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# Official Educational Satellite Symposia Marketing Guidelines | Certified and Non-Certified Events

Official Educational Satellite Symposia will be recognized in the following materials:

## HEART RHYTHM 2021 PREVIEW

- Confirmed and approved symposia will have a listing that includes title, date and time, supporter and support recognitions.
- Please adhere to format requirements and deadlines set forth in your confirmation letter for inclusion into the Heart Rhythm 2021 Preview.

## heartrhythm.com & #HRS2021 Exhibitor listing

- Heart Rhythm 2021 website listing and a link to the provider/sponsor-produced web page for program registration, which will be updated as programs are approved (HRS reserves the right to review linked webpages for AMA and ACCME compliance)
- #HRS2021 Exhibitor listing, including time, date, location, title, and program description
- Please adhere to format requirements and deadlines set forth in your confirmation letter.

## PRINT MATERIALS

- Program-at-a-Glance
- Industry Education Supplement
- Signage listing all Official Educational Satellite Symposia
- Please adhere to formal requirements and deadlines set forth in your confirmation letter.

## ADDITIONAL OPPORTUNITIES

- Official Educational Satellite Symposia Marketing Package  
[CLICK HERE](#) for additional information.

All marketing materials are subject to review and approval by the Heart Rhythm Society (HRS) prior to distribution.

Note: Providers/sponsors are responsible for promoting the symposium, registering attendees, and management of onsite operations.

## INVITATIONS/PROMOTIONS

The CME and/or CE accredited provider/sponsor must coordinate the content of all invitational/promotional material. All invitations or solicitations to attend an Official Educational Satellite Symposium must receive HRS's approval prior to distribution or posting.

All materials must contain the following statement:

***This program is not part of Heart Rhythm 2021 as planned by the event program committee. This event is neither sponsored nor endorsed by the Heart Rhythm Society.***

Any proposed revisions to approved invitational/promotional materials must be resubmitted to HRS for approval. If you are marketing the symposium on your website, be sure to include your website address with the marketing materials you are submitting.

Invitations and announcements addressed to attendees should clearly indicate the name(s) of the organization(s) funding the program and the CME and/or CE accredited provider/sponsor.

Promotional materials of any kind may not include the HRS or Heart Rhythm 2021 logo. These rules apply to materials developed for use before, during, and after the event. **Do not go to print with any materials before they have been approved by HRS.**

For purposes of clarity, HRS respectfully suggests the following language to include on your advertisements, invitations, or mailings. (*select for inclusion the language that best fits your registration rules*) Pre-registration is required; only pre-registered attendees will be allowed entrance

- Pre-registration is preferred; however, on-site registration will be accepted if space is available
  - (Capacity for this symposium is \_\_\_\_\_)
- On-site registration is available for the first \_\_\_\_\_ attendees
- The symposium is only open to health care professionals

## OPEN PAYMENTS

CME and/or CE certified educational programs are exempt from Open Payment Reporting. HRS requests that all Official Educational Satellite Symposia offer attendees the option of paying for their own meal. Please include this option in the program's registration link, marketing materials, respective programs, and on-site.

## MAILING LIST

After the application has been approved, you will receive instructions on how to obtain the complimentary #HRS2021 pre-registration attendee mailing list. Mailing lists will be sent automatically upon receipt AND approval of marketing piece(s).

## LITERATURE DISTRIBUTION

Distribution of approved Official Educational Satellite Symposia invitations/announcements is permitted only from grantors' exhibit booths. Promotional materials may not be distributed in the aisles or anywhere else within or outside of the convention center property or official hotels.

Approved materials may be placed in the HRS literature kiosk at the Convention Center.

Non-compliance with this regulation will result in confiscation of the materials and removal of the CME and/or CE provider from our list of approved companies for a minimum of one year.

Note: Approved hotel guest room drops do not apply. The Grantor/Commercial Supporter is subject to the regulations as stated in the violation section of these guidelines.

## PROMOTIONAL OPPORTUNITIES

Increase your visibility and gain attendance to your symposium by participating in the following opportunities:

### [Brand Advertising](#)

Increasing attendance at your session is easy with strategically placed brand marketing packages.

### [Digital Media Package](#)

Get the most out of your marketing dollars and capture your audience's attention with digital messaging.

### [Hotel Door Drop](#)

Increase attendance at your sessions when you guide them with this informational piece distributed to attendee's doors in select HRS hotels.

### [Satellite Symposia Marketing Package](#)

Not sure what opportunity will benefit you most? This marketing package combines multiple opportunities to enhance attendee knowledge of your event and drive attendance.

## SIGNAGE - PRODUCED BY SUPPORTER

On-site promotion includes two signs, which may be placed in the hotel where the function is being held – these signs may be placed beginning four hours prior to the event. Organizers must receive the hotel's permission as to placement. No commercial supporter logos or trade names may be used on signage for CME certified sessions.

Additionally, you may have one 28" x 44" size sign at the door of the symposium room, for a total of three signs.

If you are supporting a morning function, you may place a sign in the Heart Rhythm 2021 registration area (not to exceed 28" x 44") 24 hours prior to the event.

HRS will remove signs that are in violation of the above specifications without notice.

Additional signs may be placed within the exhibit space assigned to the CME and/or CE accredited provider/sponsor or Grantor/Commercial Supporter. Signs may not be placed inside public space (inside or outside) of the convention center or host hotel. All sign placement is at the discretion of HRS and the hotel.