

A Medscape **LIVE!** CONFERENCE



GOING BACK TO
The **HEART** of
CARDIOLOGY

JANUARY 24–26, 2025

FONTAINEBLEAU MIAMI BEACH

MIAMI, FLORIDA

IN-PERSON A small icon of a person with arms raised, indicating an in-person event.

SPONSORSHIP AND EXHIBIT PROSPECTUS

heartofcardio.com

GENERAL INFORMATION

OVERVIEW

Medscape Cardiology/theHeart.org is holding the 5th Annual Going Back to the Heart of Cardiology conference January 24-26, 2025, at the Fontainebleau Miami Beach in Miami, Florida. This conference features topics with direct impact on cardiology practice, consisting of six sessions that include faculty presentations 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, and a vibrant live exhibit and poster hall.

TARGET AUDIENCE

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

INDUSTRY EXPERT SESSION

Morning, mid-day, and end-of-day time slots (45 minutes) are limited and assigned on a first-come, first-served basis.

Industry Expert Sessions include a session room, standard A/V package (screen, projector, laptop, microphone, and confidence monitor), distribution of supplied traffic drivers, announcement on the conference website, and posting of supplied signage.

Meals During Industry Expert Sessions

All food functions are provided by MedscapeLIVE!. They are not provided by any sponsor or supporter. 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 included in the registration fee, it is not reportable.

CONFERENCE DATES

JANUARY 24–26, 2025

CONFERENCE CO-CHAIRS



Robert Harrington, MD
Stephen and Suzanne Weiss Dean
Weill Cornell Medicine
Provost for Medical Affairs
Cornell University
New York, New York



Fatima Rodriguez, MD, MPH
Associate Professor
Section Chief, Preventive Cardiology
Stanford University
Stanford, California

AGENDA AND FACULTY DETAILS TO FOLLOW WHEN AVAILABLE

For additional information, contact Alisa Pachella at apachella@medscapelive.com or 201-881-9382.

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.

CONFERENCE E-NEWSLETTERS

MedscapeLIVE!'s monthly Cardiology eNewsletter is sent 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 (corporate or brand-specific) in the sizes of 300 x 250 pixels and 728 x 90 pixels. eNewsletters do not offer competitive separation amongst brands. Detailed specs will be provided if eNewsletters are part of your sponsorship.

PUBLICATION PARTNERS

Cardiology News

Clinical Endocrinology News

THE JOURNAL OF
FAMILY
PRACTICE

Internal Medicine News

Family Practice News

ADVISORY BOARDS

For all advisory boards, MedscapeLIVE! will secure a room to accommodate a 3-hour meeting for up to 15 people. If sponsor is interested in inviting meeting attendees, sponsor is to provide MedscapeLIVE! with an invitation that will deploy to the selected attendees. Sponsor may contact faculty directly.

Advisory boards cannot conflict with any MedscapeLIVE! events or Industry Expert Sessions. Sponsor is responsible for securing A/V, as well as food and beverage, for advisory boards directly with the hotel (MedscapeLIVE! to provide sponsor with hotel conference manager contact information). In addition, sponsor is responsible for complete management of advisory board, including talking points, physician honorarium, etc.

EXHIBITS

One 8' x 10' exhibit space is included in all sponsorship packages. If a company does not want to be a sponsor but would like to exhibit, the exhibit-only rate is \$6,500. The exhibit package includes a 6' draped table, two chairs, and a wastebasket.

