



**24**  
**HEART RHYTHM**

**INDUSTRY  
EDUCATION,  
EVENTS &  
MEETINGS**



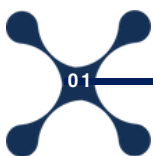
**Planning an event, meeting, symposium, or gathering at Heart Rhythm 2024?**  
This guide will help you understand the options available to host your event. All events related to cardiology and electrophysiology occurring from May 14-19, 2024, in Boston, MA, must be approved by the Heart Rhythm Society through one of the channels below.

Questions? Contact Molly Holt at [mholt@hrsonline.org](mailto:mholt@hrsonline.org).



## EVENT TYPES

<b>RHYTHM THEATERS</b>	Product showcases and educational sessions held in two theaters on the Exhibit Floor during Exhibit Hall hours.
<b>SATELLITE SYMPOSIA</b>	Industry-designed sessions peripheral to the Heart Rhythm 2024 program, held Wednesday-Thursday, or during breakfast, lunch or dinner from Friday-Sunday. May be offered as ACE or Non-ACE activities.
<b>MEETINGS (ICW/AUXILIARY)</b>	Designed for small external meetings or employee-only meetings of any size. Staff Meetings, Investigator Meetings, Committee Meetings, Nonprofit and University Hospitality Events, Focus Groups, and Investor Meetings.
<b>INDUSTRY EVENTS &amp; RECEPTIONS</b>	Events & Receptions are events peripheral to the Heart Rhythm 2024 program. They include 20 minutes or less of education and are designed for events with a networking and brand focus.
<b>TECH &amp; BUSINESS SUITES</b>	Two types of suites available: Tech Suites on the Exhibit Floor (subject to hall hours) and Business Suites located in the convention center (extended hours/days). Educational sessions or activities are not permitted in suites.
<b>AFTER HOURS EVENT</b>	Held within the sponsoring exhibitor's booth after exhibiting hours for engagement, hospitality, product demos, or special product previews.
<b>SKILLS TRAINING</b>	Expanded for 2024, a skills-training area on the exhibit floor, designed to give practitioners hands-on time to experience your products.
<b>IN-BOOTH PRESENTATIONS</b>	Exhibitors may host limited presentations (max. 20 mins) during specific times.





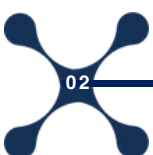
# RHYTHM THEATERS

**Rhythm Theaters** are product showcases and educational sessions held in two built theaters on the **Exhibit Floor** during Exhibit Hall hours.

Rhythm Theaters can be designed for promotion or education and include light food and beverage, audio visual, room set, and marketing by the Heart Rhythm Society.



	AVAILABLE TIMES	PRICING
FRIDAY, MAY 17	CONTACT <a href="#">SUSAN WATERS</a> TO LEARN WHICH TIMES ARE AVAILABLE.	\$50,000
SATURDAY, MAY 18		
SUNDAY, MAY 19		





# SATELLITE SYMPOSIA

**Satellite Symposia** are educational sessions peripheral to the Heart Rhythm 2024 program, designed to meet the continuing education needs of the heart rhythm community.

They may be offered as ACE activities or non-ACE activities.



## SCHEDULE

	BREAKFAST	LUNCH	DINNER
WEDNESDAY, MAY 15	All Day Programming Available		
THURSDAY, MAY 16	All Day Programming Available		
FRIDAY, MAY 17	2 Spaces Available* 6:30 AM - 8:00 AM	2 Spaces Available* 12:00 PM - 2:00 PM	6:30 PM - 10:00PM
SATURDAY, MAY 18	2 Spaces Available* 6:00 AM - 7:30 AM	2 Spaces Available* 12:00 PM - 2:00 PM	6:00 PM - 10:00PM
SUNDAY, MAY 19	Limited availability.		

\*At the Boston Convention & Exhibition Center, limited to two per time slot.

Note: All Satellite program start/end times *must* be within the start/end times listed here. Registration may open 30 minutes prior.





# SATELLITE SYMPOSIA



## PRICING

	BREAKFAST	LUNCH	DINNER
WEDNESDAY, MAY 15	\$35,000 per Program		
THURSDAY, MAY 16	\$35,000 per Program		
FRIDAY, MAY 17	\$35,000* AV/Room Included	\$45,000* AV/Room Included	\$35,000
SATURDAY, MAY 18	\$35,000* AV/Room Included	\$45,000* AV/Room Included	\$35,000
SUNDAY, MAY 19	Limited availability.		

\*At the Boston Convention & Exhibition Center, limited to two per time slot.

No food and beverage is included in pricing, regardless of location.

**Discounted Pricing:** Available for programs designed for Fellows-in-Training, Allied Healthcare Professionals, and International Invitees.

CONTACT SUSAN WATERS  
FOR MORE INFORMATION.





# EVENTS & RECEPTIONS

Events & Receptions are peripheral to the Heart Rhythm 2024 program. These can include a maximum of 20 minutes of education and should be events designed for networking and/or with a brand focus.

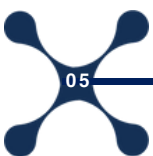
They may be offered only as non-ACE activities.



## SCHEDULE & PRICING

	AVAILABLE TIMES	PRICING
WEDNESDAY, MAY 15	5:00 PM - 10:00 PM	\$5,000
THURSDAY, MAY 16	5:00 PM - 10:00 PM	\$15,000
FRIDAY, MAY 17	6:00 PM - 10:00 PM	\$15,000
SATURDAY, MAY 18	6:00 PM - 10:00 PM	\$15,000

CONTACT SUSAN WATERS  
FOR MORE INFORMATION.






