

The Heart Rhythm Society, founded in 1979, has a membership of more than 5,400 physicians and associated professionals from more than 70 countries worldwide. The Society is the international leader in science, education and advocacy for cardiac arrhythmia professionals and patients, and the primary information resource on heart rhythm disorders. Its mission is to improve the care of patients by promoting research, education and optimal health care policies and standards.

San Francisco, CA proved to be a desirable destination for nearly 8,500 scientific attendees and over 13,000 overall attendees when attending Heart Rhythm 2011. Heart Rhythm 2012 will be held in Boston, MA on May 9-12 and is expected to attract 9,000 professionals.

Please review the many promotional sponsorship opportunities developed to increase your presence to this audience!

Promotional Opportunities

Simply click on the opportunity links below for more details and pricing information. Items under Right of First Refusal are indicated once you click thru to the item. Items that have already been sold are indicated below in the main menu and are no longer available for Heart Rhythm 2012.

Opportunities > Promotional Opportunities

Advance Program and Registration Brochure

Advertising Banners: NEW locations!

- Level I locations
- Level II locations
- Floor Graphics - Walkway Bridge - NEW!
- Freestanding Banners
- Mobile Banner Advertising - NEW!
- Vinyl Clings - Walkway Bridge - NEW!
- Westin Walkway – Window Graphics – NEW!
- Window Graphics - NEW!

Advertising Media - Digital, Print and Online - NEW!

Application University -NEW!

Awards Ceremony and Presidents' Reception

Calendar Card Advertising

Charging Stations - REVISED!

Coat and Luggage Check

Coffee Cup Sleeves - Convention Center Concessions

Cyber Center

Digital Advertising - Convention Center Plasmas

Digital Advertising - Video Wall Ad

Doctor's Bags and Inserts

Exhibit Hall Aisle Signs

Exhibit Hall Carpet Logos

Exhibit Hall Floor Graphics - NEW!

Exhibit Hall Literature Bags

Final Program Book Ads/Tabs

Floor Graphics - Walkway Bridge – NEW

Freestanding Banners

Hand Sanitizers - NEW!

Hands-On Session

Hands-On Session Demo Video

Hotel Digital Ads - Sheraton Boston - NEW!

Hotel Do Not Disturb Door Sign

Hotel In-Room Drop

Hotel Key Cards

Hotel Newspaper Door Drop

Hotel Note Pad - In Room Amenity

Hotel Room TV Remote Sleeve - NEW!

Hotel Television Channel Ad

Innovation Place -NEW!

Meeting Reminder Advertising

Mobile Advertising - NEW!

Mobile Banner Advertising – NEW!

Online Session Planner/Abstract Viewer and Abstracts on CD-ROM
Outdoor Advertising - NEW in Boston! - Street Light Pole Banners
Pocket Maps - NEW Locations!
Program-at-a-Glance
QR Code Promotion Package - NEW!
Rhythm Row - REVISED!
Rhythm Theatres and Enduring Products
Official Educational Satellite Symposia Supplement Ads
Seated Massage Station
Shuttle Bus Panel Advertising
Shuttle Bus Headrest Covers
Social Media Center
Spiral Meeting Notebook
Spot Me Ads
Stairway Ads
The Link - REVISED!
Vinyl Clings - Walkway Bridge - NEW!
Water Stations
Water Bottle Wraps
Wayfinder
Window Graphics - NEW!

Advance Program and Registration Brochure

Generate early recognition within the meeting's first promotional piece. The Official Heart Rhythm 2012 Advance Program and Registration Brochure is a preview of the Annual Scientific Sessions. This publication contains Session Highlights, Specialty Tracks, Featured Symposia, Official Educational Satellite Symposia, and lists more than 800 internationally-renowned faculty members. Most importantly, this is the first announcement of the meetings' educational programming that will be showcased at Scientific Sessions. This publication has come to be known as "the Bible" among attendees.

Opportunities:

One-page advertisement on the inside front cover, inside back cover, or both as the exclusive sponsor.

Benefits:

- Distributed to more than 50,000 EP professionals worldwide
- Advance pre-meeting recognition in the first promotional marketing piece

NEW! See online advertising opportunities

Sponsor's Involvement and Timeline:

Must provide necessary artwork in an electronic format by November 4, 2011 for approval by the Heart Rhythm Society. The Advance Program and Registration Brochure will be mailed in early January.

Size: 8½" x 11"

This opportunity is under right of first refusal until October 28, 2011.

Price:

\$40,000.00	Exclusive
\$24,000.00	Inside Front Cover
\$25,000.00	Inside Back Cover
\$ 2,000.00	Disclaimer Ad

Advertising Banners

Advertising banners will be available in highly visible locations throughout the Boston Convention and Exhibition Center. These ad banners may be corporate or product-specific. Sizes and locations may vary, but all offer excellent promotional opportunities.

List of available advertising banner opportunities:

- Floor Graphics - Walkway Bridge - NEW!
- Freestanding Banners
- Mobile Banner Advertising - NEW!
- Vinyl Clings - Walkway Bridge - NEW!
- Westin Walkway – Window Graphics – NEW!
- Window Graphics - NEW!

Learn more about including the locations, sizes, and specs for the Heart Rhythm 2012 advertising banners.

Benefits:

- Sponsor receives corporate and/or product recognition on the ad banners
- Banner offers onsite visibility
- Increased traffic to your booth with the addition of your booth number

Sponsor's Involvement and Timeline:

Must provide necessary artwork in an electronic format by February 3, 2012 for approval by the Heart Rhythm Society.

Price:

\$ 15,000.00 per banner location

NEW! Advertising Media – Digital, Print and Online

Advertising is a great way to reach our attendees during their visit to Boston. It is also one of the most cost-effective advertising options. Heart Rhythm Society has explored several advertising opportunities for you to take advantage of while in Boston. Be sure to visit the entire menu.

Opportunities:

Digital Advertising:

- Digital Ads – Convention Center Plasmas
- Digital Ads – Video Wall
- Hotel Digital Ads – Sheraton Boston
- Hotel Television Channel Advertising
- Rhythm Row
- Social Media Center
- Wayfinder

Print Advertising:

- Advance Program and Registration Brochure
- Advertising Banners
- Calendar Card Advertising
- Doctor's Bag Insert
- Final Program Book Tab Ads
- Hotel Do Not Disturb Door Sign
- Hotel Room TV Remote Sleeve
- Hotel In Room Drop
- Hotel Note Pad
- Meeting Reminder Advertising
- Outdoor Advertising
- Program At-A-Glance Ads
- Official Educational Satellite Symposia Supplement Ads
- Stairway Ads
- Shuttle Bus Panel Ads
- Shuttle Bus Headrest Covers

OnLine Advertising:

- Advance Program and Registration Brochure
- Final Program Book

Prices: Varies by opportunity

Click on individual opportunity above for details and pricing

Application University – NEW!

Showcase your medical application in this newly created area on the exhibit floor dedicated to the hottest IT applications. Educate attendees on how to most beneficially utilize your application by providing hands-on demonstrations.

Learn more about the kiosk and booth layout.

