

Heart Rhythm 2023

May 19 – 21, 2023

New Orleans, LA

## **ICW Rules and Regulations**

### **Summary of In Conjunction With Events**

The Heart Rhythm Society (HRS) recognizes the need for companies to meet with industry colleagues and staff while attending Heart Rhythm 2023. These rules and regulations apply to any company which has business related to the field of electrophysiology and wishes to hold an event during or around the dates of Heart Rhythm 2023.

All companies are responsible for having their representatives and/or agents produce events in compliance with the rules and regulations set forth by HRS. These events are not considered part of Heart Rhythm 2023, as planned by the Heart Rhythm Society Program Committee.

### **Application Timeline**

Important Dates	Application Process
Wednesday, December 14, 2022	Function space application website is available to exhibitors who have applied for exhibit space by the priority point booth deadline.
Tuesday, January 17, 2023	Application website becomes available to all.
Tuesday, January 24, 2023	Confirmation of function space begins.
Monday, April 17, 2023	All function space requests submitted after Monday, April 17 will incur an additional late request fee of \$200 per application.
Friday, May 12, 2023	Application website is closed.

### **What is an ICW**

Events or activities independently organized by exhibitors, universities, hospitals, government agencies and non-profit organizations and fall into one of the following categories: committee, investor, focus group, market research groups, investigator meetings, hospitality or social events not promoting products, and staff or board meetings.

### **Who Can Apply**

Exhibitors, non-profits, hospitals, universities, and government agencies.

Non-exhibitors should contact Susan Waters at [susan\\_waters@AFassanoCo.com](mailto:susan_waters@AFassanoCo.com) for information on exhibiting, as non-exhibitors are not eligible to apply for meeting space unless they meet the exemption criteria. Heart Rhythm Society will allow companies with products or services in exploratory stages or

those which have not yet received FDA approval to host small meetings. Please contact [meetings@hrsonline.org](mailto:meetings@hrsonline.org) for more information and to receive approval prior to applying.

If an exhibiting company cancels its exhibit space, all approved function space for that company will also be cancelled. There are no refunds for cancelled function space.

### **In Conjunction With Event Types**

Committee or Investor Meetings: Meetings of committees, task forces or advisory boards.

Focus Group, Market Research, or Investigator Meetings: An informal fact-finding group brought together to assess the feasibility of a product, procedure, or results of a study.

Hospitality or Social Activities: Non-educational activities that include receptions, dinners, breakfasts, or other social gatherings. These activities cannot promote products.

Staff or Board Meetings: Limited to company employees or members of the board.

### **Don't See Your Event Type Listed?**

Check below first, and then contact [meetings@hrsonline.org](mailto:meetings@hrsonline.org) for clarification prior to applying.

### **Other Event Types (Not Approved as ICWs)**

Educational Programs, Accredited and Non-Accredited Events:

- Involve any type of education
- Contain medical education activities
- Offer continuing education credit
- Summits, symposium, programs intended for international attendees, award-related or in any way involving education.
- Open to the general attendee population

Contact Cori Goodloe at [cori.goodloe@blackwoodcme.com](mailto:cori.goodloe@blackwoodcme.com) or +1-856-513-9652.

Industry Expert Presentations

- Rhythm Theaters
- Promote any product
- Presentation by Key Opinion Leader or Expert
- Open to the General Attendee Population

Contact Susan Waters at [susan\\_waters@afassanoco.com](mailto:susan_waters@afassanoco.com) or +1-856-344-3615.

Extended or Tech Suites

- Groups wishing to hold meetings in the Convention Center must purchase an Extended or Tech Suite. No other meeting space is available in the Ernest N. Morial Convention Center.

Contact Deb Howley at [Deborah\\_howley@afassanoco.com](mailto:Deborah_howley@afassanoco.com) or +1-856-302-0891.

## When ICW Meetings can be Held

Meetings may only be held during the times listed below, within the corresponding category. Registration may begin 30 minutes prior to the published start time.

