

RHYTHM THEATER MANAGEMENT TIPS

The Heart Rhythm Society (HRS) encourages you to utilize this checklist while preparing for your Rhythm Theater. Completing these simple steps will ensure that the logistics of your Rhythm Theater presentation are carried out successfully. If you have any questions about your Rhythm Theater or any of the steps below, please contact [Arlaina Utley](mailto:arlaina.utley@hersonline.org) at +1-856-302-0892.

Prior to On-Site Arrival	
<input type="checkbox"/>	<p><u>Plan Ahead</u> Review your Specifications and Deadlines letter for deadline dates and material submission requirements. Prepare a timeline or mark dates on your calendar to stay on track.</p>
<input type="checkbox"/>	<p><u>Promote</u> Innovative advertising solutions across a variety of media channels are available; take advantage of the 2018 Sponsorship Opportunities in order to gain exposure from the highly coveted EP audience attending Heart Rhythm 2018. Contact Scott Zeller at +1-856-302-0882 to learn more about how to get the most value out of your Rhythm Theater.</p>
<input type="checkbox"/>	<p><u>Assign Responsibilities for On-Site Logistics</u> Create an on-site plan for your Rhythm Theater. Pre-assign responsibilities and educate staff members who will assist in the on-site logistics prior to and during the presentation. Consider who will complete tasks such as distributing materials and ensuring prompt arrival of your speaker(s).</p>
<input type="checkbox"/>	<p><u>Speaker(s) Preparation</u> Confirm that your speaker(s) has completed their PPT presentation and has uploaded to the HRS speaker presentation website link prior to coming onsite. *Note: HRS is unable to deliver PPT files to sponsor; sponsor must attain these files directly from the speaker(s).</p>
Onsite	
<input type="checkbox"/>	<p><u>Draw Attention to your Rhythm Theater</u> HRS allows sponsors of the Rhythm Theaters to display signage immediately outside of their respective Theater. Signs may not be any larger than 28" x 44". Up to two (2) easels will be provided. Signage can be set up one hour prior to sponsor's presentation and must be removed within one half-hour after the presentation has been concluded. Sponsor signage is not permitted in the registration area or other areas of the meeting. (Note: Signage must be submitted for HRS approval <i>prior</i> to arriving on-site)</p>
<input type="checkbox"/>	<p><u>Prepare your materials</u> The Rhythm Theater will be available to you one hour prior to the start of your presentation; plan for staff to arrive to the Rhythm Theater at that time. Distribute HRS-approved marketing pieces at each seat for attendees to review as they enter the Theater. This should be completed at least one half hour prior to your scheduled time slot.</p>
<input type="checkbox"/>	<p><u>Closing and Final Remarks</u> Ensure your speaker concludes his or her presentation within the allotted time slot. Thank your presenter and invite the audience to your booth for further conversation while your staff collects any remaining marketing materials.</p>