Benefits:

- Standard turnkey kiosk provided with AV and internet access
- Company name on kiosk header
- Registration benefits - exhibit hall and conference badge(s)

Price:

\$ 3,300.00 per application

Award Ceremony and Presidents' Reception

Attendees look forward to this evening of relaxation with colleagues. With the presentation of distinguished awards, the passing of the presidential gavel to the Society's incoming President and remarks from Society leadership, this reception is a rare chance for experienced leaders in the field, active members of the Society and those new to the organization to interact outside the classroom.

Benefits:

- Slide acknowledgement during the Awards Ceremony and Presidents' Reception
- Onsite signage
- Twenty (20) complimentary tickets to the Awards Ceremony and Presidents' Reception and seating at reserved tables

Sponsor's Involvement and Timeline:

Must provide names of individuals attending the Awards Ceremony and Presidents' Reception no later than April 13, 2012. Tickets will be available for pick up on-site at registration.

Price:

\$ 50,000.00

Calendar Card Advertising

These wallet-sized calendar cards are perfect for the person on the go. This card will contain a calendar from June 2012 through May 2013 on one side and your company ad/message on the other side. The calendar cards will be distributed with the Final Program Book.

Benefits:

- Distributed to all registered attendees (approx. 9,000 attendees)
- Corporate/product recognition on one side
- This sponsorship may provide expanded exposure at professional meetings which the Heart Rhythm Society attends (quantity permitting)

Sponsor's Involvement and Timeline:

Must provide artwork in an electronic format by February 3, 2012 for approval by the Heart Rhythm Society.

Size: 2 ¼" x 3 ¼"

This opportunity is under right of first refusal until October 28, 2011.

Price:

\$ 10,000.00

Charging Stations – NEW Design!

Grab the attention of professional attendees and provide a great service! Charging Stations provide a chance for terrific exposure with a branded unit. Each station will be positioned in the BCEC in high-traffic areas or can be used as an added value to existing promotional opportunities.

Each unit will contain Charging Tips which correspond to most popular cell phone brands as well as provide power to your laptops.

Learn more about the new design and locations.

Benefit:

- Sponsor receives corporate and/or product recognition on the charging stations
- Charging Stations offer onsite visibility
- Add your booth number to increase traffic to your booth

Sponsor's Involvement and Timeline:

Must provide sample artwork by February 3, 2012 for approval by the Heart Rhythm Society.

This opportunity is under right of first refusal until October 28, 2011.

Price:

\$25,000.00 4 stations

\$ 7,500.00 as an add-on to existing opportunities

Coat and Luggage Check

Make life easier for attendees as they depart home. The Heart Rhythm Society is seeking support for a unique promotional opportunity. Sponsoring this opportunity will entitle you to have exclusive distribution rights of an amenity with this service.

Benefit:

- Coat and Luggage Check is located in BCEC
- Provide an amenity to attendees when they use this service

Sponsor's Involvement and Timeline:

Must provide sample of amenity by February 3, 2012 for approval by the Heart Rhythm Society.

Production Quantity: 5,000

Advance Shipping Deadline: April 2 – May 2

Price:

\$10,000.00

(Plus production and shipping costs)

Coffee Cup Sleeves

Witness first-hand the exposure coffee cup sleeve advertising can provide for your company. An insulating wrap for paper cups will provide high exposure among attendees in the concession outlets throughout the convention center.

Benefits:

- Your logo and/or company name on the coffee cup sleeves in the concession outlets throughout the convention center

Sponsor's Involvement and Timeline:

Must provide coffee cup sleeves and ship directly to convention center. Contributor must provide sample artwork in electronic format by February 3, 2012 for approval by Heart Rhythm Society.

Production Quantity: 12,500 - 15,000

Advance Shipping Deadline: April 2 – May 2

Price:

\$45,000.00 – Exclusive (includes both paid concessions in the Convention Center and the Exhibit Hall coffee breaks)

\$40,000.00 – Official Heart Rhythm 2012 coffee breaks in the Exhibit Hall

\$10,000.00 – Paid concessions only located throughout the Convention Center

(Plus production and shipping costs)

Cyber Center

Attendees will have the added convenience of easy-to-access email and internet stations. These stations will be located in select locations throughout the BCEC. There will be two stations: one will be located in a main lobby within the BCEC and the other will be inside the Exhibit Hall.

Opportunities:

Available opportunities include one or both of the e-mail and internet stations.

Benefits:

- Approximately 9,000 attendees will have the opportunity to check e-mail
- Your company's URL will be the landing page and the screen saver will display your company logo
- Signage will be displayed recognizing sponsor in all internet/e-mail stations

Sponsor's Involvement and Timeline:

Must provide necessary URL and screen saver in electronic format by February 3, 2012 for approval by the Heart Rhythm Society.

Price:

\$ 40,000.00 Exclusive

\$ 25,000.00 Per Location (2 available locations – Main Lobby or Exhibit Hall)

Digital Advertising – Video Wall Ads

Digital advertising is one of the fastest growing segments of advertising. Capture the attention of attendees in the BCEC as they head from session to session. One stunning digital LED wall delivers rich interactive content to attendees. Your company and/or products will stand out from the competition.

Benefits:

- Exposure on large digital LED wall inside the Boston Convention Exhibition Center
- All-day commercial advertising
- Use of static ads, partial motion or full-motion video available

Sponsor's Involvement and Timeline:

Must provide advertisement in electronic format by February 3, 2012 for approval by the Heart Rhythm Society.

Pricing

Call James McGowan for Pricing

Digital Advertising – Convention Center Plasmas

Digital signage is one of the fastest growing segments of advertising. By delivering rich interactive content to attendees via large screen plasma displays, your company and/or products stand out from the competition. Digital signage allows you to pay for one image and have it displayed in different locations. Whether you are seeking digital signs to run your commercial advertising, or to use them as banners, we have the hardware solution that will meet your needs. Display will also include Heart Rhythm 2012 program updates and information.

Benefits:

Exposure on plasma screens throughout the BCEC

- All-day commercial advertising
- All-day banner-like advertising

Sponsor's Involvement and Timeline:

Must provide advertisement in electronic format by February 3, 2012 for approval by the Heart Rhythm Society.

Pricing

Contact James McGowan for Pricing

Doctor's Bag and Insert

The Doctor's Bag showcases select advertising literature or promotional pieces and will be distributed Wednesday and Thursday mornings at the six primary hotels.

Opportunity:

- Reaches leading electrophysiologists when they are most receptive to your message
- Delivered to approximately 5,000 attendee hotel room doors each day
- Drives traffic to your booth

2012 Hotels Include:

Renaissance Boston Waterfront, Boston Marriott Copley Plaza, Westin Boston Waterfront Sheraton Boston Hotel, Park Plaza Hotel & Towers and Westin Copley Place Boston

Restrictions:

Companies wishing to participate in door drops to the remaining hotels in the Society block (outside of these six hotels), or on the third and final day of the meeting **MUST PARTICIPATE** in both days of the official Heart Rhythm 2012 Door Drop.

