Ninth Annual

HOUSTON SHOCK SYMPOSIUM

Sponsorship and Exhibitor Prospectus

FROM RECOGNITION TO RECOVERY

May 27–29, 2027

Houston, Texas • Hilton Americas-Houston

Registration & Exhibitor Application

HoustonShock.org



A MESSAGE FROM THE SYMPOSIUM PRESIDENT



Marwan Jumean, MD, FACC, FSCAI
President, Houston Shock Symposium



Join Us at the 2027 Houston Shock Symposium — The Largest Cardiogenic Shock Conference in North America

Last year's symposium welcomed nearly 3,000 attendees — our largest gathering yet — and that momentum carries into 2027. I invite you to join a distinguished network of partners making a lasting impact in the fight against cardiogenic shock.

Our mission hasn't changed: free, high-quality education that improves patient care and reduces mortality from shock. Partnering with us gives your organization real visibility among the people driving that work.

This year's theme, From Recognition to Recovery, follows the patient journey — from early recognition through tailored intervention to recovery or LVAD/OHT — while building community, supporting early-career professionals, and advancing research in cardiac critical care.

Last year brought three poster sessions with over 200 submissions, the first BK Award for Shock Science and Innovation, and a 160% rise in post engagement.

I hope you'll explore our sponsorship opportunities and join us in shaping the future of cardiogenic shock care.

Warm regards,
Marwan Jumean, MD, FACC, FSCAI
President, Houston Shock Symposium

THE 2027 PROGRAM FOLLOWS THE PATIENT JOURNEY

EARLY RECOGNITION ▶ TAILORED INTERVENTION ▶ RECOVERY OR LVAD / OHT



ABOUT US

One of the largest and most comprehensive shock conferences in the nation

For nine years, the Symposium has brought world-renowned experts together to discuss challenging cases, share expertise, and advance knowledge — building a community that saves lives and reduces shock's high mortality rate.

DESIGNED FOR ALL PROVIDERS IN THE FIELD OF SHOCK

Cardiologists	Advanced heart failure cardiologists	Cardiothoracic surgeons
Pulmonologists and intensivists	Nurses	Perfusionists
Residents and fellows	Advanced practice providers	Medical staff interested in the physiology, diagnosis, and management of shock

3,000 ATTENDEES IN 2026 (NEARLY) • GROWTH 2022–2027



**2027 is a planning projection.*



- **60%** Physician & Nurse
- **19%** Other
- **12%** Industry
- **5%** Student & Trainee
- **4%** Advanced Practice Provider

Approximate, from the 2026 Impact Report.

43 STATES
represented by attendees (2025)

24 COUNTRIES
represented by attendees (2025)







2026 RECAP:
HIGHLIGHTS WE'RE BUILDING ON

3,000
Attendees over two and a half days — our largest yet

200+
Poster submissions across three sessions

100K+
Instagram story views

160%
Growth in social post engagement

60+
Sponsors and exhibitors



FIRST ANNUAL BK AWARD

Shock Science and Innovation — Carlos Davilla, MD · Yale University School of Medicine







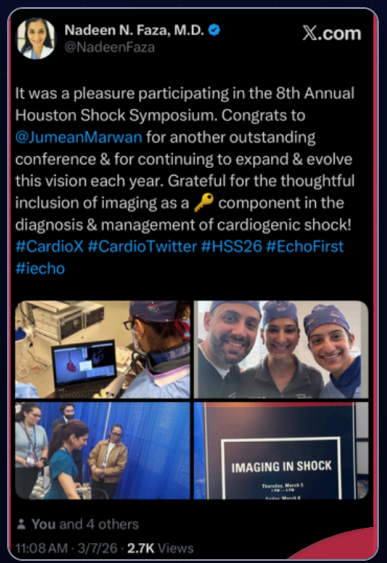


A growing, highly engaged audience — and a strong foundation for 2027.

FROM THE 2026 FEED — 19,910 POST IMPRESSIONS ON X • 13,310+ ON INSTAGRAM







WHAT ATTENDEES, EXPERTS & SPONSORS SAID (2026)

The audience is huge! In a way, I feel very rewarded for being here because I can transmit what I think to so many people. I was surprised to see such a huge audience.



