

HEART RHYTHM 2021 DIGITAL INNOVATION EXPO APPLICATION

July 28-31 • BOSTON

DIGITAL INNOVATION EXPO PACKAGES

HRS offers packages to meet the needs of all budgets - with benefits that deliver tangible results. Companies contracted to exhibit at Heart Rhythm 2021 in Boston will receive Tier Benefits based on their square footage contracted as an added benefit to in-person exhibiting.

Digital Booth Benefits	Benefit Details	Tier 1: \$75,000	Tier 2: \$50,000	Tier 3: \$30,000	Tier 4: \$10,000	Tier 5: \$2,000
		7,000+ sf	3,601 to 6,999 sf	901 to 3,600 sf	301 to 900 sf	100 to 300 sf
Exhibitor Listing Page	Logo Tile Size	Large	Large	Medium	Small	X-Small
	Page Ranking	Top	Top	Upper	Mid	Base
	Sponsor Recognition Flag (Sponsorship purchase required)	X	X	X	X	X
Exhibitor Detail Page	Exhibitor Hero Banner	X	X			
	Background (color, pattern, or gradient; no text/logos)	X	X			
	Upgrade to Direct Link to External Digital Booth	+\$7,500	+\$7,500			
	Exhibitor Logo	X	X	X	X	X
	Company Name	X	X	X	X	X
	Company Location	X	X	X	X	X
	Company Description (max character limit)	1,500	1,500	1,000	500	250
	Exhibitor Website	X	X	X	X	X
	Company Social Links (i.e., Facebook, Twitter, Instagram, LinkedIn & YouTube)	X	X	X	X	X
	Company Representative Contact Info Including Name/Email (max #)	3	3	2	2	1
	Product Categories (search filters)	X	X	X	X	X
	Content Downloads (titled PDF) or Quick Links	5	5	4	3	2
	Company Hosted Videos (10-minute max per video)	5	5	4	3	2
Networking & Lead Generation	Industry-Expert Unplugged Digital Events (20-minute max per event)	3	2	1		
	Complimentary Digital Exhibitor Conference Registrations	20	15	10	5	3
	Matchmaking Platform Access (max # of reps)	20	15	10	5	3
	Schedule-a-Meeting (Exhibitor to Attendee Accepted Requests, per Rep)	30	30	30	30	30
	Schedule-a-Meeting (Attendee to Exhibitor, Unlimited Requests)	Up to 20 Reps	Up to 15 Reps	Up to 10 Reps	Up to 5 Reps	Up to 3 Reps
	Drop-a-Business-Card	X	X	X	X	X
	Exhibitor Detail Page Live Chat	X	X	X	X	X
	Direct Access to Dashboard Lead Information and Analytics	X	X	X	+\$500	+\$500
	Lead Information Provided Post-Event (one-time only)	N/A	N/A	N/A	X	X
Promotion	Matchmaking Platform Featuring Exhibitor Logo Scroll with Link to Matchmaking Exhibitor Page	X (Limited to 3*)				
	Highlighted Call-to-Action in Pre-Meeting Email to Preschedule Meetings	X				
	Recognition in #HRS2021 Daily Highlights Email (during onsite meeting)	X				
	Social Media Recognition (1 Tweet)	X	X			
	Recognition in Industry-Content Focused Pre-Meeting Email	X	X			
	Digital-Only Exhibitor Benefit: Company Name Included with Digital-Only Identifying Icon in lieu of Onsite Booth Number in Onsite Program-at-Glance	X	X	X	X	X

* Limited quantities, reserved on a first-come, first-served basis. Priority points will determine any tie-breakers.



BRINGING THE WORLD OF EP TOGETHER

HEART RHYTHM 2021 DIGITAL INNOVATION EXPO

DIGITAL ADD-ONS AND ENHANCEMENTS FOR GREATER EXPOSURE

Increase your exposure to our worldwide audience of Heart Rhythm professionals and grow your business by selecting add on enhancements to your Tier 1, 2, 4 or 5 benefits.

Tiers 1 and 2

Upgrade to a Direct Link to External Digital Booth - \$7,500 *

Tiers 4 and 5

Add Direct Access to Dashboard Lead Information and Analytics - \$500

* Limited quantities, reserved on a first-come, first-served basis. Priority points will determine any tie-breakers.

