



SCIENTIFIC SESSIONS
MAY 6-9 · SAN DIEGO

TOGETHER WE ARE  HRSSM

Perimeter Advertising Guidelines

Dates of Enforcement: May 4-9, 2020

During the 2020 Heart Rhythm Scientific Sessions, the Heart Rhythm Society (HRS) will establish a two-mile convention center radius rule to include airports, which exhibitors must abide by when contracting Scientific Sessions-related advertising.

Exhibitors are required to use the services of HRS's official supplier, A. Fassano & Co., if they wish to advertise outside of the convention center property or at host city airports. Such city-wide perimeter marketing includes, but is not limited to:

- Airport advertising
- Transit advertising
- Banners
- Billboards
- Taxi and/or van wraps
- Pedicabs

Within the two-mile radius, HRS also bans "street activities" for the duration of Scientific Sessions, including, but not limited to:

- Segway advertising
- Pedicabs
- Guerilla marketing
- Chalk art
- Street "vendors" handing out brochures or promotional items
- Performers

For each city in which Scientific Sessions is held, new advertising opportunities may arise. Under these circumstances, 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 from year to year (e.g., airport advertisers receive ROFR on airport options the following year, etc.).* at Scientific Sessions.

Exhibiting companies who do not abide by HRS's perimeter advertising guidelines will be penalized in accordance to the Enforcement of Rules as stated on the exhibitor application and contract for booth space.

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