

# HEART RHYTHM 2025

## 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 2025.

Questions? Contact Erinn Sanders [esanders@hrsonline.org](mailto:esanders@hrsonline.org).

## APPLICATION TIMELINE

IMPORTANT DATES	APPLICATION PROCESS
NOVEMBER, 2024	Application website becomes available to all.
DECEMBER 16, 2024	Confirmation of function space begins.
WEDNESDAY, MARCH 19, 2025	All function space requests submitted after Wednesday, March 19 will incur an additional late request fee of \$200 per application.
MONDAY, APRIL 21, 2025	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](mailto: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](mailto: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](mailto: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*

Educational Programs*	Industry Expert Presentations	Extended Business or Tech Suites
<ul style="list-style-type: none"><li>• Involve any type of education</li><li>• Contain medical education activities</li><li>• Offer continuing education credit</li><li>• Summits, symposia, programs intended for international attendees, award-related or in any way involving education</li><li>• Open to the general attendee population</li></ul> Contact Cori Goodloe at <a href="mailto:cori.goodloe@blackwoodcme.com">cori.goodloe@blackwoodcme.com</a> or +1-856-513-9652	<ul style="list-style-type: none"><li>• Rhythm Theaters</li><li>• Promote any product</li><li>• Presentation by Key Opinion Leader or Expert</li><li>• Open to the General Attendee Population</li></ul> Contact Susan Waters at <a href="mailto:susan_waters@afassanoco.com">susan_waters@afassanoco.com</a> or +1-856-344-3615.	<ul style="list-style-type: none"><li>• Groups wishing to hold meetings in the Convention Center must purchase an Extended Business or Tech Suite. No other meeting space is available in the SDCC.</li></ul> Contact Deb Howley at <a href="mailto:deborah_howley@afassanoco.com">deborah_howley@afassanoco.com</a> or +1-856-302-0891.
<h2>Reception Events</h2>		
<ul style="list-style-type: none"><li>• Events &amp; Receptions are events peripheral to the Heart Rhythm 2025 program. They have less than 20 minutes of education and are designed for events with a networking and branding focus.</li></ul>		

\*Accredited and Non-Accredited Events

# WHEN ICW MEETINGS CAN BE HELD

	MEETINGS*	EMPLOYEE ONLY MEETINGS	HOSPITALITY AND SOCIAL ACTIVITIES**
<b>MONDAY</b> <b>APRIL 21</b>	All Day	All Day	All Day
<b>TUESDAY</b> <b>APRIL 22</b>	All Day	All Day	All Day
<b>WEDNESDAY</b> <b>APRIL 23</b>	All Day	All Day	All Day
<b>THURSDAY</b> <b>APRIL 24</b>	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
<b>FRIDAY</b> <b>APRIL 25</b>	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
<b>SATURDAY</b> <b>APRIL 26</b>	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
<b>SUNDAY</b> <b>APRIL 27</b>	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 2025. 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 damages incurred for such events.

Applications submitted beginning March 19, 2025 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*
<b>APPLICATION FEE</b> <i>BEFORE MARCH 19, 2025</i>	<b>\$900</b>	<b>\$350</b>	<b>\$2,100</b>

All applications submitted after March 19, 2025, will incur a \$200 late fee.

\*Requires Prior Approval

## SPACE ALLOCATION

Hotels contracted by HRS to provide sleeping rooms at #HRS2025 are contractually obligated to receive permission from HRS prior to contracting space with any companies related to the field of cardiac-pacing and electrophysiology. Companies wishing to hold a meeting in an official HRS hotel may receive a room assignment along with contact information with their letter of approval. If you wish to conduct an event or meeting in an alternate location, you must still request permission via the application form. Once you receive your letter of approval you may then proceed to contract directly with your preferred locale.

No company may begin contracting space prior to receiving a letter of approval. Approval letters for assigned space will include the assigned hotel and contact information. HRS will share your contact information with the assigned hotel. You may proceed to contract after receiving the confirmation letter.

HRS and/or your assigned locale reserves the right to assign the best available function space at the time of assignment and will attempt to accommodate the applicant's preferred location request but cannot guarantee any specific location.

Applications will be reviewed on a first-come, first-served basis with confirmations beginning in December 2024. A change to original applications does not guarantee assignment of the same hotel and/or event location.

# MARKETING GUIDELINES

All marketing materials must include the following statement: “This event is not part of Heart Rhythm 2025, as planned by the Heart Rhythm Program Committee, and is neither sponsored by nor endorsed by HRS.”

