



## Rhythm Theater Guidelines

### Rhythm Theater sponsorship includes:

- Audio/visual package + stage set for up to five presenters
  - PRIOR to the presentation date all speakers must upload their presentation into the #HRS2022 presentation management system; presentations will be accessible via the PC laptop provided at the Rhythm Theater
- In-person seating for no more than 150 attendees based on current social distancing guidelines with additional space for standing
- Two (2) lead retrieval units with temporary staff to manage lead collections for your presentation
- Light food and beverage service will be provided within Rhythm Theater area, selections made by Heart Rhythm Society
- Pre-meeting and onsite promotions of Rhythm Theater content and schedule; including program listing in the Industry Education Guide, Online Planner, Mobile App, HeartRhythm.com, and onsite signage
- Complimentary one-time use of the pre-registration scientific attendee list, available upon request, for a mail promotion (list is opt in by HRS attendees at time of registration); sponsor must provide sample of mailing piece for approval by Heart Rhythm Society prior to receiving complimentary mailing list
- Rhythm Theater presentations will be available to #HRS2022 Online Experience audience via live-streaming channel. Presentation recordings will then be available on-demand approximately one hour after the live-stream concludes viewable through conclusion of the Online Experience. Recorded presentations do not migrate to Heart Rhythm 365.
- Live-stream capture of presentation to include camera feed and slides provided to sponsor for own use post meeting
- Link to sponsor's advertisement of Rhythm Theater presentation included on company's #HRS2022 Mobile App exhibitor listing (*link must be hosted by sponsor in required size and format*)
- Inclusion of Rhythm Theater programming in engagement emails, including daily meeting highlights sent to registered scientific attendees leading up to and during Heart Rhythm 2022; *distribution at the discretion of Heart Rhythm Society*

### Note:

- Two (2) theaters run concurrently
- ACE and/or CE credits cannot be earned for participating in a Rhythm Theater
- Funds will be applied toward your [Infinity Circle](#) contribution
- Deadlines for all marketing touch points to be included in specifications and deadlines
- Rhythm Theater presenters do not receive complimentary registration. Please check with your presenter(s) regarding their registration needs for Heart Rhythm 2022.

### Contacts:

Business Development	Susan Waters +1-856-344-3615; Email <a href="mailto:susan_waters@AFassanoCo.com">susan_waters@AFassanoCo.com</a>
Logistics & Fulfillment	Arlaina Utley +1-856-302-0892; Email <a href="mailto:arlaina_utley@AFassanoCo.com">arlaina_utley@AFassanoCo.com</a>
Payment	Kim Deptula +1-856-302-0885; Email <a href="mailto:kimberly_deptula@AFassanoCo.com">kimberly_deptula@AFassanoCo.com</a>

# Rhythm Theater Guidelines

## **DEFINED TERMS**

The term "HRS" as used herein shall mean Heart Rhythm Society.

## **APPLICABILITY, INTERPRETATION AND GOVERNING LAW**

- The Heart Rhythm 2022 Rhythm Theater Guidelines (Guidelines) are part of the Rhythm Theater letter of agreement between the exhibitor and HRS. HRS shall have the authority to interpret and enforce these guidelines. All matters not covered by these guidelines are subject to the decision of HRS. All decisions so made shall be as binding on all parties as the original guidelines. The exhibitor or its designated representative is responsible for reading and understanding all guidelines. The exhibitor or its representative that fails to observe these conditions or the terms of the Rhythm Theater guidelines and application may be removed from the Rhythm Theater without refund.
- Any claim or cause of action arising out of this agreement shall be governed exclusively by the law of the District of Columbia, USA without regard to its conflict of laws principles. Any claim or cause of action arising under this agreement shall be adjudicated exclusively in the local or federal courts of the District of Columbia. The exhibitor hereby submits to the personal jurisdiction of the courts located in the District of Columbia, USA.

## **AMENDMENTS**

These guidelines may be amended at any time by HRS and all amendments so made shall be binding on all executed letters of agreement.

## **ELIGIBILITY**

- Rhythm Theater time slots can be secured only by Heart Rhythm 2022 exhibitors with an executed exhibit space contract.
- If the exhibitor cancels or defaults on exhibit space, the contracted Rhythm Theater time slot will be revoked, and cancellation fees will apply, as outlined in these guidelines.