Valentin Fuster, MD
Mount Sinai Heart Hospital

This is one of the largest shock symposiums in North America, there's nothing else like it. From a networking perspective, hearing from other leaders in the field — the panel discussions are where I get the most out of being here.



Phyllis Billia, MD, PhD
Peter Munk Cardiac Centre, University of Toronto

The Symposium stands out for its unique approach to education, highlighting all different aspects of shock management through engaging lectures, hands-on sessions, and dynamic discussions.



Nadeen Faza, MD
Houston Methodist

I found the Houston Shock Symposium to be an invaluable event that bridges cutting-edge science with meaningful clinical application, while highlighting the latest innovations in mechanical circulatory support.

Meghan McChesney
Johnson & Johnson

Every year I look forward to supporting Houston Shock Symposium because it's uniquely focused, clinically driven, and brings some of the sharpest minds in cardiology together for a purpose.

Mistorm Baum
Edwards TMTT

THANK YOU TO OUR 2026 SPONSORS

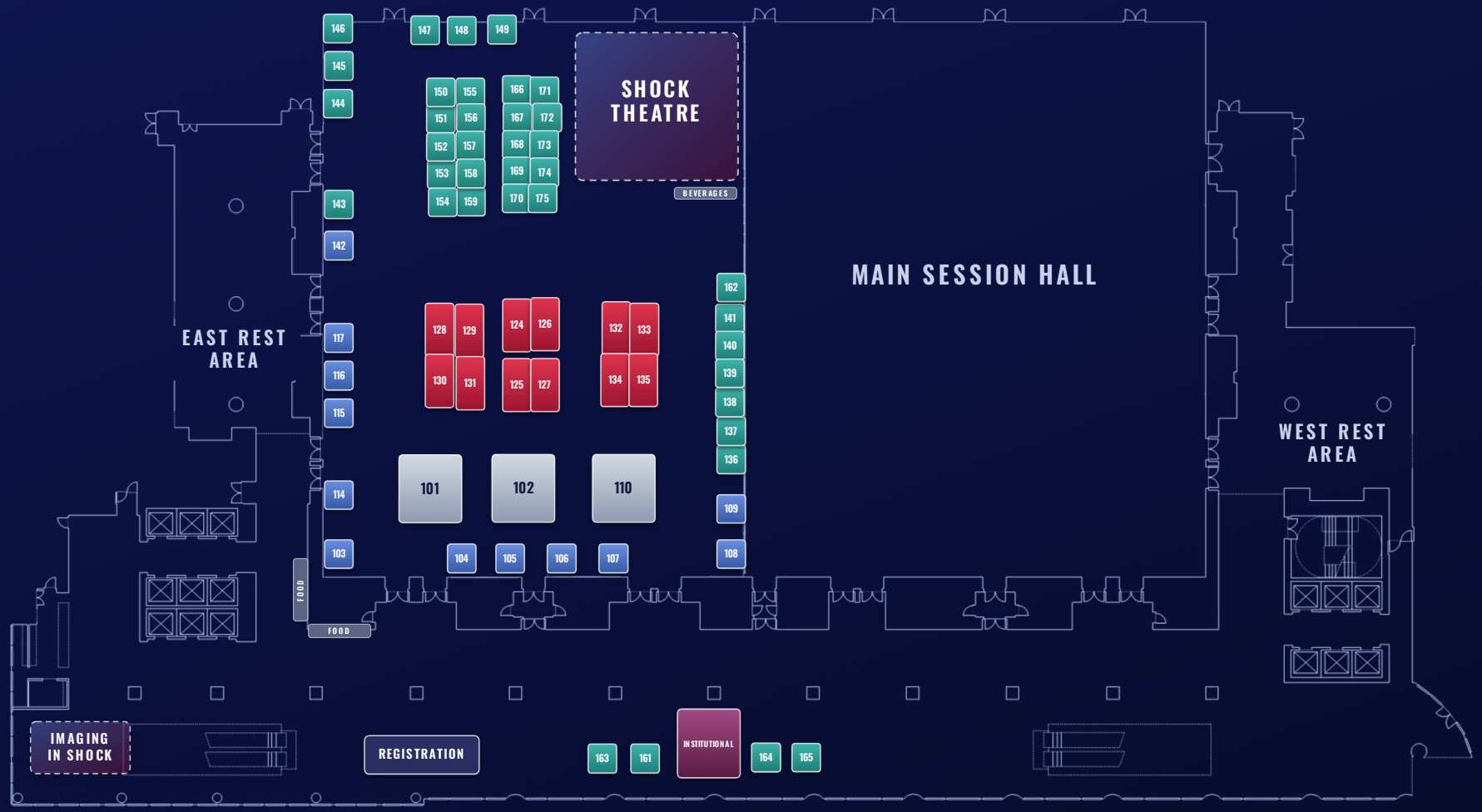
Proud to partner with these organizations in 2026 — returning and new partners welcome in 2027.