Two types of sponsorship opportunities are available:

- Supporting the Dr. Bag allows you to place your company's name, logo, product, and/or message on one side of Dr. Bag while HRS logo on the other. This sponsorship also allows you one company-provided advertising literature or promotional piece inserted one day the Dr. Bag is distributed
- A Dr. Bag Insert allows for an advertising literature or promotional piece inserted either one or two days into the Doctor's Bag

Benefits:

- Distributed to all attendees in the Renaissance Boston Waterfront, Boston Marriott Copley Plaza, Westin Boston Waterfront, Sheraton Boston Hotel, Park Plaza Hotel & Towers and Westin Copley Place Boston
- Doctor's Bags offer expanded onsite visibility outside of the convention center
- Doctor's Bags offer a way of promoting your own events at Heart Rhythm 2012

Sponsor's Involvement and Timeline:

Must provide advertisement in electronic format by February 3, 2012 for approval by the Heart Rhythm Society.

Bags

Size: 12" x 15"

Production Quantity: 9,000

Insert Maximum

Size: 8½" x 11" Maximum weight: 8 oz.

Production Quantity: 5,000 Per Insert:

Materials Due: March 30, 2012 (Due to their weight and bulk, magazines, newspapers and other publications will not be permitted in the bags. Prices are based on average-sized paper insert.)

Doctor's Bag and Insert – continued

(The Heart Rhythm Society is NOT responsible for 100% accuracy as it relates to the insertion of items into the bag, due to circumstances that are beyond our control. Production overrun of 10% is recommended, but does not guarantee 100% distribution.)

Price:

\$20,000.00 – Bag with insert for one day (exclusive)

\$25,000.00 – Bag with insert for two days

\$ 5,000.00 – Per Insert only one day

\$ 9,000.00 – Per Insert – two days

Exhibit Hall Carpet Logo

Maximize your company's brand recognition on the exhibit floor with Exhibit Hall Carpet Logos. This sponsorship opportunity provides your company with specific, value-added exposure to your core market. Whether you are looking to increase brand recognition, or drive attendees to your booth, Exhibit Hall Carpet Logos will help you achieve your goal.

Benefits:

- Exhibit hall on site visibility
- Drive traffic to your booth
- Improve brand recognition
- Purchase several locations for repetitive impressions

Sponsor's Involvement and Timeline:

Must provide necessary artwork in an electronic format by February 3, 2012 for approval by the Heart Rhythm Society. Simple logo branding is recommended, as detailed art files are not guaranteed to display as clearly.

Size: 5' x 5'

Price:

\$ 2,000.00 – Per location

Exhibit Hall Floor Graphics – NEW!

Maximize your company's brand recognition as attendees enter into the Exhibit Hall with Floor Graphics. This sponsorship opportunity provides your company with specific, value-added exposure to your core market. Whether you are looking to increase brand recognition, or drive attendees to your booth, Exhibit Hall Floor Graphics will help you achieve your goal.

Learn more about including the locations, sizes, and specs for the Heart Rhythm 2012 exhibit hall floor graphics.

See Advertising Banner Ads and for more opportunities

Benefits:

- Exhibit hall onsite visibility
- Drive traffic to your booth
- Improve brand recognition
- Purchase several locations for repetitive impressions

Sponsor's Involvement and Timeline:

Must provide necessary artwork in an electronic format by February 3, 2012 for approval by the Heart Rhythm Society. Simple logo branding is recommended as detailed art files are not guaranteed to display as clearly.

Price:

\$ 10,000.00 – per location – North lobby

\$15,000.00 – per location – Northeast lobby

Exhibit Hall Literature Bags

Attract high visibility throughout the Convention Center and beyond as attendees find multiple uses for the exhibit hall literature bag.

Benefits:

- Heart Rhythm 2012 logo printed on one side, and your company name and/or logo printed on the other side.
- Distributed to attendees from Heart Rhythm Place, your booth and entrances into the Exhibit Hall
- Exhibit Hall literature bags offer onsite visibility

Sponsor's Involvement and Timeline:

Must provide logo in an electronic format by February 3, 2012 for approval by the Heart Rhythm Society.

Size: 12" x 15"

Quantity: 5,000

Price:

\$ 15,000.00

Final Program Book Tab / Ads

This highly visible program book is an invaluable reference tool used throughout the entire week of the Annual Scientific Sessions. It contains information on educational programming, exhibits, and special events and is the attendees' constant resource.

Opportunities:

Inside Front Cover

Inside Back Cover

Back Cover

Tabs: (One-sided and double-sided available)

- Wednesday
- Thursday
- Friday
- Saturday
- Posters
- Exhibitors
- Index

Benefits:

- Distributed to all registered attendees (Approx. 9,000 attendees)
- Final Program Book Ads/Tabs offer onsite visibility
- Include your booth number and drive traffic to your booth
- Drive traffic to your own events at Scientific Sessions

Sponsor's Involvement and Timeline:

Contributor must provide artwork and content in an electronic format by February 2, 2012 for approval by the Heart Rhythm Society.

Size: 8½" x 11"

Price:

\$25,000.00 – Back Cover

\$20,000.00 – Inside Front Cover

\$15,000.00 – Inside Back Cover

\$15,000.00 – Per double sided Tab (2-sided)

\$ 8,000.00 – Per Tab (1-sided)

NEW! Ask about Self Stick Tab ads bundled with the Final Program Book!

Select tabs are under right of first refusal until October 28, 2011. Please call for more information.

Floor Graphics – Walkway Bridge- NEW!

Maximize your company's brand recognition as attendees cross over the Walkway Bridge with Floor Graphics. This sponsorship opportunity provides your company with specific, value-added exposure to your core market. Whether you are looking to increase brand recognition, or drive attendees to your booth, Floor Graphics on the Walkway Bridge will help you achieve your goal.

Learn more about including the locations, sizes, and specs for the Heart Rhythm 2012 floor graphics – walkway bridge.

See Advertising Banner Ads for more opportunities

Benefits:

- Exhibit hall onsite visibility
- Drive traffic to your booth
- Improve brand recognition
- Purchase several locations for repetitive impressions

Sponsor's Involvement and Timeline:

Must provide necessary artwork in an electronic format by February 3, 2012 for approval by the Heart Rhythm Society.

Price:

\$25,000.00

Freestanding Banners

Advertising banners will be available in highly visible locations throughout the Boston Convention Exhibition Center. These ad banners may be corporate or product-specific. Sizes and locations may vary, but all offer excellent promotional opportunities.

Learn more about advertising banner specifications [including the locations, sizes, and specs for the Heart Rhythm 2012 advertising banners.](#)

Learn more about advertising banner opportunities

Benefits:

- Sponsor receives corporate and/or product recognition on the ad banners
- Banner offers onsite visibility
- Increased traffic to your booth with the addition of your booth number

Sponsor's Involvement and Timeline:

Must provide necessary artwork in an electronic format by February 3, 2012 for approval by the Heart Rhythm Society.

Price:

\$ 15,000.00 per banner location

Hand Sanitizers – NEW!

Hand sanitizing stations will be strategically located throughout the Boston Convention and Exhibition Center, ensuring presence throughout the facility.

Benefits:

- Promote your company's commitment to health
- Sponsor recognition on hand sanitizing stations
- Option to provide dispensers or individual bottles for attendee use

Sponsor's Involvement and Timeline:

Must provide necessary artwork in an electronic format by February 3, 2012 for approval by the Heart Rhythm Society. Contributor must provide specs on distribution preference.

Production Quantity: 10,000 recommended for individual use

Advance Shipping Deadline: April 2 – May 2, 2012

Price:

\$ 10,000.00

Hands-On Session – Wednesday, May 9, 11:00 a.m. – 3:30 p.m.

