

**APPLICATIONS RECEIVED ON OR BEFORE SEPTEMBER 30, 2016
WILL QUALIFY FOR PRIORITY POINT BOOTH ASSIGNMENT**

Applications along with proper payment may be submitted on/or before May 3, 2017. Please review the deadlines in the exhibitor prospectus and be aware of expiration dates relating to benefits you will miss if you apply closer to show dates.

SECTIONS 1-8 MUST BE COMPLETED AND APPROPRIATE PAYMENT MUST ACCOMPANY YOUR APPLICATION FOR PROCESSING. THANK YOU.

This application will not become a binding contract until it is approved and signed by the Heart Rhythm Society. Please print or type.

SECTION 1 – CONTACT INFORMATION

COMPANY NAME: _____
ADDRESS: _____
CITY: _____
STATE: _____ ZIP: _____ COUNTRY: _____
COMPANY PHONE: _____ COMPANY FAX: _____
COMPANY WEBSITE: _____
CONTACT PERSON: _____
TITLE: _____
CONTACT PHONE: _____ CONTACT CELL: _____
CONTACT EMAIL: _____
COMPANY PRESIDENT: _____

If company exhibited at previous Heart Rhythm Society meetings under a different name, please indicate name here: _____

SECTION 2 – BOOTH PRICING

(Minimum booth configuration is 10' x 10')

Standard Commercial: \$39 sq.ft. or \$3,900 per 10' x 10'
Publishers/Recruiters: \$38 sq.ft. or \$3,800 per 10' x 10'

Preferred Configuration (Ex.: 70' x 70', 20' x 40', etc.) _____

Total sq. ft. required at \$39 (\$38 for Publishers and Recruiters)
_____ Sq. Ft.

SECTION 3 – BOOTH SELECTION

Consult the [online floorplan](#) to assist in selecting your top five (5) options for booth location. Exhibitors will be called to discuss available choices and final selection. (Please do not concentrate your choices in one area.) Please indicate your location choices in order of preference:

1 _____ 2 _____ 3 _____ 4 _____ 5 _____

SECTION 4 – NEIGHBORING EXHIBITORS

List up to two (2) companies in which you do NOT want to be in proximity. (Proximity is defined as being separated by two (2) aisles. Every effort will be made to accommodate your request.)

List up to two (2) companies to which you DO wish to be in proximity.

SECTION 5 – NEW EXHIBITOR ELIGIBILITY

Have you exhibited at Heart Rhythm before? Yes ___ No ___

All new exhibitors are required to include with their application a maximum 50 word description of products or equipment to be considered for eligibility. The application and description will be reviewed by the Scientific Sessions Program Committee for approval prior to space assignment.

SECTION 6 – LISTING FOR PROGRAM-AT-A-GLANCE AND MOBILE APP

You will receive an email notification and directions for submitting your company name and product description once your application is processed for inclusion in the Program-at-a-Glance and Mobile App. The description must be limited to 50 words.

Please note: all dates and times are tentative and subject to change.

SECTION 7 – AGREEMENT & SIGNATURE.

WE HAVE READ AND AGREE TO ABIDE BY THE EXHIBITOR RULES AND REGULATIONS FOR HEART RHYTHM 2017 STATED ON THE REVERSE OF THIS APPLICATION. It is understood that the assigned space will be rented at the rate of \$39 per square foot. (\$38 per square foot for Publishers and Recruiters), or \$5,500 for the Invitational Showcase. Applications received after January 6, 2017 must include 100 percent of the booth fee. It is also understood that our Exhibitor Service Kit (scheduled for distribution electronically in February 2017) will not be emailed to us until payment in full has been received by the Heart Rhythm Society Exhibit Management. **Final payments are due by March 3, 2017.**

AUTHORIZED OFFICER

NAME: _____

TITLE: _____

AUTHORIZED OFFICER SIGNATURE REQUIRED: _____

By signing this application and contract you are agreeing to abide by all rules and regulations governing exhibiting with the Heart Rhythm Scientific Sessions.