Dates	Event Type and Event Times		
	Committee Meeting, Focus Group, Market Research, or Investigator Meeting	Hospitality and Social Activities	Staff and Board Meetings
Wednesday, May 17	5:00 a.m. – Midnight	5:00 a.m. – Midnight	5:00 a.m. - Midnight
Thursday, May 18	6:00 p.m. – 10:00 p.m.	6:00 p.m. – 10:00 p.m.	5:00 a.m. - Midnight
Friday, May 19	6:00 a.m. – 7:45 a.m. 11:45 a.m. – 1:45 p.m.* 6:00 p.m. – 10:00 p.m.	6:00 a.m. – 7:45 a.m. 6:00 p.m. – 10:00 p.m.	5:00 a.m. - Midnight
Saturday, May 20	6:00 a.m. – 7:45 a.m. 6:00 p.m. – 10:00 p.m.	6:00 a.m. – 7:45 a.m. 6:00 p.m. – 10:00 p.m.	5:00 a.m. - Midnight
Sunday, May 21	6:00 a.m. – 7:45 a.m.	6:00 a.m. – 7:45 a.m.	5:00 a.m. - Noon

\*Timeslot overlaps with #HRS2023 educational programming

## Application Process

Exhibitors, non-profits, hospitals, universities, and government agencies wishing to host an ICW event must apply through the website to be considered. HRS will send written approval via email. Payment is due at the time of application and will not be refunded if the application is rejected. Incomplete applications will not be reviewed.

Each ICW event must be submitted utilizing its own application. If your event spans multiple days, each day must be submitted as an individual request.

The online application portal opens December 14, 2022 for qualified and contracted priority point exhibitors. For all others, the application website opens January 17, 2023. Beginning April 17, 2023 a late fee will be imposed for applications. The website closes May 10, 2023.

## Application Fee

The fee imposed per application is an administrative fee that helps offset marketing and logistical expenses related to Heart Rhythm 2023. The fee does not include any room rental, food and beverage, audio visual or any other costs associated with hosting your event. All financial arrangements associated with planned events are the sole responsibility of the organization, third party, or provider and must be made directly with the assigned hotel or venue. HRS assumes no financial responsibility for any costs or damages incurred for such events.

Applications submitted beginning April 17, 2023 through to the meeting will incur a late fee of \$200 in addition to the standard application fee.

All application fees are non-refundable and must be paid with a valid credit card at time of submission.

## **Application Fee**

Exhibitor: \$800

Non-Profit, Government Agency, Hospital or University: \$250

Non-Exhibitor (requires prior approval): \$1200

## **Space Allocation**

Hotels contracted by HRS to provide sleeping rooms at #HRS2023 are contractually obligated to receive permission from HRS prior to contracting space with any companies related to the field of cardiac-pacing and electrophysiology. Companies wishing to hold a meeting in an official HRS hotel may receive a room assignment along with contact information with their letter of approval. If you wish to conduct an event or meeting in an alternate location, you must still request permission via the application form. Once you receive your letter of approval you may then proceed to contract directly with your preferred locale.

No company may begin contracting space prior to receiving a letter of approval. Approval letters for assigned space will include the assigned hotel and contact information. HRS will share your contact information with the assigned hotel. You may proceed to contract after receiving the confirmation letter.

HRS and/or your assigned locale reserves the right to assign the best available function space at the time of assignment and will attempt to accommodate the applicant's preferred location request but cannot guarantee any specific location.

Applications will be reviewed on a first-come, first-served basis with confirmations beginning in January 2023. A change to original applications does not guarantee assignment of the same hotel and/or event location.

## **Marketing Guidelines**

All marketing materials must include the following statement: "This event is not part of Heart Rhythm 2023, as planned by the Heart Rhythm Program Committee, and is neither sponsored by nor endorsed by HRS."

Heart Rhythm 2023 mailing lists will not be sold. ICW program marketing should be limited to invitees already in your database, as per the guidelines set forth here.

All portions of the event must be contained within the assigned function room except for: (1) 6-foot registration table and (2) chairs, and (1) 22"x28" sign (no larger) at the entrance of the assigned function space.

