

**HEART  
RHYTHM  
SCIENTIFIC  
SESSIONS**

MAY 9-12, 2018  
BOSTON

## **Perimeter Advertising Program Guidelines Dates of Enforcement – May 7 – 13, 2018**

The Heart Rhythm Society (HRS) has established at the Scientific Sessions a 2-mile convention center radius rule to include airports, which all exhibitors must abide by when booking Scientific Sessions-related advertising.

Exhibitors who wish to advertise outside of the convention center property or at the host city airport(s) are required to use the services of HRS's official supplier, A. Fassano & Co., for city-wide perimeter marketing, which may include but is not limited to airport advertising, transit advertising, banners, billboards, taxi/van wraps, and pedicabs. Under the 2-mile radius, HRS also bans "street activities" for the duration of the Scientific Sessions, which includes but is not limited to Segway advertising, pedi-cabs, guerilla type marketing campaigns, chalk art, street "vendors" handing out brochures or promotional items, and performers.

Depending on the conference city, new opportunities may arise; exhibitors are advised to contact and work with A. Fassano & Co. to develop advertising packages for their clients. Exhibiting companies will receive first right of refusal (ROFR) for any opportunity developed from a collaboration between said exhibitor and A. Fassano & Co. for the following year. (Note: Opportunities will vary city by city but ROFR is given to the most comparable tactics year to year (i.e., airport advertisers receive ROFR on airport options in Boston, etc.)

Exhibiting Companies who do not abide by HRS's perimeter guidelines will be penalized in accordance to the "Enforcement of Rules" as stated on the exhibitor application for booth space at the Scientific Sessions.



**Heart Rhythm Society**<sup>SM</sup>