SECTION 8 – PAYMENT INFORMATION

A 50 percent deposit must accompany your application. Applications received without deposit will not be processed. Please refer to the Exhibitor Rules & Regulations on the reverse for payment and cancellation policy terms and dates. *All drafts (checks) from outside the U.S. must be drawn on a U.S. bank in U.S. Dollars.*

Enclosed please find:

(on/or before January 6, 2017) 50 percent US\$ _____

(after January 6, 2017) 100 percent US\$ _____

(Payment MUST accompany application for processing)

For payment by check: Make check payable to the Heart Rhythm Society.

For payment by credit card: MasterCard Visa American Express

Total amount: US\$ _____

Name (as it appears on the card): _____

Card #: _____

Exp. date: _____ Security Code: _____

Credit card billing address: _____

Signature: _____

SECTION 9 – ADDITIONAL MARKETING INTEREST

EXHIBITOR SUITES – THE ULTIMATE PRIVATE MEETING OPPORTUNITY

Exhibitor suites may be used by exhibitors to hold small staff meetings, meet privately one-on-one with potential clients, conduct investigator meetings, provide one-on-one product demonstrations, or host hospitality events.

Exhibitors are not permitted to present educational symposia, sessions, or activities from the exhibitor suite(s).

1) Suite configurations are available. If you are interested, please indicate which size suite would fit your needs: 10' x 20' 20' x 20' Other: ___ x ___

2) Would you be interested if extended-hours suites were available? Yes

[Deborah Howley](#) will follow up with you if interest is indicated above.

MAIL TO:

Heart Rhythm Society Exhibit Sales
c/o A. Fassano & Company
461 Route 168, Unit A,
Turnersville, NJ 08012



**EMAIL APPLICATIONS WITH PAYMENT INFORMATION
TO THIS ADDRESS ONLY:** processing@AFassanoCo.com

BILLING/INVOICING QUESTIONS:

Karen Kimakovich 856-302-0887
karen_kimakovich@AFassanoCo.com

BOOTH CLEANING & PORTER SERVICE

Freeman has been selected by Show 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 have vacuum cleaners or any floor cleaning equipment on the show floor unless it is the property of Freeman and is operated by a Freeman-appointed person 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 cancel or reduce booth space must be submitted in writing to the Heart Rhythm Society. If an exhibitor cancels space on/after January 6, 2017, the Society will retain the entire deposit, or 50 percent of the rental fee. If space is cancelled after January 6, 2017 and on/after before March 3, 2017, the exhibitor is liable for 75 percent of the total contract obligation. If the space is cancelled after March 3, 2017, the exhibitor 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 cancelled, and the above fees will be charged to the exhibitor for that portion of the space. If an exhibitor cancels or reduces booth space, the company will be 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 the Heart Rhythm 2017 due to fire, strikes, government regulations, acts of war, acts of terrorism, or other causes that would prevent its scheduled openings or continuance, then and thereupon this agreement will be terminated and the Society and Show Management shall determine an equitable basis for the refund of such exhibit fees. The Society and Show 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

! Note—Island Rules and Regulations Have Changed

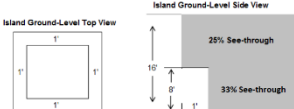
Please refer to you Exhibitor Service Kit for updated or modified rules. The ceiling height in the exhibit hall may vary. Please refer to the current floor plan for ceiling heights in specific areas. In-Line Booths may not exceed 8' back wall height, including the sign. No solid exhibit construction will be permitted to exceed 42" in height in the front of the booth. Signs 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 the Society. The height limitation for island booths is 16'. Photographs and/or sketches of the proposed island exhibit must be submitted for approval. All booth sketches must clearly state the actual height of the exhibit. Since an island exhibit is separated by the width of an aisle from all neighboring booths, full use of the exhibit space is permitted, provided sufficient see-through areas are present to prevent blocking views of adjacent exhibits.

Portable spotlights attached to booths and/or to islands must be UL approved damp on types with porcelain base and metal guards. Clip on types are not allowed. Spotlights may not exceed the height limitations as set under the Booth Construction Guidelines.

