

Heart Rhythm 27

Bringing the World of EP Together

MAY 13–16, 2027 | SAN FRANCISCO, CA



Heart Rhythm 2027 Event Rules & Regulations

All industry-designed educational event programming must adhere to the rules and regulations in this document. Please reference the [Heart Rhythm 2027 Industry Education, Events, & Meeting Guide](#) to further understand your options in hosting an event related to cardiology and electrophysiology from May 13-16 in San Francisco, CA.

Participating companies must also comply with the terms and conditions of the [Heart Rhythm 2027 Sponsorship Agreement](#) where applicable. Non-compliance may affect promotional opportunities and eligibility for participation in future Heart Rhythm meetings.

Accredited and Non-Accredited Educational Events are limited to exhibiting companies or medical education companies only; participation by non-exhibiting companies, in any capacity, requires prior approval from the Heart Rhythm Society (HRS). HRS reserves the right to suggest alternative time slots, program titles, and/or learning objectives prior to approval to avoid conflicts with the Heart Rhythm 2027 educational program.

The term “event(s)” as used herein shall mean “industry-designed educational event(s).” The term “meeting(s)” as used herein shall mean “industry-held meetings.”

Program Approval & Scheduling

Program review and approval by the Heart Rhythm Program Committee includes particular emphasis on program content, presenters, and the requested date, time, and/or location of the event.

Presentations may reference the content of, but must not be identical to, official HRS educational programming, oral, or poster presentation content. Presentations referencing official Heart Rhythm 2027 educational programming may only take place after the official Heart Rhythm education presentations have been delivered. HRS reserves the right to require an event to be moved or modified for compliance with these terms.

HRS does not monitor or restrict overlapping subjects between industry presentations and/or official Heart Rhythm sessions. Because time slots are reserved before presentation titles and descriptions are submitted, HRS cannot adjust scheduling for conflicting content. HRS may not be held responsible for any unintended or unknown similarity between industry-designed content offered during opposing session timeslots. HRS assumes no responsibility for determining whether program topics or companies are competitive.

Presenters registered as faculty at Heart Rhythm 2027 may reference the content of, but must not present identical information to, official HRS educational programming, oral, or poster presentation content until after the scheduled Heart Rhythm educational programming. Presenters will be cross-checked for schedule conflicts. Should a schedule conflict occur, the presenter will need to rectify the conflict. It is strongly advised that the official Heart Rhythm presentation supersedes the conflicting industry event and the sponsor obtains a replacement presenter. Presenters may either be a registered attendee, an invited speaker (faculty), or abstract presenter of Heart Rhythm 2027. Presenters do not receive complimentary registration. HRS-appointed faculty receive a 75% discount off their standard registration rates. Please check with your presenter(s) regarding their registration needs for Heart Rhythm 2027.

Content, recommendations, and opinions, presented during your program are solely those of the presenters and/or the participating companies. They do not represent the position of or endorsement by HRS. HRS does not review the full presentations or evaluate the discussions at these events. Therefore, it makes no warranty, endorsement, or recommendation regarding the safety, effectiveness, quality, or costs of such.

HRS reserves the right to edit provided program and/or faculty listing text for style and consistency in HRS

designed marketing materials to align with HRS style guidelines and the HRS faculty database. Please review and comply with the [Heart Rhythm 2027 Style Guidelines](#) when submitting program content.

Space Assignments

HRS will attempt to accommodate your location and date/time requests but does not guarantee requested placement. Function space has been reserved at the Moscone Center and certain adjacent hotels. Additional hotels/venues may be added at the discretion of HRS. HRS will determine the maximum number of events that will be held on any given day for designated time slots for each type of industry event. HRS reserves the right to assign and/or alter assigned function space if deemed, in the sole discretion of HRS, to be advisable or in the best interest of Heart Rhythm 2027.

HRS reserves the right to attend and observe any events and meetings associated with Heart Rhythm 2027, without notice. All events and meetings must be consistent with the policies and requirements submitted to HRS. Programs that deviate from the submission may be subject to noncompliance penalties.

Sponsor-Designed Marketing

Promotional materials of any type must be submitted to HRS via A. Fassano & Company for approval prior to production/distribution leading up to and/or during Heart Rhythm 2027.

Participating companies are encouraged to promote their events, within the guidelines set forth, to supplement HRS-provided marketing included with purchased event time slot. HRS is not responsible for unsatisfactory attendance. It is the responsibility of the participating company to promote the event to best ensure desired outcomes. Sponsorships are available for purchase to extend your marketing outside of the exhibit booth. Please contact [Sue Waters](#) for more information.

The Heart Rhythm Society registered name and logo may not be used by participating companies in signage, advertising, course materials, travel guides, and promotions in any media or product literature. However, references to Heart Rhythm 2027 or the use of the Heart Rhythm 2027 conference logo may be used in promotional materials for events occurring during Heart Rhythm 2027. A sample of promotional materials MUST be provided for HRS approval prior to distribution. Sponsor may request high-resolution Heart Rhythm 2027 logos from Sponsorship Management for use in promotional materials.