# MEETINGS

*also known as In Conjunction With (ICW), Affiliate, or Auxiliary Meetings*

Functions that are independently organized by exhibitors, universities, hospitals, government agencies, and non-profit organizations and are considered meetings such as committee, investor, focus group, market research groups, investigator meetings, and staff or board meetings. Educational content is not permitted.



## SCHEDULE

(ALLOWABLE MEETING TIMES)

	MEETINGS*	EMPLOYEE-ONLY MEETINGS
WEDNESDAY, MAY 15	All Day	All Day
THURSDAY, MAY 16	All Day	All Day
FRIDAY, MAY 17	6:00 AM - 7:45 AM 6:00 PM - 10:00 PM	All Day
SATURDAY, MAY 18	6:00 AM - 7:45 AM 6:00 PM - 10:00 PM	All Day
SUNDAY, MAY 19	6:00 AM - 7:45 AM 6:00 PM - 10:00 PM	All Day

\*Examples are Committee Meetings, Focus Groups, Investigator Meetings, and Market Research. Non-Profits, Government Agencies, Universities, or Hospitals can also host receptions with no education.



# MEETINGS

*also known as In Conjunction With (ICW), Affiliate, or Auxiliary Meetings*

Events or activities are independently organized by exhibitors, universities, hospitals, government agencies, and non-profit organizations and fall into one of the following categories: committee, investor, focus group, market research groups, investigator meetings, and staff or board meetings. Educational content is not permitted.



## PRICING

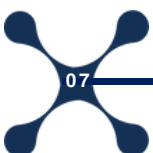
	EXHIBITOR	NON-PROFIT	NON-EXHIBITOR*
APPLICATION FEE <i>per meeting</i>	\$850	\$300	\$2,000

An application per meeting must be received before May 10, 2024.

All applications submitted after April 1, 2024, will incur a \$200 late fee.

*\*Requires Prior Approval, contact Erinn Sanders at [esanders@hrsonline.org](mailto:esanders@hrsonline.org)*

**APPLICATION FOR MEETING**  
**SPACE OPEN ON DECEMBER 5**







# SKILLS TRAINING

Expanded for Heart Rhythm 2024, Heart Rhythm Society is building a **hands-on** training area on the exhibit floor, designed to give practitioners expanded time to experience your products via hands-on learning.

[Submit your proposal now!](#)



## SCHEDULE & PRICING

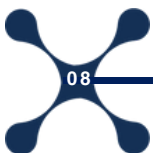
	AVAILABLE TIMES	PRICING
FRIDAY, MAY 17	10:30 AM - 5:30 PM	\$25,000
SATURDAY, MAY 18	9:30 AM - 5:00 PM	\$25,000
SUNDAY, MAY 19	9:15 AM - 12:00 PM	\$10,000

There are 3 skills training areas on the show floor, with the pricing a per day price.

This opportunity is **new** for 2024 and a call for Industry Proposals for Skills Training is open now through November 17. *Submitting a proposal is not a contractual agreement.*

[LEARN MORE HERE](#)

**SUBMIT YOUR PROPOSAL FOR  
SKILLS TRAINING**





# IN-BOOTH PRESENTATIONS

Exhibitors may host up to 11 presentations in their booths during the times listed below with **HRS approval**. Presentations may be up to 20 minutes, cannot exceed more than 1 presentation per timeslot, and are subject to exhibit rules and regulations.

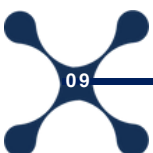


## SCHEDULE

1 presentation per time slot	FRIDAY, MAY 17	SATURDAY, MAY 18	SUNDAY, MAY 19
SLOT #1	10:00 AM - 11:00 AM	9:45 AM - 10:30 AM	10:15 AM - 10:45 AM
SLOT #2	12:00 PM - 12:45 PM	11:30 AM - 12:15 PM	
SLOT #3	1:45 PM - 2:30 PM	1:15 PM - 1:45 PM	
SLOT #4	3:30 PM - 4:00 PM	2:45 PM - 3:30 PM	
SLOT #5	5:00 PM - 5:20 PM	4:30 PM - 4:50 PM	

Only **one** scheduled in-booth presentation per time slot is allowed. Presentations cannot exceed 20 minutes. There are a maximum of **11** in-booth presentations at Heart Rhythm 2024.

**SUBMIT YOUR IN-BOOTH PRESENTATIONS HERE**



# ADDITIONAL OPPORTUNITIES

**\$20,000**  
per night,  
not exclusive

## AFTER HOURS EVENT

Contact  
Susan  
Waters

Held within the sponsoring exhibitor's booth *after exhibiting hours* allows for engagement, hospitality, product demos or a special preview of your technology.

[LEARN MORE HERE](#)

**Price**  
**Varies**

## SUITES

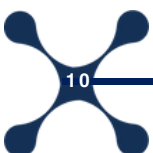
Contact  
Susan  
Waters

Heart Rhythm Society offers two types of suites: tech suites in the exhibit hall, subject to exhibit hall hours but close to your booth, and business suites, located in the convention center off the exhibit hall floor with more accessible days and longer hours.

*Suites are subject to terms & conditions.*

[BUSINESS SUITES](#)

[TECH SUITES](#)





# 24

**HEART RHYTHM**



**Heart Rhythm Society**<sup>SM</sup>