

Priority Point Policy

Space assignments are based on priority points that have been earned and accumulated by exhibiting at the previous six **Heart Rhythm Society Annual Meetings**. Each exhibitor will obtain (1) one point per paid 10' x 10' exhibit unit and/or suite unit and (1) one point for each year the firm has exhibited at the Annual Meeting. In addition, each exhibitor receives ten bonus points for completing and returning the exhibitor's evaluation survey. Exhibitors are eligible to earn 1 point for booking hotels within the HRS block and an additional 1 point for picking up at least 85% of the exhibitor's total HRS room block based on the signed commitment form. Accrued priority points from the previous five years are used in determining the total points applicable toward priority point assignment. If more than one company has the same number of priority points, assignments will be made in the order of the date the application is postmarked or received (based on the timestamp).

Rule On Co-Marketing

If two or more companies wish to be assigned exhibit space adjacent to one another, each company must submit a request in writing to [Exhibit Management](#). A copy will be provided to the co-marketing company.

Rule On Mergers

In accordance with the Healthcare Convention and Exhibitors Association (HCEA) Guidelines, when companies' "A" and "B" participate as exhibitors in Scientific Sessions and "A" purchases from "B," priority will be determined using the higher of the two companies' points. Points cannot be merged. To benefit from the priority point selection system, the application for exhibits, accompanied by a 50% deposit of the total rental fee, must be received no later than the deadline.