## **REVOCACTION**

HRS reserves the right to revoke the Rhythm Theater contract at its sole discretion.

## **RHYTHM THEATER PROGRAM REVIEW**

The Education department of the Heart Rhythm Society and Heart Rhythm Program Committee approves programming content on a first-come, first-served basis.

## **RHYTHM THEATER CANCELLATION POLICY**

As only contracted exhibitors may retain Rhythm Theater sponsorships, cancellation of exhibit space automatically results in cancellation of Rhythm Theater presentation(s). The following cancellation terms apply, regardless of how a Rhythm Theater presentation is cancelled:

- Sponsorships cannot be cancelled and no portion of fees will be refunded if any portion of the sponsorship has been activated. For sponsorships which have not been activated, as of the date of cancellation notification, launched or begun, a refund of 50 percent of total fee will be processed if canceled prior to February 28, 2022. Any cancellation notifications received after February 28, 2022 regardless of activation will result in 100 percent payment of the sponsorship fee, with no refund allowed. All notifications must be in writing to Exhibit Management prior to February 28, 2022.
- HRS retains the right to utilize cancelled Rhythm Theater time slots at its discretion.

## **CANCELLATION BY Heart Rhythm Society**

- The Heart Rhythm Society reserves the right to cancel Rhythm Theaters if the minimum participation of three (3) companies/presentations per Theater location has not been fulfilled. In the unlikely event the Heart Rhythm Society cancels the Rhythm Theaters, the Heart Rhythm Society will refund the full sponsorship fee or it may be transferred to a similar or like opportunity.
- In the event that the Heart Rhythm Society cancels Heart Rhythm 2022 for any reason, including but not limited to, causes not reasonably within the Society's control, the Society in its sole discretion will determine the disposition of the funds paid by the sponsor, examples of disposition could include, but not be limited to, a forfeiture of the entire amount paid, a refund of all or part of the amount paid, or the crediting of some or all of the amount paid to a future HRS event. In no event shall the Society's liability to the sponsor for damages incurred due to the cancellation of Heart Rhythm 2022 exceed the amount paid. Furthermore, HRS is not responsible for delays, damage, loss, increased costs, or other unfavorable conditions that arise as a result of such termination.

## **WAIVER, ENFORCEABILITY, BINDING NATURE**

Once signed, by the exhibitor and HRS, the Rhythm Theater letter of agreement is irrevocable, and the rights of HRS under the letter of agreement shall not be deemed waived except as specifically stated in writing by an authorized representative of HRS. The time slot holder further agrees that upon acceptance of this agreement by HRS, with or without appropriate or timely payment of any and all fees, the Rhythm Theater agreement shall become binding and enforceable in accordance with its terms. The letter of agreement will be binding on the exhibitor's and HRS's successors. If any term, clause, or provision hereof is held invalid or unenforceable by a court of competent jurisdiction, such invalidity shall not affect the validity or operation of any other term, clause or provision, and the invalid term, clause or provision shall be deemed to be severed from the agreement.

## **LIABILITY**

Exhibitors are liable for any damage(s) caused to Rhythm Theater presentation area; including, but not limited to floors, walls, columns, or to Rhythm Theater furnishings and equipment, or to other exhibitors' property. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building columns and floors, or to Rhythm Theater structure, furnishings, and equipment. The exhibitor is responsible for all personal and corporate property placed in Rhythm Theater presentation space.

## **INDEMNIFICATION**

Each exhibitor, in securing a presentation time slot, agrees to protect, indemnify and hold harmless the following parties (including, but not limited to): Heart Rhythm Society, the Moscone Center, Freeman, A. Fassano & Company, and their officers, directors, agents, contractors and employees from any and all claims, liability, damages or expenses asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of or in any way connected with the negligence, wrongful acts of or breach of contract by the time slot holder or its agents, servants or employees.

## **REJECTION**

The exhibitor agrees that the Rhythm Theater presentation and related set-up, tear-down, and promotional activities shall operate in strict compliance with these guidelines. HRS reserves the right to reject, remove, or prohibit any presentation in whole or in part, or any exhibitor, or its representative, with or without giving cause. If any exhibitor is ejected for violation of these guidelines, or for any other stated reason, no return of funds shall be made.

