

**APPLICATIONS RECEIVED ON OR BEFORE OCTOBER 28, 2011
WILL QUALIFY FOR PRIORITY POINTS BOOTH ASSIGNMENT**

APPLICATION AND CONTRACT FOR EXHIBIT SPACE

Heart Rhythm Society
Heart Rhythm 2012
May 9-11, 2012
Boston Convention and Exhibition Center, Boston, MA



**SECTIONS 1 – 7 MUST BE COMPLETED
IN ORDER TO PROCESS APPLICATION.
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.

COMPANY NAME: _____
(Use upper and lower case letters.)
ADDRESS: _____
CITY: _____
STATE: _____ ZIP: _____
COUNTRY: _____
COMPANY TELEPHONE: (_____) _____ (800) _____
COMPANY FAX: (_____) _____
WEBSITE: _____
CONTACT PERSON: _____
TITLE: _____
CONTACT TELEPHONE: (_____) _____
CONTACT FAX: (_____) _____
E-MAIL: _____
COMPANY PRESIDENT: _____

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

SECTION 2.

(Standard, minimum booth configuration is 10' x 10' for a total of \$3700 (\$3600 for Publishers and Recruiters). All other booths are assessed at \$37.00 (\$36.00 for Publishers and Recruiters) per square foot of exhibit space.)

Preferred Configuration (For example: 70' x 70', 20' x 40', etc.)

Total sq. ft. required at \$37.00 (\$36.00 for Publishers and Recruiters) per sq. ft. of Exhibit Space.
_____ Sq. Ft.

SECTION 3.

Booth selection: (Please do not concentrate your choices in one area. Exhibitors will be called to discuss your selection and choices available.)

1st _____
2nd _____
3rd _____
4th _____
5th _____

SECTION 4.

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

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

SECTION 5.

A description of product or equipment for use in the Final Program Book, is required. Description must be limited to 50 words. Avoid using all capital letters in your text. Show® for registered product names. Please attach a TYPED product description to this application for approval purposes. A separate form for inclusion in the printed materials will be included with your booth confirmation.

SECTION 6.

PAYMENT INFORMATION: All drafts (checks) from outside the U.S. must be drawn on a U.S. bank in U.S. Dollars.

Deposit enclosed (U.S. Funds):

50% \$ _____ (on or before January 13, 2012)

100% \$ _____ (after January 13, 2012)

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

For payment by credit card: MasterCard Visa American Express

Total amount: \$ _____

Name (as it appears on the card): _____

Card #: _____

Exp. date: _____ Security Code: _____

Credit card billing address : _____

Signature: _____

SECTION 7.

WE HAVE READ AND AGREE TO ABIDE BY THE EXHIBITOR RULES AND REGULATIONS FOR HEART RHYTHM 2012 ON THE REVERSE OF THIS APPLICATION.

We understand that the assigned space will be rented at the rate of \$37.00 per square foot. (\$36.00 per square foot for Publishers and Recruiters). We understand that all space must be paid for in full on or before January 13, 2012, if our application is received and assigned under the priority points system. Applications received after January 13, 2012 must include 100% of the booth fee. We also understand that our Exhibitor Service Kit (scheduled for distribution electronically in February 2012) will not be e-mailed to us until payment in full has been received by the Heart Rhythm Society Exhibit Management.

AUTHORIZED OFFICER

NAME: _____

TITLE: _____

AUTHORIZED OFFICER SIGNATURE REQUIRED: _____

EXPAND YOUR EXPOSURE WITH "THE WAYFINDER"

The Wayfinder is an interactive kiosk that attendees will use to locate areas of interest on the exhibit floor and throughout the Boston Convention and Exhibition Center. Take advantage of this opportunity to have your support splashed on the Wayfinder screen while attendees are using the kiosk. The value and number of benefits increase with each higher level of support. Please indicate the level at which you are interested below: (call James McGowan at 856-232-2322, ext. 18 for detailed benefits)

- \$1,000.00 \$10,000.00 \$50,000.00 (call for detailed benefits)

EXHIBITOR SUITES OFFER AN UNPARALLELED OPPORTUNITY

Hold small staff meetings, converse privately with potential clients, conduct investigator meetings, provide one-on-one product demonstrations or host hospitality events. Three configurations are available. Please indicate below which you would have interest in:

- 10x20 20x20 50x50

Call James McGowan at 856-232-2322, ext. 18 for detailed guidelines and application

MAIL DEPOSIT AND APPLICATION TO:

Heart Rhythm Society Exhibit Sales Office
c/o A. Fassano & Company
900 Route 168, Ste A-2
Turnersville, NJ 08012

FOR QUESTIONS, CALL:

A. Fassano & Company at
(856) 232-2322, Ext 10
Fax: (856) 232-2312
E-mail: exhibits@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 use 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 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 or before Friday, January 13, 2012, the Society will retain the entire display, or 50 percent of the rental fee. If space is cancelled on/after January 14, 2012 and on/before March 9, 2012, the exhibitor is required to pay the Society 75 percent of the total contract obligation. If the space is cancelled on or after March 10, 2012 the exhibiting company will be required to pay 100 percent of the total contract obligation. If an exhibitor reduces space, the unused booths will be regarded as cancelled, and the above fees will be charged for that portion of the space. If an exhibitor cancels or reduces 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 the Heart Rhythm 2012 Exhibits due to fire, strikes, government regulations, acts of war, acts of terrorism or other causes which 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

Rules for Island Displays and Display and hanging sign heights may be modified. Please refer to your exhibitor service kit for updated or modified rules. The ceiling height in Halls A, B & C of the Boston Convention and Exhibition Center varies. Please refer to the current floor plan for 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 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 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 floor space is permitted, provided sufficient see-through areas are present to prevent blocking views of adjacent exhibits.