Call to discuss which package or enhancement will advance your strategic priorities!
Susan Waters | +1-856-344-3615 | susan_waters@AFassanoCo.com

INSTRUCTIONS:

Complete all sections. Obtain authorized signature. Return with deposit. Read Rules and Regulations.

SECTION 1 – ELIGIBILITY:

Have you exhibited with Heart Rhythm Society before? Yes No
New exhibitors will receive a mandatory questionnaire to complete and return prior to assignment. We recommend that you do not make any arrangements for participation until you receive an acceptance notice.

SECTION 2 – COMPANY INFORMATION:

Company Name: _____
Address: _____
City: _____
State: _____ Zip Code: _____ Country: _____
Company Phone: _____
Company Website: _____
Company Twitter Handle: _____

SECTION 3 – CONTACT INFORMATION:

Name: _____
Title: _____
Contact Phone: _____
Contact Cell: _____
Email: _____

If the company exhibited with Heart Rhythm Society previously under a different name, indicate that name here:

SECTION 4 – INNOVATION EXPO DIGITAL BOOTH COMMITMENT LEVEL

Tier 1	\$75,000	\$ _____
Tier 2	\$50,000	\$ _____
Tier 3	\$30,000	\$ _____
Tier 4	\$10,000	\$ _____
Tier 5	\$ 2,000	\$ _____

Package Add-Ons and Enhancements

Direct Access to Dashboard	\$ 500	\$ _____
Link to External Digital Booth (Tiers 1 and 2 only)	\$ 7,500	\$ _____

TOTAL \$ _____

SECTION 5 – PAYMENT POLICY:

Application requirements & payment information:

- Applications received without payment will not be processed.
- A 50% deposit of the total commitment above is required with applications received on or prior to January 6, 2021.
- After January 6, 2021, full payment is required with application.

SECTION 6 – PAYMENT:

Wire Transfer – call Kimberly Deptula (number below) for instructions
 Check enclosed payable to: The Heart Rhythm Society.

Check must be in U.S. currency drawn on a U.S. bank and mailed to the address below.

Credit Card: MasterCard Visa American Express

Total amount to charge: USD \$ _____

Name (as it appears on the card): _____

Card #: _____

Exp. Date: _____ Security Code: _____

Credit card billing address: _____

City: _____ State: _____ Zip Code: _____ Country: _____

Signature: _____

SECTION 7 – AUTHORIZED SIGNATURE:

Name (print): _____

Title: _____

Signature: _____ Date: _____

By signing this application and contract you agree to abide by all rules and regulations governing exhibiting at Heart Rhythm 2021.

Electronic Signatures: Each party agrees that this Agreement and any other documents to be delivered in connection herewith may be electronically signed, and that any electronic signatures appearing on this Agreement or such other documents are the same as handwritten signatures for the purposes of validity, enforceability, and admissibility.

THIS CONTRACT MUST BE RETURNED WITH REQUIRED DEPOSIT OR FULL PAYMENT TO:



If by Mail: Heart Rhythm 2021 Sales, c/o A. Fassano & Company, 200 Davistown Road #1288, Blackwood, NJ 08012



If by Email: (ONLY IF YOUR ORGANIZATION USES OFFICE 365 EMAIL FOR ENCRYPTION-FORCING SERVICE)

HRSProcessing@AFassanoCo.com

REQUIRED Subject Line:

[Confidential] HRS2021 Innovation Digital Expo Application



IF NOT USING OFFICE 365 EMAIL – YOU MUST MAIL THIS APPLICATION WITH CREDIT CARD INFORMATION OR CHECK TO THE ABOVE ADDRESS

Billing/Invoicing/Wire Transfer Questions:

Kimberly Deptula, Financial Specialist +1-856-302-0885



BRINGING THE WORLD
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HEART RHYTHM 2021 DIGITAL INNOVATION EXPO RULES & REGULATIONS

Terms and Conditions

Digital exhibitor hereby agrees and understands that these Policies are part of and incorporated by reference into the Application and Innovation Expo Digital Exhibitor Contract between the digital exhibitor and Heart Rhythm Society (the "Contract"). The submission of the Application for Innovation Expo constitutes the digital exhibitor's agreement to abide by these policies and information, and confirmation of agreement to the Contract. All matters and questions not covered in these Policies are subject to the final judgment and decision of the Society. Digital exhibitor agrees to abide by these policies, or any other exhibitor policies communicated to digital exhibitor by Heart Rhythm Society.

