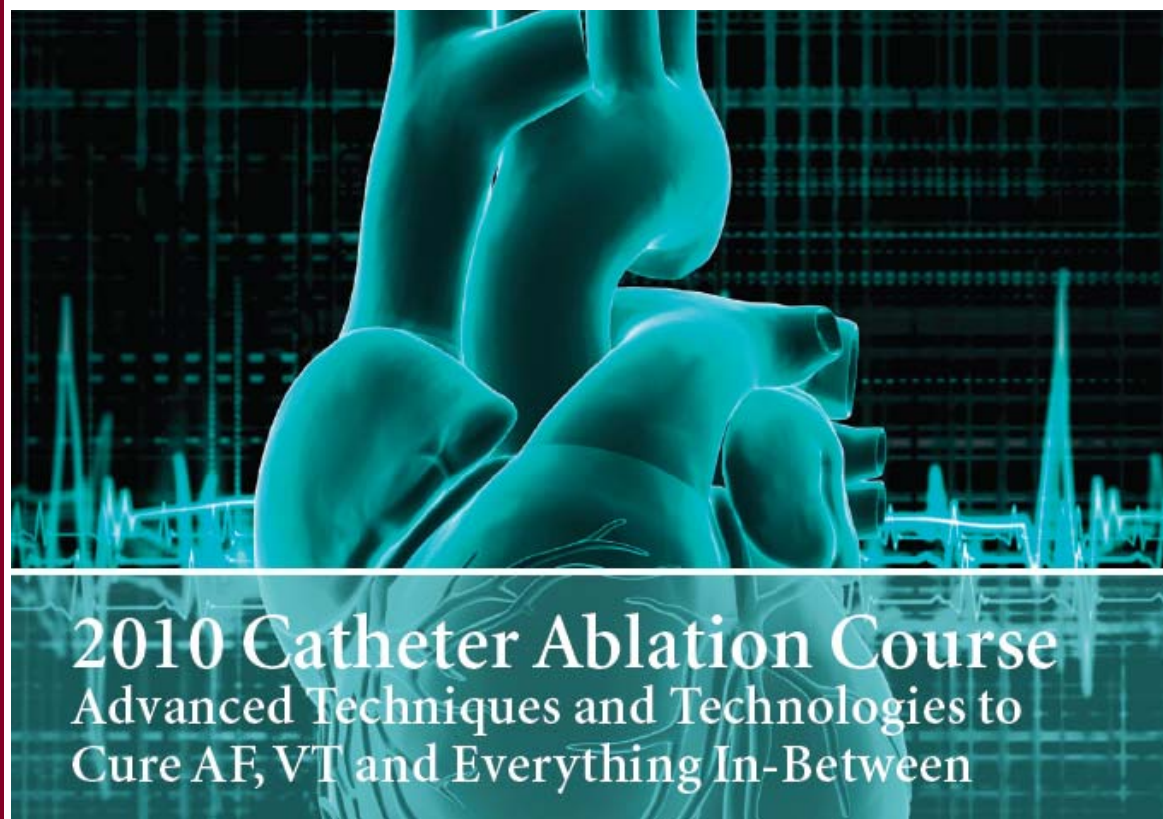


Promotional Support Opportunities

For Industry
Leaders



2010 Catheter Ablation Course

Advanced Techniques and Technologies to
Cure AF, VT and Everything In-Between

Heart Rhythm Society's 2010 Catheter Ablation Course provides in-depth review of approaches to catheter ablation for the spectrum of cardiac arrhythmias.

The Society has developed new initiatives and opportunities for organizations such as yours to meet the electrophysiologists, EP Fellows, cardiologists, cardiac surgeons, technologists, physician assistants and nurse/nurse practitioners who will attend.

