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	The broader metropolitan area encompassing the convention center, all official Heart Rhythm housing blocks, key transit corridors, and host city airports, specifically within zones designated by the Heart Rhythm Society as restricted from independent outdoor advertising.
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 (Metro-Wide Restriction)

To maintain a professional advertising environment and ensure compliance, exhibitors may not contract directly with any third-party entity for advertising within the Controlled Radius without prior consent from the Heart Rhythm Society (HRS).

Submit all perimeter advertising requests within the Controlled Radius (including airports) to **Sue Waters** at A. Fassano & Company (AFCo) for HRS approval. Based on the proposed medium, HRS and AFCo will either manage the opportunity as an exclusive sponsorship package or grant campaign permission for a custom fee. Variable fees—including those for digital tactics like geofencing—are determined by HRS and provided through AFCo. HRS requires advertisement depictions for review, and all artwork must receive final approval before deployment.

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 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.

Sue Waters | D: 856-344-3615 (ET) | Exhibit, Sponsorship, & Satellite Event Opportunities