



Heart Rhythm

Bringing the world of EP together.

**INDUSTRY
MEETINGS
GUIDE**



WHAT IS AN INDUSTRY MEETING?

Also known as an In-Conjunction-With Meeting, Ancillary Meeting, or Auxiliary Meeting.

Events or activities independently organized by exhibitors, universities, hospitals, government agencies and non-profit organizations and fall into one of the following categories: committee, investor, focus group, market research groups, investigator meetings and staff or board meetings. Educational content is not permitted.

The rules and regulations pertaining to industry meetings apply to any company which has business related to the field of electrophysiology and wishes to hold an event during or around the dates of Heart Rhythm 2026.

Questions? Contact Erinn Sanders esanders@hrsonline.org.

APPLICATION TIMELINE

IMPORTANT DATES	APPLICATION PROCESS
NOVEMBER, 2025	Application website becomes available to all.
DECEMBER 15, 2025	Confirmation of function space begins.
WEDNESDAY, MARCH 18, 2026	All function space requests submitted after Wednesday, March 19 will incur an additional late request fee of \$200 per application.
MONDAY, APRIL 20, 2026	Application website is closed.

WHO CAN APPLY?

Exhibitors, non-profits, hospitals, universities, and government agencies.

Non-exhibitors should contact Susan Waters at susan_waters@AFassanoCo.com for information on exhibiting, as non-exhibitors are not eligible to apply for meeting space unless they meet the exemption criteria. Heart Rhythm Society will allow companies with products or services in exploratory stages or those which have not yet received FDA approval to host small meetings. Please contact events@hrsonline.org for more information and to receive approval prior to applying.

If an exhibiting company cancels its exhibit space, all approved function space for that company will also be cancelled. There are no refunds for cancelled function space.

INDUSTRY MEETING TYPES

MEETINGS*

Committee, investor, focus group, market research, or investigator meetings.

EMPLOYEE ONLY MEETINGS

Employee only staff or board meetings.

Don't see your event type listed? Please contact events@hrsonline.org for clarification prior to applying.

*Non-Profits, Government Agencies, Universities, or Hospitals can also host hospitality or social events with no education.

OTHER EVENT TYPES

(not approved as ICWs)

RHYTHM THEATERS	Product showcases and educational sessions held in two theaters on the Exhibit Floor during Exhibit Hall hours.
SATELLITE SYMPOSIA	Industry-designed sessions peripheral to the Heart Rhythm 2026 program, held Wednesday-Thursday, or during breakfast, lunch or dinner from Friday-Sunday. May be offered as ACE or Non-ACE activities.
INDUSTRY EVENTS & RECEPTIONS	Events & Receptions are events peripheral to the Heart Rhythm 2026 program. They include 20 minutes or less of education and are designed for events with a networking and brand focus.
TECH & BUSINESS SUITES	Two types of suites available: Tech Suites on the Exhibit Floor (subject to hall hours) and Business Suites located in the convention center (extended hours/days). Educational sessions or activities are not permitted in suites.
AFTER HOURS EVENT	Held within the sponsoring exhibitor's booth after exhibiting hours for engagement, hospitality, product demos, or special product previews.
SKILLS TRAINING	A skills-training area on the exhibit floor, designed to give practitioners hands-on learning time with your products.
IN-BOOTH PRESENTATIONS	Exhibitors may host limited presentations (max. 20 mins) during specific times.

For more information on non-ICW event types, contact Susan Waters at susan_waters@afassanoco.com.

**READ THE FULL INDUSTRY
EVENTS AND EDUCATION GUIDE**

WHEN ICW MEETINGS CAN BE HELD

	MEETINGS*	EMPLOYEE ONLY MEETINGS	HOSPITALITY AND SOCIAL ACTIVITIES**
MONDAY APRIL 20	All Day	All Day	All Day
TUESDAY APRIL 21	All Day	All Day	All Day
WEDNESDAY APRIL 22	All Day	All Day	All Day
THURSDAY APRIL 23	6:00 AM - 1:00 PM 6:00 PM - 10:00 PM	All Day	6:00 AM - 1:00 PM 6:00 PM - 10:00 PM
FRIDAY APRIL 24	6:00 AM - 7:45 AM 6:00 PM - 10:00 PM	All Day	6:00 AM - 7:45 AM 6:00 PM - 10:00 PM
SATURDAY APRIL 25	6:00 AM - 7:45 AM 6:00 PM - 10:00 PM	All Day	6:00 AM - 7:45 AM 6:00 PM - 10:00 PM
SUNDAY APRIL 26	6:00 AM - 7:45 AM 6:00 PM - 10:00 PM	All Day	6:00 AM - 7:45 AM 6:00 PM - 10:00 PM

*Including Committee Meetings, Focus Groups, and Market Research

**ONLY Available for Non-Profits, Government Agencies, Universities, or Hospitals

APPLICATION PROCESS

Exhibitors, non-profits, hospitals, universities, and government agencies wishing to host an ICW event must apply through the website to be considered. HRS will send written approval via email. Payment is due at the time of application and will not be refunded if the application is rejected. Incomplete applications will not be reviewed. Each ICW event must be submitted utilizing its own application. If your event spans multiple days, each day must be submitted as an individual request.

APPLICATION FEE

The fee imposed per application is an administrative fee that helps offset marketing and logistical expenses related to Heart Rhythm 2026. The fee does not include any room rental, food and beverage, audio visual or any other costs associated with hosting your event. All financial arrangements associated with planned events are the sole responsibility of the organization, third party, or provider and must be made directly with the assigned hotel or venue. HRS assumes no financial responsibility for any costs or damaged incurred for such events.

Applications submitted beginning March 18, 2026 through to the meeting will incur a late fee of \$200 in addition to the standard application fee. All application fees are non-refundable and must be paid with a valid credit card at time of submission.

PRICING

	EXHIBITOR	NONPROFIT	NON-EXHIBITOR*
APPLICATION FEE <i>BEFORE MARCH 18, 2026</i>	\$900	\$350	\$2,100

All applications submitted after March 18, 2026, will incur a \$200 late fee.

*Requires Prior Approval

