



HEART RHYTHM 2023 PRESS OPPORTUNITIES

The Heart Rhythm Society's annual Heart Rhythm meeting convenes 7,700+ of the world's finest clinicians, scientists, researchers, and innovators in the field of cardiac pacing and electrophysiology. More than 700 international experts in the field will serve as faculty for the 200+ educational sessions, forums, symposia, and ceremonies, while 120+ 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 2023 will include national and international health trade publications, websites, newswire outlets, top daily newspapers, and consumer publications.

Heart Rhythm 2023 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 and guidelines below.

Media registration for Heart Rhythm 2023 will open on **February 15, 2023**. Media may choose to register for remote coverage or in-person in New Orleans. Both options include full online meeting access.

PRE-MEETING OPPORTUNITIES

Exhibitor Press Kits / Materials

Press materials submitted to the Heart Rhythm 2023 press room will be featured on the Heart Rhythm Society's embargoed press site for registered media to access — hard copies will **not** be provided at the meeting.

May 12, 2023, 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 HRS embargoed press site or on the online Media Room 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 or Heart Rhythm 2023 in all press materials must use the following text:

- **Official Name:** Heart Rhythm 2023
- **Official Hashtag:** #HRS2023
- **Do NOT Use:**
 - 2023 Heart Rhythm Scientific Sessions
 - 44th Annual Heart Rhythm Scientific Sessions
 - #HR2023 (missing S) or #HR23
 - Scientific Sessions
- **When describing the meeting in your press materials, please use the following text:** "The Heart Rhythm Society's annual Heart Rhythm meeting convenes 7,700+ of the world's finest clinicians, scientists, researchers, and innovators in the field of cardiac pacing and electrophysiology. More than 700 international experts in the field will serve as faculty for the 200+ educational sessions, forums, symposia, and ceremonies, while 120+ exhibitors will showcase innovative products and services."
- **When referring to the Heart Rhythm Society in your press materials, please use the following text:** "Heart Rhythm 2023."
- **When referring to the event in your press materials,** the organization should always be referred to as "Heart Rhythm Society" or "the Society". Please do not abbreviate the name as "HRS."

EMBARGO POLICY

Accepted abstracts are embargoed until 5:00 PM ET on Thursday, May 18, 2023. All late-breaking clinical trials are embargoed until 6:00 AM ET on the day of their session presentation.

The only information that may be released prior to embargo dates is the abstract title and the authors' names. Any additional information regarding any abstract submission may not be released before the embargo date/time.

Failure to honor embargo policies will result in the abstract being withdrawn and barred from presentation. Any company found to have failed to honor the embargo policies may

be restricted from future events.

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 2023, 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 2023.

PRESS ROOM INFORMATION

Press Room

The Heart Rhythm Society Press Room is reserved for journalists reporting on Heart Rhythm 2023 daily briefings and interviews.

Location: TBD

Guidelines

The Press Briefing Room is reserved for members of the press and select invited presenters/attendees.

- Exhibitors may **not** request press credentials for any of their representatives.
- The Heart Rhythm Society does not share its press or attendee list with outside businesses or exhibitors, nor will a post-event list of attending journalists be distributed.

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 2023 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 2023 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 2023 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 on the embargoed media page. The Heart Rhythm Society reserves the right to present the materials as it wishes.