## **RELOCATION OF THEATER**

HRS reserves the right to alter location of the Rhythm Theater as shown on the official exhibit floor plan or hotel function space, if deemed, in the sole discretion of HRS, to be advisable or in the best interests of Heart Rhythm 2022.

## **PRESENTATION TIME ASSIGNMENT**

Although HRS will attempt to accommodate requests for specific Rhythm Theater time slots, the Society does not guarantee the specific time slot requested.

## **RHYTHM THEATER PRESENTATION GUIDELINES**

- The exhibitor agrees to utilize the Rhythm Theater for promotional presentations or activities, highlighting a service, or presenting data on a product. Exhibitors are not permitted to present any CME and/or CE educational symposia, sessions, or activities in the Rhythm Theater.
- It is the responsibility of exhibitor to ensure adherence to Food and Drug Administration (FDA) regulations, policies, practices and guidelines, and all other applicable industry guidelines, concerning the demonstration, discussion, use and/or display of products, technologies, and/or services at Heart Rhythm 2022. In addition, HRS encourages all exhibitors to check with their companies' own medical affairs/compliance staff for guidelines adhered to by their own companies.
- All products marketed and promoted on the exhibit floor, including within the Rhythm Theaters, that are regulated by the Food and Drug Administration (FDA) must meet FDA guidelines and be FDA-approved. Exhibitors are reminded of the FDA restrictions on the promotion of investigational and pre-approved drugs, devices, and procedures. Information regarding FDA regulations should be obtained directly from the FDA. For more information, visit the [FDA Guidance](#) website.
- Failure to comply with these guidelines will result in the loss of all exhibiting priority points for Heart Rhythm 2022; the exhibitor being removed from Rhythm Theater; and the exhibitor being prohibited from holding a Rhythm Theater at future Heart Rhythm Society meetings.
- It is the responsibility of the exhibitor to ensure that all individuals involved with the planning, production, marketing, and/or execution of a Rhythm Theater are aware of and abide by the HRS Rhythm Theater guidelines.

## **RHYTHM THEATER PRESENTATION GUIDELINES (continued)**

- Presenters may either be a registered attendee, an invited speaker, or abstract presenter of Heart Rhythm 2022. Presentations may reference the content of (but must not be identical to) official HRS educational programming, oral, or poster presentation content. **Presentations referencing Heart Rhythm 2022 educational programming may only take place after the official HRS education presentations have been delivered; physicians or scientists registered as presenters at Heart Rhythm 2022 may not present a live talk at any exhibit until after the HRS educational programming.** This does not apply to engineers or others registered as exhibitors.
- HRS reserves the right for the Heart Rhythm Program Committee to review and approve the content, faculty, and agenda within the Rhythm Theater(s).

## **INSTALLATION AND DISMANTLING**

HRS reserves the right to alter the Heart Rhythm 2022 hours in any manner whatsoever if in its sole discretion such alteration is in the best interest of HRS.

- Installation: Exhibitors will have access to the Rhythm Theater 30-minutes prior to the assigned presentation time slot. Exhibitors are encouraged to “prep” during this time. Seating, A/V, stage, and food and beverage area items cannot be moved or altered.
- Dismantling: Exhibitors must remove all literature, materials, handouts, etc., from the Rhythm Theater within 15-minutes after the conclusion of their presentation time slot. Any such materials left will be disposed of by the facility housekeeping staff.