Two-Story Booths are permissible providing sufficient see-through areas to prevent blocking 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. 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 height of 16' feet. Portable spotlights attached to booths and/or islands must be UL approved clamp-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.

Multiple Booths Sharing a Common Aisle: A company may reserve two or more island booths at a 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, 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 aisles. 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.**

Display & 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. 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 between the display height restriction of 16' and the bottom of a banner at 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 from prior approval from show management.

INSTALLATION & DISMANTLING

Exhibitor move-in begins at 8:00 a.m. on Tuesday, May 8, 2012. Selected exhibitors may begin installation on Monday, May 7, 2012 at 8:00 a.m., 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.

Work passes: 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 Exhibit Manager's discretion, any exhibit not in the process of being assembled by May 9 will be installed at the exhibitor's expense. All exhibits must be fully assembled by May 9, 2012 5:00 p.m. 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 5:00 P.M., FRIDAY MAY 11, 2012. NO PACKING OR DISMANTLING OF EXHIBIT MATERIAL WILL BE PERMITTED PRIOR TO THAT TIME. Violators will not be invited to exhibit at future the Heart Rhythm Society Exhibitions.

INSTALLATION HOURS

Monday, May 7 Targeted Decorator Move-In Only
Tuesday, May 8 7:00 a.m. to 5:00 p.m.
Wednesday, May 9 7:00 a.m. to 5:00 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 11 at 5:00 p.m. through 12:00 p.m. On Saturday, May 12, the hours will be 8:00 a.m. - 6:00 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 2012 badges or work passes during move-in and move-out. Under no circumstances will children under the age of 16 years old 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, nevertheless, at medical conventions, 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

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. Over 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 Foundation. 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 & SALES

The exhibits are an extension of the Heart Rhythm 2012 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 50-word description of the products or equipment to be exhibited to determine eligibility (see application form). This description will also be published in the final program book and on the Heart Rhythm Society web site. 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. **Consistent with this professional interest, order taking is permitted; however, selling is prohibited except by publishers.**

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 day the objectionable practice continues. 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 booths be 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: (301) 796-1200; Fax (301) 796-9877.

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 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, no 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 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. 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.

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 content 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 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 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 Viceroy, 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 Society. Full cooperation will ensure a successful meeting for 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 Page 10 of the 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 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 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 seeing-eye dogs is permissible.

MATERIAL HANDLING SERVICES

Please refer to Page Ten of the 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) 232-2322, ext. 11. 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 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 the 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. Essels, signs, chairs, etc., shall not be placed beyond both 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

Each exhibitor will obtain one (1) point per 10' x 10' (100 sq. feet) exhibit unit, and one (1) point will be awarded for each year the firm has exhibited at the Annual Scientific Sessions. In addition, each exhibitor receives one bonus point for completing and returning the exhibitors' evaluation. For example, an exhibitor who occupied a 20' x 20' (400 sq. feet) island exhibit space will obtain six points for a given year if they have also returned the exhibitors' evaluation or five points for a given year if they have NOT returned the exhibitors' evaluation. If more than one company has the same number of priority points, assignments will be made in order of the date the application is post marked or time stamped.

PROGRAM BOOK(S) AND BRIEFCASE(S)

Exhibitors will receive one (1) Briefcase for each booth unit reserved up to a maximum of four (4) Briefcases. The Briefcase contains a Final Program Book and current meeting literature.

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 2012 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 at the meeting and/or in the professional activities of the booth visitor. The item or items to be distributed must be small in size, with an individual retail value not to exceed \$25.00 per item. All items needing approval must be submitted to the Heart Rhythm Society by March 2, 2012. The form for approval is provided in the Heart Rhythm 2012 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 2012 Exhibitor Service Kit.

Any giveaway distributed at the Heart Rhythm 2012 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 primarily entail a benefit to 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, which create an obligation to the physician or registrant.

For example, physicians should not accept a gift if they are given in relation to the physician's prescribing practices. Distribution of shopping and tote bags is prohibited. Only clear bags with no 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 wishing to incorporate references to the Heart Rhythm Society and its Annual Meeting in promotional documents must request authorization in writing from the Heart Rhythm Society office in Washington, DC, by contacting Marketing and Communications department at Marcom@HRSonline.org. 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 filling 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.

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.

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, banners etc. 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.