



HEART RHYTHM 2021 PRESS OPPORTUNITIES

The Heart Rhythm Society's annual meeting attracts more than 6,000 of the world's finest clinicians, scientists, researchers, and innovators in the field of cardiac pacing and electrophysiology. Heart Rhythm 2021 attendees were able to determine how to participate - virtually or in-person. More than 600 international experts in the field will serve as faculty for programming that includes Daily Plenary Sessions, Late-Breaking Clinical Trials, Recorded Cases, Debates, Rhythm Theater Presentations and more, while over 100 exhibitors will showcase innovative products and services.

Press coverage generates millions of media impressions in hundreds of consumer, trade, and broadcast outlets.

Press registrants at Heart Rhythm 2021 will include national and international health trade publications, websites, newswire outlets, top daily newspapers, and consumer publications.

Heart Rhythm 2021 offers a unique opportunity to not only network with the nation's leading heart rhythm experts, but to also deliver your story through media attention and exposure.

Please review the promotional opportunities for your company and guidelines below.

PRE-MEETING OPPORTUNITIES

Exhibitor Press Kits / Materials

Press materials submitted to the Heart Rhythm 2021 press room will be featured on the Society's online Media Center —hard copies will **not** be provided at the meeting.

July 16, 2021 5:00 PM ET

This is the last date for materials will be accepted by the Heart Rhythm Society for official review. Materials reviewed after this deadline will take up to 24 hours to post online.

All press materials posted on the Society's online Media Center must have approval by the Heart Rhythm Society. This includes Official Educational Satellite Symposium.

Please send all materials electronically to media@hrsonline.org.

POLICY

Attribution Information

Reference or use of the Heart Rhythm Society, Heart Rhythm 2021 in all press materials must use the following text:

- Approved: Primary name - "Heart Rhythm 2021"
- Approved: Secondary name - #HRS2021 (note the S in #HRS2021)
- Approved: The Heart Rhythm Society should always be referred to as "Heart Rhythm Society" or "the Society."
- Approved: "The Heart Rhythm Society's annual meeting attracts more than 6,000 of the world's finest clinicians, scientists, researchers, and innovators in the field of cardiac pacing and electrophysiology. Heart Rhythm 2021 attendees were able to determine how to participate - virtually or in-person. More than 600 international experts in the field will serve as faculty for programming that includes Daily Plenary Sessions, Late-Breaking Clinical Trials, Recorded Cases, Debates, Rhythm Theater Presentations and more, while over 100 exhibitors will showcase innovative products and services."
- Incorrect: Do not refer to the meeting in any of the following ways:
 - 2021 Heart Rhythm Scientific Sessions
 - 42nd Annual Heart Rhythm Scientific Sessions
 - #HR2021 (missing S)
 - Scientific Sessions
- Incorrect: Do not abbreviate Heart Rhythm Society as **HRS**.

Embargo Policy

Accepted abstracts are embargoed until the first day of their content release (June and July). More details forthcoming. Any company found to have failed to honor the embargo policies may be restricted from future events.

Accepted Late-Breaking Clinical Trials abstracts are embargoed until the time of presentation.

The Heart Rhythm Society reserves the right to alter embargo times at its discretion.

All press materials on presentations and late-breaking clinical trials must include the abstract number as well as the date and time of the embargo prominently displayed at the top of the release.

Press releases may be issued in the months prior to Heart Rhythm 2021, but the release must not in any way reveal the data or study results. If the study results are reported prior to the embargo date and time, the abstract is subject to removal from Heart Rhythm 2021.

HEART RHYTHM SOCIETY GUIDELINES

Press Events Guidelines

- All official press briefings are open to credentialed press and invited presenters.
- A presenter or company may make a request for a maximum of two guests to attend a press briefing subject to the Society's approval. All guests must be approved in advance by the Heart Rhythm Society's Marketing & Communications staff and will be required to sign in at the press event.
- Exhibitors may **not** request press credentials for any of their representatives.
- Only official Heart Rhythm Society photographers and credentialed press will be allowed to photograph or film any press briefing with the appropriate approval.
- All press-attended events must be coordinated through Heart Rhythm Society staff (see the press event request form) prior to promotion or execution.
- Third-party press events cannot conflict with any scheduled Heart Rhythm 2021 event or activity. Heart Rhythm Society staff will work with exhibitors to find an appropriate time and place to hold press events during the length of the meeting.
- Additionally, third-party press events affiliated with the Society's annual meeting business or pertaining to research that will be presented cannot be held before the Heart Rhythm 2021 start date.
- If you are interested in holding a press event, please fill out the press event request form. The event cannot conflict with any scheduled Heart Rhythm 2021 event or activity or be held before the opening of the Society's annual meeting.

Press Lists

Please note that the Society will not provide a press list of any kind.

Onsite Press Materials

Onsite approval of press materials will not be given, as all materials will be provided to press via the online Media Center. The Heart Rhythm Society reserves the right to present the materials as it wishes.