EXHIBITOR PROSPECTUS

MEETING: JULY 28-31, 2021
EXHIBITS: JULY 28-30, 2021

ACCESS TO 6,000+ PROFESSIONAL ATTENDEES
FROM 88 COUNTRIES OVER 3 DAYS
First and foremost, I hope that you, your family, and your colleagues are doing well during this global pandemic.

To say the least, the world became a very different place in 2020. The live events and global travel industries came to a halt. While HRS was forced to cancel our #HRS2020 live event, we successfully pivoted to a digital experience, which allowed the 41st annual sharing of HRS science to continue. **Within that digital experience, HRS 2020 Science, exhibitors had the opportunity to engage with our virtual attendees via Rhythm Theater and Imagineer Tech Showcase presentations.**

Education was delivered in four releases to more than **6,300 learners in over 70 countries.** Learners had access to **60+ hours of CME/MOC education, along with 20+ educational sessions from industry partners.** Of course, nothing can replace the value of face-to-face networking, education, and discovery that takes during a live event. However, the analytics from HRS 2020 Science revealed that we were able to reach a broader and more diverse audience, including many who previously had been unable to attend Heart Rhythm Scientific Sessions.

**As a result, the 2021 Heart Rhythm Scientific Sessions will provide attendees with registration options that best meet their individual needs: in-person and digital, or digital-only.** Opportunities for industry to participate in the digital experience will include virtual exhibits, Rhythm Theaters, Imagineer Tech Showcases, sponsorship and advertising opportunities, and more.

In our rapidly evolving field of electrophysiology, it is critical for attendees to learn firsthand from our industry partners about emerging technologies and techniques gaining traction in the marketplace. The 2021 Heart Rhythm Scientific Sessions will offer more opportunities than ever for your organization to interact with top physicians, allied professionals, scientists, clinicians, researchers, and thought leaders who specialize in electrophysiology.

Lastly, but most importantly, we will be closely monitoring the global pandemic, and we will be taking necessary precautions to ensure a safe experience for those choosing to join us in Boston. We will provide an environment where you are as safe, comfortable, and productive as possible. HRS will follow and take the necessary actions recommended at the time, whether through physical distancing, hand sanitizing stations, temperature screenings, or all of the above. **Your safety is our priority.**

**I hope that you will join us in Boston for the 2021 Heart Rhythm Scientific Sessions.** Together, we will continue advancing the field of electrophysiology.

Kind regards,

Patricia “Pat” Blake, FASAE, CAE  
CEO, Heart Rhythm Society
Build Partnerships With Key Professionals

Use Heart Rhythm 2021 as your platform to introduce the latest products, services, and technologies to a global audience of heart rhythm and electrophysiology professionals.

Heart Rhythm 2021 brings together more than 6,000 cardiac rhythm professionals — the audience that matters most to your business. Exhibitors will gain access to a multitude of new customer opportunities.

40:1 Attendee-to-Exhibiting Company Ratio

6,000+ Heart Rhythm Professionals

150+ Exhibitors

19 Exhibit Hours
Heart Rhythm Attendees

Connect with Highly-Targeted Audiences

- **Hospital or Academic Institution**: 72%
- **Other**: 12%
- **Industry**: 11%
- **Private Practice**: 5%

**Primary Occupation**

- **Physician**: 48.5%
- **Nurse/Nurse Practitioner**: 14.0%
- **In Training (Fellow-in-Training)**: 8.6%
- **Scientist**: 6.5%
- **Technician/Technologist**: 4.9%
- **Sales/Marketing/Product Development**: 3.5%
- **Engineer**: 3.0%
- **In Training (Student, Intern, Resident)**: 2.9%
- **Manager/Administrator/Hospital Administrator**: 2.5%
- **Other Occupation**: 2.4%
- **Physician Assistant**: 1.6%
- **Educator**: 0.5%
- **Genetic Counselor**: 0.5%
- **Hospitalist**: 0.4%
- **Retired**: 0.2%
Heart Rhythm Attendees

Meet Decision-Makers

Years in Practice

- 1 - 9 Years: 28%
- 10 - 19 Years: 16%
- 20 - 29 Years: 35%
- 30+ Years: 11%
- In Training: 10%

Primary Specialty

- Clinical Electrophysiology: 61%
- Clinical Cardiology: 12%
- Basic Research: 6%
- Other Primary Specialty: 5%
- Clinical Research Science: 3%
- Pediatric Electrophysiology: 3%
- Interventional Cardiology: 3%
- Pediatric Cardiology: 3%
- Heart Failure: 2%
- Translational Research Science: 2%
Heart Rhythm Attendees

“Although there are a number of resources to learn about EP, the HRS Scientific Sessions is really unrivaled in the opportunity to learn about the newest tools and technologies in a hands-on manner and to see what’s coming down the pike. The size and scope of the meeting make it a unique event on the EP calendar.”

