



ISHLT

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

2026

Commercial Support

YEAR-ROUND OPPORTUNITIES



ishlt.org/industry



Table of Contents

03 ABOUT

03 WHY SUPPORT

04 THOUGHT LEADERSHIP OPPORTUNITIES

10 COMMUNICATIONS AND BRANDING OPPORTUNITIES

12 COMMERCIAL SUPPORT TERMS AND CONDITIONS

Support the Science

GET STARTED

About ISHLT

The International Society for Heart and Lung Transplantation (ISHLT) is a not-for-profit, multidisciplinary, professional organization. Through our work, we unite a global community to advance research, education and innovation in the care of patients with advanced heart or lung disease through transplantation, mechanical support, and innovative therapies via research, education, and advocacy.



Our greatest strength is our multinational mix of healthcare and allied professionals, with more than 4,000 members from over 65 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.

Year-round Opportunities

The participation of industry partners like you is key to achieving our vision of transforming outcomes for people with advanced heart and lung disease. Your collaboration makes our reach broader and our community stronger.

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 throughout the year, and to establish yourself as a thought leader in the cardiothoracic space.

Why Support?

- **Increase visibility among medical professionals** — who are decision makers for cardiothoracic products and services — with your latest updates, products, services, and equipment pertinent to their work.
- **Strengthen your organization's reputation** by aligning with ISHLT's 46-year history as the only multinational, multidisciplinary organization in cardiothoracic transplant.
- Display your support for the ISHLT's mission of **improving care and outcomes for cardiothoracic patients**, establishing your organization as a thought leader and valuable partner.
- **Build community and strengthen or form relationships** with consumers of a range of medical and pharmaceutical supplies, devices, and services.

NEW

Industry Created Webinar Promotion

\$5,000 USD, per recording

HOW THIS SUPPORT WORKS:

- The supporting company will provide ISHLT a link to their created webinar recording on a site like YouTube or Vimeo, and include a brief summary of the session and list of presenters.
- ISHLT will include the recording link and details in a news story that will appear on the ISHLT website news feed, as an article in ISHLTaccess (the ISHLT's electronic newsletter), and in one social media post.

The date of ISHLTaccess news story release and social media post will be determined when this support has been secured.

NOTE: The supporting company is responsible for all aspects of the recording, included but not limited to: scheduling the recording, all costs associated with recording, and any additional charges or logistics required for hosting the recording on the company's chosen site.

All marketing material must have the following disclaimer listed: *The content of this recording was developed entirely by our industry partner, (insert company name here). It is not an official educational program of the ISHLT, and therefore is not eligible for CME under the ISHLT.*



ISHLT2026 Industry Symposium Recording Promotion

\$5,000 USD, per recording (Six (6) opportunities available)

Keep the momentum from your ISHLT2026 industry symposium going all year long. By supporting this opportunity, your ISHLT2026 industry symposium will reach both ISHLT2026 attendees and those who were not able to attend the meeting in person, creating buzz long after the event is over.

Last year, the recording promotions reached over 4,490 users on average.

HOW THIS SUPPORT WORKS:

- You are only eligible for this support opportunity if you host an official industry symposium at ISHLT2026 and have it recorded.
- The supporting company will provide ISHLT a link to the symposium recording on a site like YouTube or Vimeo, and include a brief summary of the session and list of presenters.
- ISHLT will include the symposium link and details in a news story that will appear on the ISHLT website news feed, as an article in ISHLTaccess (the ISHLT's electronic newsletter), and in one social media post.

The date of ISHLTaccess news story release and social media post will be determined when this support has been secured.

NOTE: The supporting company is responsible for all aspects of the recording, included but not limited to: scheduling the recording during ISHLT2026, all costs associated with recording the session, and any additional charges or logistics required for hosting the recording on the company's chosen site.

All marketing material must have the following disclaimer listed: *The content of this recording was developed entirely by our industry partner, (insert company name here). It is not an official educational program of the ISHLT, and therefore is not eligible for CME under the ISHLT.*



NEW

ISHLT Thoracic Recovery Course Hands-On Demonstration

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

Conduct a 1.5-hour hands-on demonstration at the end of the ISHLT Recovery Course taking place at The University of Toronto Hospital and Temerty Centre on Tuesday, 21 April. The hands-on course provides instruction for up to 25 cardiothoracic trainees conducted by 10 cardiothoracic faculty members.

