



ISHLT

A Society that Includes Basic Science, the Failing Heart, & Advanced Lung Disease

2024 Commercial Support YEAR-ROUND OPPORTUNITIES



ishlt.org



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WHAT IS THE ISHLT FOUNDATION?

As you plan your spending for 2024, consider making a donation to the ISHLT Foundation. Your donations to the ISHLT Foundation are dedicated to funding research grants and other awards to build the next generation of researchers and clinicians around the world.



Support of the ISHLT and ISHLT Annual Meeting are conducted separately from these charitable gifts. To learn more, visit www.ishlthfoundation.org.

About ISHLT

The International Society for Heart and Lung Transplantation (ISHLT) is a not-for-profit, multidisciplinary, professional organization dedicated to improving the care of patients with advanced heart or lung disease through transplantation, mechanical support, and innovative therapies via research, education, and advocacy.



One of the Society's greatest strengths is its multinational mix of healthcare and allied professionals, with members from over forty-five countries representing more than fifteen professional disciplines involved in the management and treatment of advanced heart and lung disease.

For more information on who we are and how we practice, visit ishlt.org/about-ishlt/who-we-are.

Year-round Opportunities

In this document, please find opportunities for supporting the ISHLT throughout the calendar year. These various offerings give you the chance to engage with the diverse, international ISHLT community and to establish yourself as a thought leader in the cardiothoracic space.

Why Support?

- Reach medical professionals who are senior decision makers for cardiothoracic products and services.
- Increase visibility and strengthen your organization's position in the industry.
- Establish your organization as a thought leader and valuable partner in the cardiothoracic space.
- Share your latest updates, products, services, and equipment pertinent to the fields of mechanical circulatory support, heart and lung transplantation, advanced heart and lung disease, transplant related infectious diseases, pulmonary hypertension, and related diseases and therapies.
- Build your contacts and strengthen or form relationships with consumers of a range of medical and pharmaceutical supplies, devices, and services.

Industry Live Non-CME Webinar

\$25,000 USD, per webinar (Three (3) opportunities available)

You develop the non-CME program for this one-hour webinar, including securing presenters. ISHLT will set up and manage webinar logistics, promote, and handle registration.

- ISHLT must approve content, date, and time of webinar.
- Webinar must be scheduled 3 months in advance and cannot exceed one hour in length.
- Supporting company is responsible for content, securing speakers, and honoraria.
- ISHLT requests that the society's three G's (gender, geography, and generation) be considered when selecting faculty members.
- ISHLT will promote the webinar by email (at least two), social media posts (at least twice), and in ISHLTaccess (the ISHLT's electronic newsletter).
- Sponsoring company's logo can be included in all promotions, but company is responsible for ensuring ISHLT has the correct logo.
- ISHLT will be responsible for setting up registration, which will be complimentary for members and non-members.
- Registrant information of those who opted in to have their information shared, including name, company name, and email address, will be provided to sponsoring company after the conclusion of the webinar.
- ISHLT will be responsible for setup on the Zoom webinar platform, utilizing ISHLT's Zoom license. ISHLT staff will act as the webinar producer.
- Faculty members will be required to upload the most current version of Zoom on the laptop/computer that will be used during the presentation.
- Faculty members will give their presentation live, via the Zoom webinar platform, and are requested to login 60 minutes prior to the start of the program.



2024 *JHLT*: The Podcast Series Supporter

\$2,500 USD per episode **OR**

\$9,500 USD | January – April Series Supporter

\$9,500 USD | May – August Series Supporter

\$9,500 USD | September – December Series Supporter

The *Journal of Heart and Lung Transplantation* is now available in your earbuds. Each month in a companion piece to the monthly issue, the ***JHLT* Digital Media Editors** host round table discussions and interviews with authors as they explore some of the most interesting studies from that month's issue of *JHLT*. Listeners get quick insights into some of the most compelling and fascinating studies the *Journal* has to offer.