Island 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. (See AREA 1) Display components from 8' to 16' in height may extend to the edge of the exhibit space. (See AREA 2)

Island 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 views of adjacent exhibits. A structure cannot run across the full length of any side of the booth if it exceeds more than 33 percent 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 views 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 area. A complete detailed structural 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/Marshall and one to anna_fassano@AFAssanoCo.com. Following facility and Fire Marshall approval, final approval will be at the sole discretion of the Heart Rhythm Society. Two-story booths may not exceed height of 16' feet.

Multiple Booths Sharing a Common Aisle: A company may reserve two or more island booths at the Heart Rhythm Society event; however, these booths may not be located in such a manner that they are situated across from each other on a main, intersecting aisle of the Exhibit Hall. Additionally, employees of an exhibitor wishing to reserve 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. Exhibit Unfinished: 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.**

Display and Hanging Sign Heights

- Island displays may not exceed 16' in maximum height.
- Linear booths are limited to 8' (in the back 50 percent of the booth).

Hanging signs or hanging banners suspended from the ceiling must maintain a minimum of 2' clearance from the highest allowable point of the island booth display, (which is 16'), and the bottom of the banner.

Display and Hanging Sign Heights *Continued:*

The top of the banner may not be higher than 24'. The bottom of the banner may not be lower than 18'. 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. Product name, product information, and/or company name is permitted on hanging signs with prior approval from show management.

INSTALLATION AND DISMANTLING

Exhibitor move-in begins at 8 a.m. on Monday, May 8, 2017. Selected exhibitors may begin installation May 6–May 7, 2017 based on a plan developed by the Heart Rhythm Society Exhibit Manager and Freeman. If you will require additional set-up time, please contact the Heart Rhythm Society Exhibit Manager. Registered exhibitors may enter the Exhibit Hall during installation and dismantle by showing their badges to the 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 the move-in and move-out times. Skilled labor will be available for hire during installation and dismantle. Exhibitors are urged to notify Freeman, in advance, of labor requirements. At the Exhibitor Manager's discretion, any exhibit not in the process of being assembled by Wednesday, May 10 will be installed at the exhibitor's expense. All exhibits must be fully assembled by 9 a.m. on Wednesday, May 10, 2017. Request for additional installation time before or after the specified installation hours must be made in writing to the Exhibit Management Office.

Due to fire regulations, no empty cartons, fiber cases, or literature may be stored in or behind booths. After move in has been completed, please 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 12, 2017. NO PACKING OR DISMANTLING OF EXHIBIT MATERIAL WILL BE PERMITTED PRIOR TO THAT TIME. Exhibitors will not be invited to exhibit at future Heart Rhythm Society exhibitions.

INSTALLATION HOURS

Monday, May 8: 8 a.m.–5 p.m.
 Tuesday, May 9: 8 a.m.–5 p.m.
 Wednesday, May 10: 8 a.m.–2:30 p.m.
 Permission for after-hours installation must be obtained from Exhibit Management. Overtime labor rates will apply.

DISMANTLING HOURS

Dismantling of Exhibit Booths will begin Friday, May 12 at 4:31 p.m. and continue through 10 p.m. On Saturday, May 13, dismantle hours will be 8 a.m.–8 p.m. Overtime labor charges will apply throughout the dismantling period on Saturday.

ACCESS TO EXHIBIT HALL

All workers and exhibiting company personnel must wear the Heart Rhythm 2017 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 must vacate the hall no later than 30 minutes after the closing of the hall. No one will be admitted into the Exhibit Hall after show hours.

AMERICANS WITH DISABILITIES ACT

Exhibitors 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, its officers, directors, agents, members, and employees 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 US Department of Justice ADA Information Line 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. Exhibitor personnel shall wear attire consistent with the decorum of the meeting.

