



2020 HEART RHYTHM SCIENTIFIC SESSIONS PRESS OPPORTUNITIES

2020 Heart Rhythm Scientific Sessions is the premier educational event for cardiac arrhythmia experts. Last year's meeting in San Francisco, was attended by more than 7,000 professional attendees. Registrants traveled from over 70 countries to attend more than 250 scientific sessions. Press coverage from 2019 generated millions of media impressions in hundreds of consumer, trade, and broadcast outlets.

Press attendees at the 41st Annual Heart Rhythm Scientific Sessions will include national and international health trade publications, websites, newswire outlets, top daily newspapers, and consumer publications. The meeting will also attract attention from offsite reporters who cannot attend but are interested in the meeting topics and new products.

2020 Heart Rhythm Scientific Sessions 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 2020 Heart Rhythm Scientific Sessions press room will be featured on the Society's online Media Center —hard copies will **not** be provided at the meeting.

April 24, 2020 5:00 PM PDT

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 Scientific Sessions in all press materials must use the following text:

- Approved: "2020 Heart Rhythm Scientific Sessions"
- Approved: The Heart Rhythm Society should always be referred to as "Heart Rhythm Society" or "the Society."
- Approved: "The Heart Rhythm Society's annual Heart Rhythm Scientific Sessions convenes more than 7,000 of the world's finest clinicians, scientists, researchers, and innovators in the field of cardiac pacing and electrophysiology. More than 900 international experts in the field will serve as faculty for the 250+ educational sessions, forums, summits and symposia, while 120 exhibitors will showcase innovative products and services."
- Incorrect: Do not abbreviate Heart Rhythm Society as **HRS**.

Embargo Policy

All abstracts presented at 2020 Heart Rhythm Scientific Sessions are embargoed until **5:00 PM PDT on Tuesday, May 5, 2020**. Prior to this embargo deadline, information regarding any abstract submission may not be released.

Late-Breaking Clinical Trials abstracts are embargoed until the time of their 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 2020 Heart Rhythm Scientific Sessions, 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 2020 Heart Rhythm Scientific Sessions.

PRESS ROOM INFORMATION

Press Room

The Heart Rhythm Society Press Room is reserved for journalists reporting on 2020 Heart Rhythm Scientific Sessions daily briefings and interviews.

Location

San Diego Convention Center

- Press Room: 15B
- Press Briefing Room: 15A

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.

Press Room Hours

All hours are Pacific Daylight Time (PDT).

- Wednesday, May 6, 2020: 7:30 AM - 6:00 PM
- Thursday, May 7, 2020: 7:30 AM - 6:00 PM
- Friday, May 8, 2020: 7:30 AM - 6:00 PM

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.

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.
- 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 2020 Heart Rhythm Scientific Sessions 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 Scientific Sessions business or pertaining to research that will be presented cannot be held before the 2020 Heart Rhythm Scientific Sessions 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 2020 Heart Rhythm Scientific Sessions event or activity or be held before the opening of the Scientific Sessions.

Press Lists

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