



Industry-Expert Presentations Rhythm Theater Guidelines

Industry-Expert Presentations Rhythm Theater packages include the following:

- Complete audio visual package
 - **PRIOR** to the presentation date all Speakers must upload their presentation into the Heart Rhythm Society presentation management system; presentations will be accessible via the PC laptop provided at the Rhythm Theater
 - Stage set, including podium and head table for four (4)
 - Presentation floor monitor
 - Seating for approximately 200 attendees
 - Two (2) lead retrieval units with temporary staff to manage lead collections for your presentation
 - A food and beverage service will be provided by Heart Rhythm Society within Rhythm Theater area
 - Pre-meeting and onsite promotions of Rhythm Theater scheduling and content
 - Complimentary one-time use of the pre-registration attendee list, available upon request
 - Enduring product of presentation and slides synchronized with the presenter audio provided in raw footage (*see available enhancement package below*)
 - A complimentary insert in the Heart Rhythm 2018 bags distributed and available for self-pickup on bag hangers in high traffic areas for duration of meeting until depleted (insert production and shipping sponsor’s responsibility – deadline driven benefit)
 - A media link to the Heart Rhythm bag insert included with Heart Rhythm 2018 Mobile App exhibitor listing (link must be hosted by sponsor in required size and format)
 - E-blast sent to registered attendees during the Scientific Sessions with meeting highlights including Rhythm Theater programming
- Price: \$47,500 per theater timeslot

Post-Production Enhancement & Heart Rhythm Learning Center hosting packages include the following:

- Post-production of presentation capture as an enhanced video player with side-by-side player options for your own use
- Hosting of final edited video player on the [Heart Rhythm Learning Center](#) under the affiliate microsite for one (1) year or through May 2019 (whichever date comes first);
- Heart Rhythm Society marketing of Heart Rhythm Learning Center included
- Sponsor will provide presentation description and search topic information for users to conveniently view presentations on the [Heart Rhythm Learning Center](#)

Enhancement Package Fee: \$10,000 per theater timeslot (*one {1} edit available with package; additional edits at sponsor’s expense*)

Note: *Two (2) theaters run concurrently
CME/CE cannot be earned for participating in an Industry-Expert Presentation
The contributed dollars towards this sponsorship will apply to the [Infinity Circle Program](#)
Deadlines for all marketing touch points to be included in specifications and deadlines letter*

Contacts:

Business Development	Scott Zeller +1-856-302-0882; Email scott_zeller@AFassanoCo.com
Logistics & Fulfillment	Arlaina McDaniel +1-856-302-0892; Email arlaina_utley@AFassanoCo.com
Payment & Cancellations	Karen Kimakovich +1-856-302-0887; Email karen_kimakovich@AFassanoCo.com

INDUSTRY-EXPERT PRESENTATION GUIDELINES

DEFINED TERMS

The term "HRS" as used herein shall mean Heart Rhythm Society.

APPLICABILITY, INTERPRETATION AND GOVERNING LAW

- a) The Heart Rhythm 2018 Industry-Expert Presentation Guidelines (Guidelines) are part of the Rhythm Theater letter of agreement between the exhibitor and HRS. HRS shall have the authority to interpret and enforce these guidelines. All matters not covered by these guidelines are subject to the decision of HRS. All decisions so made shall be as binding on all parties as the original guidelines. The exhibitor or its designated representative is responsible for reading and understanding all guidelines. The exhibitor or its representative that fails to observe these conditions or the terms of the Industry- Expert Presentation guidelines and application may be removed from the Rhythm Theater without refund.
- b) Any claim or cause of action arising out of this agreement shall be governed exclusively by the law of the District of Columbia, USA without regard to its conflict of laws principles. Any claim or cause of action arising under this agreement shall be adjudicated exclusively in the local or federal courts of the District of Columbia. The exhibitor hereby submits to the personal jurisdiction of the courts located in the District of Columbia, USA.

AMENDMENTS

These guidelines may be amended at any time by HRS and all amendments so made shall be binding on all executed letters of agreement.

ELIGIBILITY

- a) Rhythm Theater time slots can be secured only by Heart Rhythm 2018 exhibitors with an executed exhibit space contract.
- b) If the exhibitor cancels or defaults on exhibit space, the contracted Rhythm Theater time slot will be revoked and cancellation fees will apply, as outlined in these guidelines.

REVOCATION

HRS reserves the right to revoke the Rhythm Theater contract at its sole discretion.