The Hands-On Session at Heart Rhythm 2012 continues to offer a unique and valuable opportunity for your educational representatives to engage in one-on-one demonstrations of your newest technology and equipment. The session closely aligns with the needs of both exhibitors and attendees with an intuitive format and flow based on educational topics and complementary didactic mini-courses. We anticipate a continued growing level of enthusiasm and participation with the "primetime placement" in the program and a focused communications effort to drive participation.

This year, there will again be dedicated time for the Hands-On Session during both the Allied Professional Advanced Forum as well as the Allied Professional Basic Forums.

The presentation area has been designed around a Learning Lab Environment. The purpose of the Learning Laboratory is to demonstrate the interaction of the products and provide a holistic solution. Learning Labs can either be 1) a self contained product/device, or 2) a solution that may require up to five integrated products/attachments.

New this year! Exhibits in the Round

In addition to the table rounds for networking opportunities, there will be a designated area called "Experts in the Round." This area will feature doctors that will present cases using the various devices offered for demonstration during Hands-On.

Scheduled in Primetime

Wednesday, May 9 from 11:00 a.m. – 3:30 p.m.

The concentrated hours are scheduled mid-day in direct response to attendee and supporter preferences. Additional set-up time has been allocated, with easy access from the exhibit hall to the Hands-On Session room.

Formatted by Topic with Clear, Intuitive Signage

Attendees will easily identify educational opportunities by topic, with EP and CRM each placed in distinct areas within the room. Signage is positioned to identify the supporter, equipment, and solutions.

Increased Marketing and Promotion

Marketing efforts include electronic communications to international and domestic Allied Professionals, Nurse Practitioners, Physician Assistants, Fellows and Physicians. Promotional efforts onsite include reminders at registration, the AF Summit and directional signage.

Focused and Relevant Educational Content

Faculty will relate course content to the benefits of participating in the Hands-On experience in many of the mini-courses that take place prior to and after the Hands-On Session.

Increased Exposure for Supporters

The Hands-On Guide will be distributed to all attendees and contain a listing of all supporters and equipment descriptions inclusive of company logos. In addition, the Society will offer one supporter per day an opportunity to sponsor the Allied Professional Lounge and provide a Hands-On Educational experience in this special gathering area. Supporters of this area must participate in the Hands-On Educational Session.

Enhanced Networking Ability

Table rounds will be placed in the middle of the room to allow attendees to network within the Hands-On Educational Session room without having to leave the vicinity.

Ongoing Session Improvements

The Society is committed to the long-term success of the Hands-On Educational Session and will solicit feedback from both attendees and supporters through onsite exit surveys. In addition, the Heart Rhythm Society values ongoing dialogue with supporters to continually enhance the education that is provided to attendees.

We look forward to your participation in this year's Hands-On Session, which we believe will be the most educational and successful to date, thanks in large part to your contributions. The Heart Rhythm Society appreciates your ongoing participation and support.

Please be sure to review the Hands-On Educational Session Guidelines for additional information including the display of FDA and non-FDA devices, as well as devices presented for marketing outside the United States.

Deadline: February 3, 2012

HANDS-ON SESSION GUIDELINES & REGULATIONS**Price:**

\$ 3,500.00 – first unit includes up to 5 attachments

\$ 2,500.00 – Each additional unit includes up to 5 attachments

Hands-On Demonstration Video

Extend the reach of your Hands-On presentation(s).

Enhanced Package includes:

- One Traditional Hands-On package
- On-site Video camera capture of Hands-On presentation(s)
- Option 1: Recording of up to 5 live presentations as representative is demonstrating technology and mechanics of the equipment to participants, including participant questions and representative(s) response.
- Option 2: Recording of up to 5 scripted, in-depth presentations, and detailed demonstration of technology and equipment.
- Video editing post-activity.

Deadline: February 3, 2012

Price:

\$15,000.00

Hotel Digital Ads – Sheraton Boston – NEW!

Located in the Sheraton Boston the digital screen(s) are strategically placed entering the hotel from the mall area. A static message displays your company name, logo message and booth number throughout the day. There are a total of six (6) individual screens which can be used to convey one message or split into multiple screens. Graphics/content must be approved by Hotel.

Hotel: Sheraton Boston

Benefits:

- Visibility outside the Convention center

Number of opportunities: exclusive (4 days)

Sponsor's Involvement and Timeline:

Must provide necessary artwork and message by February 3, 2012 for approval by the Heart Rhythm Society

Price:

\$ 10,000.00

Hotels reserve the right to approve material.

The Heart Rhythm Society is not responsible for the malfunction of digital devices operated outside our control.

Hotel In-Room Drop

Your company's welcoming gesture is a lasting impression on the minds of Heart Rhythm 2012 attendees as they wind down after a busy day. This hotel opportunity will give you the chance to leave an amenity in the attendee's hotel rooms.

Benefits:

- Amenity offers lasting impression
- Drive traffic to your booth
- Promote your Official Educational Satellite Symposia

Sponsor's Involvement and Timeline:

Must provide necessary amenity and message by February 3, 2012 for approval by the Heart Rhythm Society.

2012 Hotels Include:

Renaissance Boston Waterfront, Boston Marriott Copley Plaza, Westin Boston Waterfront, Sheraton Boston Hotel, Park Plaza Hotel & Towers and Westin Copley Place Boston

Production Quantity: 5,000

Shipping Deadline: May 1, 2012

Price:

\$ 25,000.00 (Plus production and shipping costs)

(The Heart Rhythm Society is NOT responsible for 100% accuracy as it relates to distribution, due to circumstances that are beyond our control. Production overrun of 10% is recommended, but does not guarantee 100% distribution.)

Hotel Key Cards

A key ingredient to your marketing success! These room keys travel with over 4,000 attendees for four days. They provide great visibility for your corporate name or product and expose your image to attendees.

Package 1:

Benefits:

- Distributed to all Heart Rhythm 2012 attendees in the 6 main hotels (Tuesday – Saturday)
- Your company's name and/or logo will be placed on one or both sides of the key card where available (see pricing options below)
- Hotel key cards offer expanded onsite visibility outside the convention center

2012 Hotels Include:

Renaissance Boston Waterfront, Boston Marriott Copley Plaza, Westin Boston Waterfront, Sheraton Boston Hotel, Park Plaza Hotel & Towers, Westin Copley Place Boston

Package 2:

Benefits:

- Distributed to all Heart Rhythm 2012 attendees in the remaining hotels (Tuesday – Saturday)
- Your company's name and/or logo will be placed on one or both sides of the key card (see pricing options below)
- Hotel key cards offer expanded onsite visibility outside the convention center

2012 Hotels Include:

Seaport Hotel, Courtyard by Marriott Boston Tremont, Doubletree by Hilton Boston Downtown, Hilton Boston Financial District, Hyatt Regency Boston, InterContinental Boston, Langham Hotel, Omni Parker House Hotel, Radisson Boston, W Boston, Back Bay Hotel, Colonnade Hotel, Fairmont Copley Plaza, Hilton Boston Back Bay, Liberty Hotel.

Sponsor's Involvement and Timeline:

Must provide artwork and content in an electronic format by February 3, 2012 for approval by the Heart Rhythm Society.

Size: 2" x 3 ¼"

Package 1 under right of first refusal until October 28, 2011.