TITLE SPONSORS	UTHealth Houston Heart & Vascular • Memorial Hermann Heart & Vascular • Johnson & Johnson MedTech
PLATINUM SPONSORS	Abbott • Edwards Lifesciences • Boston Scientific • Getinge
GOLD SPONSORS	AngioDynamics • CVRx • LivaNova • Medtronic • Houston Methodist • Spectrum Medical • Bayer
SILVER SPONSORS	Ancora Heart • AtriCure • Kestra Medical Technologies • Liquidia Technologies • VUNO Med-DeepCARS • Teleflex • Texas Children's Hospital
BRONZE SPONSORS	Airstrip • Alnylam • Amgen • AstraZeneca • BD • Boehringer Ingelheim • BrioHealth Solutions • CareDx • Cook Medical • Cordis • Cytokinetics • Element Science • Etiometry • Fresenius Medical Care • GE HealthCare • Gore • Haemonetics • Imperative Care • Impulse Dynamics • Inari Medical • Innoviva • Inspire Medical Systems • iRhythm (Zio) • Lexicon Pharmaceuticals • MannKind • Mindray • MYO1 • Novartis • Nuubo • Penumbra • Pfizer • Procyrion • Shockwave Medical • United Therapeutics • VisCardia • Viz.ai • Vasorum • ZOLL

EVENT MAP: EXHIBITOR FLOOR (2027)

66
BOOTH SPACES

~25,000 sq ft
SPONSOR & EXHIBIT SPACE



INSTITUTIONAL 1 · PLATINUM 3 · GOLD 12 · SILVER 12 · BRONZE 38

**Layout subject to change. Institutional and Platinum 20×20 · Gold 10×20 · Silver and Bronze 10×10. Final assignments and numbering will be shared with confirmed sponsors.*

READY TO EXHIBIT?

APPLY AT HOUSTONSHOCK.ORG ▸

Questions? Exhibit@HoustonShock.org

AT A GLANCE: 2027 SPONSORSHIP OPPORTUNITIES

BENEFIT	INSTITUTIONAL $150,000	PLATINUM $35,000	GOLD $15,000	SILVER $7,500	BRONZE $4,000
Exhibit space	✓	✓	✓	✓	✓
Booth size	20×20 Island*	20×20 Island*	10×20 Booth	10×10 Booth	10×10 Booth
Logo on attendee hotel key cards	✓	–	–	–	–
Retractable banner in Speaker Ready Room (sponsor-provided)	✓	–	–	–	–
Complimentary custom e-mail blast to full distribution list	✓	✓	–	–	–
Promotional material at hotel check-in†	✓	✓	–	–	–
Hotel room door hangers (sponsor-provided)†	✓	✓	–	–	–
2 hours in the Industry Sponsored Room (AV included)	✓	✓	✓	–	–
Wednesday Afternoon Skills Session‡	✓	✓	✓	–	–
Discount on additional promotional opportunities (excl. food)	30%	15%	5%	–	–
Lead retrieval access	✓	✓	✓	✓	–
Premium exhibit location	✓	✓	✓	✓	–
Choose your own exhibit space	✓	✓	✓	✓	–
Shock Scavenger Hunt participation	✓	✓	✓	✓	–
Acknowledgement during welcome & closing remarks	✓	✓	✓	✓	✓
Categorized logo placement (materials, website, app)	✓	✓	✓	✓	✓

** 20×20 Island: first-come, first-served. † Platinum chooses one of the two (both included for Institutional). ‡ $5,000 add-on for Silver and Bronze. Exhibit locations are chosen first-come, first-served within tier. Logo placement is added once payment is received in full.*

SPONSOR / EXHIBITOR SUPPORT DUE

CONFIRM BY

MARCH 1, 2027

APPLY AT HOUSTONSHOCK.ORG ▸

ADD-ON: SKILLS SESSION

Wednesday Afternoon Skills Session, for sponsors whose tier does not include it.