HOW THIS SUPPORT WORKS:

- Recovery course signage and emails as determined by ISHLT.
- We will require an additional contract for support.
- Support of the ISHLT Recovery Course does not count towards your organization's Annual Meeting support level.

NEW

ISHLT Thoracic Recovery Course Support

\$15,000 USD, (One (1) opportunity available)

One company representative may attend the networking lunch during the ISHLT Recovery Course taking place at The University of Toronto Hospital and Temerty Centre on Tuesday, 21 April. The hands-on course provides instruction for up to 25 cardiothoracic trainees conducted by 10 cardiothoracic faculty members. This company will be able to provide one handout to attendees.

HOW THIS SUPPORT WORKS:

- Recovery course signage and emails as determined by ISHLT.
- We will require an additional contract for support.
- Support of the ISHLT Recovery Course does not count towards your organization's Annual Meeting support level.



Live Non-CME Industry 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 and registration and promote the webinar.

- 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). For the best success, ISHLT requests that supporting companies boost webinar promotion to their own networks. ISHLT offers materials and resources to support this effort.
- The supporting company's logo may be included in all promotional materials; however, it is the company's responsibility to provide ISHLT with the correct logo.
- ISHLT will handle registration, which will be complimentary for both ISHLT members and non-members.
- Registrant information — including name, company name, and email address — will be provided to the sponsoring company following the webinar, but only for those attendees who have opted in to share their details.
- ISHLT will manage the webinar set up using its licensed Zoom account. ISHLT staff will serve as the webinar producer and handle technical facilitation.
- Faculty members are required to have the latest version of Zoom installed on the computer or laptop they will use for their presentation.
- Presentations will be delivered live via the Zoom webinar platform. Faculty members are expected to login 60 minutes before the program begins to allow time for final preparations and technical checks.
- 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.*



2026 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 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.



JHLT releases up to two podcasts a month. Podcasts are approximately 15-25 minutes and are available on several podcast platforms, including Apple Podcasts, Google Play, iHeartRadio, Amazon podcasts, and Spotify. In 2025, the podcast had an average of 782 listeners each month, for a total of 4,693 unique downloads (as of 1 July, 2025).

SPECIFICATIONS AND SUPPORT INCLUDES:

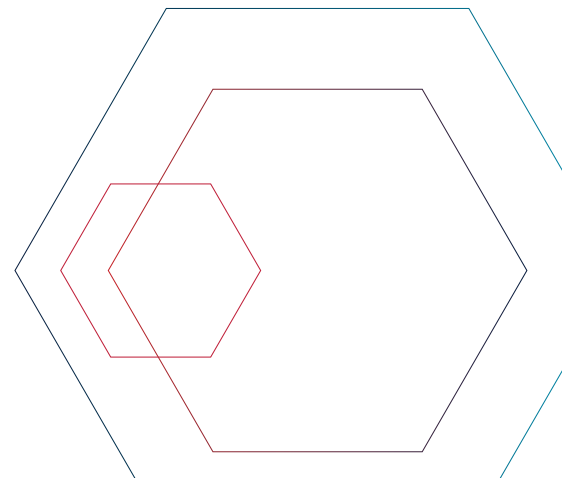
- **A thirty (30) second advertisement will be featured during the podcast.**
 - The 30 second advertisement will be placed within the podcast, either at the beginning or mid-episode. It will be introduced with a phrase such as, “Before we continue, it’s time for a quick word from our supporter, [company name].”
 - Audio specifications for the advertisement are listed below. The supporting company is responsible for recording and sending the audio file by the specified deadline. Alternatively, the supporting company may provide ad copy to be read by the podcast host (a Digital Media Editor), also by the stated deadline.
 - If submitting ad copy to be read by the host, it must be written in the third person and avoid the use of “I” or “we” to ensure there is no perceived affiliation between the host (Digital Media Editor) and 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



THOUGHT LEADERSHIP OPPORTUNITIES

- **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: The Podcast* web page associated with each podcast episode.
- **Support is subject to approval by the *JHLT* Digital Media Editors. Due to fluctuations in published topics and timelines, ISHLT will be unable to match up monthly podcast content with support company's business interest.**