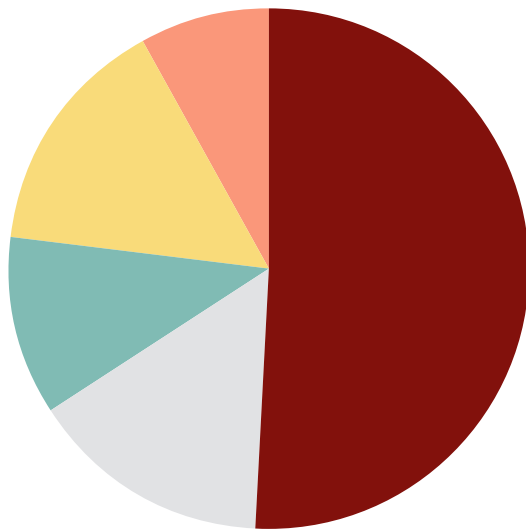
BADGES

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

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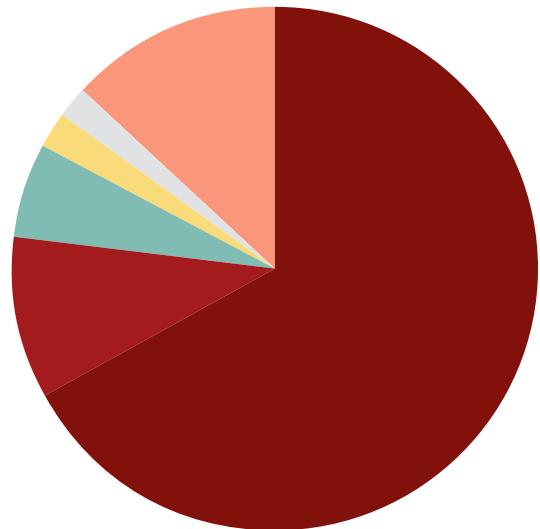
HEART OF CARDIO 2023 DEMOGRAPHICS

HCP REGISTRATION
CATEGORY BREAKDOWN



- 51% MD, DO
- 15% NP
- 15% PA/PA-C
- 11% RN
- 8% Allied Health

HCP REGISTRANT
SPECIALTY BREAKDOWN



- 67% Cardiology
- 10% Primary Care
- 6% Family Practice
- 2% Nephrology
- 2% Emergency Medicine
- 13% Other

YEARS IN PRACTICE

24% **14%** **12%** **11%** **39%**

0 to 5 years in practice 6 to 10 years in practice 11 to 15 years in practice 16 to 20 years in practice 21+ years in practice

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SPONSORSHIP PACKAGES

CORPORATE BRANDING OPPORTUNITIES

PLATINUM SPONSOR PACKAGE | \$95,000

- One (1) 45-minute time slot for a non-CME/CE Industry Expert Session
- Key card OR WiFi OR Hydration Station sponsor
- One (1) on-site digital ad (up to 30 seconds)
- Two (2) premium exhibit spaces
- Badges for up to eight (8) exhibitors
- One (1) insert in conference bag
- Two-page, 4-color ad in digital program booklet
- Four (4) promotional banner ads – one banner ad in up to four issues of our monthly Cardiology eNewsletter
- Sponsorship signage throughout exhibit/registration areas
- Pre- OR post-conference eBlast to attendees (client to provide fully approved HTML)

GOLD SPONSOR PACKAGE | \$65,000

- One (1) 45-minute time slot for a non-CME/CE Industry Expert Session
- One (1) on-site digital ad (static)
- One (1) premium exhibit space
- Badges for up to six (6) exhibitors
- One (1) insert in conference bag
- One-page, 4-color ad in digital program booklet
- Two (2) promotional banner ads – one banner ad in up to two issues of our monthly Cardiology eNewsletter
- Sponsorship signage throughout exhibit/registration areas
- Post-conference eBlast to attendees (client to provide fully approved HTML)

SILVER LEVEL PACKAGE | \$45,000

- One (1) 45-minute time slot for a non-CME/CE Industry Expert Session
- One (1) onsite digital ad (static)
- One (1) exhibit space
- Badges for up to four (4) exhibitors
- One (1) insert in conference bag
- One-page, 4-color ad in digital program booklet
- Sponsorship signage throughout exhibit/registration areas

BRONZE LEVEL PACKAGE | \$25,000

- One (1) exhibit space
- Badges for up to three (3) exhibitors
- One (1) insert in conference bag
- One-page, 4-color ad in digital program booklet
- Sponsorship signage throughout exhibit/registration areas