All podcasts are approximately 20-30 minutes and are available on several podcast platforms, including Apple Podcasts, Google Play, and Spotify. In 2023, the podcast has had an average of 523 listeners each month, for a total of 5,234 downloads (as of 1 November, 2023).

SPECIFICATIONS AND SUPPORT INCLUDES:

- **A thirty (30) second ad placed in the middle of the podcast.**
 - The 30 second ad will appear in the middle of the podcast, introduced with something like, "Before we continue, it's time for a quick word from our supporter, X."
 - Specifications for audio ad are listed below. Supporting company is responsible for recording and sending audio ad to ISHLT by due date, listed below. Or, supporting company can send ad copy to be read by the podcast host (one of the Digital Media Editors) by the due dates listed below.
 - If the supporting company chooses to send in ad copy, we ask that the ad copy be written in the third person and not use "I" or "we" to avoid the implication of the editor's affiliation with the company.

Ad Length: 30 seconds maximum

Channels: Mono

Stereo Bit Rate: 192 kbps or lower

MP3 File Format Requested Sample Rate: 44.1 kHz

- **Recognition as a *JHLT* podcast supporter:**
 - Logo on all promotional broadcast emails and material related to the episode, and recognition in the ISHLTaccess newsletter, including logo.
 - Logo on the *JHLT*: Podcast web page associated with each podcast episode.
- **Support is subject to approval by the *JHLT* Digital Media Editors. ISHLT will be unable to match up monthly podcast content with support company's business interest.**

2024 *JHLT*: The Podcast Series Release Dates & Audio Ad File Due Dates:

Audio Ad File or Copy Due											
27 Nov	29 Dec	1 Feb	1 Mar	1 Apr	1 May	31 May	1 Jul	29 Jul	30 Aug	30 Sep	28 Oct
Podcast Release Date											
3 Jan	7 Feb	6 Mar	3 April	1 May	5 Jun	3 Jul	7 Aug	4 Sep	2 Oct	6 Nov	4 Dec

ISHLT Voices: Industry-Created Non-CME Podcast Support

\$5,000 USD per episode

Your ready-made podcast presented and promoted via ISHLT.

- ISHLT must approve podcast content and date of podcast release in advance.
- Date of podcast release cannot conflict with *JHLT* podcasts, the ISHLT Annual Meeting, ISHLTV webinars, or other ISHLT programming.
- Supported podcasts must be scheduled 3 months in advance and should be approximately 20-30 minutes (including supporter mentions at introduction and conclusion).
- Supporting company is responsible for recording content, including all associated costs, and providing the audio file to ISHLT.



SPECIFICATIONS FOR PODCAST AUDIO ARE LISTED BELOW:

Channels: Mono

Stereo Bit Rate: 192 kbps or lower

MP3 File Format Requested Sample Rate: 44.1 kHz

SPECIFICATIONS AND SUPPORT INCLUDES:

- ISHLT will publish and distribute your podcast as part of the **ISHLT Voices podcast network**.
- You may include a thirty (30) second ad (recorded by you) placed in the middle of your podcast.
- You may also mention at the beginning and end of the podcast that episode is "brought to you by supporter company name."
- Supporting company is responsible for making sure the ad and company mention is added to their own podcast content.
- All marketing material must have the following disclaimer listed:

The content of this podcast was developed entirely by our industry partner, XXX. It is not an official educational program of the ISHLT, and therefore is not eligible for CME under the ISHLT.
- **Recognition as an ISHLT podcast:**
 - Supporter logo on all promotional broadcast emails and material related to the podcast, and recognition in the ISHLTaccess newsletter, including logo.
 - Promotion of your podcast by ISHLT, including emails as well as mentions in social media and ISHLTaccess.
 - Podcast hosted on **ISHLT Voices web page**, including company name and logo.



