

EXHIBITOR RULES AND REGULATIONS

BOOTH CLEANING & PORTER SERVICE

Freeman has been selected by exhibit management to serve as your official contractor for this show. In that respect, Freeman has jurisdiction over all booth cleaning and porter service. Exhibitors and/or exhibitor-designated contractors (EDCs) are NOT PERMITTED to hire their own cleaners. All cleaning equipment on the show floor unless it is the property of Freeman and is operated by a Freeman-appointed porter or employee. For your convenience, a booth cleaning & porter service order form has been included in this service manual.

CANCELLATION AND REDUCTION OF EXHIBIT SPACE

Notification of an exhibitor's decision to reduce booth space must be submitted in writing to Exhibit Management. If an exhibitor cancels space on or before January 4, 2019, the Society will retain the entire deposit or 50 percent of the rental fee. If space is canceled after January 4, 2019 the exhibiting company will be required to pay 100 percent of the total contract obligation. If an exhibitor reduces booth space, the unused booths will be regarded as canceled, and the above fee schedule will be applied to the exhibitor for that portion of the space. If an exhibitor cancels or reduces booth space, the company will correspondingly relinquish sleeping accommodations allotted for exhibitor personnel at the headquarters and overflow hotels. It is mutually agreed that, in the event of cancellation of Heart Rhythm 2019 due to fire, strikes, government regulations, acts of war, acts of terrorism, or other causes that would prevent its scheduled opening or continuance, then this agreement will be terminated and the Heart Rhythm Society and Exhibit Management shall determine an equitable basis for the refund of such exhibit fees. The Heart Rhythm Society and Exhibit Management will not be held liable for any other costs incurred by the exhibitor, other than the cost of exhibit rental space.

BOOTH CONSTRUCTION GUIDELINES

Refer to the exhibitor service kit for updated or modified rules. The ceiling height in the exhibit hall of each venue may vary. View the facility website for detailed information.

Linear/Corner Booths may not exceed 8' back wall height, including signage. No solid exhibit construction will be permitted to exceed 42" height in the front 5' of the booth. Structures above 42" must begin at least 5' back from the aisle line. Company name, logo, and product information may appear up to the 8' height only.

Island Booth structures must be approved by Exhibit Management. The height limitation for island structures is 16' from the floor. Photographs and schematics of the proposed island exhibit must be submitted for approval. **Booth schematics must clearly state the height of the exhibit and, if applicable, the dimensions of a raised floor. See 'Hanging Sign Heights' below for limitations.**

Portable spotlights attached to booths and/or to islands must be UV approved clamp on types with portable and metal guards. Clip on types are not allowed. Spotlights may not exceed the height limitations outlined below.

Set-Back Rules (Applies to all island sizes) Display components from the floor to 8' in height may NOT be closer than 1" from any external boundary of the exhibit space. Display components from 8' to 16' in height may extend to the edge of the exhibit space.

Single Level Story Islands
A 33 percent see-through effect and 33 percent accessibility from all four sides of the booth on the portion of the booth from floor to 8' minimum height is required to prevent blocking view of adjacent exhibits. A structure cannot run across the full width of the booth that exceeds more than 33 percent see-through or accessibility from that side. The Heart Rhythm Society further understands that certain government and corporate regulations require products that are not approved in the United States to be displayed in enclosed/sheltered area(s) away from view of specific groups of attendees. These areas also are permitted, however, the structure is held to same 33 percent see-through effect and 33 percent accessibility from all four sides of the booth as stated above.

Two-Story Islands are permissible providing a 33 percent see-through effect and 33 percent accessibility from all four sides of the booth on the portion of the booth from floor to 8' minimum height is required to prevent blocking view of adjacent exhibits. A structure cannot run across the full length of any side of the booth that exceeds more than 33 percent see-through or 33 percent accessibility from that side to prevent blocking the view of adjacent exhibits. Additionally, no more than 60 percent of the island booth space may be occupied by the two-story booth and the unit must be located in the center of the company's exhibit booth area. A complete detailed architectural plan must be submitted which includes certification of structural soundness. Exhibitor must submit two (2) drawings, one of which will be forwarded to the Convention Center/Fire Marshal and one to anna_fassano@AFassanoCo.com. Following facility and Fire Marshal approval, final approval will be at the sole discretion of the Heart Rhythm Society. Two-story booths may not exceed a height of 16' feet from the floor.

