

Important Heart Rhythm 2012 Exhibitor Deadlines

October 28, 2011

- Application deadline using priority points. 50% deposit due with application.

November 1, 2011

- Priority Housing opens for exhibitors **who applied by** the priority point booth deadline.
- Meeting Space requests open online for exhibitors **who applied by** the priority point booth deadline.

November 18, 2011

- Booth assignments begin for exhibitors who applied by the priority point booth deadline. Assignment confirmations e-mailed upon placement.
- Deadline for Priority Housing for exhibitors **who applied by** priority point booth deadline.

December 6, 2011

- Priority Housing assignment confirmations sent out.
- Housing opens for exhibitors who applied after the priority point booth deadline.
- Meeting Space requests open for exhibitors who applied after the priority point booth deadline.

January 3, 2012

- Exhibitor Registration, Exhibitor Complimentary Scientific Sessions Registration and Housing Blocks open.

January 13, 2012

- Final booth payment due. Applications accepted after this date must include full payment.
- Deadline to cancel with 50% penalty.
- Deadline to submit application for Exhibitor Suites with assignment based on priority booth points. After this date, applications will be accepted on a first-come, first served basis.

January 14 - March 9, 2012

- Cancellations received during this time frame are responsible for 75% of the total booth fee.

February 1, 2012

- Deposits are due on all exhibitor housing blocks.

February 3, 2012

- Hands-On Planning Forms submission deadline.

February 11, 2012

- Exhibitor Service Kit sent to all paid exhibitors.

March 2, 2012

- Exhibitor Suite Refund and Cancellations: Cancellations must be submitted in writing. A 25% refund will be given if cancellation is received on or before March 2, 2012. No refund will be given if cancelling after this date.
- Deadline to cancel rooms without penalty. After this date, room deposits are nonrefundable.
- Deadline for exhibitors and sponsors to apply and have company name and product description included in the Final Program Book and Program-At-A-Glance.

March 5, 2012

- Early registration deadline (for exhibiting company personnel attending Scientific Sessions).

March 9, 2012

- Booth space cancellations received after this date are responsible for 100% of the booth fee.

March 22, 2012 – April 30, 2012

- Pre-Registration list is available.

March 14, 2012

- Rooming list deadline (TBA names due).

April 6, 2012

- Island and Two-story Display Schematics due to Exhibit Management. Please note: if your display includes a hanging banner or sign, specifications must be clearly marked on the schematics.
- Deadline for housing and registration changes (final names/changes due).

April 9, 2012

- Hands-On materials submission for approval.

April 10, 2012

- Deadline for Meeting Space requests from all exhibitors.

April 13, 2012

- Deadline for notification of use of Exhibitor Designated Contractor (EDC) and for submission of insurance verification.

April 25, 2012

- Last day for Freeman to accept Advanced Freight shipments.

May 5, 2012

- Advance registration deadline.

May 6-12, 2012

- On-site registration fees apply. There will be a \$30.00 charge for any badge reprints or name changes.

May 6, 2012

- Decorator Move-In begins (Targeted Move-In Only) begins at 8:00 a.m.
- Exhibitor Registration opens at 8:00 a.m.

May 7-8, 2012

- Exhibitor Move-In begins at 8:00 a.m.

May 9, 2012

- Hands-On setup 8:00 a.m. – 11:00 a.m.
- Hands-On open 11:30 a.m. – 3:30 p.m.
- HEART RHYTHM 2012 Exhibit Hall Open 5:30 p.m. – 7:00 p.m.

May 10, 2012

- HEART RHYTHM 2012 Exhibit Hall Open 9:00 a.m. – 5:00 p.m. Exhibitor access 7:00 a.m.

May 11, 2012

- HEART RHYTHM 2012 Exhibit Hall Open 9:00 a.m. – 5:00 p.m. Exhibitor access 7:00 a.m.
- Exhibitor Move-Out begins at 5:00 p.m.

June 1, 2012 – August 31, 2012

- Post-Registration list is available.