EXHIBIT ONLY | \$6,500

- One (1) exhibit space
- Badges for up to two (2) exhibitors

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SPONSORSHIP OPPORTUNITIES

A LA CARTE ITEMS

Wi-Fi Sponsorship	\$30,000
Video in Immersive Room	Details Available Upon Request
Hydration Station Sponsor Show your presence as attendees and faculty refresh and recharge throughout the day at the hydration station acknowledging your support.	\$20,000
Hotel Key Cards (Exclusive)	\$20,000
Conference Bags (Exclusive) Your company logo will appear on the conference bag given to all registered attendees.	\$17,500
Mobile Charging Station (Exclusive) Offer attendees a chance to regroup and stay charged with mobile charging stations in the conference area.	\$17,500
Advisory Board During your advisory board, sponsor will have the opportunity to meet, network, develop new business, and gain new perspectives.	\$15,000
Bar Coasters, Beverage Napkins, and Coffee Sleeves at Breaks and Receptions	\$12,000
Branded Reusable Water Bottles	\$10,000
Workshop Room	\$7,500
Registration Bag Insert Place company or product information into the hands of attendees.	\$5,000
Digital Ad (Up to 30-Second Video)	\$5,000
Digital Ad (Static)	\$2,500
Door Drop After a day of lectures, attendees can return to a door drop from your brand to enjoy in their hotel room.	Price Upon Request
Hotel Branding Keep your brand front of mind in the meeting space with custom graphics.	Details Available Upon Request