Hanging Sign Heights:
• Island displays may not exceed 16' from the floor.
Hanging signs or hanging banners suspended from the ceiling or floor supported must maintain a minimum of 2' clearance from 16' to 18' from the floor. The top of the banner may not be closer than 24" from the floor. The bottom of the banner may not be lower than 18" from the floor. The purpose of this rule is to allow a clear line of vision (2' between the highest allowable point of a display (16') and the lowest allowable bottom of a banner (18')). Additional structural support for hanging signs/apparatus is permitted from the island booth display but must be less than 3" in diameter/thickness.

Multiple Booths Sharing a Common Aisle: A company may reserve two or more island booths at the Scientific Sessions; however, these booths may not be located in such a manner that they are situated across from each other on a main, transecting aisle of the exhibit hall. Additionally, employees of an exhibiting company that reserves two or more island booths are required to remain in the confines of their respective exhibit spaces and are not permitted to block traffic in the intervening aisle. Peninsula booths will not be assigned.

Spanning an Aisle: Exhibit booths are NOT allowed to span an aisle by ceiling or floor covering.

Exposed Unfinished Displays: Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. Exhibits will be inspected during the move-in and the service contractor, with the approval of the exhibit manager, will provide draping deemed necessary for exposed unfinished areas and submit the bill to the exhibitor. **BOOTH CONSTRUCTION GUIDELINES WILL BE STRICTLY ENFORCED.**

INSTALLATION AND DISMANTLING

Exhibitor move-in begins at 8 a.m. on Monday, May 6, 2019. Select exhibitors may begin installation May 4 – May 5, 2019 based on a plan developed by the Exhibit Management and Freeman. If you will require additional set-up time, contact the Exhibit Management. Registered exhibitors may enter the exhibit hall during installation and dismantle by showing their badges and security guard stationed at the entrance. Installation and dismantle companies must obtain work passes for all personnel at the exhibitor registration desk. In the interest of safety, only those individuals directly responsible for the installation and dismantle of the booth will be permitted in the exhibit area during move-in and move-out. Skilled labor will be available for hire during installation and dismantle. Exhibitors are urged to notify Freeman in advance of labor requirements. At Exhibit Management's discretion, any exhibit not in the process of being assembled by Wednesday, May 8, will be installed at the exhibitor's expense. All exhibits must be fully assembled by 1:30 p.m. on Wednesday, May 8, 2019. Request for additional installation time before or after the specified installation hours must be made in writing to Exhibit Management.

Due to fire regulations, no empty cartons, fiber cases, or literature may be stored in or behind booths. After move-in has been completed, label all empties. The service contractor will place them in storage until the end of the show. **OFFICIAL CLOSING TIME OF THE EXHIBITION IS 4:30 P.M., FRIDAY, MAY 10, 2019. NO PACKING OR DISMANTLING OF EXHIBIT MATERIAL WILL BE PERMITTED PRIOR TO THAT TIME. Violators will be banned from exhibiting at future Scientific Sessions.**

INSTALLATION HOURS

Monday, May 6: 8 a.m.–5 p.m.
Tuesday, May 7: 8 a.m.–5 p.m.
Wednesday, May 8: 7 a.m.–1:30 p.m.
Permission for after-hours installation must be obtained from Exhibit Management. Overtime labor rates will apply.

DISMANTLING HOURS

The dismantling of exhibit booths will begin Friday, May 10 at 4:31–10 p.m. and continue Saturday, May 11 at 8 a.m.–8 p.m. Standard overtime rates apply to weekends and late/early hours.

ACCESS TO EXHIBIT HALL

All workers and exhibiting company personnel must wear Scientific Sessions badges or work passes during move-in and move-out. Under no circumstances will children under the age of 16 be allowed into the exhibit hall during move-in/move-out hours. All personnel may enter and vacate the hall no more than 60 minutes prior to opening and after the closing of the hall. Access is prohibited after daily show closing.

AMERICANS WITH DISABILITIES ACT

Americans shall be fully responsible for complying with the Americans with Disabilities Act (ADA) with regard to booth space, including, but not limited to, the wheelchair access provisions. Exhibitors shall indemnify, hold harmless, and defend the Heart Rhythm Society; A. Fassano & Company; the Convention Facility; Freeman; and the members, officers, directors, agents, and employees of each of these entities against any claims, liabilities, losses, damages, and expenses (including attorneys' fees and expenses) resulting from or arising out of the exhibitors' failure or allegations of exhibitors' failure to comply with the provisions of the ADA. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line +1-800-514-0301.

ATTIRE

While the dress code in today's corporate workplace has become decidedly more casual, the environment at medical conventions, nevertheless, still calls for business attire during show hours. Exhibit personnel shall wear attire consistent with the decorum of the meeting.