PER SPONSOR
$5,000

ADD-ON: INDUSTRY ROOM

Extra 2 hours, lecture-only. Gold: in addition to the 2 hours included.

GOLD	SILVER	BRONZE
$20,000	$23,000	$25,000

ADDITIONAL PROMOTIONAL OPPORTUNITIES

For sponsors with an exhibit package. Institutional, Platinum & Gold receive discounted rates (excl. food). First-come, first-served through February 5, 2027.

OPPORTUNITY	QTY	INSTITUTIONAL	PLATINUM	GOLD	SILVER / BRONZE
Breakfast sponsor banner next to beverage station	2	**$20,000** · same price for all tiers			
Lunch sponsor banner, branded boxed-lunch stickers, inserts, poster	2	**$40,000** · same price for all tiers			
Welcome reception (Thu, May 27) entrance banner, scavenger-hunt card invite, app notification	1	**$15,000** · same price for all tiers			
Faculty dinner (Fri, May 28) banner, President acknowledgement, up to 5 industry attendees	1	**$40,000** · same price for all tiers			
Shock Jeopardy Game Sponsor entrance banner, President acknowledgement	1	$7,000	$8,500	$9,500	$10,000
Escalator glass railing (one side)	2	$8,400	$10,200	$11,400	$12,000
Pre-function wood column wrap (two sides)	6	$7,000	$8,500	$9,500	$10,000
Ascending escalator long run (one side) with upgrade options	2	$4,900	$5,950	$6,650	$7,000
Rest area column wrap one column, two sides	6	$4,900	$5,950	$6,650	$7,000
Restroom static clings (four)	2	$3,500	$4,250	$4,750	$5,000
Push notification to all attendees HSS mobile app	5	$2,100	$2,550	$2,850	$3,000
Digital pop-up on HSS website 1-week window	8	$1,750	$2,125	$2,375	$2,500

OPTIONAL ADD-ONS — NEW FOR 2027

Flat price, all tiers

Mobile charging station branded kiosk in a high-traffic area of the exhibit hall · qty 3	**$5,000** est.; pending vendor quote
Welcome screen on the HSS mobile app qty 1	**TBD** pricing to be confirmed
Rotating banner ad in the HSS mobile app limited	**TBD** pricing to be confirmed
Logo on hotel room promo / welcome bag qty 1	**$2,500**
Ad insert in hotel welcome bags* qty 1	**$2,500**
Coffee break sponsor qty 2	**$5,000** est.; pending catering quote
Advertisement on the printed schedule qty 1	**$2,500** est.
E-mail to full HSS distribution list Gold, Silver, Bronze (included for Institutional/Platinum) · qty 5	**$5,000**

**To be provided by sponsor. "TBD" and "est." items are pending final quotes.*

EARLY BIRD SPECIAL

Extra 10% off promotional and add-on options purchased by **December 5, 2026** (excludes food). Exhibit package required. Questions? Exhibit@HoustonShock.org

SCHEDULE AT A GLANCE

MAY 2027 — 27–29

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	**27**	**28**	**29**
30	31					

DATE	EXHIBIT HALL HOURS	EXCLUSIVE EVENTS	INSTALL / DISMANTLE
Wednesday, May 26	–	–	1 pm – 12 am
Thursday, May 27	10 am – 3 pm	Welcome Reception 5:30–7:30 pm	–
Friday, May 28	9 am – 1:30 pm & 3 – 6 pm	–	–
Saturday, May 29	–	–	8 am – 10 pm

**Times subject to change. Setup space available Wednesday; teardown begins Saturday morning.*

VENUE

Hilton Americas-Houston, Fourth Floor Grand Ballroom
1600 Lamar Street, Houston, Texas

HOTEL RATES

Discounted sponsor/exhibitor rate to be announced at HoustonShock.org.

APPLY ▸ HOUSTONSHOCK.ORG





