

# Hands-On Educational Session Guidelines

## Friday, May 19, 2023, 9:00 AM – 11:00 AM

The Hands-On Educational Session will be marketed to all #HRS2023 attendees for engagement with attending electrophysiologist professionals in a dedicated one-on-one educational setting demonstrating your electrophysiology technology. The Hands-on Educational session is not certified for ACE or CE credit.

The session will be held in the exhibit hall, specifically Hall D3 accessed from Lobby D, Gate 10A.

### **INSTALLATION AND DISMANTLING**

- Hands-On Educational Session unit packages include 8'W x 3'H pipe and drape, 6' draped table, 5 chairs, 1-10amp, and ID sign with company name. Additional furnishings and/or services are the responsibility of the sponsor. Display enhancements such as digital screens, custom furniture, equipment monitors/readings are permitted. Sponsor is responsible for all display enhancements; furnishings, audiovisual equipment, labor including any service charges and taxes and must be contracted through Heart Rhythm Society's exclusive provider, Freeman. Materials must fit within the confines of unit and approved by Heart Rhythm Society.
- **Shipping:** All items must be shipped to your exhibit booth and then transferred to the Hands-on Educational Session room during event move-in. Shipping and drayage fees are the responsibility of the sponsor. Shipping instructions can be found in the Exhibitor Service Kit.
- **Labor:** Labor may be ordered through Freeman Services Exhibitor Service Kit to move equipment and materials to/from the Hands-On Educational Session to the booth within the allotted move-in and move-out times. Sponsors are responsible for any financial charges for shipping of equipment, materials, labor, and drayage charges. HRS is not responsible or liable for the loss or damage of materials and/or equipment.
- **Installation:** Sponsors will have access to the Hands-On Educational Session space on Friday, May 19, from 7:00 AM – 9:00 AM to set up table displays and medical equipment and should include any and all furnishings or equipment that is either rolled in or delivered on manual pallet lifts (*personal items should NOT be left unattended; HRS and its subsidiaries do not assume responsibility for the theft or damage of sponsor/personal property*). Sponsors are responsible for scheduling equipment and material delivery to the sponsor's Hands-on Educational Session unit(s) on Friday morning, May 19, from 7:00 AM – 9:00 AM. Set-up time will not be available Thursday, May 18.
- **Dismantle:** Sponsors must remove all materials from the Hands-on Educational Session area by no later than 12:00 PM on Friday, May 19. All equipment that is to be moved to sponsor's exhibit must be moved and in place prior to the Exhibit Hall opening at 12:00 PM; sponsors are responsible for scheduling and expediting these transfers at conclusion of Hands-on Educational Session. Any materials left will be removed and considered trash.

## **MARKETING AND PROMOTIONS**

- Each participating company receives company name, logo, 50-word description, and photo of the equipment being demonstrated in the Hands-On Educational Session section of the Industry Education Guide distributed to Heart Rhythm 2023 attendees at registration. Advertising is available for purchase within the [Industry Education Guide](#)
- Onsite promotion of Hands-On Educational Session will include event directional signage and listing on the Industry Education signage in the registration area to include date and time of event and participating company logos
- Recognition of participating companies on the Heart Rhythm 2023 website
- Announcements of the session will be included in marketing emails and one (1) tweet leading up to the meeting, deployment dates at the discretion of Heart Rhythm Society
- Hands-On Educational Session will be identified within the Program-at-a-Glance; **Note:** Sponsors will be recognized via text in print pieces containing ACE programming/content as per ACCME guidelines.
- Email sent to registered attendees during Heart Rhythm 2023 with meeting highlights including Hands-On Educational Session, distribution at the discretion of Heart Rhythm Society
- Heart Rhythm Mobile App inclusions:
  - Session will be included within the educational program listings and available for attendees to star and/or add to their itinerary
  - Mobile app listing featured under separate “Hands-On Session” section within the #HRS2023 mobile app exhibit list, highlighting your participation and planned demonstrations
  - Company logo displayed beside company name on Hands-On subcategory list
  - Detailed listing includes the following:
    - Company Name
    - Company Description
    - Company Website
    - Customer Service Email
    - Search topics related to product/service/concept for in-app search engine discovery
    - Two (2) collateral pieces relating to your planned demonstrations linked at the bottom of the listing (URL, Video, PDFs, etc. – link must be hosted by sponsor in required size and format)

## **DEMONSTRATION AND PERSONNEL RULES & REGULATIONS**

- There are two types of “units”: 1) self-contained product/device, 2) solution that may require up to five (5) integrated products/attachments, but product and/or attachments must directly interact to complete one (1) procedure/solution or “unit”.
- Devices/drugs awaiting FDA approval (i.e., those qualifying for an Investigational Device Exemption), including but not limited to Permanent Approval Application (PMA) and 501(k) devices, must be identified to the Heart Rhythm Society (HRS) at the time of application along with documentation of compliance with all applicable FDA guidelines relating to the marketing and promotion of investigational devices.
- Devices/drugs presented for marketing outside the United States must be clearly and conspicuously labeled as such to avoid misrepresentation. Failure to meet marketing and labeling standards will result in the removal of the device/drug in question from the Hands-On Educational Session. Refunds will not be issued to sponsor found in noncompliance.
- The Heart Rhythm Society notes that attendees will find value in reviewing industry research studies/trials/offprints/articles that support the concept of industry products. Providing these in print and/or electronically is acceptable.
- The following may be used for educational demonstrations or material handouts:
  - Materials to show process and function.
  - “How to” operate equipment.
  - “How to” use and set up the device or use a feature.
  - Rate rulers, small cards explaining scientific principles and/or product operation.
  - Calipers and simulators.
  - Non-potable water and/or food products (sponsor responsible for contacting [convention center catering](#) for water needs and proper disposal)
  - Note: Sponsor responsible for proper management and disposal of all biomedical waste used for demonstration purposes
  - Personnel may include company educators or field clinical engineers/specialists.