Price:

Package 1:	\$ 55,000 single-sided	\$ 65,000 double-sided
Package 2:	\$ 45,000 single-sided	\$ 55,000 double-sided

(The Heart Rhythm Society is NOT responsible for 100% accuracy as it relates to the distribution of item, due to circumstances that are beyond our control. A quantity of 150% is recommended, but does not guarantee 100% distribution.)

Hotel Newspaper Door Drop

Keep our attendees updated in current events and your name in the forefront of their minds by placing sticker ad / wrap / sleeve around a local or national newspaper publication. Sticker ad / wraps / sleeve are printed with artwork provided by the sponsor.

Benefits:

- Newspapers with sticker ad / wrap / sleeve will be distributed on Wednesday, Thursday, Friday or Saturday to attendees.
- One opportunity per day
- Sticker ad / wrap / sleeve offer corporate and product exposure

Sponsor's Involvement and Timeline:

The sponsor is responsible for artwork design, selection of publication, coordinating delivery to designated hotels. Artwork must be approved by the Heart Rhythm Society by February 3, 2012.

Size: based on application

Quantity: pending opportunity

Saturday's opportunity is under right of first refusal until October 28, 2011.

Price:

\$ 20,000.00 (2) hotels

\$ 25,000.00 (4) hotels

\$ 30,000.00 (6) hotels

(Plus production and shipping costs)

(The Heart Rhythm Society is NOT responsible for 100% accuracy as it relates to distribution due to circumstances that are beyond our control. A sticker or wrap overrun of 10% is recommended, but does not guarantee 100% distribution)

Hotel Note Pad – In Room Amenity

Help attendees plan their day by providing a Note Pad in their guest rooms. Highlight your company's message and/or special events to drive attendees to your activities.

Opportunities:

Highlight your company's special events, message and watermark on each page.

Hotel Note Pad will be available at these participating hotels: Renaissance Boston Waterfront, Boston Marriott Copley Plaza, Westin Boston Waterfront, Sheraton Boston Hotel, Park Plaza Hotel & Towers, Westin Copley Place Boston

Benefits:

- Reach over 4,500 attendees in their guest rooms
- Your company's message and logo on each page

Sponsor's Involvement and Timeline:

Must provide necessary artwork by February 3, 2012 for approval by the Heart Rhythm Society.

Price:

\$35,000.00 Exclusive

(Plus production and shipping cost)

(The Heart Rhythm Society is NOT responsible for 100% accuracy as it relates to the distribution of item, due to circumstances that are beyond our control. A quantity of 150% is recommended, but does not guarantee 100% distribution.)

Hotel Room Do Not Disturb Signs

The Hotel Room Do Not Disturb Signs provide a unique in-room delivery to the room the day of check-in, providing a four-day exposure of your company's message and booth number. *Bundle with the Hotel Note Pad for even greater exposure!*

Benefits:

- Amenity offers lasting impression
- Drive traffic to your booth

Sponsor's Involvement and Timeline:

Must provide necessary amenity and message by February 3, 2012 for approval by the Heart Rhythm Society.

Heart Rhythm 2012 Hotels Include:

Renaissance Boston Waterfront, Boston Marriott Copley Plaza, Westin Boston Waterfront, Sheraton Boston Hotel, Park Plaza Hotel & Towers and Westin Copley Place Boston

Production Quantity: 5,000

Shipping Deadline: May 1, 2012

Price:

\$ 25,000.00 (Plus production and shipping costs)

(The Heart Rhythm Society is NOT responsible for 100% accuracy as it relates to distribution, due to circumstances that are beyond our control. Production overrun of 10% is recommended, but does not guarantee 100% distribution.)

Hotel Room TV Remote Sleeve – NEW!

This double-sided TV remote sleeve will provide a unique In-Room Drop to the attendee during their stay. Seen attendees tune into the morning news or when they want to relax for the evening. Offered at the six (6) primary hotels.

Opportunities:

Highlight your company's name, logo and booth number, special events or message.

The Hotel Room TV Remote Sleeve will be available at these participating hotels: Renaissance Boston Waterfront, Boston Marriott Copley Plaza, Westin Boston Waterfront, Sheraton Boston Hotel, Park Plaza Hotel & Towers, Westin Copley Place Boston

Benefits:

- Reach over 4,500 attendees with your message
- Highlight your special events and drive attendees to your activities

Sponsor's Involvement and Timeline:

Must provide necessary artwork in an electronic format by February 3, 2012 for approval by the Heart Rhythm Society.

Quantity: 5,000

Price:

\$25,000 Exclusive

(Plus production and shipping costs)

(Heart Rhythm is NOT responsible for 100% accuracy as it relates to the display due to circumstances that are beyond our control.)

Hotel Television Channel Ad

Hotel TV Ads make commercial advertising more effective. Attendees choose to watch your ad, making them a more receptive prospect to your message. This is an advertising opportunity which allows you to control the content on a hotel TV channel. You can choose which day you want your Hotel TV Ad to play (Wednesday, Thursday, Friday, Saturday, or any combination).

Available at the Renaissance Boston Waterfront, Boston Marriott Copley Plaza, Westin Boston Waterfront, Sheraton Boston Hotel, Park Plaza Hotel & Towers, Westin Copley Place Boston.

Benefits:

- Hotel TV channel ads offer commercial advertising to your target audience at their convenience
- Exclusive advertising on your own channel
- Drive traffic to your booth or provide information on your latest and/or improved product

Sponsor's Involvement and Timeline:

Must provide artwork and content in an electronic format by February 3, 2012 for approval by the Heart Rhythm Society.

Price:

\$ 10,000.00 – Advertising per hotel / per day

The Heart Rhythm Society will not be held responsible for the malfunction of digital devices operated outside our control.

Innovation Place – NEW!

Showcase your emerging technology in this newly created area on the exhibit floor dedicated to the latest and greatest innovations. Educate attendees on how to most beneficially utilize your technology by providing hands-on demonstrations.

Learn more about the kiosk and booth layout.

Benefits:

- Standard turnkey kiosk with AV and internet access
- Company name on kiosk header
- Registration benefits - exhibit hall and conference badges(s)
- Fifteen minute presentation in the theatre area

Price: \$3,500

Meeting Reminder Advertising

The meeting reminder is supplied with the Heart Rhythm 2012 Final Program Book and features a list of the Society's future events on one side and your company or product information or advertising on the other. The meeting reminder is a one-page ad displaying your company's latest product and/or message.

Benefits:

- Distributed to all registered attendees (approx. 9,000 attendees)
- Sponsor logo/ad on one side with the Heart Rhythm Society logo on the other
- This opportunity provides expanded exposure at prominent professional meetings in which the Heart Rhythm Society exhibits (quantity permitting)

Sponsor's Involvement and Timeline:

Must provide artwork/ad in electronic format by February 2, 2012 for approval by the Heart Rhythm Society.

Size: 3 ¼" x 8 ¼" (comparable to a bookmark)

This opportunity is under right of first refusal until October 28, 2011.

Price:

\$ 10,000.00

Mobile Advertising – NEW!

Mobile ad banners will be available in highly visible locations throughout the BCEC. These ad banners may be corporate or product specific.