2026 *JHLT: The Podcast* Series Release Dates & Audio Ad File Due Dates:

Audio Ad File or Copy Due											
1 Dec	29 Dec	28 Jan	23 Feb	23 Mar	27 Apr	25 May	29 Jun	27 Jul	24 Aug	21 Sep	21 Oct
Podcast Release Month											
Jan	Feb	Mar	April	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

COMMUNICATIONS AND BRANDING OPPORTUNITIES

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 at least 15 minutes, but no more than 35 minutes in length (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

PODCAST 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 advertisement (recorded by you) placed mid-episode.
- You may include a mention at the beginning and end of the podcast, stating that the episode is “brought to you by [supporter company name].”
- Supporting company is responsible for ensuring that both the advertisement and company mention are added into their 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

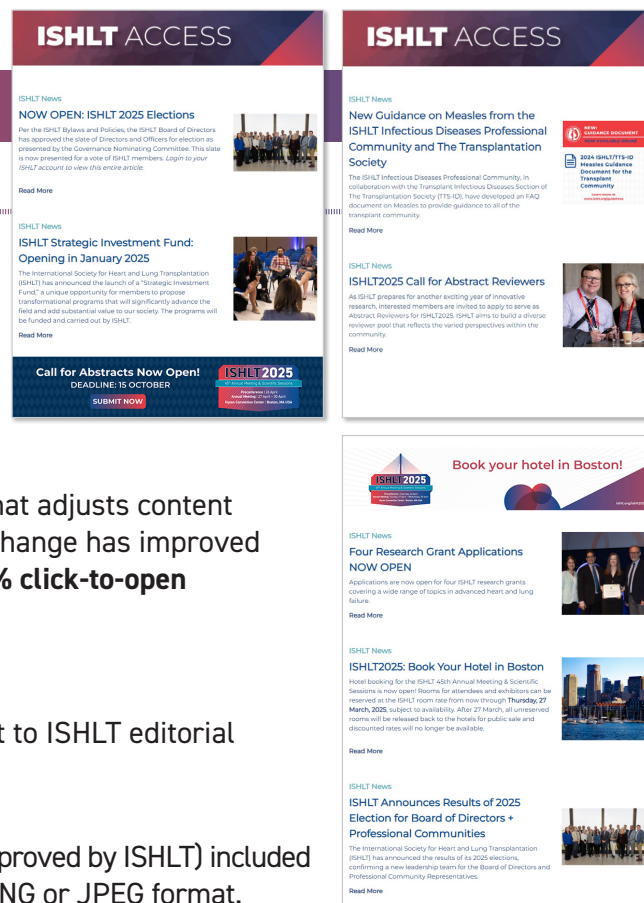
\$7,500 USD per issue

One of ISHLT membership's most valuable benefits, ISHLTaccess is the ISHLT's official newsletter, produced biweekly and sent to more than 4,000 ISHLT members and supporters. Sponsoring ISHLTaccess demonstrates your commitment to and support of the global transplant and advanced heart and lung failure community.

ISHLTaccess is now generated through an AI-driven platform that adjusts content over time to the preferences and interests of its readers. This change has improved engagement, with an average of **65.43% open rates and 24.33% click-to-open rates in 2025.**

SPECIFICATIONS AND SUPPORT INCLUDES:

- Total of one article, feature, infographic, or product (subject to ISHLT editorial review and approval) about your company or a product.
- 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.



WHAT IS THE ISHLT FOUNDATION?



The ISHLT Foundation plays a crucial role in advancing ISHLT's shared mission by funding research grants and initiatives that directly benefit our global community of clinicians. Through programs that develop future researchers and advance patient care, the Foundation helps ISHLT members make a lasting global impact. As you plan your 2026 budget, we hope you'll consider including a charitable gift to the ISHLT Foundation.

Please note that contributions to the ISHLT Foundation are distinct from support of the ISHLT or the ISHLT Annual Meeting.

To learn more about how your gift makes a lasting impact, visit ishlt.org/foundation.



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 within thirty days of receipt of invoice. Any delay in payment may result in a delay or postponement of support item release. 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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