Signs, advertising, display articles, equipment, or information concerning events during Heart Rhythm 2023 may not be placed within the Ernest N. Morial Convention Center, or throughout any official HRS hotel. Signage is limited to the entrance of the assigned function space.

Promotional materials may use the approved Heart Rhythm 2023 logo which includes the above disclaimer. Please email [meetings@hrsonline.org](mailto:meetings@hrsonline.org) for the logo and specific instructions on where, how, and when the logo can be used. Materials are not permitted to use the Heart Rhythm Society logo. These rules apply to materials developed for use before, during, and after Heart Rhythm 2023.

## **Non-Compliance**

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 events(s).

## **Frequently Asked Questions**

### **My meeting is small with only a few people. Do I still need to apply?**

Yes, all meetings that require space, regardless of size, before and during Heart Rhythm 2023 must be approved through Heart Rhythm Society.

### **Can you ensure that I receive my preferred hotel or venue?**

Unfortunately, we cannot guarantee hotel placement. We work diligently to honor all hotel requests but depending on availability, that is not always possible.

Until we have received an application, we cannot guarantee placement of the meeting and all applications are non-refundable. You can inquire about general availability by reaching out to [meetings@hrsonline.org](mailto:meetings@hrsonline.org). Meeting placements are on a first-come, first-serve basis and availability is constantly changing.

### **Can I end or start my meeting outside of the posted allowable times?**

No. The allowable meeting times are posted so that all meeting attendees will have sufficient time to travel to and from the Convention Center for the entire day's events. This rule is in place for our attendees to experience the most education possible during Heart Rhythm 2023.

### **Is there space available at the Ernest N. Morial Convention Center for my event?**

If you are interested in holding meetings in the Ernest N. Morial Convention Center, please secure a Tech or Extended Suite by reaching out to [deborah\\_howley@afassanoco.com](mailto:deborah_howley@afassanoco.com).

### **I would like to host continuous meetings throughout the day, near the exhibit hall. Should I apply through the ICW application?**

You should secure a Tech or Extended suite by reaching out to [deborah\\_howley@afassanoco.com](mailto:deborah_howley@afassanoco.com), which will allow you to host meetings, unrestricted, within the Ernest N. Morial Convention Center.

### **I would like to showcase a product but don't see this as a meeting type.**

Products cannot be showcased at an ICW event. Products can be showcased during a Rhythm Theater or Tech or Extended Suite presentation. Contact [susan\\_waters@afassanoco.com](mailto:susan_waters@afassanoco.com) for more details.

### **I applied for space but have not received a confirmation yet. What is the timeline for confirmations?**

Application evaluations and confirmation of space will begin in January. Beginning in February, application evaluations and confirmation of space will take no longer than two weeks from the application date.

### **Our company is not exhibiting at #HRS2023. Can we apply for space?**

Non-exhibitor applications will be denied unless you meet the criteria of an organization in early phase research. Heart Rhythm Society acknowledges that some companies in the early phases of research or design may not be ready to exhibit but would greatly benefit from hosting a small meeting. These meetings are limited in size, scope, and availability and organizations must be preapproved. Contact [meetings@hrsonline.org](mailto:meetings@hrsonline.org) for more information.

### **Disclaimers**

- HRS reserves the right to attend and observe any function held in conjunction with Heart Rhythm 2023, without notice. Functions are to be consistent with the policies and requirements submitted in the application. Programs that deviate from the application descriptions may be subject to non-compliance penalties including denial of future function space requests.
- HRS neither endorses nor co-sponsors affiliate functions and the opinions presented at ICW function(s) are solely those of the organization sponsoring the function. Companies must not imply that the function is presented in cooperation with HRS.
- Each organization assumes full obligation for such event and dissolves the Heart Rhythm Society from all liability.
- HRS is not responsible for unsatisfactory attendance and/or marketing of this event.
- HRS assumes no responsibility for determining whether companies are considered competitors.
- HRS has the full authority to interpret or amend these rules, and its decision is final. Each exhibiting company, university, non-profit organization, or third-party provider agrees to abide by all rules and regulations that may hereafter be adopted.
- Any issues not addressed in these rules are subject to the decision of HRS.