Learn more about mobile ad banner specifications [including the locations, sizes and specs for the Heart Rhythm 2012 mobile ad banners.](#)

See Advertising Banner Ads and for more banner opportunities

Benefits:

- Sponsor receives corporate and/or product recognition on the ad banners
- Banner offers onsite visibility
- Add your booth number to increase traffic to your booth
- Exposure on double sided banners

Sponsor's Involvement and Timeline:

Must provide sample artwork in electronic format by February 3, 2012 for approval by the Heart Rhythm Society.

Price:

\$50,000.00 – per location

Online Advertising – NEW!

Advance Program and Registration Brochure – Online Advertising

Extend your exposure in the Advance Registration Brochure which generates early recognition within the meeting's first promotional piece. The Official Heart Rhythm 2012 Advance Program and Registration Brochure is a preview of the Annual Scientific Sessions. This publication contains Session Highlights, Specialty Tracks, Featured Symposia, Official Educational Satellite Symposia, and lists more than 800 internationally-renowned faculty members. Most importantly, this is the first announcement of the meetings' educational programming that will be showcased at Scientific Sessions. This publication has come to be known as "the Bible" among attendees and is used for a lengthy period of time leading up to the event

Opportunities:

Have access to a direct click thru from the e-book ad to a customized URL.

Benefits:

- Distributed to more than 50,000 EP professionals worldwide
- Advance pre-meeting recognition in the first promotional marketing piece

Sponsor's Involvement and Timeline:

Must provide URL by January 6, 2012 for approval by the Heart Rhythm Society.

Final Program Book – Online Advertising

Extend your exposure in the highly visible program book, which is an invaluable reference for the Annual Scientific Sessions. It contains information on educational programming, exhibits, and special events and is the attendees' constant resource.

Benefits:

- Distributed to all registered attendees (Approx. 9,000 attendees)
- Final Program Book Ads offer long-lasting visibility

Opportunities:

Have access to a direct click thru from the e-book ad to a customized URL.

Sponsor's Involvement and Timeline:

Must provide URL by March 2, 2012 for approval by the Heart Rhythm Society.

Price:

Call for details and pricing!

Online Session Planner / Abstract Viewer and Abstracts on CD-ROM

Assist attendees as they navigate through four days of educational content before, during and after the annual meeting.

The web-based Online Session Planner/Abstract Viewer is a searchable database of sessions, authors and presentations that allow attendees to create a customized itinerary for the annual meeting. The searchable web-based Abstract Viewer offers attendees the opportunity to review abstracts presented at Heart Rhythm 2010 through Heart Rhythm 2012. As a sponsor, corporate recognition is located on the Heart Rhythm Society 2012 Abstract Viewer. Each section of the Abstract Viewer displays the corporate logo for 12 months of promotion.

Abstracts on CD-ROM:

This CD-ROM includes all abstracts accepted for presentation at the Heart Rhythm 2012 as well as abstracts from invited speakers providing an outline of each session. Searchable by name and topic, the product is an essential and convenient tool for physicians and allied professionals. Approximately 1,000 abstracts representing 7 categories are presented in this collection.

Sponsor's Involvement and Timeline:

Must provide necessary artwork in an electronic format by February 3, 2012 for approval by the Heart Rhythm Society.

Please note:

Dollars contributed towards this sponsorship will apply to the Infinity Circle Program.

Price:

\$65,000.00

Outdoor Advertising - NEW in Boston!

- **Street Light Pole Banners**

The advantage of this unique opportunity is to welcome the attendees to the city of Boston and the HR2012 Conference. Street Light Pole Banners advertising is available on Summer St. outside of the BCEC and Huntington Avenue located around the following hotels: Colonnade Hotel, Boston Marriott Copley Square, Courtyard Marriott Copley Square, Westin Copley Square Hotel and Copley Square Hotel.

Opportunity:

- Street Light Pole Banners are double-sided and have two banners per pole. Please keep in mind that the **artwork design cannot be interrupted as an advertisement** and **MUST include *Mayor Thomas M. Menino***. All artwork **must be submitted for approval by the City of Boston by February 3, 2012**.
- Due to the nature of this opportunity and the availability to advertisers in Boston at large, this opportunity is time sensitive.

Contact us today and we will be happy to assist you in securing this unique outdoor advertising option.

Benefits:

- Provide unique visibility outside the convention center and hotel area
- Welcome attendees to the city of Boston and the 2012 Annual Scientific Session
- Create awareness of your presence at the 2012 Annual Scientific Session

Sponsor's Involvement and Timeline:

Must provide necessary artwork in an electronic format by February 3, 2012 for approval by the Heart Rhythm Society and the City of Boston.

Price

\$25,000.00 – per opportunity

Pocket Maps

Help attendees tour Boston with ease! As a sponsor, your company will be an assistant tour guide. The Heart Rhythm Society has found an innovative design that creates a unique, pocket-size map for city traveler, which includes a pop-up map and a fully illustrated travel guide. Maps include street index and places of interest. The inside of the design will include detailed descriptions and some color photos of entertainment spots, shopping destinations, restaurants, historical sites, hotels, emergency information, and a built-in compass. The durable outer covers protect the map and guide from damage. Maps will be placed in bins throughout the convention center.

Benefits:

- Distributed to all attendees (approx. 9,000 attendees)
- Pocket Maps offer on and off-site visibility
- These pocket maps will have four sides dedicated to your company's name, message, and/or logo with a map of Boston on the inside

Sponsor's Involvement and Timeline:

Responsible for ordering/producing the maps and shipping expenses. Ad must be sent to the Heart Rhythm Society for approval by February 3, 2012. Four (4) advertising panels are available.

Size: 5" x 4"

Production Quantity: 9,000

Advance Shipping Deadline: April 2 – May 2

This opportunity is under right of first refusal until October 28, 2011.

Price:

\$ 10,000.00 – Convention center location

\$ 2,500.00– per hotel location: Boston Marriott Copley Place, Sheraton Boston Hotel, Westin Boston Waterfront, Renaissance Boston Waterfront and the Seaport Hotel. TBD

(Plus production cost and shipping)

Program at-a-Glance

This abbreviated version of the Final Program Book is distributed to all attendees and lists sessions with a floor plan and a daily session grid in an easy to read format. Your full-color, back cover ad placement is at the attendees' fingertips for quick reference.

Benefits:

- Back cover advertisement
- Distributed to all registered attendees (Approx. 9,000 attendees)

Sponsor's Involvement and Timeline:

Must provide necessary artwork in an electronic format by February 2, 2012 for approval by the Heart Rhythm Society.

Size: 4" x 9"

This opportunity is under right of first refusal until October 28, 2011.

Price:

\$ 30,000.00

QR Code Promotion Package

Your advertising black and white squares are making a stir and we want to help you promote them! Provide attendees with an interactive experience by imbedding your QR codes into promotional materials at Scientific Sessions. We have created a package that's right for you!

Opportunities:

On-site: placed on graphic panels in strategic lobby locations

On-site: placed in the Final Program Book with your exhibitor listing

Online: placed within the online portion of the Wayfinder

Benefits:

- Mass exposure
- Extended duration from before to after event

Sponsor's Involvement and Timeline:

Must provide necessary artwork in an electronic format by February 2, 2012 for approval by the Heart Rhythm Society.

Price:

Call James McGowan for pricing

Rhythm Row – REVISED!