-Faisal M. Merchant, MD, FHRS

- 71% Learn about new products/services in the Exhibit Hall that help inform their decision to purchase or prescribe
- 58% Were influenced by information about products/services supplied by exhibitors in the Exhibit Hall and educational sessions
- 41% Have influence over purchasing decision
- 20% Have decision-making authority
World-Renowned EPs at One Event

“The EP community shares a passion for our field as well as a passion for innovation and sharing knowledge. Globally, the greatest stage for this exchange of ideas and innovation that will drive the EP field in the coming years is the HRS Scientific Sessions. The best science, networking opportunities as well as the latest and greatest in novel technology and therapeutics from our industry partners makes the HRS Scientific Sessions an ‘absolutely can’t miss’ event in the EP calendar.”

- Rakesh Gopinathannair, MA, MD, FHRS
Reach Beyond the Exhibit Hall

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Description</th>
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<tbody>
<tr>
<td>2,200+</td>
<td>Media placements across print and digital platforms</td>
</tr>
<tr>
<td>542+</td>
<td>Million global media impressions</td>
</tr>
<tr>
<td>90+</td>
<td>Media interviews conducted</td>
</tr>
<tr>
<td>51+</td>
<td>Registered press representatives from domestic and international media outlets</td>
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Media Outlets: HealthDay, mHealth Intelligence, Cardiology Today, MEDICAL TRIBUNE, MEDTECHDIVE, theheart.org, Medscape, VentureBeat, MASS DEVICE, tctMD, MEDPAGE TODAY, U.S. News
HRS 2020 Science Statistics

- 70+ Countries
- 1,800+ Contributors
- 6,300+ Learners
- 94,000+ ePoster Views
- 21,500+ Heart Rhythm TV Video Views
- 11,700+ Session Views

Reporting from 5/9/20 through 7/9/20.
Engage With Influential Heart Rhythm Professionals

**BRANDING**
- Connect with 6,000+ professionals
- Generate new leads and drive sales
- Build partnerships and nurture existing ones

**MARKETING**
- Launch new products and services
- Gain valuable product feedback and insights
- Present and demonstrate value of products

**ENGAGEMENT**
- Interact with key opinion leaders (KOLs)
- Strengthen client and partner relationships
- Collect business intelligence

**SALES**
- Enhance brand recognition
- Initiate brand experiences
- Introduce products and services

“At Biosense Webster, Inc., we collaborate with the smartest minds in electrophysiology, and the Heart Rhythm Scientific Sessions represents an important opportunity each year for us to deepen these connections and showcase our suite of tools that empowers physicians to help deliver the best outcomes.”

- Fairy Zare, Sr. Marketing Director, US Commercial, Biosense Webster
What Attendees Seek From Exhibitors

Medical Devices and Equipment
- Ablation Systems
- Arrhythmia Monitoring Equipment
- Blood Pressure Equipment
- Blood Volume Measurement Instrumentation
- Cables
- Cardiac Analysis/Monitoring Systems
- Cardiac Data Systems
- Cath Lab Equipment and Supplies
- Defibrillation Systems
- Disposables
- ECG Analysis Systems
- Echocardiography Systems
- Electrophysiology Systems
- Experimental Mapping Systems
- Holter Diagnostics and Equipment
- Imaging Equipment and Supplies
- Introducers and Sheaths
- Leads
- Pacemaker Systems and Equipment
- ICD Lead Extraction Equipment
- Pacing Systems and Equipment

Medical Devices and Equipment (Cont.)
- Pulse Generators
- Recorders
- Remote Monitoring Systems/Wearable Devices
- Stroke Prevention
- Temporary and EP Catheters Pacing
- Tilt Tables
- X-Ray Protection Apparel and Systems

Information Technology
- EHR/EMR/HIT
- IT Services and Equipment
- Cloud-Based Image Management Solutions
- Computer Hardware, Software, and Apps
- Practice Management Services
- Patient Management Applications and Services
- Transtelephonic Equipment and Supplies

Professional and Educational
- Professional Medical Associations
- International Societies
- Educational Institutions
- CME Educational Programs
- Public Services
- Career and Networking Services

Publishing
- Books, Journals, and eBooks
- Educational Tools

Research
- Clinical Trials
- Market Research
- Statistical Research and Analysis

Pharmaceuticals
- Diagnostic and Therapeutic Medications
Exhibitor Benefits

The Heart Rhythm Society will continue to provide wearable beacon technology at Heart Rhythm 2021. This technology is included in your booth fee and offers access to behavioral data and exhibit metrics, including:

- Booth performance data of visitors scanned in the booth by date and time; total and repeat visitors, plus average stay time.
- Individual demographic and contact information for passive visitor scans.
- A graphic segmentation of visitor demographic data with the ability to drill down into smaller segments.

