, sponsorship level recognition on conference platform and on conference website.

NOTE: All FINAL assets for sponsorships/exhibit must be provided by Sponsor or by Sponsor's agency and must be the final approved assets. The IES email blast and symposia registration page will be created by the conference. Any sponsorship that includes banners ads on conference platform must be provided, competitive separation is not guaranteed.

SPONSORSHIP OPPORTUNITIES

CORPORATE BRANDING OPPORTUNITIES

GOLD LEVEL I | \$50,000

- EXCLUSIVE OPPORTUNITY:
 - Corporate branding around virtual faculty/industry reception
 - Corporate branding on disposable napkins and coasters provided in the reception gift basket provided by Medscape
- Also included:
 - Virtual exhibit booth
 - Inclusion in exhibitor gamification program
 - 3 bannerads included on conference platform, location determined by conference,
 - 1 page 4 color ad in the program guide
 - 5 attendees
 - 2 invites to virtual faculty reception

SILVER LEVEL | \$35,000

- EXCLUSIVE OPPORTUNITY :
 - 100% banner advertising on the activity/networking lounge which highlights the leaderboard for the gamification program OR 100% banner advertising in the poster abstract listing section
 - Logo and silver acknowledgement on all physician communication re: gamification program OR on abstract communication with physician
- Also included:
 - Virtual exhibit booth
 - Inclusion in exhibitor gamification program
 - 1 page 4 color ad in the program guide
 - 3 attendees

BRONZE LEVEL | \$20,000

- Email blast to conference attendees copy to be approved by Medscape and HTML files provided by
- Also included:
 - Virtual exhibit booth
 - Inclusion in exhibitor gamification program
 - 1 page 4 color ad in the program guide
 - 3 attendees

VIRTUAL EXHIBIT BOOTH | \$5,000

- Virtual exhibit
- Also included:
 - Inclusion in exhibitor gamification program
 - 2 attendees

All FINAL assets for sponsorships must be provided by Sponsor or by Sponsor's Agency

SPONSORSHIP OPPORTUNITIES

ENHANCE YOUR SPONSORSHIP/EXHIBIT WITH THE FOLLOWING A LA CARTE ITEMS

Box Insert (if exhibiting); first 300 US based attendee registered	\$2,500 per
Box Insert (non-exhibitor); first 300 US based attendee registered	\$4,500 per
Virtual advisory board	\$5,000
Video: Max 2 minute video to be played in loop during breaks; location on platform TBD (up to 3 videos accepted for loop)	\$10,000
Eblast to registered attendees	\$10,000
Floor cling in lobby (max 2 sponsors)	\$7,500 per
Banner ad on conference platform (pending inventory; competitive separation not guaranteed)	\$3,500
Program booklet: 1 Page 4 color Ad	\$3,000

INDUSTRY EXPERT SESSION TIME SLOTS

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
DECEMBER 6	DECEMBER 7	DECEMBER 8	DECEMBER 9	DECEMBER 10
12:30 PM – 1:15 PM			12:30 PM – 1:15 PM	12:00 PM – 12:45 PM
4:45 PM – 5:30 PM	12:30 PM – 1:15 PM	4:45 PM – 5:30 PM	4:45 PM – 5:30 PM	1:00 PM – 1:45 PM
				2:00 PM – 2:45 PM

All Industry Expert Sessions are listed in Eastern Time. For additional times not listed above,
please consult with Sally Cioci Fischer

Questions on customized sponsorship packages

Contact / **Sally Cioci Fischer**

Direct / 973-290-8215

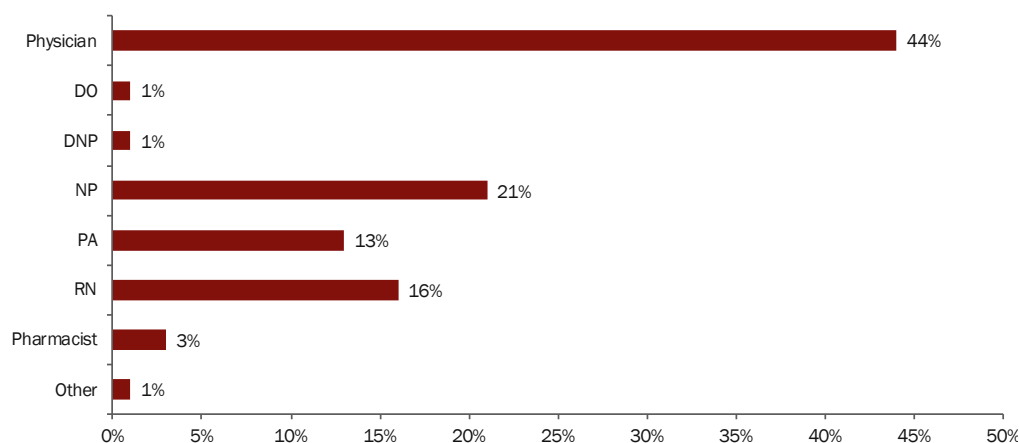
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SPONSORED PRESENTATIONS