AGENDA AND FACULTY DETAILS TO FOLLOW WHEN AVAILABLE

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TERMS AND CONDITIONS

1. Company will provide certain content and materials ("Materials") for the live event ("Event"), and pay the AMounts to Medscape Live, as described in and in accordance with the attached letter agreement, subject to the terms of these terms and conditions (collectively, this "Agreement"). The term of this Agreement shall commence on the date indicated in the letter agreement and shall continue through the date of the Event.
2. Company is responsible for (a) providing the Materials required for Medscape Live to perform the services described herein; (b) the review and approval of all Materials and faculty; (c) obtaining all permissions and authorizations from all third parties involved in the production of the Materials as may be necessary to permit the use and display of the Materials as described herein; (d) obtaining all permissions and authorizations from the faculty as necessary for Medscape Live to provide the services hereunder; (e) ensuring that the Materials include all required disclosures and comply with all applicable laws and regulations. Company is solely responsible for any liability arising out of or relating to the Materials.
3. Company grants to Medscape Live a royalty-free, non-exclusive, worldwide right and license to host, distribute, display, promote, translate, sub-license, transmit and otherwise use the Materials that it provides to Medscape Live as may be necessary for Medscape Live to perform its obligations under this Agreement. The aforementioned license shall include the ability to reformat the Materials content for display and user interface purposes and for space requirements. Company grants to Medscape Live's users a license to access and use the Materials and any content linked therefrom. Subject to the terms and conditions of this Agreement, Company authorizes Medscape Live to use Company's trademarks, service marks, trade nAMes and logos as may be necessary or advisable for Medscape Live to perform the services or exercise its rights hereunder.
4. Company represents and warrants that: (i) the Materials comply with all applicable laws and regulations (and include all legally required legends, disclosures and statements) and this Agreement, and do not violate the rights of any third party; (ii) Company holds the necessary rights to permit the use and display of the Materials as set forth in this Agreement, and to grant the licenses granted pursuant to Section 3.
5. Company shall, at its sole cost and expense, indemnify and hold Medscape Live, its affiliates, and its and their respective officers, directors, employees, agents, successors and assigns harmless from and against any and all third party claims, losses, dAMages, judgments, costs and expenses (including attorneys' fees and expenses), arising out of or related to (i) the Materials; (ii) a breach of any of its representations and warranties provided in Section 4, above; or (iii) any infringement by the Materials on any third party's rights. Company agrees to pay all costs and expenses incurred by Medscape Live to collect any AMount due hereunder or otherwise enforce the terms and conditions of this Agreement, including reasonable attorney's fees and costs.
6. In the event of a breach of this Agreement by either party, the non-breaching party shall give written notice thereof to the party in breach. If such breach is not cured within ten (10) days (five days for payment default) after receipt of such notice, the non-breaching party may upon written notice to the breaching party terminate this Agreement in addition to any other remedies the non-breaching party may have. Termination shall be in addition to, and shall not prejudice, any of the parties' remedies at law or in equity. Upon termination, all fees owed to Medscape Live shall become immediately due.
7. EXCEPT FOR COMPANY'S INDEMNIFICATION OBLIGATIONS HEREUNDER, IN NO EVENT SHALL EITHER PARTY BE LIABLE TO THE OTHER FOR ANY DAMAGES RESULTING FROM LOST REVENUE, LOST PROFITS, OR FOR ANY SPECIAL, INDIRECT, INCIDENTAL, PUNITIVE, EXEMPLARY OR CONSEQUENTIAL DAMAGES IN ANY WAY ARISING OUT OF OR IN CONNECTION WITH THIS AGREEMENT OR THE SERVICES PROVIDED HEREUNDER, HOWEVER CAUSED, EVEN IF SUCH PARTY HAS BEEN MADE AWARE OF THE POSSIBILITY OF SUCH DAMAGES. THE ENTIRE LIABILITY OF MEDSCAPE LIVE TO COMPANY UNDER THIS AGREEMENT, OR ANY MATTER RELATING TO THIS AGREEMENT, REGARDLESS OF THE FORM OF ANY CLAIM OR ACTION OR THEORY OF LIABILITY (INCLUDING CONTRACT, TORT, OR WARRANTY) SHALL BE LIMITED TO DIRECT DAMAGES NOT TO EXCEED THE AMOUNTS PAID BY COMPANY TO MEDSCAPE LIVE HEREUNDER. COMPANY'S EXCLUSIVE REMEDY FOR MEDSCAPE LIVE'S FAILURE TO PROVIDE THE SERVICES HEREUNDER WILL BE FOR MEDSCAPE LIVE TO PROVIDE GOODS OF REASONABLY EQUIVALENT VALUE FOR SUCH FAILURE AS DETERMINED JOINTLY BY BOTH PARTIES.
8. If Medscape Live is unable to perform its obligations under this Agreement due to circumstances beyond its reasonable control, including, but not limited to, acts of God, earthquakes, state of emergency, pandemic, hacker attacks, actions or decrees of governmental bodies, changes in applicable laws, or communication or power failures, such obligations will be suspended so long as those circumstances persist. This Agreement shall be interpreted, governed and construed by the laws of the State of New York without regard to the actual state or country of incorporation or residence of Company. AMendments to this Agreement must be made in writing and signed by both parties. This Agreement constitutes the entire agreement between the parties with respect to the subject matter of this Agreement, and any prior representations, statements, and agreements relating thereto are superseded by the terms of this Agreement. In addition to the survival terms stated elsewhere in this Agreement, the provisions of Sections 4, 5, 6, 7, and 8 shall survive the expiration or termination of this Agreement. Company shall not assign this Agreement, in whole or in part, to any entity without Medscape Live's consent. Any attempt to assign this Agreement, in whole or part, in contravention of this Section, shall be void. This Agreement shall be binding upon and shall inure to the benefit of the parties hereto and their successors and permitted assigns. Any failure by either party to enforce the other party's strict performance of any provision of this Agreement will not constitute a waiver of its right to subsequently enforce such provision or any other provision of this Agreement. This Agreement may be signed in counterparts and, when so signed, will constitute a single Agreement.

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Stay Relevant in Today's *Ever-Changing* Healthcare Landscape



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

Visit us at www.medscapelive.com
or email us at info@medscapelive.com



Medscape **LIVE!**