Beacon Technology

Click here for a sample report

• Complimentary Scientific Sessions general registration (one general registration per each one hundred square feet of exhibit space) — approximately a $1,700+ USD value per registration.
• Linear booth space includes pipe and drape back wall (8’ high), draped side rails (33” high), and 7” x 44” booth identification sign (company name and booth number).
• Unlimited Exhibit Hall badges for booth personnel.
• Opportunity to conduct industry activities in conjunction with the meeting (pending HRS approval).
• Ability to submit press releases to HRS 2021 Press Office.
• Opportunity to sponsor or advertise throughout the event.
• Aisle carpeting provided and cleaned daily.
• Early access to discounted hotels in proximity to the Boston Convention and Exhibition Center.
• The Heart Rhythm Society earn priority points toward the selection of exhibit space for Heart Rhythm 2022.

“The experience on the HRS show floor allows us to engage with customers through meaningful conversations, hands-on demos, Rhythm Theater sessions, scientific data exchange, and much more!”

- Eva Carlson, Principal Conventions Strategist, Medtronic
Exhibit Information

Venue
Boston Convention and Exhibition Center
415 Summer Street
Boston, MA 02210

Meeting Dates
Wednesday, July 28 - July 31, 2021

Exhibit Hall Dates
Wednesday, July 28 - July 30, 2021

Exhibit Hall Times
Wednesday, July 28 | 12:30 PM - 6:00 PM
Thursday, July 29 | 9:00 AM - 4:30 PM
Friday, July 30 | 9:00 AM - 3:00 PM

Exhibit Booth Rates
Commercial Exhibitors: $44.25 per square foot
Recruiter & Publisher: $43.25 per square foot
Nonprofit: $24.00 per square foot

Minimum booth space is one 10’ x 10’ unit.

A non-refundable deposit of 50 percent is due with the completed exhibit application (if received on or before January 6, 2021). Full payment is required with applications received after January 6, 2021.

All dates and times are subject to change.
Exhibitor Calendar

October 9, 2020
• Deadline for exhibitors to apply using priority points. A 50 percent deposit is due with application. Full payment must accompany applications received after January 6, 2021.

January 6, 2021
• Deadline to cancel exhibit space incurs a 50 percent booth fee penalty.
• Deadline to submit application for Tech Suites with assignment based on priority booth points. After this date, Tech Suite applications will be accepted on a first-come, first-served basis.
• Booth applications received after this date must include full payment.
• Final booth payments are due for booth applications received before this date.
• Exhibit space cancellations received after this date incurs a penalty of 100 percent of the booth fee.

March 1, 2021
• Island and two-story exhibit display schematics due to Exhibit Management. Please note: If the display includes a hanging banner, hanging sign, or raised floor, specifications must be clearly marked on the schematics.

April 5, 2021
• Deadline for notification of use of exhibitor designated contractor (EDC) and submission of insurance verification.

July 26, 2021
• Exhibitor registration opens at 10:00 AM

July 26-27, 2021
• Exhibitor move-in 8:00 AM - 5:00 PM

July 28, 2021
• Exhibitor move-in 8:00 AM - 1:30 PM (All exhibits must be set by 11:30 AM)
• Exhibit Hall open 12:30 PM - 6:00 PM

July 29, 2021
• Exhibitor access 8:00 AM
• Exhibit Hall open 9:00 AM - 4:30 PM

July 30, 2021
• Exhibitor access 8:00 AM
• Exhibit Hall open 9:00 AM - 3:00 PM
• Exhibitor move-out begins at 3:01 PM

All dates and times are subject to change.
Apply to Exhibit

Application
Visit [https://heartrhythmsupport.org/HR2021ExhibitorApplication.pdf](https://heartrhythmsupport.org/HR2021ExhibitorApplication.pdf) to download the exhibitor application. Exhibitor applications with 50 percent deposit received on or before October 9, 2020 qualify for priority point booth assignment and early access to housing. Deposit must accompany the application for processing. Booth assignments processed during priority assignments will be individually confirmed by email. An updated floorplan will be posted online mid-October 2020 indicating the placement of all companies assigned during this round.

Applications with a 50 percent deposit received after October 9, 2020 will be processed and assigned on a first-come, first-served basis. Applications received after January 6, 2021 must include full payment to be processed. The exhibitor service kit will only be available to exhibitors who are paid in full.

Applications along with proper payment can be submitted up to July 19, 2021. Please review the deadlines and be aware of expiration dates relating to benefits you will miss if you apply closer to the show dates.

For further information about exhibiting, contact:
Susan Waters +1-856-344-3615 or susan_waters@AFassanoCo.com.

For further information about processed applications and placement, contact: Deborah Howley +1-856-302-0891 or deborah_howley@AFassanoCo.com.

Floorplan
Visit [https://www.expocad.com/host/fx/afassanoco hrs21/exfx.html](https://www.expocad.com/host/fx/afassanoco hrs21/exfx.html) to access the most current floorplan online. Occupied booths will not appear until the priority assignment selection is completed.

Once the priority assignments are complete and confirmed, the floorplan will be updated daily indicating booths already reserved, as well as new booths as they are assigned.
Points of Contact

Exhibit and Sponsorship Opportunities
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Exhibit and Sponsorship Opportunities
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Exhibit Booth Assignments and Tech Suites
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