All event promotions must clearly indicate the name(s) of the organizer(s) and/or the company(s) providing financial support for the event. All program marketing materials must contain the appropriate HRS disclaimer:

Disclaimer for non-ACE events: *This program is not part of Heart Rhythm 2027 as planned by the Heart Rhythm Program Committee. This event is neither sponsored nor endorsed by the Heart Rhythm Society. This event does not qualify for accredited continuing education (ACE) credit.*

Disclaimer for ACE events: *This program is not part of Heart Rhythm 2027 as planned by the Heart Rhythm Program Committee. This event is neither sponsored nor endorsed by the Heart Rhythm Society.*

Disclaimer for meetings is not applicable as companies may not imply that any meeting is presented in cooperation with HRS, as HRS neither endorses nor co-sponsors meetings and the opinions presented at these meetings are solely those of the organization sponsoring the meeting.

Participating companies are permitted to professionally print and display approved signs not to exceed 28" x 44" in size. Quantity and placement regulations of signage are based on the type of event purchased; each specific allowance will be included in specifications and deadlines provided by Sponsorship Management.

Participating companies who are providing Satellite Symposia may provide human directionals as follows:

- One person every 100ft, or if path to session includes more than one straight path/multiple corridors, one person may be placed in each corridor (even if <100ft between)
- Human directionals may be a uniformed or badged company staff person or temporary personnel from an approved vendor
- Human directionals may use a handheld (lollipop) sign
- No solicitation of attendees is permitted (i.e., no encouraging attendees to join your session over another industry or HRS education session)

Solicitation outside of officially contracted space is prohibited. Exhibitors may only conduct business activities and distribute circulars and advertising materials within their assigned booth(s) or with preapproval in their assigned sponsorship area, during their assigned date and time. The exhibitor shall not place any material on seats, or tables, or attach any material to walls, ceilings, or woodwork in the exhibit hall, convention center, or hotels. Exhibitors shall not leave any material in public spaces, including any session rooms where such

materials are explicitly prohibited, for distribution.

HRS encourages all participating exhibitors to check with their companies' own medical affairs/compliance staff for guidelines adhered to by their own companies.

Exhibiting companies who do not abide by HRS's solicitation rules will be penalized in accordance with the [Heart Rhythm 2027 Exhibit Terms and Conditions](#) as stated therein.

Unapproved Events

A company or organization found holding unapproved events or events that are in violation of the policies outlined in this document may be subject to any of the following: an immediate end to any activities without regard to monies spent or presence of individuals, loss of any accumulated priority points, and/or restriction to exhibit or hold events at future HRS events. HRS will not be responsible for expenses or losses resulting from the cancellation or termination of said non-compliant event(s) or meetings. Any issues not addressed in this document are subject to the decision of the Heart Rhythm Society.

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 (HRS), A. Fassano & Company, Freeman, Moscone Center, participating hotel properties, 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.

It is the responsibility of participating company 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 2027. In addition, HRS encourages all exhibitors to check with their companies' own medical affairs/compliance staff for guidelines adhered to by their own companies. For more information, visit the [FDA Guidance website](#).

In addition, although compliance with the [AMA's Code of Medical Ethics for Gifts to Physicians from Industry](#) is the responsibility of the individual physician, every effort should be made to ensure that the Heart Rhythm 2027 attendees are not subjected to situations that would violate the guidelines. When applicable, appropriate reporting should be made in accordance with the *Sunshine Act* by the educational provider or sponsor.

Termination & Cancellation

Sponsorships cannot be canceled, 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 January 29, 2027. Any cancellation notifications received after January 29, 2027, regardless of activation, will result in 100 percent payment of the sponsorship fee, with no refund allowed. All notifications must be in writing to Sponsorship Management prior to January 29, 2027. All In Conjunction With application fees are final, should the applicant withdraw their request HRS will retain the fee. If the exhibitor cancels or defaults on exhibit space, the contracted event(s) will be revoked, and cancellation fees will apply, as outlined in these rules and regulations.

The Heart Rhythm Society (HRS) reserves the right to cancel any events if the minimum participation of companies/presentations does not meet the necessary quota to feasibly produce or supply the event space. In the unlikely event HRS cancels an event, HRS will refund the full sponsorship fee, or it may be transferred to a similar or like opportunity. In the event that HRS cancels Heart Rhythm 2027 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 2027 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.

Applicability, Interpretation & Amendments

These rules and regulations are part of the sponsorship agreement between the exhibitor/sponsor and the Heart Rhythm Society (HRS). HRS shall have the authority to interpret and enforce these rules and regulations. All matters not covered by these rules and regulations are subject to the decision of HRS. All decisions so made shall be as binding on all parties as the original rules and regulations. The exhibitor/sponsor or its designated representative is responsible for reading and understanding all rules and regulations. The exhibitor or its

representative that fails to observe these conditions or the terms of the agreement will result in the prompt removal of the non-complying person(s)/participating company without refund and will result in loss of Heart Rhythm 2027 exhibit priority points by the exhibiting company.

These rules and regulations may be amended at any time by HRS, and all amendments so made shall be binding on all executed agreements.