

# HEART RHYTHM 2025

INDUSTRY  
EDUCATION,  
EVENTS &  
MEETINGS



Heart Rhythm Society<sup>SM</sup>

Planning an event, reception, meeting, symposium, or gathering at Heart Rhythm 2025? This guide will help you understand the options available to host your event. All events related to cardiology and electrophysiology occurring from April 21-27, 2025, in San Diego, CA, USA, must be approved by the Heart Rhythm Society through one of the channels below.

Questions? Contact our team at [events@hrsonline.org](mailto:events@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 2025 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 2025 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>	A skills-training area on the exhibit floor, designed to give practitioners hands-on learning time with 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, APRIL 25	CONTACT <a href="#">SUSAN WATERS</a> TO LEARN WHICH TIMES ARE AVAILABLE.	\$50,000*
SATURDAY, APRIL 26		
SUNDAY, APRIL 27	PULSE PRESENTATIONS AVAILABLE. CONTACT <a href="#">SUSAN WATERS</a> .	\$20,000

**\*Discounted Pricing:** \$40,000 for 45-minute slots (first time slots of the day on Friday and Saturday).

# SATELLITE SYMPOSIA AT THE CONVENTION CENTER

**Satellite Symposia** are educational sessions peripheral to the Heart Rhythm 2025 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

	LUNCH
THURSDAY, APRIL 24	<i>2 Spaces Available</i> 11:00 AM - 1:00 PM
FRIDAY, APRIL 25	<i>2 Spaces Available</i> 12:30 PM - 2:30 PM
SATURDAY, APRIL 26	<i>2 Spaces Available</i> 12:30 PM - 2:30 PM

## PRICING

\$47,000

*includes preset room with AV*

No discounted pricing is available for Satellites at the Convention Center.  
Note: All Satellite program start/end times *must* be within the start/end times listed here.  
Registration may open 30 minutes prior, but may not be posted as the start time.

# SATELLITE SYMPOSIA

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

## SCHEDULE

	BREAKFAST	LUNCH	DINNER
WEDNESDAY, APRIL 23	All Day Programming Available		
THURSDAY, APRIL 24	All Day Programming Available		
FRIDAY, APRIL 25	6:00 AM - 8:00 AM	<i>See Symposia at the Convention Center.</i>	6:00 PM - 10:00PM
SATURDAY, APRIL 26	6:00 AM - 7:45 AM	<i>See Symposia at the Convention Center.</i>	6:00 PM - 10:00PM
SUNDAY, APRIL 27	6:00 AM - 7:45 AM		

Note: All Satellite program start/end times *must* be within the start/end times listed here. Registration may open 30 minutes prior, but may not be posted as the start time.

# SATELLITE SYMPOSIA

## PRICING

	BREAKFAST	LUNCH	DINNER
WEDNESDAY, APRIL 23	\$20,000 per Program		
THURSDAY, APRIL 24	\$47,000 - All Day Program (over 4 hours) \$37,000 - Program 4 hours or less <i>Satellites at the Convention Center are priced separately.</i>		
FRIDAY, APRIL 25	\$20,000	<i>See Symposia at the Convention Center.</i>	\$35,000
SATURDAY, APRIL 26	\$20,000	<i>See Symposia at the Convention Center.</i>	\$35,000
SUNDAY, APRIL 27	\$10,000		

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

**CONTACT SUSAN WATERS  
FOR MORE INFORMATION.**

# EVENTS & RECEPTIONS

Events & Receptions are peripheral to the Heart Rhythm 2025 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, APRIL 23	5:00 PM - 10:00 PM	\$5,000
THURSDAY, APRIL 24	6:00 PM - 10:00 PM	\$15,000
FRIDAY, APRIL 25	6:00 PM - 10:00 PM	\$15,000
SATURDAY, APRIL 26	6:00 PM - 10:00 PM	\$15,000

The pricing above includes marketing by Heart Rhythm. If you are hosting a private, unlisted event or reception with 20 minutes or less of education, please contact us for pricing.

**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.

*Industry receptions, networking, or hospitality events are not ICWs, please see page five for pricing.*

## SCHEDULE

(ALLOWABLE MEETING TIMES)

	MEETINGS*	EMPLOYEE-ONLY MEETINGS
MON. APRIL 21 - WED. APRIL 23	All Day	All Day
THURSDAY, APRIL 24	6:00 AM - 1:00 PM 6:00 PM - 10:00 PM	All Day
FRIDAY, APRIL 25	6:00 AM - 7:45 AM 6:00 PM - 10:00 PM	All Day
SATURDAY, APRIL 26	6:00 AM - 7:45 AM 6:00 PM - 10:00 PM	All Day
SUNDAY, APRIL 27	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.

*Industry networking and hospitality events are not ICWs, please see page five for pricing.*

## PRICING

	EXHIBITOR	NON-PROFIT	NON-EXHIBITOR*
APPLICATION FEE <i>per meeting</i>	\$900	\$350	\$2,100

An application per meeting must be received before April 21, 2025.

All applications submitted after March 19, 2025, incur a \$200 late fee.

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

**APPLICATION FOR MEETING  
SPACE OPENS IN DECEMBER 2024**

# SKILLS TRAINING

Back for Heart Rhythm 2025, 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.

## SCHEDULE & PRICING

	AVAILABLE TIMES	PRICING
FRIDAY, APRIL 25	10:15 AM - 5:15 PM	\$30,000
SATURDAY, APRIL 26	9:15 AM - 4:45 PM	\$30,000
SUNDAY, APRIL 27	8:45 AM - 11:15 AM	

There are 6 skills training areas on the show floor, with 3 areas dedicated to Heart Rhythm designed hands-on learning opportunities. Skills training session schedules are sponsor-led, but must start 15-minutes after hall opens and end at least 15-minutes prior to hall closing.

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# 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. The timeslots are subject to change prior to the form launch, based on final #HRS2025 programming.*

## SCHEDULE

1 presentation per time slot	FRIDAY, APRIL 25	SATURDAY, APRIL 26	SUNDAY, APRIL 27
SLOT #1	11:00 AM - 11:30 AM	10:00 AM - 10:30 AM	9:30 AM - 10:00 AM
SLOT #2	12:45 PM - 1:15 PM	11:30 AM - 12:00 PM	10:30 AM - 11:15 AM
SLOT #3	2:15 PM - 2:45 PM	1:00 PM - 1:30 PM	
SLOT #4	3:45 PM - 4:15 PM	2:30 PM - 3:15 PM	
SLOT #5		4:15 PM - 4:45 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 2025.

**IN-BOOTH PRESENTATION FORM  
LAUNCHES IN EARLY 2025.**

# 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.

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**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.*

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