## **DEMONSTRATION AND PERSONNEL RULES & REGULATIONS (continued)**

- Sales and Marketing Representatives are not permitted to represent the Hands-On Educational Session devices. This session is purely educational and informational and thus the representatives of the exhibiting company may only demonstrate and teach during this session. **The marketing or sales of company products or services is strictly prohibited.**
- Educators or field clinical engineers/specialists may distribute business cards to session attendees; business card distribution of sales and marketing personnel is strictly prohibited.
- Corporate shirts are permitted.
- Corporate table drapes with sponsor's logo are permitted.
- Educationally based signage within assigned unit space is permitted. All signage must be approved by the Heart Rhythm Society. Signage that has not received approval may not be displayed.
- Educational materials are permitted; marketing/promotional related literature is not permitted to be displayed or distributed. All materials to be displayed and/or distributed to participants must be approved by the Heart Rhythm Society. Materials that have not received approval may not be distributed.
- Giveaways are permitted in accordance with the [AMA Ethical Guidelines](#). In addition, sponsors are encouraged to review and adhere to other applicable guidelines and codes of ethics including sponsor's internal medical affairs/compliance guidelines.

## **LEAD RETRIEVAL**

- Attendee leads will not be captured at session entrance. Lead retrieval devices from sponsor's exhibit booth may be utilized within sponsor's hands-on unit space. The Heart Rhythm Society requires submission of leads list acquired during session for the purpose of tracking/count lists and should be provided in Excel format within 24 hours after the conclusion of the session to [arlaina@afassanoco.com](mailto:arlaina@afassanoco.com). If sponsor does not have a lead retrieval device and would prefer to rent directly from HRS for use during the session, sponsor may request from [arlaina@afassanoco.com](mailto:arlaina@afassanoco.com).

## **HEALTH AND SAFETY**

- The health and safety of all Heart Rhythm 2023 attendees, exhibitors, and event support staff is a top priority. [Learn More](#)

## **TERMS AND CONDITIONS**

- HRS reserves the right to alter the Heart Rhythm 2023 Hands-On Educational Session in any manner whatsoever if in its sole discretion such alteration is in the best interest of the Heart Rhythm Society to preserve the integrity and professional atmosphere of the meeting.
- These guidelines may be amended at any time by HRS, and all amendments so made shall be binding on all executed letters of agreement.
- Failure to comply with these guidelines will result in the loss of all exhibiting priority points for Heart Rhythm 2024; the sponsor/exhibitor being removed from the Hands-On Educational Session; and the sponsor/exhibitor being prohibited from participating in the Hands-On Educational Session at future Heart Rhythm Society meetings.
- It is the responsibility of the sponsor/exhibitor to ensure that all individuals involved with the planning, production, marketing, and/or execution of a Hands-On Educational Session display/unit are aware of and abide by the Hands-On Educational Session guidelines.
- Sponsor is liable for any damage(s) caused to facility structures including floors, walls, columns, furnishings, equipment, or to other sponsors'/exhibitors' property. Sponsors may not apply paint, lacquer, adhesive or any other coating to building columns, walls, and floors, or to Hands-On Educational Session furnishings and equipment. The sponsor is responsible for all personal and corporate property placed in Hands-On Educational Session space.
- Each sponsor, in securing a Hands-On Educational Session unit, agrees to protect, indemnify and hold harmless the following parties (including, but not limited to): Heart Rhythm Society, the New Orleans Ernest N. Morial Convention 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 sponsor or its employees, agents or contractors.

## **CANCELLATION POLICY**

As only contracted exhibitors may retain Hands-On Educational Session unit(s), cancellation of exhibit space automatically results in cancellation of Hands-On Educational Session unit(s). The following cancellation terms apply, regardless of how the Hands-On Educational Session unit 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 27, 2023. Any cancellation notifications received after February 27, 2023, 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 27, 2023. All notifications must be in writing to [susan\\_waters@afassanoco.com](mailto:susan_waters@afassanoco.com) prior to February 27, 2023.
- HRS retains the right to utilize cancelled Hands-On Educational Session unit(s) at its discretion.

## **CANCELLATION BY Heart Rhythm Society**

- The Heart Rhythm Society reserves the right to cancel the Hands-On Educational Session if the minimum participation of six (6) companies/units has not been fulfilled. In the unlikely event the Heart Rhythm Society cancels the Hands-On Educational Session, the Heart Rhythm Society will refund the full sponsorship fee, or it may be transferred to a similar or like opportunity at Heart Rhythm 2023.
- In the event that the Heart Rhythm Society cancels Heart Rhythm 2023 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 the next Heart Rhythm Society scientific sessions. In no event shall the Society's liability to the sponsor for damages incurred due to the cancellation of Heart Rhythm 2023 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.

## **CONTACTS:**

Business Development	<a href="#">Susan Waters</a> +1-856-344-3615
Logistics & Fulfillment	<a href="#">Arlaina Utley</a> +1-856-302-0892
Payment	<a href="#">Cecilia Manley</a> +1-856-481-0626