RHYTHM THEATER PROGRAM REVIEW

The Sr. Director of Education, Programs and Services, Education of the Heart Rhythm Society approves programming content on a first-come, first-served basis.

INDUSTRY-EXPERT PRESENTATION CANCELLATION POLICY

As only contracted exhibitors may retain Rhythm Theater time slots, cancellation of exhibit space automatically results in cancellation of Rhythm Theater presentation(s). The following cancellation terms apply, regardless of how a Rhythm Theater presentation is cancelled:

- a) In the event the sponsor wishes to cancel their Rhythm Theater presentation, upon approval from the Heart Rhythm Society, the funds must be transferred to a similar or like opportunity. No refunds are provided.
- b) Notification of exhibitor's decision to cancel an Industry-Expert Presentation time slot must be submitted in writing to the above listed contact
- c) HRS retains the right to utilize cancelled Rhythm Theater time slots at its discretion

CANCELLATION BY Heart Rhythm Society

- a) The Heart Rhythm Society reserves the right to cancel Industry-Expert Presentations if the minimum participation of three (3) companies/presentations per Theater location has not been fulfilled. In the unlikely event the Heart Rhythm Society cancels the Industry-Expert Presentations, the Heart Rhythm Society will refund the full sponsorship fee (30 days following the Scientific Sessions) or it may be transferred to a similar or like opportunity.
- b) HRS may terminate the exhibitor's Rhythm Theater letter of agreement and participation (or part of it) when HRS, in its sole discretion, believes that (a) the premises in which the exhibits are to be conducted has become unfit for occupancy, or (b) the holding of Heart Rhythm Scientific Sessions or HRS's performance under the contract is substantially or materially prevented or interfered with by a cause or causes not reasonably within HRS's control. HRS is not responsible for delays, damage, loss, increased costs or other unfavorable conditions that arise as a result of such termination. Furthermore, in the event of such termination, HRS may retain such part of the exhibitor's Rhythm Theater fees as shall be required to recompense HRS for expenses incurred up to the time of

such termination or incident to such termination, with no liability for either party to the contract. The exhibitor waives all claims for damages or recovery of payments made, except for the return of the pro-rated amount paid for the theater time slot less expenses incurred by HRS.

CANCELLATION BY Heart Rhythm Society (continued)

- c) The above phrase "a cause or causes not reasonably within HRS's control" includes but is not limited to: fire; casualty; flood; epidemic; earthquake; explosion; accident; blockage; embargo; inclement weather; act or threat of terrorism; riot or civil disturbance; strike, lockout, boycott or other labor disturbance; inability to secure necessary labor; technical or personnel failure; lack of or impaired transportation facilities; inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment or services; orders or restraints imposed by civil defense, military or other types of governmental authorities; or acts of God; or such circumstances making HRS's performance impossible or commercially impracticable in its sole discretion.

WAIVER, ENFORCEABILITY, BINDING NATURE

Once signed by the exhibitor and HRS, the Rhythm Theater letter of agreement is irrevocable, and the rights of HRS under the letter of agreement shall not be deemed waived except as specifically stated in writing by an authorized representative of HRS. The time slot holder further agrees that upon acceptance of this agreement by HRS, with or without appropriate or timely payment of any and all fees, the Rhythm Theater agreement shall become binding and enforceable in accordance with its terms. The letter of agreement will be binding on the exhibitor's and HRS's successors. If any term, clause or provision hereof is held invalid or unenforceable by a court of competent jurisdiction, such invalidity shall not affect the validity or operation of any other term, clause or provision, and the invalid term, clause or provision shall be deemed to be severed from the agreement.

LIABILITY

Exhibitors are liable for any damage(s) caused to Rhythm Theater structures including: floors, walls, columns, or to Rhythm Theater furnishings and equipment, or to other exhibitors' property. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building columns and floors, or to Rhythm Theater structure, furnishings and equipment. The exhibitor is responsible for all personal and corporate property placed in Rhythm Theater presentation space.

INDEMNIFICATION

- a) Each exhibitor, in securing a presentation time slot, agrees to protect, indemnify and hold harmless the following parties (including, but not limited to): Heart Rhythm Society, Massachusetts Convention Authority, Boston Convention & Exhibition Center, Freeman, A. Fassano & Company, and their officers, directors, agents, contractors and employees from any and all claims, liability, damages or expenses asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of or in any way connected with the negligence, wrongful acts of or breach of contract by the time slot holder or its agents, servants or employees.
- b) Each party involved in the exhibits agrees to be responsible for any claims arising out of its own negligence or that of its employees, agents or contractors.