CARDIAC CATHETERIZATION LABORATORIES AND MOBILE UNITS

Please contact the Heart Rhythm Society for guidelines if your exhibit includes a catheterization laboratory. To comply with booth visibility rules and regulations, mobile units will only be assigned perimeter space. To qualify for placement of mobile units, you must purchase exhibit space at least equal in size to the space that will be utilized by your mobile unit. Please 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-holing 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 Heart Rhythm Society Exhibit Manager.

DOOR DROPS

The Heart Rhythm Society offers exhibitors an opportunity to reach attendees in their hotel rooms. Companies wishing to do a door drop must participate in the Heart Rhythm Society Official Door Drop. For all information, please refer to the Exhibitor Service Kit.

ELIGIBILITY

The exhibits are an extension of the Heart Rhythm 2017 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. All applications must be accompanied by a maximum 500-word description of the products or equipment to be exhibited to determine eligibility (see application). Exhibitors will have the opportunity to change their product description for publication. Applications will be reviewed by the Scientific Sessions Program Committee for approval prior to space assignment. The purpose of the Heart Rhythm Society's 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 Exhibitor Suites, Rhythm Theatres, Satellite Symposia, and ICW Events and Function Space are limited to Heart Rhythm 2017 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, it will be given a directive by Exhibit Management to stop; if it does not, the company will be subject to a penalty applied progressively for each subsequent objectionable practice continued. Penalties shall be as follows:

- First violation results in the company accruing NO exhibit points for the year.
- Second violation results in the company losing ONE-HALF of its accrued exhibit points.
- Third violation results in the company losing ALL of its accrued exhibit 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.

ENTERING ANOTHER EXHIBITOR'S BOOTH

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

EXHIBIT STAFFING

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

FDA STATUS

Exhibitor shall ensure that the FDA status of all products in its exhibit is properly disclosed. It is the responsibility of each exhibitor to comply with FDA regulations. Please contact the Regulatory Affairs Department with any questions on Food and Drug Administration guidelines; Phone: 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 materials are allowed on the exhibit floor. All electrical containers, excelsior, and wrapping paper must be removed from the exhibit floor. All cloth decoration must be flame proof, and flammable material must be kept in safety containers. Decorations may not include balloons, crepe paper, cellophane, confetti, cotton, cornstaks, leaves, evergreen boughs/trees, glitter, shaves of grain, streamers, straw, paper, vines, etc. The exhibitor shall not, without prior written consent of facility management, operate any engine motor or machinery in the facility, or use oils, burning fluids, campene, liquid oxygen, ethylene, propane, kerosene, naphtha, gasoline, heavier-than-air gases, or other flammable gases for either mechanical or other purpose, 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, 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. No food or beverage may 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 Society's Exhibit Hall 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 the Heart Rhythm Society.

HAZARDOUS MATERIALS

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 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 the Heart Rhythm Society 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, Freeman, the Convention Facility, the host city, and all of the Directors, Members, Officers, Agents and Employees of each of the above. Please send these certificates to Freeman, 1600 Vicero, Suite 100, Dallas, TX 75235.

INTERPRETATION OF RULES

The 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 full cooperation of all exhibitors is required for the success of the exhibitors and attendees. The Heart Rhythm Society reserves the right to base all decisions on the best interests of all concerned parties. All decisions are final.

LABOR ON SHOW SITE

Please refer to the exhibitor prospectus 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 their respective members, officers, directors, agents, and employees from and against any and all liabilities, damages, actions, costs, losses, claims, and expenses (including attorneys' fees), including liability 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 four entities. In addition, each exhibitor acknowledges that the Heart Rhythm Society and A. Fassano & Company 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

Please refer to the exhibitor prospectus for information.

MODELS' ATTIRE

If an exhibitor is planning to utilize the services of live models, prior written permission is required. Please contact Deborah Howley at 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 and/or considered Exhibitor-Appointed Contractors. Models contracted to assist with demonstrations in an exhibitor's booth are required to wear sports attire, including sweat suits, shorts, and tee shirts. Tight fitting or other inappropriate garments, which include leotards, T-backs, and short shorts, will not be permitted on the exhibit floor.

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 clear, clean, and free of obstructions. Booth construction shall be fixed in position for the duration of the show. Easels, signs, 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.