## **PROMOTIONAL MATERIALS**

- HRS does not co-sponsor Rhythm Theaters. Use of the HRS name, logos or insignia on materials promoting Rhythm Theaters is strictly prohibited. All materials promoting Rhythm Theaters must clearly indicate the name(s) of the organizer(s) and/or the company(s) providing financial support for the presentation.
- The terms “Scientific Sessions” or “Symposium” may not be used in reference to a Rhythm Theater.
- All materials promoting Rhythm Theaters must include the following statements:  
*“This program is not part of Heart Rhythm 2022 as planned by the Heart Rhythm 2022 Program Committee. This event is neither sponsored nor endorsed by the Heart Rhythm Society. This event does not qualify for continuing medical education (CME) credit.”*
- Proposed copy for promotional materials must be submitted to A. Fassano & Co. for Heart Rhythm Society approval prior to printing. Materials will be reviewed according to the date received. Please allow a minimum of five (5) business days for Heart Rhythm Society approval.
- Distribution of approved materials from sponsoring exhibitor’s exhibit booth(s) is permitted. Promotional materials may not be distributed in the exhibit hall aisles, in the Moscone Center lobbies or public areas, or anywhere else in the Moscone Center. Promotional materials may not be distributed in any hotel lobbies, restaurants, entrances, or any other locations in the Heart Rhythm 2022 block unless approved by the Heart Rhythm Society. Noncompliance of this regulation will result in the prompt removal of the non-complying person(s) as well as property from that area and will result in loss of Heart Rhythm 2022 exhibit priority points by the exhibiting company.
- Promotional materials may be sent to the sponsor’s in-house mailing lists or a complimentary pre-registered attendee mailing list may be attained from HRS. Mailing lists may be utilized only by companies with executed Rhythm Theater agreements. Please note the turn-around time for requested lists is seven (7) to ten (10) business days.

## **GIVEAWAYS**

- Companies are permitted to distribute from the Rhythm Theater, during their assigned time slot only, non-exclusive giveaways in accordance with the [AMA Ethical Guidelines](#), linked here.
- In addition, exhibitors are encouraged to review and adhere to other applicable guidelines and codes of ethics, such as the Pharmaceutical Research and Manufacturers of America ([PhRMA Code on Interactions with Healthcare Professionals](#)), Advanced Medical Technology Association ([AdvaMed Code of Ethics on Interactions with Health Care Professionals](#)) and the Office of Inspector General’s ([OIG Compliance Program Guidance for Pharmaceutical Manufacturers](#)). Pharmaceutical and device companies are reminded to pay special attention to the recently revised PhRMA and AdvaMed Codes, respectively, which prohibit their members from distributing many traditional giveaway items.
- Giveaways should be associated with products or services of the exhibiting company, and/or relate to the physician’s work. HRS encourages all participating exhibitors to check with their companies’ own medical affairs/compliance staff for guidelines adhered to by their own companies.
- All giveaways must be registered via the online additional giveaway / booth activities form found in the exhibitor service kit by the deadline noted.
- The following items are NOT permitted as giveaways: badge holders/lanyards, bags, (other than described above), cameras, knives of any kind, lapel pins/buttons, city/area maps, pocket tools, and water bottles.

## **SIGNAGE**

HRS will produce and display signboards that include listings of all Rhythm Theater presentations. Exhibitors hosting Rhythm Theaters are permitted to professionally print and display a maximum of two (2) signs at their assigned Rhythm Theater time slot. Signs may not be any larger than 28" x 44". Two (2) easels will be provided at the Rhythm Theater for participant use. Signs may be ordered through Freeman or a contractor of the exhibitor's choosing. Please note, proposed copy for signage must be submitted to A. Fassano & Co. for Heart Rhythm Society approval prior to printing.

Signage may only be placed outside the entrance to the Rhythm Theater beginning 30-minutes prior to the exhibitor's time slot and must be removed within 15-minutes of the conclusion of the time slot. Any signs left longer than 15-minutes after the time slot's conclusion will be considered trash and disposed of accordingly. Exhibitors may display signs promoting their Rhythm Theaters within their own contracted exhibit spaces. Signs may not be placed in other venues, public areas of the Moscone Center, official hotels, shuttle buses, taxicabs, etc. Companies violating these rules will have their items removed/confiscated and will lose priority points for Heart Rhythm 2022.

## **SOLICITATION**

The exhibit hall aisles and other public spaces within the Moscone Center not leased to exhibitors shall be under the control of HRS. All presentations, meetings, distribution of literature, and the transactions of business of any nature shall be made WITHIN the Rhythm Theater during the contracted time slot. Temporary booth and/or Rhythm Theater personnel, including third-party planners, shall be restricted to the same guidelines as authorized exhibitor personnel. Solicitation in the exhibition hall aisles outside the Rhythm Theater or intercepting those in attendance for advertising purposes is strictly prohibited. Exhibitors are urged to immediately report violations of this rule to a member of the A. Fassano & Company management team.

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