REJECTION

The exhibitor agrees that the Industry-Expert Theater Presentation and related set-up, tear-down, and promotional activities shall operate in strict compliance with these guidelines. HRS reserves the right to reject, remove, or prohibit any presentation in whole or in part, or any exhibitor, or its representative, with or without giving cause. If any exhibitor is ejected for violation of these guidelines, or for any other stated reason, no return of funds shall be made.

RELOCATION OF THEATER

HRS reserves the right to alter location of the Rhythm Theater as shown on the official exhibit floor plan or hotel function space, if deemed, in the sole discretion of HRS, to be advisable or in the best interests of the Scientific Sessions.

PRESENTATION TIME SLOT ASSIGNMENT

Although HRS will attempt to accommodate requests for specific Rhythm Theater time slots, the Society does not guarantee the specific time slot requested.

RHYTHM THEATER PRESENTATION GUIDELINES

- a) The exhibitor agrees to utilize the Rhythm Theater for promotional presentations or activities, highlighting a service, or presenting data on a product. Exhibitors are not permitted to present any CME/CE educational symposia, sessions, or activities in the Rhythm Theater.
- b) It is the responsibility of exhibitor to ensure adherence to Food and Drug Administration (FDA) regulations, policies, practices and guidelines, and all other applicable industry guidelines, concerning the demonstration, discussion, use and/or display of products, technologies, and/or services at the Heart Rhythm Scientific Sessions.

In addition, HRS encourages all exhibitors to check with their companies' own medical affairs/compliance staff for guidelines adhered to by their own companies.

RHYTHM THEATER PRESENTATION GUIDELINES (continued)

- c) All products marketed and promoted on the exhibit floor, including within the Industry-Expert Presentations, that are regulated by the Food and Drug Administration (FDA) must meet FDA guidelines and be FDA-approved. Exhibitors are reminded of the FDA restrictions on the promotion of investigational and pre-approved drugs, devices and procedures. Information regarding FDA regulations should be obtained directly from the FDA. For more information, visit the [FDA Guidance page](#).
- d) Failure to comply with these guidelines will result in the loss of all exhibiting priority points for Heart Rhythm 2018; the exhibitor being removed from Rhythm Theater; and the exhibitor being prohibited from holding an Industry-Expert Presentation at future Heart Rhythm Society Scientific Sessions.
- e) It is the responsibility of the exhibitor to ensure that all individuals involved with the planning, production, marketing, and/or execution of an Industry-Expert Presentation are aware of and abide by the HRS Rhythm Theater guidelines.
- f) Presenters may either be an attendee of the Scientific Sessions, an invited speaker, or abstract presenter. Presentations may reference the content of (but must not be identical to) official HRS education programming, oral, or poster presentation content. Presentations referencing Scientific Session content may only take place after the official HRS education presentations have been made; physicians or scientists registered as presenters at Heart Rhythm 2018 may not present a live talk at any exhibit until after the program presentation. This does not apply to engineers or others registered as exhibitors. This also does not apply to videotaped presentations by scientists or physicians registered, or not registered at Heart Rhythm 2018.
- g) HRS reserves the right for the Program Chair of the Scientific Sessions to review and approve the content within the Industry-Expert Presentation(s).

INSTALLATION AND DISMANTLING

HRS reserves the right to alter Heart Rhythm 2018 hours in any manner whatsoever if in its sole discretion such alteration is in the best interest of HRS.

- a) Installation: Exhibitors will have access to the Rhythm Theater one (1) hour before their assigned presentation time slot. Exhibitors are encouraged to "prep" during this time. Seating, A/V, stage, and food and beverage area items cannot be moved or altered.
- b) Dismantling: Exhibitors must remove all literature, materials, handouts, etc., from the Rhythm Theater within one half-hour (1/2) after the end of their presentation time slot. Any such materials left longer than 30 minutes after the time slot's conclusion will be considered trash and disposed of accordingly.