PHOTOGRAPHS/VIDEOTAPE/CELL PHONES WITH PHOTOGRAPHIC CAPABILITY

The taking of photographs, other than by the official photographer, is expressly forbidden. Exceptions will be granted only with written permission from the Heart Rhythm Society. All requests for video and still photography must be approved prior to the meeting by the Heart Rhythm Society. 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 tape 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 Society's approved photographer. A representative of one exhibiting company is not allowed to photograph or videotape another exhibitor's booth. 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 Annual 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 Annual Scientific Sessions. In addition, each exhibitor receives a bonus point for each participant in the exhibitor's evaluation survey. Over the previous five years accrued priority points are used in determining the total points applicable toward priority point assignment. 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 or time stamped.

PROMOTIONAL ACTIVITY/GIVEAWAYS

Exhibitors are encouraged to comply with the PHRMA and AdvaMed Code of Ethics. For a complete listing of pre-approved items, please see the Giveaway Rules and Approval Form in the Heart Rhythm 2017 Exhibitor Service Kit. A promotional item is defined as any item not routinely produced for sale by the exhibiting company. All items to be distributed must be useful to the participants and return the exhibitor's evaluation survey to the booth visitor. The item or items to be distributed must be small in size, with an individual retail value not to exceed \$25 per item. All items needing approval must be submitted to A. Fassano & Company by February 24, 2017. The approval form is provided in the Heart Rhythm 2017 Exhibitor Service Kit to facilitate this process. Only approved items may be distributed; this rule will be strictly enforced and violators will be subject to the enforcement of rules as outlined in the Heart Rhythm 2017 Exhibitor Service Kit. Any giveaway distributed at the Heart Rhythm 2017 must adhere to the criteria in the PHRMA and AdvaMed Code of Ethics. To avoid the distribution of inappropriate gifts, exhibitors should observe the following guidelines:

- Any gifts distributed to physicians individually should be primarily aimed to benefit the patients and should not be of substantial value.
- Textbooks and other gifts are appropriate, if they serve a genuine educational function.
- Cash payments should not be distributed.
- Individual gifts of minimal value are permissible, as long as the gifts are related to the physician's work.
- No gifts should be offered or accepted that create an obligation to the participant at the meeting and/or in the professional setting or accept a gift if that gift is given as a result of the physician's prescribing practices.
- Distribution of shopping and tote bags is prohibited. Only clear bags with graphics or writing are permitted, provided that the bags are no larger than 14" x 14". Distribution of promotional gummed stickers or labels is also prohibited.

PROMOTIONAL DOCUMENTS

The Heart Rhythm Society registered name and logo may not be used by exhibitors in signs, advertising, course materials, travel guides, and promotions in any media or product literature. In certain instances, references to the Heart Rhythm Society and its Annual Meeting may be authorized by the Society for use in company promotional documents. If prior approval is obtained from the Heart Rhythm Society, companies are encouraged to incorporate references to the Heart Rhythm Society and its Annual Meeting in promotional documents must request authorization by submitting request to A. Fassano & Company at exhibits@AFAssanoCo.com. A sample of the proposed document MUST accompany this written request.

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 filing out and returning the form provided in the Exhibitor Service Kit.

SELLING OF PRODUCTS AND SERVICES

The purpose of the Heart Rhythm Society's 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. Consistent with this professional interest, order taking is permitted; however, selling is prohibited except by publishers within contracted exhibit space.

SIGNS

Nothing shall be posted on, nailed, or otherwise attached to columns, 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 exhibitor to the Convention Center. Hanging signs or banners above island displays shall not exceed the maximum height limitation of 24'. Please refer to "Display & Hanging Sign Heights" for further guidelines.

SOLICITATION

Solicitation outside of officially contracted space is prohibited.

VISUAL AND SOUND

The exhibitor shall not, without prior written consent of the Heart Rhythm Society, display any special effects to draw registrants to booths. These special visual effects may include, but are not limited to balloons, streamers, and banners. 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. 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 time are tentative and subject to change.