CARDIAC CATHETERIZATION LABORATORIES AND MOBILE UNITS

Contact Exhibit Management for guidelines if your exhibit includes a catheterization laboratory. To comply with both visibility rules and regulations, mobile units will only be assigned perimeter space. To qualify for placement of mobile units, you must make exhibit space at least equal in size to the space that will be utilized by the unit. Refer to the 'Vehicles on Static Display' under the convention center exhibitor policies in the exhibitor service kit.

CONTEST AND RAFFLES

No premiums, give-away contests, raffles, drawings, lotteries, or huckster-type promotions of any kind shall be permitted. Overt button-holding of registrants in the aisle by company personnel is prohibited. Attention-getting devices in the form of entertainment or amusement are strictly prohibited. Contests and raffles may only be conducted from an exhibit booth when the activity solely benefits the Heart Rhythm Society. The activity must maintain a professional atmosphere and prior approval is required through the Exhibit Management. Exhibitors are responsible to obtain and submit tax permit documents for applicable venues.

ELIGIBILITY

The exhibits are an extension of the Scientific Sessions program. In order to be accepted, the products and services must be related to the cardiovascular/medical field or the physician's or allied professional's practice. After applications are received, all new exhibitors will receive a mandatory questionnaire to complete and return prior to assignment. We request that you do not make any arrangements for participation until you receive an acceptance notice. The purpose of the Scientific Sessions Exhibit Program is to further the education of attendees by providing information, services, products, and industry trends that are pertinent to the attendee's professional interest. All additional opportunities including Technical Suites, Rhythm Theaters, and Satellite Symposia are limited to Scientific Sessions exhibitors only.

ENFORCEMENT OF RULES

As a condition of exhibiting, each exhibitor agrees to adhere to all policies. If a company or one of its representatives is found to be in violation of a policy, they will be given a directive by Exhibit Management to stop. If the violation continues, the company will be subject to a penalty applied progressively for each day the objectionable practice continues. Penalties shall be as follows:
• First violation results in the company accruing NO priority points for the year.
• Second violation results in the company losing ONE-HALF of its accrued priority points.
• Third violation results in the company losing ALL accrued priority points. Continued violations, undesirable practices, or multiple infractions may incur the levying of more severe penalties without the requirement of progressing through each of the above successive steps.

Refer to the 'Installation and Dismantling' and 'Photography (Digital and Audio/Video Recording Devices)' sections for additional penalties.

ENTERING ANOTHER EXHIBITOR'S BOOTH

Exhibiting company personnel should not enter another company's booth space without invitation, nor should personnel block access to other booths.

EXHIBIT STAFFING

As a courtesy to the program registrants and to other exhibitors, we require that booths are staffed at all times during the official exhibit hours. Each exhibiting company MUST have at least two people at the meeting to ensure that booths are not unattended.

FDA STATUS

Exhibitors shall ensure that the FDA status of all products in its exhibit are properly disclosed. It is the responsibility of each exhibitor to comply with FDA regulations. Contact the Regulatory Affairs Department with any questions on Food and Drug Administration guidelines at +1-888-463-6332.

FIRE AND BUILDING/LIFE/SAFETY

Volatile or flammable materials or any substances prohibited by city laws or insurance carriers are not permitted on the premises. No combustible decoration shall be used at any time. All packing containers, excelsior, and wrapping paper must be removed from the exhibit floor. All cloth decoration must be flameproof, and flammable non-flammable gases, or other flammable gases for either mechanical or other purposes or any other agent other than gas or electricity for illuminating the facilities. Prior to the facility granting permission to operate any type of machinery powered by whatever type of fuel, all necessary permits must be obtained from the Fire Marshal. Due to fire regulations, no empty cartons may be stored in or behind booths.

FOOD AND BEVERAGE GUIDELINES

All companies must adhere to the Food and Beverage guidelines outlined in the exhibitor service kit. Food and/or beverage may not be served in the exhibit hall without the prior approval of Exhibit Management. Alcoholic beverages may not be distributed in the exhibit hall. Popcorn is not allowed.

GENERAL CONDUCT

The purpose of the Scientific Sessions is to offer companies an opportunity to present information about products or services pertinent to the registrants' professional interests. The determination of the suitability of conduct of an exhibitor shall be made exclusively by Exhibit Management.

HAZARDOUS MATERIALS

Each exhibitor assumes responsibility and any liability for use, removal or disposal of any materials considered to be hazardous waste material. Exhibitor also agrees to conform to any local ordinances and regulations concerning the disposal of hazardous waste. Any and all costs incurred in the removal of hazardous waste from the exhibit facility will be the sole responsibility of the exhibitor. Hazardous materials within the Facility are restricted and subject to written approval by the facility Fire Marshal.