Confirmation/Billing/Refunds

Each digital exhibitor will receive a confirmation letter and invoice. The confirmation will contain general information and guidelines to participate in the Innovation Expo. The Invoice will specify total cost, amount paid and balance due. The Heart Rhythm Society will not issue a refund for cancellation of participation.

Liability

The digital exhibitor hereby agrees to assume full responsibility and liability for all losses, injury, claims, demands, suits, costs, expenses (including reasonable attorneys' fees) of whatever nature and description arising out of or related in any way to digital exhibitor's activities with the Innovation Expo and under this agreement. Digital exhibitor further agrees to indemnify and hold harmless Heart Rhythm Society, its staff, members, volunteers, A. Fassano & Company, Freeman from any and all losses, injury, claims, demands, suits, costs, expenses (including reasonable attorneys' fees) of whatever nature and description arising out of or related in any way to the negligent acts or omissions or willful misconduct of, or breach of this agreement by, digital exhibitor, its employees, agents, or subcontractors in connection with digital exhibitor during the Innovation Expo or under this agreement. IN NO EVENT SHALL HEART RHYTHM SOCIETY BE LIABLE FOR DIRECT, INDIRECT, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, OR LOSSES OF PROFITS, ARISING FROM DIGITAL EXHIBITOR'S ACTIVITIES DURING THE INNOVATION EXPO OR UNDER THIS AGREEMENT.

Use of Space

Digital booths will be presented in the digital event platform by level of participation as determined solely by Heart Rhythm Society. If Heart Rhythm Society deems that demonstrations or marketing assets are objectionable in any way, the following action will be taken by Heart Rhythm Society including, but not limited to, removal of the digital exhibitor's participation. In this case, no refund will be issued.

Conference Registration

Digital exhibitors will receive conference registrations based on the amount included in their purchased tier level. Digital exhibitor representatives will have access to the digital portal during the event for the purpose of representing the company and interacting with attendees.

Platform Compliance

Digital exhibitor acknowledges and understands that this contract is subject to all terms and conditions of Heart Rhythm Society's terms with the digital conference platform.

Digital Exhibitor Limitations

Heart Rhythm Society reserves the right to take final action in any case where a digital exhibitor, in the opinion of Heart Rhythm Society becomes objectionable because of the conduct of persons involved, the use of printed or digital materials, or for any other cause which distracts from the best interests of all digital exhibitors or the event itself.

General Consent and Release for Use of Image

Digitally exhibiting at, or participation in Heart Rhythm Society meetings and other activities constitutes an agreement for Heart Rhythm Society, or anyone authorized by Heart Rhythm Society, to record and use, as Heart Rhythm Society may desire in its sole and absolute discretion, all recordings and reproductions or depictions of such digital exhibitor or attendee's name, likeness, voice, persona, words, actions, and/or biography, which Heart Rhythm Society may make, including without limitation, the right for Heart Rhythm Society, or anyone authorized by Heart Rhythm Society, to use such recordings, reproductions, or depictions in or in connection with any legitimate purposes, including for advertising, publicity, trade and editorial purposes, at any time in the future in all media now known or hereafter developed, throughout the world.

Cancellation or Change of Innovation Digital Expo

Heart Rhythm Society shall not be liable for cancellation, delay or substantial interruption of the Innovation Expo if such failure is caused by act of God, fire, flood, strike, labor dispute, riot, natural disaster, insurrection, war, threat or terrorist activities, curtailment of transportation, destruction or damage to an event facility, epidemic, pandemic or similar outbreak of communicable disease sufficient to impair Heart Rhythm Society's execution of the digital platform, or any cause beyond the control of Heart Rhythm Society or its agents, whether or not similar to the causes herein specifically mentioned, making it inadvisable, illegal, or commercially impracticable, for Heart Rhythm Society to perform. Heart Rhythm Society's performance may be excused without penalty for any one or more of such reasons.

No Endorsement

Participation as a digital exhibitor at the Innovation Expo does not in any way constitute that Heart Rhythm Society or the Innovation Expo endorses digital exhibitor or digital exhibitor's products or services. Any promotions that digital exhibitor undertakes or conducts before, during, or after the Innovation Expo should not imply or convey Heart Rhythm Society's approval, endorsement, certification, acceptance, or referral of digital exhibitor or digital exhibitor's products or services.