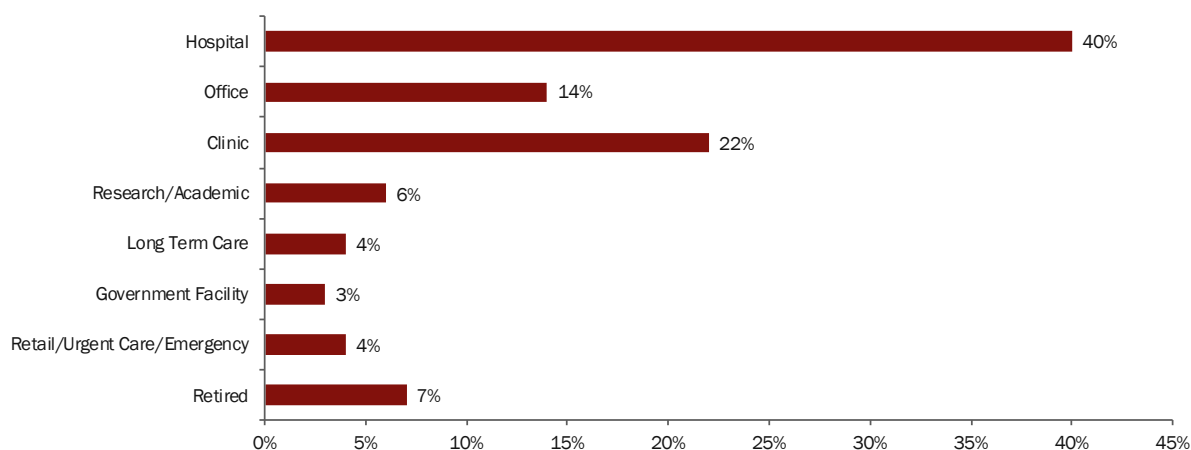
BELOW INFORMATION REFLECTS THE AVERAGES OF 5 INDUSTRY SPONSORED VIRTUAL PRESENTATIONS HELD DURING THE CONFERENCE

- Average Live Attendance: 153
 - Average on Demand Attendance*: 180
- *based on 3 presentations

Attendee Profession



Type of Practice



Questions on customized sponsorship packages

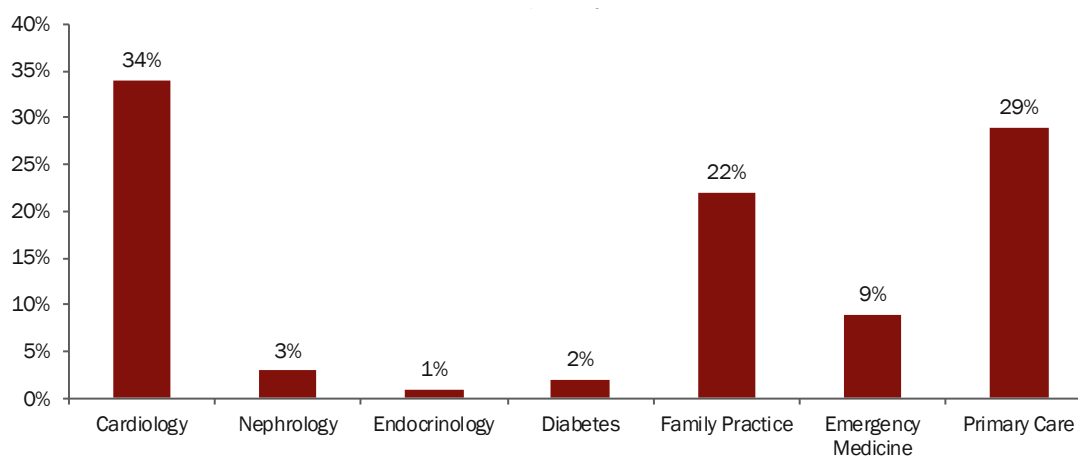
Contact / **Sally Cioci Fischer**

Direct / 973-290-8215

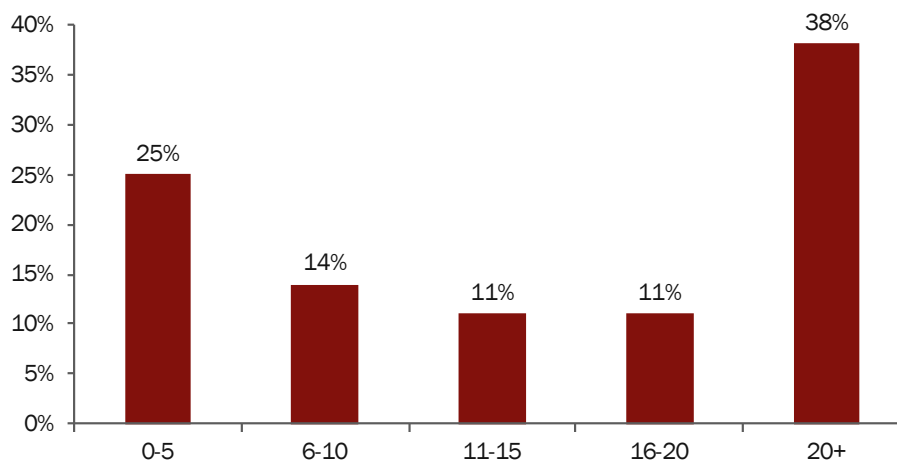
Email / scioci@medscapelive.com

SPONSORED PRESENTATIONS

Specialty



Years in Practice



Questions on customized sponsorship packages

Contact / **David Small**

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Email / dsmall@medscapelive.com