INSURANCE

Each non-official contractor or exhibitor who will self-install an exhibit must supply Exhibit Management with a current comprehensive public liability certificate of insurance with combined single limits of \$1 million bodily injury and property damage and/or \$1 million general aggregate with a \$1 million per occurrence limit, naming as additionally insured the Heart Rhythm Society; A. Fassano & Company; the Convention Facility; Freeman; and the members, officers, directors, agents, and employees of each of these entities. Email certificates and forms found in the exhibitor service kit to Exhibit Management.

INTERPRETATION OF RULES

The Heart Rhythm Society shall have full authority to interpret or amend rules, and its decision is final. All issues not addressed are subject to the decision of the Heart Rhythm Society. These rules and regulations have been formulated in the best interests of all exhibitors and the Heart Rhythm Society. Full cooperation will ensure a successful meeting for exhibitors and attendees. All decisions are final.

LABOR ON SHOW SITE

Refer to the exhibitor service kit for more information.

LIABILITY

Each exhibitor agrees to indemnify, hold harmless and defend the Heart Rhythm Society; A. Fassano & Company; the Convention Facility; Freeman; and the members, officers, directors, agents, and employees of each of these entities from and against any and all liabilities, damages, losses, and expenses (including attorneys' fees), including litigation commenced by or against Licensee, on account of personal injury, negligence, fault, or violation of law or ordinance, or from or out of the occupancy or use of the Facility by Licensee or its employees, agents, contractors, patrons, guests, licensees, invitees, or any other person entering the Facilities licensed with the implied or express permission of Licensee. Such indemnification by Licensee shall apply unless such damage or injury results from the sole negligence, gross negligence, or willful misconduct of the Heart Rhythm Society; A. Fassano & Company; the Convention Facility; Freeman; or the members, officers, directors, agents, and employees of each of these entities. In addition, each exhibitor acknowledges that the entities outlined above do not maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

LIVE ANIMALS

The use of live animals is not acceptable on the exhibit floor. The use of service dogs is permissible.

MATERIAL HANDLING SERVICES

Refer to the exhibitor service kit for information.

MODELS' ATTIRE

If an exhibitor is planning to utilize the services of live models, prior written permission is required; contact Deborah Howley at +1-856-302-0891. The Heart Rhythm Society expects exhibitors to use prudent judgment when live models are used in an exhibit. Professional dignity and discretion should be observed at all times. The use of minors as live models is prohibited. Models are considered exhibitor-appointed contractors. Models contracted to assist with demonstrations in an exhibitor's booth should be dressed in a suitable athletic wear manner appropriate for the diverse audience present.

NO SMOKING POLICY

The Heart Rhythm Society strictly prohibits the use of tobacco products in all areas of the convention center (including during installation and dismantling) and all hotel meeting rooms hosting Heart Rhythm Society events. Exhibitors are responsible for ensuring that all individuals associated with the exhibiting company comply with this policy. Smoking is prohibited in the convention center.

OBSTRUCTIONS

Aisles and exits designated on the approved floor plans shall be kept clean, clear, and free of obstructions. Booth construction shall be fixed in position for the duration of the show. Easels, signage, chairs, etc., shall not be placed beyond booth area into the aisles. Demonstrations in booths must be designed to take place and keep audiences within the existing booth space to allow free access to the aisles.

PHOTOGRAPHY/VIDEO (Digital and Audio/Video Recording Devices)

The taking of photographs or any digital and audio/video recording, other than by the official photographer, is forbidden. Exceptions will be granted only with written permission from the Heart Rhythm Society. All requests must be approved prior to the Scientific Sessions by Exhibit Management. It is imperative that each company notify its participating personnel of this rule. For exceptions to this policy as approved by the Heart Rhythm Society, it will be necessary for the company wishing to photograph or video its booth to hire a security guard to accompany the film crew in the exhibit hall at all times, including before and after show hours, if the firm is not using the services of the Heart Rhythm Society's approved photographer.

PHOTOGRAPHY/VIDEO (DIGITAL AND AUDIO/VIDEO RECORDING DEVICES) CONTINUED

A representative of one exhibiting company is not permitted to photograph or record another exhibitor's booth. Any illegal photographs or recordings will be deleted by Exhibit Management. **Violation of this rule will result in the expulsion of the offending exhibitor from the exhibit hall and a loss of priority points by the exhibiting company.**

PRIORITY POINT ACCRUAL

Space assignments are based on priority points that have been earned by exhibiting at previous Scientific Sessions. Each exhibitor will obtain one point per 10' x 10' exhibit unit and one point for each year the firm has exhibited at the Scientific Sessions. Only the previous five years' accrued priority points are used in determining the total points applicable toward priority point assignment. In addition, each exhibitor receives ten bonus points for completing and returning the exhibitor survey. If more than one company has the same number of priority points, assignment will be made in order of the date the application is postmarked and time stamped.

