

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.