Rhythm Rows will provide a relaxing atmosphere with surrounding refreshment bars as attendees watch and listen to your commercial/promotional ad.

Benefits:

- Rhythm Row offers onsite visibility
- Corporate recognition worked into the design of each Rhythm Row
- Available locations in main lobbies

Sponsor's Involvement and Timeline:

Must provide necessary artwork and digital images in required format by February 3, 2012 for approval by the Heart Rhythm Society.

Dollars contributed towards this sponsorship will apply to the Infinity Circle Program.

Price:

\$ 45,000.00 – per location

Rhythm Theatre: Industry-Expert Presentations

The Heart Rhythm Society is pleased to offer a promotional opportunity to the exhibitor community – the Industry-Expert Presentations in Rhythm Theatre. A great opportunity to educate attendees and increase your interaction! Rhythm Theatre will be located inside the exhibit hall for exhibitors to host promotional presentations during the busiest exhibit hall hours throughout 33rd Annual Scientific Sessions. Industry-expert presentations will be limited to one hour in length and will be assigned on a first-come, first-served basis.

Packages include the following:

- Complete audio visual package with laptop
- Stage, podium and electrical drop
- Seating for approx. 200 attendees
- Lead retrieval units (up to four units)
- Food and Beverage within the “lobby” area
- Pre-show and on-site promotion by Heart Rhythm Society
- Complimentary one time use of the pre-registration attendee list

[Click here](#) for more details pertaining to the application and guidelines

Sponsor’s Involvement and Timeline:

Must provide logo and necessary presentation details in an electronic format by February 24, 2012 for print production by Heart Rhythm Society.

Please note:

Dollars contributed towards this sponsorship will apply to the Infinity Circle Program.

Price:

\$30,000.00 morning break(s) – 2 available

\$35,000.00 Lunch and afternoon break(s) – 4 available

Enduring Products Available: Please call for pricing!

Official Educational Satellite Symposia Supplements Ads

This handy supplement is an invaluable reference used constantly during Heart Rhythm 2012. It contains detailed information regarding Satellite Symposia and is a valuable resource for the attendees for the week's duration.

Opportunities:

One-page advertisement on the inside front cover or inside back cover.

Benefits:

- Distributed to all registered attendees (Approx. 9,000 attendees)
- Offers on site visibility
- Drive traffic to your own events at Heart Rhythm 2012

Sponsor's Involvement and Timeline:

Contributor must provide artwork and content in an electronic format by February 4, 2012 for approval by the Heart Rhythm Society.

Price:

\$40,000.00

Seated Massage Station

Generate brand awareness and outstanding visibility for your company by sponsoring the seated massage station! The opportunity to relax is a popular feature with attendees and can build goodwill for the sponsor.

Benefits:

- Recognition thru signage at the seated message station
- Massage therapist can wear your company shirt

Sponsor's Involvement and Timeline:

Must provide necessary artwork in an electronic format by February 3, 2012 for approval by the Heart Rhythm Society. Contributor must provide necessary shirts with logo for therapist to wear.

Price:

\$15,000.00

Shuttle Bus Panel Advertising

Shuttle buses will travel from various hotels to the Boston Convention and Exhibition Center. A rare chance for product advertising, this opportunity provides excellent visibility throughout downtown Boston. Want to enhance this opportunity? Learn more about headrest advertising

Benefits:

- Boston city-wide exposure
- Have your company logo/message on both sides of the buses
- Your corporate name or product can be seen by over 9,000 professional attendees and thousands of Boston residents
- Name recognition on shuttle bus stop signs throughout the center and the hotels

Sponsor's Involvement and Timeline:

Must provide necessary artwork in an electronic format by February 3, 2012. Artwork must be approved by the Heart Rhythm Society.

Multiple sponsorships are available.

Opportunities are under right of first refusal until October 28, 2011.

Price:

\$50,000.00 per Sponsor - all routes - both sides of bus

Shuttle Bus Headrest Covers

Shuttle buses will travel from various hotels to the Boston Convention and Exhibition Center. This is a rare chance for product advertising as attendees relax in a captive setting.

Benefits:

- Boston city-wide exposure
- Have your company logo/message on the bus
- Your corporate name or product can be seen by more than 9,000 professional attendees

Sponsor's Involvement and Timeline:

Must provide necessary artwork in an electronic format by February 3, 2012. Artwork must be approved by the Heart Rhythm Society.

Size: 6"h x 9"w with 1/8" bleed

Price:

\$12,500.00 per sponsor

This opportunity is under Right of First Refusal until October 28, 2011 for those who sponsor the shuttle bus advertising

Social Media Center

The Social Media Center will be utilized by thousands of attendees to express their thoughts and comments on the sessions, exhibits and meetings held during Heart Rhythm 2012. Stay connected as the continuous rolling messages will be displayed on two large plasmas positioned outside the Social Media Center. Sponsorship at the Social Media Center offers exclusive visibility of your product and corporate brand. Approved promotional materials can be professionally displayed within the center. Advertising signage will prominently display your product/corporate logo which will also appear as screensavers on all computer monitors inside the center.

Benefits

- Social Media Center offers onsite visibility
- Corporate recognition worked into the design of the area
- Available location main lobby

Sponsor's Involvement and Timeline:

Must provide necessary artwork for recognition and digital images in required format by February 3, 2012 for approval by the Heart Rhythm Society.

Please note:

Dollars contributed towards this sponsorship will apply to the Infinity Circle Program.

Price:

\$40,000

Spiral Meeting Notebook

Put your company's name in the hands of every attendee from the moment they receive their registration materials onsite. This notebook contains an appointment planner, 12-month calendar, and more tools to help attendees during Heart Rhythm 2012.

Three opportunities are available:

Exclusive sponsorship: includes back cover, watermarks, inside front and inside back covers

Co-sponsor – Package A: includes front and back inside covers

Co-sponsor – Package B: includes back cover and watermarks

Benefits:

- Inside front cover advertisement
- Inside back cover advertisement
- Back cover advertisement
- Watermarks on note pages
- Distributed to all registered attendees (approx. 9,000 attendees)

Sponsor's Involvement and Timeline:

Must provide necessary artwork in an electronic format by February 3, 2012 for approval by the Heart Rhythm Society.

Size: 6" x 9"

Packages:

Exclusive sponsor: (back cover, watermarks, inside front & inside back covers)

Co-Sponsor – Package A: (inside back and inside front covers)

Co-Sponsor – Package B: (back cover and watermarks)

Price:

\$40,000.00 – Exclusive

\$20,000.00 – Co-Sponsor Package A

\$20,000.00 – Co-Sponsor Package B

Spot me Ads

Stand out from the crowd and be seen, “Spot Me” advertising will do the job. “Spot Me” advertising highlights your company or new and improved products in the Final Program Book. Your entire listing is highlighted to draw the reader's eyes to your listing. This sponsorship is limited to 10 companies on a first come, first-serve basis.

Benefits:

- Your area is highlighted in the Final Program Book

Sponsor's Involvement and Timeline:

Must provide necessary artwork in an electronic format by February 3, 2012 for approval by the Heart Rhythm Society.