PRIVACY POLICY

By clicking on submit, you are giving consent to the Heart Rhythm Society and A. Fassano & Company to provide you with tailored content and marketing messages related to the Scientific Sessions.

PROMOTIONAL ACTIVITY/GIVEAWAYS

Giveaways and drawings must be professional and reflect the objectives of the Scientific Sessions and follow the PhRMA, Advamed Code of Ethics, AMA, and Ethical MedTech guidelines. Exhibitors must complete the Giveaway/Booth Activities form in the exhibitor service kit. Distribution of tote bags is permitted. Tote bag should be no larger than 14" x 14". Distribution of promotional gummed stickers or labels is prohibited.

PROMOTIONAL DOCUMENTS

The Heart Rhythm Society registered name and logo may not be used by exhibitors in signage, advertising, course materials, travel guides, and promotions in any media or product literature. In certain instances, references to the Heart Rhythm Society and the Scientific Sessions may be authorized for use in certain promotional documents by requesting authorization from Exhibit Management. A sample of the proposed document MUST accompany this written request. The use of the attendee registration list may not be utilized for any In-Conjunction-With (ICV) program marketing.

INDUSTRY EVENTS

All industry events (ICW, Official Educational Satellite Symposium, Focus Group/Market Research/Investigator Meetings, Hospitality/Social Activities, and Staff/Business Meetings) are subject to approval by the Heart Rhythm Society. The link to the application site will be included in the resource section of the exhibitor website.

SECURITY

Perimeter security guard service will be provided on an around-the-clock basis beginning with the first day of move-in and continuing until the exhibit hall is vacated. However, the Heart Rhythm Society is not responsible for any loss or damage to exhibitor property. Exhibitors wishing to hire additional security may do so by filling out and returning the form provided in the exhibitor service kit.

SELLING OF PRODUCTS AND SERVICES

The purpose of the Scientific Sessions Exhibit Program is to further the education of attendees by providing information, services, products, and industry trends that are pertinent to the attendees' professional interest. Consistent with this professional interest, the Scientific Sessions may, however, selling is permitted, except by publishers within contracted exhibit space. Exhibitors are responsible to obtain and submit tax permit documents for applicable venues.

SIGNAGE

Nothing shall be posted on, nailed, or otherwise attached to ceilings, walls, floors, or other parts of the building or furniture. Anything in connection therewith necessary or proper for the protection of the building, equipment, or furniture will be at the expense of the exhibitor. The cost to repair any damage caused to the building as result of the violation of this provision shall be paid by the offending party to the Convention Center. Hanging signs or banners above island displays shall not exceed the maximum height limitation of 24' from the floor. Refer to 'Hanging Sign Heights' for further guidelines.

SOLICITATION

Solicitation outside of officially contracted space is prohibited.

SPONSORSHIPS

All sponsorship opportunities must be secured through Exhibit Management. Advertising outside of the convention center including hotel door drops, must adhere to the Scientific Sessions perimeter advertising program guidelines included in the exhibitor service kit.

RULES AND REGULATIONS

As an exhibitor/sponsor/supporter you are giving the Heart Rhythm Society consent to change the content of your company or program description for grammatical consistency and accuracy.

VISUAL AND SOUND

The exhibitor shall not, without prior written consent of the Heart Rhythm Society, display any special effects to draw registrants to their booth. These special visual effects may include but are not limited to balloons, streamers, and digital banners/lights. The operation of any sound device or equipment, electrical, or other mechanical apparatus should not interfere with other exhibitors. The use of such equipment must be approved by the Heart Rhythm Society, and the user must agree to discontinue its use if the sound level is deemed objectionable to other exhibiting companies. Attention-getting devices in the form of entertainment or amusement are strictly prohibited. Music licensing is the sole responsibility of the exhibiting company. The Heart Rhythm Society reserves the right to base all decisions on the best interests of all concerned parties. All decisions are final.

The Heart Rhythm Society has the full authority to interpret or amend these rules, and its decision is final. Exhibitors agree to abide by any rules and regulations that may hereafter be adopted. Any issues not addressed in these rules are subject to the decision of the Heart Rhythm Society. The exhibitor waives any rights or claims of damages arising out of enforcement of any rules contained herein.

All dates and times are tentative and subject to change.