



Sponsorship Benefit Pre-Meeting Attendee Mailing List Guidelines

As a benefit for your support of Heart Rhythm 2018, the Heart Rhythm Society will provide the pre-meeting attendee mailing list for a one-time use. The following guidelines are set forth by Heart Rhythm Society (HRS) for use of the pre-meeting attendee mailing list.

Guidelines:

1. The Heart Rhythm Society will not approve the list for surveying the Society's members.
2. Heart Rhythm Society's policy prohibits the release of email addresses per the CAN-SPAM Act of 2003.
3. The Heart Rhythm Society reserves the right to decline list requests for use with any program that directly conflicts with any Heart Rhythm Scientific Sessions programming, course, or event.
4. The Heart Rhythm Society reserves the right to decline list requests for any usage that is deemed incompatible with the purposes and activities of Heart Rhythm Society.
5. The Heart Rhythm Society reserves the right to decline list requests for any purpose that constitutes approval or endorsement of products, programs, or services distributed through mailings.
6. All mail pieces must contain the Heart Rhythm Society disclaimer "This program is not part of the Heart Rhythm 2018 Official Scientific Sessions as planned by the Heart Rhythm Society Scientific Sessions Program Committee. This event is neither sponsored nor endorsed by the Heart Rhythm Society".
7. Use of the Heart Rhythm Society's name or logo in promotional materials is strictly prohibited; such misuse will result in a \$25,000 fine.
8. The file is offered as a one-time use only. The misuse will result in a \$25,000 fine.
9. The pre-meeting attendee registration mailing list will be available March 30, 2018 through April 27, 2018 and will be distributed electronically, in Excel format. *(Please note: should an exhibiting company's employee register for Scientific Sessions, that person's name will appear on the mailing list.)*

Documents to be Submitted:

1. To receive the mailing list, please submit a copy of the sample mailing including disclaimer* in PDF format to arlaina_utley@afassanoco.com for Heart Rhythm Society approval. Notification of approval and release of the mailing list will be provided following HRS review.

*HRS disclaimer to appear on all printed materials: *This program is not part of the Heart Rhythm 2018 Official Scientific Sessions as planned by the Heart Rhythm Society Scientific Sessions Program Committee. This event is neither sponsored nor endorsed by the Heart Rhythm Society.*