Price:

\$ 750.00

Stairway Ads

Create a lasting impression at Heart Rhythm 2012 as attendees leave the exhibit hall floor. Your logo, message and/or booth number will be placed billboard style or as an image on the steps leading from the exhibit hall to the main lobby. This opportunity is highly visible and makes an incredible impact on attendees over the course of the show. The stairway strips are placed in a symmetrical pattern the entire length of the staircase or as a grouping in the center. For more effective branding, create two or three designs to alternate your message.

Learn more about the Stairway Ads including the location, size and specifications at Heart Rhythm 2012.

Benefits:

- Contributor receives corporate and/or product recognition on the stairway advertising
- Ad offers onsite visibility
- Increased traffic to your booth with the addition of your booth number

Sponsor's Involvement and Timeline:

Must provide necessary artwork in an electronic format by February 3, 2012 for approval by the Heart Rhythm Society.

This opportunity is under right of first refusal until October 28, 2011.

Price:

\$ 15,000.00 – per stair location (two available)

The Link – REVISED!

The Link will allow attendees to relax and stay connected during Heart Rhythm 2012, offering them comfortable seating and access to the internet through their laptop(s). Sponsors will receive outstanding exposure throughout the event as the lounge is located in the main lobbies. Expect an increase in visibility as Wi-Fi is available to all attendees.

Learn more about the new design

Benefits:

- Approximately 9,000 attendees will have the opportunity to use The Link to stay connected
- Sponsor's logo will appear in the lounge on signage

Sponsor's Involvement and Timeline:

Must provide logo/artwork in an electronic format by February 3, 2012 for approval by the Heart Rhythm Society.

This opportunity is under right of first refusal until October 28, 2011.

Price:

\$30,000.00 – Exclusive

Vinyl clings – Walkway Bridge – NEW!

Vinyl cling ads always add a look of interest to the Scientific Sessions. Decorate the ordinary entrance to the walkway with your stylishly-designed name and/or logo to create a presence.

View additional information on the Vinyl clings, including the specifications, locations and pricing for the Heart Rhythm 2012 vinyl cling walkway bridge ads.

Benefits:

- Drive traffic to your booth
- Offers high visibility

Sponsor's Involvement and Timeline:

Must provide necessary amenity and message by February 3, 2012 for approval by the Heart Rhythm Society.

Price:

\$ 20,000.00

Water Stations

These water stations will be strategically located throughout the Boston Convention and Exhibition Center, ensuring presence throughout the facility.

See locations throughout the convention center

Benefits:

- Promote your company's eco-friendly commitment
- Sponsor recognition on water station with signage
- Option to display your company logo on cups and napkins

Sponsor's Involvement and Timeline:

Must provide necessary artwork in an electronic format by February 3, 2012 for approval by the Heart Rhythm Society. Contributor must provide eco-friendly cups and napkins.

Production Quantity: 15,000 recommended

Advance Shipping Deadline: April 2 – May 2, 2012

This opportunity is under right of first refusal until October 28, 2011.

Price:

\$ 20,000.00 – Exclusive

\$ 12,000.00 – 5 Stations

\$ 12,000.00 – 5 Stations

(Plus production and shipping costs)

Water Bottle Wraps

Water bottles are served as daily refreshment during the breaks inside the exhibit hall. Display your company name and logo prominently on the label.

Benefits:

- Your company's name and/or logo displayed on bottle wrap every day in the exhibit hall

Sponsor's Involvement and Timeline:

Must provide necessary artwork in an electronic format by February 3, 2012 for approval by the Heart Rhythm Society. Contributor must provide water bottles, produce water wraps and pay convention related fees.

Production Quantity: 4,500-7,500 water bottles and labels

Advance Shipping Deadline: April 2 – May 2, 2012

Price:

\$ 10,000.00

(Plus production costs, convention fees and shipping)

Wayfinder

The WayFinder is an interactive tool designed to help attendees better navigate the meeting and, coupled with advertising and promotion, allows you to connect directly with attendees. The tool possesses a robust search engine and is compatible with smart phone and tablet (iPad) technologies. There are three components of the product: online, onsite and mobile. Attendees will be able to search sessions by day, room number or track; search posters by topic, presenter or poster board number; search faculty by name, session or presentation; search by highlighted programs and special events; and search for restrooms, food outlets, shuttle information, hotels and restaurants. Likewise, attendees will be able to search exhibitors by name, category or booth number. Once onsite the kiosks will help answer questions, promote activities and sponsors, and provide on-the-go directory assistance. The tool is constructed with robust and detailed diagrams of the Boston Convention Exhibition Center, which will offer clear “wayfinding” instructions. There will be four kiosks (intuitive interaction on large format touch screens) located throughout the convention center featuring 3D facility maps, information on and “walking path” to all exhibitors and sessions, as well as information on local attractions and restaurants.

Review the full details of the three components here: [Mobile](#), [Online](#) and [Onsite](#)

Opportunity:

Multiple opportunities – see packages below

[Click here to view a demonstration of the interactive tool](#)

Benefits:

- Offers unique onsite visibility
- Allows you to connect directly with the attendee

Sponsor's Involvement and Timeline:

Must provide necessary artwork in an electronic format by February 3, 2012 for approval by the Heart Rhythm Society.

Exhibitor package:

Upgrade your presence by adding a high impact visual ad to the Wayfinder on the exhibitor pages. Your ad can be animated or static. Your booth will also be highlighted on the floorplan for greater visibility.

Price:

\$1,000 (40 available)

Sponsor package:

Stand out by adding your logo to the prominently displayed quick find section and promoting your brand on the main screen in a rotating ad position. In addition, you will receive recognition on the online tool which will go live months before the event. You will also get the benefits of the exhibitor package where your ad and booth will be highlighted.

Price:

\$10,000 (6 available)

Premier package:

All of the above benefits in packages plus more:

- Banner ad for online section
- Logo on the mobile device and own tab for scheduled events
- Recognition on large display plasma monitors – four across the convention center
- Main sponsor onsite screen

Price:

\$50,000 (1 available)

Westin Walkway – Window Graphics – NEW!

Vinyl Clings displayed on every other set of windows framing both sides of the walkway to and from the Westin Boston Waterfront provides great visibility for your company's name, logo, or product. Add your exhibit booth number to drive traffic to your location in the Exhibit Hall.

View additional information on the window graphics including the specifications, locations and pricing for the Heart Rhythm 2012 window graphics.

Opportunity:

Exclusive; includes 4 sections, two-four panel glass windows on each side of the walkway

Benefits:

- Your corporate name or product can be seen by attendees traveling to and from the Westin Boston Waterfront
- Drive traffic to your exhibit booth
- Draw attention to your company product and/or message
- Add greater exposure to your company's name and logo

Sponsor's Involvement and Timeline:

Must provide necessary artwork by February 3, 2012 for approval by the Heart Rhythm Society.

Pricing:

\$20,000 Exclusive

Window Graphics – NEW!

Window graphics add a look of interest to the Scientific Sessions. Decorate the ordinary windows in the lobbies with your stylishly-designed artwork and/or logo to create a presence.

View additional information on the Window Graphics including the specifications, locations and pricing for the Heart Rhythm 2012 window graphics.

Benefits:

- Drive traffic to your booth
- Offers high visibility

Sponsor's Involvement and Timeline:

Must provide necessary amenity and message by February 3, 2012 for approval by the Heart Rhythm Society.

Price:

\$ 15,000.00