Please review the following pages for information on these new opportunities:

- Session WiFi
- Hotel Key Cards
- Turn Down Service (In-Room Drop)
- Hotel Door Literature Drop
- Calipers
- Newspaper Drop
- Literature Distribution Station Supporter
- Hotel Television Channel Ads
- Banner Stands
- Publisher Exhibits

Contact:

James McGowan
(856) 232-2322, ext 18
www.HRSonline.org

Session WiFi

Attendees are encouraged to bring their laptops to the conference sessions and will be able to download and follow along with the presentations. Your sponsorship will be recognized both online and via on-site signage.

Investment: \$10,000
(exclusive opportunity)

Hotel Key Cards

A key ingredient to your marketing success! These room keys travel with over 300 attendees for the duration of the course. They provide great visibility for your corporate name or product and expose your image to attendees.

- Distributed to all attendees in the hotel (Saturday - Tuesday)
- Your company's name and/or logo will be placed on one side of the key card

Investment: \$5,000
(plus production and hotel costs)
Size: 2" x 3 ¼"
(exclusive opportunity)

Turn Down Service (In-Room Drop)

Your company's welcoming gesture is a lasting impression on the minds of attendees as they wind down after a busy day. This hotel opportunity will give you the chance to leave an amenity in the attendee's hotel rooms.

Investment: \$5,000
(plus production and hotel costs)
Production Quantity: 300
(three opportunities available)

Hotel Door Literature Drop

Hotel Door Drops showcase select advertising and promotional literature direct to the attendee and will be distributed either on Saturday, Sunday, Monday or Tuesday mornings at the hotel.

- Reach attendees when they are most receptive to your message
- Delivered to more than 300 attendee hotel room doors
- Expand your visibility outside the meeting room

Investment: \$4,000 per day
(plus production and hotel costs)
Door Drop Maximum Size: 8½" x 11"
Maximum weight: 8 oz.
Production Quantity: 300 Per Insert
(three opportunities available)

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Calipers

What better way to measure one's success than by sponsoring calipers – an essential tool for the Course and attendees.

Investment: \$3,000
(plus production costs)
(exclusive opportunity)

Newspaper Drop

Keep the attendees updated on current events and your name in the forefront of their minds by placing sticker ad / wrap around a local or national newspaper publication. Sticker ad / wraps are printed with artwork provided by the sponsor.

- Newspapers with sticker ad or wrap will be distributed on Saturday, Sunday, Monday or Tuesday to attendees during their hotel stay
- Sticker ad or wrap offer corporate and product exposure

Investment: \$3,000
(plus production* and hotel costs)
Quantity: 300 per day
(exclusive opportunity)

*Estimated cost for the *Wall Street Journal* or local newspapers, production of the wraps, and hawkers are available by calling (856) 232-2322.

Literature Distribution Station Supporter

Take this opportunity to display your promotional literature to course attendees.

- Sponsors will be allowed to supply a promotional pamphlet to be displayed on the literature table located in the main function area.
- Table tent card will be placed next to piece for company recognition

Investment: \$3,000
(multiple opportunities available)

Banner Stands

Banner Stands will be available in highly visible locations in the common areas for the Catheter Ablation Course. These banners stands may be corporate or product specific.

Investment: \$2,000 per banner
(multiple opportunities available)

Hotel Television Channel Ads

Hotel TV Channel Ads make commercial advertising more effective. Attendees choose to watch your ad, making them more attentive and receptive to your message. This is an advertising opportunity which allows you to control the content on a hotel TV channel. You can choose which day you would like your Hotel TV Ad to play (Saturday, Sunday, Monday or Tuesday or any combination).

- Hotel TV Channel ads offer commercial advertising to your target audience at their convenience
- Exclusive advertising on your own hotel TV channel
- Provide information on your latest and/or improved product

Investment: \$2,000 per day
(plus production and hotel costs)
(three opportunities available)

Publisher Exhibits

Table top exhibit space is available in the main foyer for publishing companies who wish to sell their products to the course attendees.

Investment: \$1,000
(limited space availability)