

INDUSTRY INNOVATIONS PODCAST

EPISODE SPONSORSHIP INFORMATION & APPLICATION

The NLA Industry Innovations Podcast Series highlights the latest advancements shaping the future of lipidology and cardiovascular care. Each episode features expert-driven conversations focused on emerging science, clinical innovation, and evolving approaches to patient care.

An Industry Innovations Podcast Episode Sponsorship offers organizations a unique, non-CME opportunity to align their brand with thought leadership, innovation, and professional education—reaching lipid specialists through enduring digital distribution.

Sponsors may choose to record their episode live at an NLA meeting or virtually, providing flexibility while maintaining the credibility, production quality, and audience reach of an official NLA podcast property.

**Sponsorship
Cost:
\$16,500**

Each Sponsored Episode

Recording Includes:

- **One sponsored episode of the NLA Industry Innovations Podcast**, professionally recorded and produced by the NLA team.
- **Up to a 60-minute video and audio recording**, captured either live at an NLA meeting or virtually, depending on the selected format. *Final episode length will be determined in collaboration with the NLA to ensure optimal listener engagement.*
- **Collaborative episode development**, with the sponsor working directly with the NLA team to:
 - » Identify appropriate guest(s)
 - » Select the episode topic
 - » Develop discussion pointsThe NLA will provide the podcast host and ensure the conversation aligns with the podcast's educational mission and professional standards.
- **Dedicated NLA staff liaison** assigned to the sponsor to coordinate all logistics leading up to, and including, the recording of the episode. This includes scheduling, technical coordination, and onsite or virtual support.
- **High-visibility sponsor recognition**, including:
 - » Sponsor recognition on onsite signage (for in-person recordings)
 - » Verbal recognition during the podcast episode
 - » Sponsor recognition on all emails and social postings put out by the NLA
- **Professional post-production and editing**, managed by the NLA, ensuring a polished, high-quality final product.
- **Enduring digital exposure**, with the completed episode:
 - » Published on the Industry Innovations webpage at lipid.org
 - » Available on all NLA podcast channels, including Apple, Amazon, Spotify, YouTube, etc.
 - » Promoted as part of the NLA's ongoing marketing plan of podcast content

This sponsorship positions your organization as a supporter of innovation, education, and dialogue within the lipidology community, delivering value well beyond a single event.





INDUSTRY INNOVATIONS PODCAST APPLICATION

To submit a complete application, please complete all sections, sign, and return to lhart@lipid.org.

Company Information

Hosting Company Name _____
(Exactly as it will appear on digital and print materials)

Contact Email _____

Company Contact _____

Contact Phone _____

RECORDING LOCATION & TIMING

Please indicate your preferred recording format for the sponsored episode:

☐ **LIVE RECORDING AT THE 2026 #NLASESSIONS**

June 11-14, 2026

☐ **LIVE RECORDING AT THE 2026 #NLAFALL CLINICAL LIPID UPDATE**

October 2-4, 2026

☐ **VIRTUAL RECORDING, CONDUCTED REMOTELY AT A MUTUALLY AGREED-UPON TIME IN 2026**

Preferred Recording Date (if known): _____

Payment and Billing Information

☐ **Visa** ☐ **American Express** ☐ **MasterCard**

☐ **Check**

Name on Card _____

MAIL: National Lipid Association
12574 Flagler Ctr. Blvd., Ste. 101, PMB 23
Jacksonville, FL 32258-2615

Card Number _____

Exp. Date _____ Security Code _____ Zip _____

☐ **ACH**

Card Billing Address _____

NLA will send banking information to the
primary contact.

Print Name _____

Signature _____

Date _____

TOTAL AMOUNT: \$ _____

Terms and Conditions

- Recording date, format, and timing are not confirmed until full payment is received and scheduling is finalized with the NLA.
- The sponsor must submit final episode topic details and proposed guest information for review and approval by the NLA at least 2 weeks prior to recording.
- All sponsored podcast content is subject to NLA review to ensure alignment with the educational mission, professional standards, and editorial integrity of the Industry Innovations Podcast.
- The final episode recording may only be distributed through official NLA channels, including the NLA website and NLA-managed podcast platforms.
- The sponsor will receive access to the final, edited episode for internal reference and awareness.
- Sponsors may not host, repost, edit, or redistribute the recording on external platforms without prior written approval from the NLA.
- Sponsored podcast episodes are non-CME and must include the appropriate disclaimer, as determined by the NLA.
- Terms and Conditions are available at lipid.org/sessions. Sponsors agree to comply with all Terms and Conditions outlined here and on the #NLASessions website.

By signing below, I acknowledge that I have read, understand, and agree to all Terms and Conditions outlined above and at lipid.org/sessions.

Print Name: _____

Title: _____

Signature: _____

Date: _____