

Heart Rhythm 27

Bringing the World of EP Together

MAY 13–16, 2027 | SAN FRANCISCO, CA



Perimeter Advertising and Marketing Policy

This policy outlines the rules governing all external advertising and promotional activities conducted by exhibitors within the vicinity of Heart Rhythm 2027. This is enforced to maintain the quality and integrity of the event experience for all attendees.

1. Enforcement Details

Detail	Description
Dates of Enforcement	May 12-16, 2027
Controlled Radius	A two-mile radius from the convention center and all hotels within the HRS block, plus all host city airports.
Penalty for Non-Compliance	Exhibitors who violate this rule will be penalized in accordance with the Enforcement of Rules as stated in the Exhibitor Terms and Conditions agreed to when signing the exhibitor application and contract for booth space.

2. Mandatory Vendor Requirement (The Two-Mile Rule)

To ensure contractual compliance and maintain a professional advertising presence, exhibitors may not contract directly with any external entity for advertising within the controlled radius.

All perimeter advertising requests within the controlled radius (including host city airports) must be submitted to [Sue Waters](#) at A. Fassano & Company (AFCo) for Heart Rhythm Society (HRS) approval. If approved, and depending on advertising medium proposed, HRS and AFCo will determine whether a sponsorship package will be procured, coordinated and executed exclusively through AFCo or if a fee will be imposed to grant exhibitors permission to run a localized campaign marketing directly to HRS's concentrated, pre-qualified, and highly valuable audience within the imposed perimeters. Fees for all controlled perimeter advertising tactics, including geofencing, are not fixed and will be determined on a case-by-case basis by HRS. All fees are subject to change and are provided exclusively by the official supplier, AFCo.

This requirement applies to, but is not limited to, the following types of external marketing:

- **Digital:** Geofencing, Digital/Mobile Billboards.
- **Transit/Venue:** Airport advertising, Transit advertising, Taxi/Rideshare/Van Wraps, Pedicabs.
- **Static/Physical:** Banners, Static Billboards.

Any exhibiting company that collaborates with AFCo to develop new or unique advertising tactics for the current year will receive the Right of First Refusal (ROFR) for comparable opportunities in the subsequent year's meeting.

3. Banned "Street Activities"

Within the two-mile controlled radius, HRS strictly bans all unauthorized "street activities" for the duration of Heart Rhythm 2027. These activities are prohibited whether managed by an exhibitor, a third party, or an external agency.

Banned activities include, but are not limited to:

- Guerilla marketing tactics.
- Distributing promotional items or brochures by street "vendors."
- Placing static advertising (posters, sandwich boards) in public areas.
- Using audio broadcasts or loudspeakers.
- Segway advertising, Pedicab advertising (non-contracted), and Performers.
- Chalk art or other temporary ground markings.