COMMUNICATIONS

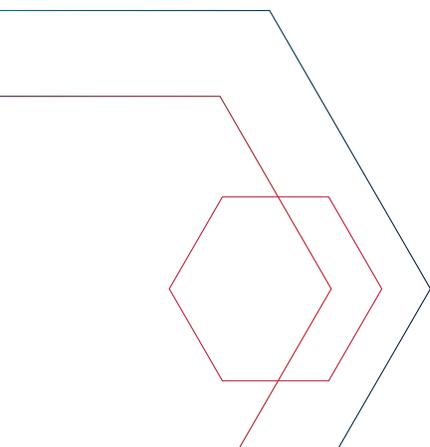
ISHLTaccess Supporter

\$20,000 USD for 2 issues

One of ISHLT membership's most valuable benefits, ISHLTaccess is the ISHLT's official newsletter, produced twice per month and sent to more than 3,400 ISHLT members and supporters. Your support of ISHLTaccess shows your support of the industry.

SPECIFICATIONS AND SUPPORT INCLUDES:

- Total of two articles, features, or infographics (one per issue) about your company or a product (subject to ISHLT editorial review and approval). Word limit is 350.
- Logo and banner ad (artwork provided by the supporter and approved by ISHLT) included in each issue. 600 pixels wide X 150 pixels high / 90 PPI in PNG or JPEG format.
- ISHLT will share the ISHLTaccess schedule, and company supporter may select issues based on availability.



Commercial Support Terms and Conditions

Eligibility

Supporters are limited to companies representing products or services which are, in the opinion of ISHLT, related to the field of advanced heart and lung failure and of professional interest/benefit to the meeting attendees. ISHLT reserves the sole authority to control all aspects of any ISHLT event, 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 *JHLT: The Podcast Scientific Program Content*

Information presented on *JHLT: The Podcast* is the property of ISHLT, *JHLT*, 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 grants ISHLT the right to use supporter's name and logo in connection with the promotion and production of *JHLT: The Podcast*, ISHLT Voices podcasts, and any other ISHLT supported event or product.

Intellectual Property

Supporter represents and warrants to ISHLT that no materials used in or in connection with its Webinar, Podcasts, Articles, and/or demonstration material, including handouts, videos, audio files, and PowerPoint presentations infringe upon the trademarks, copyrights, or other intellectual property rights of any third party. The supporter agrees to immediately notify ISHLT of any information of which the supporter becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights, or other intellectual property rights. The supporter 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 supporter 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 a supporter.

Liability

Each supporter agrees to protect, save and keep the International Society for Heart and Lung Transplantation, Zoom Webinar, Libsyn 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 industry webinars, industry podcasts, or *JHLT: The Podcast*. ISHLT is not liable for any errors in any listing or descriptions or for omitting supporter from industry webinars, podcasts, or *JHLT: The Podcast*.

ISHLT will take reasonable measures to ensure that industry webinars, podcasts, and *JHLT: The Podcast* are 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 for any loss, cost, or damage that results from any period of downtime.

Force Majeure

Neither ISHLT, Zoom Webinar, nor Libsyn 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 the control of ISHLT, Zoom Webinar, or Libsyn.

Violations

Violations of any of these rules, regulations and guidelines on the part of the supporter, 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 participating in industry webinars, podcasts, and/or *JHLT: The Podcast* are responsible for communicating the rules, regulations and guidelines of ISHLT to their agents, employees, contractors and anyone connected with or authorized by the supporter company.

Payment and Cancellation

Total payment in full is due with completed applications by the due dates listed. If for any reason, a company cancels its support 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 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. Supporter 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 industry webinars, podcasts, and/or *JHLT: The Podcast* must be brought in courts located in Cook County, Illinois, USA and governed by the laws of the State of Illinois, USA. Supporter hereby consents to the jurisdiction of such courts. ISHLT is entitled to re-cover reasonable attorneys' fees and costs in any action to enforce its Agreement. Supporter 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 must guarantee performance of the assigned obligations. This Agreement is binding upon the heirs, successors and permitted assigns of the supporter.



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