Heart Rhythm 2025 mailing lists will not be sold. ICW program marketing should be limited to invitees already in your database, as per the guidelines set forth here.

All portions of the event must be contained within the assigned function room except for: (1) 6-foot registration table and (2) chairs, and (1) 22”x28” sign (no larger) at the entrance of the assigned function space.

Signs, advertising, display articles, equipment, or information concerning events during Heart Rhythm 2025 may not be placed within the SDCC, or throughout any official HRS hotel. Signage is limited to the entrance of the assigned function space.

Promotional materials may use the approved Heart Rhythm 2025 logo which includes the above disclaimer. Please email [events@hrsonline.org](mailto:events@hrsonline.org) for the logo and specific instructions on where, how, and when the logo can be used. Materials are not permitted to use the Heart Rhythm Society logo. These rules apply to materials developed for use before, during, and after Heart Rhythm 2025.

# NON COMPLIANCE

A company or organization found holding unapproved events or events that are in violation of the policies outlines in this document may be subject to any of the following: an immediate end to any activities without regard to monies spent or presence of individuals, loss of any accumulated priority points, and/or restriction to exhibit or hold events at future HRS events. HRS will not be responsible for expenses or losses resulting from the cancellation or termination of said non-compliant events(s).



# FREQUENTLY ASKED QUESTIONS

**My meeting is small with only a few people. Do I still need to apply?**

Yes, all meetings that require space, regardless of size, before and during Heart Rhythm 2025 must be approved through Heart Rhythm Society.

**Can you ensure that I receive my preferred hotel or venue?**

Unfortunately, we cannot guarantee hotel placement. We work diligently to honor all hotel requests but depending on availability, that is not always possible.

Until we have received an application, we cannot guarantee placement of the meeting and all applications are non-refundable. You can inquire about general availability by reaching out to [events@hrsonline.org](mailto:events@hrsonline.org). Meeting placements are on a first-come, first-serve basis and availability is constantly changing.

**Can I end or start my meeting outside of the posted allowable times?**

No. The allowable meeting times are posted so that all meeting attendees will have sufficient time to travel to and from the Convention Center for the entire day's events. This rule is in place for our attendees to experience the most education possible during Heart Rhythm 2025.

**I would like to host continuous meetings throughout the day, near the exhibit hall. Should I apply through the ICW application?**

You should secure a Tech or Extended Business suite by reaching out to [deborah\\_howley@afassanoco.com](mailto:deborah_howley@afassanoco.com), which will allow you to host meetings, unrestricted, within the SDCC.

**I would like to showcase a product but I don't see this as a meeting type.**

Products cannot be showcased at an ICW event. Products can be showcased during a Rhythm Theater or Tech or Extended Business Suite presentation. Contact [susan\\_waters@afassanoco.com](mailto:susan_waters@afassanoco.com) for more details.

**I applied for space but have not received a confirmation yet. What is the timeline for confirmation?**

Application evaluations and confirmation of space will begin in December. Beginning in January, application evaluations and confirmation of space will take no longer than two weeks from the application date.

**Our company is not exhibiting at #HRS2025. Can we apply for a space?**

Non-exhibitor applications will be denied unless you meet the criteria of an organization in early phase research. Heart Rhythm Society acknowledges that some companies in the early phases of research or design may not be ready to exhibit but would greatly benefit from hosting a small meeting. These meetings are limited in size, scope, and availability and organizations must be preapproved. Contact [events@hrsonline.org](mailto:events@hrsonline.org) for more information.

**Have additional questions? Please email [events@hrsonline.org](mailto:events@hrsonline.org).**

## DISCLAIMERS

- HRS reserves the right to attend and observe any function held in conjunction with Heart Rhythm 2025, without notice. Functions are to be consistent with the policies and requirements submitted in the application. Programs that deviate from the application descriptions may be subject to non-compliance penalties including denial of future function space requests.
- HRS neither endorses nor co-sponsors affiliate functions and the opinions presented at ICW function(s) are solely those of the organization sponsoring the function. Companies must not imply that the function is presented in cooperation with HRS.
- Each organization assumes full obligation for such event and dissolves the Heart Rhythm Society from all liability.
- HRS is not responsible for unsatisfactory attendance and/or marketing of this event.
- HRS assumes no responsibility for determining whether companies are considered competitors.
- HRS has the full authority to interpret or amend these rules, and its decision is final. Each exhibiting company, university, non-profit organization, or third-party provider agrees to abide by all rules and regulations that may hereafter be adopted.
- Any issues not addressed in these rules are subject to the decision of HRS.