PROMOTIONAL MATERIALS

- a) HRS does not co-sponsor Industry-Expert Presentations. Use of the HRS name, logos or insignia on materials promoting Industry-Expert Presentations is strictly prohibited. All materials promoting Industry-Expert Presentations must clearly indicate the name(s) of the organizer(s) and/or the company(s) providing financial support for the presentation.
- b) The term "Scientific Sessions" may not be used in reference to an Industry-Expert Presentation.
- c) All materials promoting Industry-Expert Presentations must include the following statements:
"This program is not part of Heart Rhythm 2018 as planned by the Heart Rhythm Society Scientific Sessions Program Committee. This event is neither sponsored nor endorsed by the Heart Rhythm Society. This event does not qualify for continuing medical education (CME) credit."
- d) Proposed copy for promotional materials must be submitted to A. Fassano & Co. for Heart Rhythm Society approval prior to printing. Materials will be reviewed according to the date received. Please allow a minimum of five (5) business days for Heart Rhythm Society approval.
- e) Distribution of approved materials from sponsoring exhibitor's exhibit booth(s) is permitted. Promotional materials may not be distributed in the exhibit hall aisles, in Boston Convention & Exhibition Center lobbies or public areas, or anywhere else in Boston Convention & Exhibition. Promotional materials may not be distributed in the Westin Boston Waterfront Hotel lobbies, restaurants, in front of the event hotel or anywhere else in the hotel. Noncompliance of this regulation will result in the prompt removal of the non-complying person(s) as well as property from that area and will result in loss of Heart Rhythm 2019 exhibit priority points by the exhibiting company.
- f) Promotional materials may be sent to the sponsor's in-house mailing lists or a complimentary pre-registered attendee mailing list may be attained from HRS. Mailing lists may be utilized only by companies with executed Rhythm Theater agreements. Please note the turn-around time for requested lists is seven (7) to ten (10) business days.

GIVEAWAYS-

- a) Companies are permitted to distribute from the Rhythm Theater, during their assigned time slot only, non-exclusive giveaways in accordance with the [AMA Ethical Guidelines](#), linked here.
- b) In addition, exhibitors are encouraged to review and adhere to other applicable guidelines and codes of ethics, such as the Pharmaceutical Research and Manufacturers of America ([PhRMA Code](#)) on Interactions with Healthcare Professionals, Advanced Medical Technology Association ([AdvaMed Code](#)) of Ethics on Interactions with Health Care Professionals and the Office of Inspector General's ([OIG Compliance Program](#)) Guidance for Pharmaceutical Manufacturers. Pharmaceutical and device companies are reminded to pay special attention to the recently revised [PhRMA](#) and [AdvaMed Codes](#), respectively, which prohibit their members from distributing many traditional giveaway items.
- c) Giveaways should be associated with products or services of the exhibiting company, and/or relate to the physician's work. A giveaway should not exceed a retail value of \$35. Within this limit, HRS encourages all participating exhibitors to check with their companies' own medical affairs/compliance staff for guidelines adhered to by their own companies.
- d) All giveaways must be registered via the online additional giveaway / booth activities form found in the exhibitor service kit by the deadline noted.
- e) The following items are NOT permitted as giveaways: badge holders/lanyards, bags, (other than described above), cameras, knives of any kind, lapel pins/buttons, mini-city maps of Boston, pocket tools, and water bottles.

SIGNAGE

HRS will provide sign-boards that include listings of all Industry-Expert Presentations. Exhibitors hosting Industry-Expert Presentations are permitted to professionally print and display a maximum of two (2) signs at their assigned Rhythm Theater time slot. Signs may not be any larger than 28" x 44". Two (2) easels will be provided at the Rhythm Theater for participant use. Signs may be ordered through Freeman or a contractor of the exhibitor's choosing. Please note: proposed copy for signage must be submitted to A. Fassano & Co. for Heart Rhythm Society approval prior to printing.

Signage may only be placed outside the entrance to the Rhythm Theater beginning one (1) hour prior to the exhibitor's time slot, and must be removed within 30 minutes of the conclusion of the time slot. Any signs left longer than 30 minutes after the time slot's conclusion will be considered trash and disposed of accordingly. Exhibitors may display signs promoting their Industry-Expert presentations within their own contracted exhibit spaces. Signs may not be placed in other venues, public areas of Boston Convention & Exhibition Center, buses, taxicabs, etc. Companies violating these rules will have their items removed/confiscated and will lose priority points for Heart Rhythm 2019.

SOLICITATION

The exhibit hall aisles and other public spaces within Boston Convention & Exhibition Center and Westin Boston Waterfront complex not leased to exhibitors shall be under the control of HRS. All presentations, meetings, distribution of literature, and the transactions of business of any nature shall be made WITHIN the Rhythm Theater during the contracted time slot. Temporary booth and/or Industry-Expert Presentation personnel, including third-party planners, shall be restricted to the same aforementioned Guidelines as authorized exhibitor personnel. Solicitation in the exhibition hall aisles outside the Rhythm Theater or intercepting those in attendance for advertising purposes is strictly prohibited. Exhibitors are urged to immediately report violations of this rule to a member of the A. Fassano & Company management team.